



TOWN OF WRENTHAM

NORFOLK COUNTY, MASSACHUSETTS

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DESIGN GUIDELINES

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Introduction

The Town of Wrentham, Massachusetts is a small, peaceful New England suburb initially settled in 1660 and later incorporated as a town in 1673. Its three major lakes, plethora of conservation land and open space, historic charm, and scenic beauty provide a serene, hospitable ambience for its residents. Accessible to railways and key roadways such as Route 1 and Interstates 95 and 495, it connects commuters to the major metropolitan areas of Boston and Providence, Rhode Island and provides access to vacation getaways such as Cape Cod. Cultural, sporting, and economical amenities including the Xfinity Center, Gillette Stadium, and Premium Outlets are all within reach and entice visitors from all across New England. By maintaining a delicate balance between natural beauty and economic and cultural growth, the Town of Wrentham provides residents and visitors with all the makings of an ideal New England town.

Purpose

The purpose of the following design guidelines is to assist property owners, project proponents, land developers, architects, landscape architects, engineers, land surveyors, and historic preservation activists in project design, planning, and submission for review by the Town of Wrentham Planning Board in accordance to the Zoning Bylaws. The underlying objectives of these guidelines are to:

1. Achieve a desirable and harmonious pattern of land use by assuring a proper balance of land conservation and building development;
2. Expand a greater range of business and commercial opportunities by maintaining and strengthening the Town Center and enhancing the Route 1 corridor;
3. Protect remaining historical landmarks and open space through revitalization efforts;
4. Encourage more compact and dynamic forms of “village-like” development in the Downtown District while retaining its character;
5. Design pedestrian and bicycle friendly roadways that can safely co-exist with vehicular circulation;
6. Set forth sensitive site planning, aesthetic considerations, and design standards to achieve a higher quality in new development suggestive of Colonial Revival/New England style architecture;
7. Assure that all future construction, alterations, additions, and revitalizations respect the character and integrity of existing historic structures;
Guarantee all new buildings capture the historical and aesthetic essence of Colonial precedents while encouraging the use of more modern, sustainable materials. The target year reflective of all new development shall be 1901 with a deviation of twenty-five (25) years.

Scale

- Building massing shall remain consistent with adjacent structures and the surrounding environment. To reduce scale, diverse architectural elements, including appropriate roof articulations with a mixture of slopes, irregular footprints, varied façades, and well-proportioned and intentionally placed windows and doors shall be implemented to the fullest extent practicable.
- New buildings and/or substantial alterations shall incorporate features to add visual interest while reducing the appearance of bulk or mass (Article 19.9(2)).
- Long expanses of walls shall be broken up using pilasters, structural bays, intrusions/extrusions, and varied rooflines. Vertical massing along façades shall incorporate various materials which define a distinct base, middle, and top.

ENCOURAGED



Large buildings visually reduced in mass by incorporating interesting and diverse architectural design elements

DISCOURAGED



Large buildings with minimal design features, unarticulated rooflines, and excessive bulkiness

Building Placement and Orientation

- The front building façade shall always be oriented facing the street, adjoining courtyard, or prominent landmark. Where possible, the main façade shall never be oriented facing a side street or parking lot.
- In order to be deemed “street-facing”, primary, clearly marked entrances, adjoining windows, and additional prominent architectural elements must be unobstructed and facing directly onto the street.
- In order for a plaza/courtyard to satisfy the orientation requirement, it shall be landscaped with shade trees, furnished with seating accommodations, incorporate direct access routes to sidewalks accessible to the general public, and have buildings with windows abutting them.
- Building placement has a direct correlation with the effectiveness of passive design strategies, particularly solar radiation, natural air ventilation, and wind mitigation. The optimum strategy is to place the elongated façades facing north-south to maximize solar potential and substantially reduce solar heat gain on east-west façades.

