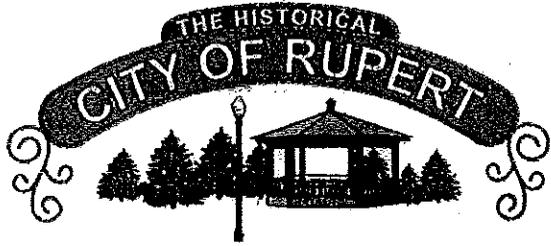


Application materials including maps of the Rupert Historic District and other education materials are available at City Hall.

For more information or assistance contact the Rupert City Economic Development Specialist at City Hall.
(208) 436-9600



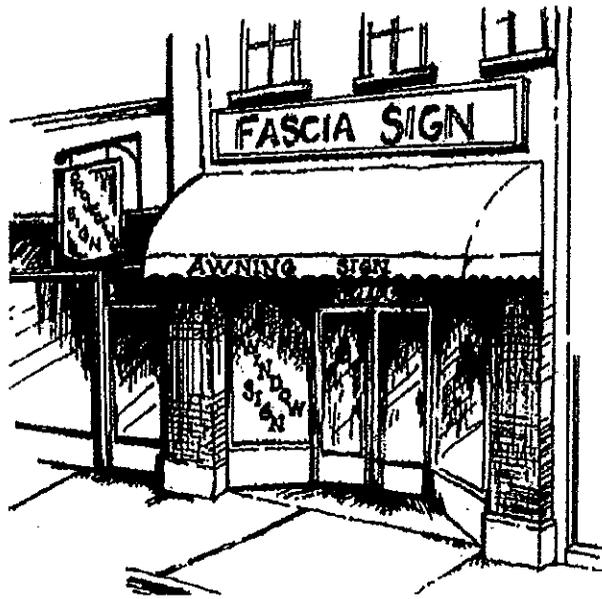
Acknowledgments:

Artwork: Todd Adams

Funding: This publication has been financed, in part, with federal funds from the National Park Service, U. S. Department of the Interior, and administered by the Idaho State Historical Society. However, the contents and opinions do not necessarily reflect the views or policies of the agencies.

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Rupert Historic District SIGNS



A Guide for Building and
Business Owners

RUPERT HISTORIC DISTRICT COMPATIBLE SIGNS

The Rupert Historic District around the Square has a unique look and feel different than other areas in Rupert because of the time period when it was built. The district is an important resource in our community which is listed on the National Register of Historic Places. A Historic Preservation Code has been adopted to preserve it's historic character. The Historic Preservation Commission has been charged with conducting design review of exterior building features, including signs, to insure that the district's historic character is maintained.

This pamphlet is meant to be a guide as you choose your business signs. Signs should fit a business owners taste and style. They also need to be compatible with the character of the Historic Square. Compatible signs should reflect the District's period of significance (1905-1939) and a *pedestrian* orientation. Design tips are included in this pamphlet to help businesses create a sign that meets their needs and is also compatible with the Historic District.

THE DESIGN REVIEW PROCESS

In addition to approval by the Planning and Zoning Commission, a *Development Work Permit/Certificate of Appropriateness* must be obtained for signs placed in the historic district. The *Development Work Permits/Certificates of Appropriateness* are issued by the Historic Preservation Commission after they conduct a review of the proposed design. In addition to review for items listed in the code, the Historic Preservation Commission evaluates the proposed sign design based on the compatibility of the historic character of the District and compatibility of the building on which the sign is located.

The *Development Work Permit/Certificate of Appropriateness* process typically takes two or three weeks. There is no fee required to obtain the *Development Work Permit/Certificate of Appropriateness*. Application forms can be obtained from the Rupert City office where staff are available by appointment to answer questions.

Common Historic Sign Types Signs are an important part of a commercial district. Like building architecture, sign designs have changed with the times. Below are some examples of common sign types within the period of significance of the Historic District (Information from U.S. Department of the Interior Preservation Brief # 25: The Preservation of Historic Signs).

Fascia Signs - These signs are placed in the horizontal band located between the store front and second story or cornice. Because this type of signage was so common, many buildings are specifically designed with a place where a fascia sign can be placed.

These signs are typically very narrow and usually contained little more than the name of the business and perhaps a street number.

Window Signs - Advertisements were often painted or etched on the glass in windows, doors and transoms. Goldleaf was a common material used in window signs.

