

Minor Project Review

14-031MPR – BSC Commercial District

Shoppes at River Ridge – Fuse by Cardinal Health – Sign – 4305 W Dublin-Granville Road

This is a request to install a 21-square-foot wall sign for a new office tenant in the Shoppes at River Ridge shopping center located at the southeast corner of the intersection of West Dublin-Granville Road and Dale Drive. This is a request for review and approval of a Minor Project Review under the provisions of Zoning Code Section 153.066(G).

Date of Application Acceptance

Wednesday, April 9, 2014

Date of ART Determination

Thursday, April 24, 2014

Case Manager

Rachel 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>	Building-Mounted (Wall) Sign
<i>Building Type</i>	Existing Structure
<i>Waivers</i>	None
<i>Administrative Departures</i>	None
<i>Property Address</i>	4305 West Dublin-Granville Road
<i>Property Owner</i>	MR/TSARR Owner, LLC
<i>Applicant</i>	Kyle Kesselring, Cardinal Health
<i>Representative</i>	Steve Moore, Moore Signs
<i>Case Manager</i>	Rachel Ray, AICP, Planner II (614) 410-4656 rray@dublin.oh.us

Application Review Procedure: Minor Project Review

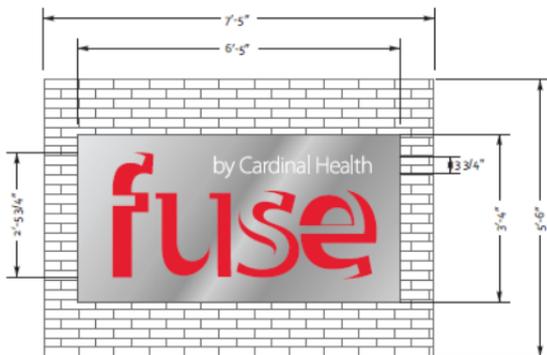
The purpose of the Minor Project Review is to provide an efficient review process for smaller projects that do not have significant community effects. The Minor Project Review is necessary to ensure that applications for development meet the requirements of Chapter 153 of the Dublin Zoning Code.

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 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 to install a 21.4-square-foot, internally illuminated, routed aluminum cabinet sign on the front elevation of the tenant space above the main entrance. No other signs are proposed.



Proposed Wall Sign			
	Permitted	Proposed	Requirement
<i>Size</i>	Max. 25.9 sq. ft. based on ½ sq. ft. per lineal foot of storefront width (51 ft. 9 in. tenant space)	21.4 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	Above the main entrance to the storefront on northwest corner of the 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. 3, except that registered trademarks less than 20% of total sign area may have unlimited colors, provided that sign copy and background use one of the colors within the trademark; or	3 (red, white, aluminum)	Met
	Max. 5 for the entire sign, where a registered corporate trademark exceeds 20% of the sign area.		

PART II: ADMINISTRATIVE REVIEW TEAM COMMENTS

Graphic Design 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, and add a sense of liveliness, activity, and an enhanced pedestrian experience.

One of the City's graphic design consultants, Studio Graphique, has reviewed the originally proposed sign with respect to the intent for signs in the Bridge Street District. A copy of the memo submitted by Studio Graphique is attached to this report.

Studio Graphique made the following recommendations, which were either addressed or clarified by the applicant at the April 17, 2014 ART meeting (as noted):

- *The sign panel should be vertically and horizontally centered within the masonry field.*
 The applicant increased the height of the sign from 14 feet, 9 inches to 15 feet to center the sign within the masonry field above the main entrance doors.
- *Consider using a push-through acrylic for the "fuse" logo with translucent vinyl on the first surface. This will give the sign a bit more dimensional character and contrast the white back-up acrylic of the "by Cardinal Health" component.*
 The applicant explained that the intent of the sign's design is to reflect the sleek, high-tech nature of Cardinal Health's technology functions, which is part of the Fuse operations. The applicant increased the depth of the aluminum sign panel from .125-inch to .25-inch to slightly increase the depth between the back-lit red sign lettering and provide a more substantial, dimensional appearance to the sign while maintaining the smooth design.

- *The “by Cardinal Health” typeface and treatment should match the corporate identity of Cardinal Health. This will help reinforce the brand identity of Cardinal Health and their association with Fuse.*

The applicant clarified that the proposed font (“Myriad Pro”) is one of Cardinal Health’s branded fonts.

- *The left and right space between the logo elements and the aluminum panel edge should be increased to provide some visual relief as the panel appears to be tightly confining the logo.*

The applicant widened the sign by five inches to create additional space between the sign lettering and the edge of the sign panel.

Planning

The proposed sign meets the applicable zoning regulations for total sign size, number, location, color, and height. The modifications that the applicant made following the graphic design consultant’s analysis are appropriate and meet the intent of the sign regulations for the Bridge Street District.

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

(e) Building Relationships and Quality Development

Criterion met. The proposed sign adds visual interest and aesthetic quality to the tenant space.

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

Criterion met. The Community Plan notes that “Dublin’s built environment contributes positively to the community’s character. This image is characterized by high quality office buildings, well-landscaped areas and streetscapes, tasteful signs and graphics, appropriate lighting standards and quality architecture.” The proposed sign will positively contribute to the aesthetic character of the community.

PART IV: PROPOSED ADMINISTRATIVE REVIEW TEAM DETERMINATION

Approval of this request for Minor Project Review.

date 16 April 2014
project number DUB1206
project name City Of Dublin, Ohio
Sign Submittal Review
applicant Cardinal Health / Fuse



STUDIO GRAPHIQUE ■ *design with direction*

PROJECT INFORMATION

Attention:

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City of Dublin Ohio
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rray@dublin.oh.us

Property Address:

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Dublin, OH 43017
Parcel #273008269

Applicant:

Kyle Kesselring
Cardinal Health / Fuse
(614) 757-4822
kyle.kesselring@cardinalhealth.com

Reviewed by:

Cathy Fromet
Studio Graphique
(216) 921-0750
cathy@studiographique.com

Existing Land Use/Development:

Shopping Center

Authorized Representative:

Steve Moore
Moore Signs
(614) 432-5965
steve@mooresigns.biz

Zoning District:

BSC / Commercial

Studio Graphique has reviewed the proposed Fuse sign application prepared by Steve Moore of Moore Signs dated April 8, 2014. Comments are as follows:

SIGN: Sla

Sign Type: Building-Mounted Sign, Wall Sign

Location: Northeast corner of building, on octagonal tower element, above entrance doors

Drawing Reference: C39540-S1a

QUANTITY

Allowable: 2 153.065(H)(c)(1) / Maximum of two building-mounted sign (cannot be of same type)

Proposed: 1

Compliance: Yes

AREA

Allowable Area: 25.89 sq ft Table 153.065-I / Based on 51'-9 1/4" frontage shown on Priority Sign provided elevation

Proposed Area: 20.00 sq ft 3'-4" high by 6'-0" wide

Compliance: Yes

COMMENTS / RECOMMENDATIONS

The sign panel should be vertically and horizontally centered within the masonry field. Consider using a push-through acrylic for the "fuse" logo with translucent vinyl on the first surface. This will give the sign a bit more dimensional character and contrast the white back-up acrylic of the "by Cardinal Health" component. The "by Cardinal Health" typeface and treatment should match the corporate identity of Cardinal Health. This will help reinforce the brand identity of Cardinal Health and their association with Fuse. The left and right space between the logo elements and the aluminum panel edge should be increased to provide some visual relief as the panel appears to be tightly confining the logo.

