

TOWN OF THOMPSON

SIGN GUIDELINES



Before: Old, deteriorating sign

After: New upgraded sign

SIGN DESIGN GUIDANCE

Purpose

The Town of Thompson has adopted a Sign Code. The purpose of the Code is to establish standards for signs to help preserve and improve the appearance of the Town, and to promote public safety by regulating the location, quality, construction and maintenance of signs.

It is also the intent of the Code to regulate signs in the context of the built and natural environment. Signs are an economical and effective way to communicate information and an asset to most businesses. Property values are protected and enhanced when signs are designed with these principles in mind.

This guidance will assist the sign owner is complying with the Town of Thomson Sign Code.

Goal

The goal of this Sign Design Guidance is;

1 Clarify sign types

To explain definitions and standards for signs which help people (pedestrians and drivers) find what they need without difficulty or confusion.

2 Increase traffic safety

To promote effective signage that allows passing motorists to absorb the most important information without distracting their attention from the road for an extended period of time.

3 Enhancing community appearance

To reduce the occurrence of ineffective signage, and the proliferation of too much signage, which can adversely effect the appearance of a community, reduce surrounding property values and negatively effect business.

Permits

According to the Town of Thompson Sign Code, all signs in all zones other than exempt signs require a permit. Section D of the Code itself describes what signs are permitted in each Zone. Section C describes signs for which a permit is not required.



