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Signage Guideline 2017

Signage Guideline 2017

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FOREWORD

Bhutan is unique and rich in culture and tradition. Towns and Cities are the main platform to showcase these uniqueness and richness through unique traditional architectural display and simple way of life. Cities are the hub for different activities and destiny from other settlement. Every city has its own character and image. The image of the city is known by its street and activities fabric presented to the world.

Most of the city streets of Bhutan have similar character and may soon be influenced by neighboring city street scape. These guideline is an attempt to redefine the streetscape of Bhutanese city through one simple element of street - signboards. Most of the urban street and activities have no standard signage and traditional character in it. Once the guideline is implemented, it would beautify the street with reliable and uniform signage for different activities within the city/ Dzongkhag. The existing practice of signage are mostly unmonitored and designed with poor safety measures. This is due to lack of legal rules and regulation to guide the signage design.

This Draft Signage Guideline 2017 is prepared by Thimphu Thromde after observing the need of proper signage to represent its identity for different activities such as commercial, institutions, industries, informational, private property, offices, etc. As Thimphu city is the capital of Bhutan, different sector of population visit the city for various purpose. The city need to create inclusive environment and be friendlier to all the activity user. The guideline is an attempt made by Thimphu Thromde to empower all visitor by creating readable and understandable signage. The signage guideline is expected to serve the general public in terms of directions, information, and identification. For the purpose of direction and information, this guideline provides separate topic detailing the guidelines to informational and way finding signage. People will be able to get directions to different places, information about certain buildings/spaces/places from such signage without having the need to bother anyone.

Thimphu Thromde would like to appreciate Urban Planning Division for initiating the preparation of this Draft Signage Guidelines 2017 and placing importance for better signage within the city. This guideline is will be subjected to review from time to time.

It is our sincere hope that the Draft Signage Guidelines 2017 will facilitate all types of users including business , private companies, government institutions, NGOs, CBOs, professional designer and relevant organization and the people at designing better and safe signage. Therefore, Thimphu Thromde would like to appeal to all the stakeholders to use the guidelines prudently. Together, we can ensure a livable and standard city street for the benefit of ourselves as well as the future generations.

(Pasang Dorji)
Executive Secretary
Thimphu Thromde

(Kinlay Dorjee)
Thrompon
Thimphu Thromde

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Overview of the Guidelines

Title, Extent and Commencement

This guideline shall:

1. Be called 'Signage guideline, 2017'
2. Come into force on the.....day of the month of the Fire Female Bird Year coinciding with.....day.....,2017.

Scope of the Guide

The Signage Guideline has been prepared by Thimphu Thromde.

This guideline will consist of standards for creating uniform and reliable signage throughout Thimphu city and other areas if deemed applicable.

This guideline is subjected to review to meet the changing need of the user and functions as and when needed.

The guideline will classify signage into the following different types according to the different uses each property/area provides:

1. Commercial
2. Heritage, Historical, or Religious Areas
3. Institutional (Government, Corporate, Private, International & NGOs)
4. Private Property
5. Industrial
6. Traffic and Informational

The main purpose of classifying different types of signage is to provide uniformity amongst the same uses while providing differences between different types of land uses or functions. This will provide the users easy classification just by looking at them from a distance without having to read the signs. Also, each type of signage will have different standards classified under the following topics:

1. Materials required
2. Design and Construction
3. Components
4. Content
5. Illumination
6. Placement
7. Maintenance

The existing rules and standards of Signage in Bhutan will be studied and adopted wherever they are appropriate and necessary. Other standards shall be formulated from external sources and literature sources but shall be only adopted in accordance with the Bhutanese context. Internationally accepted signage may be accepted in consultation with the authority. The standards of all different types of signage will be made relevant to the cultural, historical, and architectural design of the Bhutanese society.

The signage will consist both of our national language and the International language. Bhutanese people who can read only Dzongkha will be able to read the signage easily while the foreigners who can read English should be able to read the signs comfortably, providing a user friendly environment. Having our national language on the signboards will not only make it easier for the people who can read only Dzongkha, but it will act as a means to promote and conserve our national language.

This signage guideline will have positive impact on each and everyone in the long run. The implementation of the guideline will probably face many issues at the initial stage, but once it's been implemented, it will help everyone. Other than the advantage of uniform signboards, for instance, people can easily identify between commercial areas and offices, and so on. Moreover, it will add to the beautification of a particular area through uniform signboards.

What is a signage guideline?

It is a document providing general guidance to property owners, design professionals, business owners, government agencies and decision makers regarding design, material usage, construction, installation and maintenance of signs.

What is the aim of this guideline?

The purpose of regulating signage is to maintain and enhance the character and amenity of Thimphu city by ensuring all signage:

- are designed, constructed, installed and maintained so that public safety and traffic safety are not compromised
- to maintain and protect the natural view sheds associated with the city's distinct natural qualities in accordance with the goals established in Thimphu Structure Plan
- to allow for adequate and effective signage for all industrial and commercial zoning districts, while preventing signs from dominating the visual appearance of the area
- to allow retailers to clearly and appropriately advertise products and/or services to residents and visitors alike
- does not reduce the value and/or amenity of their surroundings
- is consistent and appropriate in size, location, nature and content
- is affixed in a safe manner and does not create any hazardous conditions
- Illuminated signs does not create light nuisance to nearby properties
- Are placed in the location relevant to the actual shop
- Are constructed of durable materials and must not present any fire risks
- does not obstruct doors, openings, evacuation areas, services, etc.
- cabling/wiring and any such electrical equipment are properly insulated and concealed from view to ensure such equipment does not present a safety/fire hazard or an unacceptable visual impact
- does not conceal/obscure the architectural elements of the building

Who is the guideline for?

This guideline provide guidance to all the signage user such as property owners, business-owners, institutional groups (govt. Corporate and pvt.) and decision makers regarding their maintenance and installation of signs. Private companies, business and property owners, government and corporate offices to base the design of their business signage. Relevant government departments such as Thimphu Thromde, Department of Trade and Road Safety and Transport Authority are to use this document as the base in approving and issuing building, business and vehicular licenses. Secondly, design professionals are also to use this guideline to base their signage designs.

When visitors and residents travel around in Thimphu, they notice that signage is a major visual element of our commercial areas. High quality signs that are appropriately scaled positively contribute to a community's visual appeal and people's overall experience. Signage made of poor quality materials and signage that is crowded or noisy can take away from people overall experience and perception of Thimphu. Therefore, Thimphu Thromde will come up with a signage guideline for Thimphu encouraging all private business owners, government offices, corporate offices and relevant government departments to strictly follow the guideline and come up with high quality and uniform signs that positively contribute to the overall aesthetics of Thimphu.

Signage Description

Signage types

All the users shall have the right to display any signs as tabled below. The sign displayed however should not overlook the architectural element of building and should have similar character to the sign displayed within the same building facades/front. This is to avoid varieties in sign displayed in same building facades. The building front shall be allowed to have maximum of three (3) types of signage. Signage shall not exceed the Maximum Signage Allowable Area for each activities allocated in the building. The signage allowable area shall be calculated with respect to front area of the activity (maximum area used by the particular activity).

Use of Window Graphics, Door graphics and Standing signage will not be considered during signage allowable area calculation, however, content of signage such as text and contact numbers in window and door graphics shall be included during calculation of allowable area.

Each function/activity shall be allowed to have maximum of two (2) types of signage with one major and one minor signs on the storefront. All the major signage will have logo (retain the original color), Shop title, Contact and address, while minor signage will have Shop title and contact and may have logo. Those functions on building sides or rear without direct access/opposite to access point shall be allowed to have one (1) directional signage on front side of the building. The signage should not be big and obscure traffic flow and other storefront signage.

All the signage displayed shall be designed as per the guidelines and approved by the respective authority, if found, not comply with this guide, the person shall be fined with respect to number of days displayed for violating the guide by the competent authority.

Tabled below are signs that are permitted given they meet all other criteria reflected in the guideline.