ENCOURAGED



Buildings facing the street with clearly defined entrances

DISCOURAGED



Buildings oriented towards parking lots

Buffer Zones

- The purpose of a buffer zone shall be to mitigate certain effects of permitted uses in any district upon any abutting lot, use, and/or zoning district. Buffer zones may incorporate the following elements, used either separately or in combination: preserved natural vegetation, professionally landscaped trees/plants or natural materials, artificial screening/fencing material, or other similar items (Article 6.10).
- Additional materials may be required within the buffer zone, at the discretion of the approving authorities.

All parking areas or any cleared surfaces (paved or not) in a Retail Business (B) or Commercial (C) Zoning District shall be setback a minimum distance from any Residential (R) Zoning Districts. Refer to the Zoning Bylaw for required buffer zone distances.

ENCOURAGED



Sufficiently landscaped front yard and parking lot buffer

DISCOURAGED



Underdeveloped or non-existent landscape buffers

Open Space

- Open space, or common space, constitutes land which provides a natural buffer between adjoining properties and is accessible to the general public.
- Open space is designed to augment the streetscape by improving site aesthetics and diminish the environmental impact of a building to its lot, water resources, and surrounding natural ecosystems.
- Land included in the required front setback shall be maintained as unoccupied natural or landscaped space. This restriction does not apply to fences, utility poles, driveways, septic systems, wells, underground utility services, and certain signs authorized in Article 18.

ENCOURAGED



Sufficiently landscaped open space with mixed vegetation

DISCOURAGED



Underutilized or non-existent open space which detracts from building's aesthetics

Pedestrian Accommodations

Sidewalks

- Pedestrian walkways shall be integrated, to the extent possible, into the interior and/or perimeter landscaping of parking lots and shall be separated from vehicular and parking areas by grade, curbing, and/or vegetation, except for necessary ramps (Article 6.4(2)(h)(9)).
- Circulation shall be designed to safely and conveniently guide pedestrians from vehicle traveling lanes and parking areas to building entrances, abutting sidewalks, and other external site locations of interest.
- Pedestrian linkages to adjacent sites are encouraged for improved connectivity. Existing projects or sites which lack sufficient pedestrian accommodations shall implement these transitional elements during exterior building renovations or site improvement efforts.
- Site sidewalks shall be constructed of materials complementary to the building's architectural elements.
- Sidewalks separated from the street by a five (5) foot landscape buffer containing no more than thirty (30) foot tall trees placed every twenty-five (25) feet of exterior yard frontage are encouraged for improved pedestrian experience and safe separation from motor vehicles.

ENCOURAGED



Pedestrian walkway separated from street by a landscape buffer and enhanced with street amenities including seating and lighting

DISCOURAGED



No distinct sidewalk, well-defined crosswalks, or landscape buffer between the street and parking lot

Crosswalks

- Crosswalks shall be clearly defined through the use of raised, textured, or colored treatments to highlight pedestrian circulation across a vehicular travel lane.
- Enhanced pavements, such as stamped or painted asphalt or concrete, are encouraged to accentuate intersection and crosswalk visibility for pedestrians and motorists. Different materials, such as pavers or cobblestone, are recommended for aesthetic enrichment and clearer definition of pedestrian and bicyclist transitional spaces.
- Granite or brick are also encouraged; however, the design and installation utilizing these materials shall comply with all accessibility requirements including the ADA and Massachusetts Architectural Access Board (MAAB) (521 CMR).
- Traffic control beacons, also referred to as pedestrian beacons, are encouraged to warn and control vehicular traffic on either side of a defined crosswalk. They also allocate right-of-way to the pedestrians and have higher compliance rates than conventional pedestrian signals.

