

**Excerpt from the Folsom Municipal Code relating to signs in the Sutter Street subarea of the Folsom Historic District**

**17.52.510 Sutter Street subarea special use and design standards.**

**E. Signs.**

1. Each business whose entry door is located in the building frontage is permitted 1 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 the wall sign may not exceed 75 percent of the shop's frontage. The total of all window signage may not cover more than 25 percent 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 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 the 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 small than 1 square foot are exempt but subject to the overall requirement regarding window coverage
4. In addition to those signs prohibited in Chapter 17.9, 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.

## **Excerpts from the City of Folsom Historic District Design and Development Guidelines**

### **Signs – 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.

### **Signs – 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 a 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-glow 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 “extreme” design.

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

All signs, whether exempt or requiring a 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 the 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.