Advertising Standards and Guidelines

Of the

Jonesborough Historic Zoning Commission

Jonesborough, Tennessee

For H-1 and H-2 Overlay Zones

Adopted September 23, 2004
Amended October 12, 2006
Revised, Expanded, and Adopted January 10, 2013
HISTORIC ZONING ADVERTISING STANDARDS AND GUIDELINES
Adopted September 23, 2004 for H-1 Zones
Amended October 12, 2006 for H-1 and H-2
Revision draft 9/20/12 Jonesborough, TN

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INTRODUCTION

The balance between the advertising needs of business and the needs for survival of the character of Historic Jonesborough is delicate and fragile. Commercial messages cannot dominate or visually disrupt the townscape without losing many consumers drawn by Jonesborough's unusual and authentic historic atmosphere.

These Advertising Standards and Guidelines are intended to help the business community of Jonesborough maintain and build the already viable harmony of commercial prosperity and historic preservation. They shall be used as decision criteria with regard to applications Certificates of Appropriateness for new and replacement advertising of any kind in Jonesborough's H-1 Historic Zone.

The Historic Zoning Commission must approve all signs that are visible to the public right-of-way (including signs placed inside windows) except temporary signs (as defined below), and unlighted real estate signs not exceeding an area of four square feet.

PURPOSE AND INTENT [Ord. Chap. 12, Sect. 11-1201]

1. To encourage good design in the overall image and visual environment of the Town.

2. To protect property values, to enhance the appearance of the business community and to stimulate the economic vitality of Jonesborough.

3. To ensure that signs are adequate, but not excessive, for the intended purpose of identification or advertisement.

4. To avoid excessive competition for signs so that permitted signs provide identification and direction while minimizing clutter and unsightliness.

APPLYING FOR A CERTIFICATE OF APPROPRIATENESS FOR A SIGN

Be sure that you have thoroughly studied the Advertising Standards and Guidelines of the Historic Zoning Commission and are prepared to discuss any of those Standards and Guidelines as they apply to your proposed sign.

Your application must include proper drawings and other illustrative materials as follows:

The precise size of the sign including materials of construction and any sign accessories. All drawings must be to scale or proportionately correct with the overall size written down. [Amended 10/12/06]

Lettering style, size and layout must be illustrated on the drawing with actual samples of the precise letter style to be used.

Colors must be identified by actual color swatch or color sample with clearly labeled distributions of the colors on the drawing.

The proposed location of the sign must be clearly shown on a photograph or scale drawing of the building, or in the case of freestanding signs or portable signs, on a site plan drawn to scale. See Addenda 1-4 for illustrations of common locations of signs.
A photograph of the existing building may be available from the Historic Zoning Commission. You should plan to submit any photographs which you think may be helpful.

If you plan to propose some illumination specifically for the sign, be sure to study in detail Section 4 in the Guidelines entitled Lighting and be prepared to adhere strictly to those guidelines in demonstrating your proposed illumination.

The approximate cost of your sign needs to be included with your application for purposes of obtaining a sign permit.

The Commission will need three (3) copies of your application. One copy goes to the building inspector, who will inspect not only the sign itself, but its placement and method of mounting. The second copy is for your permanent file and reference. The third copy is for the permanent file of the Historic Zoning Commission.

After the Historic Zoning Commission has approved your sign and issued a Certificate of Appropriateness, you must obtain a sign permit from Town Hall.
HISTORIC ZONING ADVERTISING STANDARDS AND GUIDELINES
Adopted September 23, 2004 for H-1 Zones
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DEFINITIONS

1. **Advertising** includes any representation or message visible from any public right-of-way and presented by any commercial enterprise in a Historic Zone, including:

   - Lettered signs of all kinds
   - Sign supports, frames and mounts
   - Sign materials and structural elements
   - Sign ornaments, symbols, colors, shapes and configurations
   - The positions and sizes of signs relative to buildings and other adjacent objects
   - The impact of signs on the streetscape or in the neighborhood

   Indirect forms of advertising include:

   - The style and construction of the building
   - The ornamentation and colors on the building
   - The tidiness of the building site
   - The overall appearance of the building
   - The condition and state of repair of the building
   - The appropriateness and enhancement value of temporary furnishings and features
   - Samples and products displayed outside the building
   - Services provided outside the building

   Less than half the above examples relate directly to displayed words or signs. Historic Zoning Commissioners and business people alike should always be aware that often the unwritten messages have a greater impact on business than do signs. The beauty of flower boxes, the neatness of painted trim, the cheerful colors of banners, the creativity of display windows and temporary exterior decorations and well-placed, inviting chairs and benches all appeal strongly to potential customers. Once a restaurant sign is noticed, and the location identified, the rest of the advertising may be much more important than the sign itself. Cleanliness and around entrances, as well as appetizing aromas, have very positive impacts on a restaurant business.