ENCOURAGED



Clearly defined crosswalks with raised textures and vivid colors



Appropriate use of traffic control beacon to increase motorist awareness of crosswalk and ensure a safe and efficient transition for pedestrians across South Street

DISCOURAGED



Poorly defined crosswalk



Poorly designed crosswalk deteriorated by automobile tires and cracked pavement

Parking

- Where possible, all parking areas shall be provided at the rear or side of a structure.
- Parking areas shall be designed with respect to topography, integration with surrounding streets and pedestrian ways, number of access points to streets, general interior circulation, adequate width of driveways, and separation of pedestrian and vehicular traffic as to reduce hazards to pedestrians and motorists (Article 6.4(2)(a)).
- Parking areas shall be properly lit to provide consistent light levels. Shielded lights on poles no more than twenty (20) feet high shall be used to illuminate impervious surfaces such as asphalt or concrete, prevent unnecessary glare, and reduce light trespass onto adjoining properties, sidewalks, or roadways.
- Parking areas, however, shall meet the parking requirements set forth in Article 6 of the Zoning Bylaws, eliminate the surplus of unessential parking spaces/impervious surfaces, mitigate traffic congestion, reduce pedestrian and vehicular interactions, and protect adjoining lots and the general public from hazards including: excessive noise, glare from headlights, pollution from operation of motor vehicles, urban heat effect, and lack of visual relief.
- Drainage of storm water shall be properly guided and controlled by grading and curbing onto intended pervious surfaces or sewer systems. Disposing of storm water onto any public way or adjoining ownership is strictly prohibited.
- Parking areas for more than ten (10) vehicles are to be designed and constructed with limited access and exit driveways and are to be set off by natural, landscaped screening (Article 6.4(2)(e)). Encouraged screening, which shall be properly maintained year-round and replaced when need be, includes opaque architectural walls, fences, or evergreen plantings.

ENCOURAGED



Appropriate vehicular organization with side parking and landscape buffers

DISCOURAGED



Lack of street edge, proper vehicular organization, and landscape buffers

Historical Significance and Connections

- Historical buildings and sites shall be restored, reinforced, rehabilitated, and preserved as a continuous reminder of their quality, history, and connection to generations of earlier people.
- Safeguarding the existence, appearance, and structural integrity of a historic site or structure provides valuable insight as to how buildings were made in the past, the purposes they served, and how they withstood natural phenomena over the years.
- The architecture of new buildings shall respect and reflect the character, integrity, and value of adjacent, existing historical structures and sites.

SUCCESSFUL



Successful revitalizations of historical buildings with attention to detail, proper use of materials, exploration of varied design elements, and respect of integrity and historical importance

LESS SUCCESSFUL



Less successful contemporary addition to historic building

OPPORTUNITY FOR IMPROVEMENT



Unsuccessful historic restoration of State Armory in Marlborough with lack of consideration for external appearance and preservation of character

Commercial Storefront Comparisons

- All new business and commercial properties shall retain New England style architecture with appropriate materials, complementary colors, intricate designs, articulated rooflines, and proper amenities such as scaled lighting, visible signage, trash receptacles, and landscaped buffers.
- Storefront doors and windows are encouraged to utilize modern framing devices for emphasizing entrances and creating a proper threshold between the sidewalk and building.
- Exterior glazing shall not extend to the ground.
- Below are comparisons of the same businesses in two different locations containing contrasting design elements. Images on the left represent design elements (mentioned above) which shall be incorporated into future projects while images on the right contain design elements which shall be strictly avoided.



Cumberland Farms – Northborough, MA.



Cumberland Farms – Wrentham, MA.



Dunkin Donuts – Wrentham, MA.



Dunkin Donuts – Marlborough, MA.

External Materials and Appearance

- Predominant wall materials shall have the appearance of wood, brick, or stone that, if painted, shall be painted or coated in a non-metallic finish. Cladding materials shall be consistent of all façades, or shall be an appropriate mix found in historic architecture in Wrentham (e.g., clapboard front with shingled sides), with the exception of special design elements such as gables or dormers.
- Storefronts shall make generous use of clear, non-mirrored, non-opaque glass. Interior goods shall be visible from the sidewalk and unobstructed by landscaping or architectural elements. Reflective materials such as porcelain enamel, sheet metal, or reflective glazing are discouraged.
- Materials (eco-friendly if possible) on all façades shall remain consistent with the materials on the front façade, even if rear and side façades are simplified expressions of those materials.
- Awnings and canopies over windows and doors shall be compatible with the architectural style of the building. Colors and patterns used for awnings and canopies shall be subdued and compatible with any existing awnings on adjacent buildings.

