

PROPOSED SIGNAGE FOR MASTER SIGN PLAN
Heartland Bank, 6500 Frantz Rd, Dublin, OH

Project Development Statement

Heartland Bank is planning to renovate the existing bank building at the southeast corner of Bridge Street and Frantz Road. The project goal is to upgrade the function and finishes of the existing branch bank building and to raise the visual profile of structure and the site. The exterior shell of the building is to be completely transformed with new compatible signage and upgraded landscaping. The location of the project on a prominent corner presents challenges in terms of signage visibility. The Master Sign Plan calls for wall signs on the west and north sides of the building as well as a ground sign at the corner of Bridge Street and Frantz Road which is meant to be integral with the landscape. Because the existing building sits well back from the road, the wall signs are easy to miss when passing by in heavy traffic. The ground sign is meant to catch the eye and direct it back toward the building so the group of signs can work in concert.



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UL LISTED via STANDARD UL48
FILE NO: E60042 DaNITE SIGN CO.

UL APPLIES TO ILLUMINATED SIGNS ONLY.

CLIENT RENDERING

COLORS

☐ WHITE

APPROVED-CUSTOMER

DATE



JOB NAME HEARTLAND BANK - DUBLIN 2020 #S5-37140-R1
STREET 6500 FRANTZ RD
CITY, STATE DUBLIN, OH
SIGN TYPE VINYL

DATE 8/6/20 REV. DATE:
FILE NAME HEARTLAND BANK - DUBLIN 2020.CDR
DIRECTORY ANYA > HEARTLAND

SCALE AS NOTED SALE JB DESIGNER AG

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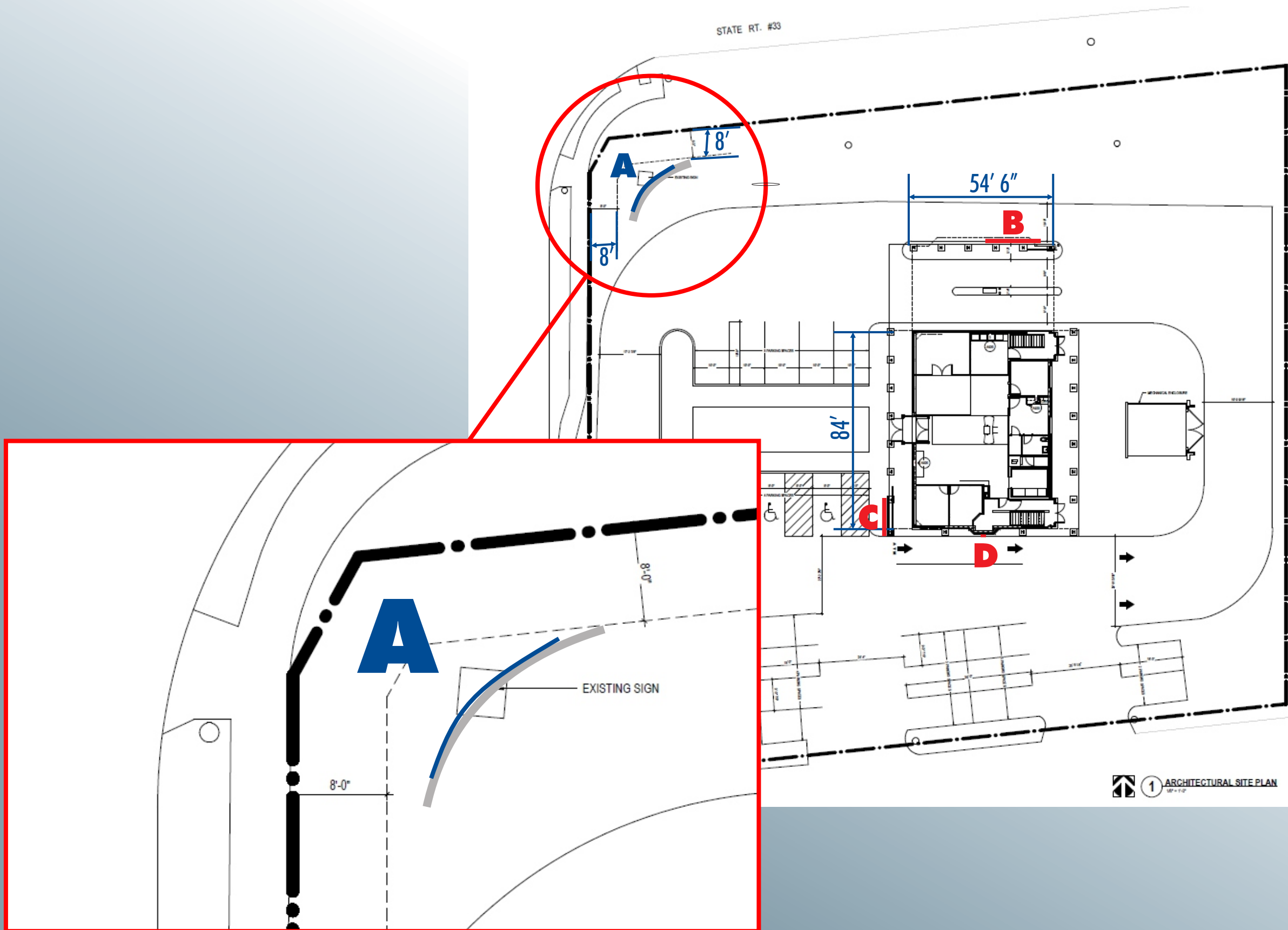