2. **Business Directional Sign or Pointer.** A sign located off-site which contains the name, indication of direction, and possibly the distance to the establishment or destination. [Ord. Chap. 12, Sect. 11-1204]

3. **Business Sign.** A sign which primarily directs attention to a business or profession conducted on premise. [Ord. Chap. 12, Sect. 11-1204]

4. **Commercial Signs.** Signs advertising, calling attention to, identifying or otherwise aiding in the promotion of the sale of products, goods, services or events, any place or business, subject, person, firm, public performance, article, medicine, merchandise or building. [Ord. Chap. 12, Sect. 11-1204]

5. **Display Areas on Buildings.** An area of wall or opening which is free of architectural ornamentation upon which a sign may be mounted consistent with these Standards and Guidelines. Often the display area is readily recognized as a panel or band above a display window or the display window itself. Other undecorated sections of walls, windows, and doors may also be used as display areas for signs. See Addenda 1, 2, and 4.
6. **Exterior furnishings.** All items of furniture or accessory, whether primarily functional or primarily ornamental, that are positioned on the exterior of any business establishment.

7. **Sign.** Any communication device, structure, placard, or fixture using any object, letter, figure, design, symbol, artistic display, trademark, flag or other device intended to call attention to, identify, advertise, or aid in promoting the sale of products, goods, articles, machines, merchandise, services, events, places, firms, businesses, or buildings. The term “sign” shall not be deemed to include the term “building” or “landscaping” or any architectural embellishment of a building not intended to communicate information.

7. **Sign accessories.** Any materials or items attached to signs such as chains, symbols, ribbons, ornaments of various types, extensions of frames, mounting devices, brackets and support stands, bases and poles or posts.

8. **Sign Area.** The entire area within a joined continuous perimeter which encloses the extreme limits of writing, background, representation and other sign information, including sign accessories as provided in Guideline Section 2. For the purpose of computing the allowable sign area of a double-faced sign, only one (1) face shall be considered.

9. **Sign Height.** The height of a sign shall be computed as the difference between the average ground level at the base of the sign and the elevation of the uppermost extremity of the sign or sign support structure.

10. **Sign Types**

    a. Fixed Signs – Any sign that is not a portable sign, a mobile sign, or a real estate sign.

    b. Flat Signs - Mounted flat against the building; painted and/or decorated on one side. See Addendum 1.

    c. Freestanding Signs - Not attached to a building, but usually hung from or permanently installed on a post or similar mount; painted and/or decorated on two or more sides. See Addendum 3.

    d. Individual Lettering - Each letter is mounted individually. These tend to damage building materials and therefore shall not be permitted on masonry surfaces.

    e. Mobile Signs - Signs mounted on vehicles or trailers to be moved by vehicles for easy mobility other than signs permanently fixed to or painted on vehicles which identify the vehicles as those used by the particular business in its day-to-day operations. Under no circumstances shall a temporary mobile sign whether lit internally or upon which lights are moving or attached be permitted for any use whatsoever in a historic zone.

    f. Portable Signs - Any sign which is or is intended to be affixed or mounted to a frame for the expressed purpose of easy mobility and the intention to be readily relocated and not permanently affixed to the ground or a structure. Portable signs include banners, flags, and symbols. Generally portable signs can easily be carried by one or two people. They include signs temporarily stabilized in pavement or driven into the ground. See Addendum 2. Portable signs shall be displayed only during business hours. [Amended 10/12/06]
g. Projecting Signs - Hung perpendicular to the wall of a building or having a thickness which protrudes significantly from the face of a building so as to provide depth to the design of the sign; painted and/or decorated on two or more sides. See Addendum 2.

h. Real Estate Signs - On-site or directional/pointer portable or permanent signs erected by the owner, or owner’s agent, advertising the sale, rental or development of the parcel of land on which the sign is located, or providing direction to a property which is for sale, lease, rent or development.