ENCOURAGED



Proper mixture of appealing and complementary exterior materials

DISCOURAGED



Uniform exterior materials with limited architectural detail

Entrances, Exits, and Front Façades

- Main building entrances shall be distinct, handicap accessible, unhindered by light posts, signage, or landscaping, visible from the road, and orientated perpendicular to the road (“street-facing”). Additional side or back entrances/exits may be implemented for easier employee access, more direct access to parking, and further evacuation options in case of a fire or other emergency.
- Important programmatic interior spaces such as lobbies or retail spaces shall be visible and clearly connected to the outdoor environment in order to welcome guests properly and provide synergy to the urban experience.
- Front façades shall utilize variations in color, horizontal planes, materials, patterns, height, and other techniques to provide visual interest and scale to buildings. They should complement the surrounding environment.
- Front façades shall not contain unarticulated, monotonous, and/or monochromatic design elements and materials. The objective is to add visual interest while remaining consistent with the charm and character of other adjacent projects or historic buildings in the Town of Wrentham.
- Buildings constructed on corner lots shall be designed with equal attention to detail, especially in the two façades facing their respective streets. If one street is more heavily used, then the façade facing that street may be more architecturally sophisticated and detailed than the façade facing the alternate street.

ENCOURAGED



Detailed, prominent façade with appropriate massing, variety of materials, visible entrance, adequate number of windows, and satisfactory architectural design elements which complement each other and their surroundings

DISCOURAGED



Unharmonious building façades with different heights, materials, intrusions/extrusions, and placement of prominent architectural elements

Doors and Windows

- Doorways shall be centralized and prominent on the front façade. Colonial door surrounds, pent roofs, roof cantilevers, hooded front doors, and covered porches extending more than six (6) feet in both width and height are also encouraged for added depth, integrity, definition of building threshold, and connection with other present architectural elements.
- Doors shall not extend beyond the exterior façade into pedestrian pathways. Entry doors shall always swing towards the street for safe and efficient exiting in case of a fire or other emergency.
- Windows shall be vertical, well proportioned, evenly-spaced, and adequate in quantity. They shall also achieve the following objectives: Add visual interest, diminish glare, absorb ample amounts of natural sunlight, introduce diverse building forms, and expose desired views from the inside out and vice versa.
- Fanlights and sidelights are encouraged for additional sunlight intake and aesthetic appeal. Place these elements with thoughtful intention; overuse of these elements can diminish the building's allure and value.

ENCOURAGED



Centralized, accentuated, and symmetrical building entrance located along the prominent façade



Properly scaled and placed windows with diverse forms

DISCOURAGED



Hidden, uninviting doorways adjacent to randomly-placed windows at different scales and heights



Reflective, over-sized glazing

Roof Forms

- New construction, including new development above existing buildings and/or substantial alterations, shall incorporate gables or other traditional pitched roof forms which will be consistent with the historic architecture of the Town of Wrentham.
- Dormers containing highly exaggerated, eclectic pediments which enable additional sunlight intake and increase interior headroom are encouraged, especially on larger structures.
- Smaller architectural design elements such as cornice dentil, repetitive balustrade systems, chimneys, and cupolas are also encouraged to emphasize roof forms.
- Flat, unarticulated roofs are discouraged due to minimal lifespan, unnecessary compactness, poor drainage, and unsightly appearance. Heavy snow pile up during winter months is also a concern which is why flat roofs are not appropriate for this climate.

