

A QUORUM OF THE ADMINISTRATION COMMITTEE, BOARD OF PUBLIC WORKS, PARK BOARD, AND/OR COMMON COUNCIL MAY ATTEND THIS MEETING; (ALTHOUGH IT IS NOT EXPECTED THAT ANY OFFICIAL ACTION OF ANY OF THOSE BODIES WILL BE TAKEN).

CITY OF MENASHA
Landmarks Commission
Council Chambers, 140 Main Street, Menasha

March 12, 2008

4:00 PM

AGENDA

 [← Back](#)  [Print](#)

1. CALL TO ORDER

A. -

2. ROLL CALL/EXCUSED ABSENCES

A. -

3. MINUTES TO APPROVE-MINUTES & COMMUNICATIONS TO RECEIVE

Minutes to approve:

A. Minutes of the 2-8-2008 Landmarks Commission meeting



[Attachments](#)

4. PUBLIC COMMENTS ON ANY MATTER OF CONCERN TO THE CITY

Five (5) minute time limit for each person

A. -

5. DISCUSSION

A. Facade Improvement Grant/Loan Balance Update

B. Historic Preservation Grant Update



[Attachments](#)

C. Participation in Preservation Month Events



[Attachments](#)

6. ACTION ITEMS

A. C-2 Central Business District Sign Guidelines



[Attachments](#)

7. ADJOURNMENT

A. -

Menasha is committed to its diverse population. Our Non-English speaking population or those with disabilities are invited to contact the Community Development Department at 967-3650 at least 24-hours in advance of the meeting so special accommodations can be made.

CITY OF MENASHA
LANDMARKS COMMISSION
COUNCIL CHAMBERS

DATE: 2-20-08

MINUTE NOTES
CHE—SECRETARY

0. REGULAR MEETING

1. CALL TO ORDER

- a. TIME: 4:04 p.m.
- b. CHAIR: Gary

2. ROLL

- a. LANDMARKS MEMBERS (Mark Present or Absent)
 - i. Chair: Gary Schmude present
 - ii. Vice Chair: Patti Rudolph absent
 - iii. Ald. Don Merkes present
 - iv. Kristi Lynch present
 - v. Mary Nebel present
 - vi. Chris Evenson present
 - vii. Charlie Cross absent
 - viii. _____
- b. OTHERS PRESENT
 - i. Jessica Beckendorf
 - ii. _____
 - iii. _____
 - iv. _____
 - v. _____

3. MINUTES

- a. Date(s) of meeting minutes: 1-16-08
- b. Motions:
 - i. Amendments: No amendments, but brief discussion of minutes format ensued.
 - ii. Motion to approve:
 - 1. By: Gary
 - 2. 2nd: Don
 - 3. Result: Approved

4. SUBSTANTIVE AGENDA ITEMS

A. Update on Grant Award

- i. Discussion Item
 - ii. Attachments: 2-6-08 Grant approval correspondence and accompanying materials, including Wisconsin Historical Society Application Guidelines
-

- iii. Presenter: Jessica
- iii. Discussion: Advertisements for bid will be posted, 2 likely bidders at least; Need to pursue CLG status by counsel resolution, along with timeline for actions needed.

B. Grant/Loan Policy

- i. Discussion Item
- ii. Attachments: Policy and Application
- iii. Presenter: Jessica
- iii. Discussion: Withholding a portion of the grant, or seeking additional loan security in event of default if work not done as agreed; Question regarding special terms for TIF 7; Possible additional funds from sale of health department

C. CPC Chapter 5-Cultural Resources Section

- i. Action Item
- ii. Attachments: Draft presented
- iii. Presenter: Jessica
- iii. Discussion: Add National Landmarks on map; Add Districts and sites; Add CLG Status as recommended goal, along with resurvey; Add designation of demolished as appropriate; Determine and add year of bridge museum dedication; Rearrange policies based on subject matter; Add heritage tourism.
- iv. Motion: Accept Chapter 5 as presented, with changes listed in Discussion section above.
 - 1. By Chris
 - 2. 2nd Don
 - 3. Result: Approved

5. NEXT MEETING

- a. DATE: 3-12-08
- b. TIME: 4:00 p.m.
- c. LOCATION: Chambers

7. ADJOURNMENT

- a. TIME: 5:02 p.m.
- b. MOTION
 - i. BY: Don
 - ii. 2ND: Gary
 - iii. Result: Approved



STAFF REPORT

March 7, 2008

To: Menasha Landmarks Commission
From: AP Jessica Beckendorf

Agenda Item: Historic Preservation Grant Update

Joe DeRose, of the Wisconsin Historical Society, informed me that consultants have until the end of March to respond to the WHS request for qualifications. Those that responded and qualify will then be asked which geographic areas they have interest in working and the city will receive notice of the respondents. At that time (sometime around the end of April or the beginning of May) the city will send out an RFP only to qualified consultants.