Sign Type	Sub Category Sign	Description	Permitted Function	Illustration
Box and Flat Signage (Major Sign)	2D on Boards with Background	2D letters written on board with background	Commercial, Institutional and Private	
Box and Flat Signage (Major Sign)	Stencil Cut	Letters (minimum 0.5cm in depth) cut into a background or a stencil cut plate layered onto a background	Commercial	
Box and Flat Signage (Major Sign)	3D Background with	3D Letters mounted on a background	Commercial, Institutional and Private	
Projected Signage (Minor Sign)	3D without Background	3D Letters mounted directly on the building or surface	Commercial, Institutional and Private	

Projected Signage (Major/Minor Sign)	Vertical / Horizontal Projecting sign	Stencil cut or 3D letters on a background displayed perpendicular to the building	Commercial and Informational	
Projected Signage (Minor Sign)	Vertical Projecting Banner	A sign that is displayed perpendicular to the building. Allowed per building Content allowed are Building Name and logo (if) only.	Heritage/Traditional, Institutional and Private. Not allowed for Commercial Function.	
Projected Signage (Minor Sign)	Awning Sign	2D letters written on the horizontal projecting object.	Commercial	
Window Signage (Minor Sign)	Front Window Sign	2D signs displayed on the glass window.	Commercial	

Window Signage (Minor Sign)	Window Graphics	Decorative graphics use in glass window	Commercial	
Door Signage (Minor Sign)	Front Door and Graphic Sign	2D signs displayed on the glass door.	Commercial	
Informational Signage	Informational Sign	2D signs for informational purpose	Heritage/Religious, Institutions and specific site for public purpose.	
Informational Signage	Lawn Sign and Multi-Tenant signs.	2D signs to show multi activities in a building.	Heritage/Religious, Commercial, Institutions and specific site for public purpose.	

Standing Signage (Minor Sign)	Standing signs/Sidewalk Sign	2D signs placed free on the ground in front of	Within the Building premises.	
Wall Signage	Wall painted sign	2D letters written directly on the building wall or surface with or without background	Not Applicable	
Poster	Internal/External window sign/Wall Sign	3D internally lit letters mounted in a window / poster.	Not Applicable	

Table 1 Types of Signage



General Signage Guidelines

Prohibited Signs

Specific sign types prohibited are:

Billboard, off-premise advertising, programmable electronic sign, sidewalk sign, free standing sign, poster, waterfall awning sign, horizontal banner, Wall sign



Figure 1 Types of Prohibited Signage

Permitted Signs

Specific sign types allowed in the commercial area/ function:

Vertical Blade, horizontal Blade, Flat sign, box sign, Awning sign, window sign, temporary sign, icon sign, Direction sign



Figure 2 Types of Permitted Signage

Materials

The materials required for the construction of the signboards should be durable, good quality, easy to maintain, compatible with building textures and not of low quality or temporary. Using higher quality materials would ensure long term durability and thus reduce the cost of maintenance or replacement. In accordance with the Bhutanese architecture style and design, signboards made of woods, ply boards, and metals will be preferred. Highly reflective, internally glowing materials and Neon are to be prohibited.

For bracing of signage, metals or durable wood quality shall be used. The bracing should be seamlessly welded or joined and shall be painted of wooden, brick or masonry texture.

Design and Construction

There are general guidelines to follow while designing and construction of different kinds of signboards. For instance, commercial signs will have slightly different design and construction guidelines from the corporate, and government signs. Thus each of the different classifications of signboards will have different design and construction guidelines. The design and construction guidelines are derived from accepted guidelines from other sources, yet they are all confined to the Bhutanese architecture styles.

The design and construction guidelines are standardized in accordance with the location, needs, and appositeness of different facilities/places where the signboard is to be used. Design and construction guidelines include sign dimensions, styles, and the means of construction itself. Signs and sign structures shall be designed and constructed to resist wind and seismic forces. All bracing systems shall be designed and constructed to transfer lateral forces of the structure. For signs on buildings, the dead and lateral loads shall be transmitted through the structural frame of the building to the ground in a manner as not to over stress any of the elements thereof.

Calculate Maximum Allowable Signage Area

All the building fronts may have one or more signs and once the maximum allowable signage area is calculated, it will guide to design various signs within the scale of respective functions.

Calculation:

- To calculate the function front area/storefront area (C), calculate the Storefront Height (a) and width (b), i.e. $a \times b = C$.
- Multiply the function front area (C) by 10 percent to calculate maximum allowable signage area.
- $C \times 10\% = \text{Max. Allowable Signage Area}$.
- No maximum allowable signage area shall exceed 100 sq.ft / 9 sq.m.

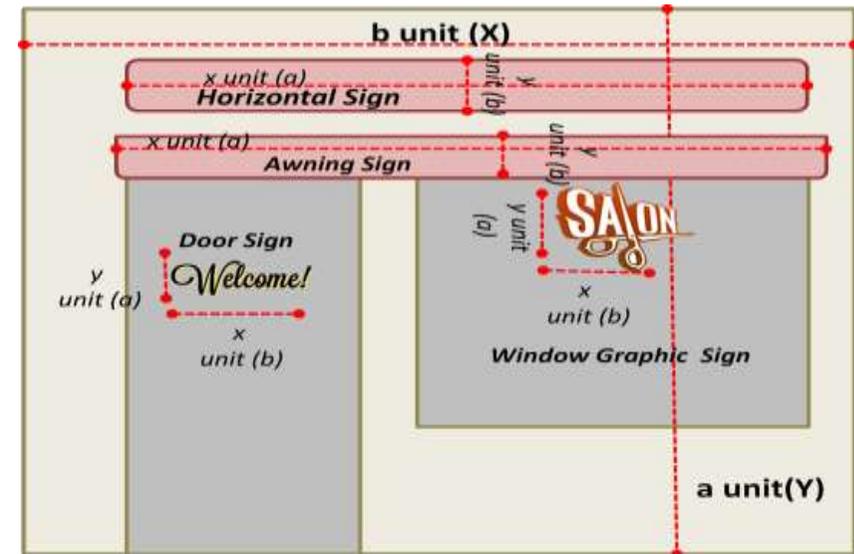


Figure 3 Calculation of Maximum Allowable Signage Area

Illumination

All the sign shall be illuminated and may have more than 2 illumination on consultation with authority. Signage illuminated shall help anyone to read the sign during night and intense lighting should be avoided.

The lighting of signage for a particular street/neighbor may have same colour and next street/neighbor may have different lighting colour. This will help anyone to identify the street/neighbor without having to read the street name and shall add unique character to each street/neighbor and beautify the overall look of city.

All functions shall be permitted to have illuminated signs, given that they follow the following standards:

- The use of neon, flashing, blinking, flickering or animated lighting, or any other highly reflective material is not permitted
- Illumination should not interfere or distract people from the message conveyed by the sign
- Lighting on signs shall not create a hazardous glare and light nuisance for pedestrians and vehicles
- The light source whether external to the sign or internal, shall be shielded from the view
- Illumination should be appropriate for location, use and character of the neighborhood
- Illumination should seem integrated into the building façade or property.

Contents

The contents of the signboard shall be determined according to the different uses each signage provides. Different kinds of signboards will have different contents appropriate to its uses and the Bhutanese culture and society. Signboards will exclude any unnecessary contents such as silhouette images and symbols. Displaying too much information on the sign will also be considered inappropriate signs as they minimize visual appeal of a place. Various classifications of signboards will have different contents according to their purpose, and thus shall be detailed under their respective headings.

The graphics, typeface and colouring of the signboards will also be specified under the respective classifications of signboards. In general, the

signboards should have maximum of three colours, for the text and the other for the background. The use of fancy letters on the signboards may be allowed, and the size of the letters should meet the specifications provided under different signboard classifications.

- Size of Lettering

Signs shall be sized as per the pedestrian and vehicular movement. The streets with pedestrian oriented activities and where vehicle can stop or park shall have readable small lettering size. Whereas, signs that are to be read from the moving vehicle need to have larger lettering. As the speed of a vehicle increases, the size of the lettering needs to increase.

And signs that need to be read from distance shall have larger lettering size as lettering on sign that is too small is an annoyance to reader because it can't be read. The Signs with important messages can have larger lettering.

The diagram provide assistance in determining the size of lettering to be used in relation to the distance and the user. There will be some cases

Viewing distance upto		Lettering height		Application
7.5 m	25'	25 mm	1"	
12 m	40'	40 mm	1.5"	
15 m	50'	50 mm	2"	
24 m	80'	75 mm	3"	
33 m	110'	100 mm	4"	
48 m	160'	150 mm	6"	
75 m	250'	225 mm	9"	
100 m	330'	300 mm	12"	

Figure 4 Relation between Letter size and Distance

where this diagram would not be applicable, such case shall be consulted with the respective authority and design accordingly using same principle.

- Arrow Signs

The proper use of arrows on the directional signs are important to ensure the reader to quickly understand the correct direction. In multi-function area or function at rear/side of building or Main Street, grouping the information in a signboard and using arrow is preferred over the dedicated signboards to direct individual function. The arrow should be

placed first and messages later. This allows reader to understand the direction first and information second. The arrow size should be larger than the information as shown below.