JOB NAME	HEARTLAND BANK - DUBLIN 2020 #S5-37140-R1	
STREET	6500 FRANTZ RD	
CITY, STATE	DUBLIN, OH	
SIGN TYPE	VINYL	

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PROPOSED SIGNAGE FOR MASTER SIGN PLAN
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A - Halo-lit letters on masonry wall @ 8' setback from RW
PROPOSED: 32.5 sq ft @ 3' OA - At SR 33 & Franz Rd.
Allowable freestanding = 50 sq ft @ 15' OA
Asking to allow freestanding in addition to (2) wall signs.
Removal of existing grandfathered pylon pends upon approval of this sign.

HEARTLAND BANK

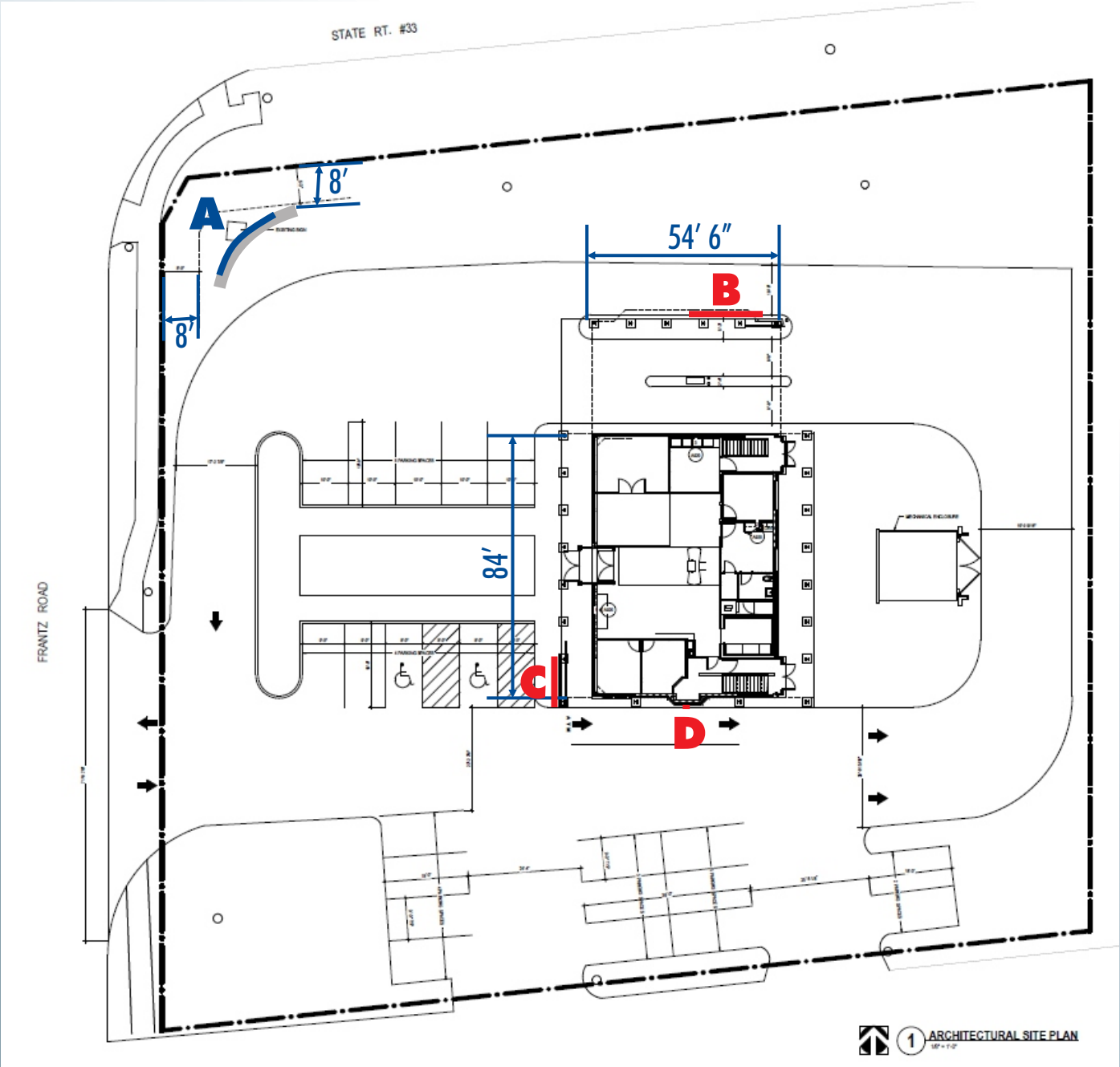
B - Halo-lit letters North Elevation facing SR 33
PROPOSED: 41.5 sq ft @ 18' OA
Allowable wall sign = 54.5 sq ft @ 15' OA