I expect to bring this RFP to the Commission's April meeting for approval to submit to the WHS for their review and approval. There is a sample RFP from WHS on their website that I will be using as a template.

Please let me know if you have any questions.

Potential Preservation Events

(these items are not necessarily intended to be carried out by the Landmarks Commission)

1. Host a speaker at the library (they can speak about preservation, Menasha's history, or any history-related topic)
2. Host an open house at the Menasha Historical Society (Memorial Building?)
3. Create a display for the Library
4. Host a walking tour (maybe after the speaker or before the social?)
5. Host an ice cream social which would raise money for the local historical society.

Differences in C-2 Sign Ordinance vs. Proposed Downtown Menasha Sign Design Guidelines

Sign Type	Restrictions		Allowable Sign Area per Building Exposure		Min & Max Sign Area per Business*		Maximum #	
	Ordinance	Proposed Guidelines	Ordinance	Proposed Guidelines	Ordinance	Proposed Guidelines	Ordinance	Proposed Guidelines
Wall	external or halo-lit	external or halo-lit	1 sq. ft. for each linear ft. of the building exposure	Should not exceed 15% of the building façade	at least 10 sq. ft., not to exceed 50 sq. ft.	1 sq. ft. for each linear foot of storefront*, with a max. of 50 sq. ft.	Sign area applied/building exposure	1 per storefront, upstairs tenants may have one sign above entrance door
Awning / Canopy	external or halo-lit	external or halo-lit	1 sq. ft. for each linear ft. of the building exposure	N/A	at least 10 sq. ft., not to exceed 50 sq. ft.	N/A	Sign area applied/building exposure	N/A
Marquee	external or halo-lit	external or halo-lit	1 sq. ft. for each linear ft. of the building exposure	1 sq. ft. for each linear foot of building exposure, not to exceed 50 sq. ft.	at least 10 sq. ft., not to exceed 50 sq. ft.	N/A	Sign area applied/building exposure	N/A
Projecting	external or halo-lit	external or halo-lit	Max. 25 sq. ft./sign face, not to exceed 50 sq. ft./sign	Max. area of 10 sq. ft.	NA	N/A	1/business	N/A

* Propose either lowering the maximum or create a per/tenant requirement with a lower maximum?

Differences in C-2 Sign Ordinance vs. Proposed Downtown Menasha Sign Design Guidelines

Sign Type	Restrictions		Allowable Sign Area per Building Exposure		Min & Max Sign Area/Business*		Maximum #	
	Ordinance	Proposed Guidelines	Ordinance	Proposed Guidelines	Ordinance	Proposed Guidelines	Ordinance	Proposed Guidelines
Monument	external or halo-lit	external or halo-lit	1 sq. ft. for each linear ft. of the building exposure; not to exceed 50 sq. ft.	Maximum sign height of 8 feet	8' above road center line	Maximum sign height of 8 feet	1/street frontage. For corner lots choose either 1) one such sign may be placed along each street frontage or 2) In lieu of two signs, a single sign not to exceed 125% of the permissible sign area for one frontage may be erected	
Sidewalk (A-Frame)	No more than 2 sign faces		8 sq. ft./sign face, 16 sq. ft./sign	The maximum sign area per A-Frame sign is 8 square feet. Sign area is calculated on one side only	6' from road center line	The maximum sign area per A-Frame sign is 8 square feet. Sign area is calculated on one side only	1 per building exposure, and total of three for multi-tenant buildings	

Comparison of Temporary (Portable) Sign Ordinances

Current City of Menasha Ordinance	Davis, CA Guidelines
Limited to thirty days at a time, and not more frequently than three times per calendar year at any one business	Temporary signs are to be displayed for no more than thirty days in a calendar year
For a special event, such as a grand opening or special sale, multiple portable signs for special events shall be permitted one time per calendar year per business, not to exceed thirty days at a time. This time period will be counted towards the allowable sign use of three times per calendar year	N/A
Maximum size of any portable sign shall be 32 square feet per sign face, 64 square feet per sign	Temporary signs shall not cover more than 10% of the total window and door sign area visible from the exterior
Shall be securely mounted, legible, and maintained in good condition	Temporary signs may contain written messages and should use a simple font that is easy to read. They should be made of durable materials. Temporary signs are to be allowed on the interior of the business establishment only
Portable signs with commercial messages are prohibited on properties employing the use of electronic message centers	Temporary signs shall not incorporate fluorescent or intensely bright colors

