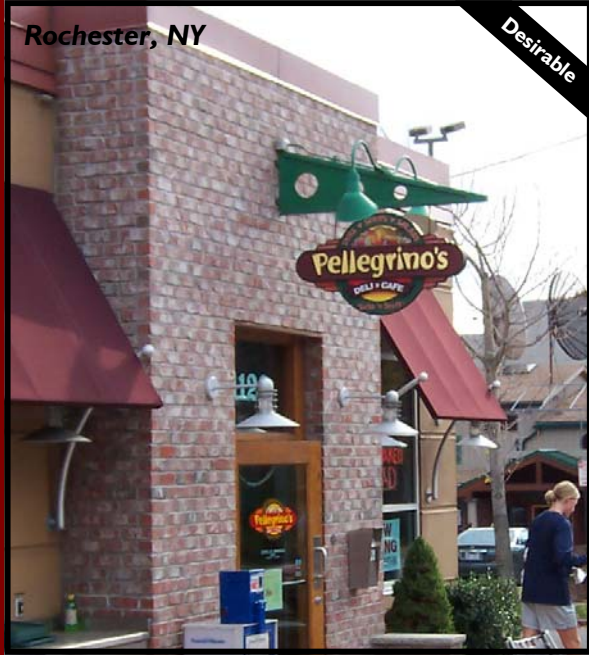


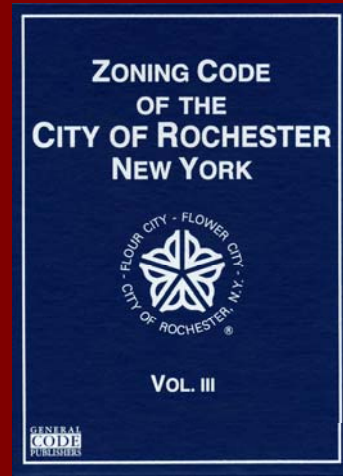
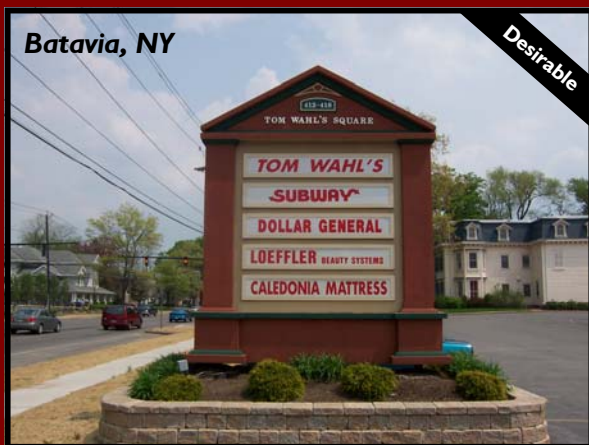
Comparison of Commercial Sign Types



Relevant Code Sections...

The following code sections address the construction of new business signs within the City.

- Chapter 120-177: Signs
- Chapter 120-139: Home Occupations
- Chapter 120-57: Center City District

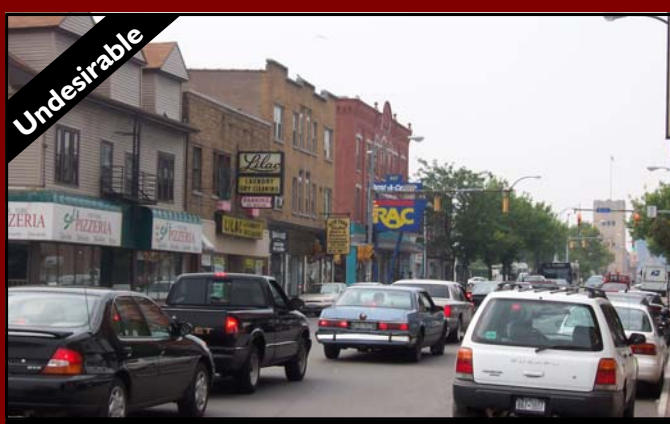


Introduction

Two key campaigns in the Rochester 2010: The Renaissance Plan are to create a vibrant Center City and vital urban neighborhoods throughout the community. In order to help achieve these campaigns, the City's Zoning Code includes sign guidelines and standards. The sign regulations were created to ensure that commercial signage enhances the streetscape and the pedestrian realm. The information presented in this handout is meant to illustrate the regulations contained in the City's Zoning Code. A review of this document should NOT serve as a substitute for a thorough review and application of the City's Zoning regulations. The Zoning Code can be found online at www.cityofrochester.gov.



These three images illustrate the type and style of new signs that the code is trying to promote. The variety of sign designs shown above is intended to illustrate how the code works to regulate quality while fostering creativity.



These two photos illustrate the type and style of signs that the code is trying to limit. Both photos illustrate the cumulative effect that poor quality signage has on a streetscape.

How To Apply The Sign Standards

According to the City's Zoning Code, the sign regulations are intended to:

- a. Encourage sound signing practices to aid businesses and provide information to the public; and
- b. Prevent excessive and confusing sign displays.

The following guidelines and standards summarize the key elements of our code:

- 1: Signs cannot be placed or constructed directly on a roof;
- 2: Signs must not obscure architectural details of a building;
- 3: Signs are generally limited to one half foot of signage for every foot of building frontage;
- 4: Each property may have one attached and one detached sign;
- 5: Raised or recessed letters are encouraged and may be required on an internally lit sign;
- 6: Neon signs may be permitted if compatible with the use and architecture of the building;
- 7: Window signs that show hours of operation and contact information are encouraged;
- 8: No blinking or flashing lights are permitted; and
- 9: Pole signs are not permitted.



Franchise Sign Comparison...

The photos to the right show three distinct approaches to placing signs for franchises; these particular examples are for three gas stations. The far left photo shows the typical pole sign with gas prices. The middle image is an example of a monument sign that also includes gas prices. The image to the far right is a monument sign without gas prices; the prices are attached to each pump. This sign configuration is the most code friendly.

