

Minor Project Review

13-005MPR – BSC Sawmill Center Neighborhood District

Infiniti of Columbus

3890 Tuller Road

This is a request to install three wall and three ground signs in accordance with Zoning Code Section 153.065(H) for an automobile dealership on the north side of Tuller Road, east of Sawmill Road and south of Interstate I-270.

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

Wednesday, January 16, 2013

Date of ART Determination

Thursday, January 24, 2013

Case Manager

Claudia D. Husak, AICP, Planner II | (614) 410-4675 | chusak@dublin.oh.us



PART I: APPLICATION OVERVIEW

<i>Zoning District</i>	BSC Sawmill Center Neighborhood District
<i>Development Proposal</i>	Combination of wall and ground signs for an automobile dealership
<i>Building Type</i>	Existing Structures
<i>Waivers</i>	None
<i>Administrative Departures</i>	None
<i>Property Address</i>	3890 Tuller Road
<i>Property Owner</i>	J. Daniel Schmidt, Infiniti of Columbus, owner
<i>Applicant</i>	Jill Waddell, Danite Signs
<i>Case Manager</i>	Claudia D. Husak, AICP, Planner II (614) 410-4675 chusak@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 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(1) – Site Development Standards – Building-Mounted Sign Requirements

This site has frontage on three streets with two buildings, which permits two ground signs and two building-mounted signs per building, for a total of four ground signs and three building-mounted signs. Three ground signs and three building-mounted signs are proposed.

Sign A – Ground Sign on Sawmill Road			
	Permitted	Proposed	Requirement
<i>Type & Size</i>	Max. 24 sq. ft. ground sign	22.25 sq. ft.	Met
<i>Location</i>	8 ft. from ROW	Along Sawmill Road frontage, approx. 100 ft. from ROW	Met
<i>Height</i>	Max 8 ft.	7 ft. 8.25 in	Met
<i>Colors</i>	Max. three (including logo)	3 ft. 2 in. sign cabinet on 9 in. polished stainless steel base on top of 3 ft. 9 in. black metal base	Met
		Cabinet of white, tempered glass background with a stainless steel Infiniti logo and pin-mounted lettering for a total of two colors	
Signs B – Ground Signs on Tuller Road			
	Permitted	Proposed	Requirement
<i>Type & Size</i>	Max. 24 sq. ft. ground sign	22.25 sq. ft.	Met
<i>Location</i>	8 ft. from ROW	Both signs are located along the Tuller Road frontage, one west of the entrance to the existing dealership and the other west of the entrance to the new showroom, both are shown approximately 25 ft. from ROW	Met
<i>Height</i>	Max 8 ft.	4 ft. 8 in.	Met
<i>Colors</i>	Max. three (including logo)	3 ft. 2 in. sign cabinet on 9 in. polished stainless steel base on top of 8 in. black metal base	Met
		Cabinet of white, tempered glass background with a stainless steel Infiniti logo and pin-mounted lettering for a total of two colors	
Sign C – Wall Sign on New Showroom Building Facing I-270			
	Permitted	Proposed	Requirement
<i>Type & Size</i>	Max. 50 sq. ft. based on ½ sq. ft. per lineal foot of building wall	41 sq. ft. (110 ft. long building wall facing north)	Met
<i>Location</i>	On walls facing a public street; and/or located within 6 ft. of the common public entrance; not extending more than 14 in. from the face of the structure	On north facing wall, along I-270 of the new showroom building	Met
<i>Height</i>	Located within the first story as appropriate to building type; 15 ft. for Existing Structures; not extending above the roofline	15 ft. above grade	Met
<i>Colors</i>	Max. three (including logo)	Internally illuminated, three-dimensional stainless steel Infiniti name and logo; 1 color total	Met

Signs D & H – Wall Sign on New Showroom Building Facing West			
	Permitted	Proposed	Requirement
<i>Type & Size</i>	Max. 35 sq. ft. based on ½ sq. ft. per lineal foot of building wall (for 70 ft. long west facing wall of new showroom building)	16 sq. ft.	Met
<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	On west-facing wall of new showroom building on either side of the main entrance	Met
<i>Height</i>	Located within the first story as appropriate to building type; 15 ft. for Existing Structures; not extending above the roofline	7 ft. above grade	Met
<i>Colors</i>	Max. three (including logo)	Three-dimensional stainless steel Infiniti name and logo and polished silver metal location name (Columbus); one color total	Met

Sign E – Wall Sign on Service Building Facing Tuller Road			
	Permitted	Proposed	Requirement
<i>Type & Size</i>	Building mounted sign with 35 sq. ft. max. size based on ½ sq. ft. per lineal foot of building wall (for a 75 ft. long portion of existing dealership building)	30 sq. ft.	Met
<i>Location</i>	On walls facing a public street; not extending more than 14 in. from the face of the structure	Above the main service entrance overhead doors facing Tuller Road; reverse channel letters approximately 2½ in. deep	Met
<i>Height</i>	15 ft. for Existing Structures; not extending above the roofline	13 ft. 4 in. above grade	Met
<i>Colors</i>	Max. three (including logo)	Black lettering with silver, metal panel; two colors	Met

PART II: ADMINISTRATIVE REVIEW TEAM COMMENTS

Land Use and Long Range Planning

All Minor Project Review criteria are met.

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.

The proposed ground signs are retained from a previous approval by the Planning and Zoning Commission, but will be relocated as part of this application. The proposed building-mounted signs use the design elements of the ground signs. The proposal is creatively designed through the use of different sign types and modern materials 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 is required to evaluate this application based on the applicable review criteria for Minor Projects, which include the following proposed findings:

(c) Meets Applicable Zoning Regulations

Criterion met. The proposed signs are consistent with the Zoning Code requirements for signs with regard to location, number, height, area, and design. The proposal is creatively designed through the use of different sign types and modern materials and the intent for signs in the Bridge Street District has been met.

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

Criterion met. The proposed sign will contribute to the creation of high quality, effective graphics for navigation and identification purposes.

PART IV: PROPOSED ADMINISTRATIVE REVIEW TEAM DETERMINATION

Approval of this Minor Project Review application as submitted.