



**Town of Orangeville  
Planning Department**

**Guidelines for Signage on  
Heritage Properties**

**July 2007**

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# **Signage on Heritage Properties**

## **Guidelines for Signage in the Heritage Sign Special Policy District**

### **1.1 Introduction**

The purpose of the Heritage Sign Special Policy District, as defined in the Town's Sign By-law, By-law 42-2006, is to provide for the development of signage which is consistent with the 19<sup>th</sup> Century architecture which exists within downtown Orangeville. The regulations in By-law 42-2006 pertaining to this district are intended to ensure a broad consistency with respect to style and design. The goal of these guidelines is to assist in the development of signs to ensure that any new signage respects the integrity of the building as well as the age and general character of the entire district. The regulations of By-law 42-2006 will prevail in the event of a conflict between these guidelines and the By-law.

The colours, fonts, shapes, materials and scale of all signs should be historically sensitive to the building and the Downtown Orangeville Heritage Conservation District. Signage should enhance the architecture of a building and the distinctiveness of the downtown. Well designed signs add to the impression of overall well-being and vitality of a district and create a positive impression of the commercial health of the Town. Signs should not disfigure or conceal any significant architectural features of a building. Sign permit applicants are encouraged to consult with the Planning Department and with Heritage Orangeville when developing signage ideas.

### **1.2 Approval Procedure**

Applications for sign permits within the Heritage Sign Special Policy District will be reviewed by representatives of the Orangeville Business Improvement Area (BIA) and Heritage Orangeville. Sign permit applications for properties within the Downtown Orangeville Heritage Conservation District will also be subject to the approval of a Heritage Permit Application.

### **1.3 Types of Signs**

The following signs are permitted: wall-mounted signs, projecting signs, awning signs and window lettering. (See Photo A)

The following are not permitted: flashing signs, rotating signs, animated signs, neon signs, signs painted on walls and bubble or waterfall awnings. (See Photo B)

Traditional awnings that are made of fabric or vinyl are permitted and are to be located below the sign band. (See Photo C)

## **1.4 Sign Placement**

### Objective

To position signs in such a way that they respect the age, architecture and scale of historic buildings as well as the historic nature of the overall streetscape.

### Guidelines

1. Signs should work within and not conflict with existing architectural features.
2. Signs are to be located within the building's original sign band and mounted with decorative brackets and cornices that complement the building's architecture.
3. Signs are to be attached in a manner that does the least amount of damage to the building's façade.
4. Signs can be lettered onto display or transom windows.
5. Only one (1) wall-mounted fascia sign is permitted per façade.
6. Signs are not permitted above the first floor.
7. Roof-mounted signs are prohibited.

## **1.5 Design**

### Objective

A sign's design should be integrated into the overall design of the façade and not be the most visible element on the building. The shape, material, texture, colours and method of lighting should all be compatible with the building's architecture.

### Guidelines

#### Size

1. A sign should be in proportion to the building and not dominate or overwhelm the façade.
2. Signs should be scaled to the requirements of pedestrian viewers. Maximum coverage should be 7% of the overall façade to a maximum height of 0.6 metres, or limited to the sign band area.

#### Content

1. Identification, not advertising is to be the primary reason for placing signs on historic buildings.

2. Wording should be simple and concise, referring to the business name and, possibly, the overall nature of the business, e.g. John Kearns / Dry Goods. Too much wording dilutes the message, especially for passing motorists.
3. Phone numbers, email and street addresses are discouraged.
4. Street numbers should be clearly visible either on the door itself or on the transom.
5. Symbol signs are encouraged because they can be read quickly, add interest to the streetscape, are easier to remember and were often used historically. (See Photo D)
6. Corporate signage is expected to comply with these guidelines and may require some adaptation in order to be more sympathetic to a heritage building. (See Photo E)

#### Materials

1. Traditional materials such as wood, metal (brass or bronze), leather, glass and fabric are to be used.
2. Plastic should not be the predominant material on any sign. High-gloss plastic is prohibited.

#### Lettering

1. Serif typefaces (or fonts) are preferred because they are traditional and easy to read. Some examples of serif fonts are: Bookman, Berkeley, Caslon, Garamond, Goudy and Times Roman.
2. Letter forms and designs should occupy no more than two-thirds of the total sign area. The maximum letter or symbol height should be 45 cm.

