



Bridge Street District Sign Guidelines

DRAFT | June 2015



The built environment defines Dublin's community image, characterized by tasteful signs and graphics.



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Renderings show the character of future mixed-use development in the Bridge Street District.



Purpose and Intent

The Bridge Street District

The Bridge Street District vision builds on the unique character of the Dublin Historic District and seeks to expand the range of places that feature a strong sense of identity meant to be experienced primarily by pedestrians and bicyclists.

The vision calls for a dynamic mix of land uses and housing integrated with the natural wonders of the Scioto River and Indian Run that unify this special area at the heart of the City of Dublin.

All signs should contribute to the creation of vibrant, highly pedestrian-oriented environments.

Intent for Bridge Street District Signs

The built environment defines Dublin's community image, characterized by high quality office buildings, well-landscaped sites and streetscapes, appropriate lighting standards, quality architecture, and tasteful signs and graphics.

The Bridge Street District zoning regulations were adopted in March 2012 to realize the vision for the Bridge Street District. Because signs are a critical ingredient in establishing a unique sense of place, the new Bridge Street District zoning regulations include special provisions for signs.

Signs in the Bridge Street District are expected to maintain the City's standards of quality and character; however, the role of signs with respect to the built environment is very different in the Bridge Street District than the rest of the city. Signs in this area should be designed to be experienced by pedestrians at close range, while remaining visible to those traveling by car or bicycle. Signs should adorn and enhance the distinctive buildings constructed in the Bridge Street District, placed in a manner that respects the architectural character of the structures. All signs should contribute to the creation of vibrant, highly pedestrian-oriented environments to provide visual interest and a special sense of place.

Signs should be carefully designed and placed to enhance and not distract from high quality pedestrian-oriented environments planned in the Bridge Street District. At the same time, some consideration is needed for auto-oriented customers as well, and signs oriented toward those users should emphasize visibility and safety, carefully coordinated with site design and architecture.

Signs should be carefully designed and placed to enhance and not distract from the high quality pedestrian-oriented environment planned in the Bridge Street District.

Purpose and Intent, continued

Purpose of the Sign Guidelines

The Bridge Street District Sign Guidelines are intended to serve as a guide for applicants in understanding and applying the specific and quality-related sign requirements of Zoning Code Section 153.065(H).

The Guidelines are also intended:

- To encourage excellence in sign design, both as a communication tool and as an art form;
- To allow and encourage creative and unique sign designs while preventing cluttered and unattractive streetscapes;
- To provide basic parameters for creative signs that may be as varied and unique as the businesses they represent.

The Sign Guidelines also provide guidance for designing signs in the Historic District, as well as signs associated with buildings that were constructed prior to the enactment of the Bridge Street District zoning regulations. Lastly, the Sign Guidelines outline the contents of Master Sign Plans, which are intended to allow greater flexibility and creativity in sign design and display where signs are used as a placemaking tool. The guidelines are *not* intended to dictate sign design.

The graphics and photos in this document are used to illustrate design concepts, and should not be viewed as an exclusive inventory of acceptable signs. Further, some of the signs included in this document may not meet all of the dimensional or specific design requirements for signs in the Bridge Street District.

There are many acceptable ways to conform to the standards, and infinite opportunities to design unique and attractive signs that complement the Bridge Street District's sense of place.

Using the Sign Guidelines

All signs must meet the sign requirements of the Zoning Code. The Bridge Street District sign regulations (Zoning Code Section 153.065(H)) provide detailed requirements for sign design, lighting, dimensions, construction details, placement, and other objective development standards. However, these regulations also provide opportunities to design unique and interesting signs that may not meet the strict requirements of the regulations through the Master Sign Plan review process.

In general, effective signs respond to and enhance the site, landscape, and architectural design context within which they are located. Signs must be compatible in scale, proportion, and design with adjacent building façades and surroundings. Businesses are encouraged to create unique and interesting signs that distinguish Bridge Street District establishments.

The Bridge Street District Sign Guidelines demonstrate how the zoning regulations should be applied to sign proposals. They are intended to provide general guidance to property owners, design professionals, and business owners regarding the design, maintenance, and installation of signs. The Guidelines are also intended to be used by decision makers (Administrative Review Team, Architectural Review Board, Planning and Zoning Commission) to demonstrate the desired character and application of the Bridge Street District sign requirements in their review of sign proposals.

Applicants should review the Bridge Street District Sign Guidelines before creating sign designs and preparing application materials to ensure proposals meet the intent of the regulations.

In the event of a conflict between the Bridge Street District Sign Guidelines and the Zoning Code provisions for signs in the Bridge Street District (Section 153.065(H)), the Zoning Code provisions shall prevail.

Effective signs respond to and enhance the site, landscape, and architectural design context within which they are located.

Process

Zoning Review

Zoning review is required for all signs in the Bridge Street District (BSD) prior to sign permitting. The zoning review process involves the following:

1. [Pre-Application](#)
2. [Zoning Application Review](#)
3. [Zoning Decision](#)

Sign permitting follows the zoning review process.

Pre-Application

Applicants should review the BSD Sign Guidelines to understand sign design intent and determine the appropriate review process prior to submitting an application for zoning review.

Next, applicants should review the BSD zoning regulations (Zoning Code Section 153.065(H)) to determine the applicable zoning requirements for signs, such as number, height, size, color, and design. For any sign provisions not covered by Zoning Code Section 153.065(H), defer to the general sign requirements of the City of Dublin Zoning Code (Sections 153.150-164).

Zoning Application Review

Individual signs in the Bridge Street District that are not part of a Master Sign Plan or Site Plan Review are processed as applications for **Minor Project Review**. The zoning review process begins when a complete application, including all required supporting materials, are submitted to the Planning Division along with the application fee. Applications for signs in the Historic District require a **Minor Project Review** application by the Administrative Review Team (ART), who then makes a recommendation to the Architectural Review Board (ARB) for the final zoning decision.

Minor Project Reviews for signs in all other parts of the Bridge Street District require review and approval only by the Administrative Review Team. Refer to Section 3, **Applicability**, to determine applicable review procedures.

Zoning Decision

The ART is required to make a decision on applications for Minor Project Review within 14 days from the submission of a complete application. For projects in the Historic District, the ARB is required to make a decision on the application for Minor Project Review within 28 days of the ART's recommendation.

The ART meets on a weekly basis and is staffed by the City of Dublin's Planning Director, City Engineer, Fire Chief, Economic Development Director, Parks and Recreation Director, Police Chief, Chief Building Official, and others as appointed by the City Manager. The ARB meets once a month (typically the third or fourth Wednesday of each month).

Master Sign Plans require review by the Administrative Review Team (ART), who makes a recommendation to the Planning and Zoning Commission (PZC) or the ARB as applicable. As an exception, for Bridge Street District projects involving a development agreement, City Council may determine the required reviewing body at the Basic Plan Review (refer to Zoning Code Section 153.066(L)(8) for more information).

Zoning Review Timeline

PRE-APPLICATION		ZONING APPLICATION REVIEW (14-28 DAYS)		ZONING DECISION	SIGN PERMITTING
Applicant reviews BSD Sign Guidelines for design intent.	Applicant reviews Zoning Code Section 153.065(H) for sign requirements.	Applicant submits complete application to Planning Division for zoning review (Minor Project Review or Master Sign Plan).	Application is introduced at an ART meeting. Signs may be reviewed by a sign consultant, who provides a recommendation to the ART.	Administrative Review Team determination , or recommendation to and determination by Architectural Review Board or Planning & Zoning Commission.	Applicant submits Permanent Sign Permit application to Dublin Building Standards Department following zoning decision (approval).
Applicant contacts Planning Division for assistance, if needed.					

Process, continued

Required Application Materials

The following materials are required for an application for zoning review to be considered complete and accepted for further processing:

1. Application Form

Complete the "Application for Development" form available on the City of Dublin's website or from the Planning Division office. The current property owner is required to sign and authorize the applicant to submit the application and, if applicable, act on the property owner's behalf.

2. Project Description

Provide a cover letter describing the proposed sign(s), how the proposal meets all applicable zoning requirements, and whether the proposal is consistent with the BSD Sign Guidelines. If the proposal deviates from any particular zoning requirement, a **Master Sign Plan** (requiring review by the ARB or PZC as applicable) is required. The Project Description should identify any requirements that are not met.

3. Proposed Sign Exhibit

An exhibit showing all proposed signs should be provided. The Proposed Sign Exhibit should include photos of existing conditions, as well as photo simulations showing the proposed sign(s) in a finished state, preferably as it will appear on the building or site. Most importantly, the Proposed Sign Exhibit should be scaled and dimensioned to determine whether zoning requirements are met.

4. Site Plan

A Site Plan is required to show sign setbacks for ground signs and to show the dimensions of tenant spaces, entrance locations, and lengths of the building walls on which the proposed sign will be attached (for building-mounted signs).

5. Sign Construction Details

Sign construction details are required to determine whether the proposed signs meet the quality and performance standards of the BSD zoning regulations and recommendations of the BSD Sign Guidelines.

Sign Permitting

Permanent sign permits are administered by the City of Dublin Building Standards.

Contact Building Standards at 614.410.4670 following zoning review for information about sign permitting.

Sample Proposed Sign Exhibit

- Includes photo of existing conditions
- Includes photo simulation of proposed sign in finished state, with appropriate dimensions
- Shows proposed sign scaled and dimensioned
- Shows construction details, colors

EXISTING

PROPOSED

DOUBLE SIDED HANGING BLADE SIGN
SCALE: 3/4" = 1' TOTAL SQ. FT. 6

CONSTRUCTION DETAILS:

- 1" ROUTED SINTRA PANEL w/ SCALLOPED CORNERS (PAINTED BLACK)
- LETTERS/RIBBON TO BE RAISED w/ 1/4" SINTRA (PAINTED WHITE/RED)
- BORDER TO BE 1ST SURFACE GOLD VINYL
- SIGN TO HANG FROM WROUGHT IRON HANGING BRACKET (PAINTED BLACK)

COLORS

- RED (PAINTED SINTRA)
- WHITE (PAINTED SINTRA)
- BLACK (PAINTED SINTRA)
- GOLD (VINYL)

CLIENT REVIEW STATUS

APPROVED APPROVED AS NOTED
REVISE & RESUBMIT

DATE: _____

NOTE: SQUARE FOOTAGE OF THE "BAKED FRESH" RIBBON (SECONDARY IMAGE) EXCEEDS 20% OF THE OVERALL SQUARE FOOTAGE OF THE SIGN.

