



DOWNTOWN MENASHA SIGN DESIGN GUIDELINES

C-2 CENTRAL BUSINESS DISTRICT



GUIDELINES

GENERAL GUIDELINES FOR ALL SIGNS IN THE C-2 DISTRICT

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ADOPTED BY CITY OF MENASHA COMMON COUNCIL ON JUNE 1, 2009.

APPLICABILITY

The standards and guidelines set forth in this manual apply to all properties within the C-2 Central Business District of the City of Menasha as indicated on the map at the end of this document.

- All proposed signs consistent with the guidelines stated herein shall require approval.
- Signs not consistent with the guidelines stated herein, shall be subject to design review by the Menasha Landmarks Commission.



- Signs may not be changed or installed until the Community Development Department has issued the permit.
- Many non-conforming signs will exist within the commercial core of Downtown Menasha after these guidelines are implemented. The intent of the Community Development Department is to improve the Downtown experience for everyone. Therefore, voluntary compliance with these guidelines is highly encouraged for businesses with existing signage.

PURPOSE

The intent of the sign design guidelines is to accomplish the following:

- Establish reasonable and improved standards for business identification.

- Assist property owners and business owners in understanding city expectations.
- Reduce the time involved for processing sign approvals.
- Encourage creative and innovative approaches to signage within an established framework.
- Promote economic vitality in the downtown.
- Enhance overall property values and the visual environment in the city by discouraging signs which contribute to the visual clutter of the streetscape.
- Ensure that commercial signs are designed for the purpose of identifying a business in an attractive and functional manner, rather than to serve primarily as general advertising.
- Ensure signs on the façade of buildings reinforce the existing character and are integrated into the architectural scheme of the building.
- Promote a quality visual environment by allowing signs that are compatible with their surroundings and which effectively communicate their message.



Downtown Menasha Sign Design Guidelines 2



PERMITTED SIGNS

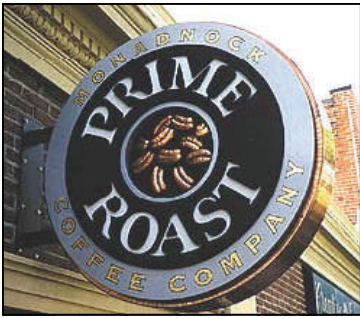
THE FOLLOWING SIGN TYPES ARE PERMITTED IN THE C-2 CENTRAL BUSINESS DISTRICT:

- WALL SIGNS
- AWNING & CANOPY SIGNS
- PROJECTING SIGNS
- WINDOW SIGNS
- PLAQUE SIGNS
- RESTAURANT MENU SIGNS
- MONUMENT SIGNS
- BUSINESS CENTER SIGNS
- SIDEWALK SIGNS (A-FRAME SIGNS)
- PORTABLE SIGNS (LIMITED USE)

ALL SIGNS IN THE C-2 CENTRAL BUSINESS DISTRICT MUST BE EITHER EXTERIOR-LIT, BACK-LIT (HALO) OR NON-LIGHTED.

SIGN OVERVIEW

- All signs should be architecturally integrated with their surroundings in terms of size, shape, color texture, and lighting so that they are complementary to the overall design of the buildings.
- Signs should reflect the character of the building and its use.
- Signs should respect the immediate context of the building's location and the overall character of Downtown Menasha.
- Signs should enhance the primary design elements or unique architectural features of buildings.



- Signs should be designed with the purpose of promoting commercial and street activity while enhancing the pedestrian experience.
- The size of signs and its letters should be located in logical "signable areas" which relate to the pattern of the façade.
- The number of signs per building façade should be limited to the fewest necessary to clearly identify businesses located within.
- Signs are not permitted to cover or obscure architectural features of buildings.
- Consider the layout and shape of the architectural features of the building when determining the size and location of a sign.
- Design elements such as window patterns (vertical and horizontal rectangles, arches, squares, etc.) will help determine the sign shape that will suit the building.



