



# *Master Sign Plan*

Revision 5.1.2017





General Regulations Matrix

Sign Type		Allowable Area			Other Regulations
Signs with Special Conditions		Level 1 / Ground	Level 2	Level 3 (C2 only)	
	Address Numerals	≤2 sq ft	NP	NP	Dimensional, metal-finish numerals of a standard design (see p. 59 of full package), to be located on doorframe over the primary tenant entrance. Permit not required.
	Parking Marquee	NP	≤100 sq ft	NP	Illuminated projecting sign to direct visitor traffic toward public parking garage entrances. Sizes may vary depending on building architecture, visibility restrictions, and primary vs. secondary entrances.
	Leasing Window Cover	Full window coverage; Crawford Hoying or Bridge Park logo shall occupy ≤30% of a window	NP	NP	During vacancy and turnover, storefront windows may be fully covered with a dark gray tinted vinyl, with a Crawford Hoying or Bridge Park logo and contact information. Graphics cannot exceed the coverage allowance of a typical Window Sign. This limits visibility into the vacant space, but still allows some light in and visibility out for prospective tenant showings. Permit not required.
	Tenant Leasing Window Cover	Full window coverage; tenant logo shall occupy ≤30% of a window	NP	NP	During turnover and for up to 180 days, tenant may install a full-coverage vinyl graphic for storefront windows. The design must have a solid background and up to 3 colors. Graphics cannot exceed the coverage allowance of a typical Window Sign. Permit not required. See example on p. 04.
Building Mounted Signs	Fascia/Wall Sign <sup>1,2,5</sup>	1 sq ft per linear ft of frontage, to a max. ≤50 sq ft	≤60 sq ft	≤80 sq ft	Overall height of sign must not exceed 36 in. on Levels 1 and 2, and 48” on Level 3. Exceptions for typographic ascenders and descenders (g, j, etc.) may be made at Landlord’s discretion. Level 2 and 3 Fascia/Wall signage is limited in location and quantity based on building architecture and is subject to Landlord’s discretion. Max. area may be reduced where limited by architecture.
	Projecting Sign <sup>1,5</sup>	≤16 sq ft	NP	NP	The lowest portion of a Projecting Sign should hang no less than 8 ft. above the sidewalk. The highest portion should not exceed 15 ft. above the sidewalk. Max. horizontal projection is 6 ft. from façade.
	Placemaking Art Sign	NP	≤100 sq ft	NP	Permitted to select Level 1 tenants at Landlord’s discretion. Must be mounted so that the base of the sign is at the start of Level 2 as marked on building elevations, continuing up to an overall sign height of no greater than 20 ft. or as marked in building elevations.
	Window Sign <sup>1</sup> /Graphic	≤30% of each window	NP	NP	Must be applied to the inside surface of the window as metal leaf, vinyl, paint, etched cut or sandblasted lettering. Designs may contain up to two colors. Window “Sign” = tenant’s primary logo and/or name, and counts toward tenant’s total allowed signs. Window “Graphic” = other text or graphic element, and does not count toward tenant’s total signs.
	Awning <sup>1</sup>	Printing on ≤20% of awning surface to a max. ≤8 sq ft	NP	NP	Awning structure must be traditional straight “hood” style, and may be closed- or open-ended. Tenant may dictate awning color and up to two colors in a printed design, subject to Landlord’s discretion. A solid color awning without printing does not count toward tenant’s total allowed signs. Lighting of awnings is not permitted.
	Canopy Edge Sign	≤50 sq ft	NP	NP	Individual channel or pin-mounted letters or a basic graphic element are required. Elements may be applied to the front face and/or top edge of canopy. Permitted over lobby entrances. All sign elements shall be summed to calculate sign area. Overall height of sign must not exceed 36 in., but exceptions for typographic ascenders and descenders (g, j, etc.) may be made at Landlord’s discretion. Max. sign area may be reduced where limited by architecture.
Signs Not Requiring a Permit					
	Sandwich Board <sup>3</sup>	≤6 sq ft per side, 3 ft height, qty. 1 per tenant			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. Permit not required.
	Umbrella	n/a			Must be a solid color with no printed graphics. Umbrellas and outdoor furniture must be set at least 5 ft. from the curb and all street trees and street features. 6 ft. of clearance must be maintained for pedestrians. When not in use, or when weather conditions prohibit use, outdoor furniture that is not all-weather material must be stored. Permit not required.
	Logo/Name on Storefront Door <sup>4,6</sup>	≤30% of door glass			A single, one-square-foot window sign indicating the name of the business and/or a logo, shall be permitted only on a public entrance to the tenant space and shall not require a permanent sign permit, provided not more than one low chroma color is used, such as black, white, or gray.

NP Not Permitted  
n/a Not Applicable  
1. Refer to Table 153.065-I of Dublin, Ohio Code of Ordinances  
2. Refer to Table 153.065-J  
3. Refer to Table 153.065-K

4. Refer to Table 153.067-K and M  
5. Level 1 tenants with frontage along Riverside Drive, Bridge Park Avenue, and Longshore Street are strongly encouraged to have at least (1) Fascia/Wall or Canopy Edge sign (dependent upon building conditions) and (1) Projecting Sign located near an entrance.  
6. Refer to 153.065(H)(6)(c)(4).

Signs Allowed Per Tenant

Level 1 / Ground	Signs Allowed
1 street of frontage*	2 Building Mounted Signs
2 streets of frontage	3 Building Mounted Signs
3 streets of frontage	4 Building Mounted Signs
Levels 2 and 3	Signs Allowed
Office tenants	1 Fascia/Wall Sign at Landlord’s discretion as architecturally appropriate.
Tenant Licensee	
Tenant may grant a sign to a licensee or subtenant on their property, subject to all applicable regulations of the MSP. Any such sign shall count toward the tenant’s total signs allowed. For example, if a tenant was allowed a maximum of 4 building mounted signs, they could grant a sign to a licensee or subtenant, but that would reduce the tenant’s allowable building mounted signs to 3.	

\*Frontage is defined as the linear measurement of a tenant’s space along a public street. If a tenant’s space is three sided and faces two public streets and one open park, they have 2 streets of frontage.

Permitted Sign Lighting

Illumination Type	Description
External	External fixtures attached to the building façade in the vicinity of the sign. Vintage “goose-neck” lamps are discouraged; modern alternatives are preferred.
Internal	Channel letters or other dimensional sign elements may use internal illumination. Surfaces must be evenly lit, with careful color selection for maximum legibility. For example, darker blue and purple hues are not as visible in nighttime conditions.
Indirect	Includes “halo” lighting around characters or shapes, back lighting, concealed uplighting, and accent lighting courses.
Combination	A combination of illumination methods is permitted, provided the goal is legibility and the overall brightness of the sign is not a distraction. Placemaking art signs in particular have the potential to creatively utilize different types of lighting.
Awnings and signs not requiring permits may not be illuminated.	

Example Tenant Leasing Window Cover