OVERALL SIGN SQUARE FOOTAGE: 6.0
20% OF SIGN SQUARE FOOTAGE: 1.2
DIMENSIONS OF RIBBON: 5.25"(h) x 33.00"(w)
OVERALL SQUARE FOOTAGE OF RIBBON: 1.203

THIS IS NOT A SHOP DRAWING

CLIENT: BRUEGGER'S	LOCATION: DUBLIN	SALESPERSON: JERRY ARCHER	DRAWN BY: MC
DATE: 5-30-12	PROJECT MANAGER: JEFF LONG	FILE LOCATION: G:\ENGINEERING\JERRY ARCHER\BRUEGGER'S DUBLIN\PROJECTS\05-30-12\05-30-12-0101.DWG	MISC INFORMATION: PRINT SCALE: 3/8"

REVISIONS:
R1/12 (AJ) - Remove Gold Accent per BIC Code
R2/12 (AJ) - Add Weight from Sign
R3/12 (AJ) - Change Per Zoning Requirements
R3/12 (AJ) - Change Per Zoning Requirements

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NOTE: ALL ILLUMINATED SIGNS MANUFACTURED FOR 120 VOLT CIRCUIT (UNLESS SPECIFIED)

Applicability

The Bridge Street District

The Bridge Street District Sign Guidelines apply only to signs and properties within the Bridge Street District boundaries.

The Bridge Street District is located south of I-270, between the I-270/US 33 interchange and Sawmill Road, and generally along State Route 161/Bridge Street. The Bridge Street District includes all of the Dublin Historic District.

Most signs in the Bridge Street District are approved by the City's Administrative Review Team (ART) prior to sign permitting, with the exception of signs in the Historic District (see below) and Master Sign Plans for signs that either do not meet specific Zoning Code requirements or are intended to be highly coordinated with an overall project development plan.

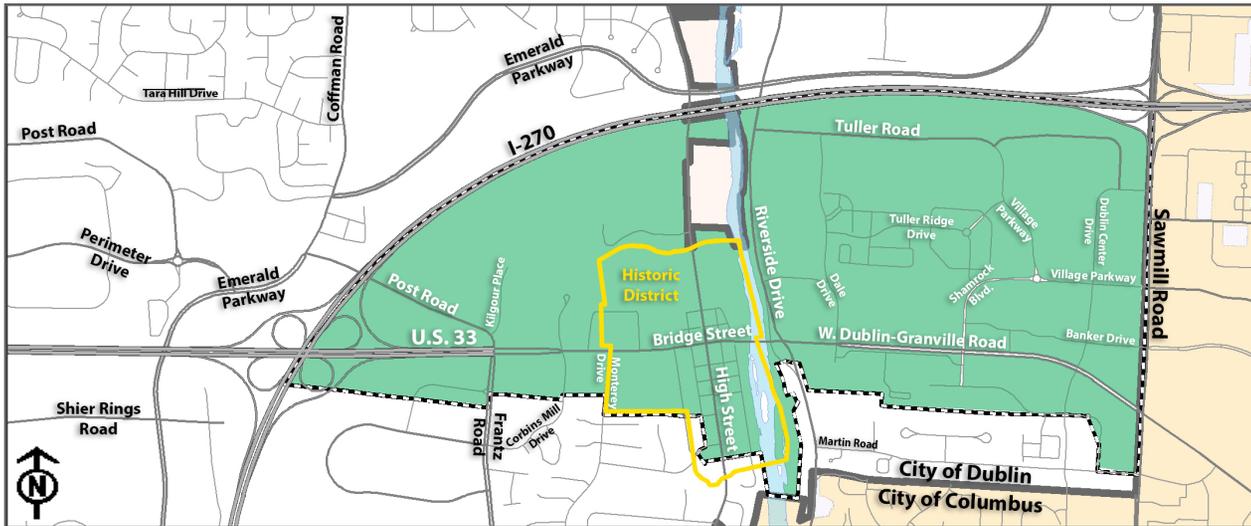
Please contact the Planning Division at 614.410.4600 for information about signs outside of the Bridge Street District.

The Historic District

Special provisions apply to signs in the Historic District, which is a subarea of the Bridge Street District.

The Historic District is defined by the Architectural Review District boundaries shown on the map to the left. Signs in the Historic District require review and recommendation by the Administrative Review Team followed by Architectural Review Board approval prior to sign permitting, regardless of the zoning district in which they are located.

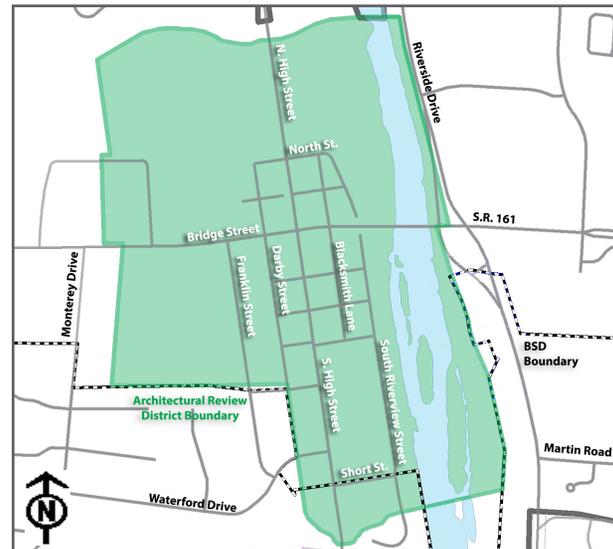
Bridge Street District Map



Ground and wall signs for a business in the Historic District.



Historic District Map



Applicability, continued

Bridge Street Neighborhood Zoning Districts

Special sign provisions apply to new development in the Bridge Street District (BSD) Neighborhood Zoning Districts. Since much of the new development in these zoning districts is expected to be coordinated, larger-scale mixed-use development, Master Sign Plans are **required** to encourage imaginative, creative, and highly coordinated signs that enhance the sense of place in these zoning districts.

The BSD Neighborhood Districts, shown on the map to the right, include the BSD Indian Run Neighborhood, BSD Historic Transition Neighborhood, BSD Scioto River Neighborhood, and BSD Sawmill Center Neighborhood Districts.

Master Sign Plans

The purpose of a Master Sign Plan is to allow a greater degree of flexibility and creativity in sign design and display. Master Sign Plans are also intended to coordinate multiple signs for either a single building, or a group of related buildings, to ensure that the requested signs work in a coordinated fashion to meet the intent for signs in the Bridge Street District.

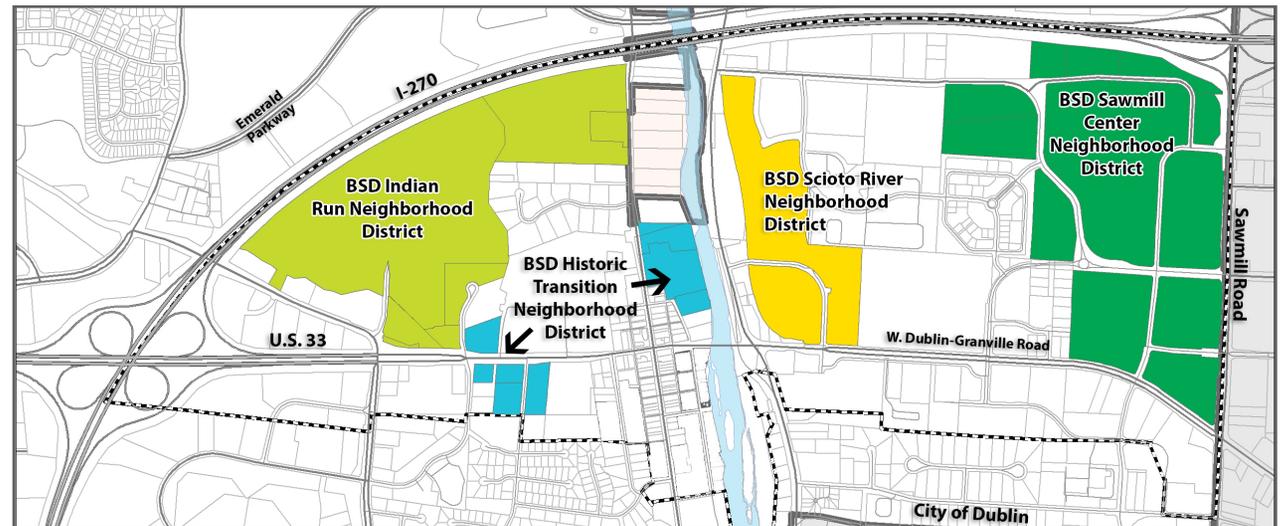
If any single sign or group of signs does not meet the Zoning Code requirements for signs, a Master Sign Plan is required.

Master Sign Plans require review and recommendation by the Administrative Review Team and approval by the Architectural Review Board for signs in the Historic District, and approval by the Planning and Zoning Commission for signs everywhere else in the Bridge Street District. Refer to Section 7, **Master Sign Plans**, for more information.

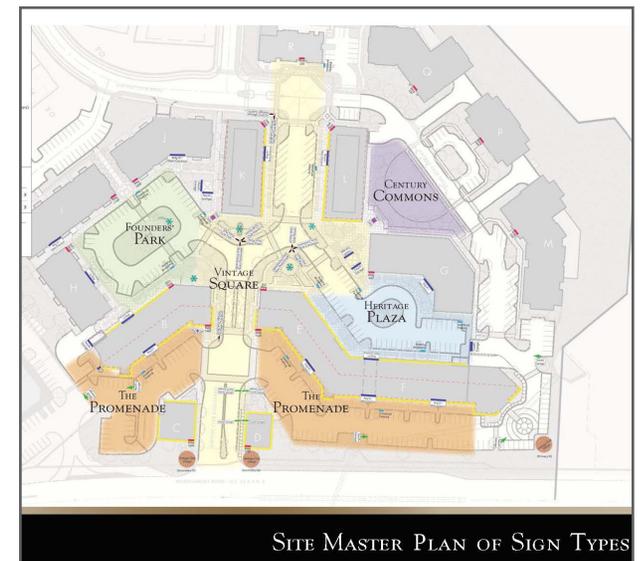
Signs with Special Provisions

Special provisions apply to signs in certain zoning districts. Refer to Section 6, **Requirements**, for more information.

