

6525, 6547, 6569 Sawmill Road
Dublin, Ohio
Retail Center Signage Criteria
June 14, 2016

The purpose of this Master Sign Plan (MSP) criteria is to provide guidelines for the size, location and installation of signage throughout the shopping center and to provide neat and orderly appearance for the center. These criteria state the minimum standards signage must meet in order to obtain the Landlord approval and the approval of the City of Dublin. The Center was developed under a previous Community Commercial zoning that granted the tenants larger signs that were appropriate for tenants spaces along the Sawmill Road corridor that sit far back from the right-of-way.

PART ONE – GENERAL REQUIREMENTS

1. All signage shall conform to the Dublin Sign Code Sections 153.150 through 153.164 unless otherwise stated herein.
2. Permanent Window Signs: All permanent window signs comply with the Dublin Sign Code Section 153.159 (C) except that window signs shall be limited to four square feet of sign area.
3. Temporary Window Signs: Temporary window signs shall comply with the Dublin Sign Code Section 153.157(K).
4. Private Traffic and on-site Directional Signs shall comply with the Dublin Sign Code Section 153.157(L).
5. Informational Window Signs: Window signage with a total area of two square feet or less and bearing only information about entry and exit, business hours, authorized service representative information and/or discount and credit systems accepted in that establishment and shall comply with the Dublin Sign Code Section 153.157(M).

PART TWO – SIGNAGE TYPES

A. Wall Mounted Tenant Identification – General:

1. Signs shall be individually mounted letters and shall be limited to the fronts of stores relative to each tenant space, except as specifically outlined herein. In all instances the message area letters and/or its sign panel shall be mounted directly to the building face consisting of brick, cast brick or synthetic stucco building material.
2. If a tenant has two or more building facades on a public road or private parking lot, then that tenant shall be permitted a primary wall mounted sign on each façade up to a maximum of two façades.
3. In lieu of a second primary wall mounted sign a tenant may elect a different type of building sign such as Awnings Signs, Projecting (blade) Signs, or Window Sign. Standards for second signs shall meet the standards called for in the BSD Zoning Districts.

B. Signage Illumination:

1. All Tenant signage shall be internally illuminated. Illumination shall be from a concealed or indirect light source and shall not flash, blink, fluctuate, travel, move or in any manner fail to provide constant illumination and shall not create a hazard or visibility problem or interfere with or impair vehicular movement on any street from which the sign may be viewed. Illuminated signs shall be constructed and maintained so that the source of illumination is shielded or otherwise prevented from beaming directly onto adjacent properties or streets. Illumination of each individual mounted letter to be installed in one of the following manners:
 - a. Internally illuminated individual, face lit, channel letter,
 - b. "Halo" illuminated letter
2. Internally Illuminated Channel Letters:
 - a. Illumination of individual channel letters may be of neon tubing or LED within each letter unit with remote transformers or self-contained low voltage power supply for each letter unit located within the storefront soffit or ceiling.
 - b. Letter returns shall be .040 aluminum. Painted PMS 445 charcoal gray with black trim cap retainer.
 - c. Color of the letter face shall be approved by the Landlord.
 - d. Letters shall be mounted 1 inch off the face of exterior wall to permit drainage. In no event shall the sign protrude more than 9 inches from the face of the building.
3. Halo-Illuminated Letters:
 - a. Illumination of individual channel letters with neon tubing or LED within each letter unit with remote transformers located within the storefront soffit or ceiling.
 - b. Color of the outside face of channel letter shall be approved by the Landlord.
 - c. Provide fully enclosed UL-listed plastic backed faced letters with ground. Color of the letter face shall be approved by the Landlord.
 - d. Letters shall be mounted 1 inch off the face of exterior wall to permit drainage.

C. Tenant Signage Limitations:

1. Sign area: The maximum sign area for an in-line tenant shall be one (1) square feet of sign area for each one (1) linear foot of wall to which the signage is to be mounted. The maximum total sign area per tenant sign shall not exceed 80 square feet.
2. The horizontal width of each Tenant's copy (i.e. logo, name, etc.) shall be a maximum of 80% of the width of such Tenant's storefront width.
3. Signs shall display as the primary image only the name of the business in text. Logos and any additional text, graphic, or image displayed on the sign face will be considered a secondary image shall not exceed 20% of the maximum permitted area of the sign face.
4. Sign height: The mounting height of any sign shall be eighteen (18') feet to the bottom of the sign and the placement shall be appropriate to the design of the building.

5. The sign area must terminate twelve inches (24") inside the tenant space side limits or corner of a building.
6. Sign Colors:
 - a. Except as provided in division (b) and (c) below, signs shall be limited to three colors, including black and white. The background color is considered one of the three permissible colors, unless channel letters are used, in which case the background is not to be considered one of the three permissible colors.
 - b. A corporate brand identity or trademark shall not be limited to three colors.
 - c. A corporate trademark or symbol used as a logo or secondary image shall not be limited in the number of colors used in a sign.

B. Ground Mounted Monument Signage

1. One ground monument sign shall be permitted on each public rights-of-way but shall be limited to a maximum of three ground monument signs for the center and must be located on different street frontages.
2. Ground monument signs shall have a maximum height of eight feet (8') and a maximum width of eight (8) feet. The graphic area shall not exceed twenty five (25) square feet per sign face.
3. All ground signs shall have a base constructed of brick, stone, metal/aluminum, or like type material or clad in material compatible with the sign material and the principle structure.
4. Sign faces shall be either internally or externally illuminated.
5. If multiple tenant signs are used the background shall be the same color for each tenant panel.
6. All ground monument signs shall be placed in a landscaped area.
7. Ground monument signs may display the name of multiple tenants.
8. Ground monument signs containing tenant names shall be consistent in text and color with the primary wall sign approved for each specific tenant identified on the sign.
9. Tenant logo's shall not exceed 20% of the signage area and shall not be limited in color.
10. Any multi-faced sign shall consistently display the same name, message and graphics on all faces.
11. Changeable copy signs shall be prohibited.

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