

SUTTER STREET SIGN INFORMATION

Hear Ye, Hear Ye

Sutter Street Sign
Information is
contained
herein.....

City of Folsom

Planning, Inspections and Permitting Department

**Excerpted from the
City Of Folsom
Municipal Code
Chapter 17, Section 52
(Ordinance 890)
Historic District**

17.52.510 Sutter Street Subarea Special Use and Design Standards.

A. Permitted uses.

(1) Retail, service, public/quasi-public and office uses permitted in Folsom's modern central business district (C-2 zone) are permitted, with the following exceptions and limitations:

a. Uses not in scale with a small downtown, such as large discount stores and supermarkets, are not permitted.

b. Uses which are so intrinsically modern that they cannot be successfully integrated, through design, into the Plan's historic time frame, such as non-antique auto sales with outdoor display, are not permitted.

c. Uses which would require a conditional use permit from the Planning Commission in the modern central business district (C-2 zone) require a conditional use permit from the Historic District Commission in this Subarea.

(2) Small light industrial uses are permitted, with the following exceptions and limitations:

a. All industrial uses require a conditional use permit approved by the Historic District Commission.

b. Industrial uses which were or could have been present in Folsom between 1850 and 1950 may apply for a conditional use permit (a blacksmith shop, for example).

c. Modern industrial uses which typify the American entrepreneurial spirit of 1850-1950 may receive a conditional use permit if they can be successfully integrated into the Plan's historic time frame (a small research and development facility, for example).

(3) Residential uses are permitted, with the following exceptions and limitations:

a. Street-level frontage space is intended for retail and other commercial use and is generally not appropriate for residential use.

b. In assessing compatibility between residential and commercial uses, a residential use located within this Subarea will be expected to tolerate greater impacts from commercial uses than if it were located in a primarily residential area. Commercial and residential uses may each be expected to make reasonable physical or operational modifications to improve compatibility between them.

c. An upstairs or accessory apartment is best suited as a residence for caretakers, owners, or employees of the downstairs or primary business use but is not so limited.

d. A conditional use permit is required in order for the primary use of a structure in this Subarea to be residential.

e. A use is defined as residential for purposes of this section if persons reside there for extended periods, as opposed to short-term stays typical of hotels or bed-and-breakfast inns.

f. A conditional use permit is required for a commercial or residential project containing three or more dwelling units.

(4) A conditional use permit may be granted by the Historic District Commission to allow uses similar to and compatible with the permitted uses and intent of this Subarea.

(5) Since many of the structures in this Subarea cannot be modified to meet all the City's current building and fire safety standards, including the Historical Building Code, without the loss of their historical value, some uses which would otherwise be permitted may be denied on the basis of maintaining safety at an acceptable level.

B. Design concept. The design concept for this Subarea is to preserve existing pre-1900 buildings, and require new or replacement structures to be of a pre-1900 design, unless a post-1900 building is unique and/or representative of 1850-1950 architectural styles. The Historic District Commission may approve new construction of post-1900 design, on an exception basis, if it finds that the architecture is an outstanding design which represents a structure or use which formerly existed in Historic Folsom or which represents a typical design and use extant in similar California towns between 1900 and 1950.

C. Height. Building heights shall not exceed 35 feet adjacent to the sidewalk area on Sutter or Leidesdorff Street and 50 feet in other sections of the Subarea. Towers, spires, or other similar architectural features may extend up to 15 feet above the building height.

D. Setbacks. Contiguous shops on Sutter Street frontage shall maintain continuity of facades along public sidewalk.

E. Signs.

(1) Each business whose entry door is located in the building frontage is permitted one wall or window sign. A business whose entry is located within an internal mall or corridor may utilize a nameplate incorporated in a wall sign for the entire building. The length of a wall sign may not exceed 75% of the shop's frontage. The total of all window signage may not cover more than 25% of the window. Wall signs shall be designed and installed with minimal space between the planes of the wall and of the sign. Businesses with frontage on more than one street and/or public parking lot may place a wall or window sign on each frontage, with subsequent signs to be no larger than half the size specified for the first sign and subject to the other requirements of the first sign.

(2) Signs are permitted to be hung under a canopy, but shall not exceed 3 square feet in size with a minimum of 8 feet clearance from the sidewalk in addition to

any permitted wall or window signs. Businesses without a canopy may utilize a projecting sign of the same size and clearance for this purpose. The Historic District Commission may approve an increase in the size of the under-canopy or projecting sign in exchange for a reduction in size of the wall or window sign.

