

# Downtown Prescott & RiverWalk District Sign Design Guidelines



PRESCOTT  
EST 1784  
THE FORT TOWN

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## 1.0 Introduction

### 1.1. Intent

Prescott's **Downtown & RiverWalk District Sign Design Guidelines** are a tool businesses can use to inform the design of meaningful, high quality signage that positively contributes to Prescott's visual landscape and placemaking efforts. Signs located within the Downtown Core/RiverWalk District zoning area must comply with the Downtown Sign Design Guidelines and Sign By-Law #16-2019. The Downtown Sign Guidelines shall take precedence over the Sign By-Law in cases where discrepancies exist between provisions. In Sign design guideline compliance will be measured against the Sign Design Guidelines Checklist, attached as Appendix 4.

Signs that identify particular establishments are an important design element because they give character to public places and contribute to pedestrian scale and ambiance. Signs should be used together with other elements such as hanging baskets, flags, awnings and overhangs to suggest an overhead enclosure that emphasizes the visibility of storefronts at the pedestrian level. For this purpose, sign design should meet the following general guidelines.

### 1.2. General Sign Design Guidelines

- 1.2.1 Provide signage that is clear, understandable, and attractive.
- 1.2.2 Develop signage that is appropriately scaled and enhances neighborhood character.
- 1.2.3 Signage should reflect the character of the environment in material, form and use.
- 1.2.4 Signage design should be well integrated and complimentary to the overall building design and aesthetic.
- 1.2.5 Sign lettering, materials, graphics and colours should be selected to promote the heritage character of the district and complement existing signage.
- 1.2.6 Signage form and quality should relate directly to its purpose, context and location.
- 1.2.7 Signage should inform in a manner and style that creates an environment with character, colour and interest.
- 1.2.8 Signs shall be positioned so as to complement, not obscure any architectural details.
- 1.2.9 Signs shall be subordinate to and integrate with the overall design of the facade.
- 1.2.10 Signage should not obstruct natural features or views.
- 1.2.11 Signs shall be located and designed to avoid conflicts with streetscape elements.
- 1.2.12 Signs shall incorporate high-quality durable materials appropriate for urban settings that will maintain their quality over time.
- 1.2.13 Uncoordinated signage can detract from building design and create a negative impression of Prescott.
- 1.2.14 In cases of multi-tenant buildings, individual tenant signs should be compatible with each other.
- 1.2.15 All signs must be designed by a graphic designer, artist or a professional sign company. Accommodation will be made for signs made by local artists, that maintain compliance with applicable sign by-law and design guidelines.

When visitors and residents travel in Prescott, they notice that signage is a major visual

element of our commercial areas. High quality signs that are appropriately scaled positively contribute to a community's visual appeal and peoples overall experience. Signage made of poor quality materials and signage that is crowded or noisy can take away from peoples overall experience and perception of Prescott. Because of this the Town of Prescott encourages property owners to display high quality signs that positively contribute to the overall aesthetics of the community.

### **1.3. Interpretation**

It is intended that these signage design guidelines will help business owners, property owners, and sign manufacturers plan and design signage that is desirable and appropriate for Prescott's historic downtown, both historic and non-historic buildings.

There are two sets of design guidelines:

- a) General design guidelines addressing each of the signage elements that relate to all types of downtown signs, including orientation & placement, scale & shape, materials, colours, content, graphics/lettering, lighting, and mounting.
- b) Specific design guidelines for each of the appropriate downtown sign types, including awning/ canopy signs, fascia and wall signs, ground signs, projecting signs, portable/sandwich board signs, window signs, building directory signs, and historic signs, wall murals & ghost signs.

## **2.0 Area Guidelines**

Signage should reflect Prescott's unique community character.

The varied traditions and socio-economic fabric that shaped our community has resulted in the evolution of distinct and unique commercial districts. These areas include the pedestrian oriented Downtown/RiverWalk District, and the vehicular oriented Uptown District commercial area. The unique character of these commercial areas creates different needs regarding signage.

The individual sign districts have been established to ensure the type, size, location, and number of signs permitted is appropriate to the surroundings and there is consistency within each commercial area. The signage guidelines outlined herein apply to all business and non/profit establishments located within the Downtown/RiverWalk District commercial zoning area. The Sign By-Law contains additional sign guidelines applicable to the Downtown area, in addition to those outlined herein. Signage guidelines applicable to the Uptown commercial area are outlined solely within the Sign By-Law 16-2019.

The intention of Downtown/RiverWalk sign district is to provide small scale, pedestrian oriented signage that helps to create a unique sense of place.

## **3.0 Sign Permit Process**

All new and altered signs require the business and property owner to submit a sign permit application to the Town's Building & By-Law Department. Two sign permit applications are available: permanent sign permits and temporary sign permits. Permanent sign permits are for building signage, whereas temporary sign permits are for signs that advertise business promotions and events. Prescott's Sign Design Guidelines only apply to permanent signs.