Comparison of A-Frame (Sandwich) Signs

Current City of Menasha Ordinance	Davis, CA Guidelines
Allowed during business hours and one hour before and after business hours	Ground floor tenants shall receive approval for a period of 4 days per calendar year
8 sq. ft. per sign face, 16 sq. ft. total sign	The maximum sign area per A-Frame sign is 8 square feet. Sign area is calculated on one side only
6' from road center line, constructed from thin sign board material such as; aluminum, Centrex, or other quality grade material	Constructed from durable materials that can withstand various weather conditions
Signs must be portable. The number of signs shall be limited to 1 per building exposure per business with direct street and/or public area entry. Multi-tenant buildings are allowed a total of three portable signs per street and/or public area entry. Signs cannot have more than two faces, and must be approved by the Landmarks Commission	A-Frame signs must not be permanently affixed to any object, structure, or the ground. A-Frame sign designs shall be uncluttered, with a minimum of text. Logos and graphics are encouraged

Proposed Guidelines that are not in current Sign Ordinance

Sign Type	Location	Clearances	Size	Lettering	General Recommendations
Window Sign	Applied directly to interior glazed area	N/A	Should not exceed 15% of the window area to maintain visibility	Sign copy should not exceed 8 inches in height	Should be created from high quality materials
Plaque Signs	Located only on wall surfaces adjacent to tenant entries	Maximum projection of 2 inches from wall surface	Should fit within an imaginary rectangle with a maximum area of 2 square feet	Should include business name and a business logo	Signs are encouraged to include unique designs or other visually stimulating decorations and may be irregular in outline shape
Restaurant Menu Signs	Should be located in a permanently mounted display box on the surface of the building adjacent to the entry	N/A	Maximum area of 6 sq. ft., Restaurant menu signs are not included in the calculation of maximum sign area	N/A	Restaurant menu signs should be provided for all restaurants with table service, taping a menu to a box is not an appropriate menu sign
Tenant Directory Signs	Shall be mounted flat against a solid wall or incorporated into a freestanding sign located on the property on which the tenants are located	N/A	Maximum sign height, including the sign base, is not to exceed 8 feet	The letter size of the building name, or project name, or logo shall not exceed 4 inches in height, and all other copy should not exceed 2 inches in height	The sign copy may include the following: building or project name, project logo, address, business tenant names, and suite numbers or letters
Permanent Banner Signs	Banner signs shall be mounted perpendicular to the face of the façade at both the top and bottom	Banner projections from the face of buildings shall be limited to 36 inches at sidewalk	N/A	Banner signs may contain a business name and logo but they are not to contain any other written message	Banner signs shall look like architectural elements of the building and shall hang from projecting metal brackets of a size and design appropriate to the banner and the architectural character of the building.

Proposed Guidelines that are not in current Sign Ordinance

Sign Type	Location	Clearances	Size	Lettering	General Recommendations
Temporary Signs	Temporary signs are to be allowed on the interior of the business establishment only	N/A	Shall not exceed 10 sq. ft. in size, and (or) should not cover more than 10% of the total window and door sign area visible from the exterior	Should not have more than 5 sq. ft. of text	Temporary signs are to be displayed for no more than thirty days in a calendar year. Additionally, they should not incorporate fluorescent or intensely bright colors

Proposed Sign Definitions for C-2 District

Awning/Canopy Signs- Any sign that is printed on, painted on, or attached to an awning or canopy above a business door or window. They are oriented toward pedestrians from the opposite side of the street.

A-Frame (Sidewalk)- Any sign that is designed to stand on its own either on public or private property. Such signs are portable and are usually placed along public sidewalks.

Marquee- Any projecting sign that is attached to or supported by a permanent canopy. Marquee signs are to be installed only on buildings occupied by theaters, cinemas, performing arts facilities, or parking structures.

Monument- A freestanding sign with a lower height configuration.

Projecting- Any sign that is affixed to the face of a building or structure and projects in a perpendicular manner more than 12 inches from the wall surface of that portion of the building or structure to which it is mounted.

Wall- Any sign that is mounted flush and fixed securely to a building wall.



