

Veneta Sign Code Downtown District Design Guide



This guide includes:

- Information about the Veneta Sign Code
- Additional Requirements for the Downtown Area
- Visual Recommendations for the Downtown Area



May, 2017

Information about the Veneta Sign Code & Downtown District

The Veneta Sign Code describes the regulations and requirements for the four sign districts in Veneta: Highway 126 District, Business District, Downtown District, and Residential District, with its two sub-districts: Single Family Residential and Multi-Family Residential. This guide describes the specific regulations and requirements for the Downtown District, shows preferred styles, and offers suggestions. This guide is not meant to be a comprehensive legal tool, but rather a guide during the design process of a new or improved business sign.

Additional Requirements for the Downtown District

The Downtown District is comprised of the Broadway Commercial and Residential-Commercial zones. To signify and complement the Downtown area, the Downtown District has specific regulations for signage height and type, to support compact streets, human-scale development, and a walkable business district.

MAP:

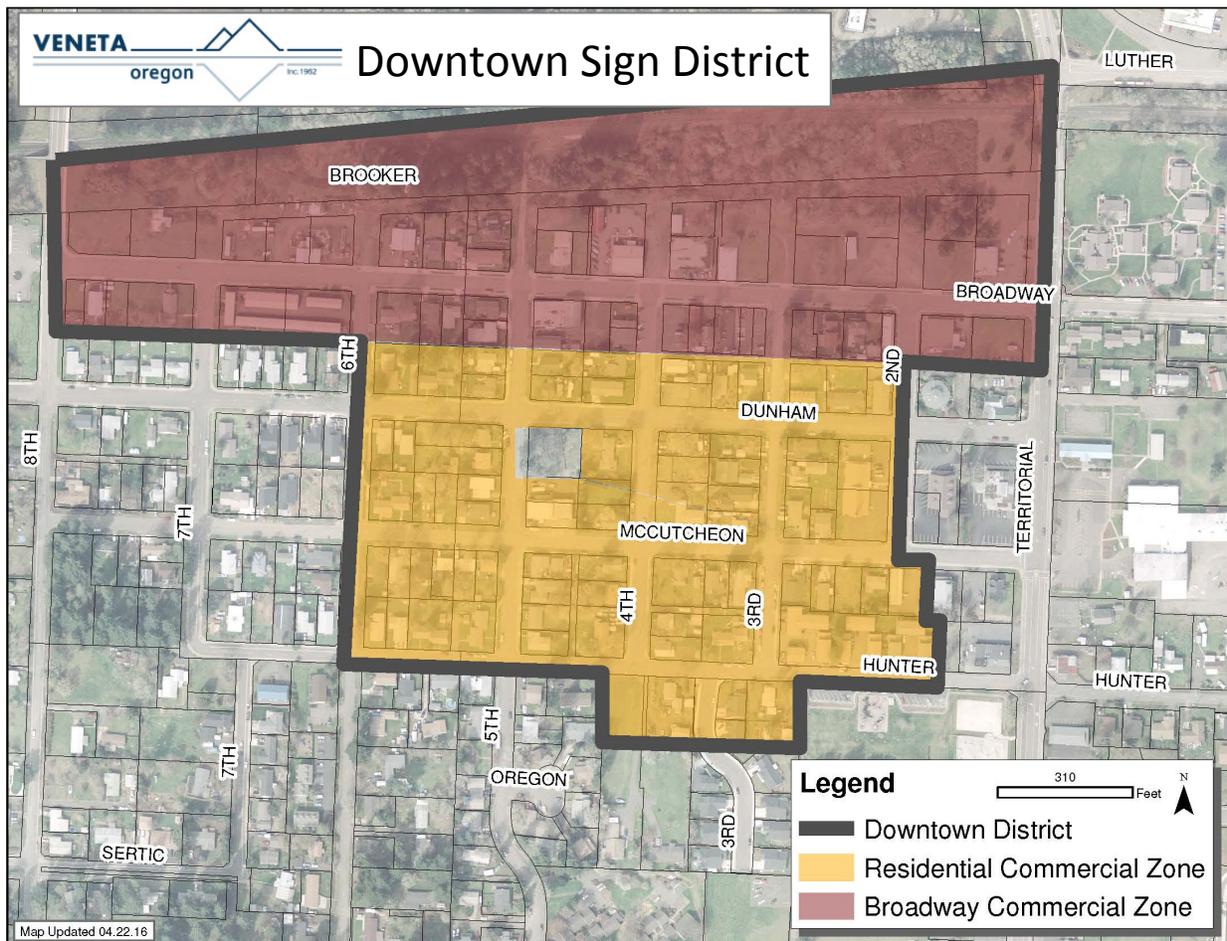


Figure 1: Map of the Downtown District Sign Code area, which is comprised of the Residential-Commercial zone and Broadway Commercial zone in Downtown Veneta..

Excerpt of Veneta Sign Code, Table 5.15: Permitted Signs

Type of Sign	Downtown District	
	Permitted	Requires Permit
Free-Standing or Monument Signs	Y	Y
	1 per lot or parcel. No sign cabinets. Max height: 8 ft. Max size: 20 sq. ft.	
Building Signs	Y	Y
	Total area of all building signs shall not exceed 6% of building's footprint (sq. ft.) No sign cabinets.	
Portable Signs	Y	Y
	1 per street frontage. Max height: 42 inches Max width: 30 inches	
Temporary Signs	Y	N
	Time & size limits (see definition). 1 sandwich board, sidewalk sign, or curb sign per street frontage.	
Flags (no height or size restrictions on the National or State flags)	Y	Y
	Max height: 35 ft. Max size: 20 sq. ft.	
Election Signs	Y	Y
	Time limit (see definition) Max size: 4 sq. ft.	
Real Estate or Construction Signs	Y	Y
	Time limit (see definition). 1 per lot. Max size: 36 sq. ft.	