## Sign permit application process:

- 3.1 Review Prescott's Downtown & RiverWalk District Sign Design Guidelines and Sign By-Law 16-2019 regulations, as part of decision-making about what type of sign(s) you would like that are appropriate for the downtown and your building type.
- 3.2 Determine if your building is a designated heritage or historically significant building.  
<https://www.prescott.ca/recreation-culture/history-heritage/>
- 3.3 Observe the types, placement, and designs of signs on surrounding buildings, particularly on your block.
- 3.4 Determine the type of sign that you would like to place on your building.
- 3.5 Obtain a preliminary sign design from a professional sign company/designer that includes a design mock-up with proposed sign materials, dimensions, colours (CMYK), lettering and lighting plans.
- 3.6 Provide your sign designer with copies of the Sign Design Guidelines & Sign By-Law 16-2019, to use as a guide when designing signage for your business location.
- 3.7 Complete and submit a Sign Permit Application with a copy of your proposed sign design for review/approval. Submit applications to the Building & By-Law Department. Community Improvement Plan (CIP) recipients must also submit a copy of the proposed sign design to the Economic Development Department for review/approval.  
<https://www.prescott.ca/media/zlspunp2/sign-application-fillable.pdf>

## 4.0 Sign Design Guidelines

### 4.1 Sign Location

- 4.1.1 Signs shall be positioned so as not to obscure any architectural details.
- 4.1.2 Signs must not arbitrarily overlap window openings, columns or other architectural features and should be positioned within building features.
- 4.1.3 Shop windows should function as windows, not as backings for signs.

### 4.2 Shape

- 4.2.1 A variety of sign shapes are encouraged to enhance visual interest that convey their message clearly.
- 4.2.2 Signs with three dimensional qualities and relief are required.
- 4.2.3 Symbols are easily read and enhance the pedestrian quality of the downtown.
- 4.2.4 Signs should be framed with decorative moulding/trim in a contrasting colour.

### 4.3 Materials

- 4.3.1 Materials should be durable, easy to maintain, compatible with building finishes and not temporary or of low quality.
- 4.3.2 Internally glowing or highly reflective materials are not permitted.
- 4.3.3 Appropriate sign materials include: painted or carved wood; carved wooden letters; epoxy letters; galvanized sheet metal; slate, marble, or sandstone; gold leaf; gilt, painted, stained, or sandblasted glass; clear and colored acrylic; or stained glass.
- 4.3.4 Inappropriate sign materials include: plastic (all types), fiberglass, styrofoam, plywood, particle board, coroplast or other similar type products are not permitted, as they create a look that is more evocative of the Uptown vs Downtown business

district.

- 4.3.5 Signage with a crafted appearance is preferred.
- 4.3.6 In cases of multi-tenant buildings, materials of individual tenant signs should be compatible with each other where possible.
- 4.3.7 Protection measures such as UV rated materials to prevent fading/peeling and general wear should be incorporated into signs wherever possible.

#### **4.4 Mounting**

- 4.4.1 Mounting styles and techniques should reflect or complement the architecture of the storefront.
- 4.4.2 Permitted mounting styles include Direct & Backer Mount.
- 4.4.3 Prohibited mounting styles include Raceway Mount.
- 4.4.4 Existing lightbox sign frames cannot be used as a frame for replacement signage and must be removed prior to installation of replacement signage.
- 4.4.5 All fastening hardware and brackets should blend with the sign materials and colour.
- 4.4.6 Metal brackets for sign support are encouraged and may have their own ornamentation. All brackets must be strong enough to support the sign without deformation.
- 4.4.7 Installation of a sign should avoid irreversible damage to a building façade, e.g., a sign should be mounted through the mortar joints rather than through the historic masonry itself.

#### **4.5 Content**

- 4.5.1 Silhouette images and symbols that convey information without words are encouraged because they create visual interest and are useful for those visitors not fluent in English.
- 4.5.2 The use of non-logo symbols that do not convey information about the product or service provided is not permitted.
- 4.5.3 Minimize visual clutter and avoid displaying too much information on the sign, such as lists of products/services, slogans, etc.
- 4.5.4 Signs should only advertise the businesses within.

#### **4.6 Graphics & Lettering**

- 4.6.1 Sign lettering consisting of three-dimensional letters shall be integrated into all awning/canopy, fascia, and ground signs.
  - If letters are to be flush mounted, the letter depth needs to be a minimum of 3/4 inch.
  - If letters are projecting/stud mounted, the letter depth needs to be a minimum of 1/2 inch. Letter standoffs shall project a minimum of 1 ½ inches from mounting surface.
- 4.6.2 The maximum height of fascia sign letters shall be 18 inches.
- 4.6.3 The maximum width of fascia sign letters shall be 12 inches.
- 4.6.4 The maximum fascia sign letter stroke shall be 4 inches.
- 4.6.5 The maximum depth (return) of fascia sign letters shall be 2.5 inches.
- 4.6.6 Sign boxes, Channel & Flat Cut Lettering & Vinyl Graphics are not permitted.
- 4.6.7 Lettering should be sufficient size and style to be easily read but not dominate the symbols and graphics on the sign.

- a. Overly ornate trendy typefaces should be avoided due to potential visibility issues.
  - b. Recommended font typefaces include serif, san serif, and bold script.
- 4.6.8 Sign letterforms should occupy no more than 60% of the total sign panel.
- 4.6.9 Not more than two typeface styles should be used on a single sign.
- 4.6.10 Numbers should be displayed in Arabic numerals.
- 4.6.11 Awnings, signs and sign supports must be in colours compatible with building colours while striving for diversity among adjacent signage.
- 4.6.12 An effective, contrasting colour scheme will increase visibility of signs.