Upgraded residential community sign with attractive landscaping



Deteriorating residential community sign

Contacts & Resources

Zoning Guidelines, Permits, and Compliance Information

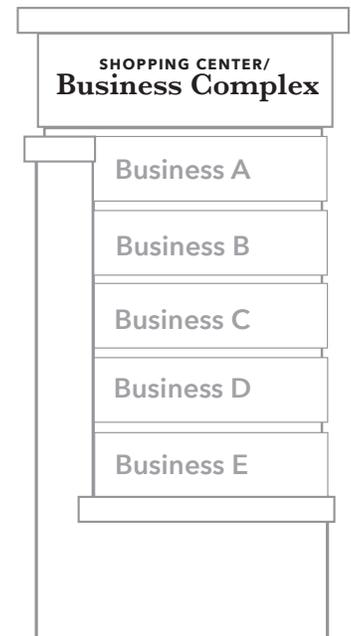
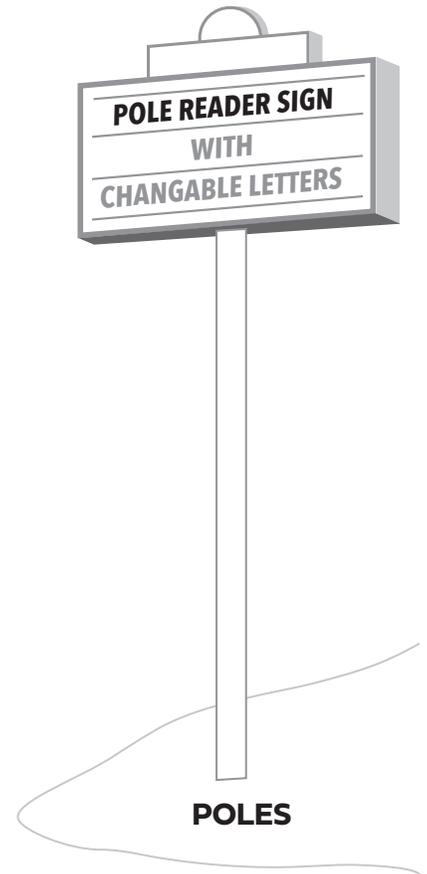
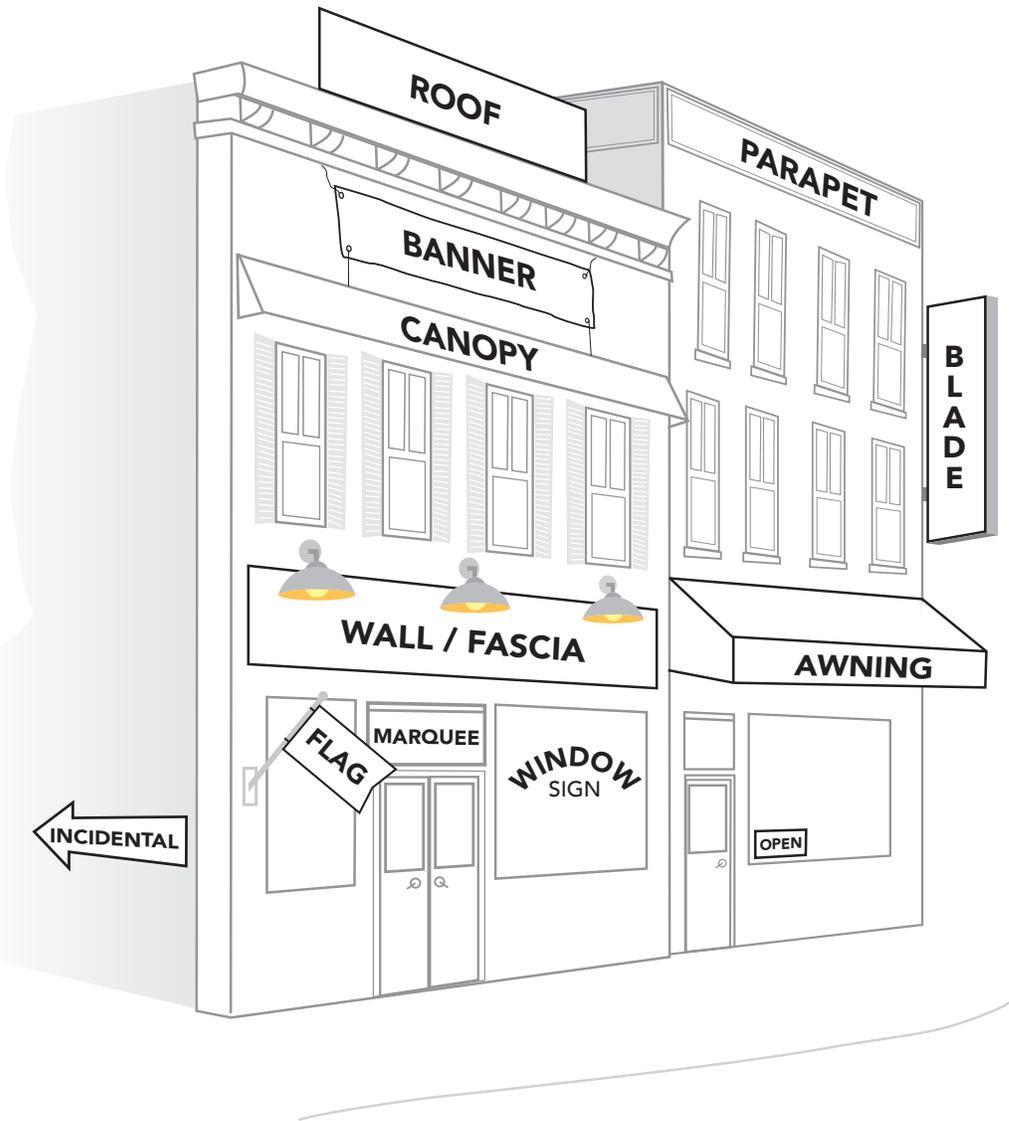
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townofthompson.com

EXAMPLES OF SIGN TYPES

Section B of the Town of Thompson Sign Code offers sign definitions.



