

Norwood Downtown Sign Initiative

REPORT



Massachusetts Downtown Initiative

Department of Housing & Community Development, 100 Cambridge Street, Boston, MA 02114

Prepared for the Town of Norwood and Downtown Initiative Program of Massachusetts DHCD

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1 EXECUTIVE SUMMARY

Introduction

This report provides a series of recommendations regarding approaches to enhancing signage in Downtown Norwood. It specifically considers the issues and opportunities associated with two types of signs – projecting signs or “blade signs” that extend over public sidewalks and “sandwich board signs” that may be placed on sidewalks in front of business establishments. These signage types are not permitted by the Town’s current zoning standards, but can add to the economic value, vitality and business success of the district.

After a summary of existing conditions, the report describes an approach to introducing signs of these types to the downtown. Specific amendments to the Norwood Zoning Bylaw and to the existing signage guidelines for the downtown have been prepared and are included at the end of this document. For reference purposes, the appendices also include a signage inventory of existing business and sign types in the Town’s center.

The studies and recommendations have been prepared in concert with the Town’s Community Planning and Economic Development. Professional assistance for this initiative was funded through a grant from the Downtown Initiative of the Commonwealth of Massachusetts’s Department of Community Development. The professional planning, zoning and signage graphic expertise has been provided by The Cecil Group, Inc.

Purpose

The purpose of enhanced signage is to strengthen the business climate and support an interesting, vital pedestrian-scaled district that is integral to its success as a destination for business patrons. Norwood’s Downtown is a central component of the community-serving businesses and civic life of the town. It has maintained a traditional scale and compact urban design characteristics derived from its historic past that are increasingly appreciated and valued. The scale of the buildings, relationships to the streets and sidewalks, and pedestrian-friendly environments proved to create excellent settings for shops, offices, services, residents and institutions in a mixed-use setting. In fact, the basic organization of buildings, streets and spaces exemplified by Norwood’s downtown are replicated in many new developments, and are being reinforced through renovations to existing districts.

However, the markets for goods and services are far more diversified and geographically dispersed than in the past. As a result, Norwood’s center needs to adapt and be consciously strengthened as an attractive, desirable destination for businesses and the patrons that they serve. Signage is a critical part of the business environment and the overall streetscape. By introducing additional, appropriately designed signage opportunities, the Town can provide incentives for businesses to invest in high quality

improvements that will advertise their presence and provide a competitive advantage above existing conditions.

This signage initiative is an outgrowth of a series of plans, guidelines, programs and regulations that have steadily enhanced the business and civic character of the Downtown, including:

- Downtown Norwood Design Guidelines, 1998
- Norwood CD (Housing and Economic Development) Plan, 2004
- Norwood Zoning Bylaw – Revised 2009
- Downtown Façade and Sign Improvement Matching Grant Program
- 2011 Downtown Master Plan

The 2011 Downtown Master Plan specifically underlined the desirability of expanding the range and types of signage in the downtown, to keep pace with contemporary retail and business district developments. The concept for adding new opportunities for projecting signs and sandwich board signs is a direct consequence of the planning process and recommendations contained in that Plan.

This signage initiative also recognizes that improvements to the Downtown will require supportive, cooperative implementation among many of the stakeholders in the future of the district. This includes landowners, merchants and key advocacy groups that are engaged in the Downtown, including the newly established Friends of Norwood Center (FNC) which is another outgrowth of the 2011 Plan. In addition, the Town's Downtown Steering Committee and Town staff and boards are key participants in the process of planning, advocating, and guiding changes in the district, and will be involved in implementing the signage improvements contemplated in this document.

Process

The process employed in assembling this report and recommendations included the following steps:

- Initial coordination – An initial coordination meeting was held with the Town's Planning & Economic Development Director, a representative from the Planning Board, and Town staff to discuss the initiative and collect ideas and information.
- Inventory of existing signage conditions – An inventory of existing signs in the Downtown was collected, to use as a basis for considering the implications of potential new signage types.
- Review of existing regulatory framework- A review of the Town's zoning regulations and guidelines was accomplished.
- Sign design research – Research was undertaken regarding current sign design and technology for the target sign types.
- Regulatory models – Research was accomplished for relevant sign ordinances, bylaws and guidelines from other communities.