## **4.7 Colours**

- 4.7.1 Sign colours should adhere to the Downtown Exterior Colour Palette where possible, included as Appendix 3. The Town recognizes the importance of brand identity and will review/approve proposed sign colours on a case-by-case basis, where branding colours differ greatly from the Exterior Colour Guidelines.
- 4.7.2 Sign colours should complement those of the building's façade. For multi-tenant buildings, sign colours of individual tenant signs should be compatible with each other.
- 4.7.3 The number of colours used on a sign should generally be limited to no more than three; competition between too many colours often results in decreased legibility.
- 4.7.4 In general, subdued and darker colours are the most appropriate for signs while bright or primary colours should be limited to accent areas.
- 4.7.5 Mounting brackets for projecting and hanging signs should be darker colors and authentic to the material used to construct them.

## **4.8 Lighting**

- 4.8.1 Sign lighting shall be integrated into the design of all awning/canopy, fascia, and ground signs.
- 4.8.2 Permitted sign lighting styles include:
- Indirect back lit/halo lighting
  - Lighting arms that provide direct lighting
  - Lighting integrated into an architectural feature
- 4.8.3 Prohibited sign lighting styles include:
- Front/Face Lit Channel Letter Signs
  - Lightbox/Cabinet Signs
- 4.8.4 If lighting is proposed, it should complement the architectural elements of the building and be directed only at the sign to minimize light trespass.
- 4.8.5 The light level should not overpower the façade or other signs on the street or serve as a distraction to pedestrian or vehicular traffic.
- 4.8.6 The light source should be shielded from pedestrian view.
- 4.8.7 Neon signs are permitted on a case-by-case basis.
- Exterior-mounted and inside window mounted neon signs can be used.
  - Interior neon signs are not permitted if visible from the exterior.
  - Neon window signs should not take up more than 25 percent of the window area.



- Neon is acceptable, though restricted in size, if it does not obscure architectural detail or overly illuminate display windows.
- Prefabricated window signs, such as “open” signs, are not permitted.
- Neon signs should be custom designed, using no more than two or three colours.

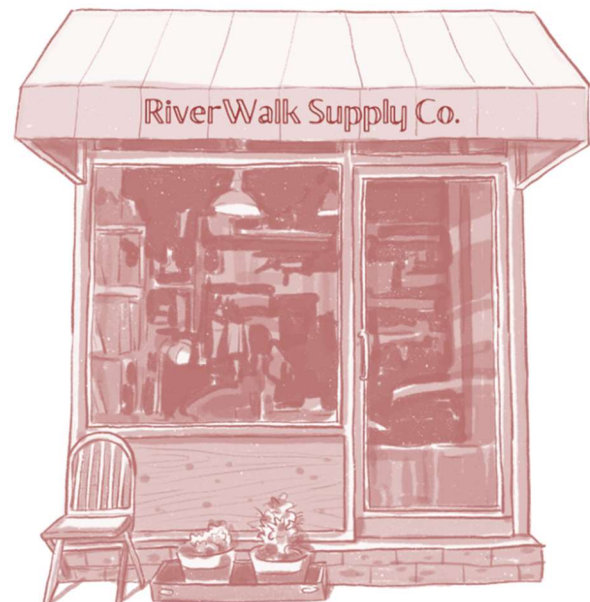
4.8.8 Flashing signs are not permitted.

## 5.0 Permitted Sign Types & Design Standards

The following provides downtown specific sign type and design guidelines. Refer to the sign by-law for additional sign design specifications. Refer to Appendix 2 for examples of approved sign designs.

### 5.1 Awning & Canopy Signs

- 5.1.1 Awning signs are affixed to a fabric or metal surface supported by a metal frame fastened to the front of a building.
- 5.1.2 Canopy signs are a building-mounted sign that serves as a marquee.
- 5.1.3 Awnings should be coordinated with the buildings architecture, made of durable materials, complement the buildings colour scheme and be an appropriate scale.
- 5.1.4 Awnings should be used to add visual interest to a building, provide shade, and add variety to the streetscape. They should be positioned to emphasize special shapes or details of the façade, to draw attention to the shop entrances or to emphasize a display window.
- 5.1.5 Awning & Canopy signs should be integral to the awning/canopy and use complementary colours, design and copy.
- 5.1.6 Awning & Canopy signs may be illustrated with letters or symbols.
- 5.1.7 Refer to section 4.6 Graphics & Lettering for awning sign lettering specifications.
- 5.1.8 Awning signs are required to be lit with external lights. Refer to section 4.8 Lighting for specifications.
- 5.1.9 In most cases, only one awning sign is allowed per building.
- 5.1.10 Signs shall be a minimum of 2.5 metres (8.2') above the finished sidewalk or grade.
- 5.1.11 Awning signs must not project more than



**Awning Sign**



**Canopy Sign**

1.5 metres from the wall of any building to which the sign is attached.

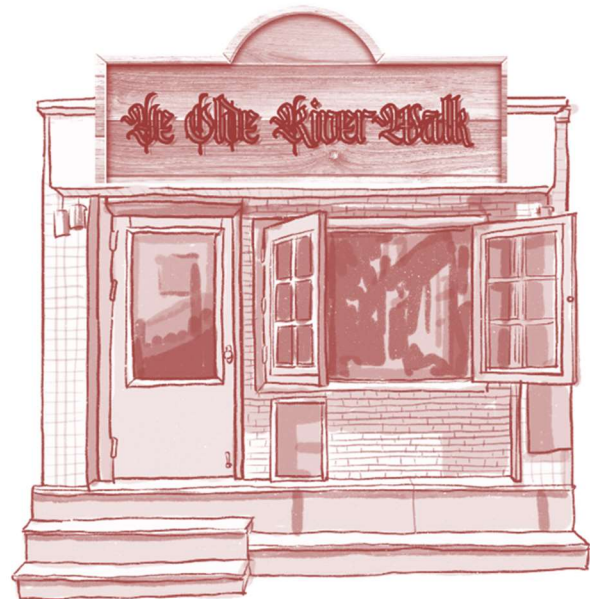
- 5.1.12 Canopy signs shall not exceed 4 sq. metres (43.06 sq. feet).
- 5.1.13 Awning signs in the downtown can be attached to flexible material awnings or fixed marquees or canopies that project from the building.
- 5.1.14 No Awning or Canopy sign shall extend beyond the limits of the awning/canopy fascia.
- 5.1.15 Canopy signs shall only be located on the storey having direct access to a street.
- 5.1.16 The centre point of awning/canopy signs shall be located at the centre of the business frontage.
- 5.1.17 Awning signs shall be attached to and parallel with the main wall of the building or window frame.