- All signs are to be maintained properly such that they are always in clean, working condition and the copy is not obscured or damaged.
- Signs that encroach or project over the public right-of-way shall be subject to approval of an revocable occupancy permit.
- New signs proposed for existing buildings shall provide a compatible appearance with the existing signage of other tenants. Signs should not attempt to unify the business with its nearest neighboring tenants.



PERMITTED SIGN AREA

Table 1 applies to the following types of signs which require a sign permit: wall, awning/canopy, marquee, projecting, monument, and sidewalk (A-frame), and business center. Permitted sign area for all other signage is addressed individually in the specific guidelines' section throughout the remainder of this document.

Downtown Menasha Sign Design Guidelines 3

The allowable square footage of sign area in the C-2 Central Business District shall be computed based upon amount of frontage as indicated in the following table (generally, one square foot of signage per lineal foot of store frontage).

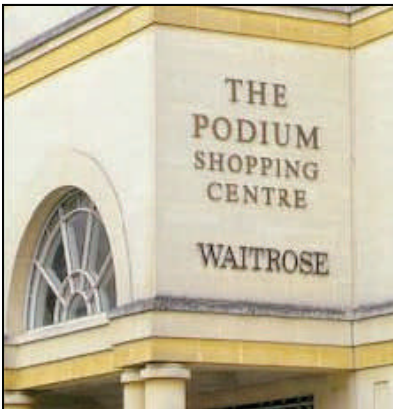
ALLOWABLE SIGN AREA PER BUILDING EXPOSURE	
WALL	MAXIMUM 1 SQ. FT. FOR EACH LINEAR FT. OF STOREFRONT NOT TO EXCEED 50 SQ. FT. (SEE CODE FOR SECOND FLOOR BUSINESSES)
AWING / CANOPY	MAXIMUM 1 SQ. FT. FOR EACH LINEAR FT. OF STOREFRONT NOT TO EXCEED 50 SQ. FT.
MARQUEE	MAXIMUM 1 SQ. FT. FOR EACH LINEAR FT. OF THE STOREFRONT NOT TO EXCEED 50 SQ. FT. LIMITED USES PERMITTED
PROJECTING	MAXIMUM 1 SQ. FT. FOR EACH LINEAR FT. OF STOREFRONT NOT TO EXCEED 25 SQ. FT./FACE
MONUMENT	MAXIMUM 1 SQ. FT. FOR EACH LINEAR FT. OF THE BUILDING EXPOSURE; NOT TO EXCEED 50 SQ. FT.
SIDEWALK (A-FRAME)	MAXIMUM 8 SQ. FT./SIGN FACE, 16 SQ. FT./SIGN
BUSINESS CENTER	REQUIRES SPECIAL USE PERMIT; MAXIMUM 50 SQ. FT./SIGN FACE FOR 1ST BUSINESS, 25 SQ. FT./SIGN FACE FOR EACH BUSINESS THEREAFTER; NOT TO EXCEED 100 SQ. FT.

PLACEMENT

- The architecture of the building often identifies specific locations for signs, and these locations should be used.



- The size of signs shall be in proportion to the size of their location.
- Repetitious signage information on the same building frontage should be avoided, regardless of the sign area square footage allowed in the zoning code.
- To minimize irreversible damage to masonry, all mounting and supports should be inserted into mortar joints and not into the face of the masonry. This technique does not damage the surface and allows for easy removal.
- Signs that are replaced on stucco exteriors can result in unattractive "patched" areas. These potential maintenance problems shall be addressed during the approval process for the sign replacement.



MULTI-STORIED BUILDINGS

- Ground floor tenants should place signs at the storefront level.
- Window signs are permitted on upper portions (see guidelines for qualifying signs).
- Upper story tenant signs are restricted to signs above the entrance and window signs (see guidelines for details).
- Window signs for upper story tenants are permitted if the tenant has an entrance at the sidewalk and a directory sign is located at the ground floor. Window signs shall not exceed 30% of each window area.

DESIGN & MATERIALS

- Exterior materials, finishes, and colors should be the same or similar to those of the building or structures on site.



