

General Sign Guidelines

Signs are a vital part of a successful coherent business district. They are important for reasons of advertising, identify and images as they are an extremely viable element. Oversized, flashy signs disrupt the visual continuity of the building within the district and obscure inherent architectural features.

- I. Keep signs subordinate to buildings.
- II. Signs should fit within the existing features of the facade and should not cover architectural elements.
- III. Signs should be simple and have a direct message.
- IV. Projecting signs under the current City of Superior Sign Code are not permissible. Under certain circumstances, the sign may be grand-fathered in.
- V. If a projected sign is allowed, it should be limited in size and be placed to avoid obscuring other signs and building features.
- VI. Sign color, shapes, materials, and sizes should reinforce the overall composition of the facade.
 - Limit each sign to a maximum of three colors, two materials and one lettering style.
 - Use available information about colors, materials, lettering style, and placement of the original signs on the building when designing new ones.
 - Wooden signs with raised letters, metal signs, painted signs, and neon and gold leaf are appropriate in the BID but not for every building.
 - Decorative, sans serif and serif lettering are all appropriate for business signs, though not for every building.
 - Scale signs and lettering to match their location.
 - Use lettering that is 8 to 18 inches tall and occupies no more than 65% of the signboard surface.
- VII. Internally lit signs not permitted under this grant
- VIII. The BID Design Committee prefers Down Lit signs but will look at each project separately..
- IX. Signs should be made of high quality materials.

In addition, the BID will provide the Main Street Sign Guidelines.