Bridge Street District (BSD) Neighborhood Zoning Districts



Master Sign Plans are required for mixed-use developments in BSD Neighborhood Districts.



Character

General

All signs in the Bridge Street District are expected to be designed with the maximum of creativity and the highest quality of materials and fabrication. For this reason, it is strongly recommended that all signs be designed by a professional sign or graphic designer with careful consideration of how well the proposed sign integrates with and complements the adjacent architecture.

Similarly, it is strongly recommended that signs are installed by a qualified sign builder or contractor to ensure proper installation and durability over time.

The purpose of this section is to outline a series of general sign design principles that should be considered for each sign proposed in the Bridge Street District.

The five Sign Character Principles outlined to the right are described in greater detail on the following pages, with specific examples demonstrating the intent of each principle.

This Section is intended to correspond with Zoning Code Section 153.065(H)(4).

Exceptions

For every principle, there are undoubtedly countless exceptions that result in quality, well-designed signs. The Sign Character Principles are not intended to dictate, but *guide* sign design. The required reviewing bodies may consider approval of signs that fail to meet specific elements of some of the overall principles, provided the proposed sign design is informed by sound graphic design principles, and that the overall intent for signs in the Bridge Street District is maintained.

All signs in the Bridge Street District are expected to be designed with the maximum creativity and the highest quality of materials and fabrication.

Sign Character Principles

1. Architectural Integration | Page 11

All signs shall be designed to fully integrate with the building architecture and overall site design, and to enhance the pedestrian experience in the Bridge Street District to create memorable places for people to enjoy.

2. Illumination | Page 12

The illumination of signs is strongly encouraged to help add a sense of liveliness and activity to the Bridge Street District. Well-designed signs use lighting as an accent rather than a distraction designed to compete for attention in a busy urban streetscape.

3. Colors & Secondary Images | Page 13

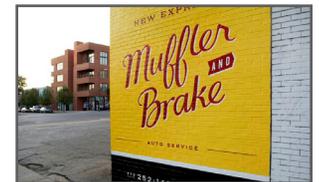
Colorful signs can add character and interest to buildings and the overall streetscape throughout the Bridge Street District; however, in no case shall the use of color and supporting graphics distract from the creation of attractive signs with simple, easy to understand messages.

4. Graphic Design & Composition | Page 14

Unique, interesting signs that contribute to a memorable, pedestrian-oriented environment generally demonstrate strong adherence to accepted graphic design principles. Signs should be designed thoughtfully, with consideration for aesthetically pleasing composition.

5. Dimensionality | Page 15

Signs should be constructed to stand the test of time, designed to be weather and fade resistant. High quality signs are also designed to appear substantial, with three-dimensional elements that give the sign presence without appearing overly heavy. Quality signs also conceal structural elements that are not integral to the sign's overall design.



Character | Architectural Integration

All signs shall be designed to fully integrate with the building architecture and overall site design, and to enhance the pedestrian experience in the Bridge Street District to create memorable places for people to enjoy.

1. Building-Mounted Signs

Signs in the Bridge Street District are required to be designed with opportunities for thoughtful sign placement, including sign bands, awnings, canopies, and ganged windows. Wherever possible, building-mounted signs should be placed and scaled proportionally to these specific areas.

For buildings that were constructed prior to the enactment of the Bridge Street District zoning regulations, applicants should carefully consider the existing building architecture and select locations that are either centered or balanced within the architecture associated with a tenant space, or centered within a particular building elevation or architectural feature. Projecting signs should be located near the entrances to the tenant spaces in areas that are primarily visible to pedestrians.

2. Ground Signs

Where site conditions allow the placement of a ground sign, the ground sign should be designed with materials that coordinate with or are used on the building with which the sign is associated. Ground signs should also correspond with the design of associated building-mounted signs.

Whenever possible, ground signs should be placed to avoid blocking pedestrian movement, and may be incorporated within architectural elements such as seating walls or landscape features.

3. What to Avoid

- “Off the shelf” sign designs, and signs that are not customized to a specific building on a specific site. An example of this could be a sign with traditional elements, such as frames with routed edges, associated with a contemporary building.
- Signs that are not appropriately dimensioned to fit proportionally on a building elevation or architectural element.
- Colors that clash with adjacent building elements.
- Ground signs that bear no visible relationship to the adjacent building or architectural character.
- Sign lighting that is out of character with the building’s architectural character, with fixtures placed on the building façade without regard to centering or integrating the fixtures with the building design.



Character | Illumination

The illumination of signs is strongly encouraged to help add a sense of liveliness and activity to the Bridge Street District. Well-designed signs use lighting as an accent rather than a distraction designed to compete for attention in a busy urban streetscape.

1. External Illumination

Signs may be externally illuminated, provided that all exterior lighting meets the requirements of Bridge Street District Zoning Code Section 153.065(F).

2. Internal Illumination

Internally illuminated pan channel or cabinet signs are permitted, provided that the sign is creatively designed with high quality materials and fabrication (refer to “Character - Dimensionality” on page 15 and Section 5, *Quality*). Awning signs and sandwich board signs may not be internally illuminated.

3. Indirect Lighting

Indirect lighting, such as “halo” lighting, soft glowing back lighting, concealed uplighting, and linear light courses serve to accent and highlight sign copy without the lighting becoming too bright or garish.

Consider the use of indirect lighting to create shadows as an integral design element.

4. Colors

Unique colors other than white light may be used as a soft accent, provided it is well-integrated with the site’s architectural character.

5. Construction

Illuminated signs shall be constructed so that raceways, conduit and piping for electrical sources are not exposed to view.

6. What to Avoid

- Translucent (non-opaque) sign cabinets.
- “Off the shelf” light fixtures that are not well-integrated in the building’s architectural character.
- Overly bright, direct lighting designed to call attention rather than highlight sign copy.



Character | Colors & Secondary Images

Colorful signs can add character and interest to buildings and the overall streetscape throughout the Bridge Street District; however, in no case shall the use of color and supporting graphics distract from the creation of attractive signs with simple, easy to understand messages.

1. Sign Color Selection

Signs in the Bridge Street District are intended to be vibrant, attractive, and interesting. Sidewalks should be lined by pedestrian-oriented architecture with pops of color, individuality, and interest provided through thoughtfully placed and well-designed signs.

Bright colors are encouraged; however, as a general rule, the brighter the color(s) used as a primary component of the sign design, the fewer colors and design elements should be used.

2. Sign Color Regulation

Colorful logos and signs are encouraged to help add character and interest to the building and streetscape.

Signs are limited to three colors, including black and white. Background colors are considered one of the three colors, unless channel or pin-mounted letters are used, in which case the background is not considered one of the three colors.

3. Logos, Corporate Trademarks, and/or Symbols - Color

Logos, corporate trademarks and/or symbols, or other secondary images used to convey information about the business or use of the building or lot, must be compatible with the size, design, and scale of the sign.

While signs are, overall, limited to three colors, the colors used in a corporate trademark or symbol are not limited in number. The logo or corporate trademark is considered “one” of the three permitted colors. Sign copy or background shall use one of the colors used in the

registered corporate trademark or symbol, in addition to one more permitted color.

4. **Logos, Corporate Trademarks, and/or Symbols - Size**
Signs with a corporate trademark or symbol that is *less than 20% of the sign area* are limited to three colors as described above.

The cumulative area of corporate trademarks or symbols *and other secondary images* shall not exceed 20% of the sign area.

Where a corporate trademark or symbol *exceeds 20% of the sign area*, signs shall have a maximum of five colors including symbols, sign copy, and background color. The background color is included in the maximum permissible colors, unless channel letters are used and affixed directly to a building or other support structure. *No additional secondary images are permitted.*

5. What to Avoid

- Signs with clashing colors.
- Complicated sign designs with too many secondary images that obscure the primary image or main sign message.
- Secondary images and logos that resemble generic “clip art” rather than images that represent the business’ brand.
- Signs that use bright colors as a means of grabbing attention rather than highlighting a creative sign design.

Definitions

Primary Image

The name of the use or business identified on a sign, usually displayed in text.

Logo, Registered Corporate Trademark, or Symbol

A non-text graphic representation of a corporate trademark, or symbol of a company name, trademark, emblem, figure, element, abbreviation, etc., uniquely designed for recognition.

Additional Secondary Images

Any and all text, graphics, or images displayed on a sign in addition to the name of the use or business and/or logo, including but not limited to pictorial representations, tag lines, products, prices, and phone numbers.



Logo:
Less than 20% of sign area

Logo and all other secondary images may not exceed 20% of the sign area; limited to three colors total.



Logo:
Exceeds 20% of sign area

Limited to five colors overall; no additional secondary images permitted.

Character | Graphic Design & Composition

Unique, interesting signs that contribute to a memorable, pedestrian-oriented environment generally demonstrate strong adherence to accepted graphic design principles. Signs should be designed thoughtfully, with consideration for aesthetically pleasing composition.

1. Simple Messages

Sign copy should be clear and easy to understand. Graphics should support the sign design and avoid obscuring the message.

2. Graphics

Logos, trademarks, and other secondary images should reflect the business brand. Color selection should enhance legibility, and the sizing and placement of graphics should reflect a thoughtful composition rather than haphazardly attempting to fit as many design components as possible onto the sign face.

3. Negative Space

Signs should be designed to frame the copy and supporting graphics, with an appropriate amount of negative space around the design elements to ensure the sign appears balanced, well-composed, and not visually crowded.

Negative space can be exaggerated to call attention to minimal text and graphics, while cut-outs and shadows can enhance sign messages in creative ways.