- Signs should be professionally constructed using high-quality materials such as metal, stone, wood, brass-plated, and exposed neon.
- Internally lit letters (other than exposed inert gas tubing) or box signs are prohibited.
- The colors and lettering styles should complement the building façade and harmonize with neighboring businesses.
- Excessively bright colors or over-scaled letters shall not be used as a means to attract attention.

Downtown Menasha Sign Design Guidelines 4



- The design and alignment of signs on multiple use buildings should be harmonious with each other such that a unified appearance is achieved.



- Signs shall respect the zoning district's dominant characteristics.



SIGN MESSAGE

- Primary signs contain only the name of the business and/or its logo. Secondary text identifies products and should be located in a secondary location.



- Signage that contains advertising is not permitted. However, signs may include information describing the products sold or services provided.
- Sign message must be designed to fit properly into the sign location.
- Modification to logos and corporate identifiers may be required to fit attractively in the space provided.
- Sign fonts shall be selected to provide both clarity and artistic integrity.



SIGN LIGHTING

- Arrange any external spot or flood lighting such that the light source is directed away from passersby. The light source must be directed against the sign such that it does not shine into adjacent property or cause glare for motorists and pedestrians.



- Back-lit, halo-lit illumination, or reverse channel letters with halo illumination are allowed for lighting purposes. Such signs convey a subtle and attractive appearance and are very legible under moderate ambient lighting conditions.



- Internally lit signs and signs which use blinking or flashing lights are not permitted.
- Visible raceways and transformers are prohibited. Sign installation details shall indicate the location of the transformer and other mechanical equipment.

Downtown Menasha Sign Design Guidelines 5

- Projecting luminaries used for externally illuminated signs should be simple and unobtrusive in appearance. They should not obscure the graphics of the sign.



- Where individual letter signs face nearby residential areas, a low level of brightness shall be maintained with the use of halo-lit letters or down lighting (i.e., gooseneck luminaries).



WALL SIGNS ARE TO BE MOUNTED FLUSH AND FIXED SECURELY TO A BUILDING WALL, PROJECTING NO MORE THAN 30 INCHES FROM THE FACE OF A BUILDING WALL, AND NOT EXTENDING SIDEWAYS BEYOND THE BUILDING FACE OR ABOVE THE WINDOW SILL OF THE SECOND STORY WINDOW.

- Wall signs should be located on the upper portion of the storefront, within or just above the enframed storefront opening. The length of the sign should not exceed the width of the enframed storefront.
- Wall signs shall be placed within a clear signable area. Signable areas are defined as an architecturally continuous wall surface uninterrupted by doors, windows or architectural detail.
- Wall signs shall not exceed 1 square foot for each linear foot of storefront, with a maximum of 50 square feet and a minimum of 10 square feet for ground floor businesses. Second floor businesses are allowed 1 shared wall sign per entrance not to exceed 8 square feet.



- Wall signs shall be mounted in locations that respect the design of a building, including the arrangement of bays and openings.

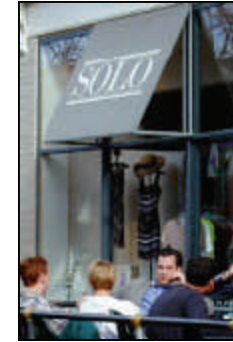


- Signs should not obscure windows, grillework, piers, pilasters, and ornamental features. Typically, wall signs should be centered on horizontal surfaces (i.e., over a storefront opening).
- Wall signs shall be designed to be compatible with the storefront in scale, proportions, and color.
- Signs should be designed to create a projection, provide shadow relief, and a substantial appearance.
- Signs painted directly onto buildings are prohibited.

AWNING & CANOPY

SIGNS ARE SIGNS THAT ARE PRINTED ON, PAINTED ON, OR ATTACHED TO AN AWNING OR CANOPY ABOVE A BUSINESS DOOR OR WINDOW. THEY GENERALLY SERVE TO BRING COLOR TO THE SHOPPING ENVIRONMENT AND ARE ORIENTED TOWARD PEDESTRIANS FROM THE OPPOSITE SIDE OF THE STREET.