i. Reverse Painted, Surface Painted, or Decal Window Signs - Painted or mounted on or hung inside clear glass windows so as to be visible from the public right-of-way. See Addendum 1.

j. Temporary Sign - Permitted for a maximum of 60 days. Usually temporary signs promote sales, specific items or services, or announce events. They may also identify businesses or buildings pending approval for permanent use or pending approval of other permanent signs by the Historic Zoning Commission. The person installing a temporary sign must notify the Building Inspector of the date of installation so that the 60-day allowable period may be observed and enforced. [Amended 10/12/06]

11. Obsolete Sign. A sign designating or advertising a business, product, or event no longer existing, being offered, or occurring. See Addendum 4.
ADVERTISING STANDARDS

1. Advertising messages serve to promote business and therefore should be compatible with the type of business or service being promoted.

2. Advertising of all kinds should be compatible with the style and historic period of the building, as well as the business.

3. Signs and other forms of advertising must relate to, rather than obscure, clutter, or disrupt design features of the buildings or parts of buildings to which they are attached or applied.

4. The installation of advertising materials must not physically or irreversibly alter or damage buildings or parts of buildings.

5. Advertising designs and techniques should reflect the rich diversity of style and the continuum of history seen in Jonesborough’s streetscape. Originality, creativity, and diversification should be encouraged.

6. While satisfying the legitimate needs of commerce, advertising should not clutter the streetscape nor interfere with the views of buildings or other signs.

7. Portable signs, exterior furnishings, sample products, and services offered outside a building must not obstruct the safe and orderly passage of pedestrian and vehicular traffic and must be consistent with all applicable provisions of the Town’s Outdoor Area Use Permit Policy for Town Rights-of-Way.

8. All advertising messages and signs must conform to Ordinance # 99-02 Chapter 12, Business and Advertising Signs, Title 11, of the Jonesborough Municipal Code, unless specified otherwise in the Standards and Guidelines of the Historic Zoning Commission.
1. SIZE, PLACEMENT, AND NUMBER OF FIXED SIGNS

1.1. The size and position of each sign must relate well to the size of the building and the scale of its individual features including but not necessarily limited to openings for windows and doors, wall panels, cornices and other ornaments, and columns and other support structures. Even though a proposed sign may be consistent with other size requirements in these Guidelines, the Commission reserves the right to deny approval of any sign which, in the judgment of a majority of the Commissioners in any duly convened meeting, is too large for the particular related building, building feature, or adjacent building.

1.2. The size and position of each sign must be appropriate for reasonable legibility (assuming normal visual acuity) relative to the position and/or movement of the intended viewer. For example, is the sign intended for pedestrians in front of the building or across the street? Is the sign intended for the occupants of passing vehicles?

1.3. In business zones, building-mounted signs shall not exceed 36 square feet. Freestanding signs shall not exceed 50 square feet per face. Projecting signs shall not project more than 4 feet from the surface of the building.

1.4. In residential zones, one sign not exceeding 8 square feet per face in area shall be permitted for each building in which a business or office is also located. If there is more than one business at any location, the total area per face for all signs or for a composite sign is not to exceed 10 square feet.

1.5. The lowest part of any projecting or freestanding sign can be no lower than 7 feet 6 inches above a walkway or 10 feet above a driveway or alley. The highest part of any projecting sign can be no higher than the top of the highest opening in the wall on which the sign is to be mounted. The highest part of any freestanding sign can be no higher than the top of the highest opening on the ground floor of the related building, but in no case higher than 14 feet.

1.6. A maximum of one sign shall be permitted in each display area. In no event will a sign be permitted to cover a total of more than 50% of any one display area on a building unless the display area is a display window, in which case no more than 25% of the window can be covered.

1.7. A maximum of two fixed signs shall be permitted per primary public entrance. If more than two tenants use the same public entrance, a composite sign shall be permitted for proper listing and identification of the tenants or occupants.

1.8. The Commission reserves the right to limit the total number of signs, including portable signs, on any particular building as necessary consistent with the proper presentation of historic and architectural features.

1.9. Duplicated fixed signs or signs with duplicated messages shall not be permitted unless needed for specific purposes such as the identification of more than one entrance, display window, or elevation of the same business or building, or to achieve balance on a single building elevation.
1.10. Free standing, projecting, or portable signs painted or decorated on two or more sides are not considered duplicates unless two faces are simultaneously visible from any one position of the viewer.