- Signage workshop – A workshop was organized with invitees including area merchants and sign fabricators to discuss the implications and opportunities associated with new sign types.
- Meeting – A meeting was conducted to review prospective zoning and guideline improvements.
- Draft Zoning and Guidelines – The draft language for these components was prepared and is included in this Report.

Key Recommendations

The process resulted in a series of recommendations and observations regarding signage improvements and methods to help implement them:

Projecting (Blade) Signs – The addition of blade signs should be permitted and promoted as a means to enhance the visible identity of businesses along the street and sidewalks. This signage type is very traditional and extremely practical because they are so easily visible from a distance. With proper design and lighting, they add a colorful new dimension to the streetscape. They should be restricted to ground floor establishments or to a dedicated single-establishment entrance at ground level that leads directly to the main place of business on a second floor. The zoning regulations and design guidelines should address appropriate size, messaging and many other basic characteristics to ensure high quality. Permits should be contingent upon demonstration that the signs will meet all applicable building codes as confirmed by a licensed structural engineer to make sure that the signs can endure high wind conditions.

Sandwich board signs – Also sometimes called A-frame or T-frame signs, these signs provide information and identity at the sidewalk edge and along pedestrian routes. The addition of some high quality signs of this type would be beneficial to Downtown Norwood, and is recommended. The signs are useful when they provide visual interest and display information about specific goods, services and special products inside. If not properly regulated, sandwich board signs can present a number of significant problems. These include signs that block pedestrian passageways, are of low graphic or construction quality, or where they proliferate and create a sense of visual clutter. However, if properly regulated, sandwich board signs can become a significant business and district asset. This report includes specific concepts for regulating the total number, location, maintenance and quality of signs of this type. The overall approach is to introduce the use of sandwich board signs on a limited number and location basis. If they prove to be successful as an addition to the Downtown, the allowed number and locations can then be expanded through subsequent zoning amendment.

Sign Review Process – The sign design and review process administered by the Town is appropriate and productive, and should be employed for the new sign types. Additional guidelines for these new sign types are included in this report.

Future Sign Grant or Financing Programs – If the Town funds or administers funding or financing programs to assist merchants and property owners in creating effective new

signs, some of the funds should be used as incentives directed towards proposals for projecting or sandwich board signs. This process provides a significant amount of control over the final product from the Town's perspective, and successful signs can serve as good examples for others contemplating reinvesting in their business signage.

2 EXISTING CONDITIONS

Context

The entire context of business signage that exists and is permitted needs to be taken into account in assessing the opportunities associated with new sign types.

From a regulatory standpoint, there are typically four categories of signs in town center settings:

- Signs permitted as of right but subject to sign review
- Signs permitted through a special approval procedure such as a special permit or variance
- Pre-existing signs installed prior to the existing zoning regulations (“grandfathered signs”)
- Non-conforming, non-permitted signs installed after the current regulations went into effect, but which are subject to removal through enforcement by the Town.

All three of the first three categories are present in Norwood’s Downtown today, and are included in the photographic inventory included in the Appendices.

Permitted signage types according to the existing Zoning Bylaws include:

- Projecting signs parallel to the face of the wall (by no more than 12 inches and can extend into, on, or over a public sidewalk, street or way by no more than six inches)
- Projecting signs perpendicular to the face of the wall (by no more than six feet; may not extend into, on or over a public sidewalk, street or way)
- Internally illuminated signs outside of the Central Business District
- Internally illuminated signs within the Central Business District by special permit from the Planning Board
- Externally illuminated signs
- Wall signs
- Directory signs
- Standing signs
- Moving signs (with restrictions on what portions of the sign can move)
- Temporary signs
 - Window signs
 - Real estate and construction signs
 - Transient event signs
 - Banners
 - Vehicles

Signage Inventory

Based on the sign inventory and site visits, downtown Norwood has an array of signage types and many examples of excellent signs that identify business, buildings and institutions within the district. The signage has clearly benefitted from the framework of guidelines and approval process that has been in place within the Town for a significant time period. A sampling of the signage types within the Downtown is provided within Appendix 3 of this Report.

