



**Land Use and Long Range Planning**  
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# Memo

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**TO:** Members of the Architectural Review Board  
**FROM:** Steve Langworthy, Director of Land Use and Long Range Planning  
**DATE:** April 27, 2011  
**RE:** **Sign Regulation Review**

**INITIATED BY:** Jennifer M. Rauch, AICP, Planner II.

## **SUMMARY**

The Architectural Review Board identified the *Signs in the Historic District* as one of their high priority items on their 2010-2011 Annual Items of Interest. The description of this item was:

### **Signs in the Historic District**

Identify potential regulations for signs in the Historic Business District that would also apply to Planned Unit Development Districts located within the Historic District that will provide consistency while recognizing the unique character of the District.

At the March 30, 2011 ARB meeting, each Board members reviewed photographs taken of good and bad sign examples, and as a result of the discussion the following themes were identified:

- Limit or more clearly address window signs.
- Distinguish regulations for window displays and window signs.
- Improve uniformity in the District with regard to sign types, number, and design details.
- Ensure sign designs are the appropriate scale and size to the building, and well proportioned for the site.
- Define the use and intent of sandwich board signs.
- Address maintenance and enforcement issues to ensure businesses consistently adhere to the requirements.

Planning has provided a copy of the draft sign regulations for the Historic Core and Historic Transition Districts within the draft Bridge Street Code (BSC) for the Board's review. Due to the constrained timeline, the ideas generated by the Board at the March meeting were not incorporated into the original draft BSC regulations.

The BSC draft sign regulations are broken down by type with the specific requirements for number, size, location, and height. The sign types include ground, wall and projecting signs, awning signs and sandwich board signs.

**RECOMMENDATION**

The Architectural Review Board review the draft regulations in conjunction with the topics raised at the March 30, 2011 ARB meeting and provide feedback to Planning regarding the proposed regulations and how they could be modified to ensure appropriate design, type and location within the District. The feedback and information provided by the Board will be considered in the revisions to future drafts of the Bridge Street Code.