## 5.2 Fascia Signs

- 5.2.1 Fascia signs attach to the front façade of a building above the storefront entrance.
- 5.2.2 Fascia signs are required for all downtown business/non-profit establishments.
- 5.2.3 Window signage is not an acceptable substitution for fascia signage.
- 5.2.4 Refer to section 4.6 Graphics & Lettering for fascia sign lettering specifications.
- 5.2.5 Fascia signs are required to be lit with external lights. Refer to section 4.8 Lighting for specifications.
- 5.2.6 Signs should not exceed a width of eighty percent (80%) or be less than a width of fifty percent (50%) of the business frontage and a height of 1.0 metres.
  - 5.2.1 The sign shall not extend by more than 10 inches from the face of the building.
  - 5.2.2 Signs shall be a minimum of 2.5 metres (8.2') above the finished sidewalk or grade.
  - 5.2.3 The sign shall be located at upper limit of sign roof line of a single storey building or floor level of the second storey on a multi storey building.
  - 5.2.4 Where more than one business occupies the same building, only one fascia sign is allowed for each storefront business occupancy.
  - 5.2.5 The centre point of fascia signs shall be located at the centre of the business frontage.
  - 5.2.6 Fascia signs shall be attached to and parallel with the main wall of the building.
  - 5.2.7 Fascia signs may be erected or displayed on



**Fascia Sign**



**Fascia Sign**

each side building façade that is clearly visible from a street, private thoroughfare, or sidewalk, walkway, or trail.

- 5.2.8 A maximum of two fascia signs is permitted per business provided both signs are not located on the same façade.

### 5.3 Projecting Signs & Banners

- 5.3.1 Projecting signs are attached to, and extending outward from, a building's face.
- 5.3.2 Projecting signs should be oriented for pedestrian traffic.
- 5.3.3 Be complementary to building materials and colours.
- 5.3.4 Symbolic signs are encouraged.
- 5.3.5 Projecting signs and banners may take on their own special shape or create their own symbol within the overall façade design.
- 5.3.6 Colourful with three-dimensional relief.
- 5.3.7 A sign's visual appeal can be lessened by utilitarian pipe brackets and posts, poor mounting, and other inappropriate design choices.



**Projecting Sign & Banner**

- 5.3.8 Standardized signage can detract from the individuality of each storefront.
- 5.3.9 Should be mounted over or near the main entrance.
- 5.3.10 Banners must be secured to buildings with top and bottom brackets to reduce movement during windy conditions.
- 5.3.11 Portable flying/feather banners are only permitted in locations where there isn't a zero setback.
- 5.3.12 Projecting signs should be positioned along the first-floor level of the façade.
- 5.3.13 No projecting sign shall exceed 1 sq. metre (10.76 sq. feet) in area per sign face.
- 5.3.14 Signs must project a minimum of 15 inches up to a maximum of 1 metre beyond the surface of a building to which the sign is attached.
- 5.3.15 Signs shall be a minimum of 2.5 metres (8.2') above the finished sidewalk or grade.
- 5.3.16 No projecting sign shall be luminous in nature.
- 5.3.17 The sign shall not have more than two (2) faces.

### 5.4 Sandwich Board Signs

- 5.4.1 Sandwich Board signs are composed of two boards with a message or graphic on it, hinged along the top, creating a "sandwich" effect; set up next to a store advertising its goods.
- 5.4.2 Small sandwich board signs are encouraged.
- 5.4.3 Sandwich board sign faces must not exceed 3 feet in height by 2 feet in width.
- 5.4.4 Must not interfere with automobile sight lines.



- 5.4.5 Maintain an unobstructed pedestrian corridor between building frontages and sandwich boards.
- 5.4.6 Crafted appearance, three-dimensional features and decorative detailing is encouraged.



***Sandwich Board Sign***

- 5.4.7 They should be custom made and reflect the character of the business.
- 5.4.8 The sign shall not have more than two (2) faces.
- 5.4.9 The distance between portable signs shall not be less than 4.5 metres (14.76 feet).
- 5.4.10 Sandwich Board signs must be equipped with sufficient weights to prevent them from tipping or becoming a hazard during inclement weather.
- 5.4.11 Sandwich Board signs are permitted during periods when businesses are open to the public and must be removed following the closure of the business at the end of each day.

- 5.4.12 Sandwich Board signs are permitted at the place of business they're intended to advertise only.
- 5.4.13 Sandwich Board signs must be placed as close as possible to the exterior business façade to maintain a wide pedestrian corridor and minimize potential distractions to passing motorists.