1.11 The cluttering of individual signs is to be discouraged. A single contiguous sign containing two or more distinctly different messages shall be considered as two or more signs. The Commission reserves the right to limit the number of words used in any particular sign.

1.12 Obsolete signs shall be removed as soon as they become obsolete unless specifically designated by the Historic Zoning Commission as contributing to the character of the particular property or of the historic zone, in which case they shall be retained and preserved consistent with the Commissions’ Building Guidelines, Section 1. See Addendum 4.
2. LETTERING, ACCESSORIES, AND COLORS

2.1. **Historic spelling, lettering, and wording** must be consistent with the documented authentic history of Jonesborough.

2.2. The Commission **will not approve words** that are **misspelled** for commercial purposes.

2.3. The Commission **will not approve words** or messages that, in the judgment of a majority of the Commissioners in any duly convened meeting, **misrepresent** the business, are **misleading**, or are **offensive** to significant numbers of people in the general population.

2.4. **Sign accessories** are considered parts of signs and **must be approved** by the Historic Zoning Commission using these Standards and Guidelines.

2.5. **Sign accessories** may be **included** in the overall size of a sign for purposes of calculating the size of a sign, as well as the visual impact of a sign on adjacent structures and the surrounding neighborhood.

2.6. Any **sign accessories symbolizing history** must be consistent with the documented authentic history of Jonesborough.

2.7. **Colors** should be compatible with the business and the related building.

2.8. **Fluorescent** and **day-glow** paints and colors will **not be approved** for use in an historic zone.
3. CONSTRUCTION MATERIALS, MOUNTING, AND QUALITY

3.1 Materials selected for the construction of signs must be compatible with the building materials to which a sign is to be attached.

3.2 Sign construction materials exposed to public view must be visually consistent with the style and historic period of the related building.

3.3 The sign construction materials selected should also enhance both the purpose and the message of the particular business or service.
   a. Pressed or compositional boards are acceptable when completely covered with paint which substantially hides the identity of the material.
   b. Decal letters, including those made of plastic, which have the appearance of painted letters are permitted.
   c. Plywood is permitted, but for older buildings its edges must always be covered with framing material so as to hide the laminations.
   d. Unpainted aluminum shall not be permitted on 19th Century and early 20th Century buildings.
   f. Other materials such as, but not necessarily limited to, copper, brass, bronze, and neon may be approved for use on buildings built during a period in which such materials were in common use or on buildings showing dominant architectural features of the period in which such materials were in common use.

3.4 Materials must always be of sufficiently high quality to be durable for the anticipated life of the sign. The Historic Zoning Commission reserves the right to terminate approval of any deteriorating sign and require its removal.

3.5 A sign must always be erected in such a way that there is no danger of it falling under ordinary circumstances.

3.6 Consistent with requirements of safety, stability, and strength, flat signs and projecting signs must be attached to a building with a minimum number of fasteners inserted with the least amount of damage possible to building materials.

3.7 On masonry surfaces, all penetrating points of attachment must be in mortar joints. No drilling, chipping, hammering, or penetrating of bricks, terra cotta or stone shall be permitted.

3.8 The mounting of signs on ornamental architectural masonry, metal, or wood or on metal roofing materials shall not be permitted.

3.9 Mounting materials must not be subject to rust or corrosion, which may over time, damage or deface any part of a building. The Historic Zoning Commission reserves the right to terminate approval of any sign constructed of, or mounted with materials found to be damaging the building or staining or defacing the building. This includes, but is not necessarily limited to the destructive effects of the expansion of rusting iron imbedded in building material.
3.10 All signs must be of **professional quality**. The Historic Zoning Commission reserves the right to rescind approval of any sign within 60 days of its installation, if in the judgment of the majority of the Commissioners, the sign does not meet acceptable professional standards of quality. This is not intended to discourage individual artwork and careful craftsmanship on the part of people who do not necessarily make a living building signs.
4. LIGHTING

4.1 In most locations in downtown Jonesborough, signs are well lit by street lights and individual sign illumination is unnecessary and shall not be approved.

4.2 External illumination may be approved when natural or street lighting does not provide sufficient light for reading a sign.