HEARTLAND BANK

C - Halo-lit letters West Elevation facing Franz Rd
PROPOSED: 74.4 sq ft @ 15' OA
Allowable wall sign = 80 sq ft @ 15' OA

HEARTLAND BANK

CUMULATIVE WALL AREA ALLOWABLE = 80 SQ FT
PROPOSED CUMULATIVE WALL SIGNS = 115.9 SQ FT
(B 41.5 + C 74.4 = 115.9 SQ FT)
FREESTANDING ALLOWABLE* = 50 SQ FT @ 15' OAH
PROPOSED FREESTANDING LTRS = 32.5 SQ FT @ 3'
*FREESTANDING TYP. ALLOWABLE IN LIEU OF WALL SIGNS



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WHITE

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COSA Central Ohio Sign Association ISIA INTERNATIONAL SIGN ASSOCIATION MSA WSA WORLD SIGN ASSOCIATES

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STREET 6500 FRANTZ RD
CITY, STATE DUBLIN, OH
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19'-6"

20"

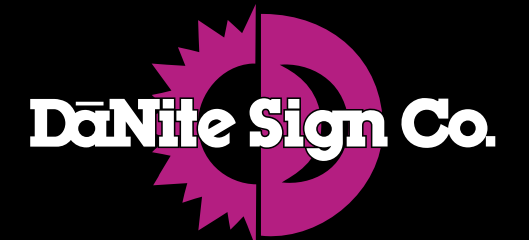
HEARTLAND BANK

#S1-37140: HALO-ILLUMINATED CHANNEL LETTERS

1/2" = 1'-0"

- LETTERS: ROUTED 2" DEEP HDU PAINTED WHITE.
- ILLUMINATION: WHITE LED.

32.5 SQ FT



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CLIENT RENDERING

COLORS

☐ WHITE

A

APPROVED-CUSTOMER

DATE



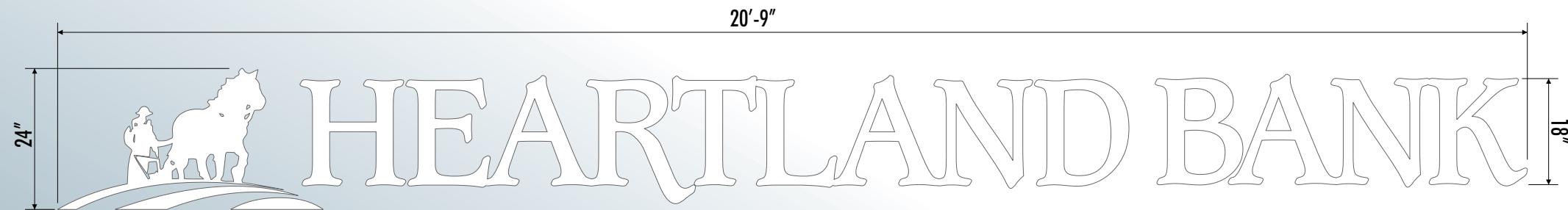
JOB NAME	HEARTLAND BANK - DUBLIN 2020	#S1-37140
STREET	6500 FRANTZ RD	
CITY, STATE	DUBLIN, OH	
SIGN TYPE	MONUMENT	

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#S3-37140-R1: HALO-ILLUMINATED CHANNEL LETTERS 1/2" = 1'-0"

- LETTERS: ROUTED 2" DEEP HDU PAINTED WHITE.
- ILLUMINATION: WHITE LED.

