



Signage, Awning & Mural Guidelines



Introduction

The signage and awning guidelines for downtown Marysville are more than just rules – they are a framework to help our businesses succeed while preserving the unique character of our historic district. These guidelines ensure that the design of signs and awnings not only complements each individual business, but also contributes to the overall visual appeal of our downtown area. By following these guidelines, we maintain the architectural integrity that sets Marysville apart, while creating a welcoming space for residents and visitors alike.

Design Objectives

Our primary objective is to maintain the historic charm of downtown Marysville while allowing for individuality. These guidelines are designed to ensure that new signage and awnings harmonize with the architectural features of historic buildings and enhance the pedestrian experience. The focus is on quality, durability and visual consistency, allowing businesses to stand out in a way that also enhances the overall streetscape.

Design Guidelines and Review

The design review process ensures that proposed signs and awnings align with the established guidelines. This process is not meant to limit creativity, but to provide a supportive framework for businesses to implement designs that are both functional and historically sensitive. By working together, we can ensure that all changes contribute to the cohesive look and feel of downtown Marysville while meeting the practical needs of businesses.

Uses and Benefits of Guidelines and Design Review

These guidelines are a tool for businesses to create signage that reflects their brand while contributing to the historic aesthetic that draws visitors to Marysville. The design review process ensures fairness and consistency, helping all businesses meet shared standards that protect property values and improve the overall appeal of our downtown. A well-maintained historic district benefits everyone: it attracts tourism, fosters community pride and encourages local shopping and investment. When businesses align with these guidelines, they play an essential role in maintaining a lively, attractive and economically thriving downtown.

Preserving the Character of the Historic District

Downtown Marysville's historic district is a vital part of our community's heritage, offering a glimpse into the architectural and cultural legacy that defines our city. The unique character of the district, with its historic buildings and storefronts, contributes to Marysville's charm and appeal to residents and visitors alike. To maintain this distinctive identity, it is important that signage and awnings complement the traditional architectural styles and respect the original design elements of the buildings.

By following these guidelines, businesses can help preserve the integrity of the historic district while creating an inviting and cohesive downtown experience. Thoughtfully designed signage and awnings not only enhance the visual appeal of individual businesses but also contribute to the broader effort of maintaining Marysville's rich history for future generations.

Thank you

By embracing these guidelines, businesses contribute to a downtown that honors our past while building a bright future for Marysville.