4.3 Internally illuminated signs (except for neon signs as provided in Section 3.3f) shall not be permitted even for modern buildings in the H-1 Zone.

4.4 No exposed LED light sources, LED lettering, LED images, or electronic messages will be approved for use in the H-1 and H-2 Zones.

4.5 In no case shall illumination of a sign of any kind be permitted to make a particular sign distinctly brighter than neighboring signs.

4.6 The effect of any sign illumination on adjacent or neighboring buildings must be carefully considered prior to approval by the Historic Zoning Commission. Temporary trial lighting is strongly recommended as a part of obtaining approval of the Commission, which reserves the right to rescind any approval within 60 days of installation, if in the judgment of a majority of the Commissioners, the lighting conditions were not accurately represented or demonstrated during the application process.
Note: Sections 5 and 6 have been adapted from recommendations prepared for the Historic Zoning Commission by the Jonesborough Tree and Townscape Board Signage Subcommittee, approved by the Tree and Townscape Board on June 27, 2012, and discussed in the June 28, 2012 meeting of the Historic Zoning Commission. These sections contain educational material, sample 2012 photographs, and the guidelines adopted by the Historic Zoning Commission.

5. PORTABLE SIGNS

Portable business signs are a great way to attract new customers, especially foot traffic. They provide an alternative to free-standing commercial signs which cannot be used here because of the lack of space in front of business buildings in Jonesborough’s Central Business District. There are many advantages of using a portable business sign when promoting a business. These include:

- Capturing the attention of potential customers quickly and easily. Visitors are able to get direct contact with these signs since they are a visual reminder at eye level or below.

- It’s easy to produce strong graphics and bright colors for these types of signs.

- Portable signs can be brought out whenever needed. If you need to promote a message, product, or service, all you will need to do is to pull out the portable sign to advertise what you want to say. Pricing specials such as special sales or closeouts are also the perfect message for a portable sign.

- The message can be replaced easily. Unlike other advertising tools that need to be scrapped once they’ve served their purpose, you can reuse portable signs again and again. All you will need to do is to replace the message that appears on the faces.

Considerations and Issues

Designs and colors of signs should complement the historic nature of downtown Jonesborough. The use of plastic as sign material is inappropriate downtown. The Town is concerned about liability issues related to sign location, size, and stability. Sign design guidelines help retain the District’s historic flavor which attracts tourists and other customers. Design guidelines also ensure that signs do not multiply and detract from the appearance of the townscape, minimize liability, and enhance safety.

Even though portable signs do not alter or affect the historic structures, they do impact the appearance of the Historic District and therefore must meet the guidelines.

Figure 5-1 shows some of the portable business signs used in downtown Jonesborough in 2012 that are consistent with the guidelines. Figure 1-2 shows some of the portable business signs used in downtown Jonesborough in 2012 that are inconsistent with the guidelines.
Figure 5-1 Portable signs that are consistent with the guidelines
Figure 5-2 Portable business signs that are inconsistent with the guidelines or other regulations

Construction material plastic

Construction material plastic

Sign located away from the business.

Material inconsistent and sign unstable.
Guidelines and Requirements

Standards 1-8 and Guideline Sections 2, 3, and 4 are applicable to portable signs.

5A. Construction

1. Portable sign construction and location must be approved by the Building Inspector and the Historic Zoning Commission.

2. Portable signs shall be at least 28 inches tall by 18 inches wide and no more than 48 inches tall by 28 inches wide.

3. A-frame or sandwich board signs hinged at the apex to be folded into a sandwich position when transported or stored, must be securely locked into position or have a chain so the sign is not unstable when it is displayed. Other portable signs must be mounted on stable stands.

4. No portable signs shall contain foil, mirrors, bare metal, or other reflective materials that could create hazardous conditions to motorists, bicyclists, or pedestrians.

5. No attention getting attachments such as spinning or moving parts or balloons, streamers, or pennants will be approved for portable signs.

5B. Display

1. Portable signs shall contain information and advertising only for the business placing the sign and shall not contain any endorsements or logos for any other business or for any manufacturer or for supplier to the business.

2. The portable sign must not be displayed during high winds, heavy rain, or snow.

3. Portable signs shall be displayed only during the hours of business operation and shall not be displayed when the business is closed.

4. During evening or night hours, signs not displayed under conditions of adequate lighting will be considered a pedestrian safety hazard and will be subject to removal by the Town staff.

