

ZONING

170 Attachment 19

City of Dover

Sign Diagrams
Part I

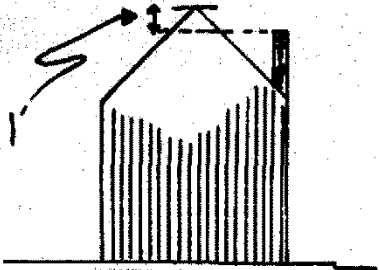


Figure 1

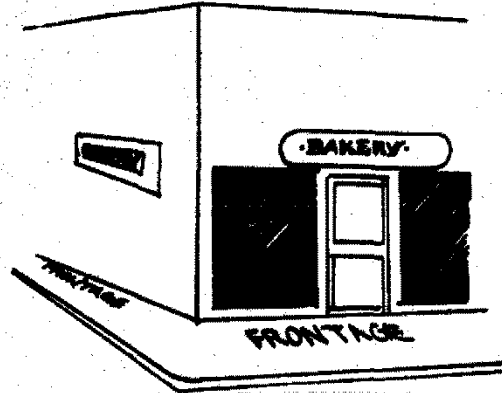


Figure 3

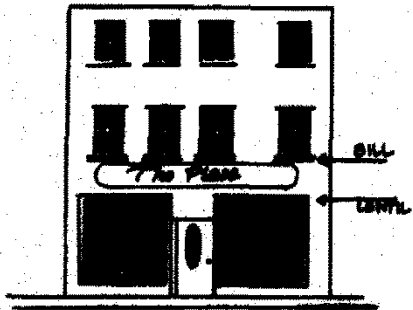


Figure 2

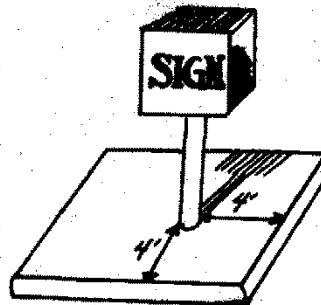
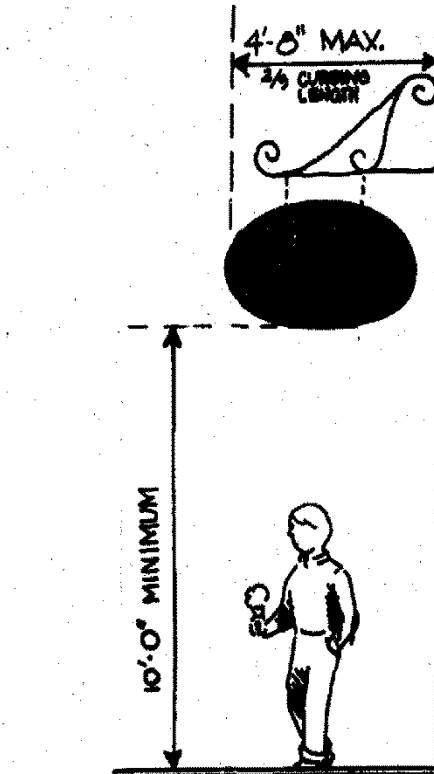


Figure 4



·HANGING SIGN·

Figure 5

DOVER CODE

City of Dover

Sign Diagrams
Part II

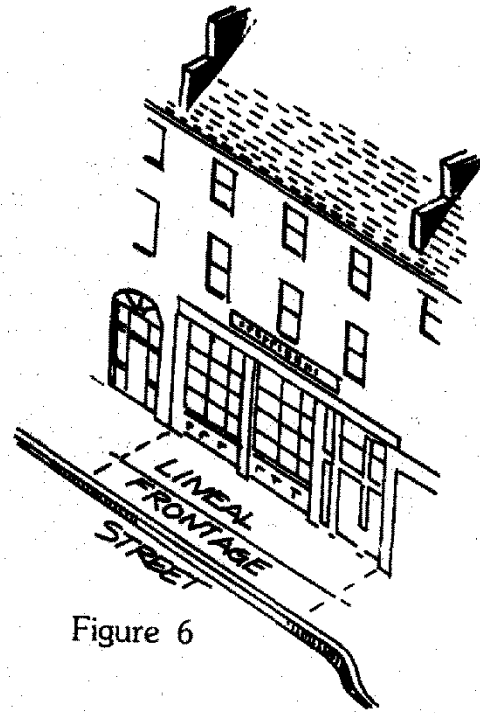


Figure 6

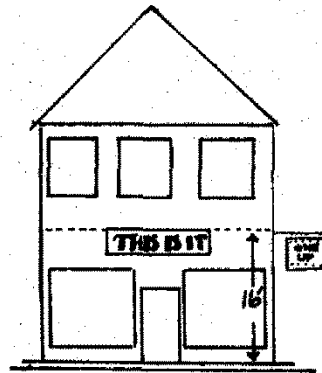
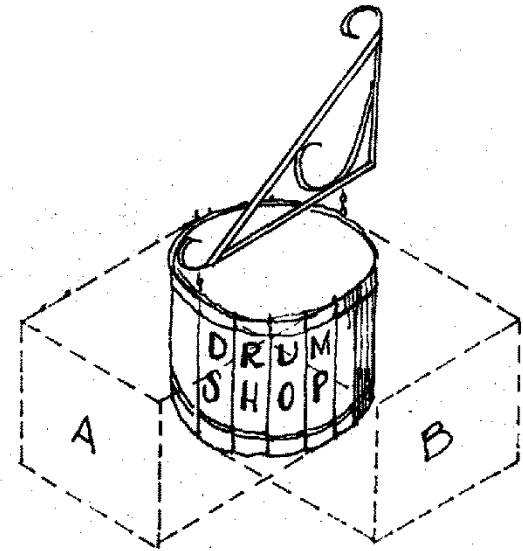


Figure 7



$$\text{SIGN AREA} = \frac{A+B}{2}$$

Figure 8



SIGN AREA

Figure 9

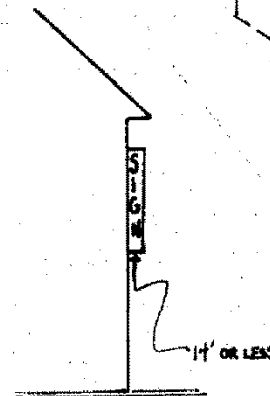


Figure 10

ZONING

City of Dover

Sign Diagrams Part III

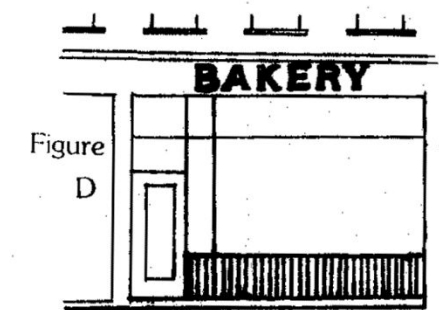
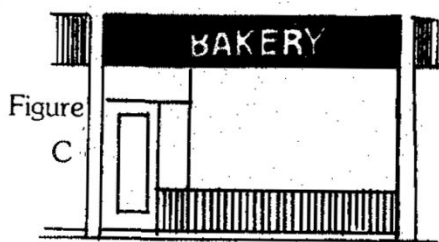
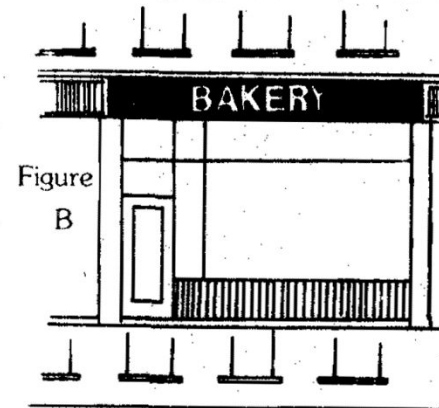
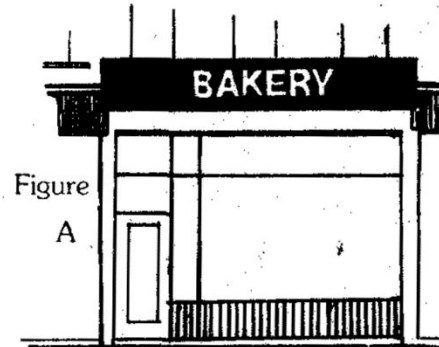
In Figure A, the sign above the shop front has been placed as high as it would be allowed in this particular instance: just below the sills of the second story windows. It is also as wide as is allowed: the full width of the building's sign frontage. The result is a jarring relationship between the sign and the building's facade. Nothing on the sign seems to line up with anything that is part of the building itself: the window sills appear to rest on top of the sign, the lintel (the horizontal beam over the shop front) is partly covered. The total effect is one of everything being slightly off balance.

