

Dublin Plaza Shopping Center

Master Sign Plan

Zoning: BSD-C, Bridge Street District – Commercial

Purpose

The purpose of this Master Sign Plan (MSP) is to outline standards and requirements for the Dublin Plaza Shopping Center located within the City's Bridge Street District. The Center was developed under previous zoning that granted the tenants signs that are appropriate for the shopping center but not consistent with the current form-based zoning.

1. General Sign Criteria

- 1.1 All signs shall maintain a consistent appearance and be appropriately located on the building as outlined in the MSP.
- 1.2 All signs shall comply with the Dublin Sign Code §153.150 unless otherwise stated herein.

2. Permitted Permeant Sign Types

Non-Anchor In-Line Tenant Signs:

2.1 Wall Signs

Panel Design, Material and Quality: All wall signs shall be high-quality, custom fabricated aluminum with 1" deep returns. Signs are permitted to be oval or rectangular with scalloped corners. The tenant graphics shall be 1/2" thick individual 3D acrylic characters stud mounted from the back side.

Colors: Sign panels are limited to the following background colors is one of the colors Rookwood Dark Red (SW 2801), Rookwood Shutter Green (SW 2809), and Iron Ore Grey (SW 7069). Tenant copy shall be painted acrylic letters per Tenant choice. Copy color will be limited to one color per sign.

Number: Each tenant space is permitted one sign with the exception of the anchor tenant and the western most tenant space with frontage along Frantz Road each being permitted two signs.

Size: Sign panels are permitted to be up to 1 sq. ft. per lineal foot of store frontage not to exceed 80 sq. ft. Sign panel length shall be less than or equal to 85% of the store frontage.

For tenants permitted two signs, the cumulative area of the two signs summed shall not exceed 95 sq. ft. and the primary sign shall not exceed 80 sq. ft.

Height and Location: Signs shall not exceed either (i.) 19 feet in height for a sign located on the EIFS sign band area or (ii.) 22 feet in height for a sign located on the EIFS sign band area

of tower feature, measured from the established grade line to the top of the sign and shall be located along a façade with frontage to a public road or private parking lot.

Secondary Image/Logos and Secondary Copy: Secondary Image/ Logos and Secondary Copy cumulatively shall be limited in size to 20% of the sign area.

2.2 Window Signs

Colors: Window signs are permitted to be one low-chroma color.

Size: Window signs shall not exceed 10% of the total glazed area of the window to which it is attached or 10 sq. ft. whichever is less.

Number and Location: Window signs shall be limited to one per window not to exceed two per tenant space. Window signs shall be limited to ground story windows only.

Anchor Tenant Signs:

2.3 Wall Signs

Design, Style, Lighting: The anchor tenant is permitted two internally illuminated, channel letter wall signs.

Colors: The wall signs are permitted to be a single, muted color consistent with the Center's approved panel colors.

Size: A cumulative total of 95 sq. ft. of sign area is permitted for the tenant when both sign areas are summed. The primary sign shall not exceed 80 sq. ft.

Number: The anchor tenant is permitted two wall signs.

Height and Location: Signs shall not exceed 22 feet in height measured from the established grade line to the top of the sign and shall be located along a façade with frontage to a private parking lot.

Secondary Image/Logos: Use of Secondary Images/ Logos is not permitted.

2.4 Window Signs

Window signs are permitted for the anchor tenant that are consistent with the rest of the center and § 2.2 of the MSP.

Center Signs:

2.5 Joint Identification Signs

Joint identification signs for the Center are permitted per Dublin Sign Code §153.161.

3. Lighting

3.1 All signs with the exception of the anchor tenant shall be externally illuminated with consistent goose neck fixtures.