- Sign lettering and/or logo should comprise no more than 30% of the total exterior surface of an awning or canopy. The maximum allowed is 1 square foot for each lineal foot of storefront.
- Awnings and canopies must be permanently attached to buildings.
- The minimum height of awnings shall be 7 feet from the lowest point to the sidewalk.
- Open-ended awnings are preferred.



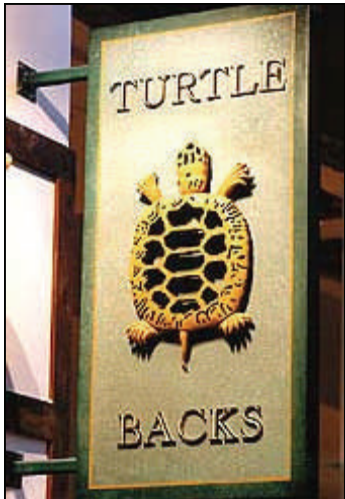
- Awnings and canopies shall be mounted on the horizontal framing element separating the storefront window from the transom (a crosspiece separating a doorway from a window).
- Awnings shall be designed to project over individual window and door openings and not project as a single continuous feature extending over masonry pier or arches.
- Awnings shall be mounted on the wood or metal framing within a door or window opening, not on the wall surrounding the opening.
- Awnings with back-lit graphics or other kinds of



- interior illumination are not permitted.
- Matte finish canvas is preferred
- Awnings with a solid color are preferred. Striped awnings may be appropriate for some buildings without ornamental facades. Striped awnings with highly contrasting, bright colors are discouraged.

PROJECTING SIGNS ARE

AFFIXED TO THE FACE OF A BUILDING OR STRUCTURE AND PROJECT IN A PERPENDICULAR MANNER MORE THAN 12 INCHES FROM THE WALL SURFACE OF THAT PORTION OF THE BUILDING OR STRUCTURE TO WHICH IT IS MOUNTED. PROJECTING SIGNS ARE STRONGLY ENCOURAGED AND SHOULD BE CAREFULLY DESIGNED TO REFLECT THE CHARACTER OF EACH BUILDING AND BUSINESS AS WELL AS FITTING COMFORTABLY WITH OTHER ADJACENT SIGNAGE.



- Projecting signs shall not be mounted above the second floor windowsill in multi-storied buildings.
- The design of the sign should consider visually interesting elements such as square or rectangular shapes with painted or applied letters, two or three dimensional symbols or icons, irregular outlines, and/or internal cut-outs.
- Projecting signs should be small in scale and provide a vertical clearance of 7 feet along pedestrian areas.
- Projecting signs shall be oriented to pedestrians passing on the sidewalk in front of the buildings rather than to automobiles or pedestrians on the far side of the street. This can be achieved by providing a minimum



clearance of 12 inches between the building face and sign and maintaining a projection of 36 inches.

- Projecting signs shall be allowed 1 square foot for each linear foot of the storefront, not to exceed 25 square feet per sign face for ground floor businesses. Upper floor businesses may have 1 shared projecting sign per entrance not to exceed 8 square feet.
- Mounting hardware should be an attractive and integral part of the sign design. Simple round pipe brackets with plugged ends or added decorative end elements are generally appropriate for signs. However, metal brackets of a more decorative and complex shape are encouraged where appropriate to add to the character of the building.



Downtown Menasha Sign Design Guidelines 7



MARQUEE SIGNS ARE PROJECTING SIGNS ATTACHED TO OR SUPPORTED BY A PERMANENT CANOPY OFTEN MADE OF METAL AND GLASS.

- Marquee signs are to be installed only on buildings occupied by theaters, cinemas, performing arts facilities, or parking structures.
- The sign copy of marquee signs shall be limited to include only the facility's name and changeable copy related to current and future attractions.
- The facility name portion of the sign should not exceed 40 percent of the total sign area and the changeable copy portions of the sign should not exceed 80 percent of the total sign area.
- Marquee signs are subject to 1 square foot for each linear foot of building exposure, not to exceed 50 square feet.
- Marquee signs must maintain a minimum clearance of 7 feet.



