



City of Dublin

**LAND USE & LONG  
RANGE PLANNING**

April 25, 2013

# Minor Project Review

## 13-032MPR – BSC Commercial District

### Shoppes at River Ridge – White Dress Co. Signs 4441 West Dublin-Granville Road

This is a request to install two new signs, including an 18-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, April 11, 2013

#### **Date of ART Determination**

Thursday, April 25, 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: An 18-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>	4441 West Dublin-Granville Road
<i>Property Owner</i>	MR/TSARR Owner, LLC
<i>Applicant</i>	Jackie Trucco, White Dress Co.; 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.

### 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 an 18-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)	18 sq. ft.	Not met – may not exceed 15 sq. ft.
<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

Proposed Wall Sign			
	Permitted	Proposed	Requirement
<i>Height</i>	Located within the first story as appropriate to building type; 15 ft. for Existing Structures; not extending above the roofline	12 ft. 9 in. above grade	Met
<i>Colors</i>	Max. three (including logo)	2 total (black, white)	Met

Proposed Projecting Sign			
	Permitted	Proposed	Requirement
<i>Size</i>	6 sq. ft.	4 sq. ft.	Met
<i>Location</i>	On walls facing a public street; not extending more than 14 in. from the face of the structure.	Installed on the west side of the tenant space facing Dale Drive; extends 41 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. three (including logo)	2 total (black, white)	Met

## PART II: ADMINISTRATIVE REVIEW TEAM COMMENTS

### Land Use and Long Range Planning

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 an opaque internally illuminated cabinet with black lettering. The portions of the lettering that are shown as white on the exhibits will be translucent to allow halo and accent lighting. The cabinet is installed on a black border panel to set off the sign from the beige stucco building façade and add a layering effect to the sign's design. The proposed sign should, however, be relocated on the building façade to be centered over the tenant's main entrance door to provide a balanced appearance and ensure the sign is appropriately integrated with the architecture. In addition, since the proposed wall sign exceeds the permitted sign area the applicant will be required to proportionally reduce the area of the sign to a maximum of 15 square feet prior to obtaining a sign permit.

#### *Projecting Sign*

The proposed projecting sign is an 8-inch deep cabinet with an opaque white finish and black edging. Like the wall sign, the cabinet is internally illuminated, with the same style of black lettering and accent lighting. The sign will be attached to the building with a decorative black aluminum bracket consistent with the modern character of the sign.

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

#### 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 through conditions.* The proposed signs are consistent with the Zoning Code requirements for signs with regard to location, number, height, 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.

The proposed wall sign exceeds the permitted sign area by 3 square feet. The sign should be proportionally reduced in size to not exceed 15 square feet, subject to Planning approval (Condition 1). Additionally, the wall sign should be centered over the tenant's main entrance to ensure that the sign is appropriately balanced on the building's façade (Condition 2).

##### (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 with the following conditions:

- 1) That the wall sign be proportionally reduced in size to a maximum of 15 square feet, subject to Planning approval; and
- 2) That the wall sign be centered over the tenant's main entrance to ensure that the sign is appropriately balanced on the building's façade.