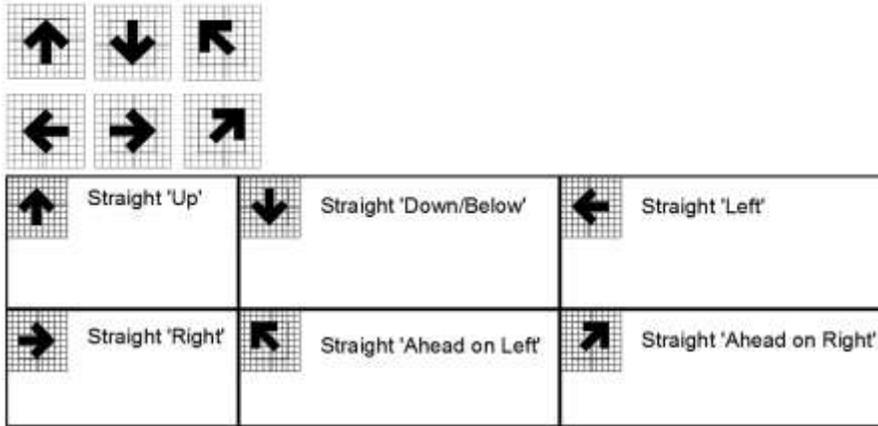


Figure 5 Usage of Directional Arrow

Components

This section will include all the necessary, as well as prohibited components of a signboard. The location and placement of associated components of signboards such as light bulbs, electric cables, wires, and other electric equipment will be included in the components of different classifications of signboards in this guideline.

Any electrical cables/wires should be covered and sealed appropriately to prevent short circuit and fire hazards. The electric power or control shall be covered/boxed with compatible to building design and texture to give soothing visual to building overall look.

Placement

Placement of a signboard on a building is one of the most important parameters that determine the effectiveness of a sign. Incorrect or inappropriate positioning of a signboard can render a sign useless and can

also obscure the architectural features of a building or site. In many countries, most commercial buildings are designed with an obvious location for the signboards. Signboards, on buildings that are designed without such features, should be placed in areas where they do not harm or obscure the architectural styles of the buildings. The location of the signboards should also respect the neighboring buildings or structures in a way that they do not shadow or overpower adjacent structures.

The placement of signboards shall follow the following general guidelines:

1. Position a sign so that it primarily serves the pedestrian at the street level. Majority of signs should be concentrated at the street level close to the entrance of the building.
2. Sign at the pedestrian area shall have minimum of 8' height clearance for free pedestrian movements and at road way minimum of 20' height clearance is to be kept.
3. Signs at a higher level should be considered only where the premises may be limited in sign location at the street level.
4. A signboard shall not obscure or conflict with architectural features of a building.
5. A projecting sign should be positioned where it will not damage or visually intrude upon the architectural details of the building.
6. A projecting sign should be placed where it will not obscure any other signs.
7. Signs placed on the street level should never obstruct pedestrian flow and encroach the road ROW and neighbor sign area.

Commercial signage

The commercial signage guideline defines the type, design, size, position and content of commercial signs on buildings in Thimphu Thromde. A Commercial sign on a building advertises a business within the building.

Guidelines

Materials

The materials required for the construction of the signboards should be durable, good quality, easy to maintain, compatible with building finishes and not of low quality or temporary. In accordance with the Bhutanese architecture style and design, signboards made of metals sheet will be preferred. Highly reflective, internally glowing materials, flashing, blinking, flickering, and Neon are to be prohibited. Use of high quality glass and plastics material sign board may be allowed as approved by the authority.

Design and Construction

Signs and sign structures shall be designed and constructed to resist wind and seismic forces. All bracing systems shall be designed and constructed to transfer lateral forces of the structure. For signs on buildings, the dead and lateral loads shall be transmitted through the structural frame of the building to the ground in a manner as not to over stress any of the elements thereof.

All the commercial function will have Box and flat signage as major sign and others as minor sign. Functions such as café, restaurant, bar, hotel can have Horizontal/Vertical projected signage and Icon signage as major sign in consultation with the dealing authority. Internationally accepted signage may be allowed if designed in accordance with the Bhutanese Architecture style.

Components

- All electrical equipment such as cables and wires and associated equipment shall be contained within the sign
- All cables to a sign shall be concealed in the wall or in a conduit that is neatly finished and integrated into the design of the building
- Protruding and exposed light bulbs are not allowed on any sign and all light bulbs must be contained within the sign
- External lighting such as Neon and LED shall be allowed during the national and special occasion/festival as decoration.

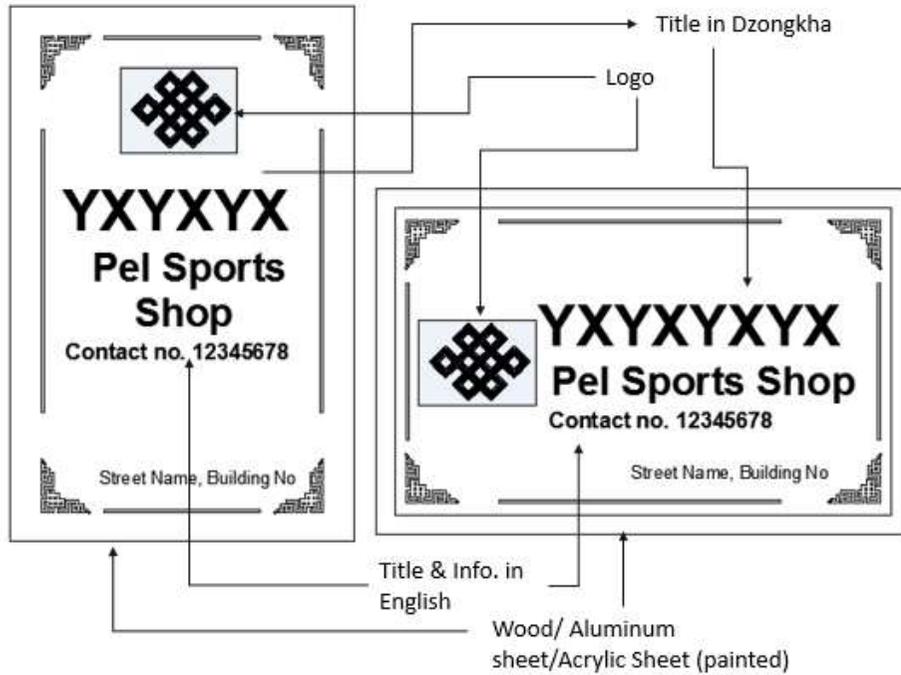


Figure 6 Major Signage in Commercial Area

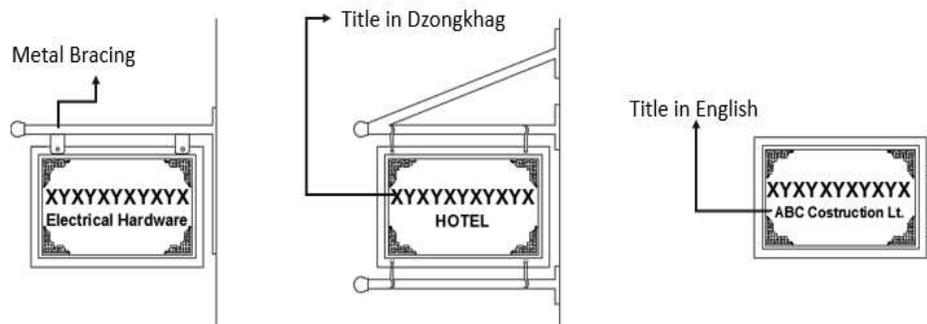


Figure 7 Minor Signage in Commercial Area

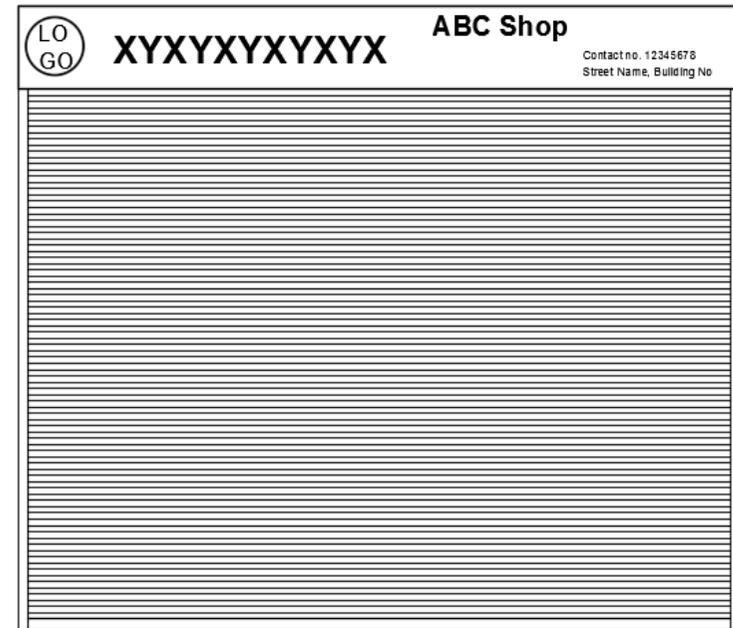


Figure 8 Signage for Shutter Door

Content

Name of business, phone numbers, and websites if applicable in Dzongkha Language, business logo if applicable are the key elements under content of a commercial sign. Content is basically specified under Text and Colouring and the specifications are to be followed strictly by the businesses. The Banner sign may have only the building name and logo.

