

# Design Bulletin 2 FREESTANDING Signs

freestanding sign

Free standing outdoor signs are usually the main identification for businesses and shopping centers. Pylon signs are one or two pole structures and are sometimes quite large and elaborate. Monument signs typically consist of a solid structural base with a framework of the same material. They generally have backlit fluorescent illumination but also sometimes incorporate neon lighting into their design.



**do's** Some uses may employ a message board with electronic or manual changeable letters to advertise events, sales, or attractions that occur for a limited time.



components

Primary tenant or development name or logo is placed at the very top. Secondary Tenants have smaller signs located below the primary tenant. Street number and street name is should be displayed on pylon signs.

**don't's**

Consideration of the scale and appearance of freestanding signs is important for public safety as well as the aesthetic qualities. Messages on these signs should be clear and not cluttered by excessive information.



design elements

Pylon signs should be designed to match or complement the colors and architectural features of the adjacent building. Incorporate similar architectural elements at top, sides or base to frame the sign. If a sign contains listings for multiple tenants, the information should be presented in a clear and consistent manner.



**do's** For visibility, message should be limited to the name and street address of the business, with a logo and/or message board. Other messages such as services or products offered, phone numbers, sales or promotions, or slogans, are discouraged. In Dedham only public service information may be conveyed via a digital sign.



can DRAB help?

The Design Review Advisory Board can assist. As new businesses open and existing ones update, DRAB can be of help to business owners interested in high-quality graphics, illumination, and design for their sign art.

## Freestanding SIGNS

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**Pylon Signs** are one or two pole structures and are sometimes quite large and elaborate.



**Monument Signs** typically consist of a solid structural base with a framework of the same material.



**Multiple Tenant Freestanding Signs** for retail centers with more than one tenant shall be limited to a maximum of five business names, including the name of the retail center, if it has one.

### General Guidelines

**Location:** Freestanding signs are placed at the entrance to parking lots or driveways, perpendicular to the street. The base of the sign is usually landscaped. Sign and landscaping should not block sight lines at the driveway or circulation aisles. No portion of freestanding signs should be located on or above the public right-of-way. All parts of freestanding signs should be located at least five feet from any property line.

**Area:** Freestanding signs should use between 5 to 10 percent of its area for address identification.

**Letters:** Letters and numbers should be at least six (6) inches high and be legible from the street.

**Projection:** All parts of freestanding signs should be located at least five feet from any property line.

**Lighting:** Freestanding signs are to be externally illuminated.