

Sign Design Manual



PEDESTRIAN-ORIENTED PROJECTS





Purpose

This manual is intended to supply guidelines which seek to accomplish architecturally integrated and appropriately scaled signage focused on pedestrian use. Following these guidelines helps applicants meet the intent of Ordinance 74 (Sign Ordinance) to achieve both attractive and pedestrian friendly signage.

Eligibility

This manual assists *only* projects that are zoned Neighborhood Shopping, Urban Village, Master Planned zoning districts or those that have received approval from the Planning & Development office to be considered a pedestrian-oriented project. The regulations outlined in this design manual have their own table within the Forsyth County sign ordinance. This manual does not apply to any other zoning district or project type.

The incorporation of pedestrian circulation within these districts is required. Projects must clearly exhibit identifiable pedestrian elements including an internal vehicular network that incorporates sidewalks, continuous internal pedestrian walkways, pedestrian lighting, pedestrian scaled facades, and amenity features such as outdoor seating and attractive landscaping.

Section 12-10.16 of the UDC recognizes that in order to facilitate a successful site plan within these districts, proper signage is required to direct as well as attract pedestrian traffic.

General Guidelines

Signage should be designed in a manner that will complement a building's character.

Colors should be complementary to the architectural features of the building facade.

Signs may be etched or cut out of solid material such as wood or metal or be of mixed media fabrication.

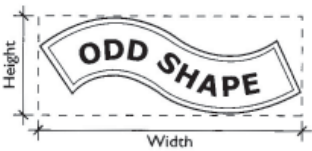
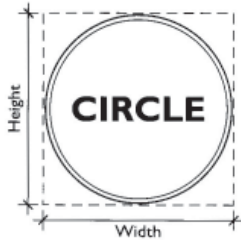
Back-lit translucent awnings and box type signs with vacuum formed polycarbonate sign faces are not permitted.

All electrical transformer boxes, conduits and raceways should be concealed from the public view.

Graphics, symbols & logos should be used to add interest and character to signs.

Measurement

When a sign face has an irregular shape or form, measure the area by encircling the face in a rectangle from which the area of the sign face can be calculated.



MEASURING SIGN AREA

Source: Cincinnati, Ohio, Zoning Ordinance 2003.

Allowable Sign Types

Each establishment within a designated pedestrian oriented project may incorporate the following types of signage:

- Primary wall sign
- Blade sign
- Canopy sign
- Marquee sign
- Window sign
- Monument sign
- Pole directional sign
- Banner sign
- Menu Board/Sidewalk sign
- Awning/Umbrella graphics
- Figurative sign

Primary Wall Sign

A primary wall sign is any sign attached to the facade of the building and may include individually mounted letters, wall mounted signs, custom canopy graphics and/or decorative signage sculptures integrated as part of the architectural facade.

One (1) building-mounted primary wall sign is permitted for each establishment's facade that fronts a public street, alley or planned pedestrian area such as a park or common gathering space within the project. The primary wall sign area shall not exceed ten (10) percent or thirty-six (36) square feet, whichever is greater for establishments 7,500 square feet and less. For establishments over 7,500 square feet, the primary wall sign area shall not exceed ten (10) percent of the overall facade area or two hundred (200) square feet, whichever is less. The length of a primary wall sign shall be no longer than eighty (80) percent of the linear facade length (Example: facade length = 25 linear feet then maximum sign length = 20 feet).

Design of the primary wall sign should be integrated with and complement the overall design of the facade. Signs should be compatible in scale and proportion with building design and other tenant signage. Where applicable and appropriate, signs should be centered between architectural elements and columns to allow building architecture to be expressed.

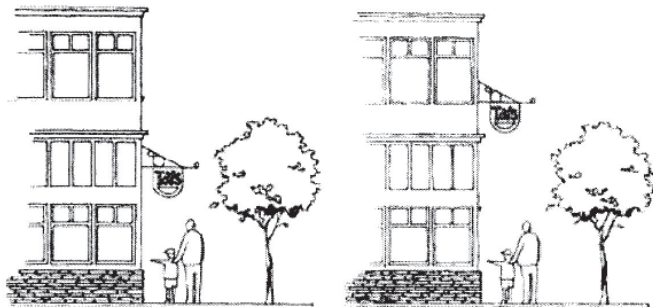
Primary wall signs shall be attached flat to a wall surface. Wall signs which extend more than twelve (12) inches are prohibited.



