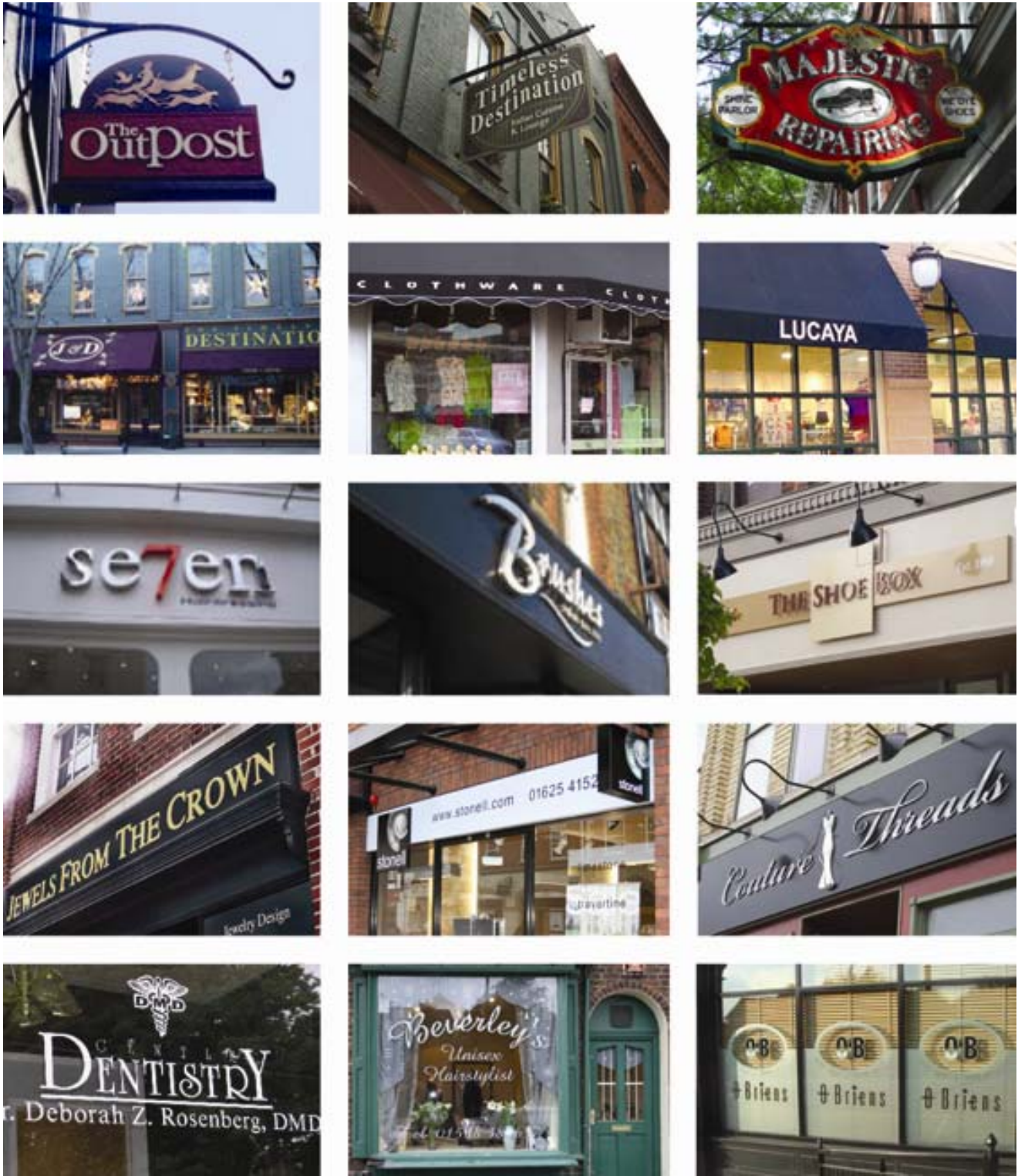


*Sign on top of building at 10 East Morgan Street*

### ***Building and Site Signage Analysis and Recommendations***



**Key Note**

- 1. Keep signage within architectural divisions of building façade when possible.
- 2. Signage should match architectural style when possible.
- 3. Illumination of signage should be restricted.
- 4. Signage shall comply with the Historic Downtown District ordinance, signage guidelines.

