



City of New Sharon – Blade Sign Rules & Restrictions

For Use in Downtown District Grant Applications

1. Location & Placement

- Blade signs must be mounted perpendicular to the building façade.
- Signs must be installed on the first-floor level only, typically above the main entrance.
- Minimum 8 feet of clearance is required between the bottom of the sign and the sidewalk.
- Signs may not extend more than 4 feet from the building face.
- Signs must be placed so they do not obstruct windows, architectural features, or public right-of-way visibility.

2. Size & Dimensions

- Maximum sign area: 12 square feet.
- Maximum sign height: 4 feet.
- Maximum thickness: 12 inches, excluding mounting hardware.

3. Materials & Construction

- Signs must be made of durable, weather-resistant materials such as metal, wood, or high-quality composite.
- Plastic, vinyl banners, or temporary materials are not permitted.
- Mounting brackets must be decorative, structurally sound, and securely fastened into the building.
- All hardware must be rust-resistant.

4. Design Standards

- Designs must complement the historic character of downtown New Sharon.
- Colors should coordinate with the building façade and surrounding streetscape.
- Internal illumination is prohibited.
- External lighting (if used) must be shielded, down-cast, and energy-efficient.
- Graphics, fonts, and logos must be professional and easily readable.

5. Content Requirements

- Signs may include:
 - Business name
 - Logo
 - Short tagline or descriptor
 - No flashing, moving, or digital components are prohibited.

6. Installation Requirements

- Installation must be completed by a licensed contractor or qualified professional.
- All signs must comply with City of New Sharon building codes and Iowa DOT visibility standards.
- Applicants must obtain all required sign permits prior to installation.
- Property owner written approval is required.

7. Maintenance & Upkeep

- Signs must be kept in good repair, free of rust, peeling paint, or structural damage.
- Damaged or unsafe signs must be repaired or removed within 30 days of notice.
- Grant recipients are responsible for ongoing maintenance.

8. Grant Eligibility Requirements

- Only businesses located within city limits of New Sharon are eligible.
- The sign must be permanent, not temporary.
- Applicants must submit:
 - A scaled drawing or rendering

- Material and color samples
 - Mounting hardware details
 - Contractor estimate
- Reimbursement is provided after installation and inspection.

9. Cost-Share Policy

- If all rules and design standards are followed, the City of New Sharon will pay for 50% of the blade sign cost, not including tax, shipping, or installation.
- This is a one-time grant per business owner.
- The remaining costs are the responsibility of the business or property owner.

10. Prohibited Signs

- Internally lit or neon signs
- Flashing, rotating, or animated signs
- Plastic box signs
- Temporary banners or flags used as blade signs
- Signs that obstruct pedestrian or vehicle visibility