5C. Location

1. A schematic diagram, photograph, or other image is required to show the proposed location of the sign under consideration. The Building Inspector and the Historic Zoning Commission must approve the proposed location.

2. Portable signs must be located in front of or adjacent to the businesses being advertised and shall not block building entrances or exits.
3. Portable sign placement must maintain at least a four-foot (4') minimum pedestrian path along the sidewalk and must not obstruct pedestrian movement and safety, including the ability to safely cross the street.

4. Portable signs shall not block access to parking spaces or block traffic lanes.

5. If improperly located, the sign may be removed from public right-of-way and taken to Town Hall.

5D. Approval process

1. Applications for approval of portable signs must first be submitted to the Building Inspector.

2. After approval by the Building Inspector applications for portable signs must then be placed on an agenda of the Historic Zoning Commission for approval by the Commission and issuance of a Certificate of Appropriateness.

3. No fee is required for approval of any portable sign.

4. Only one portable sign is permitted per business. Only one sign is permitted for multi-tenants in same building.

5. There is no automatic expiration date for any approved portable sign. However, the approval of any sign will terminate with any changes in the name, ownership, or type of business or with any alterations of the approved design, construction, display, or location of any portable sign.

6. Owners of portable signs that are not entirely located on private property must obtain a permit under the provisions of the Town's Outdoor Area Use Permit Policy. They must also provide proof of insurance coverage and complete a Hold Harmless & Indemnity Agreement. The limits of liability on the insurance policy shall not be less than $500,000 and the coverage shall be maintained for the entire life of the permit. Portable signs are not permitted in the public right-of-way unless the Hold Harmless & Indemnity Agreement and proof of insurance are provided.

7. A portable sign may be removed from the public right-of-way by Town officials any time it is deemed appropriate or necessary for public safety. Failure of the owner of the sign to cooperate under such circumstances may cause approval of the use of the sign to be revoked.
6. OPEN SIGNS

Considerations and Issues

Displaying Open signs lets customers know when a business is open and for some businesses may be needed either in addition to an open flag or banner or instead of one. Closed signs can clear up any confusion customers may have over what your business hours might be. If you ever need to step out for a moment, go to lunch or close down early, you don’t want to leave your customers wondering if you are open. Closed signs can be seen from a distance and will let customers know they should stop by another time.

Since Open signs are important for many businesses, most of the stores in downtown Jonesborough have one. Some of the Open signs used in Jonesborough have a vintage look and complement the appearance of the historic downtown (see Figure 6-1). Others are generic commercial Open signs that detract from the historic look (see Figure 6-2). There are many vintage-style Open signs commercially available that may be more appropriate for Jonesborough’s downtown area (see Figure 6-3).

Lighting for Open Signs

Most towns surveyed by the Tree & Townscape Board’s subcommittee do not allow lighted Open signs in their historic districts. They believe that the lighted signs are not consistent with their goal to maintain the town’s historic charm. For older towns, the lighted signs are simply not historic.

There are some historic districts that allow illuminated signs. Their regulations generally require that the lighted signs be small, have some historic flavor such as an old neon sign, and that these signs not flash or have any motion. The sign can only be lighted with the store is open. Jonesborough has couple of stores that use illuminated Open signs (Figure 6-4).

An important economic goal for the Town of Jonesborough is to increase the number of visitors spending the night. These overnight visitors spend the most money and are very important for the success of our downtown businesses. One way to encourage visitors to stay overnight is to have evening shopping and dining opportunities. Businesses that at or before sundown have little need for a lighted Open sign. Businesses that stay open past sundown generally need lighted Open signs to promote their businesses during evening hours.
Figure 6-1 – Sample of vintage-style Open signs used in downtown Jonesborough in 2012
Figure 6-2 – Sample of generic commercial *Open* signs in downtown Jonesborough in 2012
Figure 6-3 – Lighted Open signs in Jonesborough in 2012 not consistent with the Guidelines
Figure 6-4 – Sample of commercial vintage-style Open signs available
Guidelines for Open Signs

6A. Design, Position, and Size

1. Open signs shall be limited in text to the word, "open" and (if desired) a suitable greeting or salutation and/or hours of business. [Public hearing 10/25/12]

2. Signs not part of open signs listing business hours must be approved separate from open signs under the general provisions of the Historic Commission’s Advertising Guidelines but may be displayed adjacent to open signs. [Public hearing 10/25/12]

3. Closed signs shall be approved as companion signs with open signs and shall be subject to the same guidelines as open signs.

