

Minor Project Review

13-108MPR – BSC Commercial District

Shoppes at River Ridge – Ivy Bridal Studio

4455 West Dublin-Granville Road

This is a request to install two new signs, including a 15-square-foot wall sign and a 4-square-foot projecting sign, in accordance with Zoning Code Section 153.065(H), for a retail facility in the Shoppes at River Ridge shopping center.

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

Thursday, October 17, 2013

Date of ART Determination

Thursday, October 31, 2013

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 15-square-foot internally illuminated wall sign and a 4-square-foot projecting sign for a new retail facility.
<i>Building Type</i>	Existing Structure
<i>Waivers</i>	None
<i>Administrative Departures</i>	None
<i>Property Address</i>	4455 West Dublin-Granville Road
<i>Property Owner</i>	MR/TSARR Owner, LLC
<i>Applicant</i>	Jackie Trucco, Ivy Bridal Studio; represented by Steve Moore, Moore 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.

Application History

The applicant for this tenant space received approval from the Administrative Review Team for a Minor Project Review application for signs on April 25, 2013. The approved signs included a 15-square-foot wall sign and a four-square-foot projecting sign, pictured left and right, respectively.

The applicant is changing the name of the business from "The White Dress Company" to "Ivy Bridal Studio," in addition to modifying the overall graphic design of the signs as part of this application.



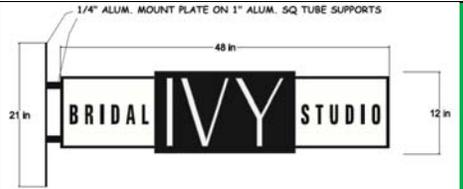
Zoning Code Analysis

§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 15-square-foot internally illuminated wall sign on the

east elevation over the main entrance. The applicant is also proposing a 4-square-foot projecting sign on the west side of the building facing Dale Drive and additional parking spaces.

Proposed Wall Sign			
	Permitted	Proposed	Requirement
<i>Size</i>	Max. 15 sq. ft. based on ½ sq. ft. per lineal foot of storefront width (30 ft. tenant space)	15 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 storefront	Met
<i>Height</i>	Located within the first story as appropriate to building type; 15 ft. for Existing Structures; not extending above the roofline	Approx. 12 ft. 9 in. above grade	Met
<i>Colors</i>	Max. 3 (including logo)	2 total (black, white)	Met

Proposed Projecting Sign			
	Permitted	Proposed	Requirement
<i>Size</i>	Max. 6 sq. ft.	4 sq. ft.	Met
<i>Location</i>	Within 6 ft. of the secondary public entrance; separated a minimum of 10 ft. from another projecting sign; not extending more than 6 ft. from the face of the structure	Installed on the west side of the tenant space facing Dale Drive over secondary door; extends 48 inches from building façade.	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	12 ft., 9 in. above grade, with approx. 11 ft. clearance.	Met
<i>Colors</i>	Max. 3 (including logo)	2 total (black, white)	Met

PART II: ADMINISTRATIVE REVIEW TEAM COMMENTS

Planning

The proposed sign meets applicable zoning regulations for sign size, number, location, height, and color. The intent and purpose for signs in the BSC Commercial District is stated in Section 153.065(H)(1)(b). That section calls for signs to be of a “high visual quality.” Mr. Ford’s review calls out specific improvements that would improve the visual quality of the sign. Based on the intent of the Code, the Community Plan, and Mr. Ford’s comments, Planning is unable to recommend approval for this sign.

Architectural Consultant

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.

One of the City's architectural consultants, Mark Ford with Ford & Associates Architects, has reviewed the proposed signs with respect to the intent for signs in the Bridge Street District. Mr. Ford has the following concerns with the proposed signs:

1. The proposed sign is less well-proportioned than the previous "White Dress" sign;
2. The two white cabinets containing "Bridal" and "Studio" are not well connected;
3. The "IVY" text is not very legible;
4. The black bracket surrounding the overall sign cabinet conflicts with the black cabinet surrounding the "IVY" lettering;
5. The proposed sign length should not exceed 42 inches, which is closer to the length of the adjacent Koko Fit Club projecting sign.

As a result of these concerns, Mr. Ford does not recommend that the ART approve the proposed signs. Refer to the attached memo dated August 21, 2013 for Mr. Ford's complete analysis.

Building Standards

While we appreciate and don't necessarily disagree with many of the comments provided by Mark Ford regarding the proposed sign designs, we have to tread lightly when requiring changes to a business' company name, logo and related design elements. While changing the width of line strokes would improve the visibility and legibility of the sign copy, the selection of a font for a business is a marketing decision that goes far beyond the signs mounted outside the building. As long as the overall dimensions and general sign design parameters are consistent with other signs in the center, Building Standards would not recommend many of the design changes suggested by Mark Ford.

Projecting Sign

- Mark is correct that the projection of the new sign should be similar in length to those previously approved.
- The white background needs to be opaque.
- The black opaque lettering for "Bridal" and "Studio" with clear push thru graphics should result in a low key "halo" appearance for this portion of the sign.
- The black background behind the copy reading "IVY" should be fine but the drawing indicates that the color of the copy will be clear acrylic. It is unclear how that will look in daylight and might suggest that the face of that copy be done in white translucent film.
- The overall mounting height of the sign should be specified.

Wall Sign

- Same comments as above.

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

No comments.

PART III: APPLICABLE REVIEW STANDARDS

Applicable Minor Project Review Criteria

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

(c) **Meets Applicable Zoning Regulations**

Criterion met. The proposed signs are consistent with the Zoning Code requirements for signs with regard to location, number, height, and size.

(e) **Building Relationships and Quality Development**

Not met. This sign does not have the level of quality expected for “the image of Dublin as a high quality community.” Extra care is needed to ensure that signs, in particular, are visually proportioned, or appropriate to the building.

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

Not met. Although the proposed signs meet applicable zoning requirements with respect to the sign dimensions, the proposed signs fall short of the general intent for signs in the Bridge Street District as described by Mr. Ford. In addition, the Community Plan notes that “Dublin’s built environment contributes positively to the community’s character. This image is characterized by high quality office buildings, well-landscaped areas and streetscapes, *tasteful signs and graphics*, appropriate lighting standards and quality architecture.”

PART IV: PROPOSED ADMINISTRATIVE REVIEW TEAM DETERMINATION

Based on the comments from the City’s Architectural Consultant, the Community Plan, and the intent for signs in the BSC Commercial District, disapproval of this Minor Project Review application is recommended.