ENCOURAGED



Articulated roofs with consideration of height, scale and slope and exceptional use of dormers, pediments, symmetrical windows, and balustrades for added visual intrigue

DISCOURAGED



Flat, monotonous, and unarticulated roof designs lacking attention to scale, pitch, and exploration

Landscaping

- Landscaping provides every architectural project with aesthetic enjoyment, tranquility, escape from the chaotic built environment, a strong connection between people and the natural world, and a sense of belonging to an area with a distinct cultural identity and historical significance.
- Proper landscaping enhances the aesthetics of building façades, accentuates entrances and pedestrian walkways, subdivides large, unattractive areas such as parking lots, defines natural spaces, significantly increases property value, and creates an overall pleasant experience for customers or visitors passing by.
- Examples of encouraged landscaping include: noninvasive, drought-resistant plantings such as deciduous and evergreen trees, flowers, shrubs, succulents, and ornamental grasses. New plantings shall be compatible with existing on-site plant material and incorporate a variety of species, shapes, scales, colors, heights, widths, and textures.
- Existing trees shall be preserved and maintained to the greatest extent practicable. Major specimen trees shall remain undisturbed by new building construction or renovations.

ENCOURAGED



Luscious and native landscaping which enhances the aesthetics of the streetscape and increases the building's overall value

DISCOURAGED



Insufficient landscaping which depreciates the building's value and reduces aesthetic appeal from the approach

Topography

- Manipulating site topography for any new project or site revitalization shall accomplish the following:
 1. Precisely documenting topographical data using accurately drawn site plans containing information regarding: shape, slope, elevation, aspect, and contour;
 2. Stabilizing and protecting eroding slopes with protective, durable elements and restricting access to treacherous earthworks;
 3. Shaping the land with gentle slopes to control storm water management, maintain landscape continuity, and create distant, focused views.
- In areas where the land slopes downward towards any surface water body, or fresh water wetland, proposed filling, cutting, clearing or grading shall be minimized and all such development activities shall be carried out in such a way as to retain the natural vegetation and topography wherever possible.
- New structures shall be placed accordingly on the site to minimize topography manipulation, specimen tree removal, urban heat effect, and disruption of natural ecosystems.

ENCOURAGED



Durable stone wall used to stabilize descending slope from the building and create a public gathering space

DISCOURAGED



Unstable, unattractive stone wall too close to circulation pathway

Exterior Lighting

- Exterior lighting fixtures shall complement building elements and materials, be appropriately scaled, and placed accordingly to provide maximum illumination for safe pedestrian and vehicular circulation and building identification.
- Smaller lighting fixtures, such as pedestrian-scaled fixtures, shall be affixed to the buildings' façade, storefront, canopy, awnings, or door surrounds evenly. The intention is to provide satisfactory light for transitional pathways from the building to the parking lot, adjacent sidewalks, and areas in the vicinity of the building.
- Lighting mounted to the exterior façades of buildings shall always be designed and positioned to illuminate entrances and adjacent sidewalks, not pointing away from the building.
- Tall light posts shall not be juxtaposed with the building or its transitional pathways, but rather placed alongside impervious surfaces for vehicular travel, such as parking lots, entryways, and loading docks.
- Where possible, concrete pillar bases which support light posts shall be installed near flush with the ground.
- LED's are highly encouraged for their energy efficiency, durability, and long life span.

ENCOURAGED



Appropriately scaled lighting fixtures complementary of the building's architecture which provide proper illumination along sidewalks and parking lots to guide pedestrians and automobiles

DISCOURAGED



Unightly lighting foundation is incongruous with the building's architecture and surrounding environment

Loading Docks, Utilities and Mechanical Equipment

- All utility and mechanical equipment, loading docks, garage doors, and service areas shall be placed as far away from property lines and circulation pathways on the rear of sides of the building to reduce visibility and increase efficiency.
- Heating, ventilating, and air conditioning equipment, duct work, air compressors, and other fixed operating machinery shall be screened from view and, where possible, shall not be visible from highway or residential uses/zones.
- Mechanical equipment located on roofs shall be screened, organized, and designed as a component of the roof design, and not appear to be a leftover or add-on element. The integration of parapets is an encouraged design solution.
- Loading docks shall be separated from driveways and/or parking lots, illuminated appropriately, constructed of durable, all-weather materials such as asphalt or concrete, and offset by natural landscaping (if total area exceeds five thousand (5,000) square feet (ft²)).

