

**Signs - Signage is one of the most important features of a commercial facade. Signs, more than any other single feature, can detract from even the most attractive storefront. All signs shall conform to the Sign Code provisions in Article 7 of the Code of the City of Lawrence. Existing signs of particular historic or architectural merit, such as the Varsity or Granada marquees, should be preserved.**

## **Guidelines**

- The primary focus of signs in Downtown Lawrence shall be oriented toward pedestrian traffic and not vehicular traffic.
- Signs identifying the name of a building, the date of construction, or other historical information should be composed of materials similar to the building, or of bronze or brass. These building identification signs should be affixed flat against the building and should not obscure architectural detail elements. Building identification signs may be incorporated into the overall facade design or mounted below the storefront cornice.
- Signs should be subordinate to the building's facade. The size and scale of the sign shall be in proportion to the size and scale of the street level facade.

- Storefront signs should not extend past the storefront cornice line. Storefront signs are typically located in the transom area and shall not extend past the storefront opening.
- Signs should reflect the overall symmetry of the building and should not cover existing architectural features.



***Appropriate Signage***



***Inappropriate Signage***

- Signs for multiple storefronts within the same building should align with each other.