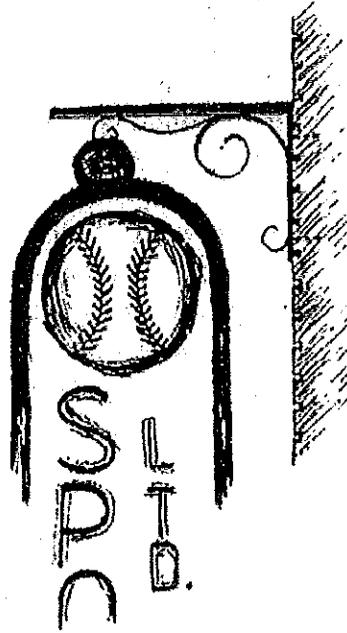
Awning Signs - The fringe or skirt of the awning, as well as the panel at the side, were typical places for a business name or a street number to be listed.

Symbolic signs - Symbolic signs date back to a time when much of the population could not read. A sheep signified a tailor, a tankard a tavern, red and white striped pole signified a barbershop and three gold balls signified a pawn shop.

Symbolic signs that include pictures or shapes that represent products are often seen in historic districts and contribute to a "quaint" atmosphere.

Hanging or Projecting Signs - These signs contained both lettered and symbolic advertisements. Projecting signs were often paired and placed at a 45-degree angle to increase visibility. Projecting signs were common in the early days of Rupert.

Lighting - Before internally illuminated plastic signs became common, signs were generally illuminated by light shining onto them. Some larger signs were created from light bulbs arranged to form symbols or words.



Hanging sign with symbol

Design Tips The Downtown Historic District historically was a vibrant and active commercial center. Creativity and individuality in sign designs are encouraged, and the Commission will review all designs for compatibility with the historic character of the district. Below are some design tips to give you an idea of what the Historic Preservation Commission will be looking for while reviewing your sign:

Sign Type. Sign applications will be reviewed for compatibility with the historic character of the Rupert Historic District. Sign styles common during the period of significance (see examples to the left) are likely to be considered compatible.

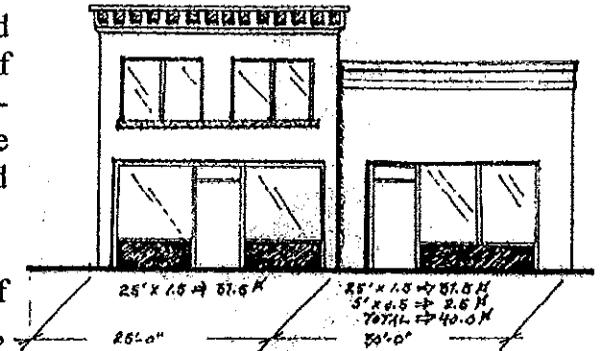
Size. The Design Guidelines for the City of Rupert's Historic District state, "Sign colors, materials, sizes, shapes and methods of illumination should reinforce the overall composition of the facade." Signs should not exceed 1.5 Square foot per lineal foot of the first 25 feet of building frontage and 0.5 square feet for each additional lineal foot of building frontage. Exceptions may be granted if it can be shown that a larger size allowance is more compatible with the historic character of the district or building.

Materials. Signs can be wood or metal, which were common materials during the period of significance. Plastic signs are generally discouraged, but because certain plastics perform well in local harsh weather conditions, it may be considered as a substitute material if the sign mimics sign types commonly made of wood or metal (see examples to left).

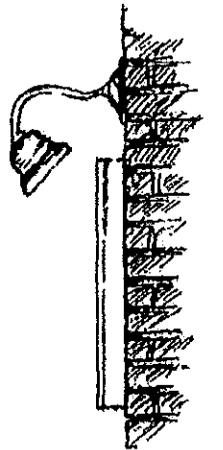
Plastic is not an appropriate material for awnings.

Colors. Historic paints and materials came in all shades and colors, but tended to be more muted than the range of colors and materials now available. A sample of historic paint chips is generally available through most paint companies.

Illumination. External illumination provided by spotlights (such as gooseneck lights) are allowed. Neon is generally not acceptable or encouraged except small product logo signs and "open" and "closed" signs inside large display windows. Internal illumination using backlit Plexiglas is not permitted. Existing backlit signs may receive approval of a face change, but new businesses will be encouraged to phase out backlit plastic signs.



Calculating allowed sign area



External Gooseneck Lighting