**Sign Message**

Keep the message simple. Remember the prime function is to “index” the storefront. Keep the wording to a minimum so that it is easily read by passing motorists and pedestrians. Use key words to identify the business. Avoid redundant wording and unnecessary slogans. Sign clutter will often interfere with the visibility of your primary message.

**Size and Position**

View the exterior of the building. Look for logical “signable areas” on the exterior of the façade. The best areas for signs will be those places on the façade which contain continuous flat surfaces void of windows, doors or other architectural details. For many older structures the most appropriate places for signs will be on lintel strips above storefronts or on transom panels above display windows. For newer buildings continuous areas of masonry immediately above the top of the storefront offer the best possibilities. Let the size of these “signable areas” determine the size of your sign and lettering. Position individual letters or sign panels within these predetermined areas. This will allow the sign to fit the building.

**Signage Could Be Restricted to 4-6 Basic Sign Types**

- A. **Projected Signs** – projected signage should be restricted in number, size and non-illumination and should incorporate period hardware.
- B. **Awning signage** – awnings should be designed with front panel to carry messages.
- C. **Pin-mounted/dimensional letters** – should complement architecture.
- D. **Panel Signs** – should fit architectural elements and can be combined with dimensional lettering.
- E. **Vinyl applied to windows** – business name should be limited to one window surface.

**Sign Definitions**

- A. Projected Signs – exterior signs that run perpendicular to the building.
- B. Awning signage – text or logos applied to an awning structure.
- C. Pin-mounted dimensional letters – individual letters that are attached to a wall by a screw or stud rod used to space the letter off of the wall.
- D. Panel Signs – text or image applied to a panel usually made of metal or a rigid substrate.
- E. Vinyl applied to windows – cut vinyl letters or logo usually applied to the second surface (inside surface) of a window.

Jefferson Street



Sign out of character with architecture, use appropriate font and application.

Highlight inscribed building identification. Remove panel sign; use projected sign.

Remove vinyl, use area above window/doors for panel or pinmounted letters.

Window vinyl is recommended.

Eliminate plastic backlit sign. Window vinyl is recommended.

Use large spaced pinmounted letters.

Pin mounted letters hidden by roof. Eliminate window vinyls. Panel sign could be better proportioned to fit area.

Canopy sign appropriate.

Use projected sign with appropriate hardware, eliminate "Colts" sign. Move to window vinyl.

Eliminate canopy; window vinyls are recommended.

Morgan Street



Replace existing projected sign with appropriately scaled sign and hardware.

Eliminate internally illuminated projecting sign; window vinyls are recommended.

Oval panel sign recommended.

Eliminate large backlit sign, remove canopy and replace with panel sign on façade.

Canopy sign appropriate But canopy is oversized.

Panel sign above door or pinmounted letters across architectural band recommended.

Pinmounted letters appropriate.

Eliminate top panel sign; projected or awning sign appropriate.

Eliminate banner and box sign projected off steep roof: window vinyls recommended.

Canopy sign or if canopy is removed, panel sign Above doors recommended.

Planning Study for Downtown Revitalization ▪ *City of Martinsville*  
Existing Building Signage Analysis: Jefferson Street and Morgan Street

Washington



Main Street



Main Street





Repair or replace original  
blue glazed tile letters.

Projected sign.

**65 North Jefferson**



Pin mounted  
Letters.

Vinyl letters.

**59 North Jefferson**



Vinyl letters.

Vinyl letters.

**27 - 35 North Jefferson**



Relight the existing roof mounted iconic sign.

10 East Morgan



Awning sign.

28 East Morgan



Window vinyl.

78 East Morgan



Panel sign.

Window vinyl.

110 East Morgan



Window vinyl.

Panel sign.

165 East Morgan

Note that these images indicate the façade improvement recommendations not the existing building conditions.



Note that these images indicate the façade improvement recommendations not the existing building conditions.



Window vinyl.

**10 North Main**



Pin mounted letters.

**46 North Main**



Projecting sign reduced in size from existing sign.

**50 North Main**



Restore existing 1950s era projecting sign.

