

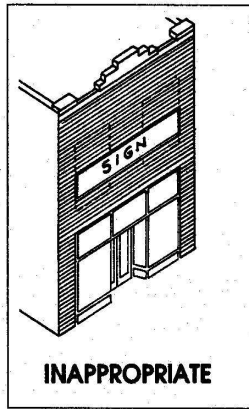
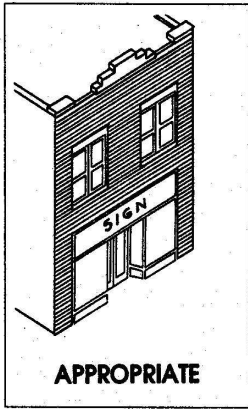
Chapter 2 – Site and Setting

2.7 Signs

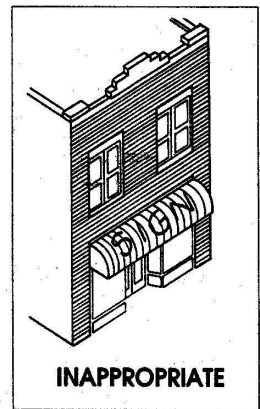
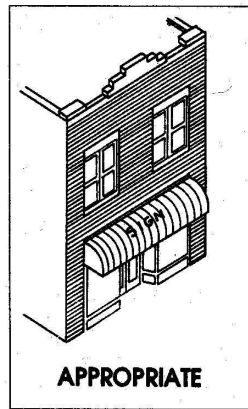
Note: Refer to the Rocky Mount Land Development Code for additional requirements for signs.

- .1 Protect, retain and preserve historic signs with appropriate preservation methods. Remove non-historic signs and sign structures which are abandoned.
- .2 Commercial signage should not be placed on a building façade (excluding windows and doors) at street level (under 8').
- .3 New designed signs including graphics in windows and on awnings, must be compatible with the overall building scale and must not cover a large portion of the building façade. It is not appropriate to install signs which obscure windows or major architectural elements.
- .4 Rooftop signage is not permitted.
- .5 Construct new signs of traditional signage materials such as wood, stone and metal. Contemporary sign materials, such as plastic and vinyl are discouraged, but not prohibited.
- .6 Select colors and text for new signs that are compatible with the historic building and streetscape where the sign is located.
- .7 Install small, flush-mounted historical information signs (less than three feet square) so that architectural features are not damaged or concealed. Locate holes for fasteners in the mortar joints only on masonry buildings.
- .8 Place freestanding signs appropriately, such as on well landscaped ground bases or low standards.
- .9 Internally illuminated signs are discouraged but not prohibited. When used, internally illuminated signs may not: exceed 16 square feet in size; extend more than four feet in length or height; have any flashing or moving elements; or damage any historic materials or obscure any significant feature of the building façade. Any wall-mounted internally-illuminated sign should be placed in a location originally intended for signage, if any, and holes for fasteners should be placed in mortar joints. Projecting internally-illuminated signs should be compatible with other adjacent signage and the mounting hardware should be an attractive and integral part of the sign design and should not use transparent facing.

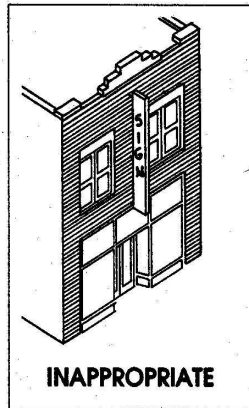
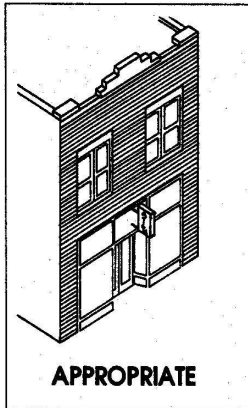
Rocky Mount Historic Preservation Design Guidelines



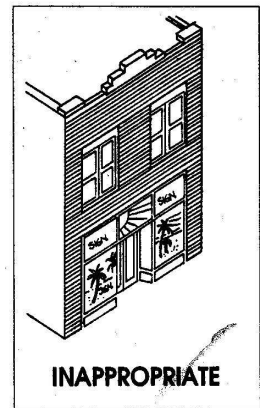
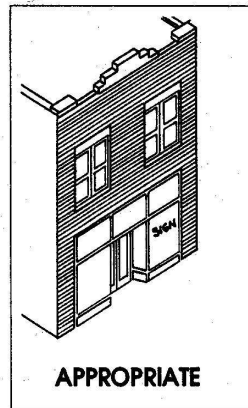
Flush mounted flat signs are recommended. Major architectural details should not be covered up.



Signs painted or mounted on awnings are acceptable. The sign should not cover more than 20% of the awning.



Projecting signs should be limited in number and size. They should not obscure building facades.



Windows signs are encouraged. They should not exceed 10% of the total storefront.