DOWNTOWN MENASHA SIGN DESIGN GUIDELINES

C-2 CENTRAL BUSINESS DISTRICT



GUIDELINES

GENERAL GUIDELINES FOR ALL SIGNS IN THE C-2 DISTRICT

APPLICABILITY & PURPOSE	2
SIGN OVERVIEW	3
PERMITTED SIGN AREA	3
PLACEMENT	4
DESIGN & MATERIALS	4
SIGN MESSAGE	5
LIGHTING	5

PERMITTED SIGNS & SPECIFIC GUIDELINES

WALL SIGNS	
AWNING & CANOPY SIGNS	
PROJECTING SIGNS	
HANGING SIGNS	
WINDOW SIGNS	
PLAQUE SIGNS	
RESTAURANT MENU SIGNS	
LOW-PROFILE & MONUMENT	
TENANT DIRECTORY SIGNS	
A-F FRAME SIGNS	
PERMANENT BANNER SIGNS	
TEMPORARY SIGNS	
MAP OF RELEVANT DISTRICTS	

APPLICABILITY

The standards and guidelines set forth in this manual apply to all properties within the Central Business (C-2) district of the City of Menasha as indicated on the map at the end of this document.

- All proposed signs consistent with the guidelines stated herein shall require approval.
- Signs not consistent with the guidelines stated herein, shall be subject to design review by the Menasha Landmarks Commission.



- Signs may not be changed or installed until the Community Development Department has issued the permit.
- Many non-conforming signs will exist within the commercial core of Downtown Menasha after these guidelines are implemented. The intent of the Community Development Department is to improve the Downtown experience for everyone. Therefore, voluntary compliance with these guidelines is highly encouraged for businesses with existing signage.

PURPOSE

The intent of the sign design guidelines is to accomplish the following:

- Establish reasonable and improved standards for business identification.

- Assist property owners and business owners in understanding city expectations.
- Reduce the time involved for processing sign approvals.
- Encourage creative and innovative approaches to signage within an established framework
- Promote economic vitality in the downtown.
- Enhance overall property values and the visual environment in the city by discouraging signs which contribute to the visual clutter of the streetscape.
- Ensure that commercial signs are designed for the purpose of identifying a business in an attractive and functional manner, rather than to serve primarily as general advertising.
- Ensure signs on the façade of buildings reinforce the existing character and are integrated into the architectural scheme of the building.
- Promote a quality visual environment by allowing signs that are compatible with their surroundings and which effectively communicate their message.



PERMITTED SIGNS

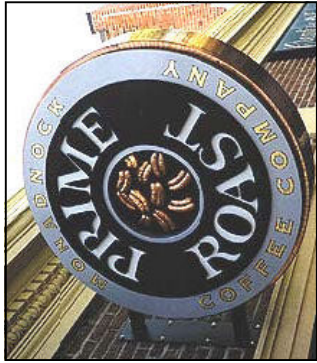
THE FOLLOWING SIGN TYPES ARE PERMITTED IN THE C-2 CENTRAL BUSINESS DISTRICT:

- WALL SIGNS
- AWNING & CANOPY SIGNS
- PROJECTING SIGNS
- WINDOW SIGNS
- PLAQUE SIGNS
- RESTAURANT MENU SIGNS
- MONUMENT SIGNS
- TENANT DIRECTORY SIGNS
- A-FRAME SIGNS (SIDEWALK SIGNS)
- PERMANENT BANNER SIGNS?
- TEMPORARY SIGNS

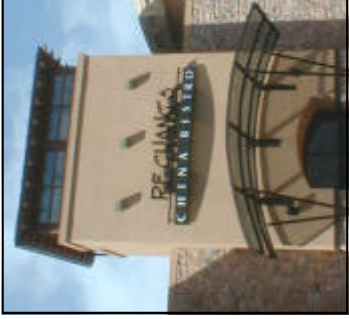
ALL SIGNS IN THE C-2 CENTRAL BUSINESS DISTRICT MUST BE EITHER EXTERIOR-LIT, BACK-LIT (HALO) OR NON-LIGHTED.

SIGN OVERVIEW

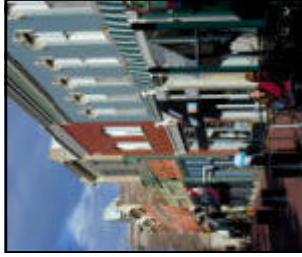
- All signs should be architecturally integrated with their surroundings in terms of size, shape, color texture, and lighting so that they are complementary to the overall design of the buildings.
- Signs should reflect the character of the building and its use.
- Signs should respect the immediate context of the building's location and the overall character of Downtown Menasha.
- Signs should enhance the primary design elements or unique architectural features of buildings.



- Signs should be designed with the purpose of promoting commercial and street activity while enhancing the pedestrian experience.
- The size of signs and its letters should be located in logical "signable areas" which relate to the pattern of the façade.
- The number of signs per building façade should be limited to the fewest necessary to clearly identify businesses located within.
- Signs are not permitted to cover or obscure architectural features of buildings.
- Consider the layout and shape of the architectural features of the building when determining the size and location of a sign.
- Design elements such as window patterns (vertical and horizontal rectangles, arches, squares, etc.) will help determine the sign shape that will suit the building.



