



Signage, Awning and Mural Guidelines for the City of Marysville and OneMarysville Project Areas



Signage

Signs are a vital part of downtown Marysville. A sign helps call attention to a business and creates an individual image for a store. Signs are a part of the appearance of the building and, therefore, should be designed for an appropriate location on the building. Signs should be in one or more of the traditional locations and designed to be read by pedestrians and/or slow-moving automobiles. Counting a double-sided blade sign as one sign there should not be more than three types of signs on a front façade of a business.

Traditional locations for signs on historic, commercial downtown buildings include:

- on the window glass or door glass;
- mounted flush to the building facade in the panel above the awning or transom windows, the transom windows or transom panel itself; if signs are on a transom window, they should be individual letters and not significantly obscure the transom glass. (Signs must not cover more than 25% of the transom glass.)
- or a small projecting sign or blade sign oriented to pedestrians and mounted below the top of the transom. Blade signs may be double sided.
- the valance panel (vertical section or end) of a traditional canvas awning; large lettering, logos or signs on the sloping part of the canopy are discouraged.

Zone 1 Historic Broadway Sign Guidelines

1. Where possible, align signs with other signs on adjacent buildings.
2. If a building has a historic sign, it should be preserved or incorporated into the storefront's new identification and signage whenever possible. (e.g.: Masonic Lodge wording at 905 Broadway Street)
3. Generally, wood, metal, glass and some polymers are the best base materials for painted signs. (Vacuum formed plastic signs and plastic bubble letters are not allowed. Higher quality CNC cut acrylic and injection molded plastic will be considered.)
4. Sign colors should complement the colors of the building and are limited to three colors.
5. Signs should not be located in the upper facade of the building.
6. Signs should fit within the existing features of the facade. They should not cover up architectural details on the building.
7. Window and door signs should not obscure the display areas of visibility. Permanent window and door signs should not occupy more than 25% of the total glass area on which they are displayed. Such signs should complement other signs on the facade. Signage, wraps or graphics that totally fill the display windows of a business are not allowed.
8. Temporary signs and advertisements can only be up for 10 days in a 30 day period.
9. Display the hours that the business is open within the design of the door or window sign.
10. Signs should be clear, concise and easily read. The message should be kept to a minimum, so it is quickly read.
11. Signs cannot be mounted on roofs.
12. Awnings can serve as signs with contrasting letters painted or sewn onto the valance. 6" to 8" letters are sufficient. Large lettering, logos or signs on the sloping part of the canopy are prohibited.

13. The building sign shall be affixed flat against the face of the building as opposed to perpendicular and/or double-faced. Large projecting signs are not allowed.
14. A flush-mounted sign board may extend the width of the storefront between the side piers, but may not be more than 2 ½ ft. high. The sign should be mounted somewhere above the storefront.
 - a. Signs that are proportionate to building will be taken into consideration.
15. Signs should not flash or move. No video boards; this includes “open” signs.
16. If lighting is desirable, spotlights mounted on the building surface or back-lighting signs are generally more appropriate. Use warm lighting at 4000 kelvin.



17. No back-lit sign faces.



18. Avoid nationally distributed promotions.
19. Signs painted on the building surface are prohibited in the downtown historic district.
20. Mechanical fastener locations holding signage should be coordinated to attach to the mortar joints and not to the historic brick.
21. No neon signs in storefront windows.

Zone 2 Outside of Historic Broadway Sign Guidelines

1. Where possible, align signs with other signs on adjacent buildings.
2. If a building has a historic sign, it should be preserved or incorporated into the storefront's new identification and signage whenever possible. (e.g.: Masonic Lodge wording at 905 Broadway Street)
3. Generally, wood, metal, glass and some polymers are the best base materials for painted signs. (Vacuum formed plastic signs and plastic bubble letters are not allowed. Higher quality CNC cut acrylic and injection molded plastic will be considered.)
4. Sign colors should complement the colors of the building and are limited to three colors.
5. Signs should not be located in the upper facade of the building.
6. Signs should fit within the existing features of the facade. They should not cover up architectural details on the building.
7. Window and door signs should not obscure the display areas of visibility. Permanent window and door signs should usually not occupy more than 25% of the total glass area on which they are displayed. Such signs should compliment other signs on the facade.
8. Display the hours that the business is open within the design of the door or window sign.
9. Signs should be clear, concise and easily read. The message should be kept to a minimum so it is quickly read.
10. Signs cannot be mounted on roofs.

