



# Minor Project Review

## 13-029ARB-MPR – BSC Historic Core District

### Jeni's Ice Cream Signs – 1 W. Bridge Street

This is a request to install an 8-square-foot wall sign and a 6-square-foot projecting sign for an existing business located on the southwest corner of the intersection of West Bridge Street and South High Street. This is a request for review and approval of a Minor Project Review application under the provisions of Zoning Code Sections 153.065(H) and 153.170, and the *Historic Dublin Design Guidelines*.

#### **Date of Application Acceptance**

Monday, April 08, 2013

#### **Date of ART Recommendation**

Thursday, April 18, 2013

#### **Date of Architectural Review Board Determination**

Wednesday, April 24, 2013

#### **Case Managers**

Jennifer M. Rauch, AICP, Planner II | (614) 410-4690 | jrauch@dublin.oh.us

**PART I: APPLICATION OVERVIEW**

<i>Zoning District</i>	BSC Historic Core District
<i>Review Type</i>	Minor Project Review
<i>Development Proposal</i>	A 8-square-foot wall sign and a 6 square foot projecting sign for an existing commercial building
<i>Administrative Departures</i>	None
<i>Waivers</i>	None
<i>Property Address</i>	1 West Bridge Street
<i>Property Owner</i>	Dublin Marathon Service Co.
<i>Applicant</i>	Bruce Sommerfelt, SignCom, Inc.
<i>Case Manager</i>	Jennifer Rauch, AICP, Planner II   (614) 410-4690   jrauch@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 Code. Following acceptance of a complete application for Minor Project Review, the Administrative Review Team shall make a recommendation to the Architectural Review Board to approve, deny, or approve with conditions the application based on the criteria of §153.066(F)(5) applicable to Site Plan Reviews.

A determination by the Administrative Review Team is required not more than 14 days from the date the request was submitted. The Architectural Review Board shall make a decision on the application not more than 28 days from the date of the Administrative Review Team’s recommendation.

**Zoning Code Analysis**

*§153.065(H) – Site Development Standards – Signs*

This multi-tenant retail building is permitted a combination of two different types of building-mounted signs. The applicant is proposing a 8-square-foot wall sign facing South High Street and a 33-inch diameter projecting sign facing West Bridge Street that meets Code.

Proposed Wall Sign – South High Street			
Permitted		Proposed	Requirement
<i>Size</i>	Max. 8 sq. ft.	8 sq. ft. sign with 7.5-inch high individual cut Extira (exterior MDF) letters flush-mounted to the existing fascia.	Met
<i>Location</i>	On walls facing a public street; within 6 ft. of the common public entrance; extending not more than 14 in. from the face of the structure to which it is attached	The proposed sign will be installed in the same location as the existing wall sign within the fascia. The sign will be within 6 ft. of the store entrance extending no more than 3/4 in. from the front plane of the building façade. No lighting is proposed with this application.	Met
<i>Height</i>	15 ft. and not extending above the roofline	Approximately 11 ft. from grade to the top of sign	Met
<i>Colors</i>	3 colors	1 color; individual letters will be Orange (PMS#172)	Met

Proposed Projecting Sign – West Bridge Street			
Permitted		Proposed	Requirement
<i>Size</i>	Max. 8 sq. ft.	6 sq. ft. circular sign mounted to a new decorative scroll bracket.	Met
<i>Location</i>	On walls facing a public street; within 6 ft. of the common public entrance; extending not more than 14 in. from the face of the structure to which it is attached	The proposed sign will be installed above the main entrance door along West Bridge Street and will be within 6 ft. of the store entrance. The applicant is proposing to install directional sign lights on the sides of the proposed sign bracket.	Met
<i>Height</i>	15 ft. and not extending above the roofline	Approximately 12 ft. from grade to the top of sign	Met
<i>Colors</i>	3 colors	3 total (orange, yellow and white); yellow background (PMS #128); orange background orange (PMS #172); white letters.	Met

## PART II: 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:

(c) **Meets Applicable Zoning Regulations**

*Criterion met:* The proposed sign is consistent with the Zoning Code requirements for signs in regard to size, height, and design.

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

*Criterion Met.* The proposed sign will help support a lively pedestrian environment in the Historic District.

### Architectural Review Board Standards

Section 153.174 of the Zoning Code identifies criteria for the review and approval of a Board Order for proposals within the Architectural Review District Boundaries. Following is an analysis by Planning based on those criteria.

### General Review Standards

1) Character and Materials Compatible with Context

*Criterion met with condition:* The proposed sign colors, design, and materials are compatible with the character of the existing building and adjacent buildings. Planning recommends the fascia board that contains the existing wall signs be refinished prior to the installation of the proposed signs.

5) Appropriate Color Scheme

*Criterion met:* The proposed sign colors add character and vibrancy to the existing multiple tenant building.

6) Complementary Sign Design

*Criterion met:* The proposed sign design provides contrast to distinguish it from other businesses in the Historic District and further promote signs that are aesthetically both diverse and harmonious in design throughout the Historic District.

#### **PART IV: ADMINISTRATIVE REVIEW TEAM RECOMMENDATION**

Recommendation of approval to the Architectural Review Board with one condition.

- 1) The applicant refinish the fascia board that contains the existing wall signs prior to the installation of the proposed signs.