

15. Alterations—Utility Installation

The installation of utility and mechanical systems, such as water or gas meters, antennas and central air conditioning units should be inconspicuously placed, avoiding installation on the street façade whenever possible. Television reception antennas and satellite dishes should be located where they are not visible, on the front façade or other public areas. Mechanical equipment on the ground should be screened with a fence or plant materials or housed in a structure that is in harmony with the surroundings. Mechanical equipment attached to the side or roof of a building should be kept as low as possible and covered, or painted, to blend with the background. Wall or window air conditioning units should not be placed on the street façade if possible.

4.4 Signs

The Village Review Board reviews all requests for erection of new signs within the Old Village District. The Board applies the standards of Article #18., Sec. 18.20B in its deliberations and approves a Certificate of Appropriateness when those standards have been met.

4.4.1 Voluntary Guidelines for Signs

1. Signs should be designed for clarity, legibility and compatibility with the building or property on which they are located. They should be neat and “professional” in appearance.
2. Signs should be located above the storefront, on storefront windows or on awnings. Signs should not cover any architectural features. They should capitalize on the special character of the building and reflect the nature of the business contained therein. (Billboards, internally illuminated signs, and temporary illuminated signs are prohibited by the Zoning ordinance.)
3. Free-standing signs should not be sized in such a way as to obstruct views and detract from the character of the District. Signs made of natural materials (such as wood) are encouraged; plastic and other synthetic materials are inappropriate. Standardized pole signs should be avoided.
4. Other outside attachments to the building, such as light fixtures, should be compatible. Ultra-contemporary and bright lights directly against the building surface are less desirable. Distinctive lights which stand away from the building wall and are only as bright as necessary are preferred.