Facade Signage Options

Blade or Canopy Signs

Blade signs shall be defined as small signs oriented perpendicular to the façade, typically located above or adjacent to the entrance and visible to pedestrian circulation on adjacent sidewalks. Canopy signs shall be defined as small signs oriented perpendicular or parallel to the façade, typically located above or adjacent to the entrance and visible to pedestrian circulation on adjacent sidewalks. A blade sign projects directly from the building's façade while a canopy sign is suspended from a fixed overhead shelter attached to the building's façade.



APPROPRIATE INAPPROPRIATE
Blade and canopy signs shall be oriented to the pedestrian

Source: City of Fort Bragg Design Guidelines

Guidelines

Each establishment shall be allowed one (1) blade sign or one (1) canopy sign per entrance per establishment.

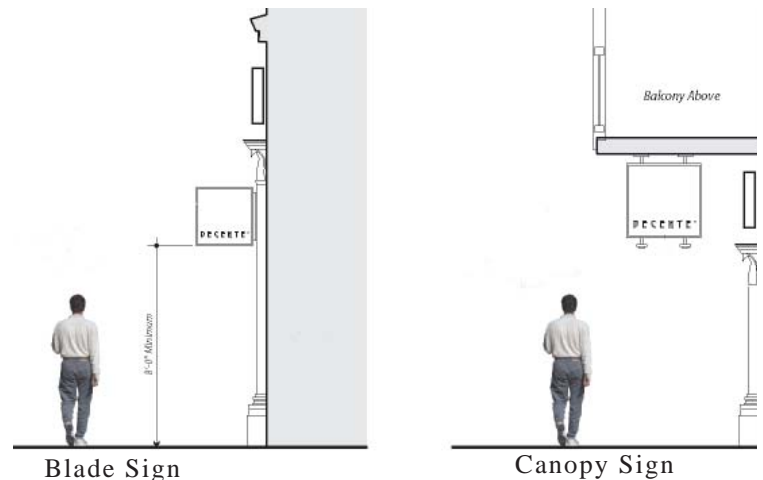
Signs shall project no more than four (4) feet from the building or one-third of the sidewalk width, whichever is less.

Maximum size for blade and canopy signs shall be twelve (12) square feet per side. Sign area shall be calculated based on the sign face containing the graphics with the graphics' background and the structural elements comprising the sign's perimeter, but shall not include the support brackets.

If the blade sign serves as a primary sign and a wall sign is not present, the sign shall project no more than six (6) feet from the building and shall be twenty-four (24) square feet per side, but shall not include support brackets.

Blade and canopy signs shall maintain a minimum clearance of eight (8) feet above sidewalk level to the bottom of the sign.

Blade and canopy signs shall maintain a minimum setback of eighteen (18) inches behind the curb separating the sidewalk from the street or parking area.



Blade Sign

Canopy Sign

Marquee Sign

Marquee signs are defined as a sign painted on or attached to a marquee. Historically, theaters and hotels used marquees as their primary signage. Marquee signs may be substituted for wall signs on any given facade.

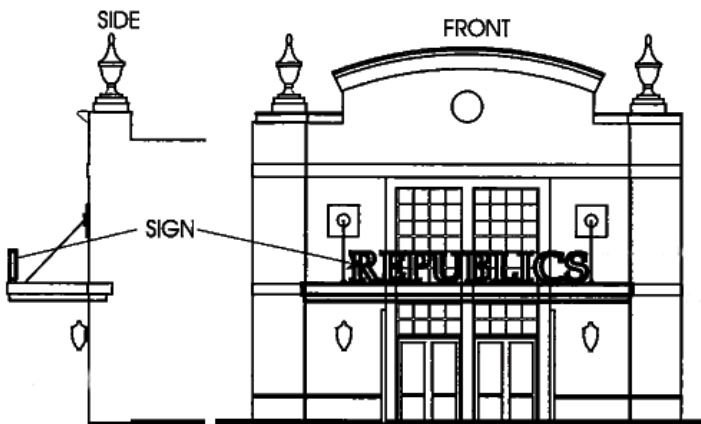
One (1) marquee sign is permitted for each establishment's façade so long as it is not combined with a wall sign on the same façade.

The sign area shall not exceed two hundred (200) square feet or ten (10) percent of the overall façade area, whichever is less. The sign area consists of attached lettering and background if present, but does not include the marquee itself (architectural projection that provides a roof-like structure over a pedestrian walkway).

Signs shall project no more than six (6) feet from the building or one-half of the sidewalk width, whichever is less.

Marquee signs shall maintain a minimum clearance of eight (8) feet above sidewalk level to the bottom of the sign.

