

SEC.3 Signage

[A] Freestanding Signs:

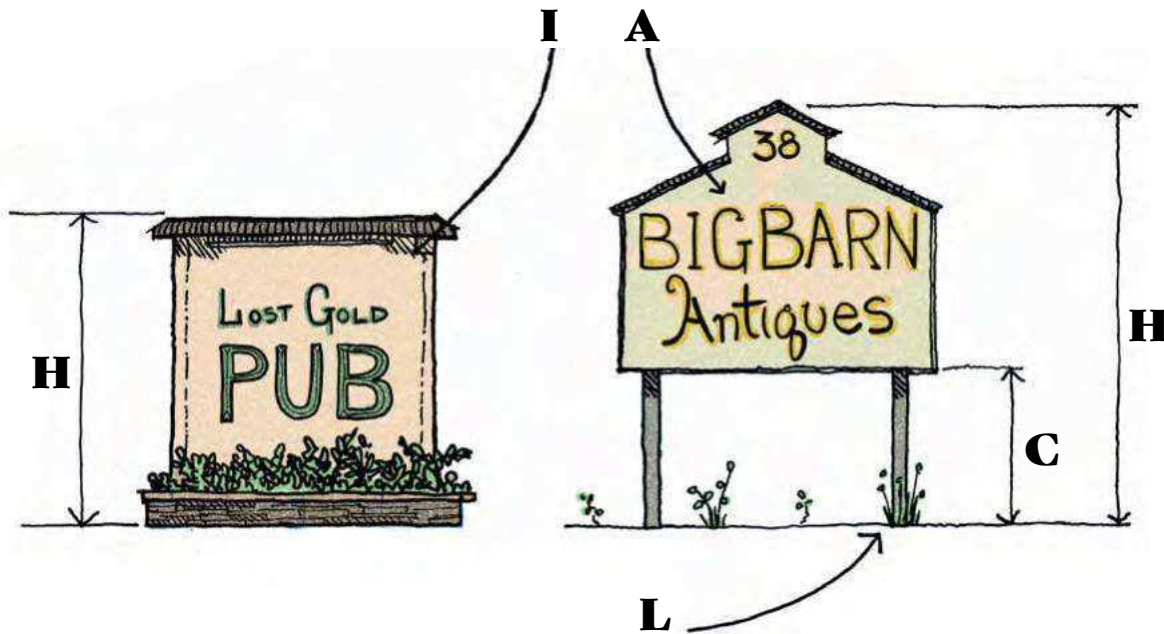
A freestanding sign is a self-supported sign attached to a pedestal, posts, or a perimeter wall. A maximum of one freestanding sign is permitted per site in Livingston County. In most villages, there is a setback requirement for such signage from the right of way.

No part of a freestanding sign may encroach upon a public right-of-way. Signage must be attached firmly to posts or a perimeter wall that is integral to its structure, with materials selected to match or enhance the existing architectural character.

Maximum allowable areas, heights, and ground clearances vary from village to village - consult the table below for the zoning requirements in your area.

Freestanding signs can be a great signage option for businesses with large parking lots or setbacks that may need help drawing attention from the right-of-way. Large setbacks can often decrease visibility.

There are no restrictions on illumination in the zoning except in Lima, where signs must be 50'-0" from the right-of-way to be illuminated. Care should be taken to ensure lighting is appropriate for the location. Signage can utilize raised planter beds to help provide visual interest - however they should be maintained to be free of debris and weeds.



9 village zoning review for freestanding signs

(Village)	Permitted	Max. Number	Max. Area (A)	Max. Height (H)
CALEDONIA	Yes	1 per use *	60 sf per sign *	N/A
AVON	Yes	1 per use *	120 sf	20 feet
LIMA	Yes	1 per use *	16 sf per side	12 feet
LIVONIA	Yes	1 per property	20 sf per side	10 feet
GENESEO	Yes	1 per lot	16 sf	6 feet
LEICESTER	Yes	1 per lot	N/A	25 feet
MT. MORRIS	Yes	1 per lot	20 sf per side	20 feet
NUNDA	Yes	1 per lot	20 sf per side	10 feet
DANSVILLE	Yes	N/A	16 sf	4 feet

N/A - no language in existing zoning code (per 2019 review)

* - language is not specific or implied in another section



Signage can help reinforce attributes of your brand - such as craftsmanship, integrity, and strength. Well crafted, highly detailed signage can emphasize architectural characteristics.



