Core Area Sign Design Guidelines

The following are "guidelines" only and are not intended to supersede the Eureka Sign Ordinance. All signs must comply with the regulations contained in Eureka Municipal Code §§155.155 through 155.168. A complete copy of the Core Area Design Guidelines is available for review at the Community Development Department or on the City's website at the address above. The box in the cell at the end of the statement shows whether or not the statement is supported by the Design Guidelines.

General Guidelines

Color	Supported/ Encouraged	Not Supported/ Discouraged
• Signs with contrasting light letters on a dark background.	❑	
• Signs with contrasting dark letters on a light background.	❑	
• Limiting the total number of colors used on the sign.	❑	
• Using small accent colors.	❑	
• Using color(s) that do not interfere with the legibility of the sign copy.	❑	
• Using color(s) that do not interfere with other signs.	❑	
• Using day-glo (fluorescent) colors.		❑
• Using sign colors that complement the colors used on the structure.	❑	
• Using sign colors that complement the project as a whole.	❑	
• Painting or mounting signs directly on or over brick facades in an historic district.		❑
Materials	**Supported/ Encouraged**	**Not Supported/ Discouraged**
• Wood carved signs.	❑	
• Formed metal signs.	❑	
• Signs constructed of High Density Pre-formed Foam.	❑	
• Signs constructed with custom neon tubing.	❑	
• Signs constructed of paper.		❑
• Signs constructed of cloth.		❑
• Sandblasted signs.	❑	
• Etched signs.	❑	
• Engraved signs.	❑	
• Signs that is properly primed.	❑	
• Painted signs.	❑	
• Stained signs.	❑	
• Factory coated signs.	❑	
• Signs constructed of materials designed in a manner consistent with the Guidelines, other then those materials listed above.	❑	
• Signs that complement the architecture.	❑	
• Sign materials that are compatible with the design of the façade.	❑	
• Signs that have a glossy finish.		❑
• Individually mounted internally illuminated channel letters.		❑
• Internally illuminated plastic-faced cabinets.		❑
Sign Legibility	**Supported/ Encouraged**	**Not Supported/ Discouraged**
• Signs with a brief message.	❑	
• Signs with legible lettering.	❑	
• Signs with each word contributing to the message of the sign	❑	
• Signs with letters and words that are spaced too close together.		❑
• Signs with letters and words that are spaced too far apart.		❑

	Supported/Encouraged	Not Supported/Discouraged
• Signs with letters that occupy more than 75% of the sign area.		❑
• Small signs that have two or fewer lettering styles.	❑	
• Large signs that have three or fewer lettering styles	❑	
• Typeface and/or symbols that are overly intricate or hard to read.		❑
• Typeface and/or symbols that are bizarre or faddish.		❑
• Signs with symbols and/or logos used in place of words (if appropriate)	❑	

Sign Illumination	**Supported/Encouraged**	**Not Supported/Discouraged**
• Using indirect lighting for illuminated signs.	❑	
• Shielding indirect lighting fixtures to prevent glare onto public rights-of-way or into residential areas.	❑	
• Signs that are internally illuminated.		❑
• Backlit solid letters.	❑	
• Opaque individually cut letters mounted directly on the structure.	❑	

Wall Signs	**Supported/Encouraged**	**Not Supported/Discouraged**
• Wall signs that are placed consistent with the proportions and scale of the elements on the façade.	❑	
• Wall signs that are located where architectural features or details suggest a location, size or shape for the sign.	❑	
• Wall signs that are located on a band or blank area between the first and second floors of a building.	❑	
• Wall signs that are placed consistent with sign locations on adjacent buildings.	❑	
• Wall signs in pedestrian-oriented areas that relate to the sidewalk instead of motorists.	❑	
• Wall signs that are under an awning.	❑	
• Wall signs that are placed close to the store entrance.	❑	

Projecting Signs	**Supported/Encouraged**	**Not Supported/Discouraged**
• Having only one projecting sign for each business.	❑	
• Having a distance of 50 feet between one projecting sign and the next projecting sign.	❑	
• On a multi-story building, having the projecting sign suspended between the bottom of the second story window sills and the top of the door or windows of the first story.	❑	
• On a one-story building, having the top of the sign suspended in line with the lowest point of the roof.	❑	
• Projecting signs that are hung at a 90° angle from the face of the building.	❑	
• Projecting signs that are hung at least 6 inches away from the wall of the building.	❑	
• Projecting signs that do not project beyond a vertical plane set 2 feet inside the curb line.	❑	
• Projecting signs hung with the bottom of the sign at least 10 feet above the sidewalk.	❑	
• Decorative iron or wood bracket supports.	❑	
• Brackets that harmonize with the shape of the sign.	❑	
• Brackets that are not bolted into masonry joints.	❑	

Window Signs	**Supported/Encouraged**	**Not Supported/Discouraged**
• Window signs that cover more than 25% of the area of each window.		❑
• Window signs that are limited to individual letters placed on the	❑	

	Supported/ Encouraged	Not Supported/ Discouraged
interior of the window and intended to be viewed from outside.		
• Window signs that are painted in white or gold leaf.	❑	
• Window graphic logos that are silk screened or pre-spaced vinyl die-cut forms.	❑	
• Window signs with the text or copy containing only any or all of the following: o The business name; o The type of product or service (e.g., "maternity wear" or "attorney") o Other pertinent information (e.g., "reservations required")	❑	

Awning Signs	Supported/ Encouraged	Not Supported/ Discouraged
• Awnings that have removable valances and end panels.	❑	
• Awning that have painting on the cloth.		❑
• Awnings with text copy limited to the name of the business only.	❑	
• Awnings with text located only on the fabric valance flap of the awning.	❑	
• Awnings with letter colors that are compatible with the awning and the building color scheme.	❑	
• Awnings with the shape, design, and color of fabric carefully designed to coordinate with the architectural style of the building.	❑	
• Awnings that do not dominate the architectural style of the building.	❑	
• Awnings that coordinate with other existing awnings.	❑	

Figurative Signs	Supported/ Encouraged	Not Supported/ Discouraged
• Sign that are a graphic or crafted symbol, such as shoes, keys, glasses or books.	❑	
• Signs that are incorporated into any of the sign types allowed in the Core Area.	❑	