4. Fonts

Sign copy should use branded fonts wherever possible, although lettering should always be clear and easy to read up close and at a distance. Unique typography enhances the aesthetic interest of signs, minimizing the need for excessive colors and graphics.

5. Balance

Signs should be framed by their structural components or the architectural elements of the buildings to which they are affixed. Sign graphics and text should be centered vertically or horizontally, unless a sign design that makes use of negative space calls for a unique arrangement.

6. Legibility

In a composed sign design, fonts, colors, graphics, lighting, and arrangement are all thoughtfully coordinated to result in a sign that is pleasing to look at and easy to understand.

7. What to Avoid

- Sign designs that obscure the primary message of the sign by using a lot of secondary text and graphics.
- Generic fonts, and fonts that are difficult to read because they are too thin or have too many flourishes.
- Sign designs with unbalanced and/or off-center elements, such as signs that are not vertically centered within a building fascia.
- Signs with insufficient space around the outside of the main copy, reflecting a lack of balance and visual crowding.



Character | Dimensionality

Signs should be constructed to stand the test of time, designed to be weather and fade-resistant. High quality signs are also designed to appear substantial, with three-dimensional elements that give the sign presence without appearing overly heavy. Quality signs also conceal structural elements that are not integral to the sign's overall design.

1. Architectural Integration

The structural supports used for signs should be just as thoughtfully planned as the design of the sign itself. Brackets, support beams, ground sign bases, and other supporting elements should be designed to coordinate not only with the character of the sign, but also the building with which the sign is associated.

2. Texture & Three-Dimensional Elements

The most attractive signs are not only well-composed from a graphic design standpoint, but they also incorporate three-dimensional elements that enhance sign character through the use of interesting lighting, use of shadows, layering sign components, and unexpected cut-outs that help a sign stand out in a subtle way.

Interesting materials, such as metals with interesting textures and rough-hewn wood, are encouraged.

3. Sculptural Construction

In urban environments, signs are meant to be experienced up close and personal, just like buildings, instead of at a distance in a moving vehicle. As a result, signs should be designed as individual pieces of art, with strong attention to detail in construction as much as composition.

Ground signs are particularly encouraged to be designed in a sculptural manner, with consideration of unique lighting, texture, and three-dimensional elements.

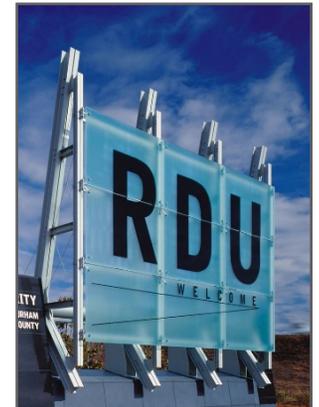
4. Mass & Durability

All signs should be designed with durable, fade- and weather-resistant materials (refer to Section 5, *Quality*, for more information).

High quality materials with depth and three-dimensional elements give a sense of mass to a sign, which in turn emphasize its permanence, character, and interest.

5. What to Avoid

- Signs with supporting elements (such as brackets, frames, or bases) that are out of character with the building with which the sign is associated. For example, a traditional sign bracket may be inconsistent when affixed to a building with a modern architectural character.
- Flat internally illuminated cabinets and/or panels with flat lettering.
- Simple rectangular cabinets with “off the shelf” lettering and construction elements.
- Ground signs with cabinets that are wider or deeper than the base of the sign and thus appear top-heavy.
- Signs that look flimsy because they lack texture, are too thin or flat, and/or are constructed with low quality materials.



Quality

Intent

The Bridge Street District zoning regulations require signs to be designed and fabricated with high quality, durable, and low-maintenance materials (refer to Zoning Code Section 153.065(H)(4)(e) for more information).

As noted throughout the Bridge Street District Sign Guidelines, the type of material selected for signs should be compatible with the associated building's façade and other materials in the surrounding area. Traditional materials are preferred over plastic signs.

General Material Requirements

The following primary materials are required to be used for sign faces. Other materials may be used for sign construction provided they are only used in supplementary parts of the sign, such as framing materials or other similar uses. The required reviewing body may approve other materials if it determines that the proposed materials provide appropriate high quality, durability, and design features.

Metal Faces

Minimum .125-inch aluminum or 4mm composites for 3 foot and greater spans to avoid "oil canning" (rippling) of faces. Thinner material may be used for shorter spans.

Moldable Synthetic Materials

Solar Grade (SG) acrylics and polycarbonates (or equivalent) to avoid fading, typically no less than .125-inch.

Metal Returns

Returns must be etched (sanded) primed and painted aluminum.

Paints

Paints, when used, must be acrylic polyurethane paint systems with zinc chromate primers, or equivalent.

Wood Materials

High density urethane (HDU), cedar, redwood, treated lumber, and equivalent materials are required. Wooden signs must be properly sealed to prevent moisture from soaking into the wood.

Window Signs

Window signs must be composed of pressure sensitive vinyl (PSV) and similar. For exterior use, "High Performance" materials that have higher tack values and avoid premature fading must be used. Printed PSV decals must have an exterior laminate added to ensure exterior durability.

Fabrication Details

Signs must be fabricated, constructed and installed to conceal fasteners and/or other methods of attachment that are not integral to the sign design.



Requirements

General Intent Statement

The purpose of this section is to explain and illustrate the Bridge Street District sign requirements (Zoning Code Section 153.065(H)). After an applicant has reviewed the Character and Quality considerations for signs in the Bridge Street District, they may proceed with reviewing the number and dimensional requirements detailed in this section.

Bridge Street District Zoning Districts with Special Sign Provisions

Certain regulations apply only to signs in specific areas of the Bridge Street District. In addition to the information to the right, refer to Section 3, *Applicability*, for more information.

Master Sign Plans

Master Sign Plans are required for all planned shopping corridors in BSD Neighborhood Zoning Districts. The purpose of a Master Sign Plan is to allow a greater degree of flexibility and creativity in sign design and display. Master Sign Plans are also intended to coordinate multiple signs for either a single building, or a group of related buildings, to ensure that the requested signs work in a coordinated fashion to meet the intent for signs in the Bridge Street District.

Master Sign Plans require review and recommendation by the Administrative Review Team and approval by the Architectural Review Board for signs in the Historic District, and approval by the Planning and Zoning Commission for signs everywhere else in the Bridge Street District. Refer to Section 7, *Master Sign Plans*, for more information.

Special Sign Provisions

- 1. BSD Historic Residential District**
The requirements of Zoning Code Sections 153.150 through 153.163 apply in the BSD Historic Residential District without modification.
- 2. BSD Neighborhood Zoning Districts**
Each of the BSD Neighborhood Districts (except BSD Historic Transition Neighborhood), as well as any properties zoned Vertical Mixed Use District, are required to meet the Zoning Code regulations applicable to signs in the Bridge Street District, with one exception: a Master Sign Plan is required for all planned shopping corridor regardless of whether the sign(s) meet the requirements of the district in which they are located. Master Sign Plans may be submitted at any time, but no sign permits will be issued until there is an approved Master Sign Plan for these areas. Refer to Section 7, *Master Sign Plans*, for more information.
- 3. BSD Historic Core & BSD Historic Transition Neighborhood Districts**
The signs in these zoning districts are required to meet the Zoning Code regulations applicable to signs in the Bridge Street District, unless a Master Sign Plan is approved by the Architectural Review Board.



Requirements | Summary

Sign Types

The various types of signs permitted in the Bridge Street District are outlined below. Specific requirements are illustrated on the following pages.

Sign Types Permitted in Bridge Street District Zoning Districts

Tenant Identification	<ol style="list-style-type: none"> Ground Signs (p. 20-21) Intended primarily for buildings with greater front and corner side required build zones or setbacks. Building-Mounted Signs (p. 22-29) Provide visibility for pedestrians and vehicles approaching from different directions and to create a diversity of signs along an active streetscape. Includes wall, awning, projecting, and permanent window signs. 				
Building Identification	<ol style="list-style-type: none"> Building Identification Signs (p. 32-33) Intended to identify major building tenants and large-scale mix-use development. Building names or street address numerals may be used in lieu of tenant names. Identification Plaques Plaques, medallions, or other smaller identification signs intended for pedestrian use may be used to identify individual building names or addresses, denote significant historical or other building characteristics, etc. 				
Other Permitted Signs	<ol style="list-style-type: none"> Directory Signs (p. 32-33) Directory signs are intended to provide identification for upper story tenants and/or tenants that are otherwise not permitted an individual sign. Directory signs may also be used for restaurant menus and other similar uses. Display Signs Display signs are intended to advertise goods or services. Display signs may change frequently and include products for sale or services offered. Sandwich Board Signs (p. 30-31) Sandwich board signs are intended to be used in areas with high pedestrian and commercial activity and are only permitted in the Historic District. 				

Requirements | Summary

Number of Permitted Signs

Total number of permitted signs depends on a number of factors. The information summarized on this page is intended to help applicants determine how many of each of the various types of signs are permitted for a property.

The information on this page should be used in conjunction with Zoning Code Section 153.065(H)(6) and Table 153.065-H, Ground Sign Requirements, Table 153.065-I, Building-Mounted Sign Requirements, Table 153.065-J, Building Identification Sign Requirements, and Table 153.065-K, Requirements for Other Permitted Signs.

1. What is the site zoned? Is the site in the Historic District?

Special sign provisions apply to properties located in the Historic District, with signs in this area intended to match the general character and scale of Dublin's original village commercial center.

First, refer to Section 3, *Applicability*, or contact the Planning Division at 614.410.4600 to determine whether the property is located within the Architectural Review District (Historic District) boundaries. Properties in this area (zoned BSD Historic Core District, BSD Public District, BSD Historic Transition Neighborhood District, and BSD Historic Residential District) are referenced specifically in the Bridge Street District zoning regulations for signs (Zoning Code Section 153.065(H)).

For non-Historic District properties, sign requirements are referenced under the provisions applicable to "All Other BSD Zoning Districts."

2. How many building-mounted signs are permitted?

Building-mounted signs include wall signs, projecting (or "blade") signs, awning signs, and permanent window signs.

Building-mounted signs for properties in the Historic District are counted as part of the total number of permitted signs for a building or tenant. Number of permitted signs is also based on whether the building is a single tenant building or a multiple tenant building, and whether the property has frontage on one or multiple streets. Refer to Zoning Code Section 153.065(H)(6)(d) for more information.