Within this context, the reliance on wall signs as the principal identifier for many business establishments is very noticeable. Like other New England towns that prohibited projecting signs in the past, the wall signs have a tendency to spread along available wall space wherever they can meet the existing standards. In addition to competing with the underlying architecture in some cases, this pattern tends to produce an overall “flat” appearance that tends to compete with the façade composition rather than animate the buildings and their storefronts.



In this example, the arches in the façade have been covered with a uniform material and then flat signs have been inserted that are largely unrelated to the architecture that surrounds them, and are not visible until the viewer is quite near the stores. A wall sign at the left side of the photograph is obscured by the street tree. Projecting signs can identify the storefront for those moving along the street that can view the sign from an angle through gaps in the trees. They also become visible from a distance for pedestrian moving along the sidewalk that passes by the storefront.

There are limited examples of projecting signs which have persisted because of their association with historic styles and installations that preceded the dominance of wall signs in the current Norwood regulations.

So, for example, the Town Square Diner sign on Nahatan Street near the Town Hall expresses the art deco heritage of small diners that have been a part of the distinctive style and character associated with Norwood and other New England towns and villages for nearly a century. The sign is a custom-designed landmark that has distinctive lighting and conveys visual interest to both motorists and pedestrians that are some distance from the restaurant.



There are a number of other positive examples of signs that are lifted away from the façade that create visual interest. Some of these signs are located along the edges of marquees, while others are parallel to the façade, but lifted away and designed to provide enhanced identity and character.



The sign for Lewis' adds three-dimensional qualities that are desirable in animating the character of the streetscape, without fully obscuring the underlying building façade and architecture.



The marquee-mounted signs for both the theater and Conrad's demonstrate the benefits of creating signage that can be seen above sidewalks and from angles that are not directly in front of these establishments.

Although not specifically allowed within the existing Town’s regulations, there are examples of sandwich board signs in Norwood. The advantage of signs of this type is the reason why merchants place on them on the sidewalk in front of their establishments. The signs provide an opportunity to draw attention to specific goods and services that other types of signage cannot reasonably provide. The ability to list “daily specials” is far more convenient on a sandwich sign because it can be readily updated and can provide a significant amount of information close enough to the viewer to be legible. The ability to place the signs immediately adjacent to a store adds visual identity at the front door. However, the quality of the sign itself can inadvertently convey negative messages if they are neither well-designed, nor cared for.



These signs exhibit the positive and negative qualities of sandwich board signs. For example, the ability to list “daily specials” and attract interest can provide helpful information. On the other hand, a generic sandwich sign, with equally generic graphics, padlocked to keep it from being disturbed conveys less appropriate information.

Norwood has a number of high-quality, distinctive signs that are custom-designed and by their shape, message, and placement are fundamental components of a high quality civic and business environment. This positive context should be taken into account and enhanced through the design and placement of future projecting and sandwich board signs.



3 RECOMMENDATIONS

During the course of the study, the project team examined a range of choices and examples of projecting signs and sandwich board signs as a framework for specific recommendations. This included reviewing manufacturers' catalogs and portfolios, and reviewing examples from guidelines and zoning regulations. Based on an understanding of the signage context in Norwood, the following observations and recommendations emerge. These recommendations will be translated into a combination of zoning enhancements and suggested design guidelines that are provided in appendices 1.0 and 2.0 of this report.

Projecting Signs (Blade signs)