Marquee signs shall maintain a minimum setback of eighteen (18) inches behind the curb separating the sidewalk from the street or parking area.



Marquee Sign as seen from front and side elevation

Window Sign

Window signs are defined as any graphic placed within a window facing a street or planned pedestrian area.

A maximum of one (1) window sign related to the establishment is permitted per window pane or framed window area.

Window signage/graphics should not cover more than thirty (30) percent of the total transparent glass area of those windows parallel to the street or pedestrian area, excluding the area of any glass doors; or one square foot per linear foot of street frontage, whichever is less.

Illuminated Window graphics are acceptable provided:

- They are located on the inside surface of the glass and meet all local Electrical Codes/UL requirements.

- All electrical supply cords, conduit and electrical transformers are hidden from view through the window.

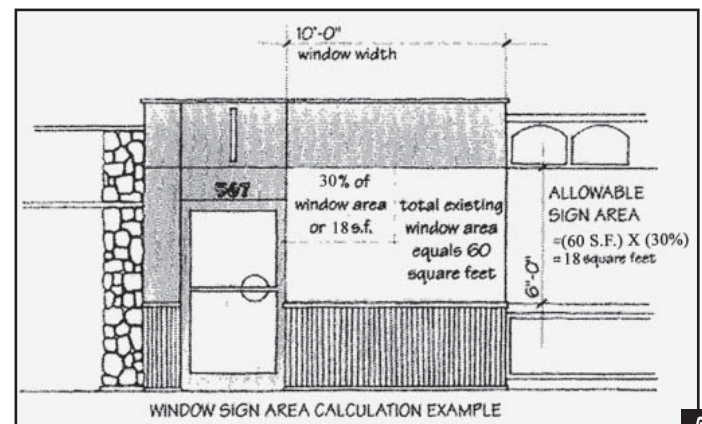
Except as otherwise permitted, handwritten, paper, cardboard, chalk or whiteboard signs are prohibited.

Any graphics, displays, or sign panels with lettering of more than one (1) inch in height, mounted within four (4) feet of a window shall be considered a window sign. There are three (3) exceptions:

- Displays with lettering incorporated.

- Products on shelves for sale to the public.

- Information panels with eighty (80) percent of the text in lettering less than two (2) inches in height.



Source: City of Fort Bragg Design Guidelines

Monument Signs

Monument signs are free-standing signs located adjacent to but independent of the building. The following guidelines are for monument signs fronting local roads and interior streets within the proposed development.

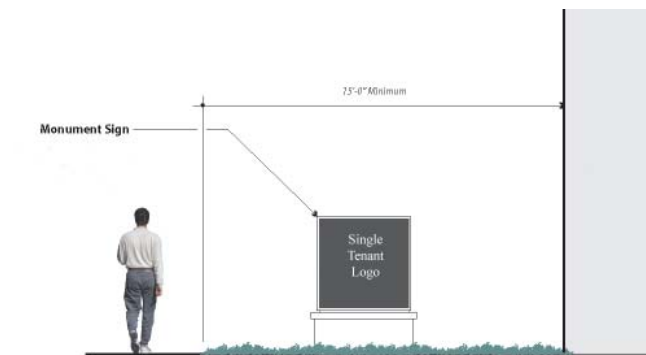
Single tenant buildings where the building entrance is set back at least fifteen (15) feet from the street shall be allowed one (1) freestanding monument sign in addition to the building attached primary signage.

Monument signs shall have a maximum height of four (4) feet and an area no larger than twenty (20) square feet per side.

Monument signs shall be located within a landscape area. Plans submitted for review and approval by Planning Staff should include landscaping details including type of plantings proposed around the monument sign.

Monument sign base materials and details should be consistent with and complimentary to the architectural design and materials of the building it serves.

Monument signs are not allowed for Multi-Tenant Buildings and graphics shall be limited to a single tenant name/logo/logo type.



Monument Sign fronting local roads and interior streets within the development

The following guidelines are for monument signs fronting freeways, arterial and collector roads. Minimum setback from right-of-way as indicated in Ordinance 74 (Sign Ordinance) shall apply.

One (1) monument sign per entrance is allowed for gross building space of 0-50,000 square feet. Two (2) monument signs per entrance are allowed for gross building space over 50,000 square feet.