11. Awnings can serve as signs with contrasting letters painted or sewn onto the valance. Usually, 6" to 8" letters are sufficient. Large lettering logos or signs on the sloping part of the canopy are discouraged.
12. Electronic signs should be no larger than 4' x 7'.
13. Electronic signs should display in high resolution.
14. Electronic signs should be dimmed at night.
15. Electronic signs should not be flashing.
16. Signage along the highway must be KDOT approved. The application can be attained at Marysville City Hall.

Awnings

Awnings protect pedestrians from the weather and protect merchandise displayed in windows from sunlight. Awnings also shade the storefront and help keep the interiors cooler. Historically, awnings were both fixed and retractable.

Zone 1 Historic Broadway District Awning Guidelines

1. The awning size and shape should fit the original masonry opening.
2. Awnings should not obscure the architectural features of the building.
3. Awnings or canopies that detract from the historic character of the building should be removed when buildings are rehabbed. (such as those made of wood, wood siding or covered in corrugated metal roofing, asphalt or shake shingles)
4. Back-lit awnings are not appropriate for historic commercial buildings. If lighting is desirable, spotlights mounted on the building surface are more appropriate; another option is downlights mounted in a soffit of an awning.
5. Care should also be given to what the awning looks like from below. Is the metal frame organized and attractive or does it have an enclosed soffit?
6. Typically, fabric, canvas and to a lesser extent vinyl are the most appropriate awning materials; wood, aluminum, shingles, plastic or shiny/slick finishes on fabric/canvas/vinyl are generally not appropriate.
7. Arched top awnings are only allowed at arched openings.
8. Bubble (semi-spherical) awnings are not allowed.

Zone 2 Outside of Historic Broadway District Awning Guidelines

1. The awning size and shape should fit the original masonry opening.
2. Awnings should not obscure the architectural features of the building.
3. Awnings or canopies that detract from the historic character of the building should be removed when buildings are rehabbed. (such as those made of wood, wood siding or covered in corrugated metal roofing, asphalt or shake shingles)
4. As a general rule, back-lit awnings are typically not appropriate for historic commercial buildings. If lighting is desirable, spotlights mounted on the building surface are more appropriate.
5. Care should also be given to what the awning looks like from below. Is the metal frame organized and attractive or does it have an enclosed soffit?

Murals

1. Murals painted on the primary or street facing secondary facades are prohibited in the Broadway Historic District.
2. Sides of buildings exposed where other buildings have been demolished and that were never intended to be exposed are allowable locations for murals in the Broadway Historic District provided that the wall surface is stable and properly prepared to receive the mural.
3. Murals that include the business name or depict a product that is sold within the business are, by definition, signs and are prohibited in the Broadway Historic District.
4. Murals are not a substitute for proper building maintenance and should not be used to hide damage caused by water infiltration or damaged and deteriorating masonry.
5. Temporary murals are allowed for thirty days.
6. Historic brick buildings should never be painted with latex or enamel paint because it traps moisture in the brick.
7. Linseed oil, lime wash and silicate base paints are appropriate for historic brick buildings because they allow the brick to breathe. Silicate based paints are resistant to fading.
8. Block or Stucco walls that do not directly face the street are appropriate locations for murals.
9. Repainting ghost signs will be considered. A ghost sign is a faded or weathered advertisement, typically painted on the side of a building, that has survived from an earlier era and serves as a historic remnant of past businesses or branding.

Updated 10.2.2024