**96 North Main**

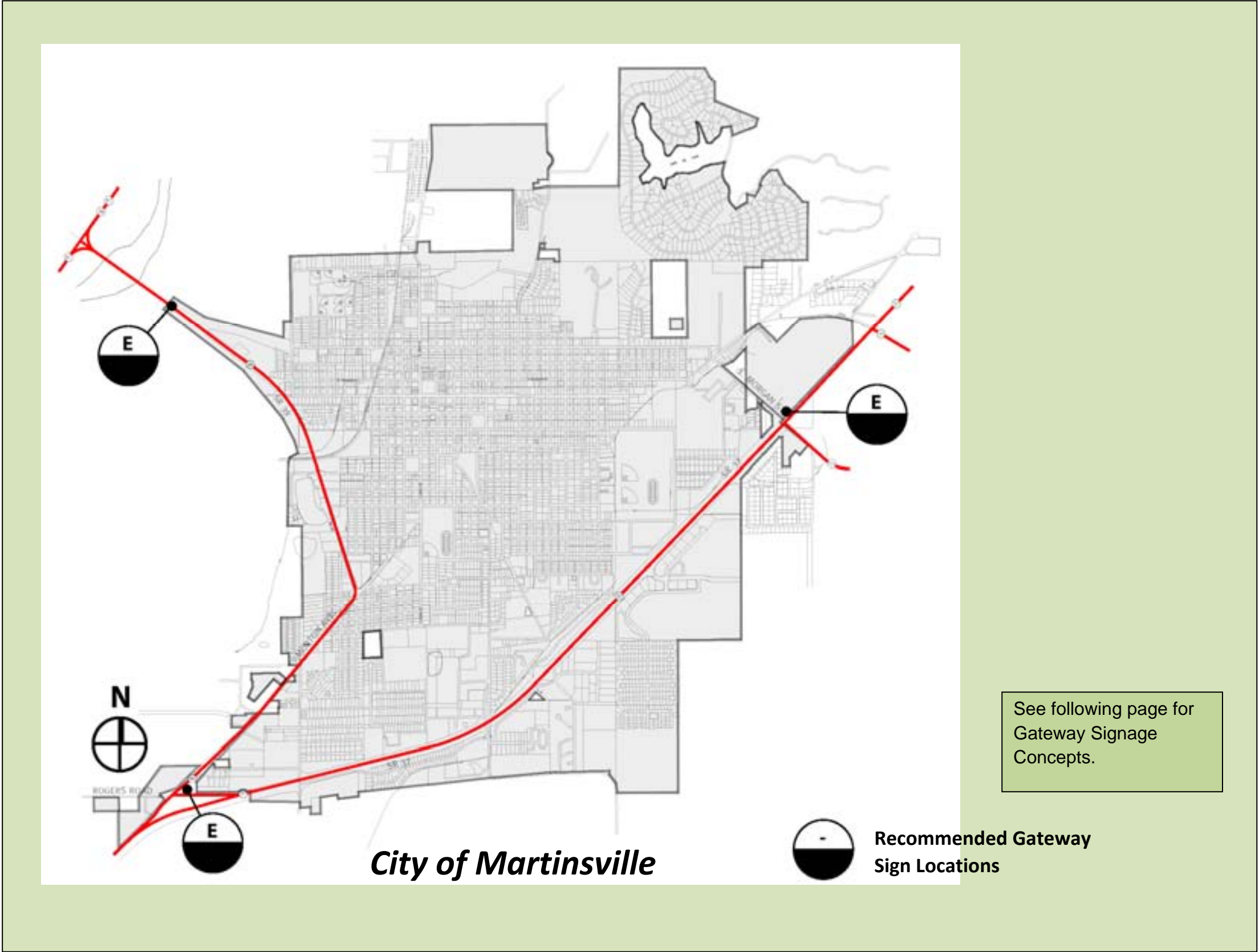


Projecting sign.

Window vinyl.

**159 North Main**

Note that these images indicate the façade improvement recommendations not the existing building conditions.





A

A welcoming “storefront” sign represents architectural details of historic buildings found in Martinsville.



B

Arched gateway with fish and wave motif captures a historic element of the Martinsville fisheries. The structure may be black wrought iron reminiscent of the 1800s.



C

Limestone gateway marker rising in an upward motion symbolizes the new growth of Martinsville.



D

Circular column of “mineral” becomes the place-marker identifying prominent boundaries of the City of Martinsville.



E

Elements such as finials and lower support brackets convey a “front porch” style. This structure may be of wood or metal composition.