design review advisory board

esign Bulletin

Projecting signs are suspended over the sidewalk, usually over the ground floor entrance. They are usually designed to be visible by passing pedestrians, motorists and passengers. Graphics should memorably communicate the business identity in a way that is of interest when viewed at a variety of speeds by walkers, riders and drivers.



Projecting signs of no greater than 4 sq ft are allowed in Dedham's LB, GB, and CB zones and should be encouraged anywhere where pedestrian activity is expected.

Signs can be either rectangular panels or can be crafted into shapes that represent the business. Symbols, such as eyeglasses for an optometrist or the sombrarro-wearing logo/silhouette integrated into the sign at the right communicate a more dynamic and immediately legible message than similarly-sized signs with more words.



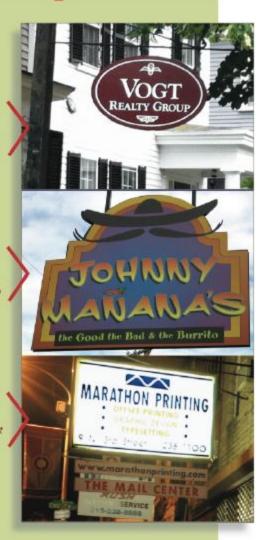
The colors, symbolism, and shape tell passersby: "This is a Mexican restaurant". Without reading a word - most could also form an opinion on the food and the price range: big steps on the way to deciding to

sign lighting

Externally lit signs provide an attractive, enduring appearance, putting the emphasis on the identity image and lessens distracting glare. Though internally illuminated projecting signs are increasingly popular, they tend to be associated with commerce that is purely automobile dependent and do not belong everywhere.

Signs with a lot of words seldom have a chance to dont's get the message across. For example, on average, a motorist can only absorb about 4 words of a storefront

TheDesign Review Advisory Board can assist business owners interested in improving, repairing, or replacing their projecting signs. DARB can help by clarifying permitting requirements, by identifying funding resources, and by providing design guidance.



Projecting SIGNS



Shingle sign The classic, suspended 'shingle sign is a small projecting sign typically located next to the main entry door just below the second floor. Traditionally, the sign material is wood, but can be other materials as long as it in the context of the attached building.

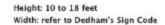
Height: 7 to 10 feet from the sidewalk Width: 24 inches







Swinging sign Signs can be either rectangular panels or can be crafted into shapes that represent the business. Symbols, such as eyeglasses for an optometrist or the sombrero wearing logo/ silhouette integrated into the sign at the right communicate a more dynamic and immediately legible message than similarly-sized signs with more words.





Wall mounted, fixed sign A "fixed" sign projecting from the building can allow the sign to take on a third dimension (pictured right), which can be helpful in creating an iconic sign. It also allows for the sign to be internally illuminated (pictured far right). The fixed sign usually occurs on the second floor level and does not reach lower than the top of the first floor.

> Height: 10 and higher Width: 2/3 width of sidewalk to a max of 1







