

**ORDINANCE NO. 103-2016**

**TITLE: AMENDING BARBERTON DESIGN GUIDELINES  
SIGNAGE**

**AN ORDINANCE AMENDING THE DOWNTOWN AND PRESERVATION  
OVERLAY DESIGN GUIDELINES.**

**WHEREAS**, at the September 21, 2016 Planning Commission meeting, the Planning Commission requested that City Council amend sections of the Downtown and Preservation Overlay Design Guidelines; and

**WHEREAS**, a public hearing was held in Council Chambers on September 26, 2016, regarding the text amendments of the Downtown and Preservation Overlay Design Guidelines.

**NOW, THEREFORE, BE IT ORDAINED** by the Council of the City of Barberton, State of Ohio:

**SECTION 1.** That Council hereby amends the following Sections of the Barberton Design Guidelines by showing said amendments with a ~~strike through~~ and **bold print** for any additions as follows:

Section – Signage

1. When choosing a sign, take into consideration how the sign will appear in relation to the entire façade of your building. The sign should not dominate the façade; its shape and size should fit your building just as a window or door fits. Be careful that signs do not interfere with or conceal architectural features of the storefront or upper façade.
2. Flush-mounted wall signs, window signs, projecting signs and awning signs are most appropriate for commercial buildings like those found on Tuscarawas Avenue and Second Street. Ground signs should be limited to buildings which are set back at least 25 feet from the public right-of-way. Roof signs shall not be used in the downtown district.
3. New signage in downtown Barberton should always be pedestrian in scale. This means that the signage relates more to the sidewalk than it does to the street.
4. Take cues from the building in choosing a location for a sign. Many buildings have a flat area above the storefront which provides an ideal location for signage that is mounted flush on the façade. Historic photographs can often show you how signage was used on your building in the past.
5. Consider using an awning or an existing canopy for signage. Tasteful signs can be painted or silk-screened onto the valance or face of the awning. A canopy edge could be used for raised letters or a sign board. Always scale the sign proportionately with the fabric or canopy area.
6. Window signs are appropriate for the downtown buildings, including both storefront display and upper floor windows. Lettering can be painted, gold-leafed or etched.
7. Choose sign materials that complement the architectural character of the district. A variety exists; wood can be painted or carved; metal can be shaped, painted or polished, canvas can be used for awnings and neon signs can be custom-made. Wood signs should be painted; the use of natural wood in signage downtown should be avoided as it is not appropriate to the area's architectural character. Plastic is also discouraged as a downtown signage material as it can clash with the historic materials on the building.
8. Good quality designs with simple graphics and simple messages are encouraged. Although common geometric forms, such as a rectangle, square, circle or oval are encouraged, other signage shapes may also be appropriate. Letter sizes and styles should be easily readable. Use of one letter size and one type style is best for downtown buildings. Symbols are especially appropriate for hanging signs in downtown.

9. Supports for projecting signs or ground signs should be considered part of the overall sign design. A simple metal bracket would be most appropriate for projecting signs. Ground signs may have poles or other bases made of brick, wood, stone or metal.
10. Encourage business to be efficient in their use of signage. A maximum of two (2) **permanent** signs per building lot is mandated by the City's Development Code for retail uses. A building which occupies several lots, but is used for a single business, should be encouraged to use fewer signs than may be allowed by the code.
11. Sign and graphic colors should take cues from the building and its trim. Bright, primary colors are best used as accents, while more subdued colors should dominate. ~~Florescent colors are among those which should not be used at all, as they clash with the more traditional colors that exist on the downtown buildings.~~
12. Signage color schemes should be simple, with a ~~maximum of four~~ **minimal number** of colors used on an individual sign. If more than one sign is used, in the business, their colors should be compatible, if not the same.
13. **The signage message should be designed in a simple fashion and may include the business name and or logo.**
14. **Logos identifying the primary business may be integrated as an accent within the signs however, logos advertising individual products apart from the primary business are not permitted.**
15. Temporary signage **such as a-frame and menu boards** are sometimes necessary to announce sale or special events. Their size should be **no larger than 12 square feet** and time on display should be limited **to store hours**.
16. If signs should be illuminated, lighting should be provided externally. Internally-lit signs are not ~~appropriate~~ **permitted** for the downtown district. Light fixtures should be simple in design and placed in a location which does not obscure other features of the storefront.
17. **External illumination should be provided by an external, shielded continuous lamp that is installed to prevent direct light from shining onto the street or adjacent properties.**
18. **Flashing or moving lights are not permitted.**
19. **The light source selected should emit warm light, similar to daylight. Spot, track, overhang or wall lamps are all acceptable light sources. Light should not shine directly in the eyes of pedestrians.**

**SECTION 2.** That it is hereby found and determined that all formal actions of this Council concerning and relating to the passage of this ordinance were taken in an open meeting of this Council and that all deliberations of this Council and of any of its committees that resulted in such formal action were meetings open to the public in compliance with the law.

**SECTION 3.** That this ordinance shall be in full force and effect from and after the earliest period allowed by law.

Passed \_\_\_\_\_ 2016

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Clerk of Council

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President of Council

Approved \_\_\_\_\_ 2016

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Mayor