(3) Signs exempt in Chapter 17.59 are exempt in this Subarea except as follows:

- a. On-site directional signs are not exempt unless 2 square feet or smaller and, if freestanding, no higher than 2 feet, including base;
- b. Exempt real-estate signs do not require a setback from public right-of-way; and
- c. Window or door signs 1 square foot in size or larger and under-canopy signs are not exempt. Window or door signs smaller than 1 square foot are exempt but subject to the overall requirement regarding window coverage.

(4) In addition to those signs prohibited in Chapter 17.59, the following signs are prohibited in this Subarea:

- a. Neon;
- b. Internally illuminated;
- c. Backlit canopies; and
- d. Corporate flags.

(5) Freestanding signs are not permitted, unless the Historic District Commission determines that the exclusive use of wall signage at a particular location is ineffective. The Historic District Commission may require a reduction in the amount of wall signage otherwise allowed to compensate for the use of a freestanding sign.

(6) Buildings with multiple tenants shall be required to submit a Uniform Signage Program (USP) for Historic District Commission approval. After a USP is approved, tenant sign permits shall be reviewed and approved by the Planning, Inspections and Permitting Director.

F. Parking. All uses must provide parking spaces at the following ratios:

- (1) Retail, offices, restaurants, museums, and similar uses – one parking space per 350 square feet of building space;
- (2) Hotels, motels, guesthouses – one parking space per guest room plus one parking space per 350 square feet of other building space; and
- (3) Dwelling units – one parking space per dwelling unit; two parking spaces for dwelling unit if building square footage is greater than 600 square feet.

Excerpted from the City Of Folsom Historic District Design & Development Guidelines

4.08 SIGNS

Signs are necessary to the vitality and success of Historic Folsom and are an integral part of the built environment. Therefore selection of sign design and placement deserves the careful attention of both the City and the sign's owner. Signage in Historic Folsom is directed by the provisions of this section, the individual Primary Area or Subarea in which a sign is to be located, any other relevant provisions contained in these Design and Development Guidelines, and the Folsom Municipal Code's sign ordinance. Where differences exist, the provisions of Chapter 17.52 of the Folsom Municipal Code apply. If ambiguity exists, the Historic District Commission is charged with interpretation to clarify the proper application of regulations.

4.08.01 Design, materials, and location

Signage permitted on a building must respect the architectural features of the building and shall be designed to complement those features, not as competition or a cover-up.

Signage appropriate to the site and its structures shall take precedence over signage appropriate to the use.

Extremes in design, such as day-glo orange or oversize arrows, should be avoided.

Signs must be constructed of wood, metal, glass, or stone or of synthetic materials which faithfully reproduce the appearance of permissible materials. Metals such as aluminum or stainless steel are not appropriate. Individual Primary areas or Subareas may specify additional materials restrictions. Color is not subject to approval except as included in a Uniform Sign Program or as may constitute an "extreme" design.

No fluorescent or reflective surfaces are permitted, except where required by the City for safety purposes if no other effective alternative exists.

All signs, whether exempt or requiring a sign permit, must maintain the historical character of the Primary Area and Subarea in which they are located. Essentially modern signs, such as charge-card decals, may be utilized without detracting from the historical character if they are small and unobtrusive.

Sign illumination requires approval of the Historic District Commission unless specifically permitted by Primary Area or Subarea regulations.

Appropriate placement of signage shall be considered in design review of new structures and frontage remodeling of existing structures.

Signage for a given use must be addressed in the approval of any conditional use permit.

Locations within the Historic District may be considered for joint-use subdivision directional signs, subject to review of design and location by the Historic District Commission.

Signs in scenic corridors are subject to design review by the Historic District Commission. The design must be appropriate to the Subarea and Primary Area, and the sign must be non-illuminated or externally illuminated.

Freestanding signs must be located in landscaped areas, except for exempt directional and similar signage.

4.08.02 Review and permits

A sign permit must be obtained prior to installation of any non-exempt sign. Design review is required prior to approval of a sign permit.

Any necessary building permit must be obtained prior to installation of any sign.

By applying for and utilizing a sign in or above the public right-of-way, the owner agrees to place, maintain, and remove the sign in accordance with prudent practices for safety, workmanship, and appearance, and to remove the sign immediately upon request by the City.

