

SIGNAGE CHECKLIST

- ☞ Is your proposed sign in compliance with Chapter 205-19 of the Plymouth Zoning By-law?
- ☞ Signage shall be used for identification (business name & logo) and not for advertising or information purposes. e.g. website, phone number, etc.
- ☞ Each store is limited to 2 signs, 1 signboard on the building façade, window sign or freestanding sign, and 1 blade sign. *However storefronts with two street elevations may treat each elevation as a separate storefront.*
- ☞ All signs shall be constructed of painted or natural wood finish, or material of equivalent appearance.
- ☞ The shape of the signs shall be simple forms such as squares, rectangles or ovals.
- ☞ Colors shall be muted in tones.
- ☞ Please refer to Historic District Commission Design Review Guidelines on the Town of Plymouth's website for further information.

ADDITIONAL CONSIDERATIONS:

Projected (blade) sign brackets should be constructed of iron or other dark material and designed in a simple manner that compliments but not compete with decorative elements of the building.

Window sign intended for view from a public way is subject to commission review. Signage cannot cover more than 5% of the window. Informational lettering (store hours) shall be limited to 4". The 2 sign limit per storefront includes window signage.

Freestanding signs must be no more than 6 S.F. and top of sign must be a maximum of 15' above ground. Sign posts must be reviewed by the Commission

Lighting of signs must be limited to indirect shielded light sources.

- a- For signboards or other wall mounted signs, historically appropriate gooseneck light sources may be used.
- b- Downward-directed lighting may be used to illuminate projecting signs.
- c- Neon, gas-filled tube type illumination signs and internally illuminated signs are not in keeping with the historic character of the District and are not permitted.