- Standards for size – It is important to control the size of the sign for several reasons. The size of the sign should be related in scale to its storefront and building. It should also be related to pedestrian scale as the intent is to attract pedestrians to the store. Finally, signs of a similar size will form a rhythm along the street when viewed by pedestrians. **We recommend that a sign be no more than seven feet square – this include negative space within the structure of the sign.**
- Placement location relative to height – The location of the sign should also be related to the storefront or business entrance and to architectural features such as a signage band or cornice lines. The sign should not visually or physically block projecting signs belonging to other businesses. Finally, the sign should be high enough that passers-by are not tempted to jump to hit or swing on the sign and cause damage to the sign, the façade or themselves. **We recommend that the sign be between 9 feet and 15 feet above the sidewalk.**
- Location limits (district boundaries) – **We recommend that projecting signs should be limited to the Central Business District.** As part of the recommendations from the *Downtown Norwood Master Plan* (March 2011), new sign types will provide an enhanced vocabulary and visual interest to help support businesses, create vitality in the district, and establish a separate identity for the downtown that sets it apart from other commercial districts in Norwood.
- Materials – Projecting signs are exposed to wind and the elements far more than other sign types. The durability of materials is important to ensure that signs are able to withstand the elements without rapid deterioration. **We recommend that sign materials be addressed in both the zoning bylaws and the signage guidelines.**
- Building Code Compliance – A projecting sign is an appurtenance to a building, and must comply with the building code. Within those standards, projecting signs must be able to withstand wind forces that can be substantial under high wind conditions. Swinging signs can create a dynamic loading condition. Both fixed and hung components must be secure. **We recommend review of the sign design by a professional engineer who should certify that the sign complies with applicable structural requirements related to wind load and gravity prior to approval of the sign.** This review should include the design of the attachment of the sign to the building.
- Design – Some communities restrict the shape, color or other aspects of a sign to a limited range. This is not necessary in the Central Business District – the

goal is to add visual interest with signs whose shape and character are linked to business itself. The workshop that was part of this study included sign fabricators who can be partners with the Town and local businesses to advance successful projects using innovative methods of sign fabrication. An emphasis on new, expressive designs would open the door to new opportunities among talented local resources. **We do not recommend restricting sign style in the zoning or signage design guidelines.**

- Lighting – Signs that are internally lit translucent panels can be visually dominant and become intrusive. External lighting that is coordinated with the sign type and architectural style of the building makes the most sense and **we recommend prohibiting internally lit signs.** We recognize that there are methods of highlighting logos or individual letters that can create emphasis without dominating the sign. **We recommend that the Town consider special lighting strips (LED or neon) which accent the sign rather than light it.** These accents would not be considered internal illumination, and animation such as flashing or scrolling should not be allowed.
- Logo provision – **We recommend that logos be related to the business, not the product line.** This is consistent with the current design guidelines. Logos must be related to the primary establishment, not a secondary establishment within a large one (for example, an ATM inside a store). Logos must not be related to the product line within the business, but to the business itself. In the case of a business whose product line is the same as the business itself (Starbucks, Ford, Dunkin' Donuts, McDonald's), we suggest allowing the logo but not the company name on the projecting sign.
- Size bonus – 6.2.18 Sign Size Incentive of the Zoning Bylaws provides a bonus in the size of the sign if it meets certain restrictions. This bonus is inappropriate for projecting signs. **We recommend that this section have language that exempts projecting signs from the size incentive.**
- Insurance provisions – Because projecting signs affect the public way, **we have recommended insurance provisions in the zoning bylaw.**
- Review and approval process – The Town of Norwood has a well-founded and thoughtful review process in place – **we do not recommend any changes.**

Sandwich board signs (A-frame or T-frame)

- Standards for size – Signs must be kept at a scale that does not visually block and physically block the sidewalk. **We recommend that sandwich board signs be limited to two (2) feet in width and three and one half (3 ½) feet in height.**
- Placement location relative to establishment – The sign should be placed in a close relationship with its business, but should not block accessible paths or create safety hazards by blocking crosswalks, parked cars, fire hydrants, or emergency egress. **We recommend that the sign be oriented toward the pedestrian and not toward the street. We also recommend that the sign location be approved by the Planning Board as part of its approval.**
- Location limits (district boundaries) – Sandwich board signs should be limited to the Central Business District for the reasons described above under projecting signs. Because too many sandwich boards can cause a safety hazard for pedestrians and those in wheelchairs or with strollers, **we recommend that the number of sandwich board signs in the CBD be limited to ten along Washington Street and ten in other locations within the district.**

