

YES



WALL SIGN - FLAT PANEL



WALL SIGN - LETTERFORM



PROJECTING SIGN



AWNING SIGN

FACADE CONTROLS SIGNS

Signs are the most prominent graphic feature of shopping streets. An overall approach to legibility, scale and appropriate placement of business identity signs promotes the whole district and discourages signage that obscures architectural features of buildings, or that detracts from the quality of the retailing environment.

INTERNALLY-ILLUMINATED BOX



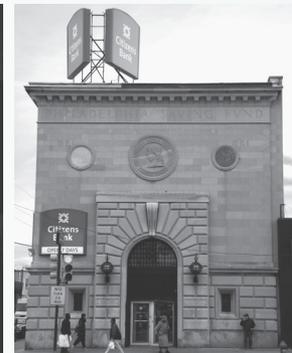
INTERNALLY-ILLUMINATED AWNING



DIGITAL SIGNS



SIGNS ABOVE ROOF-LINE



FREE-STANDING SIGN



NO

YES



GROUND FLOORS WITH >70% TRANSPARENCY



ENTRANCES > 50% TRANSPARENCY



LIGHTED WINDOW DISPLAYS

FACADE CONTROLS WINDOWS

Ensure that the dimensions and appearance of ground floor windows support and enhance the district's retail-focused environment. Promote ground floors that are significantly transparent, both to showcase merchandise at the shopfront window and so people can see the products and services the Avenue offers. Furthermore, ground floors that are significantly transparent allow the passage of light between the store and the sidewalk, making for a more engaging and safe nighttime environment.

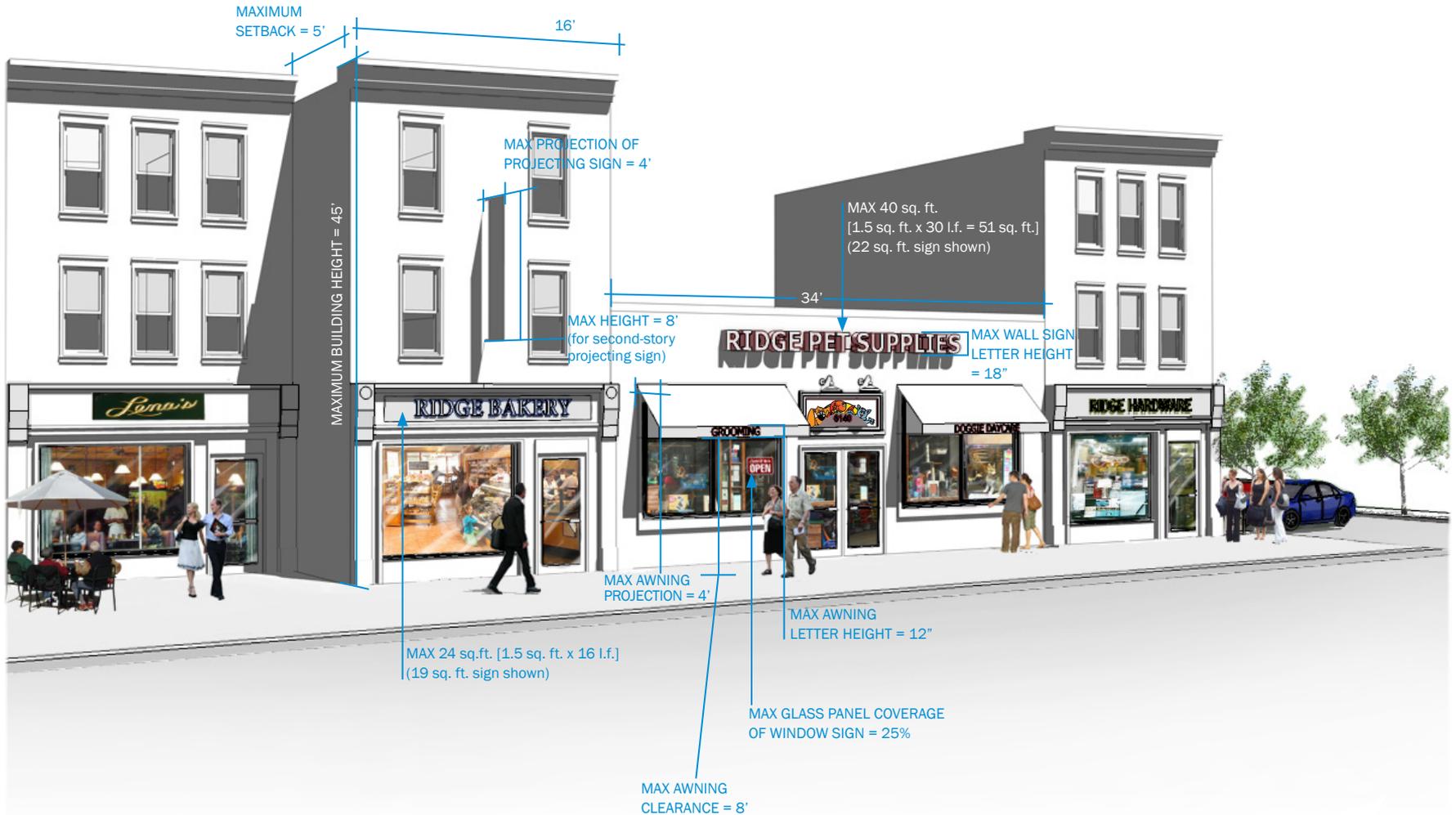
GROUND FLOOR WINDOWS OBSCURED BY SIGNS



GROUND FLOORS WITH <70% TRANSPARENCY



NO



YES



FULL CUTOFF SIGN/WALL LIGHTS



FULL CUTOFF SCONCES



GOOD INTERIOR STOREFRONT LIGHTING



SHIELDED FIXTURES DIRECTED AWAY FROM EYES

EXTERIOR LIGHTING OF BUILDINGS

Minimize the obtrusive aspects of excessive and/or carelessly directed exterior light, while preserving safety, security, and improving the nighttime appearance of Avenue buildings, sidewalks, and parking areas. Preserve the integrity of the nighttime visual environment by ensuring that exterior, building-mounted lighting directs appropriate amounts of light where it is needed, and by decreasing the waste of light and glare resulting from over-lighting and poorly-shielded or inappropriately-directed lighting fixtures.

UNSHIELDED AND CANNOT BE DIRECTED AWAY FROM EYES



FLOOD LIGHTING



LIGHTS NOT DIRECTED DOWNWARD, CAUSING GLARE



NO

YES



SIGNS THAT PROJECT < 4 FT.



SECOND-STORY PROJECTING SIGNS < 8 SQ. FT.



WINDOW SIGNS COVERING < 25% OF GLASS PANEL

FACADE CONTROLS SIGNS

Signs should be of an appropriate scale with respect to the dimensions of the buildings on which they are attached and the width of the street and sidewalk. Furthermore, signs should not obscure windows and architectural features.

SIGNS THAT PROJECT > 4 FT.

AWNING LETTER SIZE > 8"

ALL INCIDENTAL SIGNS > 9 SQ. FT.



NO