Driveway Entrance/Exit Signs	Y	Y
	Max height: 2 ½ ft.	
Address Plates	Y	Y
	Max size: 1 sq. ft.	
Directional Signs	Y	Y
	Max size: 2 sq. ft.	
Blade Signs	Y	Y
	1 per business entrance. Max 6 sq. ft.	
Public Sign	Y	Y
Window Signs	Y	Y
Holiday Lights, Decorations, And Banners	Y	Y
On-Site Information Signs	Y	Y
Murals	Y	Y
Garage, Yard, & Estate Sale Signs	N	N
Warning Signs	Y	Y
Name Plates/Sign Bands	N	N

DEFINITIONS:

For a full list of definitions, please review the Veneta Sign Code, Section 5.15 of the Veneta Land Development Ordinance.

Building Sign: A sign attached to, projecting from, erected against or painted on the building, or on the face of a marquee, awning, canopy or building fascia or to a wall or fence which is intended to be read

from a public right-of-way.

Blade Sign: Blade signs may be hung below roof overhangs, canopies or awnings over public or private pedestrian ways in accordance with Section 5.15 (10)(h). Such signs shall be uniform in size and placement in relationship to such signs on adjacent buildings, but in no case shall they be larger than 24 inches in height by three feet in length.

Free-Standing Sign: A non-temporary sign erected on a free-standing frame, mast or pole and not attached to any building. Signs shall comply with the size and height standards for the sign district in which the sign is located and with the Uniform Sign Code (USC).

Human-scale: A scale appropriate, specific, or comprehensible to pedestrians, especially with reference to architecture or design.

Illuminated Sign: Any sign which has characters, letters, figures, or designs with the source of illumination being on the surface of the sign or from within the sign.

Indirectly Lighted Sign: A sign having a source of illumination directed toward the sign so that a beam of light falls upon the exterior surface of a sign.

Monument Sign: A low to the ground, free-standing sign mounted in a frame that is incorporated into the overall design of the sign. The total square footage of a monument sign shall include the supporting frame. Signs shall comply with the size and height standards for the sign district in which the sign is located and with the Uniform Sign Code (USC).