For all other Bridge Street District zoning districts, the number of permitted building-mounted signs is based on whether the building is a single-tenant or a multiple-tenant building, and whether or not the tenant has a storefront. Refer to Zoning Code Section 153.065(H)(6)(b)-(c) for more information.

3. Are ground signs permitted? If so, how many?

Ground signs for properties in the Historic District are counted as part of the total number of permitted signs for a building or tenant. Number of ground signs are also based on whether the building is a single tenant building or a multiple tenant building, and whether the property has frontage on one or multiple streets. Refer to Zoning Code Section 153.065(H)(6)(d) for more information.

For all other Bridge Street District zoning districts, one ground sign is permitted per building or parcel, per street frontage, not to exceed 2 ground signs. Ground signs in these zoning districts are permitted in addition to other permitted signs.

4. What other types of signs are permitted?

While ground and building-mounted signs are primarily intended for permanent tenant identification, several other types of signs, including building identification signs, public entrance signs, secondary public entrance signs, directory signs, (temporary) display signs, and sandwich board signs, may also be permitted.

Number and dimensional requirements for these "specialty" signs vary greatly based on whether the property is in the Historic District and whether the proposed sign is for a single tenant building or a multiple-tenant building, with or without storefronts. Refer to Zoning Code Section 153.065(H)(6)-(7) and Table 153.065-J, Building Identification Sign Requirements, and Table 153.065-K, Requirements for Other Permitted Signs, for more information.

Requirements | Ground Signs

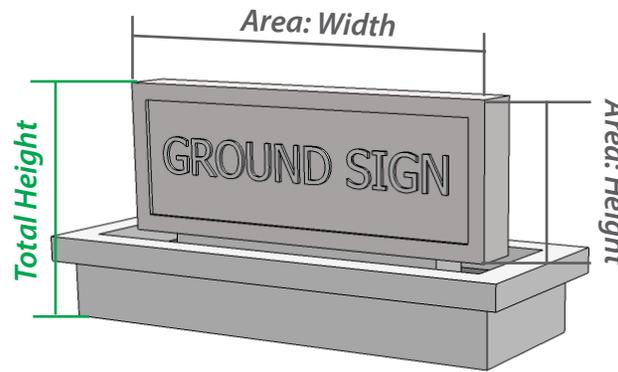
Ground Signs

Ground signs are primarily intended for buildings with greater front and corner side setbacks, where their placement will not interfere with pedestrian activity.

Sites with Existing Structures often have greater setbacks, where ground signs can be installed in conjunction with landscape features and assist with visibility for both pedestrians and motorists.

In urban environments, such as the Historic District and new Bridge Street District developments, ground signs should only be used if there is enough space on site to meet the setback requirements while avoiding interruptions to the pedestrian realm. Ground signs in these areas should have smaller profiles, since they are intended to be visible primarily to pedestrians, and should be integrated into architectural elements if available.

In addition to the quality and character requirements for all signs described in Section 4, *Character*, on pages 10-15, the following requirements apply to ground signs in the Bridge Street District.



Ground Sign Requirements | General

Measurement

Height is measured from the established grade at the base of the sign to the top of the sign or its frame or support. Area is measured as the entire area distinct from the sign base (such as the cabinet or field on which the copy is applied).

Design

Ground signs may be attached to a freestanding wall or other similar structure on the same lot as the building or use.

Foundations

Foundations may not be exposed. Ground signs should be mounted on a masonry base or a base clad in material compatible with the sign material and the principal structure containing the use with which the sign is associated.

Landscaping

Ground signs must be landscaped where appropriate to site conditions, such as sites with space to meet the minimum setbacks and where the sign is incorporated into a landscape feature or planting area.

Historic District

Size

Max. 8 sq. ft.

Location

Min. setback of 8 ft. from property lines and street rights-of-way.

Permitted only for Historic Cottage Commercial building types (refer to Zoning Code Section 153.062(O)(10)).

Height

Max. 6 ft.

All Other BSD Zoning Districts

Size

Max. 24 sq. ft.

Location

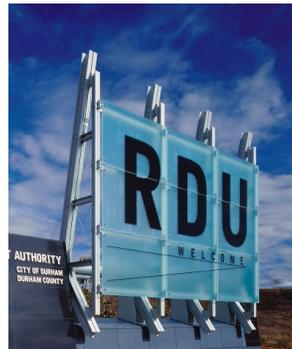
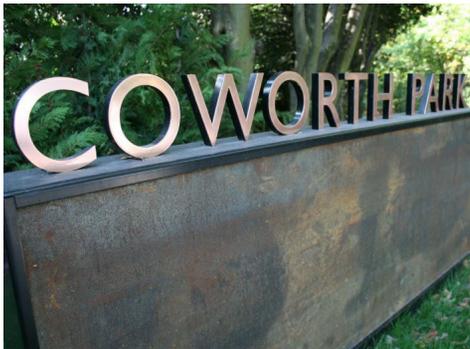
Min. setback of 8 ft. from property lines, Required Building Zones, and/or street rights-of-way.

If two ground signs are used, they must be located on different street frontages.

Height

Max. 8 ft.

Ground Sign Examples



Recommended Character Elements

Ground signs in an urban environment should be compact and highly coordinated with their surroundings in terms of materials, architectural character, color, and details.

Interesting structural, sculptural, and architectural designs are encouraged.

All signs should have three-dimensional elements. Flat designs are discouraged.

Minimal text and simple graphics are preferred.

Contemporary designs coordinating with the modern architectural character envisioned in most of the Bridge Street District are preferred. Modern signs with traditional elements may be appropriate in the Historic District, such as the Oscar's sign (top right).

Simple colors are encouraged. The brighter the color, the fewer colors overall should be used.

Sign bases should be structurally integrated and coordinate with the overall design of the sign.

Signs on this page are intended to depict desirable character elements. Some of the signs shown on this page may not meet the zoning requirements for signs in the Bridge Street District. Refer to Zoning Code Section 153.065(H) to verify applicable sign requirements.



Avoid



Illegible and mismatched fonts.

Traditional sign designs, which are inappropriate for the contemporary development character planned for the Bridge Street District.



Signs that are too large to fit appropriately in an urban environment without interfering with pedestrian movement.

Requirements | Building-Mounted Signs

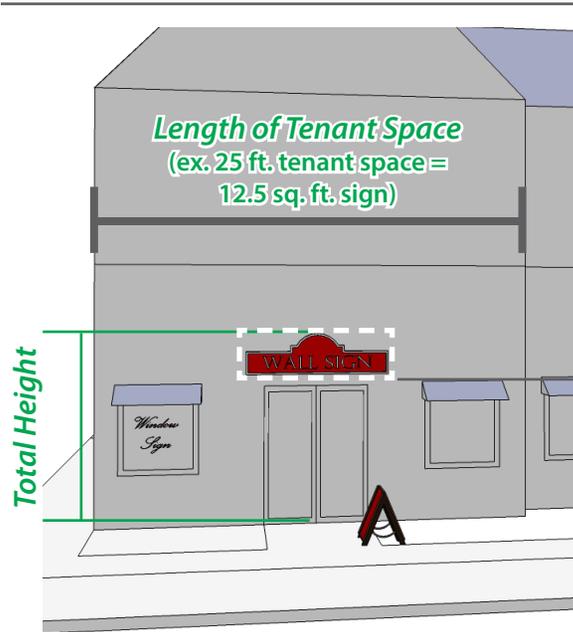
Wall Signs

Wall signs are one of four types of building-mounted signs that provide visibility for pedestrians and vehicles approaching from different directions and allow for a diversity of signs along an active streetscape.

In urban environments, such as the Historic District and new Bridge Street District developments, wall signs should be highly integrated with the building's architecture. Wall signs should be installed on portions of buildings intended for signs, such as sign bands, unless unique sign designs allow for creative sign placement, such as wrapping the corner of a building.

Wall signs should be scaled to match the proportions of the building, and should become a seamless element of the building's façade.

In addition to the quality and character requirements for all signs described in Section 4, *Character*, on pages 10-15, the following requirements apply to wall signs in the Bridge Street District.



Wall Sign Requirements | General

Measurement

Height is measured directly beneath the sign from the established grade at the base of the structure to which the sign is attached to the highest portion of the sign.

Area is measured by multiplying the full width of the overall sign (frame, cabinet, or extent of the sign lettering where channel or pin-mounted letters are used) by the overall height of the sign (frame, cabinet, or extent of sign lettering) in a rectangular manner, regardless of the shape of the sign or the arrangement of the graphics.

Area: (Total Height) x (Total Width)

Historic District

Size

Max. 8 sq. ft.

Location

Walls facing a public street, and walls associated with the tenant space for multiple-tenant buildings, and/or within 6 ft. of the public entrance. Wall signs may not extend more than 14 in. from the face of the building to which they are attached.

Height

Max. 15 ft., not extending above the roofline.

All Other BSD Zoning Districts

Size

1/2 sq. ft. per lineal foot of building wall or storefront, up to a max. 50 sq. ft.

Location

(Same as Historic District)

Height

Max. 15 ft. for Existing Structures, or within the first story for buildings constructed under the BSD Building Type requirements of Zoning Code Section 153.062(O).

Wall Sign Examples



Recommended Character Elements

Wall signs in pedestrian environments should be interesting to look at, adding vibrancy to a streetscape. Wall signs should be three dimensional, with textured lettering.

Lighting should be used as a highlight or architectural element, rather than a means of distracting attention.

Wall signs should be architecturally integrated with the building and the tenant's brand.

Wall signs should have simple, legible messages.

Simple colors are encouraged. The brighter the color, the fewer colors overall should be used.

Thoughtful framing, centering, and use of negative space can enhance a wall sign with a simple message. Avoid filling the entire cabinet or sign frame with text, logos, secondary images, etc.

Signs on this page are intended to depict desirable character elements. Some of the signs shown on this page may not meet the zoning requirements for signs in the Bridge Street District. Refer to Zoning Code Section 153.065(H) to verify applicable sign requirements.