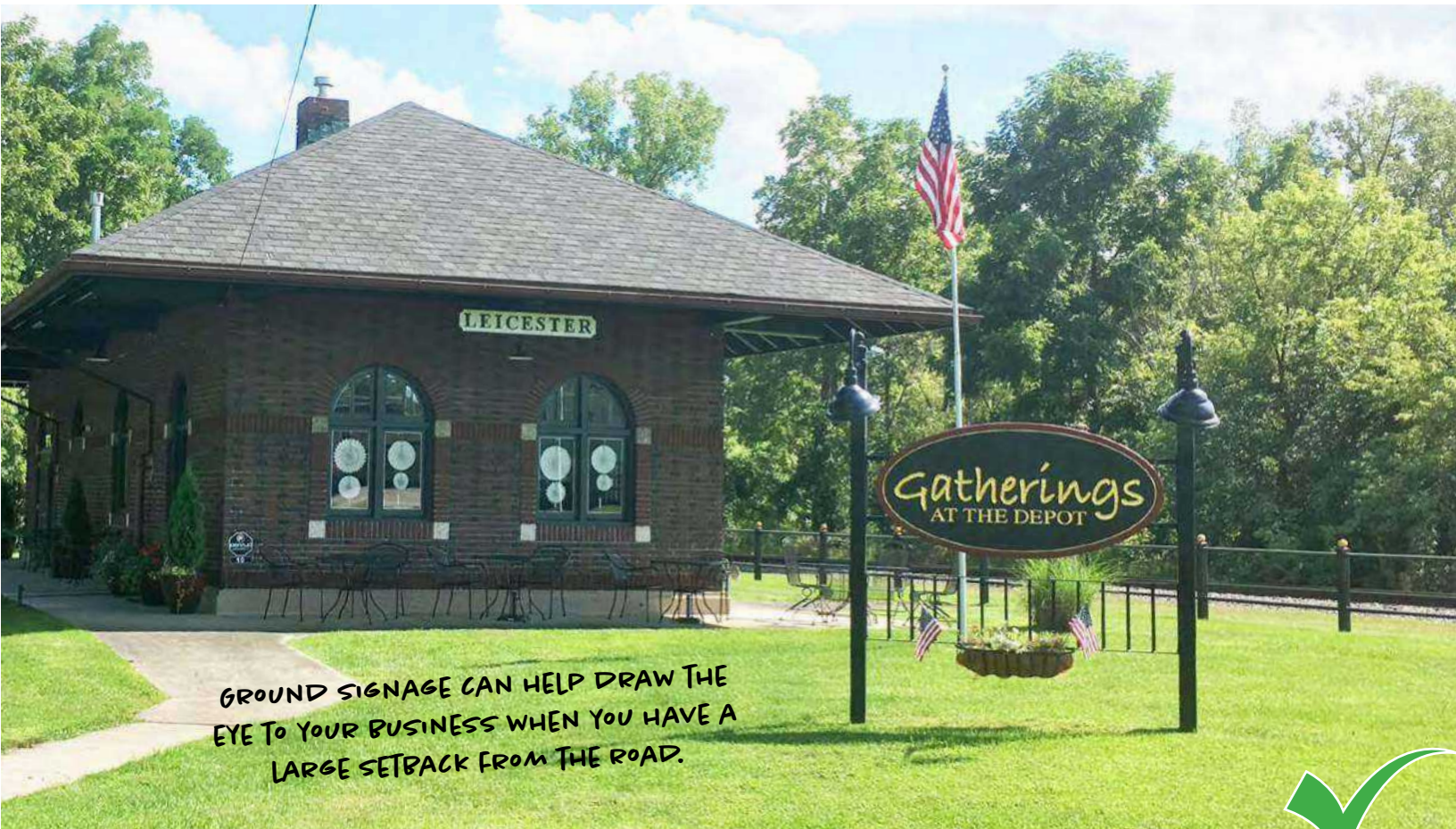
LED changing signs should be discouraged in all historic villages. Their overly bright, often distracting character diminishes the quality of the surrounding area.

9 village zoning review for freestanding signs

Vertical Clearance (C)	Setback from street	Illumination (I)	Landscaping (L)	(Village)
11'-0"	N/A	N/A	N/A	CALEDONIA
12'-0"	8'-0"	N/A	N/A	AVON
N/A	N/A	only with 50' setback	N/A	LIMA
N/A	10'-0"	N/A	N/A	LIVONIA
N/A	10'-0"	Permitted	Required	GENESEO
8'-0"	10'-0"	N/A	N/A	LEICESTER
10'-0"	15'-0"	N/A	N/A	MT. MORRIS
N/A	10'-0"	Permitted	N/A	NUNDA
4'-0"	N/A	Permitted	N/A	DANSVILLE



Use carved dimensional signage with simple, lightly decorated posts for a clean historical look.



GROUND SIGNAGE CAN HELP DRAW THE EYE TO YOUR BUSINESS WHEN YOU HAVE A LARGE SETBACK FROM THE ROAD.

Use ground signage mounts as an opportunity to incorporate planters and lighting into your design.



Ground signs can also be a great opportunity to show multiple tenants within a small shopping area.



Avoid large, oversized, internally lit plastic signage that does not match the historic character of a village.

