



Master Sign Plan

G Block

03.11.2022



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MASTER SIGN PLAN: BRIDGE PARK

TENANT SIGNAGE

G BLOCK

General Design Criteria

The objective of the sign design criteria is to provide standards and specifications that assure consistent quality for Tenant signage throughout the Bridge Park District in the City of Dublin.

The criteria are intended to stimulate creative invention and achieve the highest standard of excellence in environmental graphic communication. Signage in Bridge Park is an integral part of the district's image and appeal, so the signs must be carefully placed and proportioned to each architectural façade. Care in the design and installation of signage will enhance visitors' and residents' appreciation of individual Tenants and contribute to the enduring success of Bridge Park.

For comprehensive regulations regarding business signage in the Bridge Street District of Dublin, please consult the following:

City of Dublin, Ohio Code of Ordinances
<http://www.amlegal.com/library/oh/dublin.shtml>

This plan introduces sign types and variances for existing sign types. Any aspect of sign design and placement not specifically addressed in this document defaults to the Code cited above. Elevation diagrams in this package portray generally permitted sign locations. These elevations are intended to show typical sign locations by type and typical tenant space. Specific locations will be finalized and documented with the sign permit application and shall be consistent with the intent of these illustrations.

The Master Sign Plan currently applies to all existing buildings in Bridge Park. The plan may be expanded to include other development blocks at a future date.

Overall Design of Signs

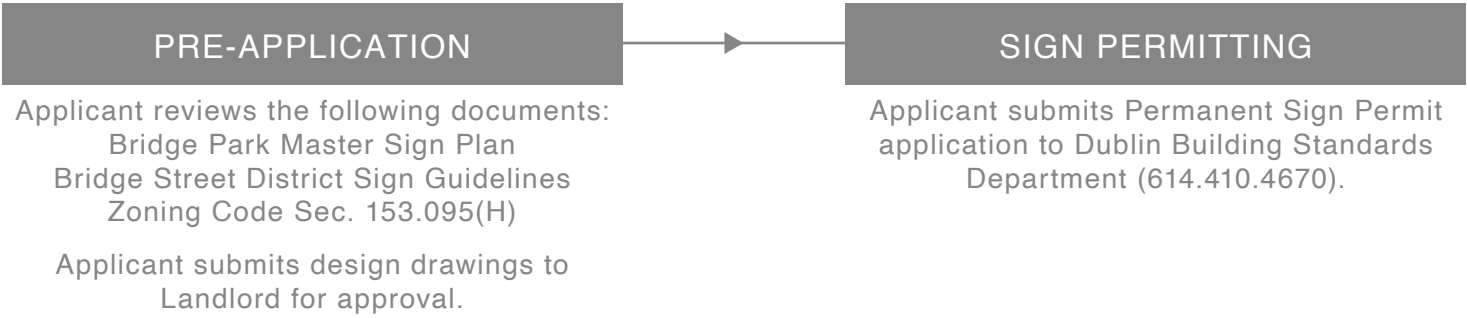
To enhance the creativity and diversity amongst signs the City of Dublin Code provisions for secondary image size, logos size, and secondary copy size shall not apply. Sign types, except as explicitly altered by the General Regulations Matrix, shall not be limited in number of colors.

The sign shall be in proportion to the space it will occupy.

Tenant signage should:

- provide the public with a safe and effective means of locating businesses from a pedestrian or from a vehicle perspective.
- be scaled appropriately to the pedestrian realm and enhance the pedestrian experience.
- be consolidated into a minimum number of elements.
- have simple shape and appropriate contrast.
- be constructed with a minimum number of materials.
- be designed with harmonious use of colors.
- be easy to read from the intended vantage point.
- be constructed & erected to complement the overall appearance of the building.
- be fabricated on and of materials that are of permanent quality, good durability and are complementary to the building.
- be constructed of materials that weather well and reduce maintenance.

Zoning Review Timeline



Computation of Sign Size

Determining Sign Area or Dimension

- Sign area shall include the face of the entire display area not including the bracing, framing and structural supports of the sign, unless such support members are made part of the message or face of the sign. When a sign has two or more display faces, the area of all faces of the sign shall be included in determining the area of the sign, unless the two faces are joined back to back, are parallel to each other and not more than 24 inches apart. The area of a sign consisting of individual letters or symbols, either freestanding or attached to or painted on a surface, building, wall, or window, shall be considered to be that of the smallest single rectangle which encompasses all the letters and symbols.
- In the case of two-sided freestanding or projecting signs, the sign area consists of the entire surface area of the sign on which copy could be placed. For freestanding and projecting signs, this is the area of one face of the sign.
- For placemaking art signs, which may have multiple dimensional features, area shall be determined by drawing a box around the entire sign, and computing the area of the three outside faces (see Fig. 1).

Determining Sign Mounting Height

- Sign mounting height shall be measured from the finished grade at the building base to the highest element of the sign. Minimum clearances to the bottom of the sign apply as noted.

Determining Building Frontage and Building Unit

- In the case of an irregular wall surface, a straight line extending along such wall surface shall be used to measure the length (see Fig. 2).

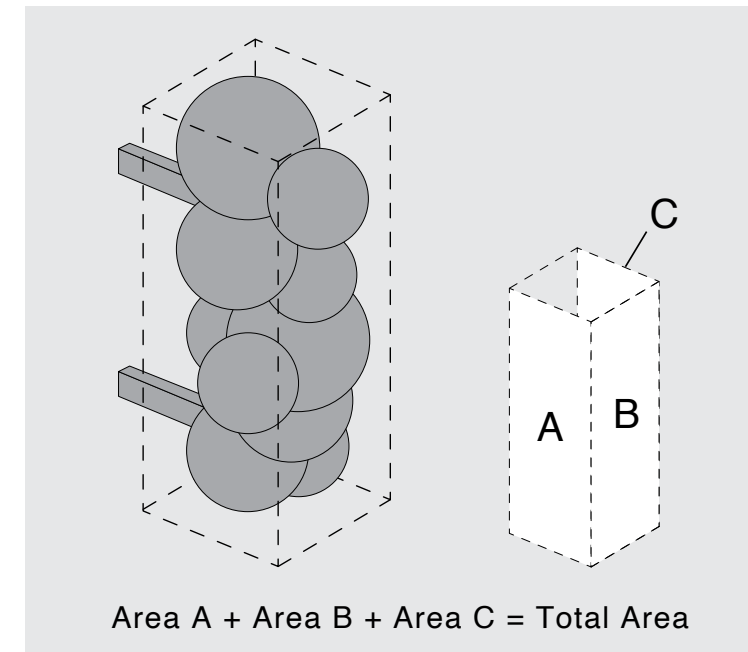


Fig. 1 Area of Placemaking Art Sign

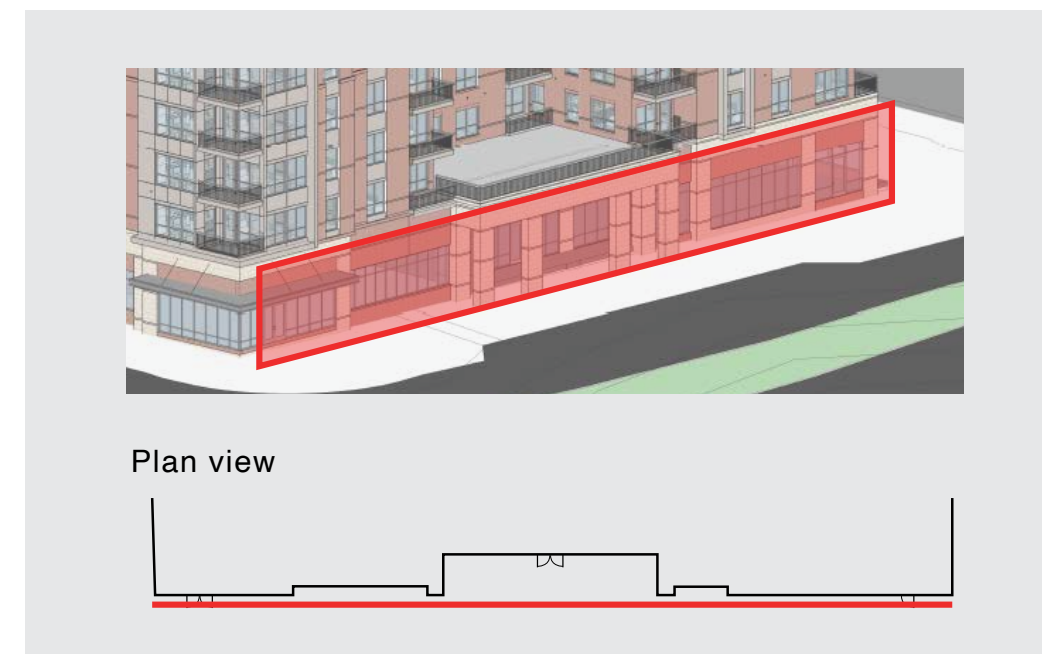


Fig. 2 Length of Irregular Wall Surface

Definitions and General Guidelines

Parking Marquee Sign

A projecting sign to identify public entrances to parking garages.
Size may vary by location and pedestrian/vehicular visibility needs.
Permitted in designated locations on. See elevations on p. 25.

All Parking Marquee Signs shall:

- be constructed utilizing layers, dimension, and possibly light (at the discretion of the Landlord). Creative lighting is encouraged and can include direct, indirect, and internal illumination (see p.15).
- be located at the second story level and higher



Definitions and General Guidelines

Fascia / Wall Sign

Also known as a storefront sign or business identification sign.
Mounted parallel to the plane of the building.

All Fascia/Wall Signs shall:

- have a three-dimensional or layered construction, which may include paint and textures applied directly to the façade
- respect the architecture and scale of the building
- support the concept, design and location of the store

Fascia / Wall signs may be applied to buildings in a variety of ways, including:

- painted wood, acrylic, high density urethane, glass, or metal panel (or a high quality equivalent), with painted, carved, or applied letters
- individual cut metal letters applied directly to the building

For Level 1 Retail Tenant



For Level 2 Office Tenant



Definitions and General Guidelines

Projecting Sign

A sign which is suspended from, attached to, or supported by a building, mounted perpendicular to the plane of the building. Projecting signs offer the opportunity for a more decorative and playful sign, and contribute to a pedestrian-friendly atmosphere.

All Projecting Signs shall:

- have support structures consistent with the aesthetics of the storefront
- be hung well out of reach of pedestrians, minimum 8' from finished grade and maximum 6' perpendicular projection from the building



Definitions and General Guidelines

Placemaking Art Sign

A larger projecting sign that offers the tenant more freedom with design and materiality to create a highly unique presence for their location. In turn, the design contributes to a diverse visual culture in Bridge Park. This sign type is permitted at designated locations in Bridge Park as marked in building elevations (see pp. 21–28).

All Placemaking Art Signs shall:

- be constructed utilizing layers, dimension, and possibly light (at the discretion of the Landlord). Creative lighting is encouraged and can include direct, indirect, and internal illumination (see p. 15).
- 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 feet or as marked in building elevations.

PED Art Sign

A smaller Placemaking Art Sign that offers more freedom with sign design and form; and, requires additional detail, high-quality materiality, and unique lighting.

Location and design must be administratively approved by the Planning Director prior to sign permitting submittal.

This sign type is not intended to permit larger, more visible projecting signs.

All PED Art Signs shall:

- be located within the first level of the building at a height not to exceed 15 feet.

Placemaking Art Sign



PED Art Sign



Definitions and General Guidelines

Window Sign and Window Graphic

Window signage contributes to an inviting and distinctive street-level character.

Sign – Displays the tenant’s primary logo and/or name, and counts toward tenant’s total allowed signs.

Graphic – Displays other text or graphic elements, and does not count toward tenant’s total allowed signs.

All Window Signs/Graphics shall:

- be applied directly to the interior surface of the glass. Methods include metal leaf, vinyl, painted, etched cut, and sandblasted lettering.

Window Sign



Window Graphic



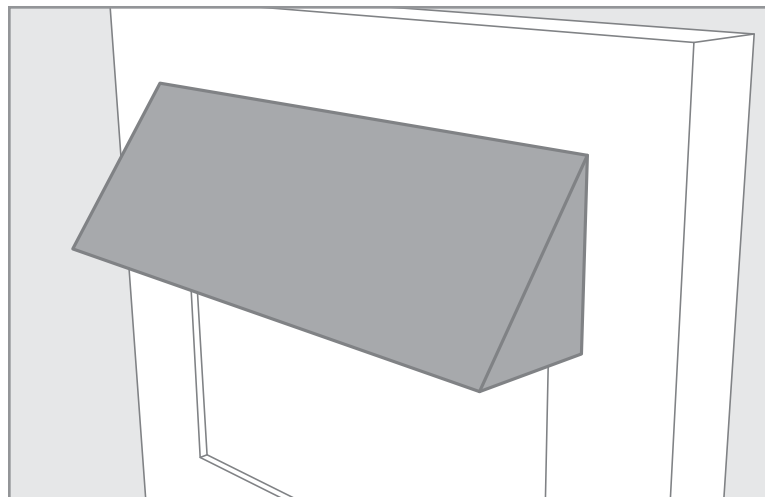
Definitions and General Guidelines

Awning

Tenants may select a solid awning color, and additionally, may print a design on 20% of the total area of each awning, including enclosed ends if applicable. Printed designs may be in up to 2 colors that must be harmonious with the background color.

All Awnings shall:

- have a traditional straight “hood” structure (see drawing below), with no vertical front overhang. The ends may be open or closed
- be manufactured of commercial grade, fire- and UV-resistant treated vinyl or canvas
- feature Landlord-approved designs only



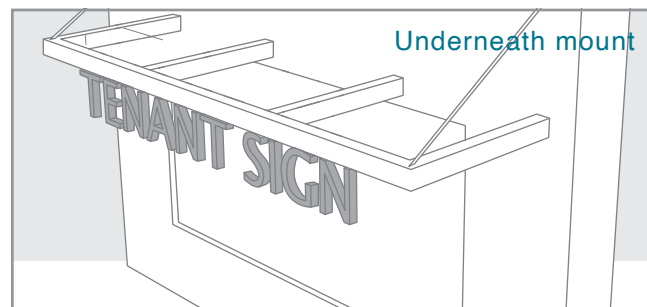
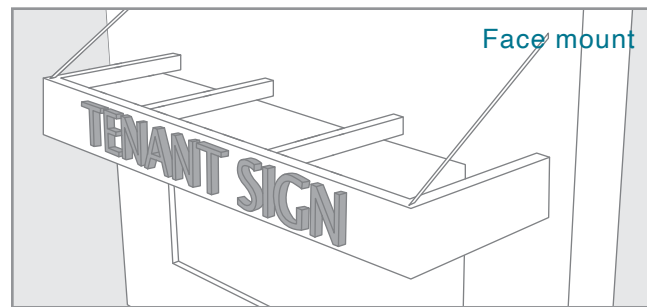
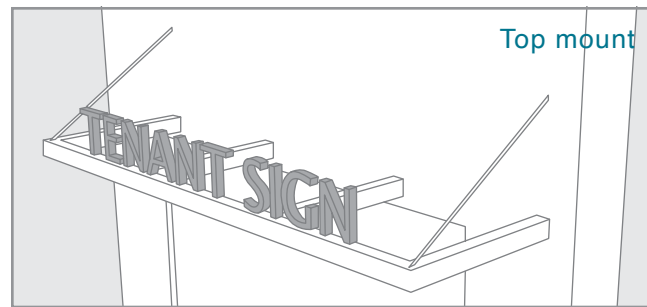
Definitions and General Guidelines

Canopy Edge Sign

Located on the street-facing edge and/or face of an architectural canopy structure. May be a tenant name, tenant logo/graphic element, building address (at lobby entrances), or parking garage name.

All Canopy Edge Signs shall:

- consist of dimensional letters, numbers, or simple graphic elements



Definitions and General Guidelines

Sandwich Board Sign

These signs are reminiscent of a “Main Street” shopping experience and provide additional recognition for the retailer. Typical construction consists of two hinged boards resting on the ground level, outdoors.

All Sandwich Board Signs shall:

- be professionally designed and constructed, receiving Landlord approval
- be placed within six feet of a ground floor entrance so as not to disrupt pedestrian traffic
- be taken indoors each night

NOTE: Sandwich Board signs are exclusively for the use of RETAIL tenants only!



Lighting

Sign illumination adds considerable character and visual excitement to the Bridge Park district. Where visible, lighting hardware should complement the architecture of the building.

External Illumination

External fixtures attached to the building façade in the vicinity of the sign are permitted. Vintage “goose-neck” lamps are discouraged.

Internal Illumination

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. Exposed neon is permitted.

Indirect Illumination

Indirect lighting includes “halo” lighting around characters or shapes, back lighting, concealed up-lighting, and accent lighting courses.

A combination of illumination methods is permissible, 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.

Refer to Sections 153.065(F) and 153.065(H)(4) of Dublin, Ohio Code of Ordinances for additional guidance on exterior lighting.

External Illumination



Internal Illumination



Indirect Illumination



Prohibited Sign Designs

- Unadorned rectangular cabinet signs with translucent or opaque faces.
- Temporary wall signs, pennants, or banners, unless specifically approved by the Landlord; and if so, for no more than 14 days.
- No box signs.
- No exposed junction boxes, wires, transformers, conduit, or raceways.
- No pre-manufactured signs, such as franchise signs, that have not been modified to meet the specific criteria for this project.
- No paper, cardboard or Styrofoam signs.
- No exposed fasteners, unless decorative fasteners are essential to the sign design concept.
- No flashing, oscillating, animated lights or other moving sign components.
- No inflatable displays.
- No plastic.

Fascia / Wall Sign



- Rectangular cabinet sign with opaque face
- No dimensional design elements
- Exposed wiring and mounting brackets

Awning



- Roll-up design
- Printing on more than 20% of awning surface (stripes)
- Vertical front with frilled edge

Sandwich Board



- Insufficient construction quality
- Replaceable letter face
- Non-neutral frame color
- NO PLASTIC SIGNS

Window Sign



- Design covers more than 30% of window

General Regulations Matrix

Sign Type		Allowable Area		Other Regulations
Signs with Special Conditions		First Floor	Upper Floors	
	Address Numerals	≤2 sq ft	NP	Dimensional, metal-finish numerals of a standard design, to be located on door frame over the primary tenant entrance. Permit not required.
	Parking Marquee	NP	≤100 sq ft	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	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 or graphics shall occupy ≤30% of a window	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. 19.
Building Mounted Signs	If tenant modifies building façade to create additional leasable area, signage may be added, provided it conforms to all applicable guidelines.			
	Fascia/Wall Sign ^{1,2,5}	1 sq ft per linear ft of frontage, to a max. ≤50 sq ft	≤60 sq ft	Overall height of sign must not exceed 36". Exceptions for typographic ascenders and descenders (g, j. etc.) may be made at Landlord's discretion. Upper Floor 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. Max (4) on Upper Floors of Building G1.
	Projecting Sign ^{1,5}	≤12 sq ft	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	Permitted to select First Floor tenant's at Landlord's discretion. Must be mounted so that the base of the sign is at the start of the Second Floor as marked on building elevations, continuing up to an overall sign height of no greater than 20 ft.
	PED Art Sign	≤50 sq ft	NP	Not permitted for tenants with less than 50 ft. of frontage on a public right of way. Shall require highly unique and creative design. Permitted only to select tenants in activating locations with the approval of the Planning Director. Area shall be measured as defined for Placemaking Art Signs on p. 10.
	Window Sign ¹ / Graphic	≤30% of each window	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 ¹	Printing on ≤20% of awning surface to a max. ≤8 sq ft	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	Individual channel or pin-mounted letters or a basic graphic element are required. Elements may be applied to the front face, top edge, or underside of canopy, no less than 8 ft. above sidewalk. 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 ³	≤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. Retail Users Only.
	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 ^{4,6}	≤30% of door glass, to a max. ≤1 sq ft		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

First Floor	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
Tenant License	
Tenant may grant a sign to a licensee or subtenant on their property, subject to all applicable regulations of the Master Sign Plan. 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.

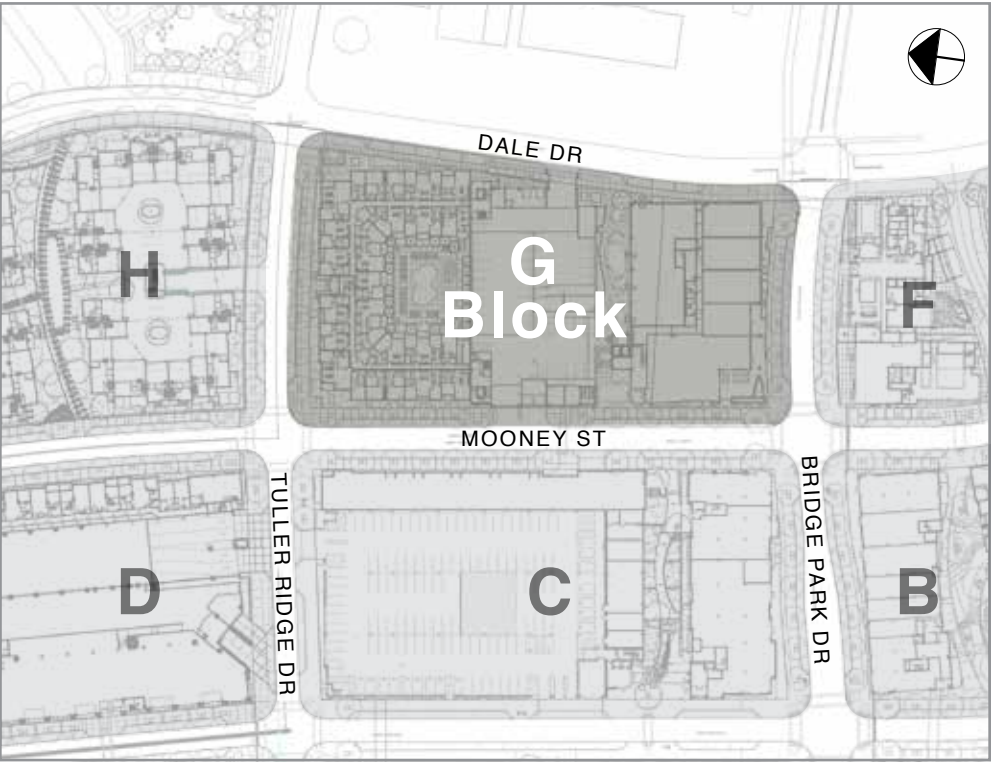
Permitted Sign Lighting

Illumination Type	Signs Allowed
External	External fixtures attached to the building façade in the vicinity of the sign. Vintage “goose-neck” lamps are discouraged; modern alternatives are preferred. Excessive use of exposed marquee bulbs is discouraged. Use in moderation.
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 up-lighting, 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.	

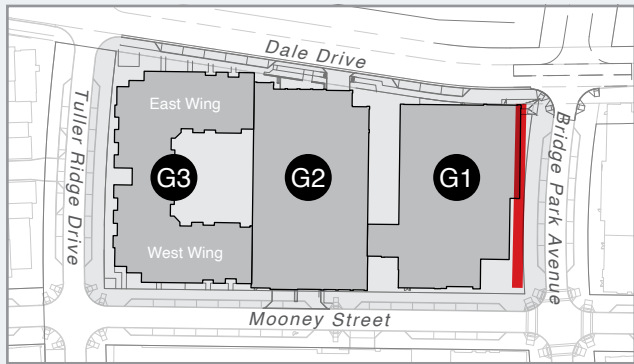
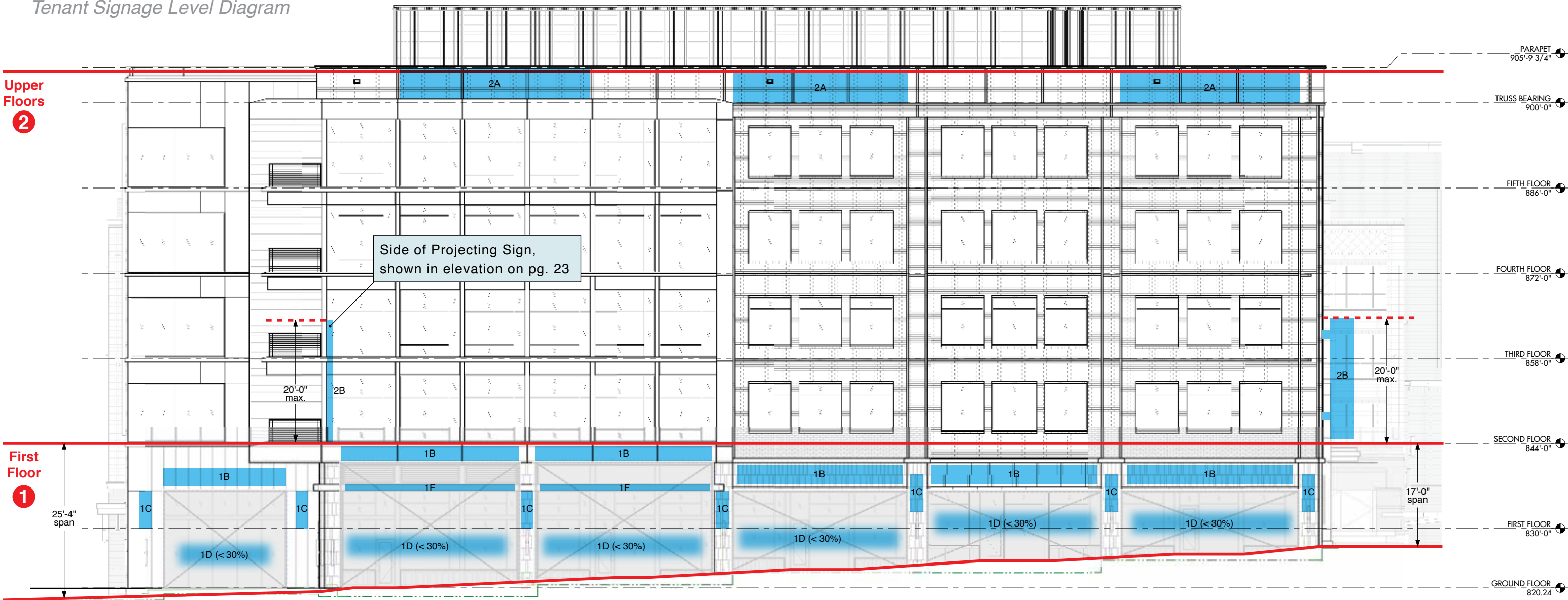
Example Temporary Tenant Leasing Window Covers



Site Plan



Tenant Signage Level Diagram

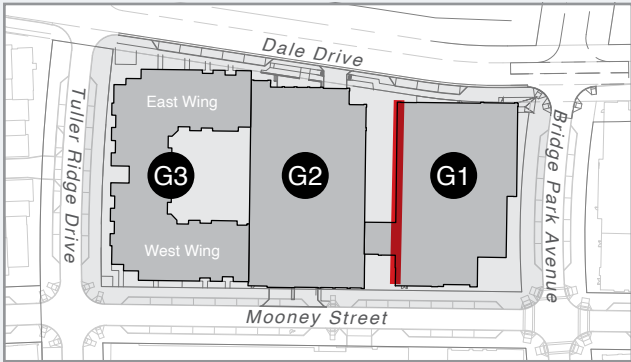


BUILDING G1 / Office
ADDRESS 6620 Mooney St.
ELEVATION South / Bridge Park Ave.

These elevations are intended to show typical sign locations by type and typical tenant space. Specific locations will be finalized and documented with the sign permit application and shall be consistent with the intent of these illustrations.

① FIRST FLOORS	
Building Mounted Signs	
1B Fascia / Wall Sign	1E Awning
1C Projecting Sign	1F Canopy Edge Sign
1D Window Sign / Graphic	
② UPPER FLOORS	
Building Mounted Signs	
2A Fascia / Wall Sign	2B Placemaking Art Sign

Tenant Signage Level Diagram

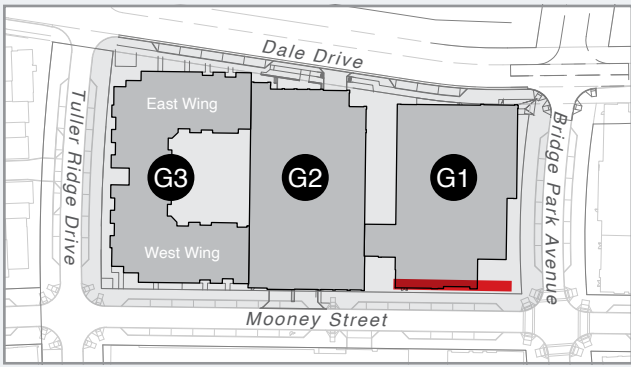
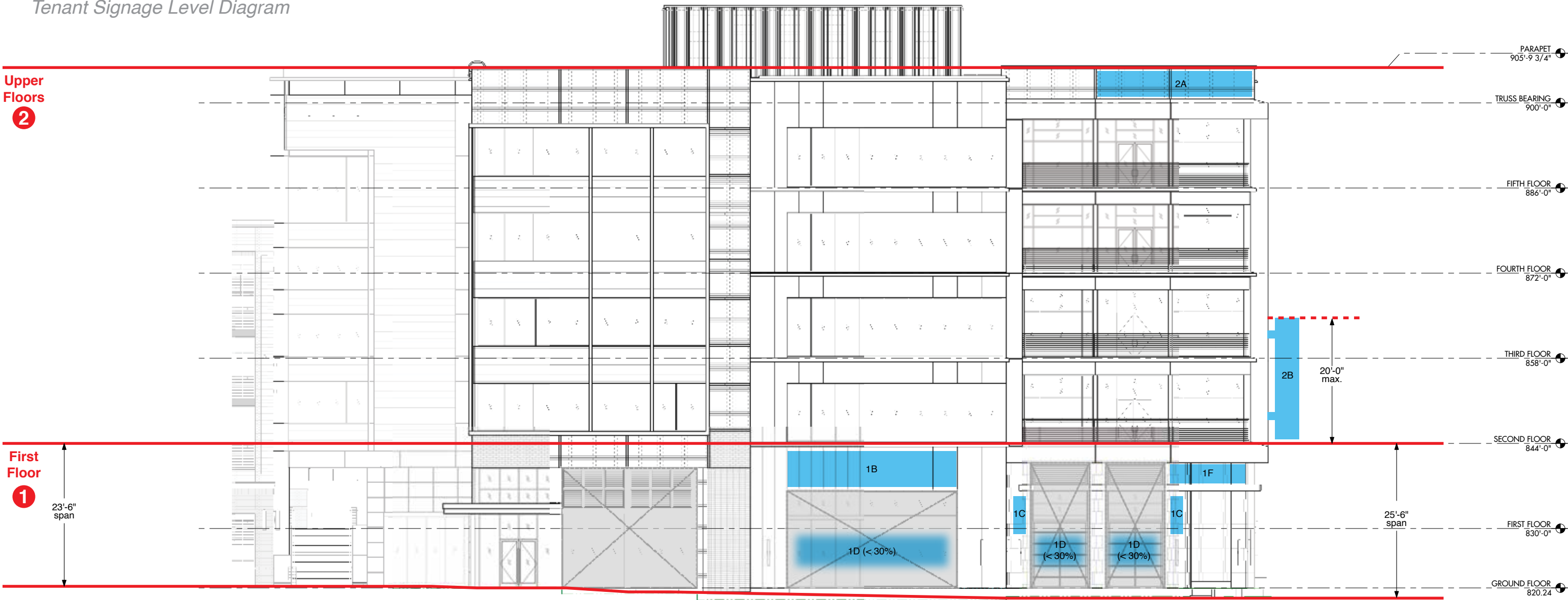