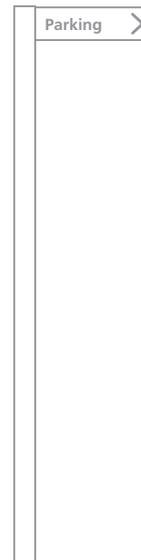
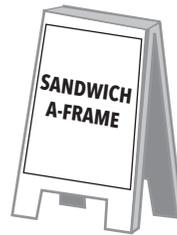
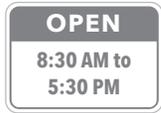
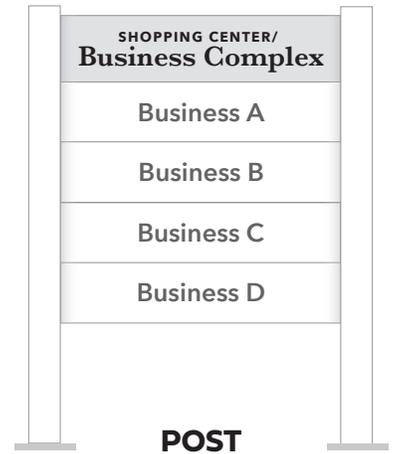
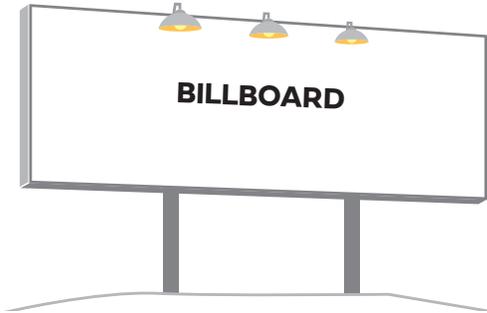
Awning and Wall



Blade and wall signs plus artistic mural

EXAMPLES OF SIGN TYPES

Section B of the Town of Thompson Sign Code offers sign definitions.



INCIDENTAL EXAMPLES

PORTABLE

DIRECTIONAL

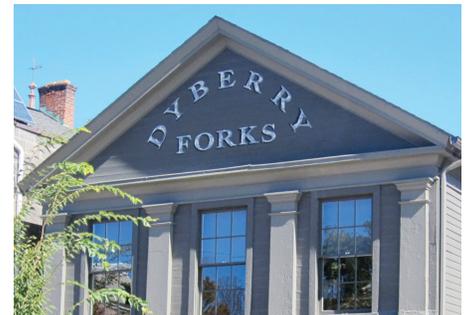
ELECTRONIC MESSAGE ON A MONUMENT BASE



Single Post



Double Post



Fascia



Monument Base



Banner



Single Post

LIGHTING

Lighting not only provides visibility for signs, it can also expand the brand. Lighting can enhance building facades and landscaping, while advertising the business and increasing public safety. Make sure that the lights are pointed at the signs and building and not onto other properties and traffic.

Indirect Lighting

Light provided by a light source that is separate from the sign face, directed to shine on the sign.



Downward Projecting



Upward Projecting: Discouraged. Be careful not to point into neighboring properties or into traffic area

Direct Lighting

Light through exposed lighting on sign face or through translucent or transparent material, from a light source within the sign.



Illuminated



Back Lit



Digital



Halo Lit



Channel Letters



Illuminated Lettering

COMPONENTS OF A SIGN

Often the first thing the public sees, signs play a critical role in conveying a business' brand to the customer. Create a sign that speaks to your customer base and to the quality of your business.

Colors

Background color should provide good complementary contrast with the lettering.



Poor color contrast and font selection

Fonts

Text size should be scaled to the target audience.

The two most important factors include the distance from the sign to the target audience and the speed at which the target audience will be traveling when they view the sign.



Materials

The difference between polished metal and weathered wood. One says modern and the other says rustic.



Example of Sign and Landscaping

Landscaping of the sign area will be approved as part of the sign permit. Landscape plans are submitted for signs of thirty-two (32) square feet or more in size and include the size, species, location and spacing of plant materials, method of separating the planter from the adjacent area, and the irrigation plan for maintaining the landscape materials. The design of a store's sign and landscaping will ideally showcase colors and materials of products found in the store.

TIP: Emulate the colors, fonts, and materials found on the products in your store.

TIP: Weave elements of your brand throughout your business to ensure that your message remains clear and consistent. (i.e., signage, building exterior and interior, products, and staff apparel.