SEC.3 Signage

[B] Wall signs:

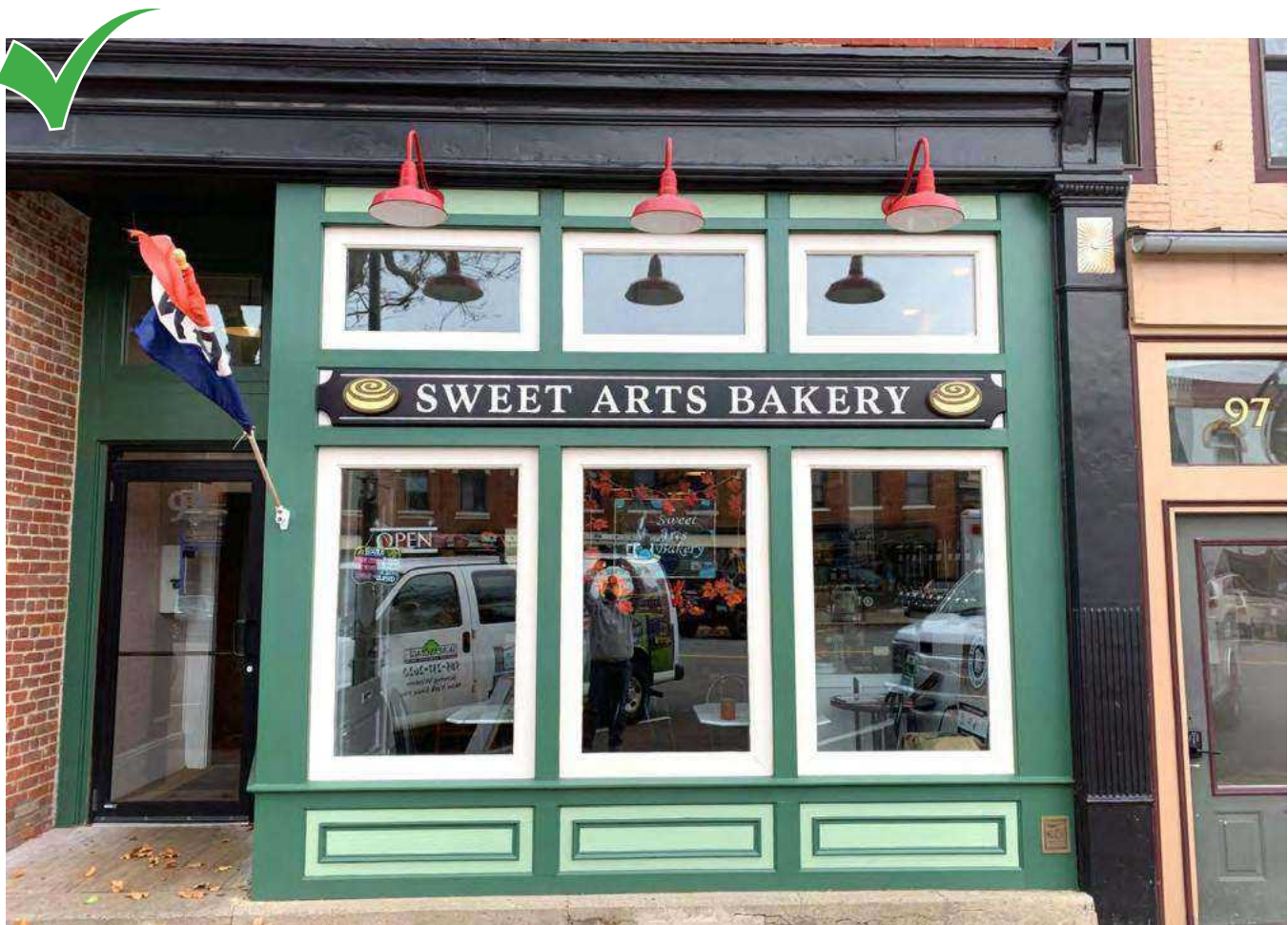
A wall sign is defined as a sign mounted to and parallel to the surface of a building. Typically, an establishment only has one frontage - and needs only one wall sign. In some villages however, provision allows for buildings with two separate frontages to have wall signs at both.

The scale and placement of the lettering and sign boards is important. Signboards above storefront windows or awnings should not cover second floor windows and should be in proportion with the overall height of the building. Signboard materials should be uniform with the storefront, with colors contrasting the lettering for legibility.