A Uniform Sign Program (USP) must be approved for any building on which more than three non-exempt signs are displayed or proposed. The requirements and process for the USP are as described in FMC 17.59 except that the Historic District Commission is responsible for approval and the standards for approval are based on consistency with the historical character and requirements of the Primary Area and Subarea in which the building is located.

A Temporary Sign Permit may be issued by the Planning, Inspections, and Permitting Director for temporary signs as defined in FMC 17.59 except that the maximum temporary signage may not exceed a total of 50 sq. ft. per business with 100 ft. or less of primary building frontage. Businesses with more than 100 ft. of primary building frontage are permitted an additional 1 sq. ft. of temporary signage for each additional lineal foot of primary building frontage up to a total maximum sign area of 100 sq. ft. Materials which may be used are limited to the same materials allowed for permanent signage, plus paper and fabrics.

A Special Event Sign Permit may be issued in the Historic District by the Planning, Inspections, and Permitting Director for signage types and designs which were used in the 1850-1950 time period, such as bunting, flags or banners.

4.08.03 Exempt signage

Use of exempt signage constitutes acceptance by the business owner of the responsibility to maintain historic character in design, materials and placement. If, in the opinion of the Historic District Commission, the business owner fails in the obligation, the Commission, after a public hearing, may withdraw the privilege of exemption for that business and may set a time for removal of the inappropriate signage. Upon withdrawal of the privilege of exemption, any sign type which was previously exempt may only be utilized by that business after obtaining a sign permit. The withdrawal may be permanent or for a specified time period; the business owner may request Historic District Commission reconsideration of the withdrawal no sooner than three months after its imposition.

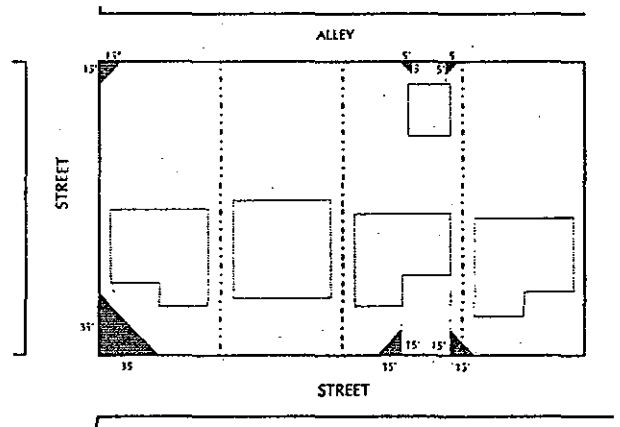
The Historic District Commission also reserves the right to limit the number of a business's incidental signs which are exempt if the Commission finds, after a public hearing, that excessive use of such signs has effectively created business signage in excess of the amounts permitted under these Design and Development Guidelines.

Signs exempt under FMC 17.59 are exempt in historic Folsom except as follows:

1. An individual Primary Area or Subarea may further restrict use of exempt signage.
2. Commemorative wall signs, wall signs indicating the historical significance of a site or building, and building markers are exempt if part of an overall program approved by the Historic District Commission on a District-wide or localized basis.
3. Exempt house numbers are to be externally illuminated. Although exempt from the need to obtain a sign permit, house numbers are required to be brought into compliance with the City Fire Department standards in conjunction with new construction. In the Historic District area, the house numbers are to be a minimum of four inches in height, of a color contrasting with the building for visibility purposes, visible and readable from the street fronting on the property, and externally illuminated in a manner consistent with the design concept and intent of the District or Subarea in which the structure is located.
4. Real estate signs for commercial property are exempt per Section 17.59.030,C,12b, except that the maximum sign area is 16 sq. ft. for parcels of 1 acre or less and 32 sq. ft. for parcels larger than 1 acre.
5. Permanent noncommercial and window signs require design review.
6. Under-canopy signs are not exempt.
7. Directory signs internal to the site within an integrated development are not exempt unless they are not readable from the public right-of-way.
8. Since drive-through lanes are not appropriate in the Historic District, menu/order board signs are not exempt.
9. Face changes to non-exempt signage are subject to design review when the proposed sign face is a different design than the previously approved sign face.