## **5.5 Off-Site Signs**

- 5.5.1 Off-site signs direct attention to goods, products, services and/or events that are provided or occur at a different premises from those on which the sign is located.
- 5.5.2 Off-site signs are not permitted with the Downtown RiverWalk District.

## **5.6 Freestanding Signs**

- 5.6.1 Permitted in locations where there isn't a zero setback.
- 5.6.2 Signs should be scaled for pedestrians.
- 5.6.3 Final dimensions to be determined in accordance with property footprint in consultation with By-law Dept.
- 5.6.4 Freestanding signs should be mounted on a heavy timber frame, a heavy stone base or creatively use natural materials.
- 5.6.5 Signs should be constructed of wood, or brick and/or stone columns.
- 5.6.6 Decorative landscaping must surround freestanding signs.
- 5.6.7 No freestanding sign shall be erected where the distance between a structure and the street line is less than 4.5 metres (14.76').
- 5.6.8 Freestanding signs shall be set back a minimum of 2.0 metres (6.56') from all street lot lines.



***Freestanding Sign***

- 5.6.9 No freestanding sign shall exceed 1.5 metres in height or 1.5 metres in width.
- 5.6.10 No freestanding sign shall exceed 2.5 metres (8.2') in any dimensions of the sign face.
- 5.6.11 freestanding signs shall be setback a minimum of 1.5 metres (4.92') from any common lot boundary with an adjacent lot.
- 5.6.12 A freestanding sign including any part of its structure shall not be located closer than 1.0 metre (3.28') to any driveway.

## 5.7 Window Sign

- 5.7.1 Window signs should be positioned to allow passerby traffic an unobstructed view of window displays and/or the business interior.
- 5.7.2 Permitted types of window signs include window lettering painted or applied directly to the interior side of the glass and interior-hung signs.
- 5.7.3 Window signs should not occupy more than 25 percent of the glass area.
- 5.7.4 Window signage must remain current at all times; dated and/or out of season signs should be removed.
- 5.7.5 Windows should function as windows,



**Window Sign**

not as a backing for signs.

## 5.8 Building Directory

5.8.1 A directory sign will be permitted at first floor level, listing names of businesses not having direct access to a public way. The area of such sign shall not exceed 1.0 sq. metre (10.76'sq. feet).

- 5.8.2 Encouraged for multi-tenant buildings.
- 5.8.3 Building directories can be free-standing, wall or fascia signs.



**Building Directory Sign**

## 5.9 Interior Signs

- 5.9.1 Nothing herein shall be deemed to prevent the installation or display of any sign or advertising device wholly within the interior of a building, provided that it cannot be seen from the exterior of the building.
- 5.9.2 Sign guidelines outlined within are applicable to internal signs in cases where all or portions of the sign are visible from the exterior of the building.



**Interior Sign**

## 5.10 Soffit Signs

- 5.10.1 Soffit signs are supported by the underside of a projecting canopy or soffit.
- 5.10.2 Complementary to building materials and colours.
- 5.10.3 Soffit signs may take on their own special shape or create their own symbol within the overall façade design.

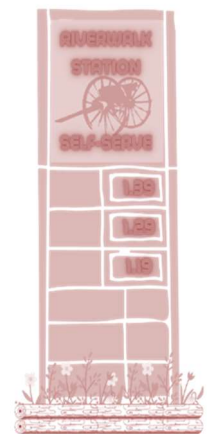


**Soffit Sign**

- 5.10.4 Should be colourful with three-dimensional relief.
- 5.10.5 No portion of any soffit sign shall be less than 2.5 metres (8.2') above the finished grade or floor level immediately below such sign.
- 5.10.6 No soffit sign shall be located above the first storey of any building.
- 5.10.7 No soffit sign shall be closer than 0.2 metre from the outer edge of the canopy upon which it is suspended.
- 5.10.8 No soffit sign shall have a vertical dimension greater than 0.5 metre (1.64') or have a horizon dimension greater than 2.0 metres (6.56').
- 5.10.9 No soffit sign shall exceed 1.0 sq. metre (10.76' sq. feet) in sign area.

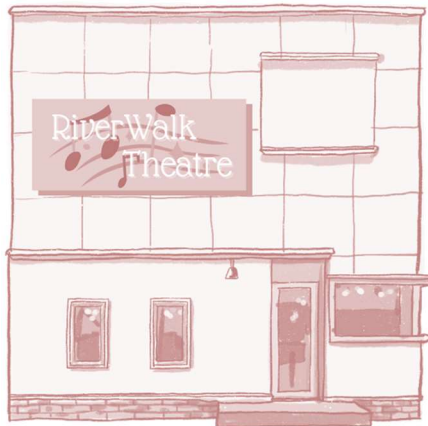
## 5.11 Ground/Pylon Signs

- 5.11.1 Ground/pylon signs are standalone in-ground or post mounted signs typically elevated in height/scale to provide greater visibility to pedestrian & vehicular traffic.
- 5.11.2 Refer to section 4.6 Graphics & Lettering for ground/pylon sign lettering specifications.
- 5.11.3 Ground/pylon signs are required to be lit with external lights. Refer to section 4.8 Lighting for specifications.
- 5.11.4 No Ground sign shall be erected where the distance between a structure and the street line is less than 4.5 metres (14.76').
- 5.11.5 Ground/pylon signs shall be set back a minimum of 2.0 metres (6.56') from all street lot lines.
- 5.11.6 No ground/pylon sign shall exceed 5.0 metres in height or 1.5 metres in width.
- 5.11.7 No ground/pylon sign shall exceed 2.5 metres (8.2') in any dimensions of the sign face.
- 5.11.8 Ground/pylon signs shall be setback a minimum of 1.5 metres (4.92') from any common lot boundary with an adjacent lot.
- 5.11.9 A ground/pylon sign including any part of its structure shall not be located closer than 1.0 metre (3.28') to any driveway.



