



City of Dublin

**LAND USE & LONG
RANGE PLANNING**

October 4, 2012

Minor Project Review

12-067MPR – BSC Commercial District

Shoppes at River Ridge – Bruegger's Bagels Signs

4425 West Dublin-Granville Road

This is a request to install a two new signs, including a 27-square-foot internally illuminated wall sign and a 6-square-foot projecting sign, in accordance with Zoning Code Section 153.065(H) for an eating and drinking facility in the Shoppes at River Ridge.

This is a request for review and approval of a Minor Project Review application under the provisions of Zoning Code Section 153.066(G).

Date of Application Acceptance

Monday, September 24, 2012

Date of ART Determination

Thursday, October 4, 2012

Case Manager

Rachel S. Ray, AICP, Planner II | (614) 410-4656 | rray@dublin.oh.us



PART I: APPLICATION OVERVIEW

<i>Zoning District</i>	BSC Commercial District
<i>Development Proposal</i>	Signs: A 27-square-foot internally illuminated wall sign and a 6-square-foot projecting sign over a secondary public entrance for an existing eating and drinking facility.
<i>Building Type</i>	Existing Structure
<i>Waivers</i>	None
<i>Administrative Departures</i>	None
<i>Property Address</i>	4425 West Dublin-Granville Road
<i>Property Owner</i>	MR/TSARR Owner, LLC
<i>Applicant</i>	Michael Salcone, Bruegger’s Bagels; represented by Jerry Archer, Archer Signs
<i>Case Manager</i>	Rachel S. Ray, AICP, Planner II (614) 410-4656 rray@dublin.oh.us

Application Review Procedure: Minor Project Review

The purpose of the Minor Project Review is to provide an efficient review process for smaller projects that do not have significant community effects. The Minor Project Review is necessary to ensure that applications for development meet the requirements of Chapter 153 of the Dublin Zoning Code.

Following acceptance of a complete application for Minor Project Review, the Administrative Review Team shall approve, deny, or approve with conditions the application based on the criteria of §153.066(F)(5) applicable to Site Plan Reviews and Site Plan Review Waivers, if necessary. A determination by the Administrative Review Team is required not more than 14 days from the date the request was submitted.

Zoning Code Analysis

§153.065(H) – Site Development Standards – Signs

This multiple-tenant building is permitted two different types of building-mounted signs for each tenant with a storefront. The applicant is proposing a 27-square-foot internally illuminated wall sign on the northwest elevation over the main entrance. The applicant is also proposing a 6-square-foot non-illuminated projecting sign with a decorative bracket over the secondary public entrance on the southeast side of the tenant space.

Proposed Wall Sign			
	Permitted	Proposed	Requirement
<i>Size</i>	Max. 27.5 sq. ft. based on ½ sq. ft. per lineal foot of storefront width	27 sq. ft.	Met
<i>Location</i>	On walls facing a public street; located within 6 ft. of the common public entrance; not extending more than 14 in. from the face of the structure.	Above the main entrance to the restaurant, centered between two accent ledges within a sign band	Met
<i>Height</i>	Located within the first story as appropriate to building type; 15 ft. for Existing Structures; not extending above the roofline	13 ft. 5 in. above grade	Met
<i>Colors</i>	Max. three (including logo)	3 total (black, white, and red)	Met

Proposed Projecting Sign			
	Permitted	Proposed	Requirement
<i>Size</i>	6 sq. ft.	6 sq. ft.	Met
<i>Location</i>	Within 6 ft. of the secondary public entrance	Installed directly over the secondary public entrance, with the decorative bracket centered between the sign band formed by two accent ledges	Met
<i>Height</i>	Located within first story as appropriate to building type; 15 ft. for Existing Structures; not extending above the roofline; min. 8 ft. of sidewalk clearance	11 ft. above grade (9 ft., 8 in. of clearance)	Met
<i>Colors</i>	Limited to not more than 5 colors when the logo exceeds 20% of the total sign area	4 total (black, white, red, gold)	Met

PART II: ADMINISTRATIVE REVIEW TEAM COMMENTS

Land Use and Long Range Planning

All Minor Project Review criteria are met.

Signs in the Bridge Street District are required to be designed with the maximum of creativity and the highest quality of materials and fabrication. Signs are intended to be fully integrated with the building architecture and overall site design, as well as to add a sense of liveliness, activity, and enhanced pedestrian experience in this district.

Wall sign: The proposed wall sign uses internally illuminated channel letters and logo “ribbon,” all of which are offset from an aluminum backing. The backing is black with a white border, which will frame the lettering and add to the character of the sign. The “Baked Fresh” logo ribbon partially extends below the sign frame, which adds to the layering effect of the sign design.

Projecting sign: The proposed projecting sign is a routed 1-inch thick “Sintra” board, of a light weight, yet highly durable PVC material painted black with a gold border. The lettering and logo ribbon will be raised to provide a textured effect to the sign. The sign will be attached to the building with a decorative black wrought iron bracket that is consistent with the character of the sign and other architectural details in this portion of the site.

The proposed signs are both creatively designed through the use of different textures and lighting methods and the intent for signs in the Bridge Street District has been met.

Building Standards, Parks & Open Space, Fire, Engineering, Police, Economic Development

No comments.

PART III: APPLICABLE REVIEW STANDARDS

Minor Project Review Criteria

The Administrative Review Team has reviewed this application based on the review criteria for Minor Projects, which include the following:

(a) **Similarity to Approved Basic Plan**

Not applicable

(b) **Consistency with Approved Development Plan**

Not applicable

(c) **Meets Applicable Zoning Regulations**

Criterion met. The proposed signs are consistent with the Zoning Code requirements for signs in regards to location, number, height, area, and design. The proposed signs are creatively designed through the use of different textures and lighting methods and the intent for signs in the Bridge Street District has been met.

(d) **Safe and Efficient Pedestrian, Bicycle, & Vehicular Circulation**

Not applicable

(e) **Coordination and Integration of Buildings and Structures**

Not applicable

(f) **Open Space Suitability and Natural Features Preservation**

Not applicable

(g) **Adequate Provision of Public Services**

Not applicable

(h) **Appropriate Stormwater Management**

Not applicable

(i) **Development Phasing**

Not applicable

(j) **Consistency with Bridge Street Corridor Vision Report, Community Plan, and other Policy Documents**

Met. The proposed signs will help create a lively pedestrian environment in the Shoppes at River Ridge shopping center.

PART IV: PROPOSED ADMINISTRATIVE REVIEW TEAM DETERMINATION

Approval of this Minor Project Review application, as submitted.