



# HISTORIC DESIGN REVIEW GREEN LIGHT MATERIALS

## Signs

*PURPOSE: These images are for illustrative purposes only and are intended to broadly apply to material selection.*

### **Historic District Design Guidelines Direction**

**Consider the building front as part of an overall sign program.**

**Design a sign to be subordinate to the overall building composition:**

- A sign should be consistent with the proportions and scale of the elements within the structure's facade.

**Don not locate signs so that they cover architectural features that may be important to the structure's overall design.**

**Sign materials should be compatible with the design theme and use of materials on the building where the sign is to be placed:**

- Painted wood and metal are preferred materials for signs.
- Plastic is inappropriate.
- Highly reflective materials that will be difficult to read are inappropriate.

**Indirect lighting for a sign is permitted:**

- Direct light at the sign from an external, shaded lamp is preferred.
- While internal illumination is encouraged elsewhere in Truckee, in the Downtown its use is inappropriate.

## Why Does It Work?

### Wall/Hanging Signs



- Simple design
- Constructed of real wood
- Painted
- Indirect light

- Simple design
- Constructed of real wood
- Painted
- Uses a border to provide articulation



- Simple design
- Constructed of real wood
- Painted

## Wall/Hanging Signs



- Simple design
- Constructed of real wood and metal
- Includes articulation to provide relief



- Simple design
- Painted wood
- Indirect lighting



- Simple design
- Painted wood
- Indirect lighting



- Simple design
- Painted and natural finish wood



- Simple design
- Painted wood and painted letters

## Monument Signs



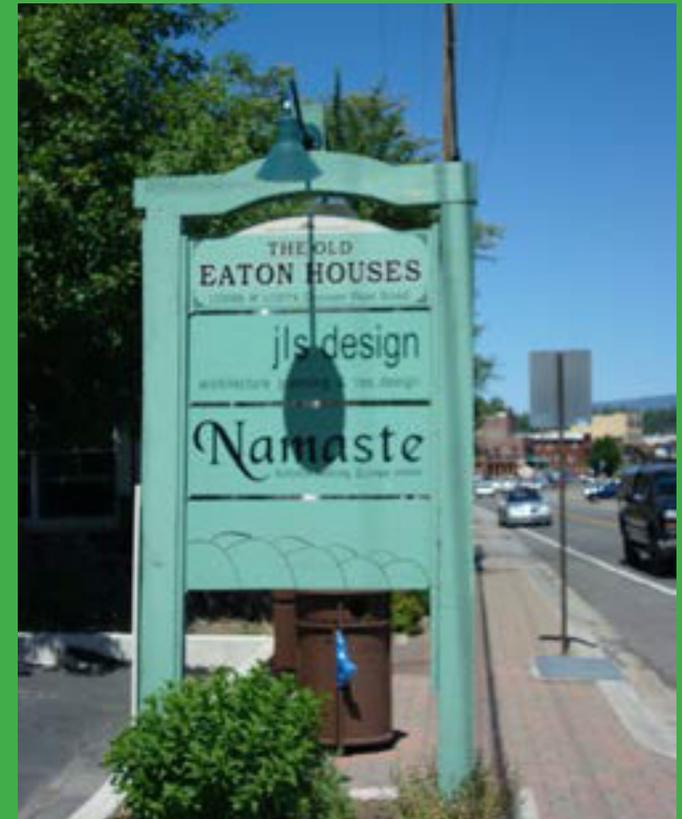
- Simple design
- Mix of wood and metal
- Indirect light source
- Incorporates landscaping



- Simple design
- Use of real wood
- Indirect light source
- Painted



- Relatively simple design
- Use of real wood
- Incorporates landscaping



- Simple design
- Use of painted wood
- Incorporates landscaping



# HISTORIC DESIGN REVIEW YELLOW LIGHT MATERIALS

## Signs

*PURPOSE: These images are for illustrative purposes only and are intended to broadly apply to material selection.*

### **Historic District Design Guidelines Direction**

**Consider the building front as part of an overall sign program.**

**Design a sign to be subordinate to the overall building composition:**

- A sign should be consistent with the proportions and scale of the elements within the structure's facade.

