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Sign Design Guidelines

Commercial signs are a part of the character of Downtown Monroe. Early photographs reveal five primary sign types:

1. Medium-sized, square or rectangularly-shaped signs that project from the building above the awnings or canopies; printed on both sides.
2. Small, horizontally-oriented rectangular signs that protrude from the building below the awnings or canopies but above pedestrians; printed on both sides.
3. Medium- to large-sized, horizontally-oriented rectangular signs that attach flat against the building, above and/or below the awnings; printed on one side only.
4. Window signs painted on glass; used at the street level and on upper floors.

Historically, street level signs mounted on the exterior of the primary facade advertised the primary business of a building. Signs were historically mounted to fit within architectural features without obscuring building design. In many cases, signs were mounted flush above the storefront, just above moldings. Other signs were located between columns or centered in “panels” on a building face.

Signage should meet the Monroe Sign Ordinance in regard to placement, size and location.



This image illustrates the South Side of East Main Street circa 1910. Photo courtesy of Monroe Historical Society and History.