**Ground/Pylon**





**Wall Sign**

## 5.12 Wall Signs

5.12.1 Wall signs are erected against the wall of any building, the display area of which is parallel to the face of and supported by such wall.

5.12.2 Wall signs are limited in size and defined as projecting less than 15 inches from the building.

5.12.3 The total area of a wall sign per business premises shall not exceed 15 sq. metres.

5.12.4 Signs shall be a minimum of 2.5 metres (8.2') above the finished sidewalk or grade.

5.12.5 No wall sign shall extend beyond the extremities of the wall to which it is attached.

5.12.6 No wall sign shall extend above the top of the roof surface.

5.12.7 Wall signs should be positioned within architectural features such as windows, above the transom, or flanking doorways.

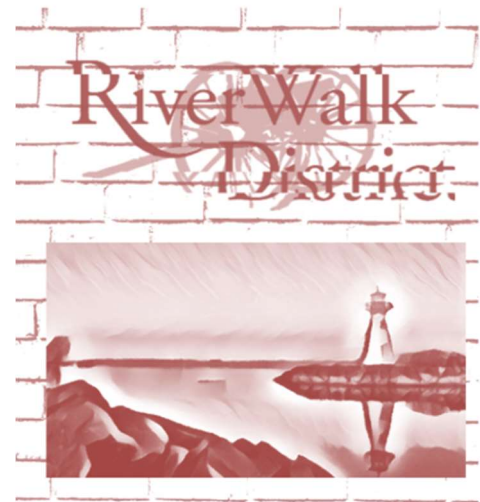
5.12.8 Wall mounted signs should align with others on a block to maintain established patterns.

## 5.13 Historic Signs, Wall Murals & Ghost Signs

5.13.1 Historic signs: These original signs should be restored and preserved when possible.

5.13.2 Wall murals: New murals that are done well can become sources of pride and are encouraged throughout the Downtown RiverWalk District.

5.13.3 Ghost signs: Located on the blank side walls of historic buildings, were used in the past as advertisement space. Whenever possible, these signs should either be preserved in their current state or restored to their original splendor.



**Ghost Sign & Wall Mural**

## 6.0 Limit on Number of Signs

6.1 A maximum of six (6) signs can be erected per business frontage.

6.2 One (1) fascia or awning sign per business frontage.

6.3 One (1) only of the following sign types per exterior wall per property/business frontage:

- a) Wall sign
- b) Canopy sign
- c) Soffit sign

6.4 One (1) Projecting sign per business frontage

6.5 One (1) Window sign per business frontage

6.6 One (1) Ground sign per business frontage

- 6.7 One (1) Portable sign per business frontage
- 6.8 One (1) Sandwich Board sign per business frontage
- 6.9 One (1) Freestanding sign per business frontage
- 6.10 One (1) Building Directory sign per property
- 6.11 Notwithstanding the above,
  - a) One (1) additional ground sign may be erected for a lot having a street frontage greater than 125 metres (410.1’).
  - b) Where a lot abuts two or more streets additional signage may be erected on the second street frontage provided that said street has a minimum frontage of 15.0 metres (49.21’)

## **7.0 Prohibited Sign Types**

Refer to Sign By-Law 16-2019 for prohibited sign types.

## **8.0 Sign Maintenance**

- 8.1 Every sign shall be kept in good repair and in a safe and secure condition so as not to endanger the safety of the public at any time.
- 8.2 The appearance of every sign shall be maintained in a neat condition, free from corrosion, loose paint, fading surfaces and broken parts.
- 8.3 It shall be the duty and responsibility of the owner or lessee of any sign to maintain the immediate premises occupied by the sign in a neat and tidy condition.

## APPENDIX 1 - DOWNTOWN / RIVERWALK AREA MAP





## APPENDIX 2 – DOWNTOWN EXTERIOR COLOUR PALETTE

### Prescott Downtown & RiverWalk District Exterior Colour Guidelines

Chantilly Lace OC-65	Simply White OC-117	Hepplewhite Ivory HC-36	Lancaster Whitewash HC-174
Putnam Ivory HC-39	Crown Point Sand HC-90	Hawthorne Yellow HC-4	Shakespeare Tan 228
Roasted Sesame Seed 2160-40	Roxbury Caramel HC-42	Dorset Gold HC-8	Pumpkin Blush 2156-20
Stuart Gold HC-10	Queen Anne Pink HC-60	Audubon Russet HC-51	Ansonia Peach HC-52
Heritage Red HC-181	Garrison Red HC-66	Country Redwood HC-183	Cottage Red HC-184
Classic Burgundy HC-182	Georgian Brick HC-50	Townsend Harbor Brown HC-64	Fairview Taupe HC-85
Tudor Brown HC-185	Davenport Tan HC-76	Saybrook Sage HC-114	Prescott Green HC-140
Clearspring Green HC-128	Narragansett Green HC-157	Chrome Green HC-189	Great Barrington Green HC-122
Whipple Blue HC-152	Yarmouth Blue HC-150	Sailor's Sea Blue 2063-40	Jamestown Blue HC-148
Newburyport Blue HC-155	Stratton Blue HC-142	Philipsburg Blue HC-159	Gettysburg Gray HC-107
Boothbay Gray HC-165	Stonington Gray HC-170	Charcoal Slate HC-178	Black HC-190

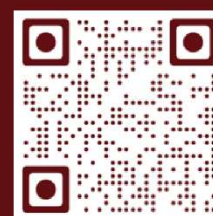
Prescott's Downtown Exterior Colour Guidelines have been established to support the ongoing preservation & revitalization of this unique heritage business district. They provide general guidance to assist with selecting facade and signage colours for businesses and commercial properties, located within the Downtown Core Zoning Area.