Avoid



Flat, two-dimensional cabinets out of scale with the storefront.

Illegible and mismatched fonts.

Distracting use of colors and clip art.



Two-dimensional internally illuminated cabinets.

Over-complicated sign copy.

Poor architectural integration.

Requirements | Building-Mounted Signs

Awning Signs

Awning signs are another one of the four types of building-mounted signs that contribute to the creation of a vibrant pedestrian-oriented streetscape while enhancing tenant visibility.

In all locations, and particularly in urban environments, awning signs should be highly integrated with the architectural character of the building. Traditional awning styles may be appropriate in the Historic District, while minimal, modern awnings should be installed on contemporary buildings elsewhere in the Bridge Street District.

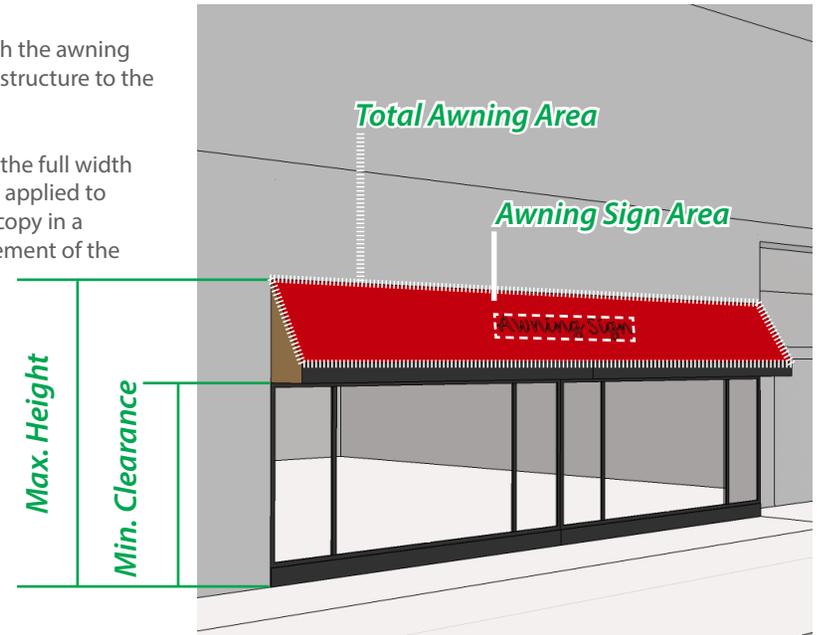
Awning signs should be installed on architecturally appropriate portions of buildings, such as above windows and doors, primarily on the ground floor. Awnings should also be scaled to match the proportions of the building, and should be seamless elements of the building's façade. Refer to Zoning Code Section 153.062(H)(3) for additional architectural requirements for awnings and canopies.

In addition to the quality and character requirements for all signs described in Section 4, *Character*, on pages 10-15, the following requirements apply to awning signs in the Bridge Street District.

Measurement

Maximum height is measured directly beneath the awning from the established grade at the base of the structure to the top of the awning.

Awning sign area is measured by multiplying the full width of the overall sign copy (lettering and/or logo applied to the awning) by the overall height of the sign copy in a rectangular manner, regardless of the arrangement of the graphics.



Awning Sign Requirements | General

Historic District

Size

20% of the cumulative surface of all awnings (8 sq. ft. max.).

Location

Awning signs may be on any portion of the awning, affixed flat to the surface. Awning signs may not extend beyond the limits of the awning.

Height

Max. 15 ft., with the lowest portion of the awning at least 8 ft. above the sidewalk.

All Other BSD Zoning Districts

Size

(Same as Historic District)

Location

(Same as Historic District)

Height

Within the first story of the building. The lowest portion of the awning must be at least 8 ft. above the sidewalk.

Awning Sign Examples



Recommended Character Elements

Awning designs should be coordinated with the architectural character of the storefront. For example, only use traditional awnings with scalloped edges with buildings that have traditional architectural elements.

Simple awning forms are recommended, such as flat planes with or without enclosed sides.

Awning sign graphics should be limited to simple text and logos.

Awning color should be subdued, and/or coordinated with storefront design. As a general rule, the brighter the color, the fewer colors overall should be used.

Signs on this page are intended to depict desirable character elements. Some of the signs shown on this page may not meet the zoning requirements for signs in the Bridge Street District. Refer to Zoning Code Section 153.065(H) to verify applicable sign requirements.

Avoid



Too many bright colors.

Complicated awning forms and designs that are unrelated to the architecture of the building to which the awning is attached.



Imbalanced and over-complicated graphic design.

Illegible fonts.

Requirements | Building-Mounted Signs

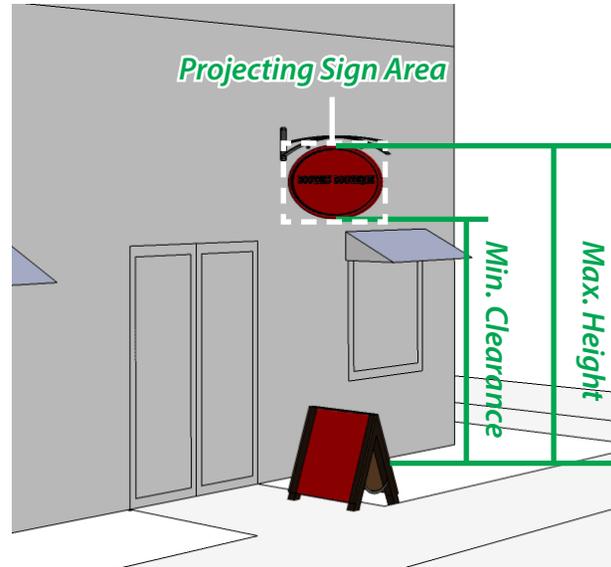
Projecting (Blade) Signs

Projecting (or “blade”) signs are another one of the four types of building-mounted signs that assist with providing visibility along a highly pedestrian-oriented streetscape while contributing to the architectural character and interest of a building.

In all locations, and particularly in urban environments, projecting signs should be highly integrated with the architectural character of the building. Traditional projecting sign shapes may be appropriate in the Historic District, while unique sign shapes could be appropriate to the more contemporary buildings elsewhere in the Bridge Street District.

Projecting signs should be installed on architecturally appropriate portions of buildings, such as above and adjacent to doors and windows. Projecting signs should also be scaled to match the proportions of the building, and should be seamless elements of the building’s façade.

In addition to the quality and character requirements for all signs described in Section 4, *Character*, on pages 10-15, the following requirements apply to projecting signs in the Bridge Street District.



Historic District

Size

Max. 8 sq. ft.

Location

Within 6 ft. of the public entrance for multiple tenant buildings, separated at least 10 ft. from adjacent projecting signs. Wall signs may not extend more than 6 ft. from the face of the building to which they are attached.

Height

Max. 15 ft. (not extending above the second story sills), with the lowest portion of the sign at least 8 ft. above the sidewalk.

Projecting (Blade) Sign Requirements | General

Measurement

Projecting sign height is measured directly beneath the sign from the established grade at the base of the structure to which the sign is attached to the top of the highest portion of the sign (not including brackets or equipment used to attach the sign to the building).

Area is measured by multiplying the full width by the full height of the sign in a rectangular manner, regardless of the shape of the sign. Brackets and equipment are not included in the projecting sign area.

All Other BSD Zoning Districts

Size

Max. 16 sq. ft.

Location

(Same as Historic District)

Height

Within the first story of the building. The lowest portion of the sign must be at least 8 ft. above the sidewalk.

Projecting (Blade) Sign Examples



Recommended Character Elements

Sculptural, architecturally interesting projecting sign designs are encouraged. All building-mounted signs, and particularly projecting signs, should be more than just a cabinet affixed to a building.

Projecting signs should appear substantial and not flimsy.

If a projecting sign is internally illuminated, it should use simple illumination to highlight the sign character and message.

Three-dimensional elements are strongly encouraged, along with the creative use of textures, shadows, negative space, cutouts, etc. to give the sign dimensionality and interest.

Projecting signs should incorporate thoughtful framing and placement of text and graphics, as well as the use of negative space.

The bracket or attachment device should be architecturally appropriate to the building design. Only use traditional brackets with traditional architecture.

As a general rule, the brighter the color, the fewer colors overall should be used.

Avoid



Thin, flat signs that appear flimsy and temporary.

Over complicated sign designs, with conflicting fonts and too many images and secondary text.



Clunky “off the shelf” cabinets with no architectural character.

Lack of three-dimensional elements.

Internal illumination used to draw attention rather than highlight the sign design.

Signs on this page are intended to depict desirable character elements. Some of the signs shown on this page may not meet the zoning requirements for signs in the Bridge Street District. Refer to Zoning Code Section 153.065(H) to verify applicable sign requirements.

Requirements | Building-Mounted Signs

(Permanent) Window Signs

Permanent window signs that identify a tenant are the fourth type of building-mounted signs. Combined with other types of building-mounted signs, window signs can provide great interest to window-shopping pedestrians while providing eye-level tenant identification.

In addition to the quality and character requirements for all signs described in Section 4, *Character*, on pages 10-15, the following requirements apply to window signs in the Bridge Street District.

Measurement

Window sign area is measured by multiplying the full width of the overall sign copy (lettering and/or logo applied to the window) by the overall height of the sign copy in a rectangular manner, regardless of the arrangement of the graphics. Window panes separated by muntins should not be counted separately, but included in the cumulative square footage.



Historic District

General

Where permanent window signs are used, window display signs (temporary) are not permitted.

Size

20% of the cumulative surface area of the window to which it is attached, up to a max. 8 sq. ft.

Location & Height

Ground floor only, except tenant spaces located above the ground floor may be identified by a window sign (or directory sign, or projecting sign adjacent to a common public entrance providing access to the upper floor tenant spaces).

Window Sign Requirements | General

All Other BSD Zoning Districts

General

(Same as Historic District)

Size

(Same as Historic District)

Location & Height

Ground floor only.

Permanent Window Sign Examples



Recommended Character Elements

Permanent window signs should ensure visibility in and through the windows into the tenant space beyond.

Minimal colors and simple graphics and messages are recommended.