HANGING SIGNS ARE SIMILAR TO PROJECTING SIGNS EXCEPT THAT THEY ARE SUSPENDED BELOW A MARQUEE OR UNDER A CANOPY. HANGING SIGNS ARE GENERALLY SMALLER THAN PROJECTING SIGNS DUE TO THEIR LOWER MOUNTING HEIGHT.

- Hanging signs shall be used only at ground floor locations except for upper floor businesses with covered entry porches and balconies.



- Hanging signs shall be treated similar to but smaller than projecting signs.
- Hanging signs, excluding support rods, chains or similar hangers, shall fit within an imaginary rectangle with a maximum area of 4 square feet.
- Signs shall be oriented toward the pedestrian and should impart a sense of creativity in its design.



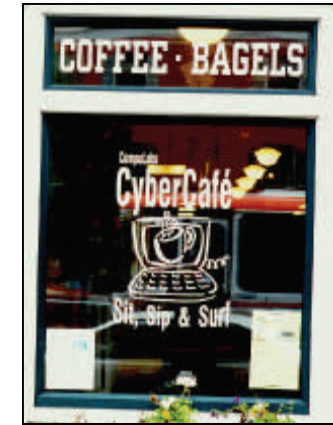
WINDOW SIGNS ARE SIGNS THAT ARE PAINTED, POSTED, DISPLAYED, OR ETCHED ON AN INTERIOR TRANSLUCENT OR TRANSPARENT SURFACE, INCLUDING WINDOWS OR DOORS. THIS TYPE OF SIGNAGE GENERALLY CONTAINS ONLY TEXT BUT IN SOME CIRCUMSTANCES CAN EXPRESS A SPECIAL BUSINESS PERSONALITY THROUGH GRAPHIC LOGOS OR IMAGES COMBINED WITH COLOR.

- Window signs shall not exceed 30% of the window area so that visibility into and out of the window is not obscured.
- Sign copy should not exceed 8 inches in height.
- Window sign copy shall be applied directly to glazed area.
- Window signs should be created from high quality materials such as paint, gold-leaf, or neon. Appropriate techniques for window signs include sandblasting or etched glass.



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- Window signs should be applied directly to the interior face of the glazing or hung inside the window thereby concealing all mounting hardware and equipment.



- Well-designed window graphics should be used in the construction of the sign to attract attention but still allow pedestrians to view store interiors.

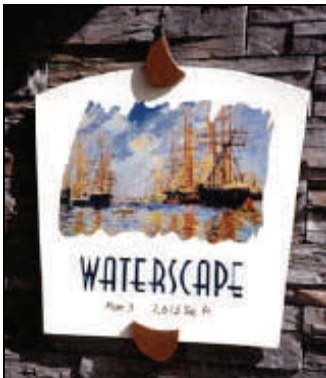


PLAQUE SIGNS ARE SMALL VERSIONS OF WALL SIGNS THAT ARE ATTACHED TO SURFACES ADJACENT TO SHOP FRONT ENTRIES.

- Plaque signs are to be located only on wall surfaces adjacent to tenant entries.
- Plaque signs are to fit within an imaginary rectangle with a maximum area of 2 square feet.



- Limit plaque sign projections from wall surfaces to a maximum of 2 inches.
- Signs are to include the business name and a business logo only.
- Plaque signs are encouraged to include unique designs or other visually stimulating decorations and may be irregular in outline shape.
- Limited to one at each entrance.



RESTAURANT MENU SIGNS

ARE SIGNS THAT INCORPORATE A MENU CONTAINING A LISTING OF PRODUCTS AND PRICES OFFERED BY THE BUSINESS. SUCH SIGNS FACILITATE THE CUSTOMER IN LOCATING A RESTAURANT IN WHICH TO PATRONIZE. THEREFORE, PROMINENTLY DISPLAYED MENUS WITH PRICES AND OTHER IMPORTANT INFORMATION CAN HELP THE CUSTOMER IN MAKING THIS DECISION.

- Restaurant menu signs should be located in a permanently mounted display box on the surface of the building adjacent to the entry. Taping a menu to a box is not an appropriate menu sign.



