

THE
BRIDGE
DISTRICT

SIGNAGE AND GRAPHICS

CHAPTER





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CHAPTER 8

SIGNAGE AND GRAPHICS

This chapter provides general guidelines for all signage and specific guidance on various types of signage.

Signage and graphics on buildings and in the public realm should be consistent with the overall project design, but should not detract from architectural and landscape elements. Each building or group of buildings should have a consistent and comprehensive signage program. Placement, scale, and readability should be considered in signage design.

Where this discussion is silent, city signage requirements for the C-2 zone shall apply (per Sacramento City Code, 15.148.160). All signage is subject to City requirements.

8.1 GENERAL SIGNAGE DESIGN REQUIREMENTS

- 8.1.1** Signage should be located so as to be visible from streets and paths without conflicting with safe vehicular movement and visibility.
- 8.1.2** The size of signs should afford businesses sufficient visibility and identification without dominating or obscuring the architectural elements of a building.
- 8.1.3** Design and construct signs of durable, high-quality weatherproof materials.
- 8.1.4** Illuminate signs only to the minimum level required for nighttime readability.



An example of wayfinding signage



8.2 DIRECTIONAL SIGNAGE

- 8.2.1 Directional signage is used for wayfinding, and should be placed near the site entry.
- 8.2.2 Signage placement should avoid creating conflict with vehicular or pedestrian circulation.
- 8.2.3 Directional signage should be designed harmoniously with architectural style and color.
- 8.2.4 Signage should be appropriately illuminated at nighttime for visual clarity.

8.3 FREESTANDING SIGNAGE

- 8.3.1 Freestanding signs near intersection and driveways shall meet city standards regarding sight distance.
- 8.3.2 Freestanding signage should be placed at major entryways and should be designed with landscape features.
- 8.3.3 Massing and placement of the freestanding signage should be appropriate to provide clear line of sight at entryways, and be harmonious with adjacent development.
- 8.3.4 Materials and colors used on freestanding signage should be harmonious with adjacent architectural materials and colors.



8.4 TENANT SIGNAGE

- 8.4.1** Tenant signage can be wall-mounted, projected perpendicular to the exterior wall, or can be affixed to awnings. All tenant signage should have consistent color with its affiliated building.
- 8.4.2** Wall-mounted signs should be placed in the center of a blank wall, or in locations that are compatible with the architectural components and details. When multiple signs are needed, wall signs should complement each other in shape and color.
- 8.4.3** Projected signage should be installed perpendicular to the exterior wall, and ground-level tenant signage should be designed at pedestrian scale.
- 8.4.4** Awning signs are typically imprinted on awning fabrics. Such signage should be simple and have limited color, text, or logo.
- 8.4.5** Allow signage to display the tenant name. Wording should be limited to the tenant's trade names and/or company logo. Letter styles and sizes should be selected that will be compatible with the building or structure.

8.5 HOSPITAL/MEDICAL CAMPUS SIGNAGE

Objective

- The Unified Sign Program for the Hospital/Medical Campus shall be established for the purpose of assuring high-quality campus and retail tenant signage to establish a unified design for the campus identity. All signage shall be designed and constructed to complement the project architecture and the neighborhood environment, reflecting the broader Innovation Park aesthetic.

Interpretation and Compliance

- All signage must receive City-issued sign permits before being fabricated or installed. If ownership should change for all or part of the project and/or retail tenant spaces, the guidelines herein established shall remain applicable and in force under the new ownership. Any redesign or color changes shall require separate approval from the City of Sacramento. Any amendments to these guidelines shall require approval from the City of Sacramento.

General Criteria for All Signage

- *Architectural Compatibility: All signage shall be designed as an integral part of, or complimentary to, the architectural features of the building, landscape, and/or storefront.*
- *Code Compliance: All signage shall comply with the City of Sacramento Sign Ordinance.*
- *Maintenance: Maintenance of installed signs is the tenant's sole responsibility.*
- *Allowable Messages: Sign messages shall be limited to the tenant's name or logo.*
- *Allowable Sign Types: Sign types shown in these guidelines are the only signs permitted on the building or property.*
- *Preferred Materials: Sign design and construction should include the use of high-quality materials such as architectural grade metals, glass, plastics and vinyl.*
- *Lighting: Light levels must be dimmable. No sign lighting shall create a nuisance to the community or surrounding neighborhood.*
- *Light Efficiency: Low-voltage, LED and other high-efficiency lighting is required.*
- *Sign Locations: permitted only in the designated sign areas to be developed.*
- *License Requirements: Sign installers are to be State of California licensed contractors and are required to provide a contractor's license, proof of liability insurance and worker's compensation insurance.*
- *Removal at Move-Out: When vacating a retail space, the tenant, at their expense, shall remove all signage, patch, repair and leave the building surfaces in as-new condition.*
- *Bird Repellent: Visible bird repellent on any sign is prohibited.*