Text

- The shop name used on the signage must match the company name/operating name mentioned on the trade license
- It is mandatory to use Dzongkha Language on the signage and may have larger or equal lettering size to English lettering and should be written above the English text.
- The shop name should not be written in italic font and may have italic font for contact number and address for major sign.

- The phone numbers or websites shall not cover more than 10% of the total signage area and be in 2 dimensional.
- If a shop has an operating brand name that is different than the company name registered in the trade license, both the names must be displayed on the signage(company name can be in smaller font size)
- Typography should be good and clear as it is a valuable tool in communicating the company information
- It is important that the logotype and information on signage has a good amount of empty space around it as it gives emphasis to the information being communicated and ensures that the brand is not obscured by the surrounding architecture

Colouring

Follow commercial functions can follow the following colour guide or shall be in compatible to building colour/texture.

1. Hotels, restaurants and fast foods White letters on dark blue background
2. Groceries and Pan Shops White/black letters on green background
3. Clothing, shoes, electronics, pharmacies and other retails White letters on light blue background
4. Handicraft, Arts and crafts, Religious items, Traditional items shops may have White/black Letters on Dark Red/Brown background.
5. For all categories, logos must be kept in its original colour.

Digital/Illuminated Sign Standards

The use of neon, flashing, blinking, flickering or animated lighting or any other highly reflective material, is not permitted for any businesses be it general retail stores operating during day or bars, clubs, karaoke, Drayang and clubs operating late night. However, pubs, bars, karaoke and night clubs that are opened until late night are allowed to use digital/illuminated signs but they should not be highly reflective. Use of illuminated signs to those allowed shall strictly follow the Digital/Illuminated Sign Standards.

The businesses that operate late night such as pubs, bars, drayangs, karaoke and nightclubs are permitted to have digital/illuminated signs but given that they follow the following standards:

- The use of neon, flashing, blinking, flickering or animated lighting, or any other highly reflective material is not permitted
- Illumination should not interfere or distract people from the message conveyed by the sign
- Lighting on signs shall not create a hazardous glare and light nuisance for pedestrians and vehicles
- The light source whether external to the sign or internal, shall be shielded from the view
- Illumination should be appropriate for location, use and character of the neighborhood
- Illumination should seem integrated into the building façade or property
- Illumination signs should not be illuminated after the closing time of the businesses
- All exposed materials and conduits should be concealed from public view

Placement

- Shop signs can only be placed in the location relevant to the actual shop
- Signs must not obstruct doors, openings, evacuation areas and services
- For shops and businesses located on concourse and promenade levels, signs must not cross column grids and must not be placed above shop's direct entrance, making sure the columns must remain clear and free from any signs or stickers(image)
- Pubs, bars, karaoke and nightclubs which are allowed to use illuminated signs as specified under Materials, must place those digital signs within the same designated signage spaces. (City of San Antonio, Office of Historic Preservation, 2012)
- Projected sign allowed should not obscure the view of Building banner and should be placed close to the Banner.
- The signs should not block traffic or hinder smooth flow or cause accident.

Historic/Heritage or Religious Area Signage

The Historic and Religious Area Signage Guidelines is aimed at establishing baseline signage guidelines for historic and religious areas. This guideline shall act as the base for all signage pertaining to religious and historic areas of Bhutan. The historic and religious areas include Temples, Monasteries, Dzongs (Fortress), sacred religious areas (Nyes) and so on.

Some of the general principles for the Historic and Religious area signage are:

1. Respecting the historic context:

All the historic signs should complement, rather than compete with, the character of a historic and religious site. Signs should not detract from the character of the building while conveying necessary information. For example, in the Bhutanese context, most of the historic and religious buildings are constructed from woods and stones. So it wouldn't be of much complement if the signs are made out of metals, cardboards, or other materials that doesn't complement the material of the building.

2. Encouraging a Visually Interesting Streetscape:

Visually interesting and pleasing streetscapes can be created using signboards. Proper and efficient designs should be incorporated in the signage so that it can attract more users thereby giving relevant and useful information about the area. Inappropriate and bad signs will probably be a distraction to the visitors and cannot provide the necessary information.

Guidelines:

Materials Required:

As stated in the general signage guidelines, the materials required for the construction of the signboards should be durable, good quality, easy to maintain, compatible with building finishes and not of low quality or temporary.

Thus in the case of historic sites and religious buildings, the material should be either wood or ply boards and stone carved so that it complements the material of the site/building. Woods and ply boards that are of higher quality must be used for durability and higher quality.

Avoid use of inappropriate materials such as plastic, fiberglass, highly reflective materials, and other synthetic materials that do not relate to the historic nature of the area/building.

Design and Construction

The historic and religious signboards should be designed and constructed to withstand natural forces such as wind, rain, sun and also disasters like erosion, landslides, cyclones, etc. In order to protect the sign from sun, wind and rain, it should have a strong base to sit on. Moreover, having a small roof would protect it from forces like sun and rain. Although the signboard needs to be built from woods/ply boards and stones, the supporting frame and the pole can be iron/steel coated with relevant colour paints.

Each site shall be allowed one major sign and several minor signs. The major sign should be placed near the entrance gate (or near the path in front of the building/site incase if there is no gate). And each room shall have a small sign at top of the entrance door. Internationally accepted signage may be allowed if designed in accordance with the Bhutanese architecture style.

The size of the design shall be in accordance with the Allowable signage Area in scale to the building façade.

Components

All electrical equipment such as cables and wires and associated equipment shall be contained within the sign

All cables to a sign shall be concealed in the wall or in a conduit that is neatly finished and integrated into the design of the sign board.

Protruding and exposed light bulbs are allowed and all light bulbs must be contained within the sign

Contents:

With regard to lettering, the fonts should be simple, easily readable, and not italic. The styles and sizes should be selected to complement the overall character of the building façade. Avoid hard-to-read or overly intricate styles.

The Major signs may designed as shown below and should contain the following details:

- Name of the building/site
- Founder (if applicable)
- Establishment date and
- Location