4.09 Clear-vision Triangles

The purpose of clear-vision triangle regulations is to improve safety by providing motorists, cyclists and pedestrians with a clear field of vision at intersections, to the extent that a uniform standard can achieve it. A clear-vision triangle is defined as the required clear cross-visibility area unobstructed by any sign or landscape installation between 30 in. and 7 ft. above the surface of the public sidewalk as follows:



- a. At any corner formed by intersecting streets, the cross-visibility area shall be a triangle having 2 sides 35 ft. long and running along each curb line, said length beginning at their intersection and the third side formed by a line connecting the 2 ends.
- b. At any corner formed by the intersection of an alley and street, the cross-visibility area shall be a triangle having 2 sides 15 ft. long and running along an alley edge and the curb line of the street, said length beginning at their intersection, and the third side formed by a line connecting the 2 ends.
- c. At any corner formed by the intersection of a driveway/alley and a commercial or industrial driveway, the triangle legs shall be 15 ft., measured as above.
- d. At any corner formed by the intersection of an alley and a residential driveway, the triangle legs shall be 5 ft., measured as above.

Where no curb or sidewalk has been installed, the triangle legs shall be located as if improvements were in place, as shown in Chapter 3.

Within this triangle vegetation and trees shall be maintained and pruned to keep clear the area within the triangle which is between 30 in. and 7 ft. above ground level. Except for necessary public safety pole signs, signs are not permitted within the clear space. These provisions may be adapted by the Historic District Commission to fit the circumstances of a particular site, to achieve the appropriate level of safety for that site.

5.02.01(d)(3) Signs

SIGN ORIENTATION

Signs within this Subarea are directed primarily toward pedestrians, not vehicular traffic, except that businesses with frontage on Riley Street or Leidesdorff Street may propose signage designs that are readable by motorists if the signs are otherwise appropriate to the building in scale, style, and location. Signage intended to be read by vehicular traffic on the bridge across Lake Natoma or its approaches or on Rainbow Bridge is limited to City-sponsored civic signs representing all businesses or other governmental signs. Signs approved for the location by the Historic District Commission are permitted to be hung under the canopy, to be placed on the sidewalk, or to project into the right-of-way without individual encroachment permits unless in the opinion of the Planning, Inspections, and Permitting Director, exceptional circumstances warrant consideration of an individual encroachment permit.

NUMBER, TYPE, AND SIZE OF SIGNS

Each business whose entry door is located in building frontage is permitted one wall or window sign.

A business whose entry is located within an internal mall or corridor may utilize a nameplate incorporated in a wall sign for the entire building.

Size of wall or window sign	
Linear feet (l.f.) of building frontage	Square feet of Signage
Less than 9	Maximum of 9
10 - 19	1 per l.f.
20 - 39	0.75 per l.f.
40 - 59	0.5 per l.f.
Greater than 60	Maximum of 50

The length of a wall sign may not exceed 75% of the shop's frontage. The total of all window signage may not cover more than 25% of the window.

Wall signs shall be designed and installed with minimal space between the planes of the wall and of the sign.

Businesses with frontage on more than one street and/or public parking lot may place a wall or window sign on each frontage, with subsequent signs to be no larger than half the size specified for the first sign and subject to the other requirements of the first sign.

To facilitate pedestrian sidewalk access, businesses with a canopied frontage may utilize an under-canopy sign not to exceed 3 sq. ft. in size and with a pedestrian clearance of 8 ft., in addition to the permitted wall or window sign. Businesses without a canopy may utilize a projecting sign of the same size and clearance for this purpose. As an option, the Historic District Commission may approve an increase in the size of the under-canopy sign in exchange for a reduction in size of the wall or window sign.

City-sponsored civic and other governmental signs are subject to review by the Historic District Commission. A Uniform Signage Program is desirable.

Non-exempt directional signs require Historic District Commission approval of a Sign Permit.

EXEMPT SIGNS

Signs exempt in FMC 17.59 are exempt in this Subarea except as follows:

On-site directional signs are not exempt unless 2 sq. ft. or smaller and, if freestanding, no higher than 2 ft., including base.

Exempt real-estate signs do not require a setback from public right-of-way.

Time and temperature signs are exempt only if their design is historically appropriate, i.e. a clock and thermometer, rather than a digital screen.

Window or door signs 1 sq. ft. in size or larger and under-canopy signs are not exempt. Window or door signs smaller than 1 sq. ft. are exempt but subject to the overall requirement regarding window coverage.

Temporary community activity signs are to be approved by the Planning, Inspections and Permitting Director, and in consultation with the Sutter Street Merchants Association. The approval may be made on an annual basis.

