

**SIGNAGE GUIDELINES FOR RESIDENTIAL AREAS  
IN ROME'S LOCAL HISTORIC DISTRICTS**

**Signage:**

Signs play an important role in the attractiveness and the appearance of the district. Excessive size, quantity, and information on a building façade can create visual clutter which not only detracts from the street environment and the building's character, but also makes it more difficult for a potential customer to identify the location of the business. While these guidelines were developed to assist property owners in selecting appropriate signage in the local historic districts, signage that meets these requirements but is not compatible with the area in which the sign is located or building to which the sign is attached may not be approved.

- The message should be limited to the specifics of the office, apartment, organization, or business located within the premises; signage should not be used as advertisement.
- To be effective, signs should be easy to read, direct, and simple. Materials, colors, and lettering on all signage for the identified business should be uniform throughout the site and should be compatible with the related building. Graphic symbols or simple verbal messages are generally most effective.
- The design of signs should be compatible with the architectural character of the related building and its site. Signs should respect the size, scale, design, and materials of the building to which they are attached. They should also respect neighboring buildings' size, scale, and design.
- A low free standing sign of not more than four feet in height and width may be used in landscaped areas. The area of the sign face should not exceed twelve (12) square feet. Monument signs are not appropriate in historic residential areas. Finished wood and metal are appropriate materials for free standing signs. Plastic, unfinished metal, and rough or stained wood are not. Indirect lighting is appropriate for free standing signs; internal lighting is not appropriate.
- Sign content (lettering, logo, etc.) should not overcrowd the sign background. The message area shall cover no more than 65% of the sign surface for lettering. The message area shall be computed as the area within the smallest rectangle enclosing the limits of the all lettering, logos, trademarks, symbols, and graphics.
- Generally, lettering for all signs shall be 6 to 12 inches high.
- Logo and trademark sizes shall not exceed the maximum letter size allowed on each sign type. Logos and trademarks that can not legally meet the requirements of these guidelines are prohibited.
- Flush mounted signs may not be located on a building traditionally used as a single or two family dwelling.
- Changeable letter or changeable type signs are prohibited.
- Flashing signs are prohibited in the local historic districts.
- Inflatable signs are prohibited in the local historic districts.

- Digital or LED signs are prohibited on the exterior of buildings located in the local historic district.
- Banners shall be prohibited in the local historic districts except as complies with local development codes for temporary signage.
- A-Frame or sandwich signs are prohibited in the local historic districts.
- Billboard type and off-premises signs are prohibited in all local historic districts.
- Signs not of traditional design, not compatible with the local historic district, and not otherwise addressed in these guidelines are prohibited.