- All signs are to be maintained properly such that they are always in clean, working condition and the copy is not obscured or damaged.
- Signs that encroach or project over the public right-of-way shall be subject to approval of an revocable occupancy permit.
- New signs proposed for existing buildings shall provide a compatible appearance with the existing signage of other tenants. Signs should not attempt to unify the business with its nearest neighboring tenants



PERMITTED SIGN AREA

~~The tables below apply to the following types of signs: wall, awning & canopy, marquee, projecting, monument, and sidewalk (A-frame). Permitted sign area for all other signage is addressed individually in the specific guidelines' section throughout the remainder of this document.~~

The allowable square footage of sign area in the **C-2 Central Business District** shall be computed based upon amount of frontage as indicated in the following table (generally, one square foot of signage per lineal foot of store frontage).

ALLOWABLE SIGN AREA PER BUILDING EXPOSURE	
WALL	MAXIMUM 1 SQ. FT. FOR EACH LINEAR FT. OF THE STOREFRONT
AWING / CANOPY	MAXIMUM 1 SQ. FT. FOR EACH LINEAR FT. OF THE STOREFRONT
MARQUEE	MAXIMUM 1 SQ. FT. FOR EACH LINEAR FT. OF THE STOREFRONT
PROJECTING	MAXIMUM 25 SQ. FT./ SIGN FACE, NOT TO EXCEED 50 SQ. FT./ SIGN
MONUMENT	MAXIMUM 1 SQ. FT. FOR EACH LINEAR FT. OF THE BUILDING EXPOSURE; NOT TO EXCEED 50 SQ. FT.
SIDEWALK (A-FRAME)	MAXIMUM 8 SQ. FT./ SIGN FACE, 16 SQ. FT./ SIGN



Downtown Menasha Sign Design Guidelines 3

PLACEMENT

- The architecture of the building often identifies specific locations for signs, and these locations should be used.



- The size of signs shall be in proportion to the size of their location.
- Repetitious signage information on the same building frontage should be avoided, regardless of the sign area square footage allowed in the zoning code.
- To minimize irreversible damage to masonry, all mounting and supports should be inserted into mortar joints and not into the face of the masonry. This technique does not damage the surface and allows for easy removal.
- Signs that are replaced on stucco exteriors can result in unattractive “patched” areas. These potential maintenance problems shall be addressed during the approval process for the sign replacement.



MULTI-STORIED BUILDINGS

- Ground floor tenants should place signs at the storefront level.
- Window signs and permanent banner?? Signs are permitted on upper portions (see guidelines for qualifying signs).
- Signs on the upper façade of multistoried buildings may be permitted for ground floor tenants.
- Upper story tenant signs shall be window signs not exceeding 30% of each window area.
- Window signs for upper story tenants are permitted if the tenant has an entrance at the sidewalk and a directory sign is located at the ground floor.

DESIGN & MATERIALS

- Exterior materials, finishes, and colors should be the same or similar to those of the building or structures on site.



- Signs should be professionally constructed using high-quality materials such as metal, stone, hard wood, brass-plated, and exposed neon.
- Internally lit letters (other than exposed inert gas tubing) or box signs are prohibited.
- The colors and lettering styles should complement the building façade and harmonize with neighboring businesses.
- Excessively bright colors or over-scaled letters shall not be used as a means to attract attention.



- The design and alignment of signs on multiple use buildings should complement each other such that a unified appearance is achieved.



- Signs shall respect the zoning district’s dominant characteristics.



SIGN MESSAGE

- Primary signs contain only the name of the business and/or its logo. Secondary text identifies products and should be located in a secondary location.



- Signage that contains advertising is not permitted. However, signs may include information describing the products sold or services provided.
- Sign message must be designed to fit properly into the sign location.
- Modification to logos and corporate identifiers may be required to fit attractively in the space provided.
- Sign fonts shall be selected to provide both clarity and artistic integrity.



SIGN LIGHTING

- Arrange any external spot or flood lighting such that the light source is directed away from passersby. The light source must be directed against the sign such that it does not shine into adjacent property or cause glare for motorists and pedestrians.
- Back-lit, halo-lit illumination, or reverse channel letters with halo illumination are allowed for lighting



purposes. Such signs convey a subtle and attractive appearance and are very legible under moderate ambient lighting conditions.



- Internally lit signs and signs which use blinking or flashing lights are not permitted.
- Visible raceways and transformers are prohibited. Sign installation details shall indicate the location of the transformer and other mechanical equipment.

