

# EAST FRANKLINTON DISTRICT GRAPHIC DESIGN GUIDELINES

The purpose of signage is to communicate the name and address of a business in a clear and effective manner. Signs should also serve as an aesthetic accompaniment to the associated storefront and building.

## REGULATIONS

- A Certificate of Approval (Development Department) is required for any graphics requiring a permit as provided by the Graphics Code and all graphics plans.
- Graphics permits are issued by the Building and Zoning Services Department.
- Graphics that project over the public right-of-way require approval by the Department of Public Service.
- In instances where a graphic is not addressed by the East Franklinton District standards or these guidelines, the City’s Graphics Code is still applicable.

## ADDITIONAL SUBMITTAL REQUIREMENTS

Full color design of individual graphics with a building elevation or site plan indicating location, drawn to scale in relation to the building; material samples including physical color samples/specifications; and construction details including mounting techniques, hardware, etc. sufficient to demonstrate compliance with this chapter and all other applicable graphics code provisions.

## GENERAL GUIDELINES

The guidelines are intended to provide broad guidance to the design and use of signage in the East Franklinton District. Guidelines specific to individual types of graphics follow and are intended to further detail expectations regarding such specific sign types.

- A wide range of design styles are appropriate for East Franklinton, with preference for contemporary design and materials.
- Signs that reinforce the creativity, craftsmanship, and industrial character of the East Franklinton District are encouraged.
- Signage should be pedestrian in orientation and scale. Wall and blade signs are preferred. Auto-oriented signage is not appropriate for this district. The Review Board may consider auto-oriented signage requests featuring unique and artistic elements if such graphics are integral to the design of a building, development, and/or character of the sub-districts.
- Historic and/or existing iconic signs should be preserved, rehabilitated and maintained.
- New signage should be designed to be a logical and complementary component of the overall design of a storefront and/or the associated building’s architecture.
- Each ground floor tenant space or building (if single tenant occupancy) may have one projecting sign and either one wall sign or awning sign(s), as approved by the Review Board (see subsections herein for design specifics).

- The signage message should be designed in a simple fashion and may include the business name, logo, function and/or street number or address and related artistic treatments. Telephone numbers and web addresses are not appropriate. Logos identifying the primary business may be integrated as an accent within signs; however logos advertising individual products apart from the primary business are not supported. The use of artistic elements on signage related to the associated business is appropriate (e.g. drawing of a coffee cup for a coffeehouse).
- The posting of rates and advertising of goods and related services is more appropriate for window signs.
- Signage should not obscure any significant architectural elements; the installation of a sign should be reversible and should not permanently alter or damage building materials.
- Externally illuminated signs should only use light fixtures that prevent light spillage onto adjacent properties.
- The Review Board may consider internally illuminated graphics if such graphics are integral to the design of a building or development. Internally illuminated box sign cabinets are not appropriate.
- Mold injected plastic lettering is not appropriate.
- In addition to sign types prohibited in the East Franklinton District (3323.21) and general Graphics section of the Zoning Code (3375.13), the following types of signs are not appropriate: pole-mounted signs, co-op or tenant panel signage, signage that emits noise, moving objects and sign components, animation, LED (light emitting diodes) and related screens, projectors and related equipment, LED programmable signs and neon used as a window element. New lighting technologies may be considered on a case by case basis.

## WALL SIGN GUIDELINES

### **Building**

- The width of building wall signs should not exceed 50 percent of the width of the structure.

### **Storefront**

- Storefront wall signs should not exceed 25 square feet in area. Storefront wall signs should be located within the signage band between the first and second floor windows. Where windows do not exist, the nearest building or buildings in the same block should be used for determining window heights. Regardless, the top of wall signs should not exceed a height of 20 feet measured from grade. Storefront wall sign height should not exceed 60 percent of the total height of the sign band.
- Buildings with multiple tenant spaces should establish a cohesive rhythm appropriate to the building for the placement of wall signs.
- New development proposals with multiple tenant spaces should provide comprehensive signage plan for Board's review.

