



Minor Project Review

13-051MPR – BSC Sawmill Center Neighborhood

AMC Theater – Signs

6700 Village Parkway

This is a request for two new permanent wall signs to replace existing wall signs for an existing movie theater in the Dublin Village Center, at the southeast corner of the intersection of Tuller Road and Village Parkway. This Minor Project Review application is proposed in accordance with Zoning Code Section 153.066(G).

Date of Application Acceptance

Monday, June 3, 2013

Date of ART Determination

Thursday, June 13, 2013

Case Managers

Jonathan Lee, Planning Assistant | (614) 410-4635 | jlee@dublin.oh.us

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



PART I: APPLICATION OVERVIEW

<i>Zoning District</i>	BSC Sawmill Center Neighborhood District
<i>Development Proposal</i>	Signs: A 36.25-square-foot internally illuminated wall sign and a 49.5-square-foot internally illuminated wall sign for an existing movie theater
<i>Building Type</i>	Existing Structure
<i>Waivers</i>	None
<i>Administrative Departures</i>	None
<i>Property Address</i>	6700 Village Parkway
<i>Property Owner</i>	Matt Stavroff, Stavroff Interests, Ltd.
<i>Applicant</i>	Sara Deuel, Dimensional Innovations; represented by Caitlin Kelleher, Advanced Sign Group
<i>Case Managers</i>	Jonathan Lee, Planning Assistant (614) 410-4635 jlee@dublin.oh.us 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

The applicant is proposing to replace two existing wall signs located on the east and south building elevations. The area, colors, lighting and location for both signs were approved by the Planning and Zoning Commission as part of a Corridor Development District application in 1986. In 1987, the Board of Zoning Appeals approved a variance allowing both signs to exceed the maximum height restriction of 15 feet, with the sign along the south elevation permitted to be installed at 25 feet above grade, and the sign along the east elevation at 18 feet above grade.

The Bridge Street District zoning regulations allow this single tenant building a maximum of one building-mounted sign per street frontage. The applicant is proposing to replace the existing 63.25-square-foot wall sign over the entrance with a 36.25-square-foot internally illuminated wall sign. The applicant is also proposing to replace the existing 78.75-square-foot wall sign located on the south elevation, facing Village Parkway, with a 49.5-square-foot internally illuminated wall sign.

Proposed Wall Sign (East Elevation)			
	Permitted	Proposed	Requirement
<i>Size</i>	Max. 50 sq. ft. based on ½ sq. ft. per lineal foot of building wall or storefront width (400 ft. storefront width)	36.25 sq. ft.	Met
<i>Location</i>	On walls facing a public street; not extending more than 14 in. from face of the structure	Above the main entrance located on the east elevation of the building, facing a private drive	Met with the condition
<i>Height</i>	Located within the first story as appropriate to building type; 15 ft. for Existing Structures; not extending above the roofline	14 ft. above grade	Met
<i>Colors</i>	Max. three (including logo)	1 total (red)	Met

Proposed Wall Sign (South Elevation)			
	Permitted	Proposed	Requirement
<i>Size</i>	Max. 50 sq. ft. based on ½ sq. ft. per lineal foot of building wall or storefront width (49 ft. building wall length) or 24.75 sq. ft.	49.5 sq. ft.	Met with the condition
<i>Location</i>	On walls facing a public street; not extending more than 14 in. from face of the structure	Installed on the south elevation of the building, facing Village Parkway	Met
<i>Height</i>	Located within the first story as appropriate to building type; 15 ft. for Existing Structures; not extending above the roofline	25 ft. above grade	Met through variance
<i>Colors</i>	Max. three (including logo)	1 total (red)	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 Signs

The proposed wall signs use internally illuminated channel letters with red LED lighting underneath an opaque red acrylic background and painted black returns.

The proposed wall sign along the east elevation of the building, above the main entrance meets all Zoning Code requirements except that it is not facing a public street. The AMC Theater is part of the Dublin Village Center, for which an application for a Preliminary Plat has been filed, to be followed by a future Final Plat. The proposed plat establishes right-of-way for a public street along the east side of the theater where there is currently a private drive. This sign will fulfill the requirement of facing a

public street once the Final Plat is recorded. Until that time, the applicant is permitted to perform maintenance on the sign and remove the existing "18 Theaters" channel lettering.

The proposed wall sign along the south elevation of the building, facing Village Parkway, meets all Zoning Code requirements except that it exceeds the maximum permitted size and therefore will need to be proportionally modified to not exceed the maximum permitted size of approximately 24.75 square feet based on the width of the wall on which the sign is attached.

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 with conditions. The proposed signs are consistent with the Zoning Code requirements for signs with regard to number, color, design, location and size with the two recommended conditions.

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

Met. The proposed signs will help add a sense of liveliness and activity in the Dublin Village Center.

PART IV: PROPOSED ADMINISTRATIVE REVIEW TEAM DETERMINATION

Approval of this Minor Project Review application with two conditions:

1. That the proposed wall sign along the east elevation of the building not be installed until the Final Plat for the Dublin Village Center is recorded; and
2. That the size of the proposed wall sign along the south elevation of the building be proportionally modified to not exceed the maximum permitted size (approximately 24.75 square feet).