- Placement duration – The combination of snow and sandwich board signs is a difficult one for those who need to clear snow or maneuver around the signs. Outdoor seating is restricted to between April 1 and September 30 each year – we recommend that sandwich board signs also be seasonally restricted, and that signs be stored inside when the business is closed.
- Materials and design – Sandwich board signs are placed in the public way and subject to inclement weather. Materials must be durable and stable during windy conditions. We recommend that the sign must be self-supporting and not rely on street furniture, parking meters, trees or buildings for support. The signs must not be chained to street furniture or chains as the impression is one of mistrust. The structure of plastic, pre-manufactured signs tend to have a visual emphasis on the material rather than the message. We recommend that the Town prohibit pre-manufactured plastic signs.
- Logo provision (existing zoning) – On sandwich board signs, the message should be about a particular service or product found within the store itself, and the message should be changed through the signage season – the “daily special.” The focus of a sandwich board sign is to attract pedestrians to something in the business happening that day. We recommend that the business logo should be no more than 20% of the area of the sign.
- Size bonus (existing zoning) – 6.2.18 *Sign Size Incentive* of the Zoning Bylaws provides a bonus in the size of the sign if it meets certain restrictions. This bonus is inappropriate for sandwich board signs. We recommend that this section have language that exempts sandwich board signs from the size incentive.
- Types of businesses – Sandwich board signs should be encouraged for the business that would benefit most from the applicability of the sign type – for example, food service businesses such as a café or a restaurant, although other business types who have regular special products and services would qualify.
- Insurance provisions – Because sandwich board signs affect the public way, we have recommended insurance provisions in the zoning bylaw.
- Review and approval process – We do recommend some changes to the review process to address sandwich board signs. We recommend that the Planning Board require an enforceable signage location during the approval process. Because we have recommended a restriction on the number of sandwich board signs, we recommend that the Community Planning and Economic Development Department establish a waiting list, that permits be granted for one year, and that businesses cycle through the waiting list so that each business had a regular opportunity to be granted a permit for a sign.

Appendix 1 Draft Zoning Amendments

Definitions

The following definitions should be added to *Section 11 Definitions* in the *Town of Norwood Zoning Bylaws*:

Projecting Sign: any sign which is attached to a building or other structure which projects more than twelve (12) inches from the wall surface of the building or structure in front of which the sign is positioned.

Sandwich Board Sign: an “A-frame” shaped sign that identifies or advertises a place of business and that consists of two sign boards that are hinged together at the top and on which an establishment’s name has been factory-imprinted.

Section 6.2 Signs

The following language changes should be made to *Section 6.2 Signs* of the *Town of Norwood Zoning Bylaws*:

6.2.3 Location.

Replace the current 2. *Projection.* with the following:

2. *Projection.* The following shall be observed by all signs except those on awnings, to which it does not apply. No sign parallel to the wall on which it is attached shall project more than twelve inches from the face of the wall and no sign perpendicular to the wall shall project by more than four feet from it. In the Central Business District only, projecting signs perpendicular to a building shall be allowed to extend over a public sidewalk, street or way by no more than four feet provided it meets the requirements of 6.2.6.3 *Projecting Signs.*

6.2.4 Illumination.

In 1. *Lighting Type.* change CBD District to Central Business District.

In 2. *CDB District.* change 2. *CDB District* to 2. *Central Business District.* and change CBD District to Central Business District.

6.2.6 Sign Type.

Add additional paragraphs 3. *Projecting Signs.* and 4. *Sandwich Board Signs.*

3. *Projecting Signs.* In the Central Business District, projecting signs perpendicular to a building shall be allowed to extend over a public sidewalk, street, or way by no more than six feet provided the signs meet the following conditions:

- a) Projecting signs shall project no more than four (4) feet from the façade of a building.
- b) Only one (1) projecting sign no larger than seven (7) square feet may be erected per business.
- c) Mounting hardware shall be placed to minimize its view from the sidewalk.
- d) Business owners shall be encouraged to mount a projecting sign so the top of the sign is no more than fifteen (15) feet above the sidewalk, and the bottom of the sign is no less than nine (9) feet above the sidewalk.
- e) The projecting sign is restricted to ground floor businesses.
- f) Projecting signs shall not be internally illuminated. LED strips or neon may be used to accent an element of the sign as long as the accent makes up no more than 20% of the entire area of the sign. The lit portion may not move, scroll or flash.
- g) The sign must meet building code standards. This requirement should be confirmed prior to approval by a structural engineer.
- h) The Planning Board issues a permit to allow the sign in accordance with Section 6.2.21 of the Town of Norwood's Zoning Bylaws; and adequate liability insurance is provided and/or bonding requirements are met as determined in *6.2.3 Location. 3. Overhanging Signs.*

