

projecting
signs

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.



do's

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.

simple
is best

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.



do's

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 stop and visit.



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.

don't's

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

can DRAB
help?

The Design 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 is 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.

Height: 10 to 18 feet
Width: refer to Dedham's Sign Code



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 10

