

The Design Committee shall determine whether a proposed sign is appropriate in the proposed location based on the following criteria:

1. Proposed locations of new signs shall not be found to obscure or cover significant historical architectural features on its host building or any adjacent building.
2. Sign materials shall be compatible with those of the host building.
3. Signs shall be attached to the building carefully, both to prevent damage to historic fabric and to ensure the safety of pedestrians. Fittings should penetrate mortar joints rather than brick, for example, and sign loads should be properly calculated and distributed.

Applications found to be inappropriate shall be denied, but the applicant shall have the right to make changes to the proposed sign and resubmit without filing a new application. In no case shall the Design Committee deny a sign based on color, text, or any technical issue within the purview of the GSCBI or GSCPC.

M. Violations

Any person or persons found to be in violation of this Sign Ordinance shall be liable to and held to the standard of any and all remedies and/or penalties as described in Section 5.6 – Violations of the Zoning Ordinance.