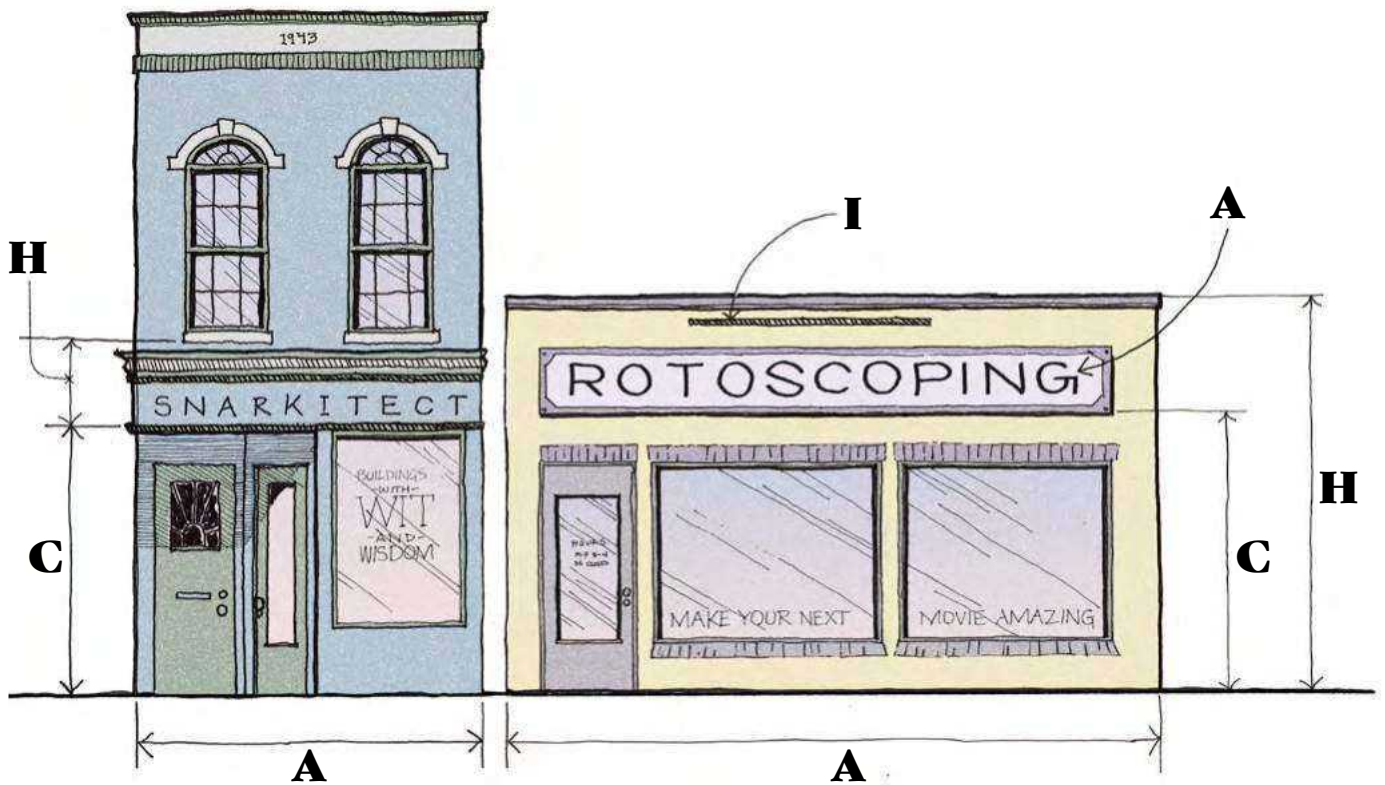
Only the business name should fit within the allotted signboard space; additional words and descriptions can appear as lettering on canvas awnings or valances, window lettering, and perpendicular signs.

Do not place lettering or signboards within the second floor portion of the façade, and do not use lettering or signage that is over-sized for the particular façade.

Internally lit signs are prohibited, however raised letters can be back-lit. Raised, back-lit sign letters are allowed in some villages, however they should be only be used if appropriate for the facade. Typical wall signs should be lit from above via downlighting, spotlighting, or linear fixture. Fixtures should be directed away from upper floor residential windows, and avoid overlighting.



Use carved, dimensional wall signage that perfectly fits the character and form of your storefront.



9 village zoning review for wall signs

(Village)	Permitted	Max. Number	Max. Area (A)	Max. Height (H)	Min. Clearance (C)	Illumination (I)
CALEDONIA	Yes	2 per use *	60 sf per sign *	N/A	N/A	N/A
AVON	Yes	2 per use *	1sf per 1f frontage OR 120sf max	N/A	N/A	N/A
LIMA	Yes	2 per use *	1/2sf per 1f frontage OR 36sf per sign	4 foot max. sign	N/A	Permitted
LIVONIA	Yes	1 per frontage	2sf per 1f frontage OR 100sf max	Ground floor only	N/A	N/A
GENESEO	Yes	1 per use	1sf per 1f frontage OR 100sf max	15 feet mounted	N/A	Permitted
LEICESTER	Yes	1 per lot	2sf per 1f frontage OR 150sf max	3 foot max. sign	8'-0"	N/A
MT. MORRIS	Yes	2 per use *	1sf per 1f frontage OR 150sf max	Ground floor only	7'-6"	N/A
NUNDA	Yes	1 per frontage	2sf per 1f frontage OR 100sf max	Ground floor only	N/A	N/A
DANSVILLE	Yes	1 per frontage	2sf per 1f frontage (1:1 rear) OR 100sf max area (65 rear)	N/A	N/A	Permitted

N/A - no language in existing zoning code (per 2019 review)

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Simple, understated signage on painted masonry can provide a cost effective, elegant solution.

Do not create signboard zones that are too large or have inappropriate materials.

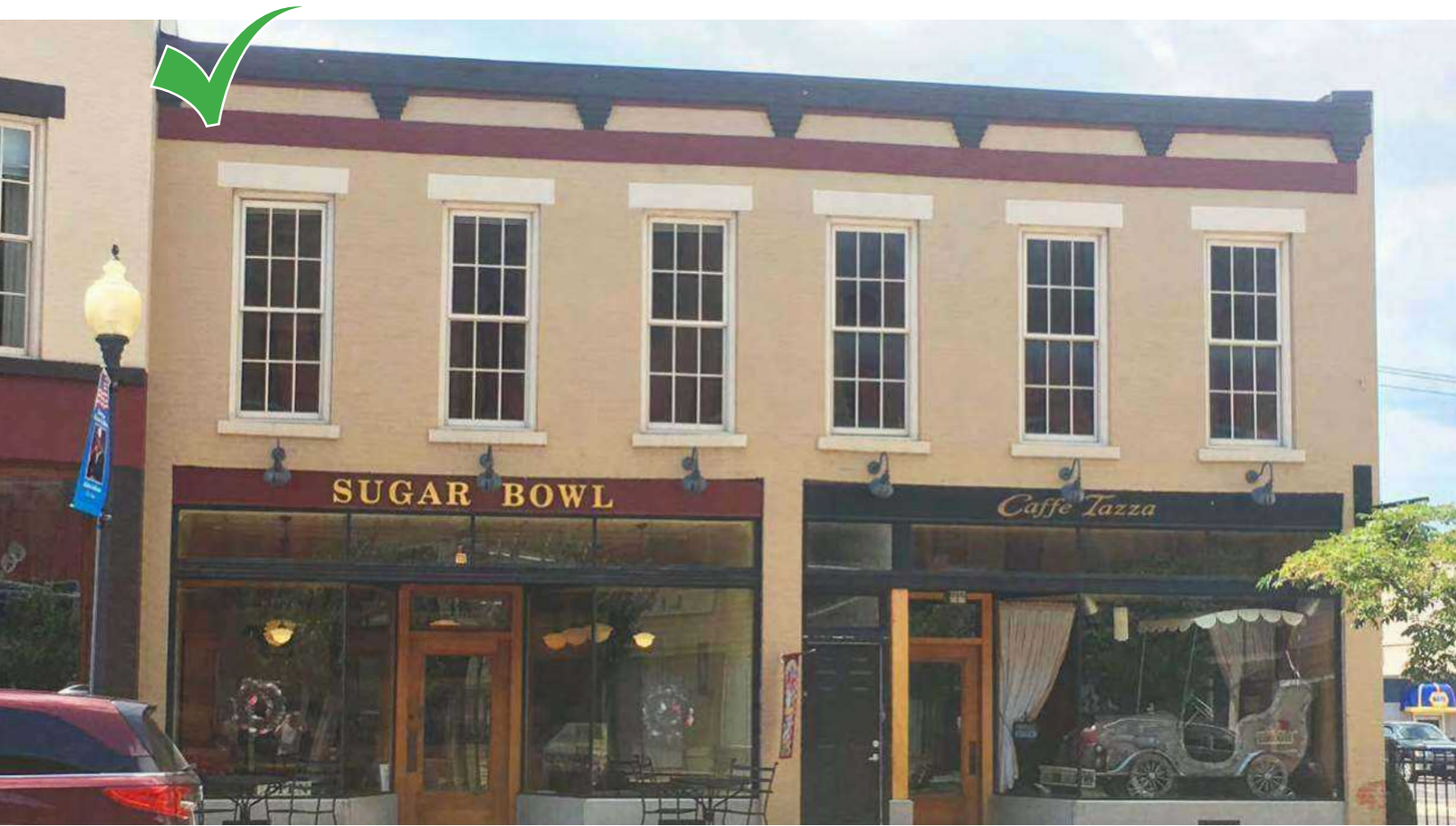




Signage materiality can reflect the colors and tones of the existing building.

Use contrast between the background and lettering to ensure legibility.





Use raised letters to create shadow and contrast, helping to make the letters more legible.



In circumstances where a signboard zone is not available, creative lettering options exist.



SIGNAGE AND BRANDING ARE HOLISTIC. TRY TO THINK OF HOW ALL THE COMPONENTS GO TOGETHER!

Wall signs should be concise, with supplemental signage giving details and specifics.