4. *Sandwich Board Signs.* In the Central Business District, one (1) sign not exceeding two (2) feet in width and three and one half (3 ½) feet in height may be permitted within the sidewalk/grass strip of a public right of way or on private property provided the following requirements are met:

- a. The sign is located in front of, and within twelve (12) feet of the main entrance to the establishment it advertises. The location must be shown on a site plan.
- b. Placement of the sign allows a minimum of thirty-six (36) inches of unobstructed sidewalk clearance between it and any building or other obstruction.
- c. The sign must be free-standing and shall not be affixed, chained, anchored, or otherwise secured to the ground or to any pole, parking meter, tree, tree grate, fire hydrant, railing, or other structure.
- d. The sign must be constructed so that it is stable and windproof. Signs must not be chained to street furniture or trees to provide protection from the wind.

- e. The sign is placed within the public right of way only during the hours of the establishment's operation.
- f. No sign shall be placed in a public right of way for the duration of a declared snow emergency.
- g. The design of the sign (which includes the color, lettering style, symbols and material) shall complement and be compatible with the design of the establishment's primary sign(s), abutting properties, and the general streetscape in the immediate vicinity of the establishment. Pre-manufactured plastic signs are prohibited.
- h. Sandwich Board Signs are allowed on a seasonal basis only, from April 1 to September 30. Permits must be reapplied for annually so as to assure that they remain in compliance with terms of the original approval and are adequately maintained from year-to-year.
- i. No more than ten sandwich board signs shall be allowed along Washington Street and no more than ten sandwich board signs shall be allowed elsewhere in the CBD.
- j. The Planning Board issues a permit to allow the sign in accordance with Section 6.2.21 of the Town of Norwood's Zoning Bylaws; and adequate liability insurance is provided and/or bonding requirements are met as determined in *6.2.3 Location. 3. Overhanging Signs.*

6.2.18 Sign Size Incentive.

Add the following paragraph:

7. The incentive is not applicable to projecting signs or sandwich board signs as defined in *Section 6.2.6 Sign Types.*

Appendix 2 Draft Signage Guidelines

The Town of Norwood has an existing document, *Design Guidelines*, dated October 1998. Sign guidelines begin on page 4 and cover the following topics:

- Sign location (items 1-7)
- Sign wording (items 8-13)
- Sign design, materials, colors, installation (items 14-23)

The first change should be to restart the numbering under each section header, as the numbering system is continuous which makes it difficult to insert new guidelines.

The following guidelines should be added:

Sign location

- Projecting signs should provide pedestrian scale elements within the street and be oriented to be read easily by pedestrians. Projecting signs should be less than 7 square feet, project less than 4 feet from the building facade, and should be installed below 15 feet and above 9 feet above the sidewalk.
- Sandwich board signs should be placed so as not to create unsafe conditions by blocking sidewalks, entryways, egress, fire hydrants or crosswalks either physically or visually.
- Sandwich board signs must be oriented towards the pedestrian rather than to the street.

Sign wording

- For projecting signs, where the business and the brand-name are inseparable, projecting signs may have only the logo of the business.
- For projecting signs, the sign must be related to the primary establishment only.
- For sandwich board signs, the business logo should be no more than 20% of the total area of the sign. The message of the sign should change on a regular basis throughout the season.

Sign design, materials, colors, installation

- Materials for both projecting and sandwich board signs shall be durable and able to withstand the elements.
- Mass-produced plastic sandwich board signs, especially those with standardized corporate logos, are inappropriate to the scale and quality of the Central Business District.

- Projecting signs may be illuminated externally. Lighting fixtures should complement the sign and the architecture of the building. LED or neon accents may be allowed.

Examples

The following two pages provide examples of good projecting and sandwich board signs.