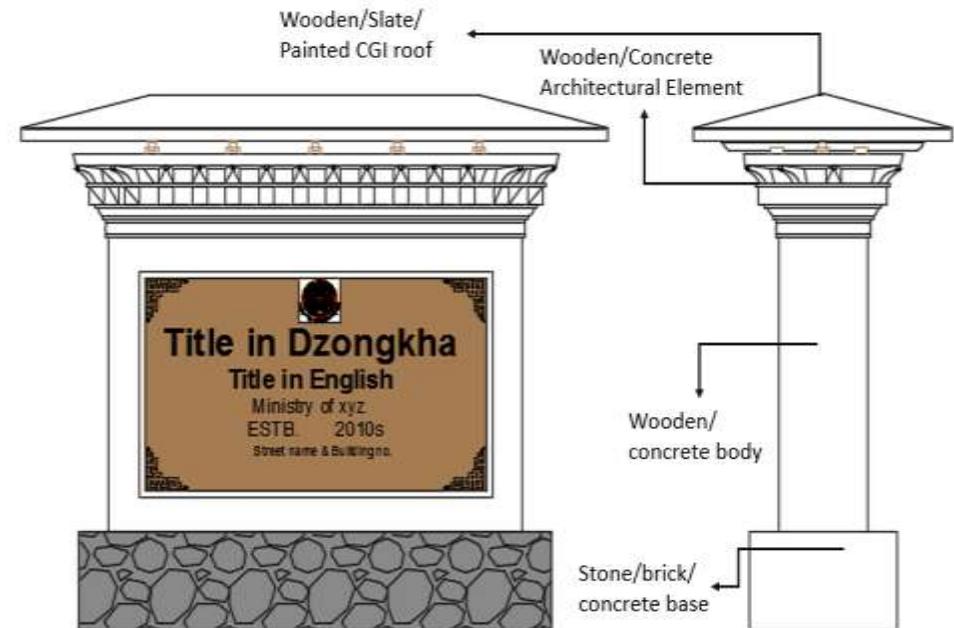


Figure 9 Major Signage

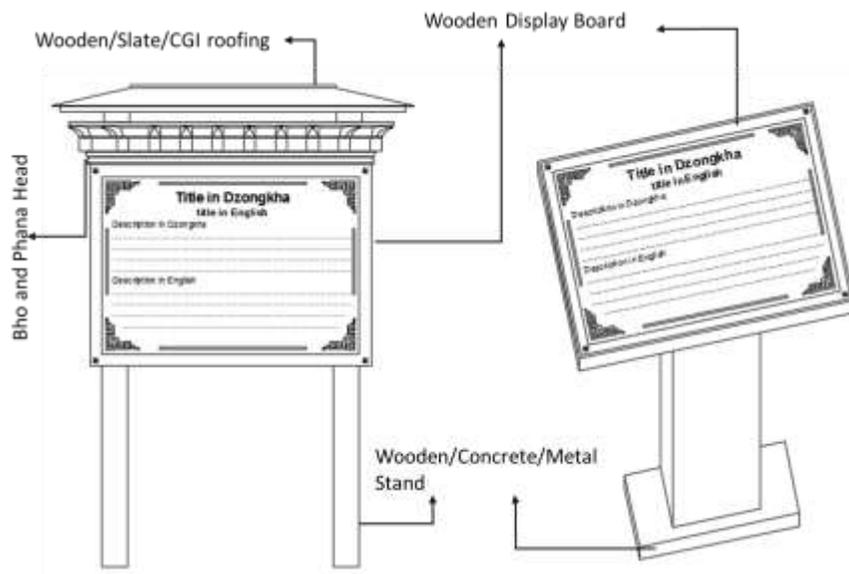


Figure 10 Informational Sign

The Minor signs should contain just the name of the site of the building. The area may have a minor sign as information signage containing following details:

- Building/area Name
- Description of the area/Building
- Image, if necessary

Illumination:

Lighting

Lighting sources—Use only indirect or bare-bulb sources that do not produce glare to illuminate signs. All illumination shall be steady and stationary. Internal illumination should not be used.

ii. Neon lighting—incorporate neon lighting as an integral architectural element or artwork appropriate to the site, if used.

Location/Placement:

The major signs should be placed towards the sidewalk outside the gate (it can be placed near the path outside the building/site, incase if there is no gate). It should stand as a free standing sign and should be pedestrian oriented. Whereas the minor signs are to be placed at the top of the entrance door of each room.

Signs should not be placed on areas where it will obscure historic building features such as cornices, gables, porches, balconies, window openings, doors, or any other decorative historic/heritage/religious elements.

Offices and Schools (Government, Corporation, and Private) Signage

The offices whether it be government, corporate, or private must have standard signboards. It will provide easy identification between offices and other areas of uses such as residential, commercial, industrial, and many more. Schools and Colleges also comes under this category of use.

Guidelines

Materials

The materials required for the construction of the signboards should be durable, good quality, easy to maintain, compatible with building finishes and not of low quality or temporary. In accordance with the Bhutanese architecture style and design, signboards made of woods, ply boards, and stone carve will be preferred.

Design and Construction

The signboards should be designed and constructed according to the design standards and specifications required. Signs and sign structures shall be designed and constructed to resist wind and seismic forces.

In order to protect the sign from wind and rain, it should have a strong base to sit on and a small roof to protect it from sun and rain.

Although the signboard needs to be built from woods/ply boards and stones, the supporting frame and the pole can be iron/steel coated with relevant colour paints.

Different types of sample signage design as shown below may be adopted as per the function location or acres dedicated for functions. Internationally accepted signage may be allowed if designed in accordance with the Bhutanese architecture style.

Components

All electrical equipment such as cables and wires and associated equipment shall be contained and concealed in the board or in a conduit that is neatly finished and integrated into the design of the signboard.

Protruding and exposed light bulbs are allowed and all light bulbs must be contained within the sign

Contents

The office signboards should have the following content:

- Logo
- Name of the office/organization/school
- Location, Establishment Date
- Contact Number and website (if applicable)



Figure 11 Major Sign in small area

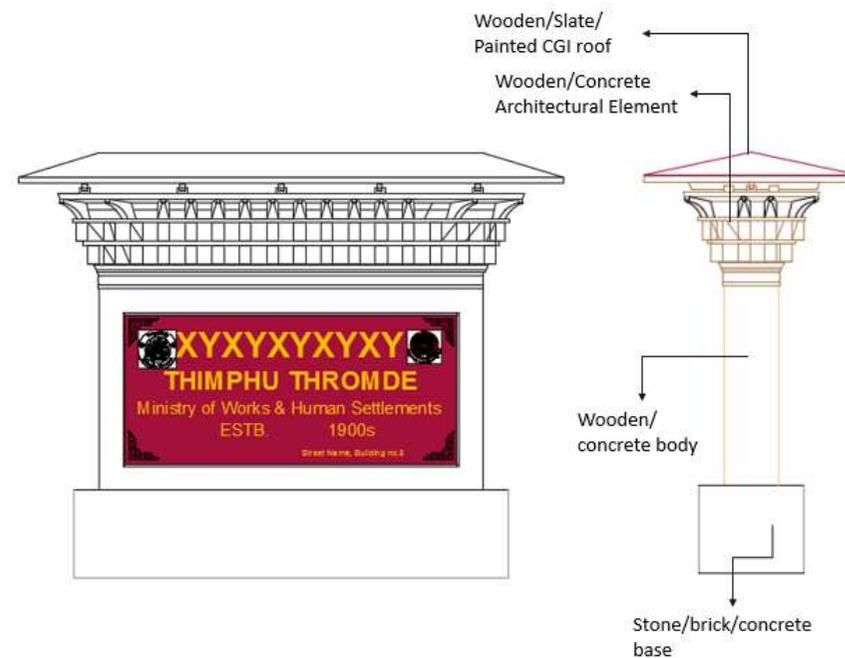


Figure 12 Major Sign in Open Area

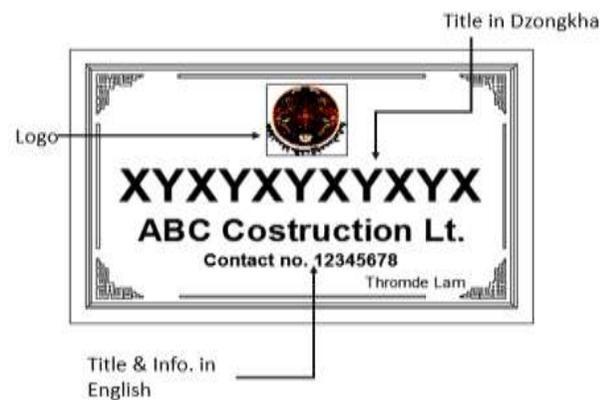


Figure 13 Major Sign in building

Text

- It is mandatory to use both Dzongkha Language and English on the signboard and the dzongkha language should have larger lettering size.
- The phone numbers or websites shall not cover more than 10% of the total signage area and be in 2 dimensional.
- Typography should be good and clear as it is a valuable tool in communicating the company information
- It is important that the logotype and information on signage has a good amount of empty space around it as it gives emphasis to the information being communicated and ensures that the brand is not obscured by the surrounding architecture

Colouring

- Office signs are permitted to use Red/Dark Red as the background colour and Yellow for the letters or text.
- Logo must be kept in its original colour

Illumination:

Lighting sources—Use only indirect or bare-bulb sources that do not produce glare to illuminate signs. All illumination shall be steady and stationary. Internal illumination should not be used.

LED and Neon lighting—incorporate such lighting as an integral architectural element or artwork appropriate to the site, if used.

Placement

- The signs should be placed near the entrance gate of the organization/office/school. It should be positioned to serve the pedestrians at the street level.
- For those sites without gates, the signs should be placed at the sidewalk with proper orientation for the pedestrians. The signs must not obstruct paths and other areas of use.
- The signs are to be placed as a free standing sign rather than fixing on the buildings or other structures. But the other minor signs can

be placed at the top of the entrance door (Similar to that of heritage/religious area signs).

- Office located in the building can have horizontal or vertical flat signage placed within the office front area and avoid placing sign at building entrance or at other store front, which would perplex the user.

Private Property

Private property signage includes all the signage related to private property. Signs displaying messages such as Private Parking, Private Property, Residents Parking, No trespassing comes under the category of Private Property Signage and thus shall be deemed to follow the guidelines that follow. It defines the type, design, size, position and content of the signs that are to be used for private properties.

Guideline

Material

The use of flashing, blinking, neon, flickering, animated lighting, or any other highly reflective material is not permitted. Materials should be of a durable material and also it shouldn't contradict the materials used in the building/property. In the Bhutanese context, signboards that are made of wood or ply boards with metal frame are recommended.

Fabric material shall be allowed only in projected vertical banner, which displays the name of the building in Dzongkha and English.

Design

All the signs and sign structures for the private property shall be designed and constructed to resist wind and seismic forces. All bracing systems shall be designed and constructed to transfer lateral forces of the structure. For signs on buildings, the dead and lateral loads shall be transmitted through the structural frame of the building to the ground in a manner as not to overstress any of the elements thereof. The design should complement the architectural design of the building or the property on which the signboard is to be used. Only one projected vertical banner is allowed per building.

Components

- All electrical equipment such as cables and wires and associated equipment shall be contained within the sign.
- All cables to a sign shall be concealed in the wall or in a conduit that is neatly finished and integrated into the design of the building
- Protruding and exposed light bulbs are not allowed on any sign and all light bulbs must be contained within the sign

Content

Name of the property/property owner, contact number, and location are the most important contents of the private signboards and thus they should be mandatory. Content is basically specified under Text and colouring:

Text

- The Name of the property should come at the top followed by location and contact number. The font size of the contact number and the location should be slightly smaller than the property name.
- It is mandatory to use Dzongkha Language on the signage and the space assigned should not be less and should be written above the English text.
- Typography should be good and clear as it is a valuable tool in communicating information.
- For projected vertical banner, Building name in Dzongkha/English is required.
- For signs that displays Private Parking and No Trespassing, location, name and contact numbers are not required.

Colouring

Private property signage can have orange lettering on black background/ can have different colouring with respect to building texture/colour.

Placement

- Private property signs should be placed on the private property/building premise such that it aligns with the pedestrians.
- Signs must not obstruct doors, openings, evacuation areas and other architectural features of the building.
- The projected vertical banner shall be placed near one edge of building facades.
- Private Parking and No Trespassing signs should be placed as a free standing sign.

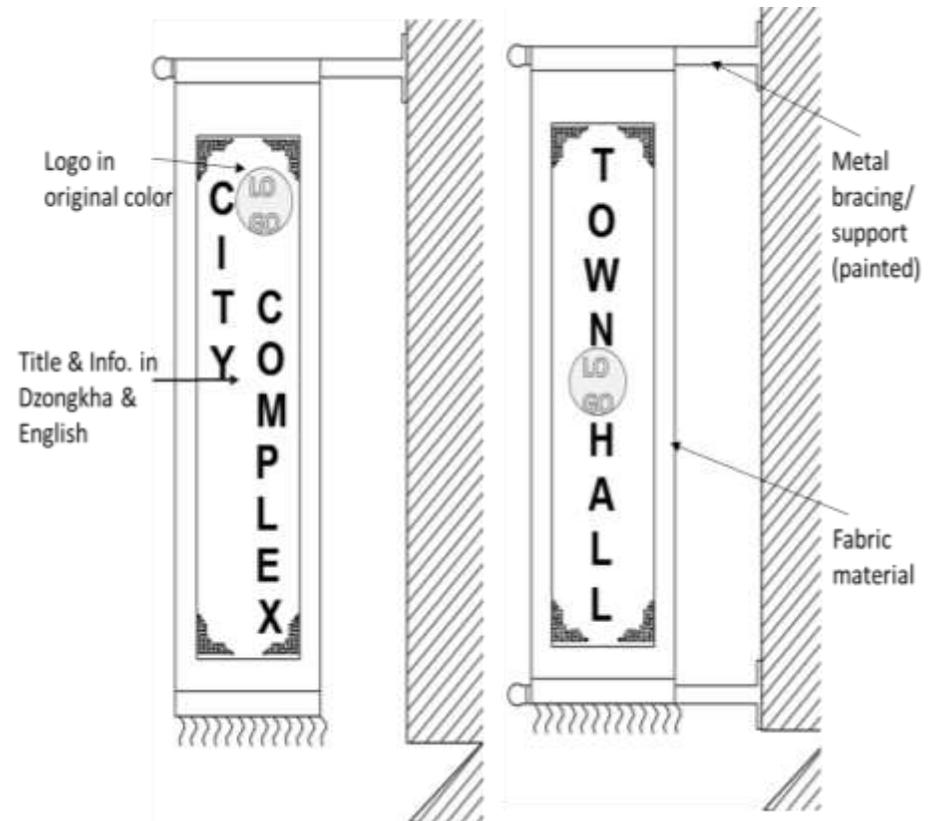


Figure 14 Projected Vertical Banner

Industrial Signage

Guideline

Industrial signage consists of front signs for warehouses, advertising boards for side areas of commercial units or large scale signage for factories and engineering projects. They are to be designed in such a way that they are visible by air or from very far away.

Materials

Like Commercial and way finding signage materials, for industrial signage too, reflective materials that would distract both drivers' and pedestrians' views are not allowed. Signboard of metal and stone carved are preferred and wood signboard with metal framing can be allowed to withstand unpleasant weather conditions.

Design

The signage should be designed in scale with the buildings and site elements and should complement the overall design. The signs and their structures shall be designed to resist external forces such as wind. Internationally accepted signage may be allowed if designed in accordance with the Bhutanese architecture style.

Content

Text

- The industry name used on the signage must match the company name/operating name mentioned on the trade license
- It is mandatory to use Dzongkha Language on the signage and should be written above the English text equivalent
- The phone numbers or websites shall not cover more than 10% of the total signage area and be in 2 dimensional.
- If a shop has an operating brand name that is different than the company name registered in the trade license, both the names must be displayed on the signage (company name can be in smaller font size)
- Typography should be good and clear as it is a valuable tool in communicating the company information

- It is important that the logotype and information on signage has a good amount of empty space around it as it gives emphasis to the information being communicated and ensures that the brand is not obscured by the surrounding architecture

Colouring

Like commercial signage, industrial signs may use white letters on blue background or in compatible to the product and building texture.

Logo must be kept in its original colour.

Components

- All electrical equipment such as cables and wires and associated equipment shall be contained within the sign
- All cables to a sign shall be concealed in the wall or in a conduit that is neatly finished and integrated into the design of the building
- Protruding and exposed light bulbs are not allowed on any sign and all light bulbs must be contained within the sign

Placement

- The signs can only be placed in the location relevant to the actual industry
- Signs must not obstruct doors, openings, evacuation areas and services
- As far as possible signs should be located low to the ground on the line of pedestrian and drivers' vision.
- Roof mounted signs are not permitted
- Pole signs are permitted given they are in scale with the building and do not obstruct surrounding businesses

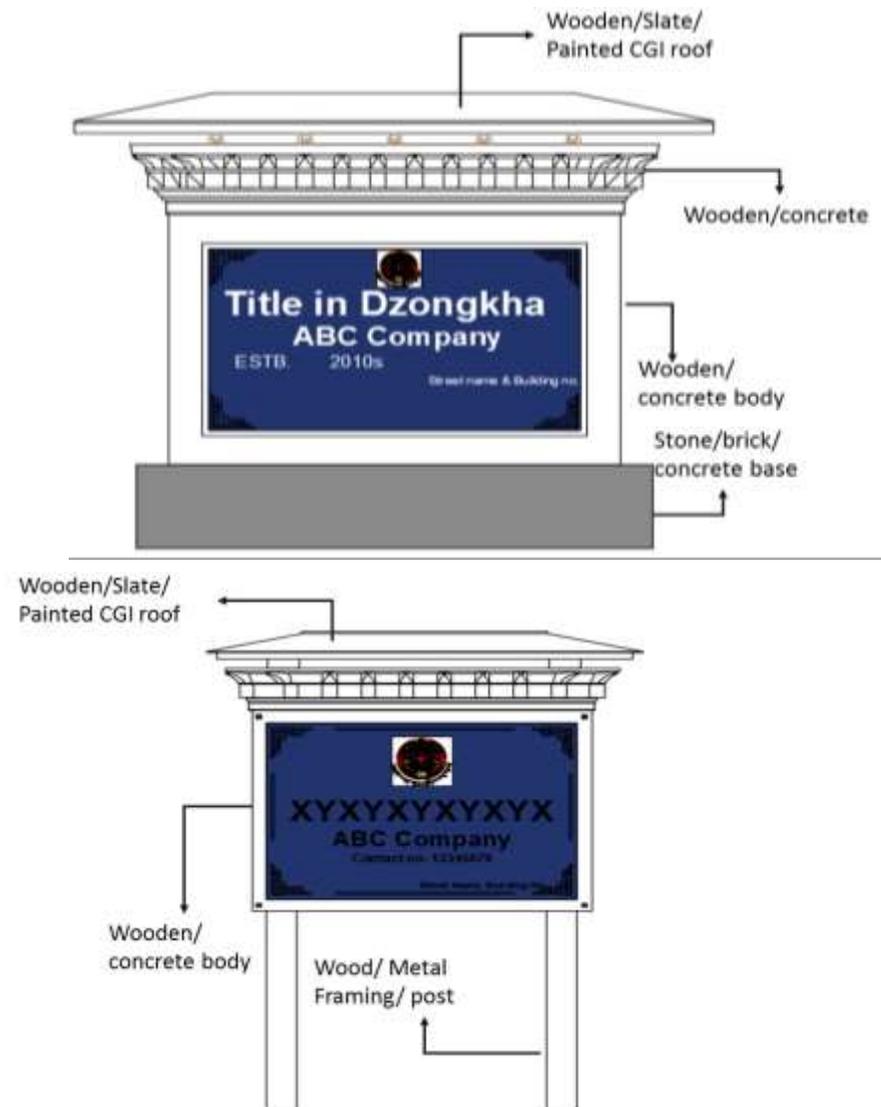


Figure 15 Major Sign for Industrial Area

Informational and way finding

Good planning and designing of Informational and way finding signage in a city is one of the keys to a great visitor experience. Signage should be placed and designed in such a way that visitors can easily identify the ways to get to the places they want to. Informational and way finding signs are divided into four types to convey as much information as necessary in as little space possible. The sign types are:

1. Identification signs

Taking an example, in 2008, Bhutan inaugurated Centenary Park below Chnaglimithang Stadium in Thimphu. The Park doesn't have name on the entrance gate to identify what it is and when it was established and much more information. It is fine for the people of Thimphu because they know it by the name, Centenary Park. But Thimphu in current days have people not only from Thimphu and within the country but a lot of tourists from all over the world. For them to identify the names of the places, identification signs play a significant role. Similarly, within the park also, if not signs, there should be illustrations in certain intervals depicting canteen, toilet, children playground, canopies, river view and so on. Besides its natural beauty and the efforts to preserve it, such identification signs would make it more attractive, convenient and public and visitor friendly.

2. Directional signs

When it comes to pointing the way, directional signs come into action. The basic rule behind directional signs is to keep it as simple as possible. Directional signs appear around the locations and on the way to locations, they don't appear at locations. They are placed at junctions or anywhere a person on the way to a location might look to find out the way to get to the location he is intending to get to.

3. Informational signs

Once people find their destination through directional signage, they need informational signs to know a little more. Additional information about the location such as hours of operation, facilities availability such as free W-Fi and other warning signs such as under construction, rocky and gravel path, slippery path, steep path, sharp turning, sinking road and so on.

4. Regulatory signs

Those signs are there to tell users what they can and cannot do in a particular location. Speed limits signs, no parking signs and stop signs are all regulatory signs for traffic control. If smoking is not allowed in an area how would people know without a regulatory sign showing no smoking allowed symbol?

Guideline

Materials

Like Commercial Signage materials, for traffic, informational and wayfinding signs also, reflective materials that would distract both drivers' and pedestrians' views are not allowed. The signs made of Wood, High quality plastic, metal sheet and ply-board are preferred and shall be built of safe and durable materials.

Design

The signs and their structures shall be designed to resist external forces such as wind. Directional signs in particular must be constructed strong enough to resist external forces as they are located all over city and exposed to all sorts of external forces.

The signs need to be straightforward designed and the order should be consistent. For Way finding signs always use same order to display the information. The sign design shall be user friendly and avoid confusion. Internationally accepted signage may be allowed if designed in accordance to Bhutanese Architecture style.

Component

All metallic equipment such as poles and boards and associated equipment shall be neatly finished and integrated with the built environment.

Content

Text

- Names of locations, phone numbers, websites if applicable, logos or symbols of locations and Dzongkha text equivalent of the names come under the contents of Identification signs.

- Directional signs must basically contain the names of the places and arrows pointing towards their location.
- Informational and Regulatory signs to contain additional information about the places and do's and don'ts in and around the places.
- Typography should be good and clear as it is a valuable tool in both directing people to their destinations and providing information about the destinations.

Following Colouring may be used or shall be user friendly:

1. Identification signs - White Letters on Black background.
2. Directional signs - Black Letters (Arrows) on White Background.
3. Informational signs -White Letters on Dark Green Background.
4. Regulatory signs- White Letters on Red Background.

Placement

Identification signs must be placed at focal point such as entrance.

Directional signs are not meant to place at the destinations. Instead they are to be placed at junctions and public squares where both pedestrians and people in cars could easily identify the signs and find the way out to their destinations. Direction signs showing locations of business and institutions should not be placed on the ROW or along the footpath and at such locations, which would block the line of sight of motorists.

Informational and Regulatory signs are to be placed at locations not on the way to locations. Information and regulations about Thimphu Memorial Chortoen are to be provided at the Chortoen not on its way. Whereas Directional Signs are the ones to be located on the way for people to find ways to get to the Chortoen.

Standing Signs shall be allowed inside the building/at main entrance and prohibited in public domain.

Multi-tenant sign shall be placed near the entrance and used,if there are many activities in a building or an area.