## PROJECTING (BLADE) SIGN GUIDELINES

- The maximum allowable area for a projecting sign should be 12 square feet per side; 24 square feet total.
- The maximum horizontal projection measured from the building should not exceed four feet or two-thirds of the sidewalk width, whichever is less.

- A minimum of 10 feet of clearance should be maintained between grade and the bottom of the sign. Approval by the Department of Public Service may be required for signs that project into the right-of-way.
- Projecting signs should not extend above the bottom of the second floor windows. Where windows do not exist, the nearest building or buildings on the same block should be used for determining window height. Regardless, the top of projecting signs may not exceed a height of 15 feet measured from grade.

## GROUND SIGN GUIDELINES

- Existing, legally permitted ground signs may be maintained consistent with the city's non-conforming provisions in the graphics code. Nonconforming graphics are defined and regulated by the provisions of Section 3381.08, Nonconforming Graphics.
- New ground signs are generally not appropriate. However, if they are the only feasible option, then the height should not exceed seven feet measured at grade, including any mounting platform or sign base and the maximum allowable sign area is 25 square feet per sign face; 50 square feet in total, including any mounting platform or sign base.
- Ground signs should be placed on a masonry base that is compatible in design and materials with the associated building.
- Ground signs may only be externally illuminated.

## POST SIGN GUIDELINES

- Post style signs should be located in a front or side yard setback.
- Post style signs should not exceed seven feet in height and the sign face should not exceed 12 square feet in area (per side).
- If illuminated, post signs should only be externally illuminated by light fixtures attached to the sign bracket that also prevent light spillage.

## AWNING SIGN GUIDELINES

- Graphics allowed on an awning should only be located on the front facing flap (valance).
- The maximum allowable area for graphics on an awning sign should not exceed 50 percent of the area of the front facing flap.
- Graphics may include the name, function and/or address of the business (telephone numbers and web addresses are not appropriate). Corporate graphics and colors are not appropriate on awnings, however the use of texture and abstract graphic images may be appropriate as a business identity as part of an awning sign.
- Buildings with multiple tenant spaces should use a consistent font size, placement and color in the specifications for awning signage.
- Lettering should be neutral in color.
- Awnings should not be internally illuminated.

## WINDOW SIGN GUIDELINES

- Window signs should be transparent in overall design.
- The cumulative area of all window signs should not exceed 25 percent the total glass area of the storefront or 6 square feet, whichever is less.
- Internally illuminated window signs are not appropriate, including flashing and strobe lights and other such attention-seeking devices whether or not they are part of a sign.
- Neon is not supported to frame a window.

## TEMPORARY SIGN GUIDELINES

- Temporary signs are permitted as provided under the city's Graphic Code, including all applicable requirements and standards.
- Any temporary sign requiring a permit under the city's Graphics Code provisions also requires a Certificate of Approval before it may be displayed. The COA should include the approved time limit, location and design for display of the temporary sign.

## BANNER AND FLAG GUIDELINES

- Permanent banners are not supported.
- A temporary banner, such as 'Grand Opening', is permitted without the need for a Certificate of Approval, if displayed for less than 30 days, subject to the approval of the Planning Division. Temporary banners to be displayed for more than 30 days require approval of the Review Board.
- Custom designed flags are subject to review and approval by the Review Board. Review includes size, location, materials, colors, mounting materials and hours of display. (Note: A flag which contains the name, logo, function, or address of the business is, in fact, a sign and is subject to signage review.)

## SANDWICH BOARD GUIDELINES

- While not addressed by the East Franklinton District or Review Board, sandwich board signs within the right-of-way require a permit from the Department of Public Service.

## PROHIBITED & NONCONFORMING GRAPHICS

Prohibited and nonconforming graphics are covered by Section 3323.21 (D) of the East Franklinton District, specifically:

- In addition to signs prohibited in [Chapter 3375](#), the following types of signs shall not be permitted: off-premises signs, billboards, projector based signs, signs with flashing lights or bare bulbs, co-op signs, rotating signs, monopole signs, automatic changeable copy signs, and roof-mounted signs.
- Nonconforming graphics are defined and regulated by the provisions of [Section 3381.08](#), Nonconforming Graphics. Expansion of nonconforming graphics is generally not supported.