Examples of Blade Signs



Examples of Sandwich Signs



Appendix 3 Signage Inventory

The following pages provide examples of current signs in the Central Business District by type.

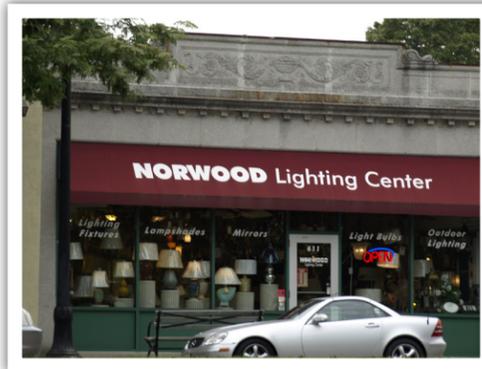
Freestanding Signs

A sign that is permanently erected in a fixed location and supported by one or more columns, upright poles or braces extended from the ground or from an object on the ground, or that is erected on the ground, where no part of the sign is attached to any part of a building, structure, or other sign.



Awning Signs

One of the most popular sign types current in Downtown Norwood would be the Standard Awning Sign. An Awning sign is a sign that is painted on or otherwise applied to a structure attached to an awning. An **internally illuminated** awning shall be considered an awning sign where or not it contains any text or graphics.



Marquee Signs

A marquee is a structure other than a roof that is attached to, supported by and projecting from a building, and that provides shelter for pedestrians. A marquee sign is one that is mounted on or attached to a marquee.



Existing Signage in Downtown Norwood

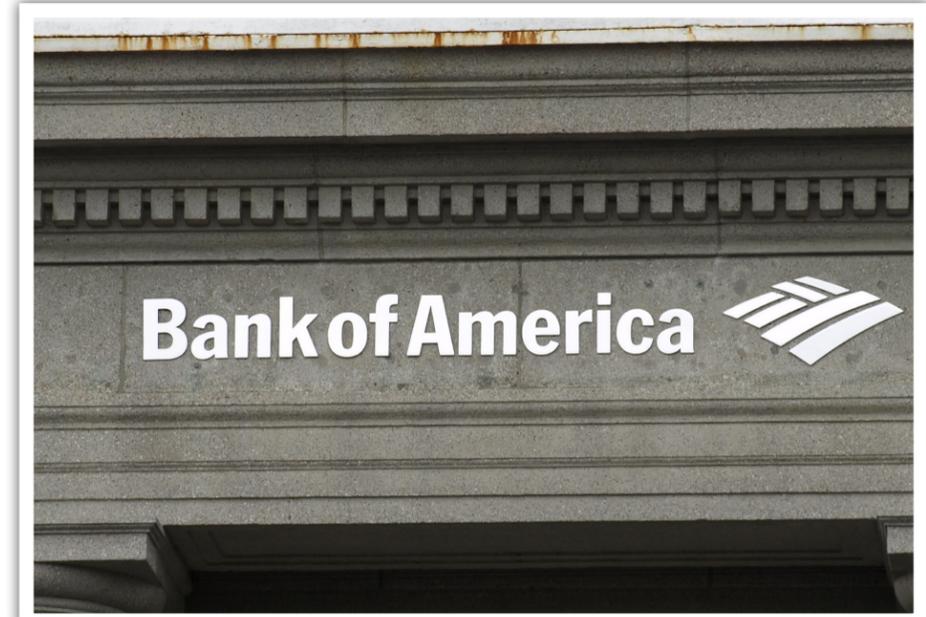
Wall Sign

Wall signs are fixed parallel to the street wall and should be installed in the sign band area above the store entrance. Painted, raised letters, or box signs are all possible methods for wall signs.