PROHIBITED SIGNS

Besides signs prohibited in FMC 17.59, the following signs are prohibited in this Subarea:

- * Neon
- * Internally illuminated
- * Backlit canopies
- * Corporate flags

FREESTANDING SIGNS

Because most buildings are located immediately adjacent to the public right-of-way, the building itself and its wall signage serve the same purpose as freestanding signage. Therefore freestanding signs are generally not to be permitted by the Historic District Commission. Use of freestanding signs is limited to City-sponsored civic signs, governmental signs, directional signs, and on-site signs for buildings whose location, use, or design, in the opinion of the Historic District Commission, renders use of wall signage alone ineffective. The Historic District Commission may require a reduction in the amount of wall signage otherwise allowed in exchange for the use of a freestanding sign.

Portable signs and/or other signs in the public right-of-way may occasionally be approved by the Historic District Commission for businesses which cannot otherwise be adequately identified and located by patrons. Although the City has no obligation to transform an out-of-the-way location into a premium one, it can be beneficial to accommodate some requests. However, since placement of a portable sign on a sidewalk or other right-of-way involves the City's acceptance of some degree of liability and sign clutter, approvals should be sparingly granted and should be reviewed annually to determine whether circumstances continue to warrant their use. Approved portable signs in existence on the effectiveness date of Ordinance No. 890 will become subject to the annual reviews, and the potential requirement to remove, one year after the effectiveness date of Ordinance No. 890.

BUILDINGS WITH MULTIPLE TENANTS

The owner of a building with multiple tenants who have entry doors in building frontage is required to submit a Uniform Signage Program for Historic District Commission approval. Tenants with entry doors are allowed one wall or window sign, and space may be allotted for a minimum number of tenant identification signs on any freestanding sign which may be approved. In approving a USP, the Historic District Commission shall require both consistency and variety in the signage, in order to maintain continuity of the building as a whole while allowing for the individuality of each business. The USP may include a directory sign to assist pedestrians in locating the businesses. After a USP is approved, tenant Sign Permits are reviewed and approved by the Planning, Inspections and Permitting Director rather than the Historic District Commission for consistency with the USP.

The owner of a building with multiple tenants whose entry doors front on a mall or corridor may apply to the Historic District Commission for a joint-use wall sign which identifies the building and provides nameplate space for some or all of the tenants. Sign size is 0.5 sq. ft. of signage for each lineal foot of building frontage, up to a maximum of 50 sq. ft.

A building with multiple tenants, some of whom have entry doors in building frontage and some in malls or corridors, is required to have a USP as required for a building with multiple tenants with entry doors in building frontage. The USP may include a wall sign with nameplates for businesses with internal access.

**Excerpted from the
City Of Folsom
Historic District
Design & Development
Guidelines
Appendix D**

B.15 Signs

a. Intent

To allow signage design that is consistent with the historic character of the Historic District.

To encourage graphic design that attracts business and contributes to the quality of the historic commercial environment.

To ensure that sign lighting is unobtrusive, yet adequate to provide illumination for the sign.

To ensure that future signage is consistent with the design concept of a building.

To ensure that directional signs are designed to be unobtrusive yet accessible.

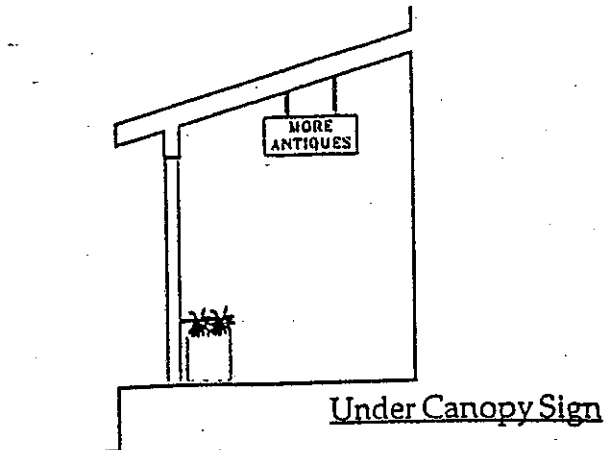
b. Sign types

For specific regulations regarding signage, refer to Folsom Municipal Code Chapters 17.52 and 17.59 and the Historic District Design and Development Guidelines.