Well-designed window signs incorporate interesting fonts, designs, lettering, and even unique lighting, personalized to the tenant space; they should be more than just a decal affixed to a window.

If other signs are used, window sign designs should be coordinated with the other signs.

As with all signs, thoughtful placement of window signs is critical. Centering, framing, or unique offsets can enhance the character and interest of these signs.

Signs on this page are intended to depict desirable character elements. Some of the signs shown on this page may not meet the zoning requirements for signs in the Bridge Street District. Refer to Zoning Code Section 153.065(H) to verify applicable sign requirements.

Avoid



Too many bright colors, intended to draw attention rather than add visual interest to the tenant space.

Signs that obscure views to the interior of the tenant space.



Too many messages, with signs designed to advertise rather than identify the tenant.

Signs that lack character and fail to add interest to the storefront.

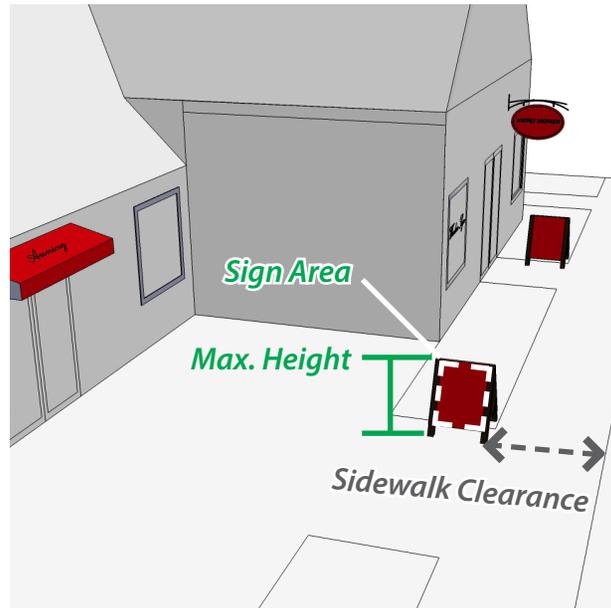
Sign Requirements | Sandwich Board Signs

Sandwich Board Signs

Sandwich board signs are intended to be used in areas with high pedestrian and commercial activity, advertising tenants as well as specials, sales, and goods and/or services offered. Well-designed sandwich board signs can greatly enhance streetscape character and contribute to a vibrant pedestrian experience.

In the Bridge Street District, *sandwich board signs are only permitted in the Historic District* as a unique character element. Refer to Section 3, *Applicability*, for more information.

In addition to the quality and character requirements for all signs described in Section 4, *Character*, on pages 10-15, the following requirements apply to sandwich board signs in the Historic District.



Historic District

Size & Height

Max. 6 sq. ft. per side; max. 3 ft. tall.

Location

Permitted only immediately in front of the building containing the activity described on the sign. Signs must be placed within 6 ft. of the primary ground floor public entrance of the business, generally along the same plane as other sandwich board signs to ensure consistent sidewalk clearance.

Signs must maintain an unobstructed 5-ft. clearance on sidewalks.

Sandwich Board Sign Requirements

General

Sandwich board signs may include chalkboard and whiteboard elements.

The sandwich board sign structure must be constructed with subdued colors.

Sandwich board signs must be removed and stored indoors or in a location not visible to the public during non-business hours.

Measurement

Sandwich board sign area is measured by multiplying the full width of the overall sign frame by the overall height of the sign frame, on each side (as applicable).

All Other BSD Zoning Districts

Not permitted, unless otherwise approved as part of a Master Sign Plan.

Sandwich Board Sign Examples



Recommended Character Elements

Sandwich board signs should be considered movable art with interesting character rather than distracting billboards or mobile ground signs.

Sandwich board signs should be constructed with wood or aluminum, with neutral or low chroma.

Handwritten messages and graphics are encouraged. Simpler messages and graphics are encouraged, unless they are hand drawn.

Messages should change frequently, advertising sales, services, food and beverages, and specials.

Signs on this page are intended to depict desirable character elements. Some of the signs shown on this page may not meet the zoning requirements for signs in the Bridge Street District. Refer to Zoning Code Section 153.065(H) to verify applicable sign requirements.

Avoid



Too many bright colors.

Permanent sign copy, which functions more as a movable ground sign than a temporary advertisement of the tenant's goods or services.



Signs that lack character and creativity.

Requirements | Other Permitted Signs

Other signs permitted in the Bridge Street District include directory signs and building identification signs and others as described in Zoning Code Section 153.065(H).

Directory Signs

Directory signs are intended to provide identification for upper story tenants, and/or tenants that are otherwise not permitted individual identification signs. Directory signs should not be used as a wayfinding device - they should direct visitors to a specific tenant or suite number once they have already arrived at the correct building.

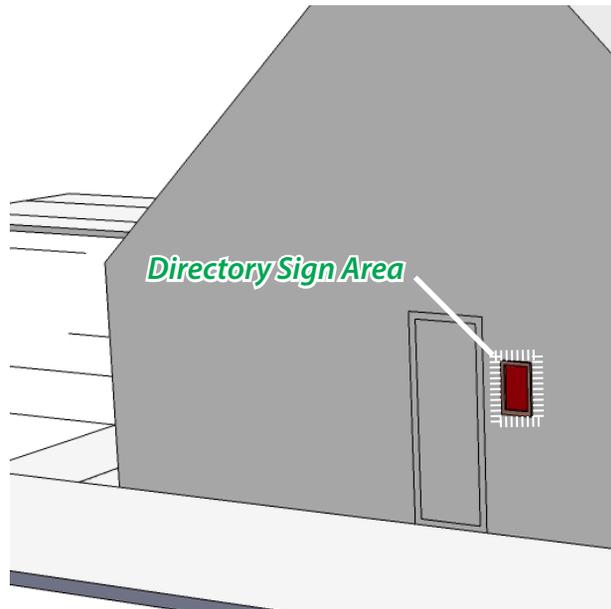
Directory signs may also be used for restaurant menus and other similar uses.

Building Identification Signs

Building identification signs are intended to identify major building tenants and large-scale commercial development in the Bridge Street District, both for pedestrians as well as people arriving by bus, car or bicycle.

Building names or street address numerals may be used in lieu of a tenant name.

In addition to the quality and character requirements for all signs described in Section 4, *Character*, on pages 10-15, the following requirements apply to directory and building identification signs in the Bridge Street District.



Directory Sign Examples



Directory Sign Requirements

Historic District

Size

Max. 4 sq. ft.

Height

Ground floor only (when mounted to and visible from the exterior of the building).

Location

Within 6 ft. of the entrance, mounted flat to the wall.

All Other BSD Zoning Districts

(Same as Historic District)

Recommended Character Elements

Directory signs may range from simple to unique designs, but in all cases should be architecturally integrated with the building character.

Directory signs should be easy to update with new tenant or menu information.

Directory signs should use minimal color, legible fonts, and simple lighting (if any).

Building Identification Sign Requirements

Historic District

Not permitted

All Other BSD Zoning Districts

Size

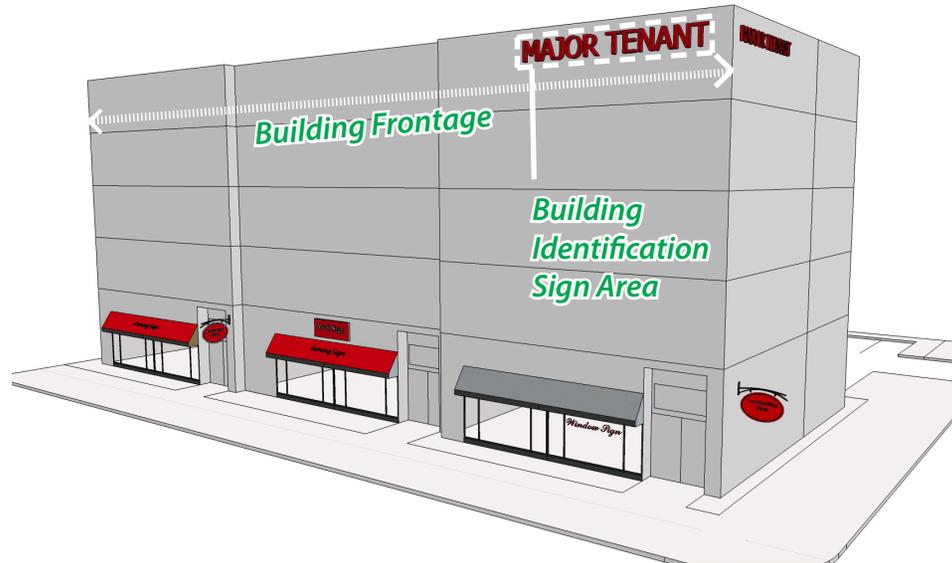
1/2 sq. ft. per lineal ft. of building frontage, max. 100 sq. ft.

Height & Location

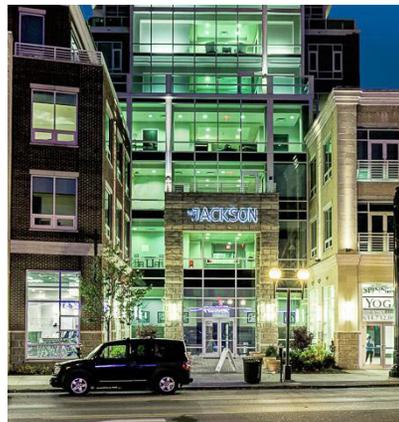
Building identification signs must be installed on street-facing building façades and may not extend above the roofline.

Design

Individual pin-mounted or channel letters are required.



Building Identification Sign Examples



Recommended Character Elements

Sculptural, architecturally interesting building identification signs are encouraged. Three-dimensional elements and the creative use of textures, shadows, negative space, cutouts, and lighting should give the sign dimensionality and interest.

Building identifications signs should incorporate thoughtful framing and placement of text and graphics, as well as the use of negative space.

The sign design should be architecturally appropriate to the building design, in terms of character and placement.

Master Sign Plans

Sample Master Sign Plan Building Elevations

PROPOSED VARIANCES TO CITY OF MONTGOMERY CODE

City of Montgomery Code:
Maximum area for signage (per Tenant) = 1.5 sq ft per linear ft of bldg frontage
Max number of signs is 3.