#### Colours

1. Colour choice should be based on a heritage palette, available from most paint suppliers. It is recommended that colours not be selected until they have been reviewed by the Town and Heritage Orangeville.
2. A limit of three (3) colours which complement the building façade should be used per sign.
3. Fluorescent and very bright colours are prohibited.

### **1.6 Lighting**

#### Objective

Lighting should produce an effect similar to daylight.

## Guidelines

1. Signs shall be illuminated only from an external, shielded source.
2. Fluorescent lighting and sodium vapour lighting are both strongly discouraged.
3. Internally illuminated signs are prohibited, as per the Sign By-law.

## **2.0 Guidelines for Signage in the Restricted Commercial/Residential (C5) Zone**

### **2.1 Introduction**

The C5 Zone areas are portions of the Broadway and First Street corridors, leading to and from the Central Business District. These areas are in transition from residential to commercial use and the form of development is converted house-form buildings. Many of these buildings are of architectural or historical significance.

### **2.2 Guidelines**

Signage in the C5 Zone should comply with the preceding guidelines for signs in the Heritage Sign Special Policy District. In addition, the following standards should apply:

1. To help maintain the residential character of the neighbourhood, wall signs and sign awnings are strongly discouraged.
2. A ground sign with a maximum sign area of 1.5 square metres (e.g. 1.2 metres square) and a maximum height of 2 metres is permitted.
3. Traditional materials such as wood, metal (brass or bronze), leather, glass and fabric are to be used.
4. Lighting must be from an external source.
5. Readograph and digital signs are prohibited.

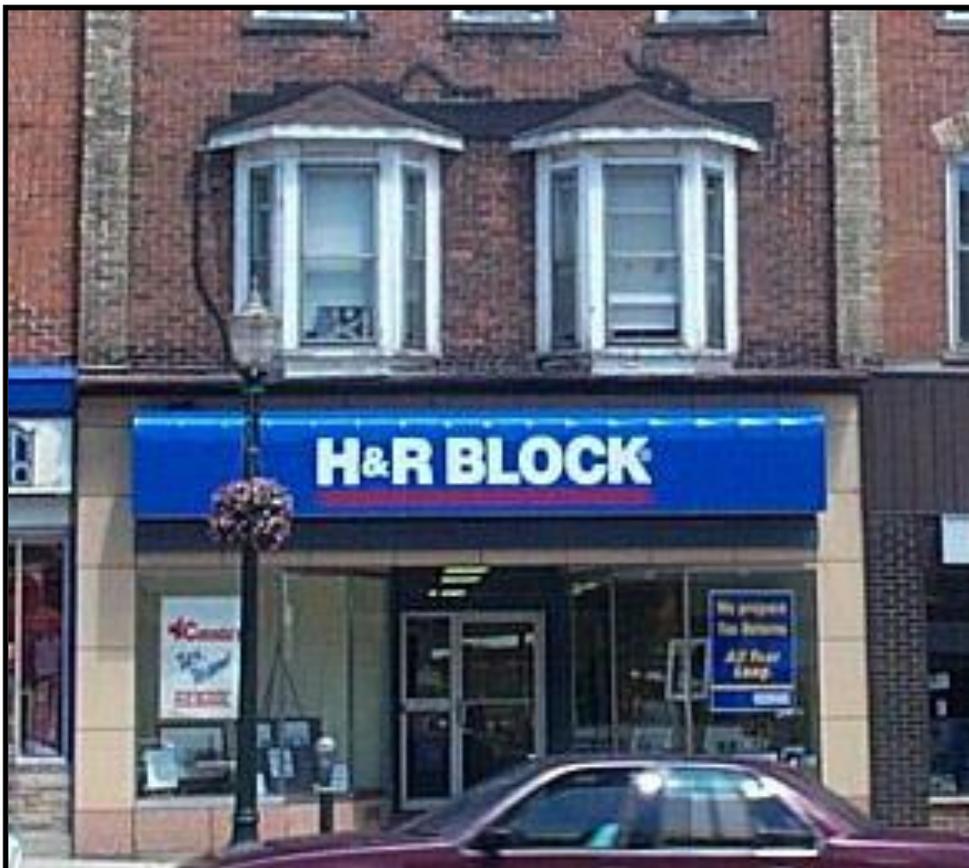
# Photo A

window lettering



## Photo B

“bubble” or “waterfall” awnings



## Photo C

fabric awnings



# Photo D

symbol sign



# Photo E

altered corporate signage