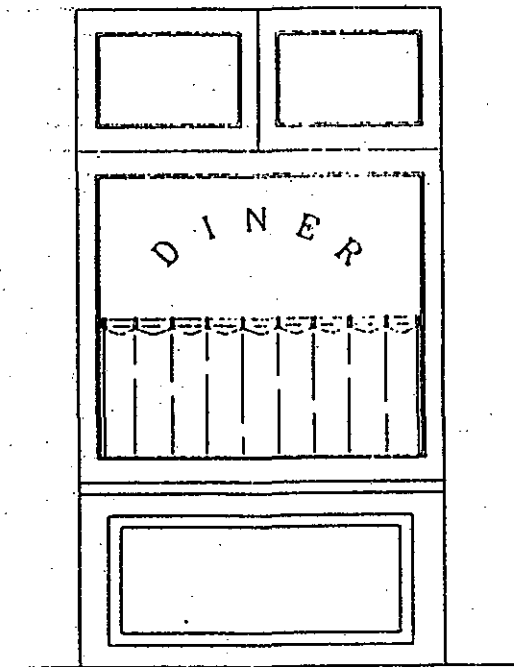
On-site projecting signs in Sutter Street Subarea. Traditional symbolic, three-dimensional signs (such as a barber pole) are encouraged. A business name, logo or symbol may be used as a projecting sign. When designing new signs or restoring existing projecting signs, lettering styles, colors and materials must be consistent with the historic prototypes existing in the Historic District.

Canvas awning signs. A business name or logo and address number applied to an awning valance or canopy fascia is allowed. Lettering style should be appropriate to the building design and era of construction. Lettering may be painted or applied to fabric awnings. Backlit vinyl awnings are inappropriate.

Under-canopy signs. A business name or logo may be applied to a small, pedestrian scaled sign attached to the underside of a canopy or awning over the sidewalk space.



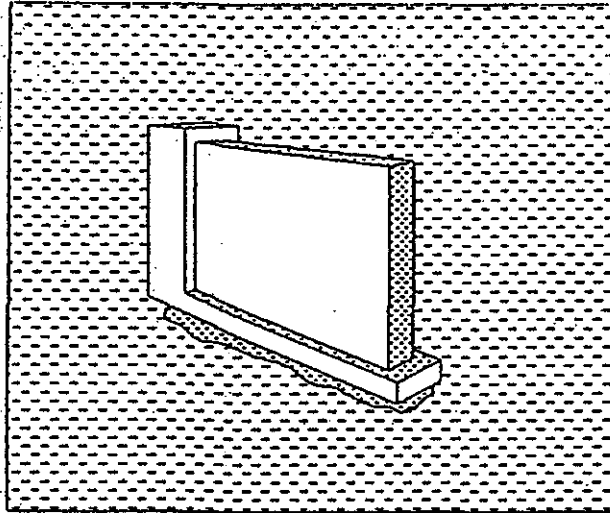
Window signs. A business name or logo and address number may be permanently applied or lettered directly onto window glass or glass in doors or may be placed in the window. Sign materials and lettering style must be appropriate to the historic context. Painted lettering or wooden signs are acceptable. The aggregate of all window signage, including charge card, open/closed, hours of operation, and the like, is limited to a maximum coverage of 25% of the total storefront window display area.



Window Signs

Pennants and banners. Pennants and banners are only allowed for the display of intermittent and temporary promotions or as part of a merchant association promotional program. The uses of pennants or banners must be given careful consideration.

Directional signs. Small freestanding signs located in landscaped areas or wall mounted signs are acceptable for directional signage. The sign shall not obscure sight lines for safe automobile circulation.



Directional & Freestanding Sign

"Historic-sign" wall graphics. "Historic sign wall graphics" that display the symbol, logo, slogan, or trademark of national brands that do not comprise the bulk of the business transacted on the premises may be allowed if they are executed in a graphic style (i.e., lettering, colors, and illustration) appropriate to the traditions of the Historic District (for example: an appropriate era "Coca-Cola" sign, or a wall mural for locally grown produce may be appropriate). "Historic sign wall graphics" shall be considered as signage. The Historic District Commission may allow an "historic sign wall graphic" in addition to the allowable sign area if it is of benefit to the District as well as the individual business, by reason of its historicity or artistic value.

c. *Sign characteristics*

Materials. Materials may be wood, metal, or other historically appropriate combinations of materials. The sign may be externally lighted. No internally illuminated plastic letters or cabinet signs are allowed. The most appropriate material for signs in the Sutter Street Subarea is wood.