41.5 SQ FT @ 18' OAH - CENTERED ON FASCIA



PROPOSED CONCEPTUAL: NOT TO SCALE



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CLIENT RENDERING

COLORS

☐ WHITE

B
NORTH ELEV.

APPROVED-CUSTOMER

DATE



JOB NAME	HEARTLAND BANK - DUBLIN 2020	#S3-37140
STREET	6500 FRANTZ RD	
CITY, STATE	DUBLIN, OH	
SIGN TYPE	CH LETTERS	

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**41.5 SQ FT @ 15' OAH
TOO LOW FOR FASCIA**



**41.5 SQ FT @ 17' 6"
CROWDED ON FASCIA**



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CLIENT RENDERING

COLORS

☐ WHITE

B
NORTH ELEV.

APPROVED-CUSTOMER _____ DATE _____



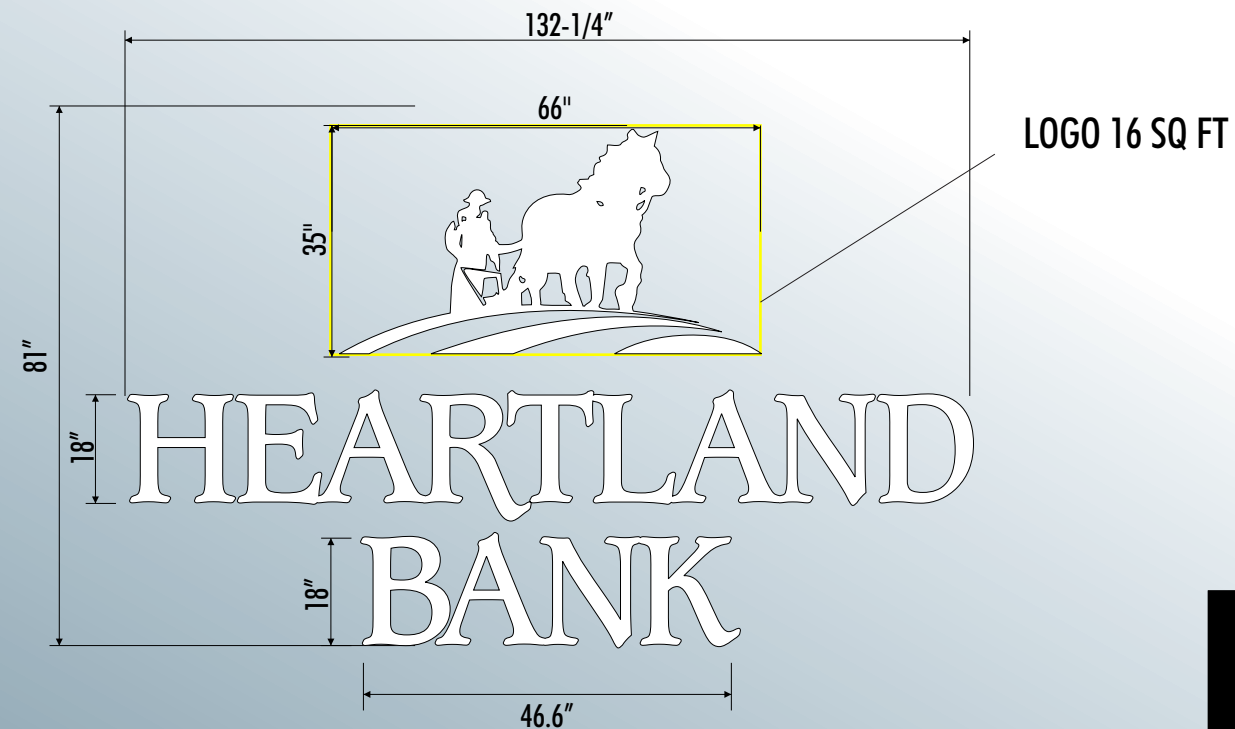
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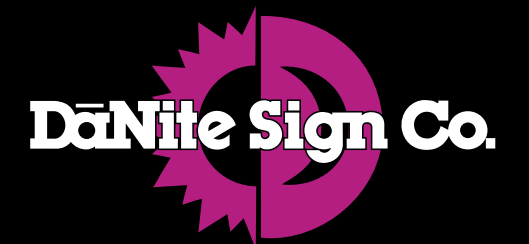
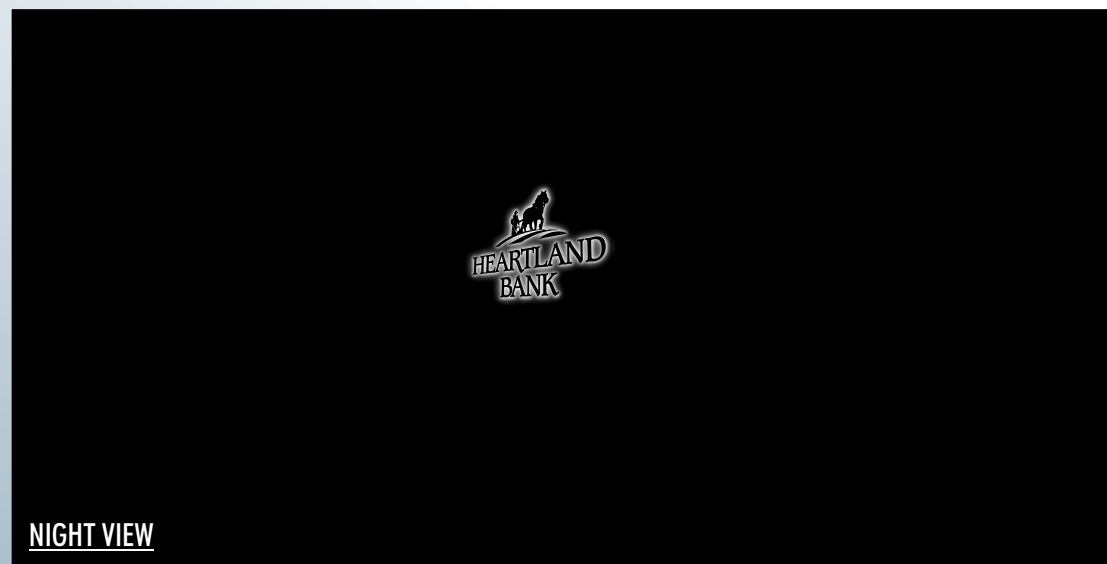


