

SIGN GUIDELINES TABLE OF CONTENTS



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1. INTRODUCTION



1.1 Purpose

The Guthrie Sign Guidelines provides an illustrated guide to assist with sign design decisions within the Guthrie Capitol Townsite Historic District (CTHD).

This document is a tool for:

- anyone planning a sign or sign change that affects an historic resource within the CTHD, and
- the Guthrie Historic Preservation Commission to approve or disapprove Certificate of Appropriateness applications

1.2 Goals

The Guthrie Sign Guidelines goals are to:

- Preserve the historic character of the CTHD by encouraging quality signage.
- Provide the Guthrie Historic Preservation Commission appropriate CTHD sign standards.
- Inform and aid occupants or designers planning new signs or significant changes to signs.





1.3 Historic Background

In 1889, Guthrie was the location of the United States Land Office for claims from the eastern district of the newly opened lands of Oklahoma Territory. Subsequently, Guthrie served as the capital of Oklahoma Territory from 1890 until statehood in 1907 and, also, as the Oklahoma state capital until 1910.

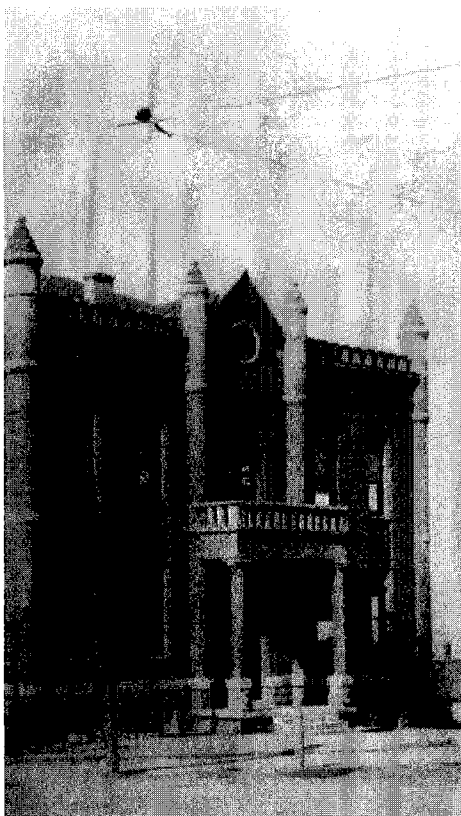
The Guthrie Historic District was placed on the National Register of Historic Places in 1974. In the "Statement of Significance" from the National Register nomination, the Guthrie Historic District is described as containing "...the largest and best preserved collection of pre-statehood commercial, residential and cultural buildings in the state" of Oklahoma.

One of the most notable areas within the Guthrie Historic District is the CTHD. The Capitol Townsite Historic District possesses an outstanding collection of masonry commercial buildings. Most of these buildings were constructed between 1889 and 1910. This period of significance starts from the opening of Oklahoma Territory, extends through the founding of Guthrie, and ends at the time that the state capitol was moved from Guthrie to Oklahoma City. In a report by the Historic American Buildings Survey (HABS), the original commercial area of Guthrie is described:

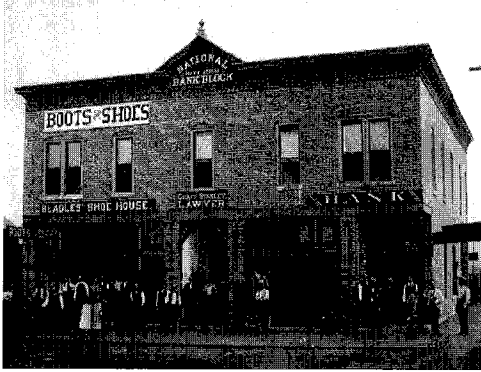
"By the time of statehood, 1907, 18 years after its founding, it had taken on a solid, stable, and even impressive look...In all this a certain homogeneity began to arise, due in part to the nature of available materials, brick, sheet metal, and especially sandstone of a characteristically dull red color. A 'commercial style' arose, a style of long narrow buildings on deep lots, of two to three storeys...The variations on the theme were rich, but it is difficult to imagine a building district with a more cohesive physical aspect and visual character."

The first Guthrie Historic Preservation Ordinance was written in 1978. This law was designed to preserve the CTHD.

In addition to its National Register status, a portion of the CTHD has the added distinction of being listed as a National Historic Landmark. Guthrie's CTHD is a unique and beautiful place, and it is of primary importance to preserve its historic integrity. Because signs are a prominent and necessary element on commercial buildings, their design and location has a great impact on the the CTHD.



1.4 How the Guthrie Sign Guidelines Work



The Guthrie Sign Guidelines cannot be written with the complexity and foresight required to cover all situations that are likely to be experienced in the CTHD. The Guthrie Sign Guidelines is intended as a framework on which decisions are based that protect the historic resources of the CTHD against adverse effects. The Guthrie Sign Guidelines also takes into account the needs of businesses and customers, and the commercial importance of the CTHD as a tourism district.

1.5 Laws and Policies



The Guthrie Sign Guidelines coordinates with the Guthrie Design Guidelines and the Guthrie Historic Preservation Ordinance. The Guthrie Sign Guidelines contains written and graphic descriptions of performance requirements for signs within the CTHD.

The Guthrie Sign Guidelines is not a substitute for the Guthrie Historic Preservation Ordinance and it does not override requirements specified in the Ordinance. The Guthrie Historic Preservation Commission must review and approve all exterior signs within the “Area of Application” defined under Section 3 of the Guthrie Historic Preservation Ordinance. (Refer to the map of the CTHD on the following page.)



Note: Changes to all signs visible to the exterior within the CTHD, including signs facing alleys and sidestreets, are subject to review. The Guthrie Historic Preservation Ordinance gives the Guthrie Historic Preservation Commission the authority to “...regulate the design and placement of all **permanent signs** within an historic district and on landmarks and landmark sites”. Signage is to be reviewed by the Commission prior to fabrication. Signage that is not reviewed prior to fabrication may be subject to change.

Local, state and federal laws and policies may affect sign decisions within the CTHD. Please contact the Community Planning and Development Office at the Guthrie City Hall for regulations affecting any project.

