

C. Signs

Effective signs can and should be creative expressions that add vitality, visual interest, and character to the Main Street commercial district. Signs are among the most significant character-defining elements of a retail establishment. Stores signs should not be garish intrusions on the architecture. In general, signs can range widely in shape, color, appearance, and character, but their size, general location, and materials should follow these guidelines.

C.23 General

23.1 The scale and proportions of a sign should fit with the scale of the individual building on which it resides. In addition, the scale of signs on Main Street should cater to the pedestrian.

23.2 Signage packages should strive to create harmony and avoid ostentation, competition, and obstruction with other businesses. Signs shall not cover windows, roof shapes, or dominate trim.

23.3 The copy of the sign should be restricted to the name, address, function, and logo of the establishment. Phone numbers, web sites, rates, and advertising of commodities or ancillary services should not be posted

23.4 It is expected that each storefront will have a combination of two of the following as their primary and secondary sign: a wall sign, an awning sign, a projecting sign, or a window sign. The standard primary sign should be a wall sign above the storefront and the standard secondary sign should be a projecting sign for easy view of pedestrians along the sidewalk.

23.5 Only one primary sign is permitted. The maximum number of business name signs should be two per business on the front or side (or combination) of the building and one sign in the rear.

23.6 Total area of all signs on a building should be limited to a size equal to one square foot per frontage foot of building face, up to a maximum of 70 square feet, with a minimum allowance of 25 square feet regardless of front footage. When the ground floor of



Figure 23.1 • Signage Scale Diagram - the scale and proportions of signage should fit with the building and cater to the pedestrian

a building is occupied by more than one tenant, each shall be entitled to a pro-rata share footage based on the frontage (storefront) used by that tenant, with each tenant being entitled to a minimum of 15 square feet regardless of each tenant's front footage. Multiple tenants in space front to back of a building are encouraged to share space on signs at the front and rear of the building.

23.7 Rooftop-mounted signs and graphics, billboards, off-premise signs, inflatable signs, flashing signs, and temporary signs (except as otherwise provided herein) are not permitted.

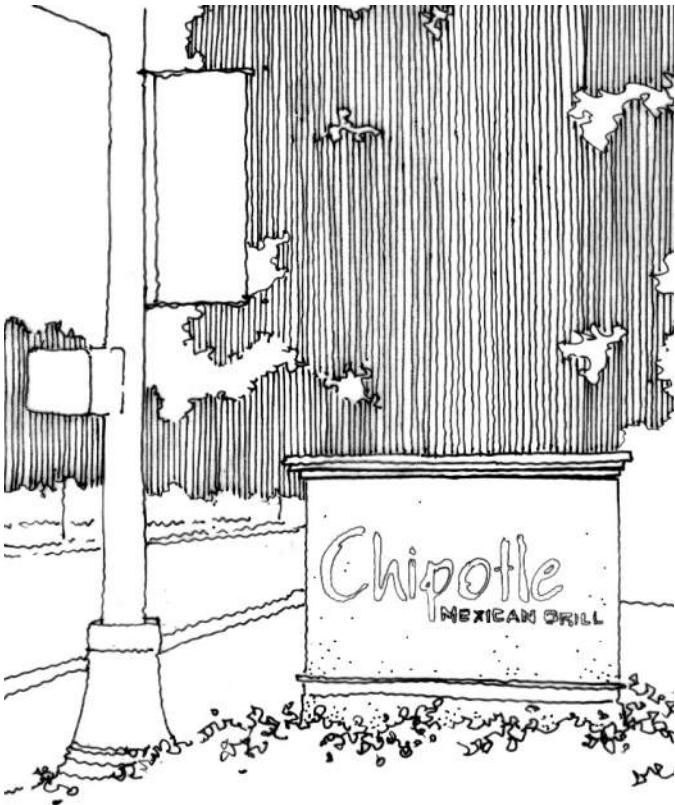


Figure 24.3 • *Ground Mounted Signs - These signs should be placed perpendicular to the street and should be no more than four feet in height*

C.24 Free-Standing Signs

Freestanding signs include pole signs ("lollipop" signs) and ground-mounted signs (monument signs).

24.1 No new freestanding pole signs should be permitted. Those that exist will become nonconforming signs. Existing pole signs can be replaced with ground-mounted signs.

