

SIGNAGE

Signage is necessary for advertising and marketing. When it is directed towards people it should be small and have human scale; at the scale of the automobile, it should be big enough to be perceived at 75 MPH. Please refer to Article 5 of the SmartCode for particular dimensions and requirements.

In a typical single family residence, the amount of signs should accommodate no more than a temporary real-estate yard and the building address.

A multi-family building usually requires larger and more consistent signage. The real estate sign and building address remains the same as in the single family residence. However, the name of the building may also be incorporated as a prominent sign. In the case of duplexes, the unit identification may be placed on each door.

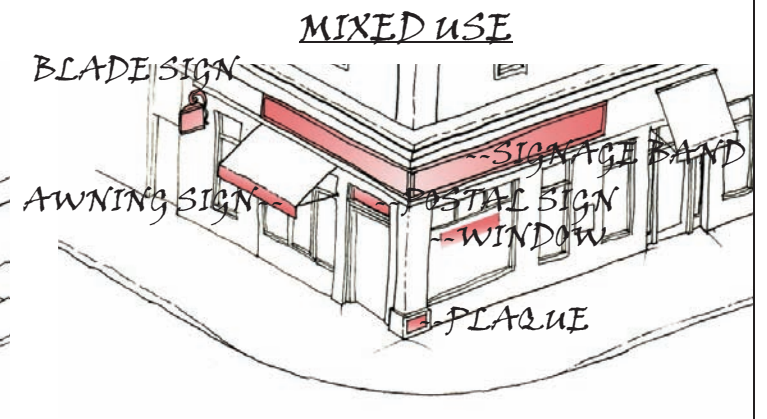
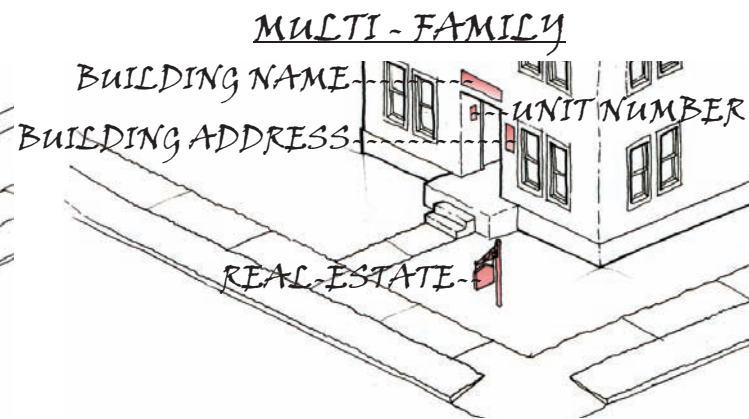
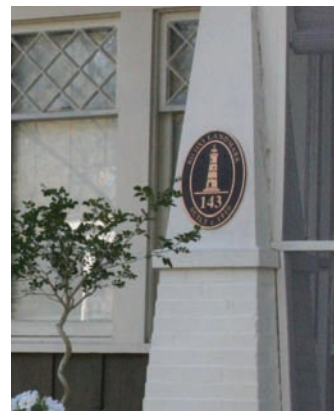
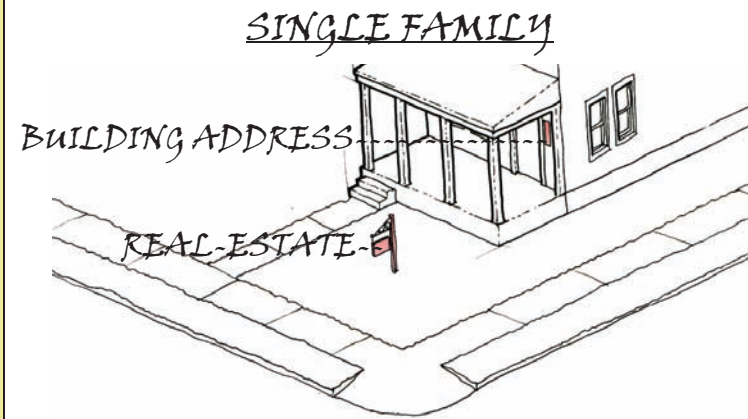
Commercial signage is used more often in retail and service buildings. The use of blade signs is allowed - a small type of signage attached perpendicularly to the facade. Written signs may be incorporated into the surface of an awning. Metal plaques, or boards, should be attached directly on the wall. Etched and painted signs shall also be recommended. Postal signs should be located directly above the door. Signage bands are highly recommended for businesses. The SmartCode for the City of D'Iberville also prescribes the use of neon lights for as long as they are placed behind the glass.

The storefront below is an example of what should NOT be allowed in the SmartCode area of the City of D'Iberville. In addition to the low quality storefront design, the proposed signage is too large, pictorial and high. A normal person walking along the sidewalk would be unable to see or read anything on these signs.



NO

ATTACHMENTS



STOREFRONT GLAZING



Well-designed storefronts help transform commercial Main Streets into enjoyable public spaces. The following basic rules establish the minimum requirements for the SmartCode Area within the City of D'Iberville:

A maximum of 80 percent of the storefront window should be glazed. This ratio of glazing to wall allows plenty of space for window displays, signage and more.

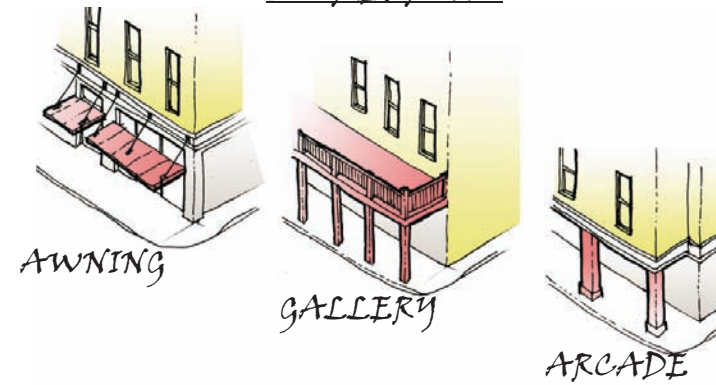
Depending on the design of the building, it may be necessary to provide two separate entrances: for upper-story residences and for retail establishments or office spaces. Typically the retailer entrance is a continuation of the display glazing. The door itself may have a large amount of glazing. The residential entrance, on the other hand, may be recessed within the wall. The residential door may have a small amount of glazing -or none at all. Usually, residential entrances are configured as a single door.

The storefront below is an example of what should NOT be designed and allowed within the SmartCode area of the City of D'Iberville. The glazing is less than 80 percent of the façade; the doors are very solid and do not appear welcoming; the building materials are not durable and their elegance and beauty are highly questionable.



NO

STOREFRONT



FACADE SHARING