ENCOURAGED

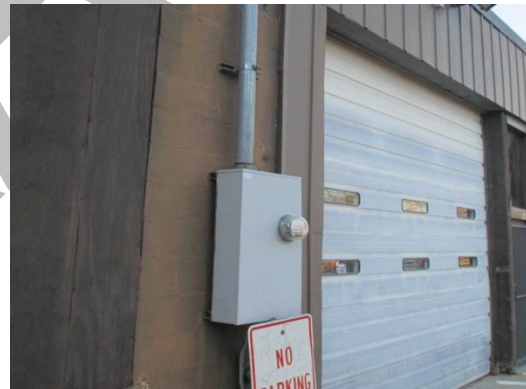


Properly placed loading dock twenty (20) feet from any property line with sheltered entrance

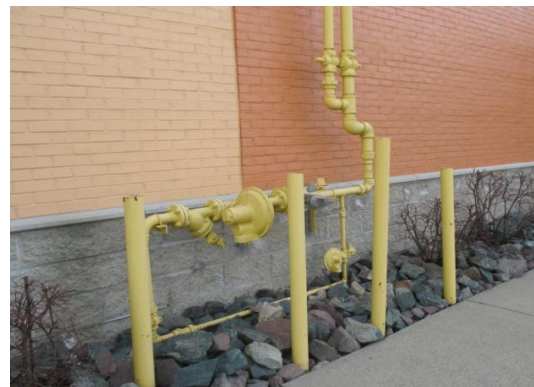


Adequately screened utilities not visible from the street

DISCOURAGED



Unsheltered loading dock and utilities placed in close proximity to property line



Unscreened utilities which hinder building's façade

Fencing and Screening

- The primary function of fencing is to provide privacy, increase security, and enhance curb appeal. In addition, proper visual screening of utilitarian areas helps to block unsightly views, hinder noise pollution of equipment/machines/vehicles, and reduce glare.
- Developments shall provide year-round screening of loading docks, truck parking, outdoor storage, utility meters, HVAC equipment, trash collection and processing, and other service functions.
- Dense vegetative screening, such as evergreen hedges, or durable, opaque fencing shall be installed at a minimum of six (6) feet in height encompassing all utilitarian necessities and shall be maintained in good condition. Landscaping or vegetative screening is preferred for absorption of sound, reduction of storm water runoff, containment of erosion, and for aesthetic purposes.
- To the greatest extent practicable, substantial screening shall be integrated onto the site plan accordingly to obstruct any unpleasant views on all sides from neighboring properties, adjacent public streets, and sidewalks.
- Architectural elements, materials, colors, and design of screening walls, coverings, and fences shall be consistent with the predominant materials, colors, and elements of the primary building. Unacceptable materials include chain-linked fencing containing wood, plastic, or metal slats.
- No wall, fence, structure, planting, or other obstruction to a driver's vision may be permitted at eye level, defined as three (3) to eight (8) feet above street grade, within twenty five (25) feet from the intersection of street side lines.

ENCOURAGED



Properly concealed dumpsters not visible from the parking lot

DISCOURAGED



Unscreened dumpsters noticeable from the parking lot and approach circulation pathways

ENCOURAGED



Fencing constructed of natural materials which complements the surrounding environment



White picket fencing congruent with building's external materials such as window trim and door framing and complimentary to overall appearance



Natural vegetation which completely screens buildings from one another on abutting lots, helps define property boundaries, creates a wind barrier, and enhances a stronger relationship between the natural landscape and the built environment

DISCOURAGED



Chain-linked fencing defining property boundaries or enclosing parking lots, dumpsters, or front yards



Unmaintained, disparaging natural screening such as ivy which overpowers façades, obstructs architectural elements, and prevents sunlight and fresh air from entering