Available in Benjamin Moore paint. Colour numbers have been added for quick reference.

Facade & signage colours must be approved in advance by the Economic Development Department; significant guideline variations may be deemed ineligible.

613-925-2812 Ext:6221 | [ecdev@prescott.ca](mailto:ecdev@prescott.ca)

**PRESCOTT**  
EST 1784  
THE FORT TOWN



# Downtown Prescott & RiverWalk District

## Sign Design Compliance Checklist

This checklist addresses required submittal items, design standards and guidelines related to the sign design for the project. The checklist shall be completed by applicable departments as part of the sign design submission review.

<b>Application #:</b>	
<b>Address:</b>	
<b>Date:</b>	

*This form represents the minimum information typically necessary to evaluate compliance with relevant design standards and guidelines. As every project is unique, additional information may be requested from the applicant. This form does not address or substitute for other applicable codes, standards, or regulations administered by Economic Development, Building, By-Law or other Prescott departments. The applicant is responsible for complying with all codes and rules whether described here or not.*

1.0 Introduction						
#	Description	Staff Comments	MET	NA	AI	RE
1.2 General Design Guidelines						
1.2.1						
1.2.2						
1.2.3						
1.2.4						
1.2.5						
1.2.6						
1.2.7						
1.2.8						
1.2.9						
1.2.10						
1.2.11						
1.2.12						
1.2.13						
1.2.14						
1.2.15						
1.2.16						
3.0 Sign Permit Process						
#	Description	Staff Comments	MET	NA	AI	RE
3.1						
3.2						
3.3						
3.4						
3.5						
3.6						
3.7						
4.0 Sign Design Guidelines						
#	Description	Staff Comments	MET	NA	AI	RE
4.1 Sign Location						

**Legend:**

Met = Guideline is met | NA = Not Applicable | AI = Additional Information Required | RE = Revisions Required

4.1.1						
4.1.2						
4.1.3						
<b>4.2 Sign Shape</b>						
4.2.1						
4.2.2						
4.2.3						
4.2.4						
<b>4.3 Sign Materials</b>						
4.3.1						
4.3.2						
4.3.3						
4.3.4						
4.3.5						
4.3.6						
4.3.7						
<b>4.4 Sign Mounting</b>						
4.4.1						
4.4.2						
4.4.3						
4.4.4						
4.4.5						
4.4.6						
4.4.7						
<b>4.5 Sign Content</b>						
4.5.1						
4.5.2						
4.5.3						
4.5.4						
<b>4.6 Graphics &amp; Lettering</b>						
4.6.1						

**Legend:**

Met = Guideline is met | NA = Not Applicable | AI = Additional Information Required | RE = Revisions Required



4.6.2						
4.6.3						
4.6.4						
4.6.5						
4.6.6						
4.6.7						
4.6.8						
4.6.9						
4.6.10						
4.6.11						
4.6.12						
<b>4.7 Sign Colours</b>						
4.7.1						
4.7.2						
4.7.3						
4.7.4						
4.7.5						
<b>4.8 Sign Lighting</b>						
4.8.1						
4.8.2						
4.8.3						
4.8.4						
4.8.5						
4.8.6						
4.8.7						
4.8.8						
<b>5.0 Permitted Sign Types &amp; Design Standards</b>						
#	Description	Staff Comments	MET	NA	AI	RE
<b>5.1 Awning &amp; Canopy Signs</b>						
5.1.1						
5.1.2						

**Legend:**

Met = Guideline is met | NA = Not Applicable | AI = Additional Information Required | RE = Revisions Required

5.1.3						
5.1.4						
5.1.5						
5.1.6						
5.1.7						
5.1.8						
5.1.9						
5.1.10						
5.1.11						
5.1.12						
5.1.13						
5.1.14						
5.1.15						
5.1.16						
<b>5.2 Fascia Signs</b>						
5.2.1						
5.2.2						
5.2.3						
5.2.4						
5.2.5						
5.2.6						
5.2.7						
5.2.8						
5.2.9						
5.2.10						
5.2.11						
5.2.12						
5.2.13						
5.2.14						
<b>5.3 Projecting Signs &amp; Banners</b>						
5.3.1						

**Legend:**

Met = Guideline is met | NA = Not Applicable | AI = Additional Information Required | RE = Revisions Required

5.3.2						
5.3.4						
5.3.5						
5.3.6						
5.3.7						
5.3.8						
5.3.9						
5.3.10						
5.3.11						
5.3.12						
5.3.13						
5.3.14						
5.3.15						
5.3.16						
5.3.17						
<b>5.4 Sandwich Board Signs</b>						
5.4.1						
5.4.2						
5.4.3						
5.4.4						
5.4.5						
5.4.6						
5.4.7						
5.4.8						
5.4.9						
5.4.10						
5.4.11						
5.4.12						
5.4.13						
<b>5.5 Off-Site Signs</b>						
5.5.1						