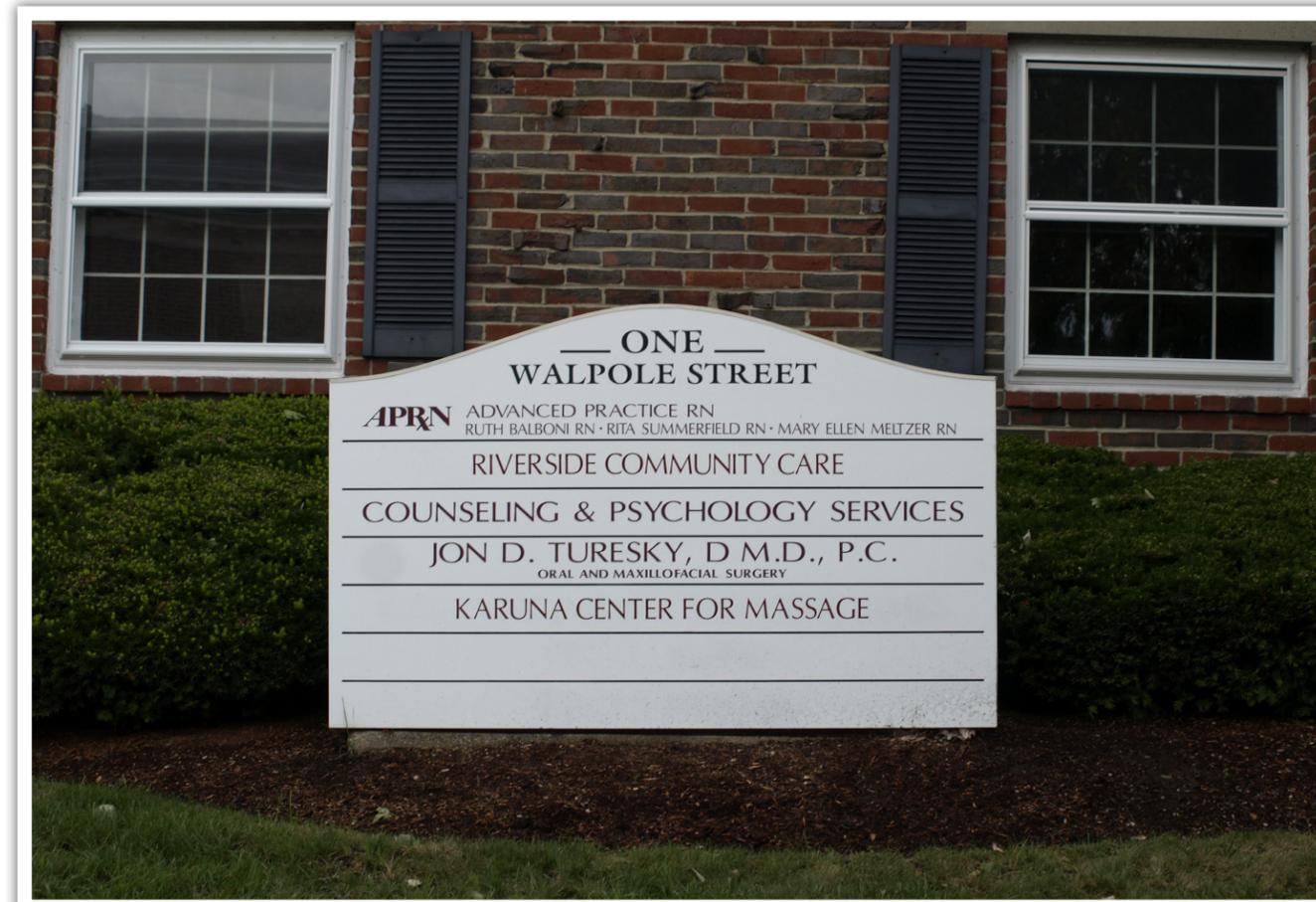
Wall Signs - Channel/ Freestanding lettering

Below are few examples of some of the unique wall signs in Downtown Norwood that are composed using freestanding letters. Channel lettering signs can be either externally or internally illuminated, and can be created using a variety of materials.



Multi-Tenant Signs

Multi-tenant signs reduce the need for excessive individual signs that would otherwise clutter a facade or entrance or the landscape. Multi-tenant signs should clearly indicate the building's address and list the tenants in an orderly fashion.



Roof Signs

A sign that is located above the level of the eaves on a pitched or gambrel roof. They could also be located above the roof deck of a building, with a flat roof, or above the top of the vertical wall of a building with a mansard roof.



Examples of "Good Signage" in Downtown Norwood



Examples of "Poor Signage" in Downtown Norwood