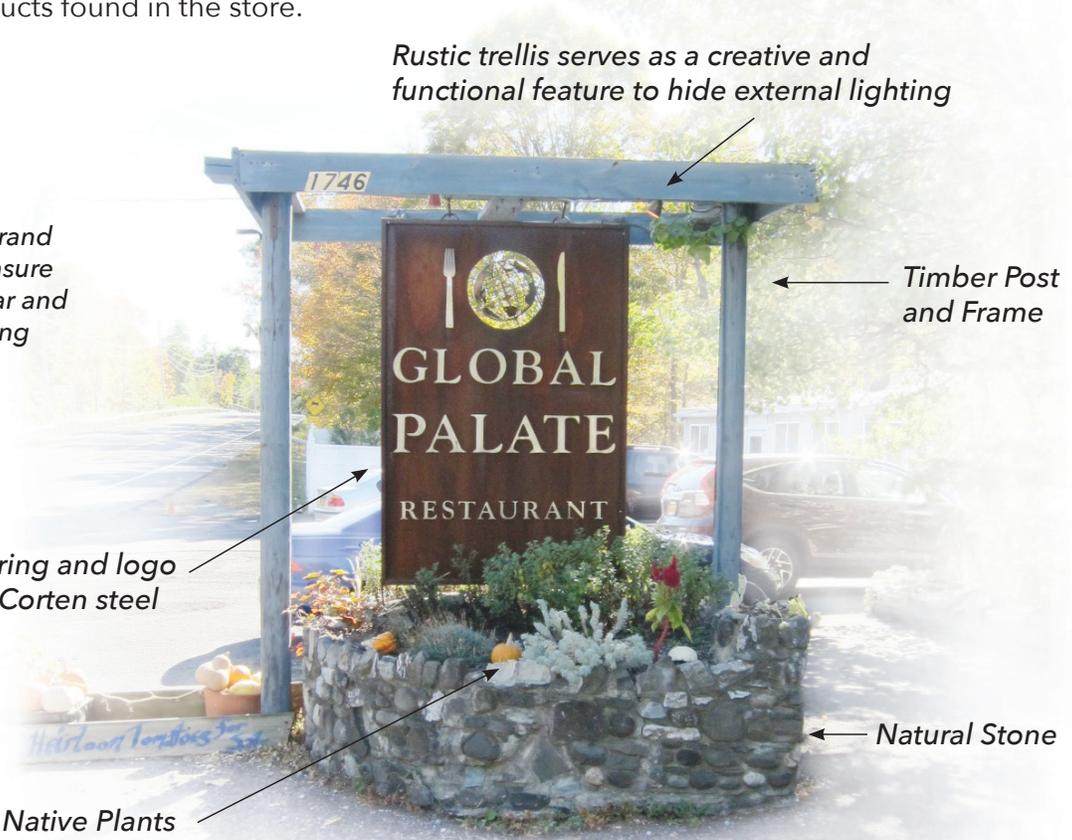
Rustic trellis serves as a creative and functional feature to hide external lighting

Timber Post and Frame

Laser-cut lettering and logo on earth-tone Corten steel

Natural Stone

Native Plants



MEASURING SIGNAGE

Sign Area

Includes all faces of a sign measured as follows:

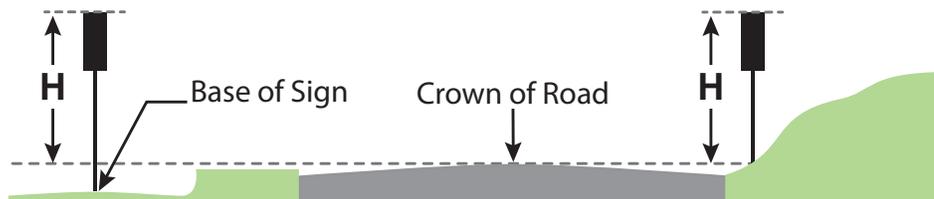
- When a sign is on a plate or framed or outlined, all of the area of the plate or the area enclosed by the frame or outline is included in the area ($H \times W = \text{Area}$);
- When a sign is made of only letters, designs or figures that are painted, engraved, projected or in any manner attached to a wall, the total area of the sign is the area of a box that can be drawn around all of the matter that makes up the sign ($H \times W = \text{Area}$).
- For double sided signs, both sign faces will be used in the area calculation ($H_A \times W_A + H_B \times W_B = \text{Area}$).
- For signs that are made up of, or have attached to them, one or more three-dimensional or irregularly-shaped objects, the sign area is the sum of two adjacent vertical sign faces of the small cube that can be drawn around the sign or object.