- Projecting luminaries used for externally illuminated signs should be simple and unobtrusive in appearance. They should not obscure the graphics of the sign.



- Where individual letter signs face nearby residential areas, a low level of brightness shall be maintained with the use of halo-lit letters or down lighting (i.e., gooseneck luminaries).



WALL SIGNS ARE TO BE MOUNTED FLUSH AND FIXED SECURELY TO A BUILDING WALL, PROJECTING NO MORE THAN 30 INCHES FROM THE FACE OF A BUILDING WALL, AND NOT EXTENDING SIDEWAYS BEYOND THE BUILDING FACE OR ABOVE THE WINDOW SILL OF THE SECOND STORY WINDOW.

- Wall signs should be located on the upper portion of the storefront, within or just above the enframed storefront opening. The length of the sign should not exceed the width of the enframed storefront.
- Wall signs shall be placed within a clear signable area. Signable areas are defined as an architecturally continuous wall surface uninterrupted by doors, windows or architectural detail.
- Wall signs shall not exceed 1 square foot for each lineal foot of storefront, with a maximum of 50 square feet.



- Wall signs shall be mounted in locations that respect the design of a building, including the arrangement of bays and openings.
- Signs should not obscure windows, grillework, piers, pilasters, and ornamental features. Typically, wall signs should be centered on horizontal surfaces (i.e., over a storefront opening).



- Wall signs shall be designed to be compatible with the storefront in scale, proportions, and color.



- Signs should be designed to create a projection, provide shadow relief, and a substantial appearance.
- Signs painted directly onto buildings are prohibited.

AWNING & CANOPY

SIGNS ARE SIGNS THAT ARE PRINTED ON, PAINTED ON, OR ATTACHED TO AN AWNING OR CANOPY ABOVE A BUSINESS DOOR OR WINDOW. THEY GENERALLY SERVE TO BRING COLOR TO THE SHOPPING ENVIRONMENT AND ARE ORIENTED TOWARD PEDESTRIANS FROM THE OPPOSITE SIDE OF THE STREET.

- Sign lettering and/or logo shall comprise no more than 30% of the total exterior surface of an awning or canopy.
- Awnings and canopies must be permanently attached to buildings.
- The minimum height of awnings shall be 7 feet from the lowest point to the sidewalk.
- Open-ended awnings are preferred.
- Ballon awnings are discouraged.



- Awnings and canopies shall be mounted on the horizontal framing element separating the storefront window from the transom (a crosspiece separating a doorway from a window).
- Awnings shall be designed to project over individual window and door openings and not project as a single continuous feature extending over masonry pier or arches.
- Awnings shall be mounted on the wood or metal framing within a door or window opening, not on the wall surrounding the opening.



- Awnings with back-lit graphics or other kinds of interior illumination are not permitted.
- Matte finish canvas is preferred
- Awnings with a solid color are preferred. Striped awnings may be appropriate for some buildings without ornamental facades. Striped awnings with highly contrasting, bright colors may be visually blaring and inappropriate and are discouraged.

PROJECTING SIGNS ARE

AFFIXED TO THE FACE OF A BUILDING OR STRUCTURE AND PROJECT IN A PERPENDICULAR MANNER MORE THAN 12 INCHES FROM THE WALL SURFACE OF THAT PORTION OF THE BUILDING OR STRUCTURE TO WHICH IT IS MOUNTED. PROJECTING SIGNS ARE STRONGLY ENCOURAGED AND SHOULD BE CAREFULLY DESIGNED TO REFLECT THE CHARACTER OF EACH BUILDING AND BUSINESS AS WELL AS FITTING COMFORTABLY WITH OTHER ADJACENT SIGNAGE.



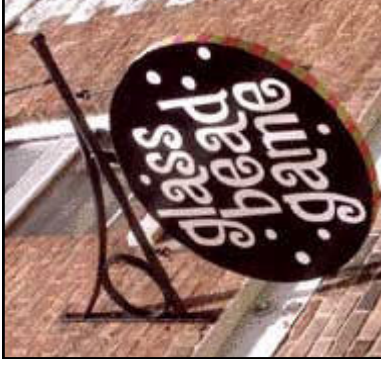
- Projecting signs should not be mounted above the second floor windowsill in multi-storied buildings.
- The design of the sign should consider visually interesting elements such as square or rectangular shapes with painted or applied letters, two or three dimensional symbols or icons, irregular outlines, and/or internal cut-outs.
- Projecting signs shall be small in scale and provide a vertical clearance of 7 feet along pedestrian areas.