Size. Refer to Folsom Municipal Code Chapters 17.52 and 17.59 and the Historic District Design and Development Guidelines.

Style. Graphic imagery (i.e., logos, lettering style, colors, product illustrations or cartoons, etc.) shall be compatible with the period in which the building was built. Simple contemporary graphic styles may also be appropriate as well as period revival styles of text. Simple graphic imagery and minimal text is encouraged. See Section B.14.d for appropriate and inappropriate lettering styles.

Illumination. Sign lighting must be subdued and indirect and may not create excessive glare. Flood lamps, if used to illuminate sign surfaces, must be concealed. Under canopy signs should be illuminated with shielded fixtures.

Inappropriate signs. Plastic or internally illuminated letters, or back lit cabinet signs are not allowed. In the Sutter Street Subarea, neon and blinking lights are not allowed. Also signage on the sidewalk canopies is not allowed.

Signage program. All multi-tenant projects must develop a Uniform Sign Program that defines guidelines for existing and future tenants. The sign program shall consist of a drawing showing the placement of all signs, a prototypical sign of each proposed size, the color scheme, lighting, and allowable typefaces and graphics. It is helpful if the signage program becomes a part of the leasing documentation for the building.

d. Lettering

Appropriate Lettering Styles. Contemporary type styles as well as historic lettering may be appropriate. If historic lettering styles are to be used, they must be appropriate to the history of Folsom and the historic era of the Folsom Municipal Code Chapter 17.52 and the Historic District Design and Development Guidelines. Classical lettering styles are elegant and have endured over time. Typefaces such as the ones illustrated here may be successfully incorporated in a variety of forms including italics, outline lettering or bold extended styles.

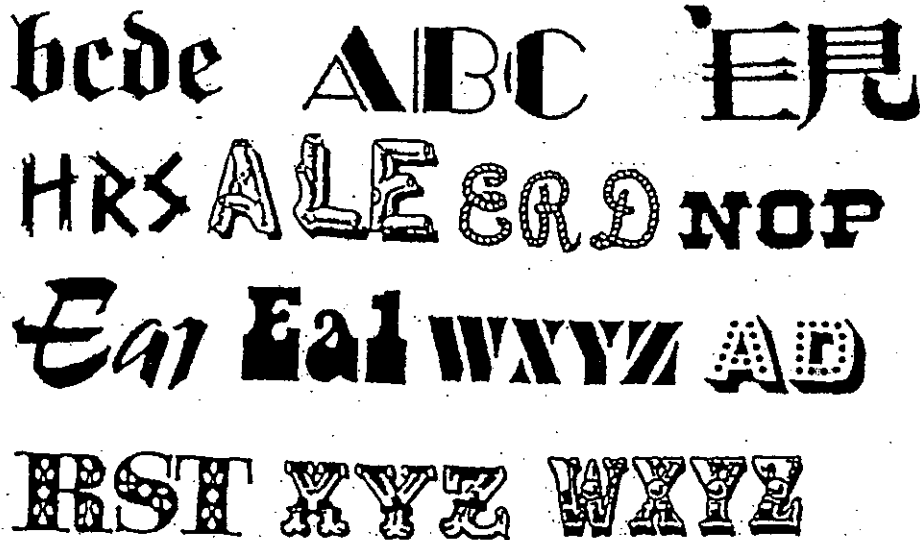
Simple contemporary styles such as Helvetica are neutral and unobtrusive, and can be used appropriately in the historic context.

XYZ **EEG** ABCD

ABC ABCD BCD

Appropriate Lettering Styles

Inappropriate Lettering Styles. The type styles in the first line are examples that allude to inappropriate historic eras or have foreign connotations that are inconsistent with the Historic District.



Inappropriate Lettering Styles

Novelty type styles such as these in the second line tend toward kitsch, and while they may be fun at theme parks they are inappropriate for a downtown business district.

Other typefaces such as those illustrated in the third line are too highly stylized and are difficult to read.

The fourth line illustrates a variety of styles that look like they might be acceptable; however, these styles are inappropriate in the same way that the styles in group two are undesirable. They are exaggerated and overly ornate. This sort of "instant antique" look, as well as the novelty "western" styles are cliché.

B.16 Lighting

a. *Intent*

To ensure that functional lighting provides adequate lighting levels for pedestrian safety under covered walkways, up stairs, etc.

To ensure lighting is discreet and unobtrusive.