



# Master Sign Plan

## 13-067ARB-MSP – BSC Historic Core District

### 48 South High Street

This is a request for the installation of two window signs for an existing business located on the east side of South High Street, south of the intersection with Spring Hill. This Master Sign Plan application is proposed in accordance with Zoning Code Section 153.065(H), 153.170 and the *Historic Dublin Design Guidelines*.

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

July 3, 2013

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

Wednesday, July 18, 2013

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

Wednesday, July 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>	Master Sign Plan
<i>Development Proposal</i>	New window signs
<i>Administrative Departures</i>	None
<i>Waivers</i>	None
<i>Property Address</i>	48 South High Street
<i>Property Owner</i>	Michael Ray Ltd.
<i>Applicant</i>	Joel Campbell, Strip, Hoppers, Leithart, McGrath and Terlecky, Co. LPA
<i>Case Manager</i>	Jennifer Rauch, AICP, Planner II   (614) 410-4690   jrauch@dublin.oh.us

**Application Contents**

The applicant is proposing to install two window signs within two box bay windows located north of the building’s entrance door of the tenant space along South High Street. The north window sign will be placed in the center of the window. The south window sign will be placed in the center of the window with a secondary image located at the bottom of the window. The sign design includes gold text and logo.

**PART II: ADMINISTRATIVE REVIEW TEAM COMMENTS**

**Land Use and Long Range Planning & Building Standards**

**Master Sign Plan**  
*§153.065(H) – Signs*

Proposed Window Sign – South High Street			
Permitted		Proposed	Requirement
<i>Number and Type</i>	Two signs of a different type, per ground floor tenant with a storefront	Two window signs	Met with approval of a Master Sign Plan
<i>Size</i>	20% of window surface area; max. of 8 sq. ft.	2.4 sq. ft. is permitted per window North window: 2.07 sq. ft. South window: 1.30 sq. ft upper decal and 0.25 sq. ft. lower decal	Met with the removal or relocation of the lower tag line
<i>Location</i>	Ground floor windows only	Located in the ground floor windows	Met
<i>Colors</i>	3 colors	1 color; gold logo and text	Met

Code requires two different sign types (ground, wall, awning, projecting or window) be used for each ground floor tenant with a storefront. Planning counts the two signs separately and therefore approval of a Master Sign Plan is required to permit two of the same sign type.

The permitted window sign area is 2.4 square feet for each window, based on the area of the window. The south window sign includes the tenant name in the center of the window and a secondary image located at the bottom of the window. The applicant's proposal calculated each sign separately and added the totals, where Code requires that the cumulative area around the entire sign be calculated. Planning recommends the tag a secondary image proposed on the bottom of the window be removed or relocated under the tenant name in order to meet the permitted 2.4 square feet limitation.

### **Engineering, Parks and Open Space, Fire, Police, Economic Development**

No comments.

## **PART III: APPLICABLE REVIEW STANDARDS**

### **Application Review Procedure: Master Sign Plan**

The purpose of the Master Sign Plan is to provide an opportunity for an applicant to request approval of sign and graphic standards that depart from Code Section 153.065(H) provided the intent and purpose of these standards for the applicable BSC district are maintained. Following acceptance of a complete application for a Master Sign Plan, the Administrative Review Team shall make a recommendation to the Architectural Review Board to approve, deny, or approve with conditions the application.

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.

### **Applicable Review Criteria**

#### **Master Sign Plan**

Section 153.065 6, E permits the Architectural Review Board to approve a Master Sign Plan to permit signs that depart from the requirements of Section 153.065 H provided the Board makes a determination regarding "the appropriateness of the signs and their placement given the architecture of buildings..." A master sign plan approval is required for this application to permit two window signs in lieu of the Code required two different sign types.

The existing box bay windows are an important element of this building and the use of window signs on the window face is both historically and architecturally appropriate to this building design. The two windows are not separated by a door and can be read as a single architectural element making the use of the two signs complementary to the building.

### **Architectural Review Board Review Criteria**

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**

6) Complementary Sign Design.

*Criterion Met with condition.* The proposed signs complementary the building type and take advantage of the existing box bay windows. The proposed signs meet Code for font and color. The secondary image on the south window will need to be removed or relocated to the meet area requirements.

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

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

- 1) The secondary image proposed on the bottom of the south window be removed or relocated under the tenant name and meet the area requirements, subject to approval by Planning.