- Projecting signs shall be oriented to pedestrians passing on the sidewalk in front of the buildings rather than to automobiles or pedestrians on the far side of the street. This can be achieved by providing a minimum clearance of 12 inches between the building face and sign and maintaining a projection of 36 inches.
- Projecting signs should fit within an imaginary rectangle with a maximum area of 10 square feet.



- Mounting hardware should be an attractive and integral part of the sign design. Simple round pipe brackets with plugged ends or added decorative end elements are generally appropriate for signs. However, metal brackets of a more decorative and complex shape are encouraged where appropriate to add to the character of the building.



MARQUEE SIGNS

- Marquee signs are projecting signs attached to or supported by a permanent canopy often made of metal and glass. Marquee signs are to be installed only on buildings occupied by theaters, cinemas, performing arts facilities, or parking structures.
- The sign copy of marquee signs shall be limited to include only the facility's name and changeable copy related to current and future attractions.
- The facility name portion of the sign should not exceed 40 percent of the total sign area and the changeable copy portions of the sign should not exceed 80 percent of the total sign area.
- Marquee signs are subject to 1 square foot for each linear foot of building exposure, not to exceed 50 square feet.
- Marquee signs must maintain a minimum clearance of 7 feet.

HANGING SIGNS ARE SIMILAR TO PROJECTING SIGNS EXCEPT THAT THEY ARE SUSPENDED BELOW A MARQUEE OR UNDER A CANOPY. HANGING SIGNS ARE GENERALLY SMALLER THAN PROJECTING SIGNS DUE TO THEIR LOWER MOUNTING HEIGHT.

- Hanging signs shall be used only at ground floor locations except for upper floor businesses with covered entry porches and balconies.



- Hanging signs shall be treated similar to but smaller than projecting signs.
- Hanging signs, excluding support rods, chains or similar hangers, shall fit within an imaginary rectangle with a maximum area of 4 square feet.
- Signs shall be oriented toward the pedestrian and should impart a sense of creativity in its design.



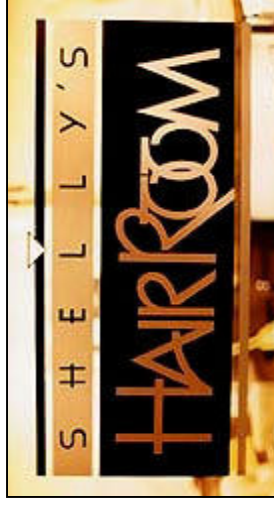
WINDOW SIGNS ARE SIGNS THAT ARE PAINTED, POSTED, DISPLAYED, OR ETCHED ON AN INTERIOR TRANSLUCENT OR TRANSPARENT SURFACE, INCLUDING WINDOWS OR DOORS. THIS TYPE OF SIGNAGE GENERALLY CONTAINS ONLY TEXT BUT IN SOME CIRCUMSTANCES CAN EXPRESS A SPECIAL BUSINESS PERSONALITY THROUGH GRAPHIC LOGOS OR IMAGES COMBINED WITH COLOR.

- Window signs shall not exceed 30% of the window area so that visibility into and out of the window is not obscured.
- Sign copy should not exceed 8 inches in height.
- Window sign copy shall be applied directly to glazed area.
- Window signs should be created from high quality materials such as paint, gold-leaf, or neon. Appropriate techniques for window signs include sandblasting or etched glass.



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- Window signs should be applied directly to the interior face of the glazing or hung inside the window thereby concealing all mounting hardware and equipment.
- Well-designed window graphics shall be used in the construction of the sign to attract attention but still allow pedestrians to view store interiors.



PLAQUE SIGNS ARE SMALL VERSIONS OF WALL SIGNS THAT ARE ATTACHED TO SURFACES ADJACENT TO SHOP FRONT ENTRIES.

- Plaque signs are to be located only on wall surfaces adjacent to tenant entries.
- Plaque signs are to fit within an imaginary rectangle with a maximum area of 2 square feet.



- Limit plaque sign projections from wall surfaces to a maximum of 2 inches.
- Signs are to include the business name and a business logo only.
- Plaque signs are encouraged to include unique designs or other visually stimulating decorations and may be irregular in outline shape.
- Limited to one at each entrance.



RESTAURANT MENU SIGNS ARE SIGNS THAT INCORPORATE A MENU CONTAINING A LISTING OF PRODUCTS AND PRICES OFFERED BY THE BUSINESS. SUCH SIGNS FACILITATE THE CUSTOMER IN LOCATING A RESTAURANT IN WHICH TO PATRONIZE. THEREFORE, PROMINENTLY DISPLAYED MENUS WITH PRICES AND OTHER IMPORTANT INFORMATION CAN HELP THE CUSTOMER IN MAKING THIS DECISION.