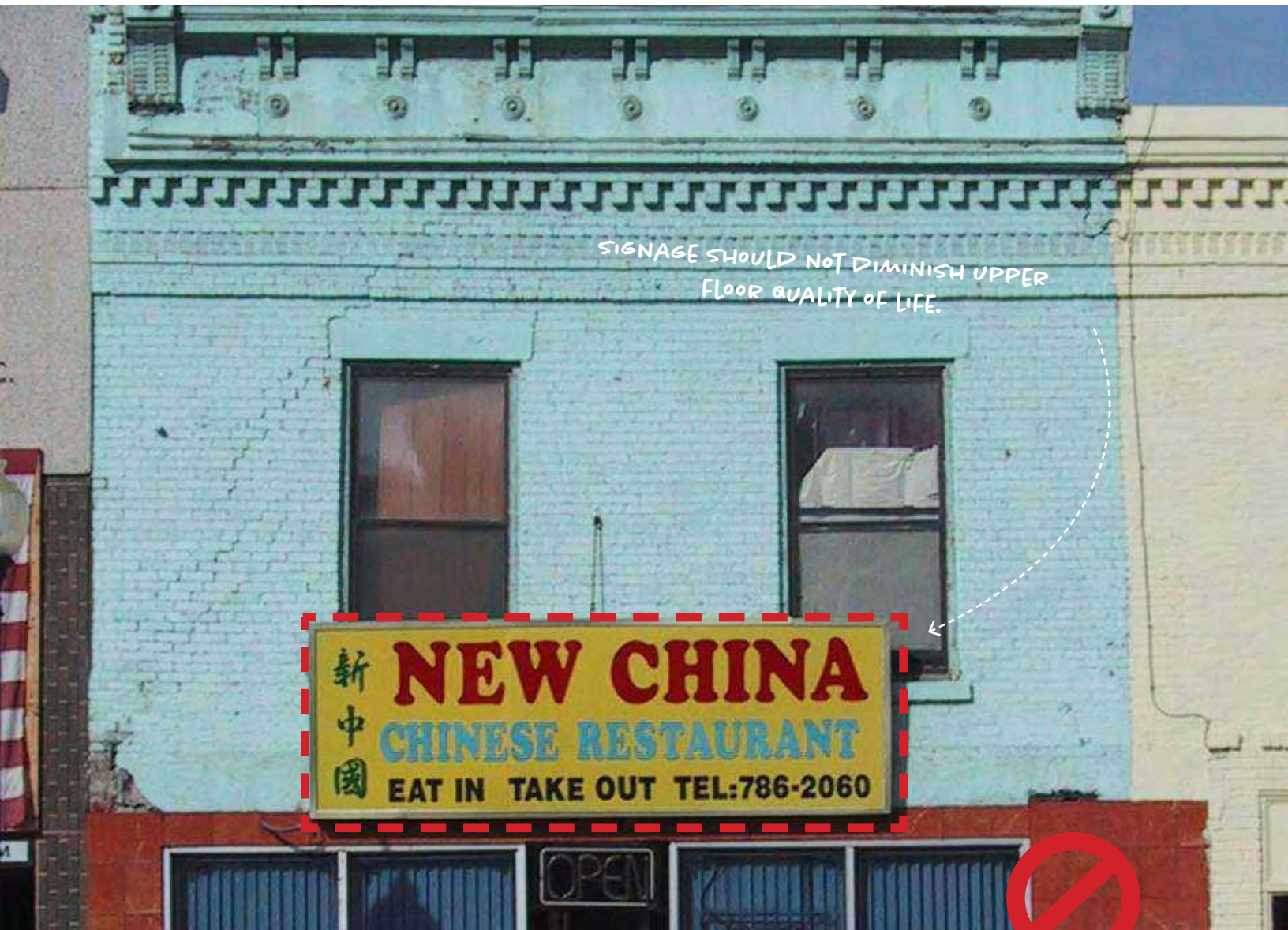
Wall signage should be legible, but not detract or overshadow the architectural character of a facade.



Look for clever ways to develop signage within negative space.



Do use signage that enhances the character or form of the storefront.



SIGNAGE SHOULD NOT DIMINISH UPPER FLOOR QUALITY OF LIFE.

新中國 **NEW CHINA**
CHINESE RESTAURANT
EAT IN TAKE OUT TEL:786-2060

Do not cover second floor windows with signboards.



Do not use vinyl or fabric temporary banners as a permanent sign.

SEC.3 Signage

[C] Projecting signs:

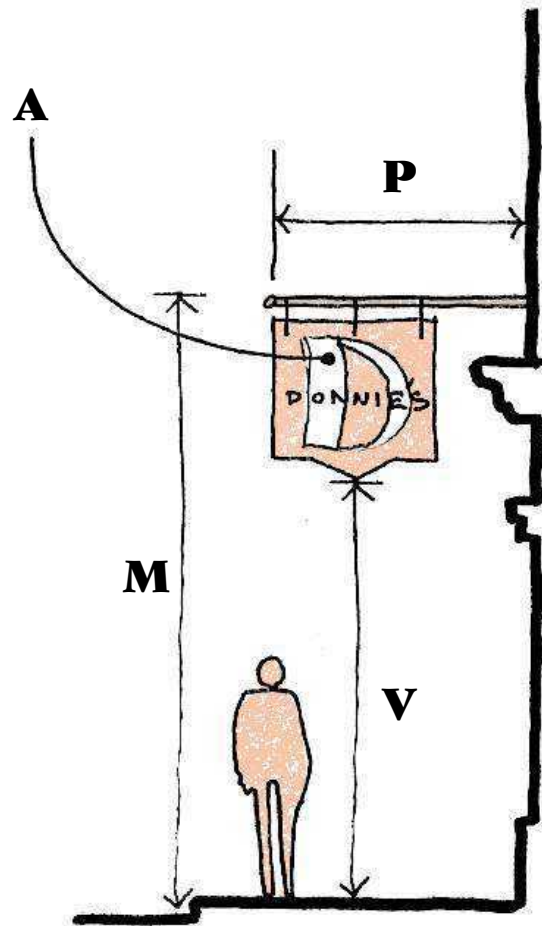
Projecting signs are two-sided signs that project outward from the exterior wall of a structure. They provide a great opportunity for pedestrian focused signage that can be seen as people approach a storefront from the sidewalk.

Blade signage should only be used on ground floor commercial spaces, with one per storefront being ideal. In some cases, storefronts with frontages on multiple streets may be able to have two - such as in Nunda.

The mounting point of a blade side needs to be below the window sill level of the second story. A strong, durable mounting bracket or arm must be used to avoid damage during high winds.

Blade signs should never be internally lit, and should only be lit from exterior fixtures. Dimensional carved signage is preferred for its historic appearance and legibility.

Care should be taken to not oversize blade signs - remember that the bigger you make the sign, the bigger your neighbor has to make theirs. Keeping signage at a smaller, more pedestrian oriented scale is highly encouraged. Blade signage should also be coordinated with awnings to avoid collision.



9 village zoning review for Projecting Signage

(Village)	Permitted	Max. Number	Max. Area (A)	Max. Height
CALEDONIA	Yes	2 per use *	60 sf per sign *	N/A
AVON	Yes	2 per use *	N/A	N/A
LIMA	Yes	2 per use *	9 sf per side	N/A
LIVONIA	Yes	1 per use	6 sf per side	N/A
GENESEO	Yes	1 per use	12 sf per side	N/A
LEICESTER	Yes	N/A	N/A	3 feet
MT. MORRIS	Yes	2 per use *	N/A	N/A
NUNDA	Yes	1 per frontage	6 sf per side	N/A
DANSVILLE	Yes	N/A	60 sf	N/A

N/A - no language in existing zoning code (per 2019 review)

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Restore historic perpendicular signage when possible - it contributes greatly to the historic character of downtown.

9 village zoning review for Projecting Signage (cont.)

Max. Mounting height (M)	Vertical Clearance (V)	Illumination (I)	Max Projection (P)	(Village)
N/A	N/A	N/A	4'-0"	CALEDONIA
N/A	N/A	Permitted	1'-6"	AVON
N/A	10'-0"	Permitted	4'-0"	LIMA
N/A	8'-0"	N/A	4'-0"	LIVONIA
N/A	9'-0"	Not Permitted	4'-0"	GENESEO
Ground Flr. OR 12'-0"	10'-0"	N/A	5'-0"	LEICESTER
Ground Flr. OR 12'-0"	7'-6"	N/A	5'-0" OR 1/3 sidewalk	MT. MORRIS
N/A	8'-0"	N/A	2'-0"	NUNDA
20'-0"	12'-0"	Permitted	N/A	DANSVILLE



A GREAT EXAMPLE OF TWO EXEMPLARY CARVED SIGNS WITH STRONG, STURDY MOUNTING ARMS.

Carved signage is preferred. The depth creates better legibility in all lighting conditions, and enhances the historic character of downtown.



Use sculpted elements that can engage would-be shoppers and communicate what you sell in a fun way.



Use blade signs to communicate supplemental information such as hours of operation.



Use consistent graphics and branding when using multiple forms of signage.



Use contemporary, simple, easy to read blade signage mounted firmly to the building.



Carved lettering catches the light to improve legibility.



Don't use branded, back-lit plastic signage.



Use modest, simple window signage combined with large uninterrupted windows.

Our small downtowns have a long legacy of commercial storefronts that use transparent lettering to showcase products.



By using transparent lettering in the windows, the goods and displays become the main focal point of the storefront and allow opportunities for illumination and enhanced curb appeal to would-be customers.

SEC.3 Signage

[D] Window signs:

Windows and transparency in and out are the most crucial elements of any storefront from a safety perspective. **Window signage and lettering should be carefully organized and applied so as to not clutter or prohibit viewing into the business at any time.** Branding, style, color, and font should be coordinated with the building to ensure a proper fit.

Window lettering can be painted, gold leaf, or applied vinyl. Window signs can take up between 20% - 50% of a window depending on your village's zoning - allowing for multiple signs and design options.

Window signage is the most high impact, low cost signage solution available to most businesses. When combined with clear views into a clean, orderly establishment - window signage can draw the eye into a shop and attract customers.



Do not clutter windows or block views.