4. Consistent with Advertising Standard 8, Open signs must be compatible with the style and historic period of the building, as well as the business.

5. Consistent with Guideline 1.2 the size and position of each open sign must be appropriate for reasonable legibility (assuming normal visual acuity) relative to the position and/or movement of the intended viewer.

6. The size and position of each open sign must relate well to the size of the display area or window in which it is displayed.

7. Open signs shall be no more than 30 inches long by 12 inches wide.

8. Only one Open sign is permitted for each business.

9. Open signs must be in good condition and properly maintained.

10. An open sign must only appear inside an opening and not be affixed to the outside of any building or site structure.

6B. Open Sign Illumination

1. Lighting for open signs will be approved only for businesses that are open after sundown in any season of the year.

2. Illumination of open signs shall be limited to hours after sundown and only when the business is open.

3. The provisions of Guideline Section 4 are applicable to open signs except that historic illumination consistent with the style and period of the building, such as small neon signs, may be permitted at the discretion of the Historic Zoning Commission.
4. **No lighted Closed signs** are permitted.

5. No part of any open sign other than the letters in the word “open” may be lit.

6. *Open* signs that flash, blink, glimmer, move, flutter, scroll, or varies in color or intensity are **prohibited**.

6C. Approval Process

1. *Open* signs require a Certificate of Appropriateness from the Historic Zoning Commission.
7. EXTERIOR FURNISHINGS

7A. Design, Construction, Location, and Arrangement

1. Exterior furnishing construction, location, and arrangement must be approved by the Building Inspector and the Historic Zoning Commission.

2. A schematic diagram, photograph, or other image is required to show the proposed location and arrangement of all exterior furnishings under consideration.

3. Consistent with Advertising Standard 2, exterior furnishings must be compatible with the style, historic period, and color scheme of the building, as well as the business. They must also be compatible with the public streetscape and complementary to the visible furnishings provided by the Town.

4. Exterior furnishings must be constructed of durable metal and/or wood and must be in good condition, stable, and safe for public use and enjoyment.

5. Exterior furnishings made of plastic are prohibited.

6. Exterior furnishings must not obstruct pedestrian movement and safety, including the ability to safely cross the street, and cannot create a trip hazard for pedestrians.

7. Exterior furnishings shall not block access to parking spaces or block traffic lanes.

8. If improperly located, an exterior furnishing may be removed from public right-of-way and taken to Town Hall or otherwise stored.

7B. Approval Process

1. The placement and use of exterior furnishings by any business establishment requires a permit under the provisions of Jonesborough’s Outdoor Use Area Permit Policy for Town Rights-of-Way. Even if the exterior furnishings are entirely on private property, they must be consistent with the provisions of that policy and with provisions of this section of the Historic Zoning Commission’s Guidelines if they are visible from the public right-of-way or intended for public use.

2. Applications for approval of exterior furnishings must first be submitted to the Building Inspector.

3. After approval by the Building Inspector applications for exterior furnishings must then be placed on an agenda of the Historic Zoning Commission for approval by the Commission and issuance of a Certificate of Appropriateness.
4. There is no automatic expiration date for any approved exterior furnishings. However, the approval of any furnishings will terminate with any changes in the ownership or type of business or with any alterations of the approved design, construction, or location of any furnishings.

5. Owners of exterior furnishings that are not entirely located on private property must obtain a permit under the provisions of the Town's Outdoor Area Use Permit Policy. They must also provide proof of insurance coverage and complete a Hold Harmless & Indemnity Agreement. The limits of liability on the insurance policy shall not be less than $500,000 and the coverage shall be maintained for the entire life of the permit. Portable signs are not permitted in the public right-of-way unless the Hold Harmless & Indemnity Agreement and proof of insurance are provided.

6. Approval of exterior furnishings on the town right-of-way through the Outdoor Area Use Permit is based on a specific location. Furnishings moved to no-approved locations are subject to immediate removal.

7. Any exterior furnishing may be removed from the public right-of-way by Town officials any time it is deemed appropriate or necessary for public safety. Failure of the owner of the furnishing to cooperate under such circumstances may cause approval of the furnishing to be revoked.