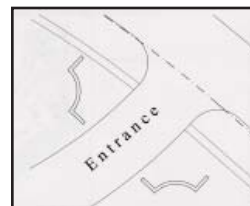
Monument signs shall have a maximum height of eight (8) feet and an area no larger than seventy-five (75) square feet per side for gross building space of 0-50,000 square feet. For a gross building space of 50,001-100,000 square feet, the maximum height is eight (8) feet and an area no larger than one hundred fifty (150) square feet per side. For a gross building space 100,001 square feet and above, the maximum height is ten (10) feet and an area no larger than two hundred fifty (250) square feet per side. Wing walls are allowed for a gross building space 100,001 and above with a maximum height of four-and-a-half (4.5) feet and an area no larger than fifty (50) square feet per side.

Monument signs shall be located within a landscape area. Plans submitted for review and approval by Planning Staff should include landscaping details including type of plantings proposed around the monument sign.

Monument sign base materials and details should be consistent with and complimentary to the architectural design and materials of the building(s) it serves.



Elevation of Curved Monument Sign with Wing Wall



Plan View

Pole Directional Signs

Pole directional signs are for traffic and pedestrian movement and are to be located within the development only.

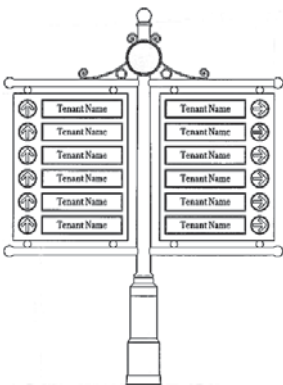
Pole directional signs shall be set back at least two hundred (200) feet from the external frontage right-of-way.

Pole directional signs shall not exceed eight (8) feet in height and an area no larger than twenty-four (24) square feet per side.

The number allowed is determined by gross building square footage (SF) as follows:

0-40,000 SF:	1 per development
40,001-100,000 SF:	2 per development
100,001-250,000 SF:	6 per development
250,001-500,000 SF:	12 per development
500,001+ SF:	20 per development

More than one design of pole directional signs, as illustrated in the graphics below, may be used within a single development as long as the number does not exceed the maximum allowed.



Examples of Pole Directional Signs

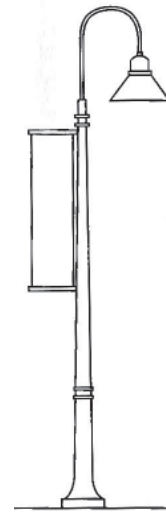


Banner Signs

Banner signs shall be attached to pedestrian light fixtures for seasonal display only and shall not extend beyond a sixty (60) consecutive day period. A sign permit is required.

Banner signs shall not exceed eighteen (18) square feet per side.

The lowest point of the banner signs shall be at least eight (8) feet above the surface of the sidewalk or pedestrian way.



Examples of temporary banner signs

Menu Boards & Sidewalk Signs

One (1) menu board or menu holder on the exterior storefront or on the sidewalk at the front of the establishment is permitted.

Menu boards and sidewalk signs shall be located and oriented so as not to create a safety hazard to pedestrians or conflict with pedestrian circulation patterns.

The size of menu holders shall be limited to the size of two (2) pages of the menu utilized by the establishment. Lettering shall not exceed one-half (1/2) inch in height.

Sidewalk signs shall not exceed six (6) square feet per side.

Awning & Umbrella Graphics

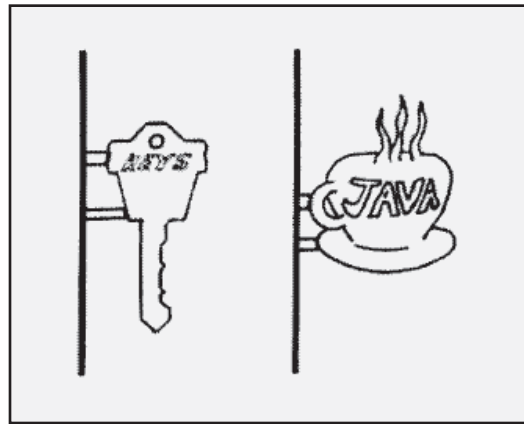
Awning and café umbrella graphics are limited to the name of the establishment. The maximum letter height is eight (8) inches and the logo shall not exceed two (2) square feet in area. These numerical performance standards apply when the awning is not the primary sign.

The total signage on an awning or umbrella shall not exceed fifteen (15) percent of the area of the awning or umbrella.

If the awning serves as a primary sign and a wall sign is not present, the total signage shall not exceed pedestrian wall sign dimension standards (see #1 under primary signs).

Figurative Signs

Figurative signs may be incorporated into any of the allowable sign types identified above provided they meet designated sign face maximums.



Source: City of Fort Bragg Design Guidelines