Portable Sign: A single or double surface painted or poster type sign which is not permanently attached to a building, structure or the ground which is to be displayed for more than 30 days per calendar year. It shall be constructed of weather-resistant paper, cloth, wood, plastic, or metal, or other material with sufficient structural integrity to withstand wind and moisture, so as to maintain appearance and service for the term of use. The maximum dimensions for sandwich boards, sidewalk signs, and curb signs is 42 inches tall by 30 inches wide.

Sign Cabinet: A frame or external structure of a box-like sign that encloses the various functional elements of the design, whether electrical or structural components. Can be free-standing or wall-mounted.

Temporary Sign: A sign which is not permanently affixed to a building, structure or the ground, including all devices such as banners, pennants, sandwich boards, sidewalk signs, curb signs and balloons which will be displayed for 30 days or less per calendar year. The maximum dimensions for sandwich boards, sidewalk signs, and curb signs is 42 inches tall by 30 inches wide.

REQUIREMENTS:

- Signs should be human-scale, directed at people walking, biking, and driving.
- Free-standing signs should be no taller than eight feet.
- Blade signs should be directed to people on the sidewalk.
- Illumination elements must be contained or shielded per Veneta Sign Code standards.

PROHIBITED ELEMENTS:

- No sign cabinets.
- No roof signs.
- No free-standing signs over 8 ft. in height.
- **Note:** While plastic signs are not prohibited in the Downtown District, they are not eligible for grant funding through the Veneta Urban Renewal Agency's Redevelopment Tool Kit.

Prohibited elements:

No Sign Cabinets



Figure 2: Example of prohibited sign.

Alternative:

Individual lettering with interesting materials.



Figure 3: Example of permissible sign.

Prohibited elements:

No sign cabinets or free-standing signs over 8 ft. allowed.



Figure 3: Example of prohibited sign.

Alternative:

Free-standing signs 8 ft. or lower made with non-sign-cabinet components are allowed.



Figure 4: Example of permissible sign.

Visual Recommendations for the Downtown Area

SIGNS SHOULD BE:

- Well-built to withstand outside conditions
- Attractive
- Directed to people walking, biking, and driving

SIGNS SHOULD NOT BE:

- Directed only to vehicular traffic
- Too large or too high for the surroundings
- Poor quality or unaesthetic
- Considered a sign cabinet

EXAMPLE MATERIALS:

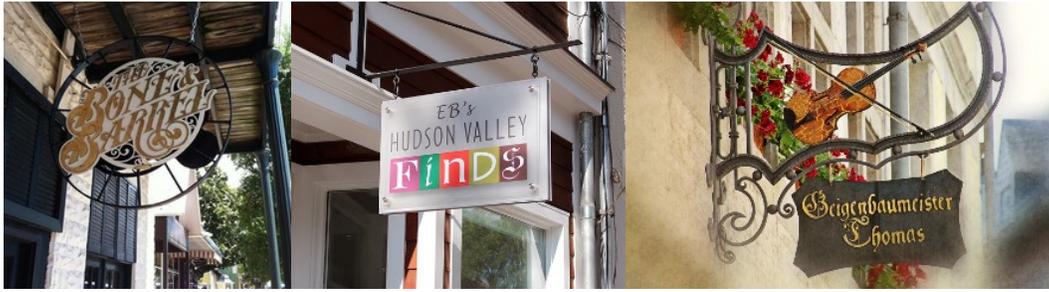
- Metal
- Stone
- Wood
- Glass
- **Note:** *While plastic signs are not prohibited in the Downtown District, they are not eligible for grant funding through the Veneta Urban Renewal Agency's Redevelopment Tool Kit.*

EXAMPLE SIGNS:

- The sign on the left is made of glass and metal. It is human-scale, attractive, good quality, and adheres to the Downtown District requirements.
- The sign on the right is made of Corten (rusted) steel with contained LED illumination elements. The sign is attractive, good quality, and adheres to the Downtown District requirements.



BLADE SIGNS:



FREE-STANDING SIGNS:



WALL SIGNS:



MONUMENT SIGNS:



ILLUMINATED SIGNS:

