

SIGNAGE DESIGN GUIDELINES AND STANDARDS

I. COMMERCIAL SIGNAGE

A. Statement and Intent

The intent of these guidelines is to ensure that the signage throughout Great Bridge Village is of an appropriate size and scale to its location on the individual buildings and serves to create a pleasant and harmonious environment. It is also the intent of these guidelines to provide order and to avoid visual clutter in the area by requiring consistency in the placement and arrangement of various types of signage.

Signage can either disrupt or reinforce a district's character. Erratic placements, uncoordinated colors, unsuitable shapes and sizes, and lighting that is too brilliant or intense for the context – all these and more can impair the cohesion underlying the urban context. However, coordinated signage can make an area understandable and easy to maneuver through. Clarity also strengthens a district's identity.



Signage has hierarchies vertically and horizontally on a building's face. Generally, the higher a sign goes on a building's façade, the more monumental in scale it becomes. Signage must be exact in size, shape, lighting, color, and placement. The lower or closer to the street level, the more pedestrian in scale a sign becomes. Between these two points, signage may exist as the design of a building's façade permits. The following guidelines clarify what types of signage may exist where and what parameters each type must follow. The basic building classifications of mid-rise (between 35'-0" and 55'-0") and low-rise (less than 35'-0") serve as the basis for the signage criteria and allotments.

(Note: "Box" type signage is not permitted in Great Bridge Village.)

B. Definitions

A-Frame Sign: A sign which, typically, folds open to be self-supporting, and which is typically placed along a pathway to serve as a form of advertisement.

Awning Sign: A sign painted on, printed on, or attached flat against the surface of a shelter projecting from, and supported by, the exterior wall of a building constructed of nonrigid material on a supporting framework.

Blade Sign: A sign physically inscribed upon, or attached to, a panel which is suspended from, or supported on, brackets running perpendicular to the face of the building to which they are attached.

Box Sign: A three-dimensional container with four sides perpendicular to the base and with a face plate which displays the names, marks, emblems, logos, or other characters.

Building Frontage: The length or width of each side of a building which side either faces a right-of-way or provides public access into the building.

Building Identification Sign: A sign, the purpose of which is to identify, name, or provide other form of distinction to a particular building, though not to an owner or tenant of the building.

Building Sign: A sign physically inscribed upon, affixed to, or supported by a building including, without limitation, awning signs, nameplate signs, and wall signs, but excluding window signs. A sign painted on, or attached to and erected parallel to, the face of an outside wall of a building, and not projecting more than 18 inches from the wall.

Commercial/Office Directories: A non-advertising sign, attached to a wall, that lists the building occupants. No directory shall be greater than 16 square feet in depth.

Marquee: Any permanent roof-like structure projecting beyond a building or extending along and projecting beyond the wall of the building, generally designed and constructed to provide protection from the weather. No electronic message boards are permitted.

Name Plate: Professional name plates and signs denoting the name and, perhaps, address of the occupants of the premises, which signs shall not exceed one (1) square foot in sign area. Such signs shall also include farm or estate identification signs and signs used by churches, synagogues or civic organizations.

Projecting Sign: A sign attached to a structure wall and extending outward from the wall more than twelve inches (12”).

Sign: Any fabricated sign or outdoor display structure consisting of any letter, figure, character, mark, point, plane, marquee sign, design, poster, pictorial, picture, stroke, stripe, line, trademark, reading matter or illuminating device, which is constructed, attached, erected, fastened or manufactured in any manner so that the same shall be used for the attraction of the public to any place, subject, person, firm, corporation, public performance, article, machine or merchandise, and displayed in any manner out of doors for recognized advertising purposes. No electronic message boards are permitted.

Wall Sign: Any sign attached parallel to, but within six inches of, a wall, painted on the wall surface of, or erected and confined within the limits of an outside wall of any building or structure, which is supported by such wall or building, and which displays only one sign surface.

Window Sign: A sign which is (1) physically affixed to a building window or (2) legible from any right-of-way through a building window, and within 4'-0" of the plane of the window. No window sign shall be greater than 10% of the window area.



C. Prohibited Signs

1. Discontinued Business Signs - Any sign which advertises or publicizes any activity, business, product or service no longer produced or conducted on the premises upon which the sign is located.
2. Permanent High Intensity Signs - Signs which contain or consist of flags, pennants, ribbons, streamers, spinners, strings of light bulbs, flashing lights, or other similar moving devices, with the exception of special event signs or decorations approved by the Administrator pursuant to the Temporary Use Regulations. These devices, when not part of any sign are similarly prohibited.
3. Snipe Signs - Snipe signs or signs attached to trees, telephone poles, public benches, street lights or placed on any public property or right-of-way. Signs projecting over public property shall be permitted in accordance with the building code only where no setbacks are required.
4. Signs Resembling Official Signs and Signals - Signs imitating or resembling official traffic or government signs or signals except approved private traffic signs.
5. Signs on Vehicles - Signs placed on vehicles or trailers which are parked or located for the primary purpose of displaying such sign. This does not apply to allowed temporary signs or to signs or lettering on buses, taxis or vehicles operating during the normal course of business.
6. Illegal Activities - Signs advertising activities which are illegal under federal, state or city laws or regulations.
7. Signs Above Roof Lines - Signs which are mounted so as to be displayed above the roof line or parapet of the building to which they are attached.
8. Portable Signs - Portable signs, with the exception of those approved by the Administrator.
9. Off Premises Signs - Unless specifically authorized by this Section.

D. General Building Signage Criteria

1. Low-Rise Buildings (Buildings two-stories or less in height)

(Note: No commercial or first floor tenant signage shall be permitted to project above the level of a residential floor.)

a. Building Identification Signage

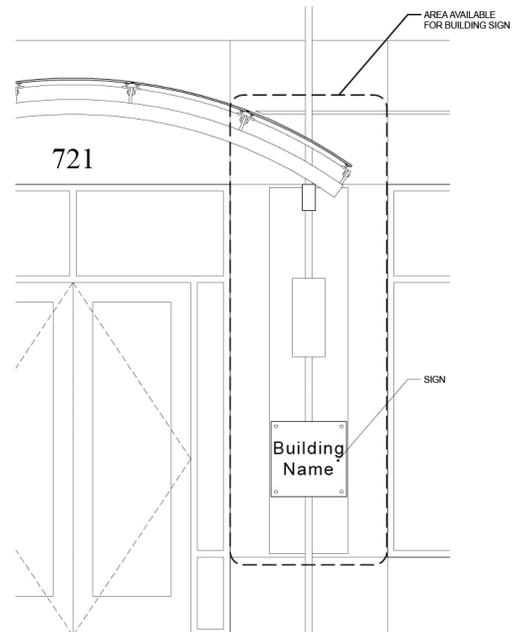
- 1) A maximum of one (1) building identification sign is permitted per public lobby entrance.
- 2) The maximum size of each building identification sign is to be 4 square feet.
- 3) The permitted sign may be located adjacent to the entry doors, between 2'-0" and 8'-0" above the finished floor.

b. Commercial Directories

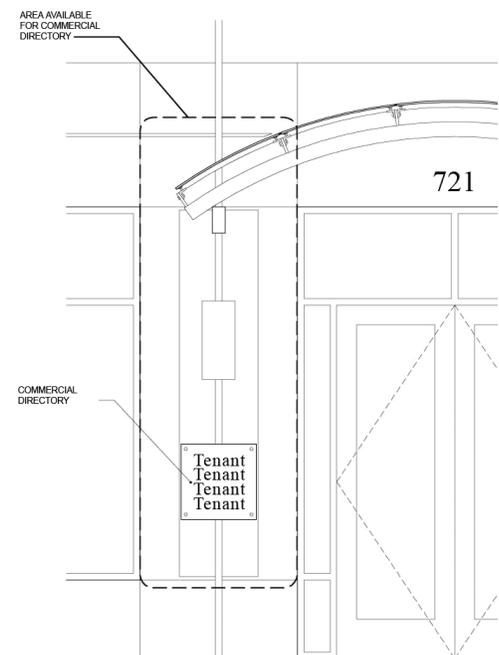
- 1) A maximum of one (1) directory sign is permitted per public lobby entrance.
- 2) The maximum size of each building identification sign is to be 4 square feet.
- 3) The permitted sign may be located adjacent to the entry doors, between 2'-0" and 8'-0" above the finished floor.

c. Major Tenant Signage (atop building)

- 1) A maximum of two (2) signs are permitted on each building, representing one (1) major tenant.
- 2) The maximum size of a major tenant sign shall be 100 square feet.
- 3) No more than one (1) sign per building façade shall be permitted.
- 4) A major tenant sign shall be located at the top floor of the building.
- 5) No portion of any major tenant sign may project above the roof line or parapet wall of the building.



Placement for a building identification sign.



Placement for a commercial directory.

d. Marquee Signs

- 1) Two (2) marquee signs allowed per Theater/ Conference Center.
- 2) A maximum of one (1) marquee sign shall be permitted per building face. No sign shall be greater than four (4) square feet in area.
- 3) The permitted sign shall maintain a minimum clearance of at least 10 feet over a sidewalk.
- 4) No marquee sign may be closer than 2 feet, measured in horizontal distance, from the curb line of any street.
- 5) The sign shall be located at a public entrance to the building.
- 6) In the event that a marquee sign is located in the right-of-way area, a liability policy naming the City as an additional insured party is required.



Examples of marquee signs for movie theaters.

e. Second Floor Tenant Signage

- 1) Major tenant signage (atop building on 1- and 2-story buildings, or between second floor window heads and third floor window sills on taller buildings)
 - a) No more than one (1) second floor major tenant sign shall be permitted per building frontage.
 - b) The maximum size of a major tenant sign for a second floor tenant shall be 60 square feet, but shall not be greater than one (1) square foot in area for every linear foot of frontage.
 - c) The permitted sign shall not be located above the roof line or parapet wall of the building or above the third floor window sill line for tenants in taller buildings.
- 2) Commercial Directory Signage
 - a) Second floor tenants are permitted to have identification on the building commercial directories.
 - b) The permitted identification shall be in conformance with the character of the directory.



An example of major tenant signage for a second floor tenant.

f. First Floor Tenant Signage

(Note: Names, marks, emblems, or logos less than 2 square feet in area shall not be counted against the allotment of permitted signs.)

- 1) First floor tenants are permitted three (3) signs total.
 - 2) Corner signage which establishes a visual presentation to both streets shall be counted as two (2) signs. Corner signs are only available for tenants that are leasing the corner space.
 - 3) First floor tenants may select from the following sign types: major tenant signage, typical first floor tenant storefront signage, window signage, awning signage, and blade signage.
- g. Major tenant signage (atop building on 1 and 2 story buildings, or between second floor window heads and third floor window sills on taller buildings)



Typical first floor tenant signage.

- 1) Major tenant signage is only permitted for a first floor tenant leasing a minimum of 60'-0" in length of building frontage.
 - 2) The maximum size of a major tenant sign for a first floor tenant shall be 50 square feet.
 - 3) No portion of the sign may project above the roof line or parapet wall on 1 and 2 story buildings
 - 4) On taller buildings, no portion of the sign may project above the third floor window sill line.
- h. Typical first floor tenant storefront signage (above tenant entry doors yet beneath the second floor window sill)

- 1) The maximum size of typical storefront signage shall be 30 square feet.
- 2) Typical storefront signage shall be located in the signage panel provided above the first floor window head and below the second floor window sill.



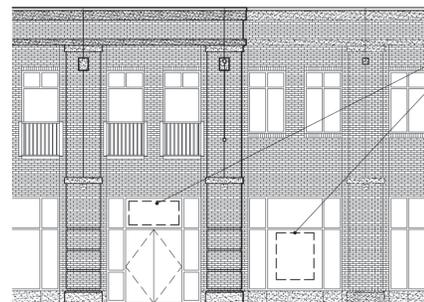
An option for first floor tenant signage.

i. Window Signage

- 1) A window sign is any sign, emblem, or logo which is affixed to the storefront or suspended within 4'-0" of the front plane of the storefront.
- 2) The maximum size of any window sign shall be 20 square feet, or 10% of the total area of the window, whichever is less.
- 3) Window signage may be located anywhere within the fenestration opening.
- 4) "Open" and "Closed" signs are not permitted.



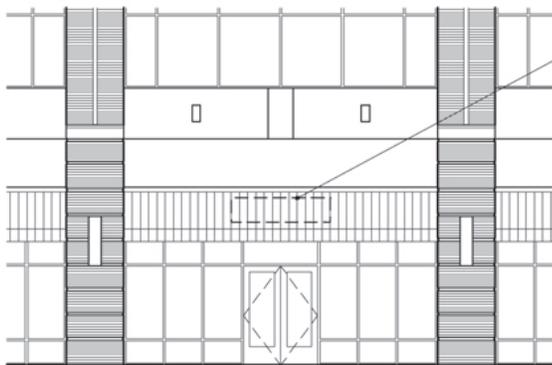
Examples of window signage.



20 SQUARE FEET MAXIMUM PER WINDOW, OR 10% OF THE WINDOW AREA, WHICHEVER IS LESS

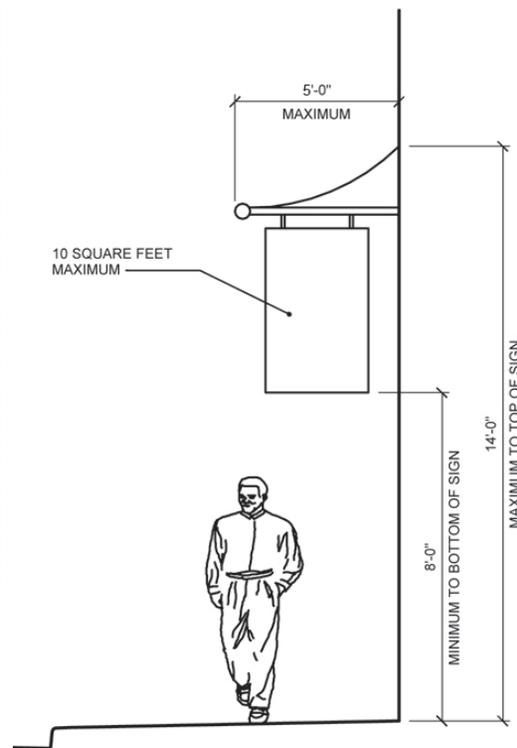
j. Awning Signage

- 1) The maximum size of an awning sign shall be 9 square feet, but shall not be allowed to be greater than 25% of the size of the awning.
- 2) A maximum of one (1) name, emblem, logo, or inscription shall be permitted per awning.
- 3) Awnings shall not be permitted to cover any portion of upper floor windows.
- 4) The minimum height on an awning sign above the sidewalk shall be 8'-0".



AVAILABLE AREA FOR SIGNAGE (9 SQUARE FEET, BUT NO MORE THAN 25% OF AWNING)

Examples of awning signage.



k. Blade Signage

- 1) The maximum size of any blade signage shall be 10 square feet.
- 2) A blade sign shall be mounted such that the bottom edge of the sign, or supporting element, is no lower than 8'-0", and the top edge of the sign, or supporting element, is no higher than 14'-0" above the finished floor.
- 3) Blade signs shall not project more than 5'-0" from the face of the building.
- 4) Blade signs shall not project into the public right-of-way.

l. Eating/Drinking Establishments Menu Display Signs

- 1) A maximum of one (1) menu display sign is permitted per eating/drinking establishment.
- 2) The maximum size of any sign shall be 4 square feet.
- 3) The sign shall be orderly displayed, and compatible with the overall design of the establishment.
- 4) Menu display signs are subject to the approval of the Design Review Committee.

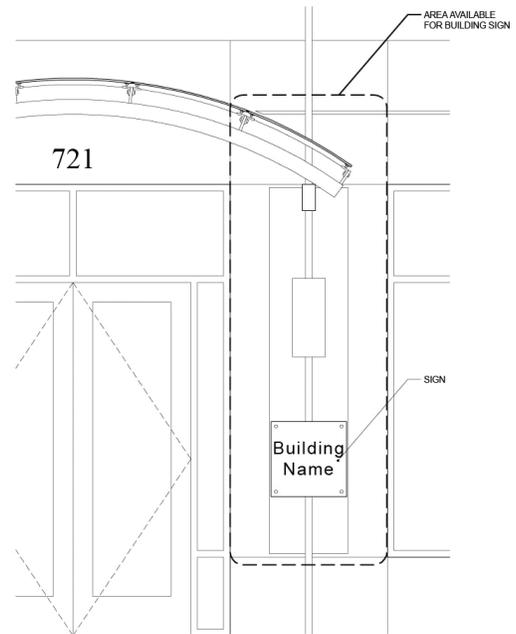


Menu display signs for eating/drinking establishments.

2. Mid-Rise Buildings (buildings between three- and four-stories in height)

a. Building Identification Signage (adjacent to entry locations)

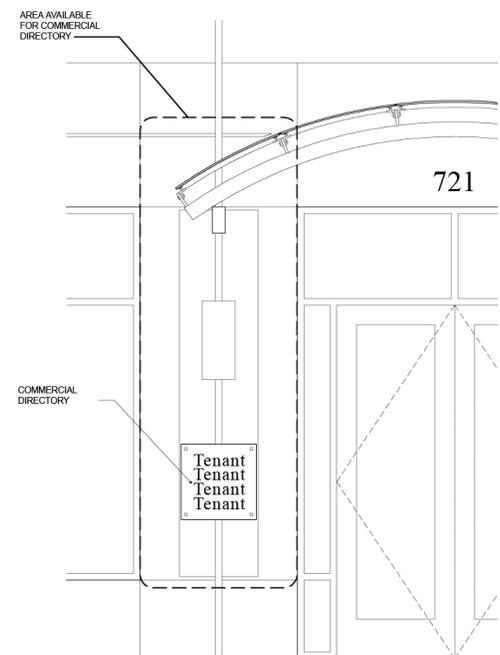
- 1) A maximum of one (1) sign is permitted at each public entry door location.
- 2) The maximum size of each building identification sign is 6 square feet.
- 3) The permitted sign may be located adjacent to the public entry door location, between 2'-0" and 8'-0" above the finished floor.
- 4) The permitted sign may be located directly above the public entry door location, between 8'-0" and 15'-0" above the finished floor.
- 5) For residential buildings, a maximum of one (1) sign per public entry door location shall be permitted. The sign shall be no greater than four (4) square feet in area.
- 6) The name plate shall be no greater than one (1) square foot in area.



Placement for a building identification sign.

b. Commercial Directories (adjacent to entry locations)

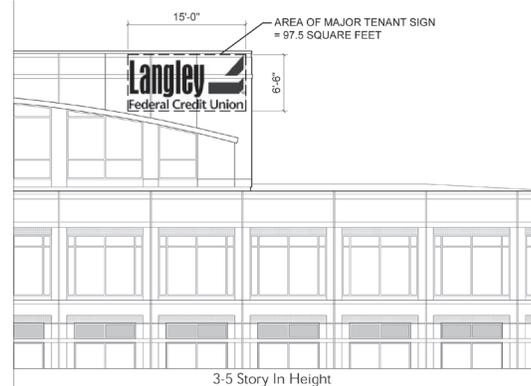
- 1) A maximum of one (1) directory is permitted per public entry door location.
- 2) The maximum size of each directory sign shall be four (4) square feet.
- 3) The permitted signs may be located directly adjacent to the public entry door location, between 2'-0" and 8'-0" above the finished floor.
- 4) For residential buildings, a maximum of one (1) sign per public entry door location shall be permitted.



Placement for a commercial directory.

c. Major Tenant Signage (atop building)

- 1) A maximum of two (2) signs are permitted on each building, representing one (1) major tenant if the building is on a corner parcel or has double frontage. Otherwise, there will be only one (1) sign permitted on each building.
- 2) The maximum size of a major tenant sign shall be 150 square feet.
- 3) No more than one (1) sign per building façade shall be permitted.
- 4) A major tenant sign shall be located at the top floor of the building.
- 5) No portion of any major tenant sign may project above the roof line or parapet wall of the building.



An example of major tenant signage on a mid-rise building.

d. Marquee Signs

- 1) Two (2) marquee signs allowed per Theater/Conference Center.
- 2) A maximum of one (1) marquee sign shall be permitted per building face. No sign shall be greater than 9 square feet in area.
- 3) The permitted sign shall maintain a minimum clearance of at least 10 feet over a sidewalk.
- 4) No marquee sign may be closer than 2 feet, measured in horizontal distance, from the curb line of any street.
- 5) The sign shall be located at a public entrance to the building.
- 6) In the event that a marquee sign is located in the right-of-way area, a liability policy naming the City as an additional insured party is required.



An example of a marquee sign for a movie theater.

e. Second Floor Tenant Signage (at lower 2 floors of building)

- 1) See Signage Standards for Low-Rise Buildings.

f. First Floor Tenant Signage (at lower 2 floors of building)

- 1) See Signage Standards for Low-Rise Buildings.

D. Real Estate Signs

1. Undeveloped Sites

- a. One (1) free-standing sign shall be permitted on undeveloped sites.
- b. The permitted sign shall be no more than 16 square feet in area.
- c. The permitted sign shall be no more than 6 feet in height.
- d. No more than one (1) sign shall be permitted per site.



2. Developed Properties

(Note: Real estate signs for individual residential units are not permitted in any location.)

- a. Only one (1) sign shall be permitted per lease unit (existing demised area) for commercial and retail property; and one (1) sign per each on-site leasing office for each residential property or complex.
- b. The permitted sign shall be no more than 6 square feet in area.
- c. The permitted sign shall be removed immediately upon signing of a lease or purchase agreement for the advertised space or property.



E Vendor/Informational Kiosks

1. Narrative

Kiosks help make a community function by providing additional services or information to the pedestrian about the neighborhood, district, or village.

The kiosk should complement the character of its setting, while extending the dining, retail, and advertising services within the Village.

2. Guidelines

- a. Place kiosks to maintain pedestrian movement while providing adequate space for sales and services.
- b. Kiosks should not obstruct feature site lines. This requirement may be waived for temporary kiosk installations.
- c. Power and water service for seasonal/temporary kiosks should be designed into the streetscape and realm.
- d. Materials, finishes, and the size of the kiosks should be based on its intended function and placement.
- e. All kiosks – seasonal or permanent – should be made to close and lock and should be self contained.