**Legend:**

Met = Guideline is met | NA = Not Applicable | AI = Additional Information Required | RE = Revisions Required

5.5.2						
<b>5.6 Freestanding Signs</b>						
5.6.1						
5.6.2						
5.6.3						
5.6.4						
5.6.5						
5.6.6						
5.6.7						
5.6.8						
5.6.9						
5.6.10						
5.6.11						
5.6.12						
<b>5.7 Window Sign</b>						
5.7.1						
5.7.2						
5.7.3						
5.7.4						
<b>5.8 Building Directory</b>						
5.8.1						
5.8.2						
5.8.3						
<b>5.9 Internal Signs</b>						
5.9.1						
5.9.2						
<b>5.10 Soffit Signs</b>						
5.10.1						
5.10.2						
5.10.3						
5.10.4						

**Legend:**

Met = Guideline is met | NA = Not Applicable | AI = Additional Information Required | RE = Revisions Required



5.10.5						
5.10.6						
5.10.7						
5.10.8						
5.10.9						
<b>5.11 Ground Signs</b>						
5.11.1						
5.11.2						
5.11.3						
5.11.4						
5.11.5						
5.11.6						
5.11.7						
<b>5.12 Wall Signs</b>						
5.12.1						
5.12.2						
5.12.3						
5.12.4						
5.12.5						
5.12.8						
<b>5.13 Historic Signs, Wall Murals &amp; Ghost Signs</b>						
5.13.1						
5.13.2						
5.13.3						
<b>6.0 Limit on Number of Signs</b>						
#	Description	Staff Comments	MET	NA	AI	RE
6.1						
6.2						
6.3						
6.4						
6.5						

**Legend:**

Met = Guideline is met | NA = Not Applicable | AI = Additional Information Required | RE = Revisions Required

6.6						
6.7						
6.8						
6.9						
6.10						
6.11						

**Legend:**

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## Awning & Canopy Signs





## Fascia Signs





## Fascia Signs (continued)





## Fascia Signs (continued)





## Fascia Signs (continued)



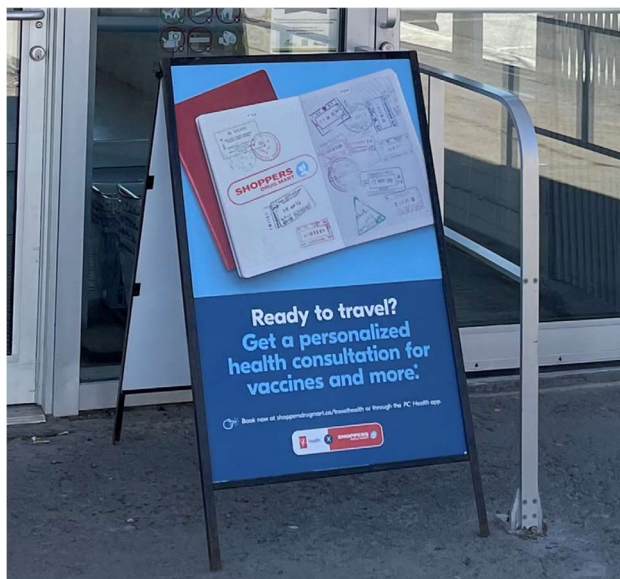


## Projecting Signs & Banners





## Sandwich Board Signs





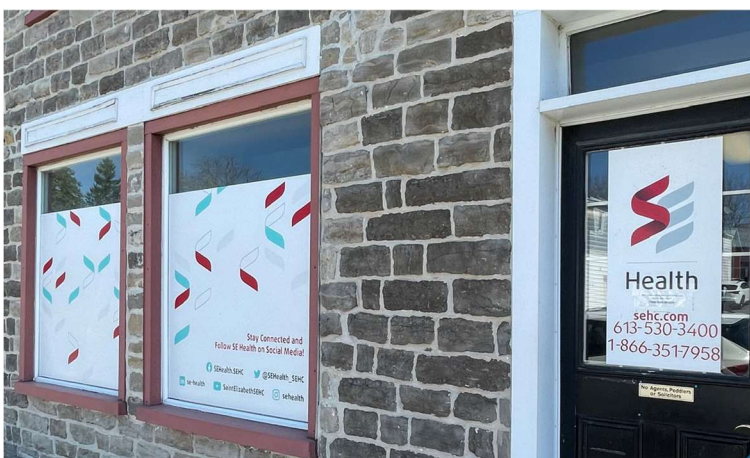
## Freestanding Signs



Downtown Prescott Approved Sign Design Examples



## Window Signs



Downtown Prescott Approved Sign Design Examples



## Window Signs (continued)





## Building Directory





# Internal Signs



	REG.	LG.		REG.	LG.
COFFEE	2.00	2.50	ICED COFFEE	2.25	3.50
TEA	2.00	2.50	RED EYE	3.50	4.00
POUR OVER	2.25	2.75	CAPPUCCINO	4.50	5.00
HOT CHOCOLATE	2.00	2.50	AMERICANO	2.50	3.00
LATTE	4.50	5.00	ESPRESSO	1.50	2.50
MATCHA LATTE	4.50	5.00	MOCHA	4.50	5.00
CHAI LATTE	4.50	5.00	LONDON FOG	4.50	5.00
DIRTY CHAI LATTE	5.00	5.50	TURMERIC LATTE	4.50	5.00



## Soffit Signs





## Ground Signs



Downtown Prescott Approved Sign Design Examples



# Wall Signs





## Historic Signs, Wall Murals & Ghost Signs