VINTAGE VILLAGE (at VINTAGE SQUARE, PARK, PLAZA & COMMONS ONLY):
Maximum area for signage (per Tenant) = 2.5 sq ft per linear ft of tenant's building frontage
Maximum number of signs is per Vintage Club guidelines or unlimited.

Zone 1	Zone 2
1A: Building / Tenant Address	2B: Signs
1B: Facade Signs	2C: Promotional Signs
1C: Promotional Signs	2D: Promotional Art Signs
1D: Promotional Art Signs	
1E: Window Signs	
1F: Signage	
1G: Window Signage	
1H: Signage	
1I: Signage	
1J: Signage	
1K: Signage	
1L: Signage	
1M: Signage	
1N: Signage	
1O: Signage	
1P: Signage	
1Q: Signage	
1R: Signage	
1S: Signage	
1T: Signage	
1U: Signage	
1V: Signage	
1W: Signage	
1X: Signage	
1Y: Signage	
1Z: Signage	

Sample Calculation Matrix

All tenants shall be required to submit to the landlord and the City of Westlake sign area calculation estimates and exterior elevations similar to those shown herewith. Tenant elevations must show all proposed exterior tenant improvements, including non-signage elements such as awnings that occur at upper levels.

PRIMARY IDENTIFICATION SIGNS: Allowed 1 Primary I.D. Sign

Sign Type	Max. Allowable per Criteria	Actual Sign Area
Freestanding Sign	75 sq ft	63 sq ft
Marquee/Canopy Sign	75 sq ft	
Feature Sign	75 sq ft	
Awning Sign (primary)	75 sq ft	
Maximum Allowable Primary	75 sq ft	63 sq ft

SECONDARY IDENTIFICATION SIGNS: Allowed 3 Secondary I.D. Signs

Sign Type	Max. Allowable per Criteria	Actual Sign Area
Projecting Blade Sign	10 sq ft	10 sq ft
Awning Sign (secondary)	20 sq ft (per awning)	40 sq ft
Plaque & Medalion Sign	4 sq ft	
Window / Door Sign	10 sq ft (per structural bay)	
Shadow Box	6 sq ft	
Poster / Display Case	60 sq ft	
Blanner	60 sq ft	
Flag	24 sq ft	
Display / Translucent	6 sq ft	
Maximum Allowable Secondary	(20.7 * 187) = 387 sq ft	55 sq ft
Total Maximum Allowable Sign Area:	(75 + 387) = 462 sq ft	118 sq ft



Primary I.D. Sign Area: 62'11" x 1.5 ft = 28.9 sq ft
Secondary I.D. Sign Area: 62'11" x 7.5 ft = 287 sq ft
Total Allowable Sign Area: 118.7 sq ft

* The difference in square footage between the Maximum Allowable Area for Primary Identification Signs and the Actual Sign Area for Primary Identification Signs may be added to the Maximum Allowable Sign Area for Secondary Identification Signs.

Purpose & Intent

The purpose of a Master Sign Plan is to allow a greater degree of flexibility and creativity in sign design and display, providing the mechanism for expanding the range of unique and interesting signs available to a building or site without requiring the need to obtain a variance.

Master Sign Plans must be submitted in the following circumstances:

- Signs for Buildings in Shopping Corridors**
A Master Sign Plan is required for buildings in designated shopping corridors, which are in the BSD Neighborhood Zoning Districts (refer to Section 3, *Applicability*, for more information).

Shopping corridors are the centers of activity in highly pedestrian-oriented shopping and entertainment districts. Signs and graphics in these special areas should contribute to the vibrancy of these highly pedestrian-focused districts through the placement of high quality graphics that assist with navigation, provide information, and identify businesses primarily for pedestrians and secondarily for vehicles.

- Signs that Fail to Meet a Code Requirement**
Instead of processing a request for a variance or a Waiver, signs that do not meet a specific Bridge Street District Code requirement (or multiple requirements) may be reviewed as a Master Sign Plan.

- Signs for any Building or Group of Buildings**
A Master Sign Plan request may be submitted for individual buildings where the applicant wants to ensure that sign locations and designs are properly coordinated with architectural character.

Master Sign Plans are *not* intended to be used simply to permit larger or more visible signs, or additional signs than may be permitted without any consideration for unique sign design and display. In approving a proposed Master Sign

Plan, the required reviewing body will verify that the purpose and intent of the sign and graphic standards of Zoning Code Section 153.065(H) and as described in this document are upheld.

Approvals

After a recommendation from the Administrative Review Team (ART), the Architectural Review Board reviews and renders determinations on all Master Sign Plans for projects in the Dublin Historic District (refer to Section 3, *Applicability*, for more information).

The Planning and Zoning Commission reviews and renders determinations on all Master Sign Plans for all other areas of the Bridge Street District, following a recommendation from the ART.*

The ART may approve Master Sign Plans for any building or group of buildings for which there are no departures from any of the requirements of Zoning Code Section 153.065(H).

Master Sign Plans can eliminate the need for individual Minor Project Reviews for each individual sign or sign change - once the Master Sign Plan is approved, no subsequent zoning approvals are required, provided the signs are consistent with the approved plan. Permanent sign permits issued through the City of Dublin Building Standards Department are however required prior to installation. Refer to Section 2, *Process*, for more information.

* For projects requiring a development agreement, City Council may determine the required reviewing body for a Master Sign Plan at the Basic Plan Review. Refer to Zoning Code Section 153.066(L)(8) for more information.

Master Sign Plans, continued

Content

In addition to demonstrating consistency with the purpose and intent for Master Sign Plans, the following information should also be provided:

Introduction & Project Description

Describes the intent of the proposed Master Sign Plan, specific to the project/site.

Design Principles

If applicable, provides a description of the design principles informing the Master Sign Plan concept.

Description of Conformance with BSD Code Requirements

Describes which Bridge Street District sign requirements (Zoning Code Section 153.065(H)) are maintained, and which requirements are requested to be modified through the Master Sign Plan. This information may be described verbally or in table format.

Permitted Sign Types

Provides an overview of the types of signs that are permitted through the Master Sign Plan, including new types of signs not already addressed by the Bridge Street District requirements.

Sign Character Examples

Pictures demonstrating desirable (and, if applicable, undesirable) types of signs, sign designs, etc.

Calculation Matrix

If applicable, provide a matrix showing the number and types of permitted signs for tenants, buildings, districts, etc.

Site Plan

If applicable, provide a site plan to show where the various types of permitted signs may (or may not) be installed. A site plan should also be used to show locations for ground signs, placemaking and gateway signs, and any other types of special signs created specifically as part of the Master Sign Plan.

Building Elevations

Include all elevations for all buildings where signs are permitted to be installed, showing permitted sign locations, maximum permitted sign sizes, etc. The purpose of the building elevation diagrams is to ensure a high level of architectural integration while accounting for future tenant changes.

Sign Installation & Construction Information

The applicant should describe special standards for sign quality, fabrication/construction, installation methods, illumination, etc. where the requirements exceed the provisions of Zoning Code Section 153.065(H)(4)(e).

Sample Master Sign Plan Calculation Matrix

Tenants with frontage along 1 street = 2 building mounted signs.¹
 Tenants with frontage along 2 streets = 3 building mounted signs.^{1,3}
 Tenants with frontage along 3 streets = 4 building mounted signs.^{1,3}

General Regulations

	Sign Type	Allowable Area		Other Regulations
		Level 1	Level 2	
Building Mounted	Building ID Sign			
	Building Address Plaque	≤10 sq ft ²	NP	Standard plaque (near entrance) or pin-mounted characters (on canopy edge).
	Tenant ID Sign			
	Fascia/Wall Sign	1 sq ft per linear ft of frontage ³ , up to ≤60 sq ft	≤60 sq ft ³	Tenants with frontage along Riverside Drive, Bridge Park Avenue, and Longshore Street must have at least (1) Fascia/Wall or Canopy Edge Sign (dependent upon building conditions) and (1) Projecting Sign located near an entrance. Level 2 Fascia/Wall signs are limited in location and quantity based on building architecture. Min. mounting height to bottom of Fascia/Wall Signs is 13 ft 6 in on Level 1. ⁴ Min. mounting height to bottom of Projecting Signs is 8 ft ⁴ .
	Projecting Sign	≤16 sq ft ^{3,5}	NP	
	Placemaking Art Sign ⁵	NP	≤60 sq ft ⁵	
	Window Sign ⁶	≤25% of all windows, ≤20% per window ⁶	NP	
	Awning	≤20% of awning surface (printing)	NP	Awning structure must be traditional straight "hood" style, and may be closed- or open-ended. Tenant may dictate awning color and a two color printed design, subject to discretion of Landlord.
Canopy Edge Sign ⁵	≤50 sq ft ⁵	NP	Individual channel or pin-mounted characters are required.	
Temporary	Incidental/Temporary			
	Window Display ⁶	n/a	NP	Tenant may dictate design, subject to discretion of Landlord.
	Sandwich Board ⁶	≤6 sq ft per side, 3 ft height ⁴	n/a	May include whiteboard and chalkboard elements. Must be well constructed using framing with neutral colors (black, brown, dark wood). Place within 6 ft of primary ground floor entrance.
Streetscape	Streetscape Elements	Level 0		
	Tables and Chairs			Must be of sturdy construction (no plastic) and placed out of the established right-of-way.
	Stanchions and Fences			Must be of sturdy construction (no plastic) and placed out of the established right-of-way.
	Plantings			Must be contained in movable pots/urns that do not interfere with right-of-way or streetscape plantings.

NP Not Permitted

1. Signs must be of at least 2 different types
2. Complies with Table 153.065-1 of BSD Site Development Standards
3. Complies with Table 153.065-J

4. Complies with Table 153.065-K

5. New sign type or suggested variance
6. Does not apply towards Tenant's allowed amount of building mounted signs

Appendix

Sample Sign Applications
Sample Master Sign Plans

Acknowledgments

City Council

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Tim Lecklider
Greg Peterson
John Reiner
Amy Salay

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Adopted (Date)
Resolution XX-XX



Bridge Street District Sign Guidelines

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