BUILDING G1 / Office
ADDRESS 6620 Mooney St.
ELEVATION North

These elevations are intended to show typical sign locations by type and typical tenant space. Specific locations will be finalized and documented with the sign permit application and shall be consistent with the intent of these illustrations.

1 FIRST FLOORS	
Building Mounted Signs	
1B Fascia / Wall Sign	1E Awning
1C Projecting Sign	1F Canopy Edge Sign
1D Window Sign / Graphic	
2 UPPER FLOORS	
Building Mounted Signs	
2A Fascia / Wall Sign	2B Placemaking Art Sign

Tenant Signage Level Diagram

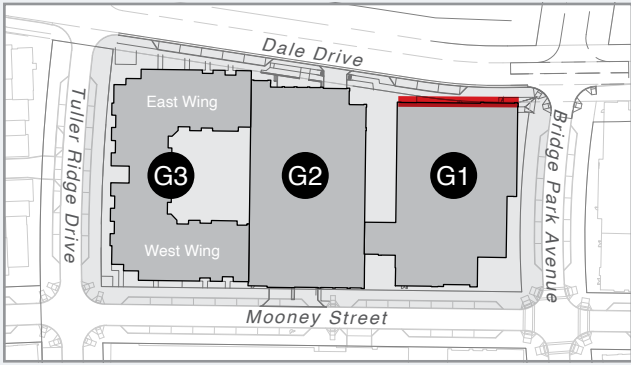


BUILDING G1 / Office
ADDRESS 6620 Mooney St.
ELEVATION West / Mooney St.

These elevations are intended to show typical sign locations by type and typical tenant space. Specific locations will be finalized and documented with the sign permit application and shall be consistent with the intent of these illustrations.

1 FIRST FLOORS	
Building Mounted Signs	
1B Fascia / Wall Sign	1E Awning
1C Projecting Sign	1F Canopy Edge Sign
1D Window Sign / Graphic	
2 UPPER FLOORS	
Building Mounted Signs	
2A Fascia / Wall Sign	2B Placemaking Art Sign

Tenant Signage Level Diagram

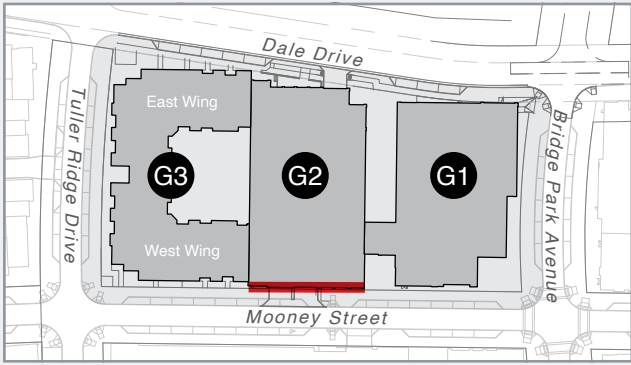


BUILDING G1 / Office
ADDRESS 6620 Mooney St.
ELEVATION East / Dale Dr.

These elevations are intended to show typical sign locations by type and typical tenant space. Specific locations will be finalized and documented with the sign permit application and shall be consistent with the intent of these illustrations.

1 FIRST FLOORS	
Building Mounted Signs	
1B Fascia / Wall Sign	1E Awning
1C Projecting Sign	1F Canopy Edge Sign
1D Window Sign / Graphic	
2 UPPER FLOORS	
Building Mounted Signs	
2A Fascia / Wall Sign	2B Placemaking Art Sign