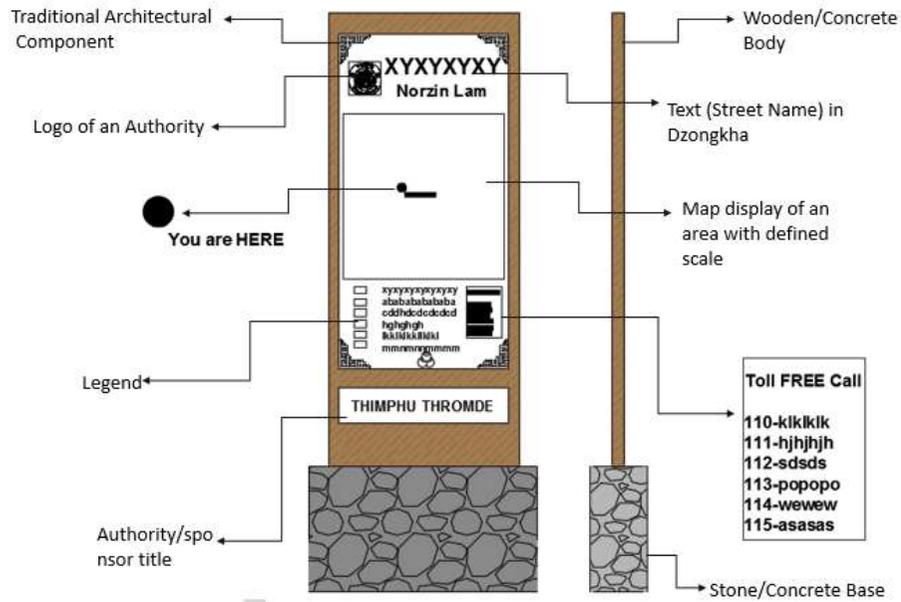


Figure 17 Information Sign/Kiosk

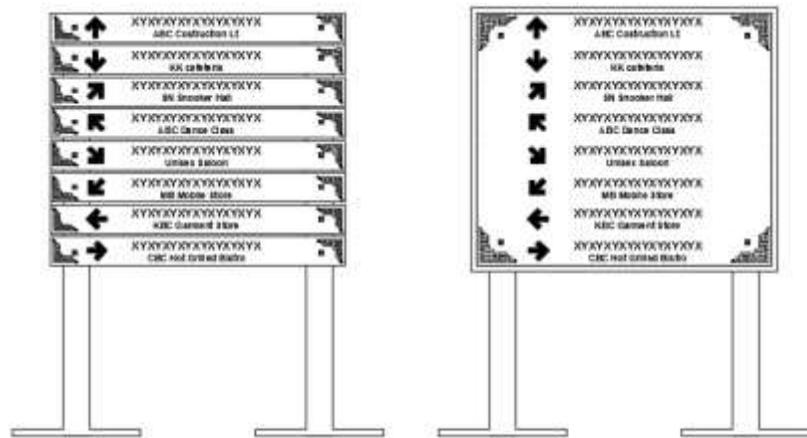


Figure 18 Minor free standing

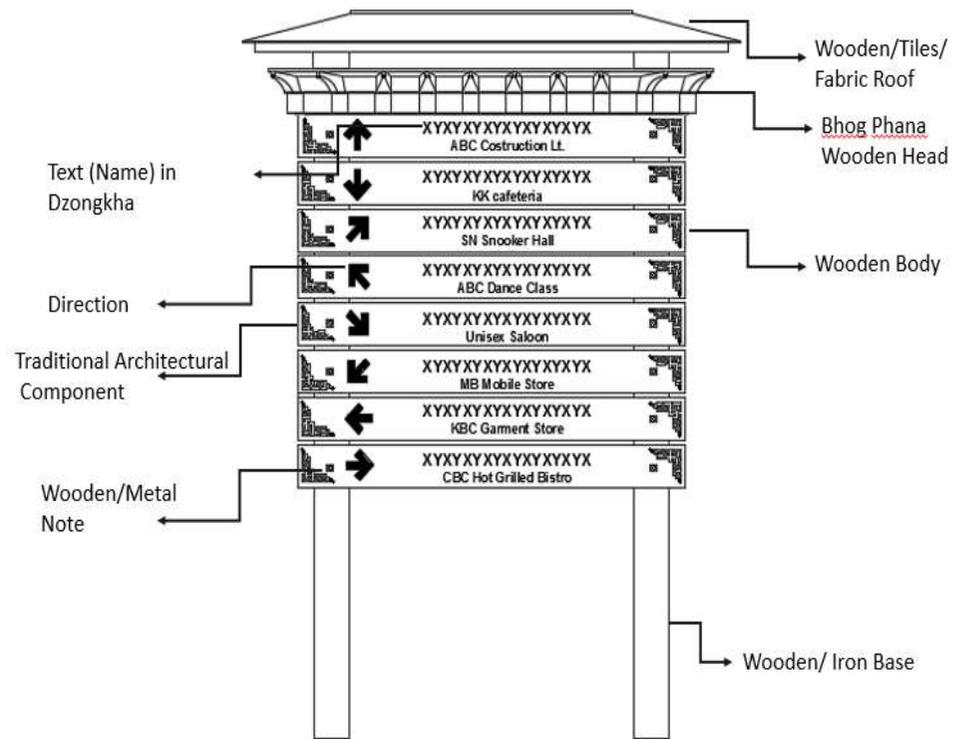


Figure 16 Major directional signage/Multi Tenant sign.

Signage Administration and Enforcement

Thimphu Thromde shall check and approved the sign on meeting the Design standard guideline of respective land use or functions within 14 days from submission of the design documents by clients.

Thimphu Thromde shall ensure that there are no mistakes (Spellings, grammar, etc) of any sort in the signage, during the approval process. While Dzongkha title shall be approved in line with report on survey of Dzongkha Usage in Signboards of Thimphu Municipality published by Dzongkha Development Committee (DDC) and may approved by DDC if Thromde feels the need of Technical backstopping.

Check LIST

Client shall submit two set of print of all sign work for review and approval. The drawings shall clearly show location of sign placed on the building.

Following Document are required:

- Application form from applicant
- One Front and side Elevation and one sectional drawings showing wiring and Anchoring of sign.
- Drawing must indicate the typeface, material used and location of the sign on building for permit number.
- Show area calculations for proposed sign
- Attach existing photograph of the building elevation or architectural rendering where sign to be attached/placed.
- Shall include dimensions on all drawings.
- Submit 2 copies of the drawings in A4 format.
- Signboard design may be in 2D / 3D.
- Submit Drawing to Thimphu Thromde, Customer service center, Gongzin Lam, Building no:8.

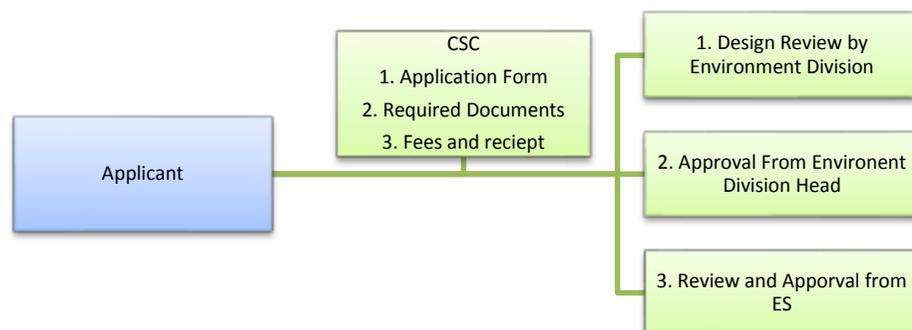
Fees and penalty

The scrutiny and approval fee be applied by the Thimphu Thromde as mentioned in annexure.

The signage designed / displayed respective to the function / area shall be designed and displayed in accordance to the guide and if observed noncompliance to guide / unapproved shall be penalized Nu. 1000/- per

signage per day displayed. Thromde shall penalize the signboard owners if failed to maintain the sign after official notice at given time frame of 20 days, the owner shall pay Nu. 1000/- and if failed to maintain after then, owner shall pay Nu. 500/- per day.

The procedures



Maintenance

All the signs in Thimphu Thromde shall be maintained in a presentable and a safe condition. Should a sign become, in the opinion of Thimphu Thromde officials or the building owners/officials concerned, dangerous or unsafe, and show extensive deterioration or fading of colours due to lack of maintenance, the concerned signboards owner (businessmen, organizations, departments, etc...) shall immediately restore the signboards to a safe and satisfying condition immediately or upon the notification of the Thromde officials.

For noncompliance within 20 days of the notice, Thimphu Thromde shall penalize and dismantle the signboards, with the cost of dismantling charges to be borne by the respective signboard owners.

In order to maintain the signs and the signboard structures in a presentable condition, a task force shall be established, led by Thimphu Thromde. The task force shall:

1. Inspect the signboards annually and after the occurrence of any natural disasters like earthquakes, typhoons, etc.
2. Reports of any inappropriate signboards shall be inspected by the task force and take appropriate actions.
3. Make sure that the signboard owners or the concerned authorities maintain their respective signboards on a regular basis.
4. Written notice should be provided for the concerned signboard owners, officials, or departments if their signboards require maintenance.
5. Task force shall fine the defaulters on site.

Annexure 1. Scrutiny fee/Penalty

Sign Type	Sub Category Sign	Description	Permitted Function	Illustration	Scrutiny Fee/Penalty (Nu)
Box and Flat Signage (Major Sign)	2D on Boards with Background	2D letters written on board with background	All		250/-
Box and Flat Signage (Major Sign)	Stencil Cut	Letters (minimum 0.5cm in depth) cut into a background or a stencil cut plate layered onto a background	All		250/-
Box and Flat Signage (Major Sign)	3D with Background	3D Letters mounted on a background	All		250/-
Projected Signage (Minor Sign)	3D without Background	3D Letters mounted directly on the building or surface	All		250/-

Projected Signage (Major/Minor Sign)	Vertical / Horizontal Projecting sign	Stencil cut or 3D letters on a background displayed perpendicular to the building	Commercial and Informational		250/-
Projected Signage (Minor Sign)	Vertical Projecting Banner	A sign that is displayed perpendicular to the building	All		250/-
Projected Signage (Minor Sign)	Awning Sign	2D letters written on the horizontal projecting object.	Commercial		250/-
Window Signage (Minor Sign)	Front Window Sign	2D signs displayed on the glass window.	Commercial		150/-

Window Signage (Minor Sign)	Window Graphics	Decorative graphics use in glass window	Commercial		150/-
Door Signage (Minor Sign)	Front Door and Graphic Sign	2D signs displayed on the glass door.	Commercial		150/-
Informational Signage	Informational Sign	2D signs for informational purpose	Religious, Institutions and specific site for public purpose.		250/-
Informational Signage	Lawn Sign and Multi-Tenant signs.	2D signs to show multi activities in a building.	All		250/-

Standing Signage (Minor Sign)	Standing signs/Sidewalk Sign	2D signs placed free on the ground in front of	Inside the Building..		150/- 1000/- fine, if found displayed in Pubic Area.
Wall Signage	Wall painted sign	2D letters written directly on the building wall or surface with or without background	None		1000/- fine, if found displayed
Poster	Internal/External window sign/Wall Sign	3D internally lit letters mounted in a window / poster	None		1000/- fine, if found displayed

Annexure 2. Definition

Allowable Signage Area means maximum area coverage allowed for the display of sign for the particular function.

Banner means any strip of cloth or canvas bearing a slogan, messages or design or commercial advertisement and hung in a public place.

Billboard means any indoor or outdoor board/panel placed or erected in public places for displaying commercial advertisements.

Commercial means Activities related to transactions (sales and purchase) having an objectives of supply of commodities (goods and services)

Function means any business, offices, schools, institutions, etc. activities.

Guideline means General Rules and Principles of Signage Guideline 2017.

Institution means activities related to tending or managing the affairs of people (Includes government, Private, NGOs, Autonomous, International, etc.)

Poster means any piece of printed paper designed either in textual or graphic (pictures) to be attached to a wall or vertical surface for advertising product and services to the general public.

Private means activities confined to particular person and groups

Product means any goods, services and facilities intended for sale.

Signboard means any display that provides the address including name and logo of any business establishment.

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