- Menus may also be decoratively displayed in the window adjacent to the entry.
- Restaurant menu signs should be provided for all restaurants with table service.
- High quality materials and artistic designs should be used in the construction of menu signs.
- Limited to one at each entrance.

Downtown Menasha Sign Design Guidelines 9



- Restaurant menu signs are not included in the calculation of maximum sign area.
- The allowable area for restaurant menu signs shall be a maximum of 6 square feet.
- Restaurant menu signs shall be appropriate in size, location, and design to the character and architectural detail of the building as well as to the character of the restaurant.

MONUMENT SIGNS ARE

FREESTANDING SIGNS WITH A LOWER HEIGHT CONFIGURATION. SUCH SIGNS ARE USUALLY USED FOR BUILDING COMPLEXES THAT ARE SEPARATED FROM ADJACENT STREETS BY SUBSTANTIAL SETBACKS.

- Low profile or monument signs shall not overhang public property and shall have a solid footing in or upon the ground.
- Low profile signs should be constructed out of materials that complement the building structure and its use.

- Architectural lines which complement that of the building should be incorporated, especially with respect to the top of the sign.
- The design of the sign structure and the text should express high quality construction.
- Low profile or monument signs should be composed of individual lettering that is consistent with the image of the business and the surrounding architectural style.
- Letter heights should not exceed 12 inches.



- Monument signs may be illuminated either by external fixtures designed to complement the appearance of the sign or halo-lit illumination.
- Internal illumination is not permitted.
- Sign text should be limited to the building or project name, logos, and the business address.
- The maximum sign height, including the sign base, shall not exceed 8 feet. Limiting sign height to 6 feet is encouraged.
- Monument signs should only be used when other alternative types of signage would not provide adequate identification.

BUSINESS CENTER SIGNS

ARE MONUMENT SIGNS USED TO IDENTIFY MULTI-TENANT BUILDINGS OR DEVELOPMENTS AND BUSINESSES THAT DO NOT HAVE DIRECT FRONTAGE ON A PUBLIC STREET. BUSINESS CENTER SIGNS SHALL BE CONSTRUCTED AND ORIENTED TO THE PEDESTRIAN.

- Business center signs require a special use permit.
- The maximum area per business is 50 square feet/ sign face for first business, plus 25 square feet/sign face for each business thereafter, not to exceed 100 square feet.
- The maximum height is not to exceed 8 feet.
- The sign copy may include the following: building or project name, project logo, address, business tenant names, and suite numbers or letters.
- The letter size of the building name, project name, or logo should not exceed 4 inches in height. All other copy should not exceed 2 inches in height.



- Business center signs should be constructed out of materials that complement both the building structure and its use.
- Business center signs may be illuminated either by external fixtures designed to complement the appearance of the sign or halo-lit illumination.

SIDEWALK (A-FRAME) SIGNS

ARE DESIGNED TO STAND ON THEIR OWN EITHER ON PUBLIC OR PRIVATE PROPERTY. SUCH SIGNS ARE PORTABLE AND ARE USUALLY PLACED ALONG PUBLIC SIDEWALKS TO ATTRACT PEDESTRIANS INTO SHOPPING AREAS.

Downtown Menasha Sign Design Guidelines 10

- Sidewalk signs should be constructed using one of the following durable materials: wooden or metal signs suspended from a wire frame or wooden A-Frame signs with open bases.
- Glass, breakable materials, paper, laminated paper, vinyl, plastic, PVC pipe frames, or illumination are not permitted materials for sidewalk signs.