Tenant Signage Level Diagram



BUILDING G2 / Theodore Garage

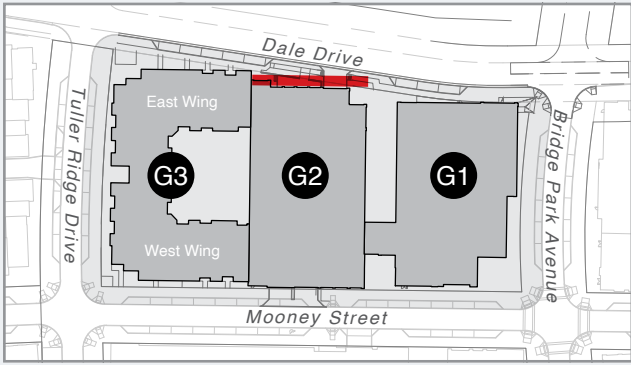
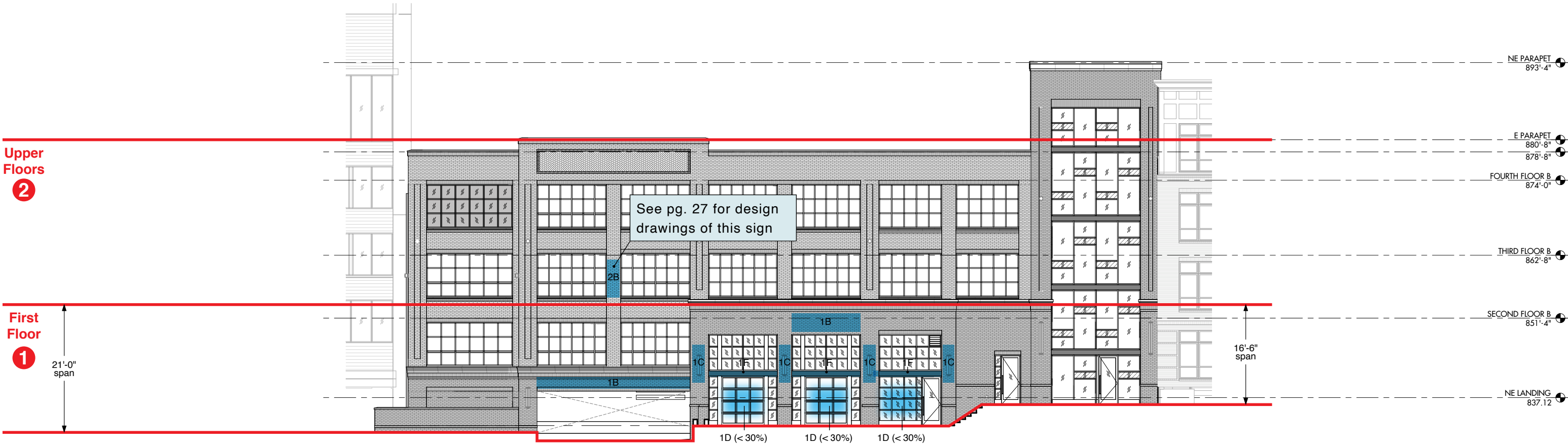
ADDRESS 6630 Mooney St.

ELEVATION West / Mooney St.

These elevations are intended to show typical sign locations by type and typical tenant space. Specific locations will be finalized and documented with the sign permit application and shall be consistent with the intent of these illustrations.

1 FIRST FLOORS			
Building Mounted Signs			
1B	Fascia / Wall Sign	1E	Awning
1C	Projecting Sign	1F	Canopy Edge Sign
1D	Window Sign / Graphic		
2 UPPER FLOORS			
Building Mounted Signs			
2A	Fascia / Wall Sign	2B	Placemaking Art Sign

Tenant Signage Level Diagram

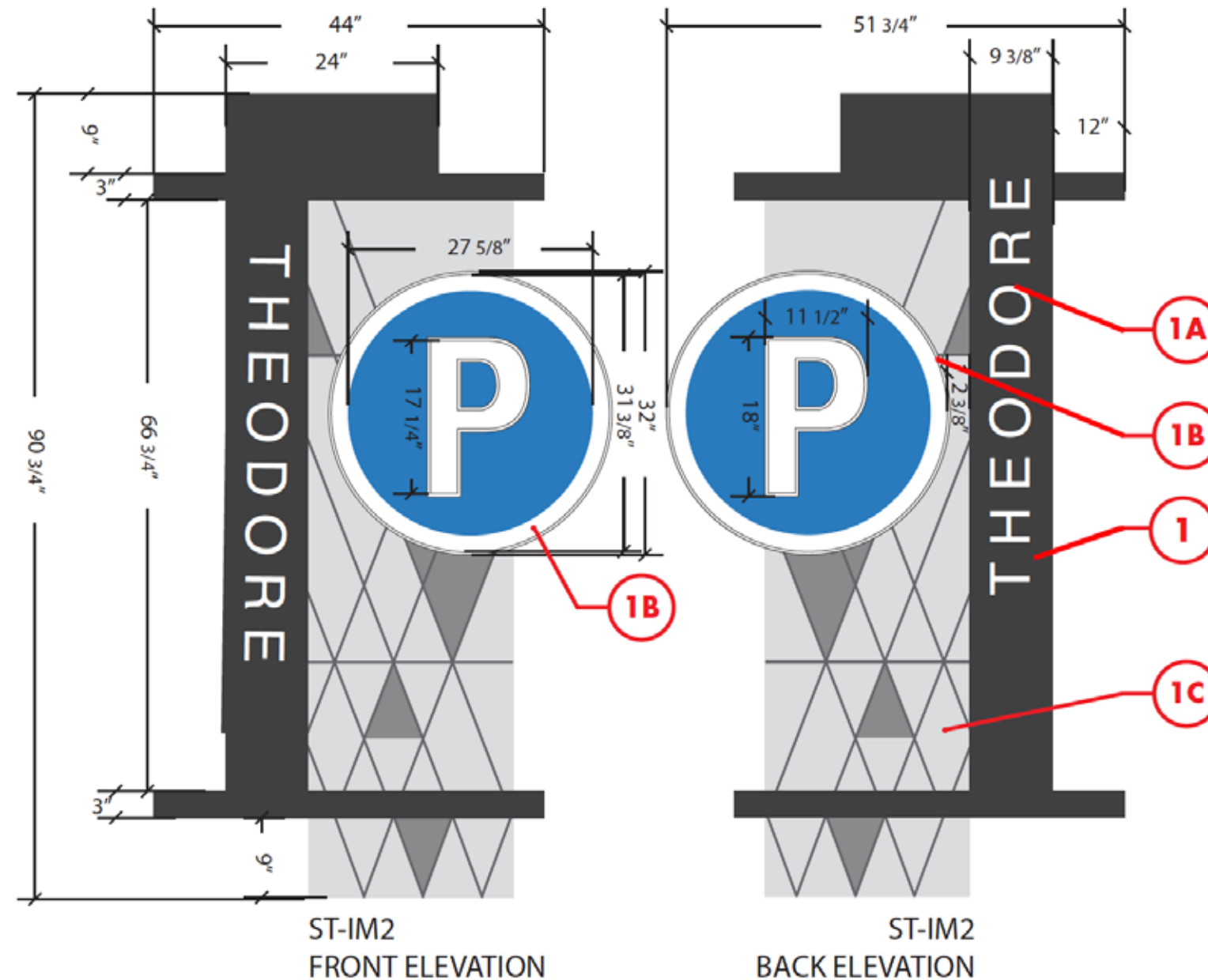


BUILDING G2 / Theodore Garage
ADDRESS 6630 Mooney St.
ELEVATION East / Dale Dr.

