

# Sign Guidelines for the Central Park Historic District

June 16, 2004

City of Mansfield Historic Preservation Commission

Design review is required for all exterior signs which require a city permit.

The primary purpose is to exclude signs that obscure or detract from historical features of the district.

The Secretary of the Interior's Standards will be applied, especially item 9 as follows:

**New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.**

The requirement for differentiation of new work from old will not prevent new signs from emulating historical examples that are appropriate for the building. However, signs of a style that obviously pre-date the architectural period of the building will not receive a Certificate.

In making its determination, the Commission may consider a sign's relative size, color, material of construction, orientation, location, method of attachment, and style, in addition to the proliferation of signs on the property and other factors.

Signs of no contributory style or identifiable context will be considered incompatible with the building and surrounding properties and will not receive a Certificate. For example, movable-letter or "daisy" signs will not receive a Certificate from the Commission. The Commission may reject a sign that prominently features a product logo if it is out of context and detracts from the building and district. Distinctly modern typefaces are also incompatible. Professional-quality construction and graphic design will be required.

The Commission will apply any sign ordinance or guidelines established in a surrounding zoning or overlay district as a minimum requirement before applying the historic district guidelines.

Many existing signs predate the establishment of the historic district and should not be used as a guide for new signs.