

6655 – 6665 Sawmill Road
Dublin, Ohio
Retail Center Signage Criteria
November 8, 2018

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 tenant 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. Tenants are permitted a combination of sign types. Specifically, a tenant shall be permitted one wall sign, and two ground sign panels.
3. 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.
4. Window Display Signs: Temporary window signs shall comply with the Dublin Sign Code Section 153.157(K).
5. Private Traffic and on-site Directional Signs shall comply with the Dublin Sign Code Section 153.157(L).
6. 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).
7. Changeable copy signs shall be prohibited.
8. In the case of conflicting standards the more restrictive of the two standards shall apply.

PART TWO – SIGNAGE TYPES

A. Wall Mounted Tenant Identification – General:

1. Signs shall be individually mounted letters and shall be limited to the store fronts of the 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. Each tenant is permitted one wall mounted sign. If a tenant has two or more building facades with frontage 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 primary wall mounted signs located on two different façades provided separation requirements are met.

B. Wall Signage Illumination:

1. 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. 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. Provide fully enclosed UL-listed plastic backed faced letters with ground.
 - c. Letters shall be mounted 1 inch off the face of exterior wall to permit drainage.

C. Tenant Wall Signage Limitations:

1. Sign area: The maximum total sign area per tenant sign shall not exceed 80 square feet. The maximum sign area for a tenant shall be one (1) square foot of sign area for each one (1) linear foot of wall to which the signage is to be mounted.
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 placement of the sign shall be appropriate to the design of the building. The maximum mounting height of any sign shall not exceed fifteen (15) feet above established grade to the top of the sign.
5. The sign area must terminate twenty-four inches (24") inside the tenant space side limits or corner of a building.
6. Sign Colors:
 - a. Except as provided in division (b) 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. A Corporate Brand Identity shall be defined as the manner in which a corporation, firm or business presents themselves to the public and shall include but not be limited to company name, logo, colors, and font.

D. 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 two 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-four (24) square feet per sign face.
3. All ground signs shall be designed to match the specifications of Exhibit 1 found herein.
4. Sign faces shall be either internally or externally illuminated.
5. Ground monument signs may display the name of multiple tenants.
6. If multiple tenants appear on a single sign the background and text shall be the same color for each tenant panel.
7. All ground monument signs shall be placed in a landscaped area, a minimum of eight feet (8') from the ROW and not located within a utility easement.
8. Tenant logos are prohibited on ground signs.
9. Any multi-faced sign shall consistently display the same name, message and graphics on all faces and shall be limited to two parallel faces.
10. Ground sign bases shall be landscaped per Code.

End of Document Text

Exhibit 1:

