

Minor Project Review

14-035MPR – BSC Commercial District

Shoppes at River Ridge – River's Edge Pediatrics – Sign – 4335 West Dublin-Granville Road

This is a request to install an approximately 20-square-foot wall sign for a new medical office tenant 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

Monday, April 21, 2014

Date of ART Determination

Thursday, May 1, 2014

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: 20-square-foot wall sign for a new medical office tenant
<i>Building Type</i>	Existing Structure
<i>Waivers</i>	None
<i>Administrative Departures</i>	153.065(H)(7) – Specific Sign Type Requirements – Wall Sign Location
<i>Property Address</i>	4335 West Dublin-Granville Road
<i>Property Owner</i>	MR/TSARR Owner, LLC
<i>Applicant</i>	Christine Pope, River's Edge Pediatrics, Inc.
<i>Representative</i>	Jon Andrews, Sign-A-Rama Powell
<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)(3) 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 a single 20-square-foot externally-illuminated sign on the west elevation centered on the tenant space facing the parking lot.



Proposed Wall Sign			
	Permitted	Proposed	Requirement
Size	Max. 31 sq. ft. based on ½ sq. ft. per lineal foot of building wall or storefront width (62 ft. storefront width)	20 sq. ft.	Met
Location	On walls facing a public street; not extending more than 14 in. from face of the structure; located on a portion of the wall associated with the tenant space or storefront	Centered on the storefront arcade, attached to the soffit	Met with Adm. Dep.
Height	Located within the first story as appropriate to building type; 15 ft. for Existing Structures; not extending above the roofline	Approx. 9 feet, 9 inches above grade	Met
Colors	Max. 3 (including logo)	2 colors (black and white)	Met

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, as well as to add a sense of liveliness, activity, and enhanced pedestrian experience in this district.

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:

- *Provide scaled drawings (plan and elevation) showing the extent of the tenant space and total frontage based on actual lease line dimensions.*
The application materials submitted by the applicant indicate that the tenant space is 62 feet wide. The applicant will need to submit a floor plan confirming the dimensions of the leased tenant space as part of the sign permit.
- *The sign should be designed and mounted to fit within one of the frame openings and placed over the primary business entrance.*
The applicant is proposing to center the sign over the entire storefront, which is behind all four "bays" framed by the building overhang. The sign should be relocated and slightly reconfigured to fit within the frame opening over the primary business entrance (the southernmost "bay,"), subject to Planning approval. This will avoid any patient confusion as to which door is the primary entrance. An exit door is planned on the north side of the tenant space and will not be accessible from the outside.
- *It cannot be determined whether or not the sign and lighting as designed will even fit on the soffit, regardless of appearance.*
The applicant has modified the proposal to include recessed can lighting in lieu of gooseneck light fixtures.
- *Provide the type of ballast and proposed ballast location.*
The sign lighting details should be provided as part of the sign permit application.
- *Additional information about the sign construction is needed, including but not limited to the depth of the logo/letter elements, the edge profile, and the white perimeter line (recessed or projecting). We recommend the sign have greater depth (over 1") and sense of dimensionality to fit appropriately on the facade.*
The applicant has indicated that the sign lettering is routed into the sign, consistent with other sign panels in the shopping center.
- *This business has a very well designed logo including at least two versions of an illustration. One thing is consistent though, the frame around the graphic element. We recommend incorporating this edge treatment instead of the filleted corners on the sign face to emphasize the business' brand identity.*
The sign should be reconfigured consistent with the recommendation.

Planning

The proposed sign meets the applicable zoning regulations for total sign size, number, color, and height. An Administrative Departure is required for the sign location (see analysis in the following section).

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

(e) **Building Relationships and Quality Development**

Criterion met with condition. The proposed sign adds visual interest and aesthetic quality to the tenant space. The sign as proposed should be relocated in front of the primary entrance.

(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.

Administrative Departure Review

The proposed wall sign will be installed on the canopy support structure in front of the tenant space. As the wall sign will not be mounted directly to the portion of the wall associated with the tenant space or storefront, an Administrative Departure is required.

The Administrative Review Team shall grant a request for an Administrative Departure provided the request meets the general purpose and intent of the District and one or more of the following criteria:

- a) **The need for the Administrative Departure is caused by unique site conditions, conditions on surrounding properties, and/or otherwise complies with the spirit and intent of the Bridge Street District Plan, and is not being requested simply to reduce cost or as a matter of general convenience.**

Criterion met. The architecture associated with this tenant space leaves no reasonable location to install wall sign at a visible and conforming location. The sign should, however, be installed within one of the "frames" directly in front of the main entrance to the tenant space to avoid confusion as to the location of the primary entrance.

- b) **The request does not have the effect of authorizing any use, sign, building type, or open space type that is not otherwise permitted in the District.**

Criterion met. Wall signs are a permitted sign type.

- c) **The request does not modify any numerical zoning standard related to building dimensions, lot dimensions or coverage, open space, landscaping, parking, fencing, walls, screening, or exterior lighting by more than 10% of the requirement.**

Criterion met. The request is related to sign type and placement.

- d) **If approved, the request will ensure that the development is of equal or greater development quality with respect to design, material, and other development features than without the Administrative Departure.**

Criterion met. The requested sign location will ensure that the sign is well-integrated with the architectural character of the building.

PART IV: PROPOSED ADMINISTRATIVE REVIEW TEAM DETERMINATIONS

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

1. That the applicant submit a floor plan confirming the dimensions of the leased tenant space as part of the sign permit;
2. That the sign be relocated and slightly reconfigured to fit within the frame opening over the primary business entrance, subject to Planning approval; and
3. That the applicant provide the sign lighting details as part of the sign permit application, subject to Planning approval.

Approval of the following Administrative Departure:

1. 153.065(H)(7) – Specific Sign Type Requirements – Not requiring the wall sign to be located directly on the wall associated with the tenant space or storefront.

date 24 April 2014
project number DUB1206
project name City Of Dublin, Ohio
Sign Submittal Review
applicant River's Edge Pediatrics



STUDIO GRAPHIQUE ■ *design with direction*

PROJECT INFORMATION

Attention:

Rachel Ray, AICP, Planner II
City of Dublin Ohio
(614) 410-4656
rray@dublin.oh.us

Property Address:

4335 W. Dublin Granville Rd.
Dublin, OH 43017
Parcel #273008269

Applicant:

Christine Pope
River's Edge Pediatrics
(614) 764-0843
cpope@repkids.net

Reviewed by:

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

Existing Land Use/Development:

Shopping Center

Authorized Representative:

Jon Andrews
Signarama Powell
(614) 932-7006
jon@signaramapowell.com

Zoning District:

BSC / Commercial

Studio Graphique has reviewed the proposed River's Edge Pediatrics sign application prepared by Jon Andrews of Signarama dated April 17, 2014. Comments are as follows:

SIGN: Wall Sign

Sign Type: Building-Mounted Sign, Wall Sign

Location: West facade of building A, centered on southernmost tenant space in building A

Drawing Reference: Signarama drawings 1-4

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: Unknown Table 153.065-1 / Accurate tenant frontage not provided

Proposed Area: 20.00 sq ft 2'-6" high by 8'-0" wide

Compliance: Unknown

COMMENTS / RECOMMENDATIONS

The provided site plan with tenant spaces does not match the elevation and prevents an accurate measurement of the actual tenant frontage. Provide scaled drawings (plan and elevation) showing the extent of the tenant space and total frontage based on actual lease line dimensions. Without this information, the allowable sign area cannot be determined.

The sign placement directly conflicts with the architectural framework of the facade, essentially negating the center vertical support connection between the ground and canopy structure. We recommend the sign be designed and mounted to fit within one of the frame openings and placed over the primary business entrance.

As shown, the sign face overlaps the horizontal facade framing, but no information is provided as to how much it overlaps. Without proper scaled drawings and details of this area, we estimate the vertical height of the soffit to be approximately 10". The escutcheon wall mount is 6". If the overlap of the sign is 3.25" (just a guess based on the filleted corners), this only leaves 0.375" of space above and below the escutcheon. This is far too tight a space and will result in a cramped appearance. Without detailed information about the facade construction and dimensions, especially with respect to the arcade/canopy support and soffit dimensions, it cannot be determined whether or not the sign and lighting as designed will even fit, regardless of appearance.



Based on the light fixture and mounting, provide evidence the light will properly illuminate the sign face and business name.

Provide the type of ballast and proposed ballast location.

Additional information about the sign construction is needed, including but not limited to the depth of the logo/letter elements, the edge profile, and the white perimeter line (recessed or projecting). We recommend the sign have greater depth (over 1") and sense of dimensionality to fit appropriately on the facade.

This business has a very well designed logo including at least two versions of an illustration. One thing is consistent though, the frame around the graphic element. We recommend incorporating this edge treatment instead of the filleted corners on the sign face to emphasize the business' brand identity.

Our recommendation is to revise the sign design and resubmit.

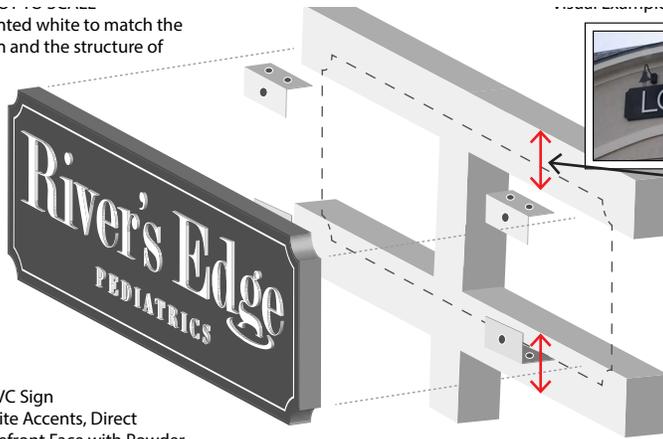


The vertical dimension of this soffit is too small to allow for the sign face to overlap and for the light fixture escutcheon.



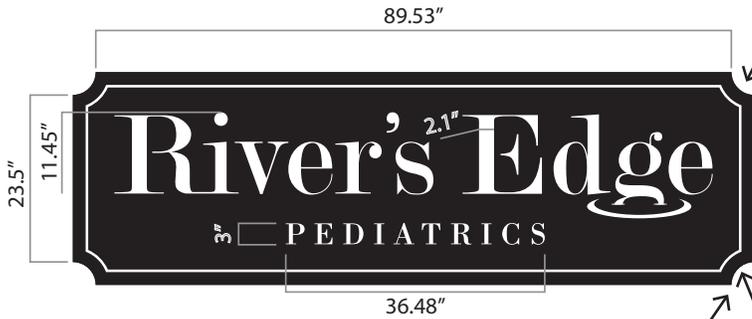
Consider placement of the sign within one of the facade "frames" and over the primary entrance.

nted white to match the
and the structure of



This dimension is critical to know in conjunction with the sign overlap and light fixture escutcheon. Based on estimates, the space is not enough to accommodate the sign overlap and the light fixture.

/C Sign
ite Accents, Direct
efront Face with Powder



The sign frame would reinforce the business brand identity if it matched the logo artwork (copied from website and Facebook site below).

