



## **Middletown Design Review and Preservation** **Signage Illumination Guidelines**

The following guide contains the following sections:

Summary of Illumination and Review before the Board	Page 1
General Illumination Standards	Page 2
Internal Illumination	Page 2
External Illumination	Page 2
Preferred Internal Illumination Styles	Page 3
Preferred External Illumination Styles	Page 4
Appropriate Illumination by Zone	Page 6

### **Summary**

As of November 1, 2006, the Planning and Zoning Commission amended Section 48 of the Zoning Code regulating signage in Middletown to prohibit all internal illumination with the exception internal illumination approved by the Middletown Design Review and Preservation Board. The Middletown Design Review and Preservation Board will approve internal illumination based on the design and architectural appropriateness of the proposed signage illumination.

The governing criteria that the Middletown Design Review and Preservation Board use in evaluating applications are:

- scale (is the project's scale appropriate to Middletown and the project's neighbors);
- context (does the design for the project fit in well with its surroundings);
- coherence (does the project, when taken with the goals stated in the Guidelines, the Plan of Development, and other key public documents, contribute to a coherent vision for the development of the city; and,
- character ( does the project's design either maintain or improve the character of its neighborhood).

Note: Nothing in these guidelines guarantees approval by the Design Review and Preservation Board.

## General Illumination Standards

---

1. Illumination should not interfere or distract from the message conveyed by the sign.
2. Lighting for signs shall not create a hazardous glare for pedestrians or vehicles either in a public street or on any private premises
3. The light source, whether internal to the sign or external, shall be shielded from view. This requirement is not intended to preclude the use of creative exposed lighting.
4. Illumination should be appropriate for the location, use and character of the neighborhood.
5. Illumination should seem integrated into the building façade or property/neighborhood character.
6. Illuminated signs should not be illuminated after 10pm or the close of business, whichever is later.
7. Flashing, blinking, revolving, or rotating lights are not permitted.
8. All exposed conduit and junction boxes should be concealed from public view.

## Internal Illumination Standards

---

1. Internally illuminated sign cabinets that allow the entire face to illuminate are prohibited.
2. The sign background or field should be opaque and of a non-reflective material.

## External Illumination Standards

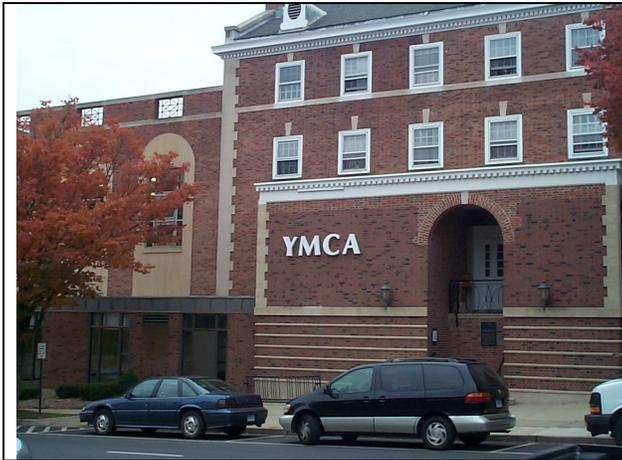
---

1. External lighting fixtures that project light on a sign from above or below are strongly encouraged. Light fixtures supported on the front of the building cast light on the sign and a portion of the façade immediately around the sign. The visual impact of this should be considered in lighting selection.
2. Light fixtures should be simple and unobtrusive in appearance and size.
3. Light fixtures should be positioned as to not obscure the sign's message and graphics.
4. Light sources should be shielded and such that the light source is directed away from passersby. Light sources should be directed against the sign such that it does not shine onto adjacent property or cause glare for motorists and pedestrians. Bare light bulbs should not be exposed.
5. Awnings with signage included should always be externally illuminated.

## Preferred Internal Illumination Styles

---

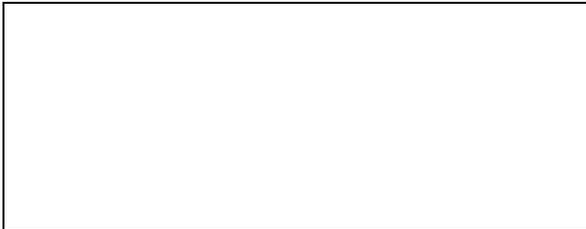
1. Halo-Style Internal Illumination- This form of internal illumination directs light to the wall behind the sign that results in a halo of light around the opaque lettering or logo.



### **Correct:**

This style is frequently compatible with historic structures and simple signage.

2. Stencil-Cut Internal Illumination- This form restricts the illuminated portions of the sign to the lettering or logo. The remaining face of the sign is opaque.



### **Correct:**

Stencil-Cut creates a sign that prevents the background of the sign from being illuminated. Only the logo and name of the brand would illuminate.

3. Channel-Letters Internal Illumination- This style of sign is comprised of individual letters and symbols, each with its own internal illumination.



### **Correct:**

Channel Letters creates a sign that advertises only that which is important, in this case it is the logo and name of the brand.

4. Push-Through Graphics and Text- A mix between stencil-cut and channel-letters, where an opaque background like a stencil-cut, but has raised lettering or images that act similarly to channel-letters.



## Correct:

The Name of the bank in this picture is a three dimensional component that is illuminated.

### Preferred External Illumination Standards

---

1. Goose-neck Lighting- This form of external illumination consists of lamps that hang over the sign, where the lamps are an attractive architectural component of the building.



## Correct:

Javapalooza coffee shop in Main Street, is externally illuminated by three gooseneck lamps that are above the sign.

2. Spot or Ground Lighting- This is a method of illumination where the source is shielded from public and is not an architectural component of the building or sign.



## Correct:

The Inn at Middletown monument sign situated in the car-turn-around on Washington Street has two spotlights that are enclosed by the base of the sign. Here they can be seen as two dark circles below the sign.

3. Direct Lighting- Any method of external illumination where a light source is directed at a sign, and is adequately shielded to prevent light pollution on neighboring properties.



## Correct:

First and Last Tavern has direct light enclosed in the decorative mantle above the name of the restaurant.

4. Indirect Lighting- Often existing illumination from existing public street lamps provide enough illumination



## Correct:

The Signage above the Police Station entrance is not illuminated; rather it takes advantage of the existing street lighting that illuminates the street and sidewalk.

## Appropriate Illumination by Zone

---

### **B-1 Zone**

Any style mentioned in this publication.

### **Commercial Zones (B-2, NPC, TD, MX)**

Halo-Style Internal Illumination  
Stencil-Cut Internal Illumination  
Channel-Letters Internal Illumination  
Push-Through Graphics and Text  
Spot or Ground Lighting  
Direct Lighting  
Indirect Lighting

### **Residential Zones (RPZ, R-1, R-15, R-30, R-45, R-60, M, DVD)**

Spot or Ground Lighting  
Indirect Lighting

### **Industrial Zones (I-1, I-2, I-3, I-4)**

Halo-Style Internal Illumination  
Stencil-Cut Internal Illumination  
Channel-Letters Internal Illumination  
Push-Through Graphics and Text  
Spot or Ground Lighting  
Direct Lighting  
Indirect Lighting