24.2 Ground-mounted monument signs should be placed five feet behind the right-of-way line (*typical ROW extends fifteen feet from curb*). Freestanding signs may not obstruct pedestrian or vehicle visibility (creating unsafe conditions).

24.3 Ground-mounted signs should be mounted perpendicular to the street. Monument signs may be no more than four feet in height from ground level (level can not be artificially raised). The maximum permitted size of the sign face should be 15 square feet, with no more than six feet in any dimension.

24.4 A single monument sign may incorporate the addresses and business names for multiple tenants of a building or complex. All tenant signs should be of a uniform size, color, and style when combined in a single sign format.

24.5 The base of the sign should be screened on all four sides by landscaping.

C.25 Wall Signs

Wall signs include all signs mounted parallel to the building face. These do not include projecting signs or awning signs. For the purpose of these Guidelines, window signs are considered separately.

25.1 Wall signs should be the primary business sign.

25.2 Only one wall sign should be permitted per storefront on Main Street. A second wall sign should be permitted at the rear of the building if an entrance exists there (see *Rear Wall Signs*). Multiple tenants in space located front to back of a building () are encouraged to share space on one wall sign at the front (and rear) of the building. Front to back tenants are those where one tenant has a storefront and the other(s) does not because their space is internal to the building.

25.3 The maximum permitted sign face of the wall sign depends on the frontage formula and number of signs on the business. See Section C1.6 - General Signs. [Total area of all signs on a building should be limited to a size equal to one square foot per frontage foot of building face, up to a maximum of 70 square feet, with a minimum allowance of 25 square feet regardless of front footage. When the ground floor of a building is occupied by more than one tenant, each should be entitled to a pro-rata share footage based on the frontage used by that tenant, with each tenant being entitled to a minimum of 15 square feet regardless of each tenant's front footage.]

25.4 Walls signs should be flush mounted to the façade and located in the sign band above the transom, if one exists, or between the transom (or storefront windows) and second floor window sill (or between the transom and eaves on a single story building).

25.5 The wall sign should be incorporated into the architecture of the building and located to indicate building entries without dominating the façade.

25.6 Lettering should be between 18 inches and 26 inches in height and occupy no more than 65 percent of the board.

25.7 Internally illuminated sign boxes should not be permitted.



Figure 25.2 • Wall Signs - only one wall sign should be permitted per storefront on Main Street



Figure 25.6 • Wall Sign Lettering - lettering should be between 18 inches and 26 inches in height and occupy no more than 65% of the sign

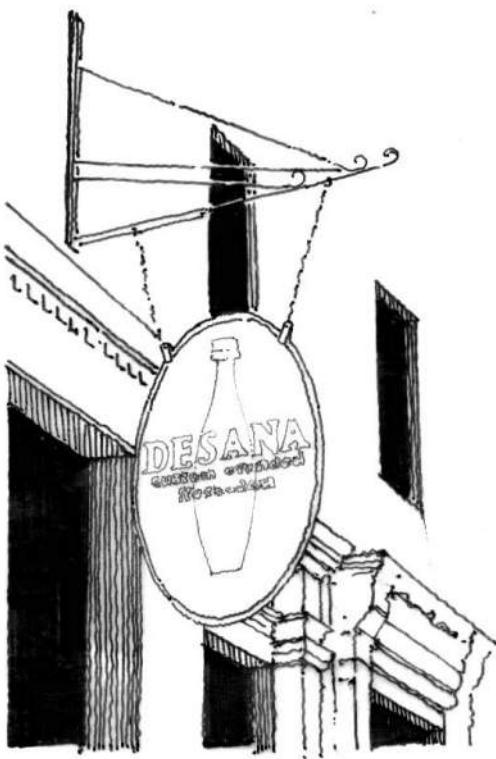


Figure 26.4 • Projecting Signs - projecting signs should be incorporated into the architecture of the building and located to indicate building entries

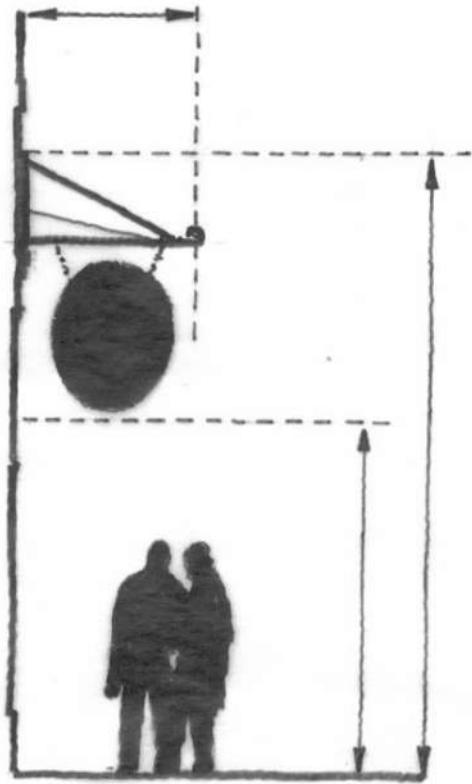


Figure 26.6 • Projecting Sign Location - projecting signs should not exceed a mounted height of 14 feet above sidewalk level and should maintain at least 8 feet of clearance

25.8 In multiple storefront buildings a consistent sign package theme should be created for the entire building so that signs of similar size, proportion, and materials are used for each store.

25.9 Coordinate colors in continuous sign bands or among continuous signs. Vary the color of individual signs within a coordinated range.



C.26 Projecting Signs

Projecting signs include all signs mounted perpendicular to the building face.

26.1 Projecting signs should be the secondary business sign.

26.2 Only one projecting sign should be permitted per storefront on Main Street.

26.3 The maximum permitted sign face of the projecting sign depends on the frontage formula and number of signs on the business. See Section C1.6 - General Signs. [Total area of all signs on a building should be limited to a size equal to one square foot per frontage foot of building face, up to a maximum of 70 square feet, with a minimum allowance of 25 square feet regardless of front footage. When the ground floor of a building is occupied by more than one tenant, each should be entitled to a pro-rata share footage based on the frontage used by that tenant, with each tenant being entitled to a minimum of 15 square feet regardless of each tenant's front footage.]

26.4 The projecting sign should be incorporated into the architecture of the building and located to indicate building entries without dominating the façade.

26.5 The maximum permitted sign face of a projecting sign should be 10 square feet.

26.6 Projecting signs should not exceed a mounted height of 14 feet above the ground/sidewalk level. At least eight (8) feet of clearance should be maintained between the bottom of the sign and the sidewalk.

26.7 The maximum permitted projection should be four (4) feet from the face of the building.

26.8 In multiple storefront buildings a consistent sign package theme should be created for the entire building so that signs of similar size, proportion, and materials are used for each store.



C.27 Awning Signs

27.1 Maximum sign size is six square feet or 25% of surface area of the canopy, whichever is less.

27.2 Maximum of one awning sign per tenant.

27.3 Fabric is the preferred awning material.

27.4 Awnings should be designed to fit the opening that it is intended to cover.

27.5 Fixed or operable awnings are acceptable.

27.6 The style, size, and shape of awnings should compliment the building's architecture .

27.7 In multiple storefront buildings a consistent sign package theme should be created for the entire building so that signs of similar size, proportion, and materials are used for each store.



C.28 Window Signs

28.1 Transom window signs are encouraged above entry doors. Painted or vinyl lettering on the glass is typical.

28.2 Window signs should be permitted only on first floor windows.

28.3 Window signs should not exceed 25 percent of the window area and in no case should the total of all window signs exceed 8 square feet.

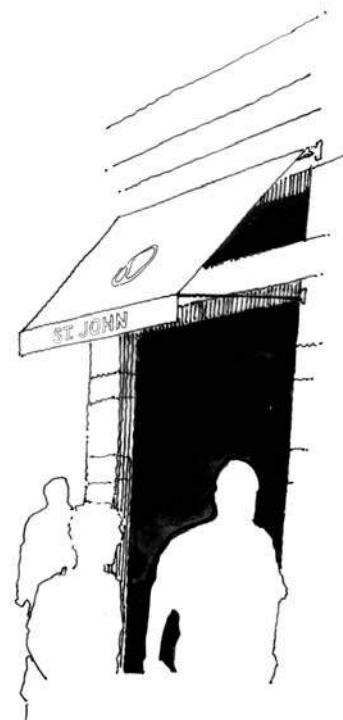


Figure 27.6 • Awning Signs - awning signs should compliment the building's architecture in style, size, and shape