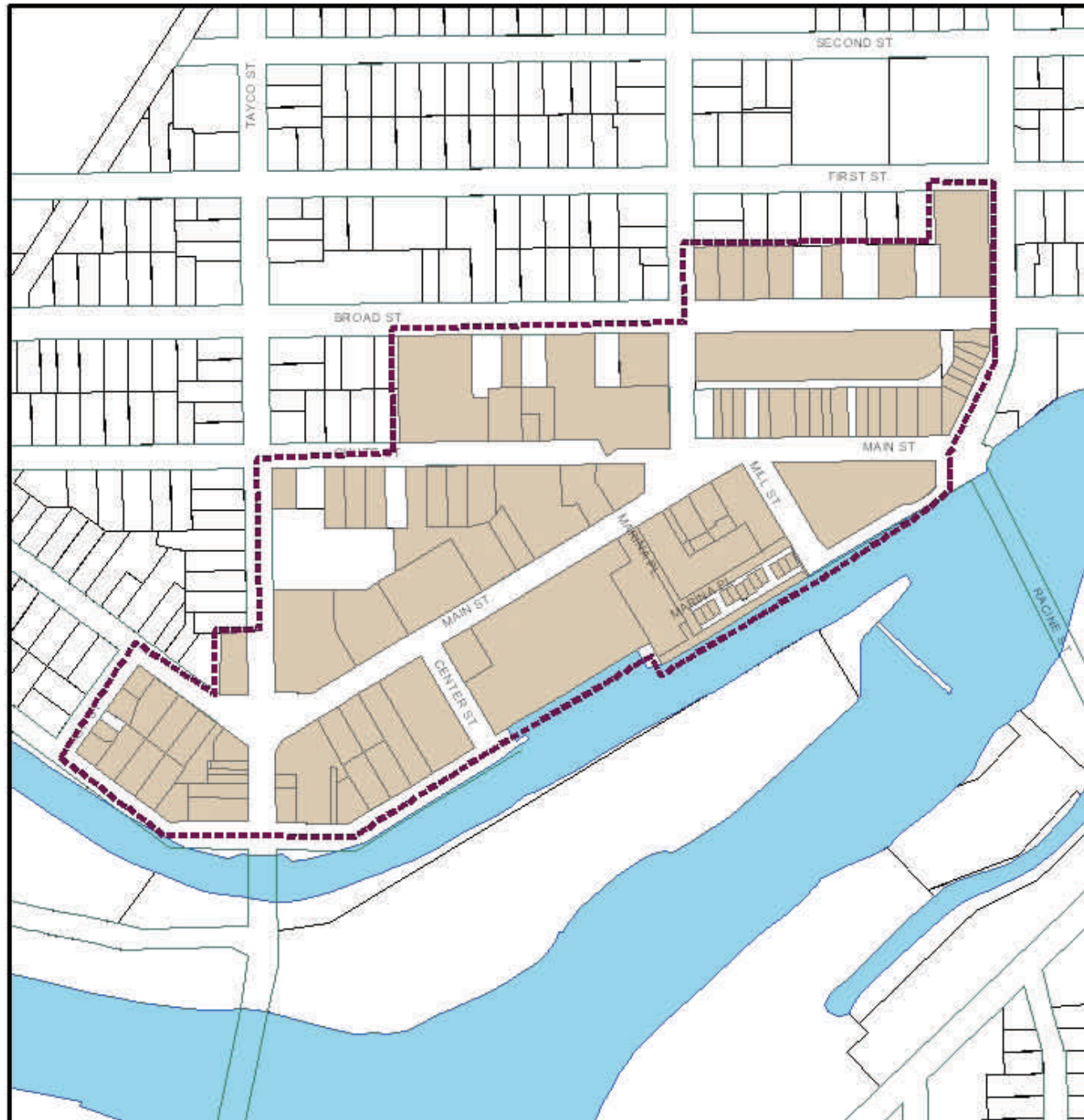


- Sidewalk sign designs should be uncluttered, with a minimum of text. Logos and graphics are encouraged.
- Sidewalk signs must not be permanently affixed to any object, structure, or the ground.
- The maximum sign area per Sidewalk sign is 8 square feet. Sign area is calculated on one side only.
- Sign lettering should be between 2-4 inches high.

PORTABLE SIGNS & OTHER SIGNS EXEMPT FROM PERMIT REQUIREMENTS

- Please see Sec. 13-1-62 of the Menasha Code of Ordinances.

City of Menasha
**C-2 Central
Business District**
March, 2008



Legend

- Roads
- Lakes & Rivers
- C-2 District
- General Boundary of the C-2 District