**Don not locate signs so that they cover architectural features that may be important to the structure's overall design.**

**Sign materials should be compatible with the design theme and use of materials on the building where the sign is to be placed:**

- Painted wood and metal are preferred materials for signs.
- Plastic is inappropriate.
- Highly reflective materials that will be difficult to read are inappropriate.

**Indirect lightin for a sign is permitted:**

- Direct light at the sign form an external, shaded lamp is preferred.
- While internal illumination is encouraged elsewhere in Truckee, in the Downtown its use is inappropriate.

## What Works? What Doesn't Work?

### *Wall/Hanging/Awning Signs*



- Fairly complex
- Constructed partially of real wood and metal
- Unique
- Includes articulation



- Awning design
- Has potential to change character of building



- May not be approvalbe sign type
- Unique



- Awning design
- Has potential to change character of building

## Wall/Hanging Signs



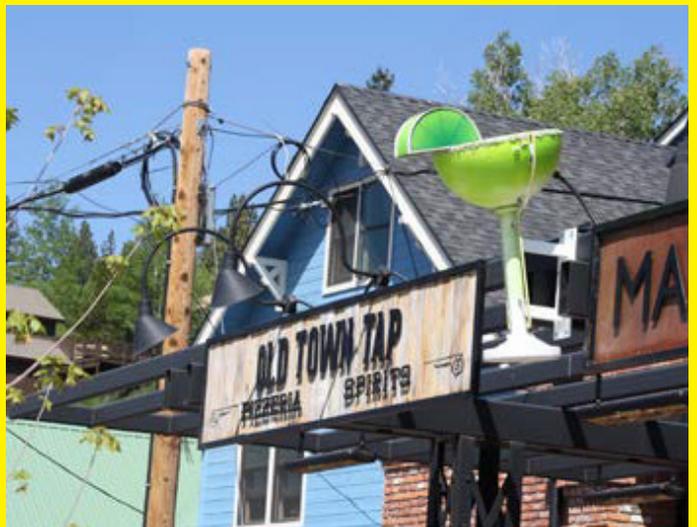
- Relatively ornate
- Constructed of real wood and metal



- Awning design
- Has potential to change character of building
- Complementary materials



- Awning design
- Has potential to change character of building
- Complementary materials



- Use of neon
- Unique statement
- Represents product



# HISTORIC DESIGN REVIEW RED LIGHT MATERIALS

## Signs

*PURPOSE: These images are for illustrative purposes only and are intended to broadly apply to material selection.*

### **Historic District Design Guidelines Direction**

**Consider the building front as part of an overall sign program.**

**Design a sign to be subordinate to the overall building composition:**

- A sign should be consistent with the proportions and scale of the elements within the structure's facade.

**Don not locate signs so that they cover architectural features that may be important to the structure's overall design.**

**Sign materials should be compatible with the design theme and use of materials on the building where the sign is to be placed:**

- Painted wood and metal are preferred materials for signs.
- Plastic is inappropriate.
- Highly reflective materials that will be difficult to read are inappropriate.

**Indirect lightin for a sign is permitted:**

- Direct light at the sign form an external, shaded lamp is preferred.
- While internal illumination is encouraged elsewhere in Truckee, in the Downtown its use is inappropriate.

# What Doesn't Work?

## Wall/Hanging/Awning Signs



- Plastic cabinet sign
- Internally illuminated



- Plastic or acrylic letters
- Internally illuminated



- Banner used as permanent signage



- Lacks articulation and sign border



- Plastic cabinet sign
- Internally illuminated



- Plastic cabinet sign
- Internally illuminated

## Other Signs



- Not allowed as permanent signage

- Animated signs not allowed



- Not allowed as permanent signage