Example b: how to measure a non-rectangular sign

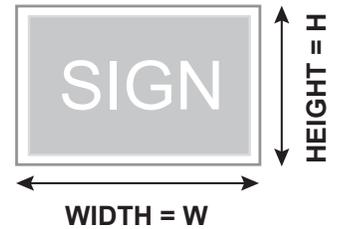


Sign Height

The sign height is measured from the ground surface to the topmost portion of the sign. If the foundation of the sign is lower than the adjacent road, the height of the sign is measured from the crown of the road to the topmost portion of the sign.

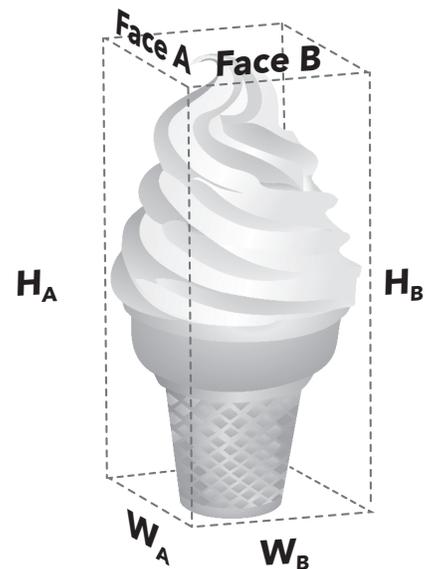


Example a:



Area = Height X Width

Example d: double sided signs



Total sign area =
Sum of two adjacent sign faces

CRITERIA

According to the Town Sign Code, a sign should meet the following criteria;

1. Signs should be a subordinate part of the streetscape.
2. Signs in a particular area or district should create a unifying element and exhibit visual continuity.
3. Whenever feasible, multiple signs should be combined into one to avoid clutter.
4. Signs should be as close to the ground as possible, consistent with legibility considerations, and pole signs shall be discouraged in favor of ground signs wherever possible. Be careful that the bottom of the sign is not too close to the ground where grass and other growth could grow in front of the sign, blocking its legibility. Keep the landscaping tidy.
5. A sign's design should be consistent with the architectural character of the building near or on which it is placed and not cover any architectural features on the building and it should be sized and located in proportion to the building to preserve the human perspective.
6. Vivid colors and materials may be used but shall not dominate a building or site.
7. The sign should be located so as to not interfere in any way with the clear views required for public safety by highway travelers or pedestrians.
8. The sign must not present an overhead danger or obstacle to persons below.
9. The size of the sign should be the minimum which will achieve ready visibility without becoming an unnecessary distraction from the highway view or detriment to the highway scenery.
10. The sign should never block the view of any other signs.
11. The sign should be of good construction quality that is easy to maintain in safe condition and good appearance. The supporting structure should be designed to provide for wind resistance such that the sign is safe and will not deteriorate or collapse after an extended period outdoors.
12. Sign materials and design should be compatible with the surrounding natural landscape.
13. The sign should not substantially interfere with the views to and from other enterprises or residences.
14. Free-standing signs other than billboards shall generally require landscaping around the base of the sign.



A well executed artistic mural plus wall/fascia and blade signs on the building's front side and unique plantings.



Nicely executed building complex sign on double posts.



Poorly executed building complex sign. Hard to read, competing signs.

EXAMPLES OF SUCCESSFUL SIGNAGE



Single post sign with indirect lighting



Monument base with internal lit sign



Digital sign with monument base



Consistent color scheme for building complex's fascia signs



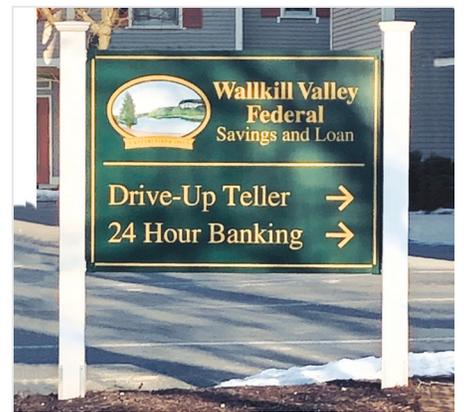
Sign colors consistent with architecture and town character.



Monument base with downward projecting lighting



Well maintained, seasonally-changing garden



Double post directional sign



Corporate colors mitigated by a neutral background and complimentary flowers.



Minimal landscaping with a few seasonal flowers



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