



City of Dublin
**LAND USE & LONG
RANGE PLANNING**

August 29, 2013

Minor Project Review

13-094MPR – BSC Commercial District

Shoppes at River Ridge – Silver Spoon Children's Boutique – 4365 West Dublin-Granville Road

This is a request to install an eight-square-foot wall sign for a new retail facility in the Shoppes at River Ridge shopping center, at the southeast corner of the intersection of West Dublin-Granville Road and Dale Drive. This Minor Project Review application is proposed in accordance with Zoning Code Section 153.066(G).

Date of Application Acceptance

Wednesday, August 21, 2013

Date of ART Determination

Thursday, August 29, 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>	Sign: 8-square-foot wall 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>	4365 West Dublin-Granville Road
<i>Property Owner</i>	MR/TSARR Owner, LLC
<i>Applicant</i>	Amy Provenzano, The Silver Spoon Luxury Children’s Boutique, LLC
<i>Representative</i>	Andrew Bacher, DaNite Sign Co.
<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 one 8-square-foot externally-illuminated sign on the north elevation over the main entrance facing the parking lot.

Proposed Wall Sign			
	Permitted	Proposed	Requirement
<i>Size</i>	Max. 8 sq. ft. based on ½ sq. ft. per lineal foot of building wall or storefront width (16 ft. storefront width)	8 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 north building elevation	Met
<i>Height</i>	Located within the first story as appropriate to building type; 15 ft. for Existing Structures; not extending above the roofline	Approx. 14 feet, 7.5 inches above grade	Met
<i>Colors</i>	Max. 3 (including logo)	2 colors (silver and white)	Met

PART II: ADMINISTRATIVE REVIEW TEAM COMMENTS

Land Use and Long Range Planning

The proposed sign meets applicable zoning regulations for sign size, number, location, height, and color.

Architectural Consultant

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 City’s architectural consultant, Mark Ford with Ford & Associates Architects, has reviewed the proposed sign with respect to the intent for signs in the Bridge Street District. While Mr. Ford finds the overall text and graphic composition of the sign to be well proportioned, he notes that the proposed color combination (white and silver) fails to provide much contrast to the existing building wall to which it will be mounted and recommends the addition of a thin black line around the perimeter of the sign to outline the profile of the sign to create a more distinct shape against the wall behind the sign. He also recommends that the length of the sign be slightly widened so that it is wider than the door and transom over which it is centered and that the existing gooseneck light fixtures be reconfigured to properly illuminate the sign.

Refer to the attached memo dated August 22, 2013 for Mr. Ford’s analysis.

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

Met. The proposed sign is consistent with the Zoning Code requirements for signs with regard to area, location, number, height, and design.

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

Met with condition. The proposed sign will help create a lively pedestrian environment in the Shoppes at River Ridge shopping center, with the condition that the applicant modify the wall sign to address the considerations raised by the City’s architectural consultant, subject to Planning approval.

PART IV: PROPOSED ADMINISTRATIVE REVIEW TEAM DETERMINATION

Approval of this Minor Project Review application with the following condition:

1. That the applicant modify the wall sign to address the considerations raised by the City’s architectural consultant, subject to Planning approval.

ATTACHMENT

FORD & ASSOCIATES

Memorandum

A R C H I T E C T S

To: Rachel Ray, AICP
Planner II, City of Dublin

From: Mark Ford

Date: August 22, 2013

Re: Silver Spoon
The Shoppes of River Ridge

Per your request, I have reviewed the proposed Silver Spoon sign application prepared by Danite Sign Co. dated August 21, 2013. My comments are as follows:

1. The overall text and graphic composition is well proportioned. I would suggest that the sign length be increased slightly so that it wider than the door and transom. It appears to small on the wall surface to which it is be mounted.
2. The sign is primarily white with silver gloss letters and accents. This color combination fails to provide much contrast to the existing building wall to which it will be mounted (see proposed conceptual elevation). I would suggest a thin black line around the perimeter of the sign to outline the profile of the sign to create a more distinct shape against the wall behind the sign.
3. The existing/new light fixtures will need to be re-configured to properly illuminate the sign.

Please contact me if additional information is required.

1500 WEST FIRST AVENUE
COLUMBUS, OHIO 43212

614.488.6252
FAX 614.488.9963