



# Master Sign Plan

## 13-087ARB-MSP – BSC Historic Core District

### Oscar's Restaurant Signs – 84 N. High Street

This is a request to install an 7.9-square-foot ground sign and a 7.92-square-foot wall sign facing North High Street for a restaurant on the east side of North High Street north of the intersection with North Street. This is a request for review and recommendation of approval to the Architectural Review Board for Master Sign Plan in accordance with Zoning Code Section 153.066(G).

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

Wednesday, August 14, 2013

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

Thursday, August 22, 2013

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

Wednesday, August 28, 2013

#### **Case Managers**

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**PART I: APPLICATION OVERVIEW**

<i>Zoning District</i>	BSC Historic Core District
<i>Review Type</i>	Master Sign Plan
<i>Development Proposal</i>	One 7.9-square-foot wall sign and one 7.9-square-foot ground sign for an existing restaurant
<i>Administrative Departures</i>	None
<i>Waivers</i>	None
<i>Property Address</i>	35 North High Street
<i>Property Owner</i>	Jack Eggspuehler, property owner
<i>Applicant</i>	Mike Tibbetts, Oscar’s Restaurant
<i>Case Managers</i>	Jordan Fromm, Planning Assistant   (614) 410-4654   <a href="mailto:jfromm@dublin.oh.us">jfromm@dublin.oh.us</a> Jennifer M. Rauch, AICP, Planner II   (614) 410-4690   <a href="mailto:jrauch@dublin.oh.us">jrauch@dublin.oh.us</a>

**Application Contents**

The applicant is proposing to install a wall sign in the location of the existing wall sign adjacent to the restaurant entrance, and a ground sign centered in an existing ivy bed adjacent to the front property line. The sign for both locations are identical—the design includes red text, black background and white and red accents.

**PART II: ADMINISTRATIVE REVIEW TEAM COMMENTS**

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

**Master Sign Plan**

*§153.065(H) – Signs*

Proposed Wall Sign – High Street			
Permitted		Proposed	Requirement
<i>Number/Type</i>	A combination of two different sign types, including ground signs and building-mounted signs, are permitted for each ground floor tenant in multiple tenant buildings.	One wall sign	Met
<i>Size</i>	Max. of 8 sq. ft.	7.9 sq. ft.	Met
<i>Location</i>	On walls facing a public street; located on the portion of the wall associated with the tenant space or storefront; extending not more than 14 in. from the face of the structure to which it is attached	On a wall facing a public street on the portion of the wall associated with the storefront; extends not more than 14 in. from the face of the structure	Met
<i>Colors</i>	3 colors	3 total (white, red, black); black background; red border and primary copy;	Met

Proposed Wall Sign – High Street			
Permitted		Proposed	Requirement
		white outline and secondary image	
<i>Height</i>	15 ft. and not extending above the roofline	Approximately 14 ft. from grade to the top of sign	Met
Proposed Ground Sign – High Street			
Permitted		Proposed	Requirement
<i>Number/Type</i>	A combination of two different sign types, including ground signs and building-mounted signs, are permitted for each ground floor tenant in multiple tenant buildings.	One ground sign for tenant space	Met
<i>Size</i>	Max. of 8 sq. ft.	7.9 sq. ft.	Met
<i>Location</i>	Minimum setback of 8 ft. from the street right-of-way or any property line.	Encroaches the minimum setback by approx. 8 ft.	Met with Master Sign Plan
<i>Colors</i>	3 colors	3 total (white, red, black); background to be black; border and name to be red; additional letters and primary text outline to be white	Met
<i>Height</i>	Max. 6 ft.	6 ft. from grade to the top of post	Met

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

Engineering needs to review the site plan for 84 North High Street with the proposed ground sign shown to address concerns with the proposed ground sign providing enough clearance with the sidewalk.

**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(H)(2)(c), 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 a ground sign to encroach the minimum setback from the right-of-way.

Dublin Zoning Code Table 153.065-H, Ground Sign Requirements, states that ground signs must adhere to a minimum setback of 8 feet from the street right-of-way or any property line. A non-use variance (Case 09-106V) permitted the site to have a zero front yard setback and a patio was installed at the right-of-way line. The proposed sign will be placed directly behind the right-of-way line to allow the sign to be seen in the existing. A Master Sign Plan is needed to permit the proposed ground sign in its proposed location.

*Criterion Met.* The proposed ground sign is architecturally appropriate to this building design and site layout. The location of the ground sign is consistent with other signs in the immediate vicinity.

### 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 the applicable criteria.

6) **General Review Standards** Complementary Sign Design.

*Criterion Met with condition.* The proposed ground and wall signs complement the building type and address site identification concerns. The location of the proposed ground sign is consistent with other signs in the immediate vicinity. The proposed signs meet Code for font and color. A revised site plan must be provided to depict the location of the ground sign to ensure there is clearance between the sign location and the sidewalk, subject to approval by Engineering.

## PART IV: PROPOSED ADMINISTRATIVE REVIEW TEAM RECOMMENDATION

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

- 1) A revised site plan must be provided to depict the location of the ground sign to ensure there is clearance between the sign location and the sidewalk, subject to approval by Engineering.