These elevations are intended to show typical sign locations by type and typical tenant space. Specific locations will be finalized and documented with the sign permit application and shall be consistent with the intent of these illustrations.

1 FIRST FLOORS	
Building Mounted Signs	
1B Fascia / Wall Sign	1E Awning
1C Projecting Sign	1F Canopy Edge Sign
1D Window Sign / Graphic	
2 UPPER FLOORS	
Building Mounted Signs	
2A Fascia / Wall Sign	2B Placemaking Art Sign

G2 / Theodore Garage Signage


1) PRIMARY SIGN PANEL

0.125 Aluminum Cladding with Horizontal Supports fabricated from 3" Aluminum Tube, Painted BLACK, Sides of Structure Painted to Match Pantone 632 C (TEAL), Move to Face of Vertical Fin, Light Strip Wraps around to Back Side Facing Garage, 1/4" Drain Holes at Bottom
(See Engineer Drawing for More Details)

1A) DIMENSIONAL TEXT

1/2" thick Acrylic Letters, Pin-Mounted Flush to Face
Painted SILVER on All Sides
Color: SILVER (MP41342SP)

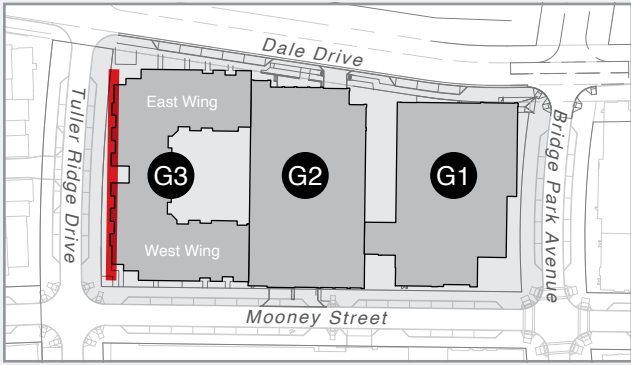
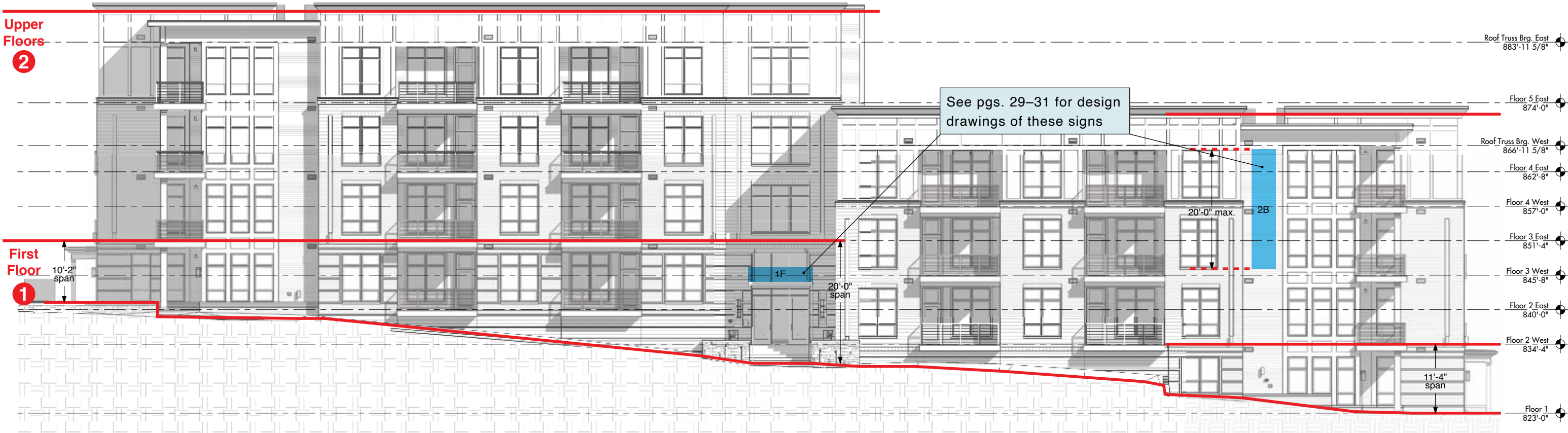
1B) OPEN FACE CHANNEL WITH PUSH THROUGH LETTER

Open Face Channel, Returns Painted WHITE, Inside Ring is 0.60 Aluminum Painted Pantone 300 C (BLUE) & WHITE. Push Through "P" is 1" Plex, Routed to Leave 1/2" w Ring. Edges are Rounded Over and Polished. 1" Clear Acrylic with White Diffuser to be Applied 2nd Surface. Routed to form "P" and Ring Through Aluminum Face.

1C) DIGITAL PRINT PATTERN

Graphic Pattern to be Digitally Printed onto 3M Controltac U180-10 with 3M Gloss Overlam, 1st Surface Applied

Tenant Signage Level Diagram



BUILDING G3 / The Theodore
ADDRESS 6633 Dale Dr. & 6640 Mooney St.
ELEVATION North / Tuller Ridge Dr.

These elevations are intended to show typical sign locations by type and typical tenant space. Specific locations will be finalized and documented with the sign permit application and shall be consistent with the intent of these illustrations.

1 FIRST FLOORS	
Building Mounted Signs	
1B Fascia / Wall Sign	1E Awning
1C Projecting Sign	1F Canopy Edge Sign
1D Window Sign / Graphic	
2 UPPER FLOORS	
Building Mounted Signs	
2A Fascia / Wall Sign	2B Placemaking Art Sign

G3 / The Theodore Signage / North Elevations



Canopy signage placement

Brushed silver sign and canopy. No lighting. Sign is approx. 85"w and 9"h.



G3 / The Theodore Signage / West Elevations