Figures B, C and D, on the other hand, show three (3) different ways in which the same sign idea can be made to relate successfully to the rest of the building.

In Figure B, the sign becomes part of the architecture of the building by being lowered and reduced slightly in depth so it appears as a facing to the lintel, which was half covered in Figure A. This is a good solution if there is enough depth to the lintel to permit the use of legible-size letters.

Another approach, where the lintel is quite shallow, is shown in Figure C. Here the sign is integrated with the shop front by being enclosed within the frame of the building, which is outlined by the side walls and the lintel itself. This solution is particularly effective where the frame of the shop front is relatively high and may allow the use of a deeper sign than that shown in Figure B. Being placed lower, the sign may also be more legible from the street.

In Figure D, the sign is in the form of applied or painted letters, with the building lintel itself as the background. If carefully designed and executed, this treatment not only respects the building but enhances it; unlike signs mounted on boards, the open letters do not totally obscure any part of the building, and they cause the least interruption to the continuity of the building's architecture, which can be seen through and around the letters. The individually attached letters also give a sense of permanence to the business they advertise.



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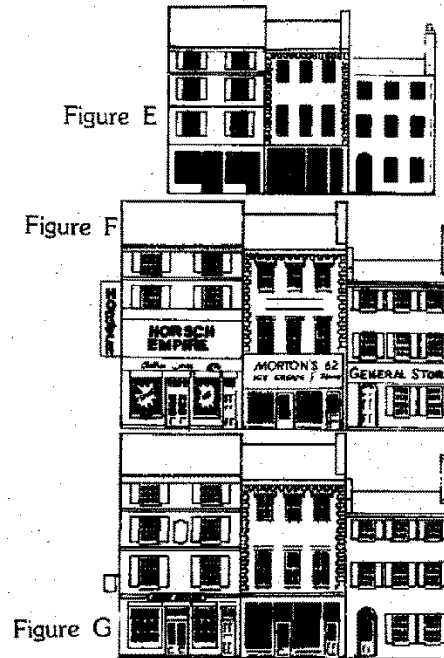
Sign Diagrams

Part IV

Figure E shows the basic framework or pattern of the buildings that form the street front as they were originally conceived in terms of solid and void, or wall and hole. Despite the fact that the window and door holes of the different buildings do not line up exactly, which provides variety and adds to the interest of the street, there is quite a strong feeling of continuity and unity in the row of structures since they all have the same basic elements.

Figure F, shows how the even rhythm of these basic elements (the shop front holes and the windows in the lower floors of the buildings) can be almost completely obliterated by the jumble of shop signs of widely varying shapes, sizes and heights.

In Figure G, the basic pattern of the street front has been retained by the simple fact that the shop fronts and their signs have stayed within the frames provided by the buildings. (The one exception is the sign on the right, because it is composed of individual letters applied directly to the buildings itself.) Three (3) of the shop fronts, quite different in the character of their signs and entrances, are now seen to form the ground floor of the same building, the sort of thing that helps create a feeling of continuity along the street.



It should be noted that the marked improvement to the street front shown in Figure G has been achieved without any sacrifice in the effectiveness of individual signs. Although the signs are smaller in size, they are actually easier to read because they are of cleaner and simpler design. This emphasizes another important point: Legibility and effectiveness do not depend on size alone, but also on design.