#S2-37140-R1: HALO-ILLUMINATED CHANNEL LETTERS $1/2'' = 1'-0''$

- LETTERS: ROUTED 2" DEEP HDU PAINTED WHITE.
- ILLUMINATION: WHITE LED.

74.4 SQ FT @ 15' OAH
LOGO ONLY = 16 SQ FT

ALLOWABLE ON 86' LONG ELEVATION = 80 SQ FT
LOGO ALLOWABLE 20% OF 80 SQ FT = 16 SQ FT



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CLIENT RENDERING

COLORS

☐ WHITE

C
WEST ELEV.

APPROVED-CUSTOMER

DATE



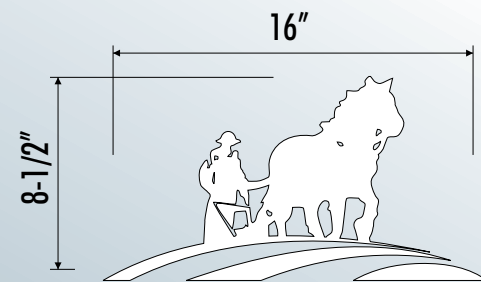
JOB NAME	HEARTLAND BANK - DUBLIN 2020	#S2-37140
STREET	6500 FRANTZ RD	
CITY, STATE	DUBLIN, OH	
SIGN TYPE	CH LETTERS	

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#S5-37140: ATM CUT VINYL 1" = 1'-0"

- GRAPHICS: CUT AND DIGITALLY PRINTED VINYL.
- APPLICATION: FIRST SURFACE.

0.94 SQ FT - PERMIT NOT REQUIRED



PROPOSED CONCEPTUAL: NOT TO SCALE



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CLIENT RENDERING

COLORS

- WHITE
- PMS 540 BLUE

D
SOUTH ELEV.

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