Fencing constructed of materials incongruous with the building's surroundings

Signage

General Requirements

- The purpose of the following sign design guidelines is to provide adequate signage opportunities for property owners in all residential, business, and commercial districts to meet their advertising and promotion needs while encouraging signs which:
 1. Strictly adhere to the signage regulations presented in Articles 18 and 19 of the Town of Wrentham's Zoning Bylaws;
 2. Reduce visual clutter with inappropriate colors, patterns, textures, and materials inconsistent with the surrounding environment;
 3. Accentuate and enhance building façades while complementing adjacent structures;
 4. Protect public investment in streetscapes by promoting an inviting, pedestrian-friendly atmosphere;
 5. Enhance the safety, convenience, and welfare of the general public;
 6. Respect the Town's historical character and significance.
- It is the responsibility of the property owner or tenant to review these guidelines prior to the creation of any sign and for the Town's Sign Inspector to ensure complete compliance of the regulations before installation.

Additional Information

- A landscaped base encompassing a monument or ground sign is mandatory and shall include a mix of native, sustainable plants, trees, shrubs, flowering perennials, ornamental grass, etc. Additional water features, fountains, stonework, planter beds, decorative pavers, or sculptures/statues are encouraged; however, loose stone, mulch, or irrigated turf does not satisfy the requirement.
- For businesses only in the Highway Commercial (HC) district, a base area of 1.5 square feet shall be provided for each square foot of sign area.
- Directional signs and traffic signals shall be provided and placed accordingly, as to not impede straight lines-of-vision and to guide vehicular and pedestrian travel throughout the site. They shall not exceed one (1) square foot (ft²) in area and a maximum of four (4) will be allowed per site.

Temporary Signs

- A sign is categorized as temporary if it is intended to be properly maintained for a limited term use, no more than twelve (12) months. Temporary signs are permitted in all zones but must be approved legible by the Sign Inspector. Refer to the Zoning Bylaws for more information.

Permanent Signs

- A permanent sign is categorized as a fixed billboard, display, light, figure, painting, drawing, poster, object, or device which advertizes, promotes, or calls attention to any business article, substance, idea, or any thing or concept, including both the supporting structure and informative contents thereof.
- All permanent signs are allowed in all districts and require a permit. Several examples of permanent signs include but are not limited to:
 1. Non-Commercial: A sign which conveys a non-commercial message, showing or demonstrating the owners' opinion, support, or opposition to a particular cause, entity, or person. Maximum Area: 14 ft²;
 2. Banners and Flags: Banners used for town festivals are allowed; flags used for portraying "patriotic" support for an established government are permitted. All other uses, such as calling attention to a business or activity, are strictly prohibited;
 3. Wall-Mounted: A single-faced, non-projecting sign attached parallel to a building's vertical exterior façade exceeding no more than twelve (12) inches from the wall surface to the extents of the sign. Wall-mounted signs are a prominent and integral component of the building's elevations and shall be placed above the building entrance, storefront opening, or other critical locations to emphasize architectural features, guide visitors, and give identity to the space;
 4. Free-Standing: A permanent sign supported upon the ground by poles or braces and not attached to the façade of a structure. For businesses facing two (2) public ways, an additional free-standing sign no more than half (1/2) the square footage and placed two-hundred (200) feet away from the first sign is permitted.
 5. Non-Conforming: A sign which was erected legally but does not comply with subsequent local, state, or federal regulations. Maximum Area: 6 ft²;
 6. Projecting: A sign extending from and supported by the wall or parapet of a building or structure with the display surface of the sign perpendicular to the exterior wall;
 7. Awnings: A sign printed or attached upon textile, fabric, or similar materials which is supported by solid framing and attached to the wall of a building or structure. Its purpose is to protect, cover, screen, or shelter persons or structural components (primarily entrances and storefront windows) located beneath or adjacent to them. Retractable awnings without backlights for illumination are encouraged.

ENCOURAGED



Awnings properly centralized over windows and constructed of durable materials congruous with the building's style and signage



Ground signs supported by durable stone such as granite and contain landscaped bases with various plants, shrubs, and decorative mulch



Appropriately placed signs which read visibly from a distance and are properly illuminated

DISCOURAGED



Awnings uncomplimentary with the building's architecture and material



Proper signage without landscaped base and lacking illumination



Non-illuminated signage incongruous with building materials