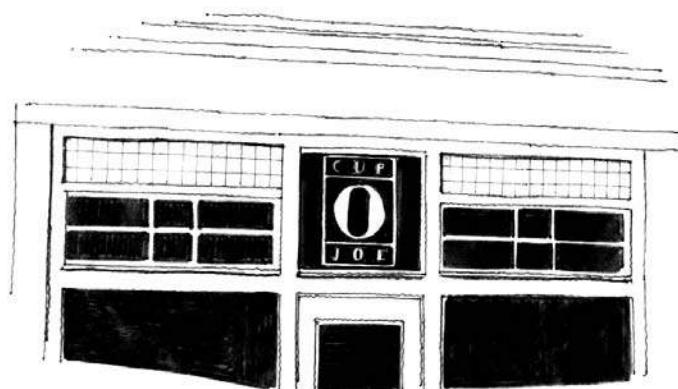


Figure 28.1 • Window Signs - transom window signs are encouraged above entry doors



Figure 29.1 • Rear Wall Signs - rear wall signs should be located above the door or window and should be no longer than 25% of the allowable size of the main sign on the front facade

28.4 Neon window signs that advertise products sold by a business are discouraged.

28.5 One window sign per tenant.

28.6 In multiple storefront buildings a consistent sign package theme should be created for the entire building so that signs of similar size, proportion, and materials are used for each store.



C.29 Rear Wall Signs

29.1 For second (rear) entrances, locate signs above the door or window. These signs should be no larger than 25 percent of the allowable size of the main sign on the front façade. Vivid colors and striking signage can highlight the rear store entrance from parking lots. Service entrances should be clearly marked, but not emphasized.

29.2

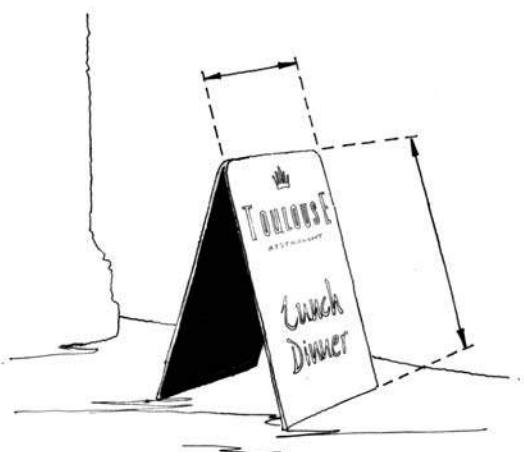


Figure 30.3 • Sidewalk Signage - the maximum size is 2 feet in width by four feet in height

C.30 Sidewalk Signs

30.1 Must not obstruct pedestrian movements along public walkways or view triangles.

30.2 Not permitted in eight-foot clear zone area of sidewalk. Should be located so that it is not farther than five feet from the building façade.

30.3 Maximum size will be four feet in height and two feet in width.

30.4 Maximum number is one per business.

30.5 Sign composition must be of permanent weatherproof material such as painted wood or metal.

30.6 May only be displayed during business hours and must be taken inside overnight every night.

30.7 Requires individual approval by Commission.



C.31 Banners

Banners and cloth signs shall be used primarily for special, festive occasions. If such signs are used on a permanent basis, a condition of their initial approval is agreement to replace them when they show wear. A banner shall be considered a permanent sign if it displays content or identification of any kind which relates to the business or service establishment of the building to which the banner is attached.



C.32 Incidental Signs

Identification

32.1 Only name and address permitted.

32.2 Maximum size is 4 square feet.

Building Marker

32.3 Maximum size is 4 square feet. Prefer etched or cut into masonry bronze or similar material.

32.4 Building address or construction date as part of the building material.

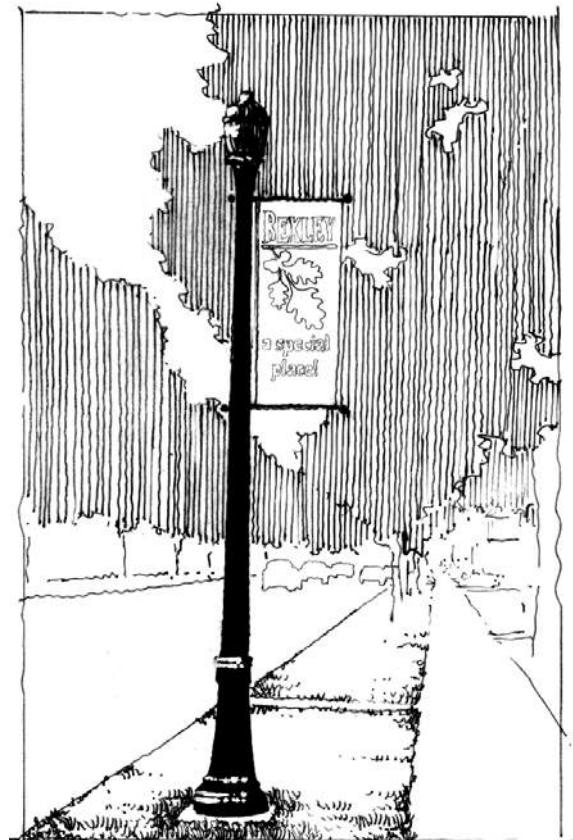
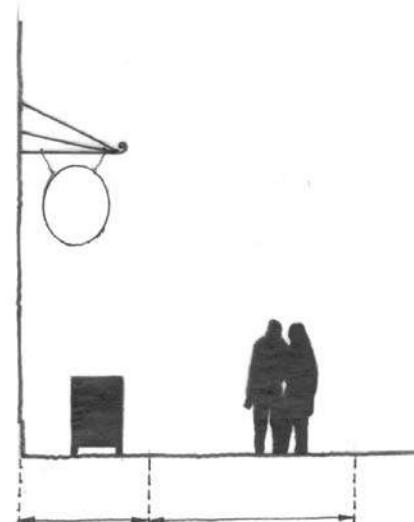


Figure 31 • Banners - banners are used primarily for festive or special occasions, but are considered permanent under certain conditions

C.33 Traffic Signs

33.1 Traffic signs permitted per existing Bexley Code.

C.34 Civic Signs

34.1 Civic signs permitted per existing Bexley Code.

C.35 Temporary Signs

Real Estate Signs, Grand Opening & Sale Signs

35.1 Real estate for sale signs are limited to one sign per building, limited to maximum square feet per Code. Grand opening and sale signs are also limited to one per building, no greater than Code permitted maximum.

35.2 Real estate signs may be displayed for a maximum of 90 days, or until the property is sold, if sooner. After 90 days, a new permit must be requested and approved.

35.3 Grand opening and sale signs may only be displayed for the length of the sale or two weeks

C.36 Sign Materials and Colors

36.1 Sign materials should coordinate and compliment those of the building.

36.2 Materials to be avoided include sheet metal, plastic panels, and vinyl wherever possible.

36.3 Colors should coordinate with each other and the building to which the sign is attached and should contribute to legibility and design quality.

36.4 The maximum number of colors should be limited to three (3).

36.5 Signs should rely on format of light text/graphics on a dark background.

C.37 Sign Lighting

37.1 Signs may be lighted from exterior sources, provided the light source is cut-off so as to only illuminate the sign face. Ground-mounted light sources must be screened from public view, preferably with landscaping. Wall-mounted light sources should be architecturally appropriate for the building.

37.2 Signs should not be backlit unless it is from lights located within individual channel-type letters.

37.3 Interior lighted signs are not encouraged except for the those that with individually illuminated letters and graphic(s). The entire sign and background should not be internally illuminated.

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### C.38 Sign Maintenance

38.1 Owners or designees shall maintain all signs located upon said property in good and sufficient condition.

38.2 Any sign that is damaged by the elements, vehicles, fire, or any other cause must be repaired to the exact same sign as promptly as the extent of the damage will permit.

38.3 Buildings that are vacant for any reason must remove any associated signage within 30 days.

38.4 All plantings associated with any signage are to be maintained in healthy growing condition.

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C.39 Exemption Criteria

Under certain conditions, existing signs can be exempted from portions of the Sign Design Guidelines. Considerations for these exceptions include:

- Significantly historic sign that is important to the history of the community.
- A sign that contributes significantly to the positive character of the Main Street District (“sign of merit”).
- National or state historic sign.

These signs should be repaired and preserved subject to approval by the Commission.

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