- Restaurant menu signs should be located in a permanently mounted display box on the surface of the building adjacent to the entry. Taping a menu to a box is not an appropriate menu sign.



- For special circumstances in which restaurants occupy a considerable amount of window space, menus are to be decoratively displayed in the window adjacent to the entry.
- Restaurant menu signs should be provided for all restaurants with table service.
- High quality materials and artistic designs should be used in the construction of menu signs.
- Limited to one at each entrance.



- Restaurant menu signs are not included in the calculation of maximum sign area.
- The allowable area for restaurant menu signs shall be a maximum of 6 square feet.
- Restaurant menu signs shall be appropriate in size, location, and design to the character and architectural detail of the building as well as to the character of the restaurant.

LOW PROFILE OR MONUMENT SIGNS ARE FREESTANDING SIGNS WITH A LOWER HEIGHT CONFIGURATION. SUCH SIGNS ARE USUALLY USED FOR BUILDING COMPLEXES THAT ARE SEPARATED FROM ADJACENT STREETS BY SUBSTANTIAL SETBACKS.

- Low profile or monument signs do not overhang public property and have a solid footing in or upon the ground.
- Low profile signs should be constructed out of materials that compliment the building structure and its use.

- Architectural lines which compliment that of the building should be incorporated, especially with respect to the top of the sign.
- The design of the sign structure and the text should express high quality construction.
- Low profile or monument signs should be composed of individual lettering that is consistent with the image of the business and the surrounding architectural style.



- Letter heights should not exceed 12 inches.
- Monument signs may be illuminated either by external fixtures designed to complement the appearance of the sign or halo-lit illumination.
- Internal illumination is not permitted.
- Sign text should be limited to the building or project name, logos, and the business address.
- The maximum sign height, including the sign base, shall not exceed 10 feet. Limiting sign height to 8 feet is encouraged.
- Monument signs should only be used when other alternative types of signage would not provide adequate identification.

TENANT DIRECTORY

SIGNS ARE USED TO IDENTIFY MULTI-TENANT BUILDINGS AND BUSINESSES THAT DO NOT HAVE DIRECT FRONTAGE ON A PUBLIC STREET. TENANT DIRECTORY SIGNS SHALL BE CONSTRUCTED AND ORIENTED TO THE PEDESTRIAN.

- Tenant Directory signs shall be mounted flat against a solid wall or incorporated into a monument sign located on the property on which the tenants are located.
- The maximum height, including the sign base, is not to exceed 6 feet.
- The sign copy may include the following: building or project name, project logo, address, business tenant names, and suite numbers or letters.
- The letter size of the building name, project name, or logo should not exceed 4 inches in height. All other



- copy should not exceed 2 inches in height.
- Tenant Directory signs should be constructed out of materials that compliment both the building structure and its use.
- Freestanding are considered monument.

A-FRAME SIGNS ARE DESIGNED TO STAND ON THEIR OWN EITHER ON PUBLIC OR PRIVATE PROPERTY. SUCH SIGNS ARE PORTABLE AND ARE USUALLY PLACED ALONG PUBLIC SIDEWALKS TO ATTRACT PEDESTRIANS INTO SHOPPING AREAS.

- A-Frame signs should be constructed using one of the following durable materials: wooden or metal signs suspended from a wire frame, wooden A-Frame signs with open bases, or shaped silhouette signs made of plywood, metal, or similar wood-like material that can withstand various weather conditions.
- Glass, breakable materials, paper, laminated paper, vinyl, plastic, PVC pipe frames, or illumination are not permitted materials for A-Frame signs.
- A-Frame sign designs should be uncluttered, with a minimum of text. Logos and graphics are encouraged.
- A-Frame signs must not be permanently affixed to any object, structure, or the ground.
- The maximum sign area per A-Frame sign is 8 square feet. Sign area is calculated on one side only.
- A-Frame signs may contain one area not larger than The maximum sign area per A-Frame sign is 8 square feet. Sign area is calculated on one side only.
- A-Frame signs may contain one area not larger than one square foot in size, with small text. The remainder of the sign lettering shall be between 2-4 inches high.
- The maximum size for rectangular A-Frame signs is 4 feet in height and 2 feet in width. Rectangular signs are required to have an open base, either with wooden cut-outs or legs.
- The maximum size for shaped silhouette A-Frame signs is 5 feet in height and 3 feet in width, provided the maximum sign area is not exceeded.

City of Menasha C-2 Central Business District March, 2008

Legend

-  Roads
-  Lakes & Rivers
-  C-2 District
-  General Boundary of the C-2 District