9 village zoning review for Window Signage

(Village)	Permitted	Max. Number	Max. size in window (A)	Max. Height
CALEDONIA	Yes	N/A	N/A	N/A
AVON	N/A	N/A	N/A	N/A
LIMA	Yes	N/A	50% or 18sf max	10%
LIVONIA	Yes	N/A	80% transparent 20% opaque	10%
GENESEO	Yes	1 per use	25%	10%
LEICESTER	N/A	N/A	N/A	N/A
MT. MORRIS	Yes	2 (1 per window)	25% or 4sf max	N/A
NUNDA	Yes	N/A	80% transparent 20% opaque	10%
DANSVILLE	Yes	Sub from total sign area	Offset 4" from top, 6" from sides, 12" from bottom	N/A

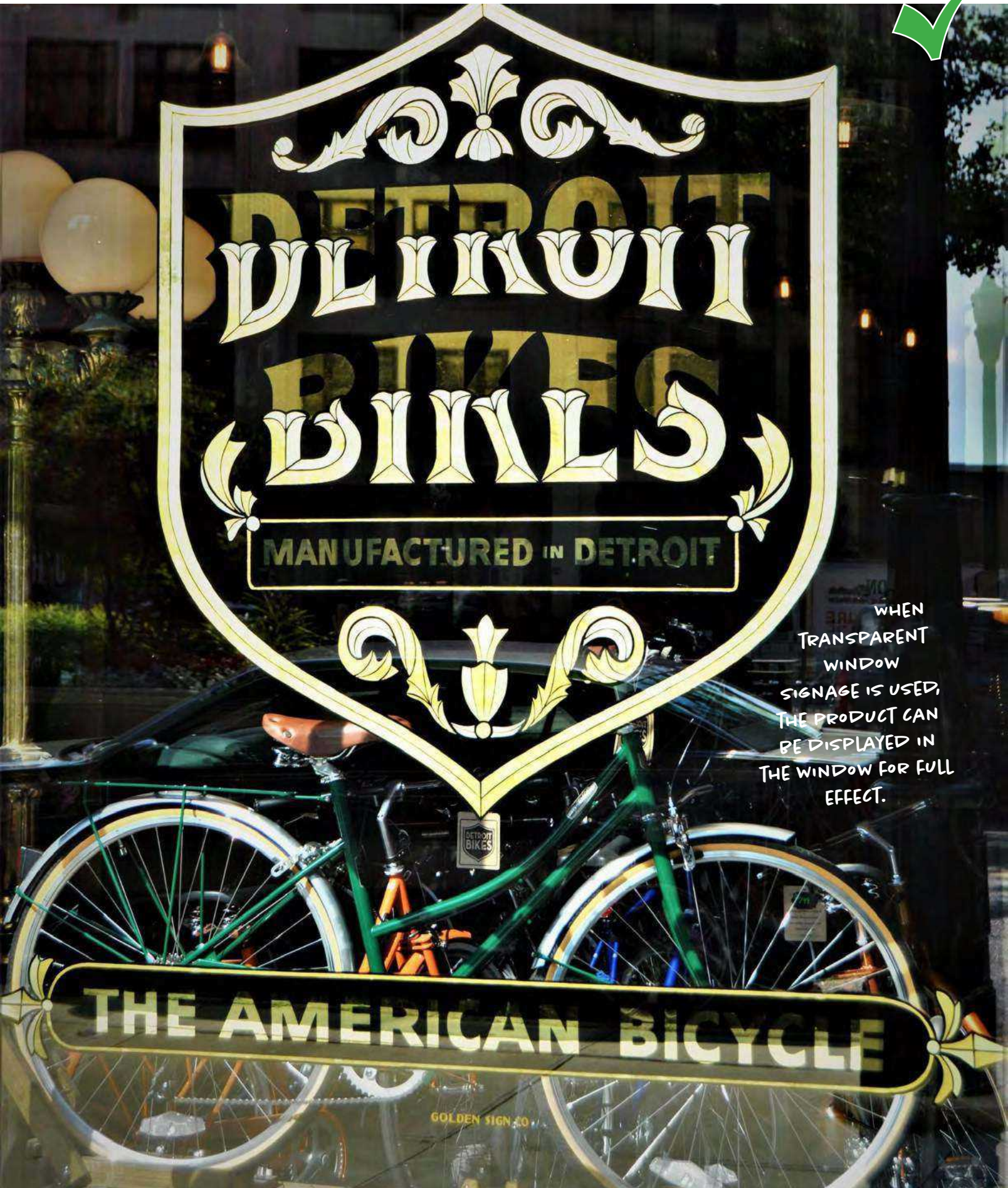
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Hand painted window signage can be a nod to the past in a historic downtown.





WHEN
TRANSPARENT
WINDOW
SIGNAGE IS USED,
THE PRODUCT CAN
BE DISPLAYED IN
THE WINDOW FOR FULL
EFFECT.

GOLDEN SIGN CO.