

Minor Project Review

14-084MPR – BSC Commercial District

Chevrolet of Dublin – Wall Signs

5002 and 5016 Post Road

This is a request to install two new 45.92-square-foot wall signs for an existing vehicular sales facility on the north side of Post Road, north of the intersection with Frantz Road. This is a request for review and approval of a Minor Project Review in accordance with Zoning Code Section 153.066(G).

Date of Application Acceptance

Wednesday, August 13, 2014

Date of ART Recommendation

Thursday, August 21, 2014

Case Managers

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PART I: APPLICATION OVERVIEW

<i>Zoning District</i>	BSC Commercial District
<i>Development Proposal</i>	Two building-mounted (wall) signs
<i>Building Type</i>	Existing Structures
<i>Waivers</i>	None
<i>Administrative Departures</i>	None
<i>Property Address</i>	5002 and 5016 Post Road
<i>Property Owner</i>	Car MAG LLC
<i>Applicant</i>	Jill Waddell, Danite Signs
<i>Case Managers</i>	Rachel S. Ray, AICP, Planner II 614.410.4656 rray@dublin.oh.us Jonathan Staker, Planning Assistant 614.410.2327 jstaker@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. A determination by the Administrative Review Team is required not more than 14 days from the date the request was submitted, unless a time extension is requested.

Site Background

Sign permits were approved in 2000 and 2004 for the 5002 and 5016 Post Road buildings (respectively) for a wall signs to be installed at 15 feet above grade on the south façades facing Post Road.



5016 Post Road: Proposed Sign Location
South Elevation Facing Post Road

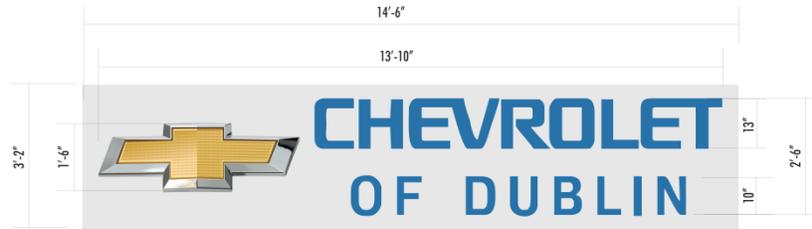


5002 Post Road: Proposed Sign Location
South Elevation Facing Post Road

Zoning Code Analysis

§153.065(H) – Site Development Standards – Signs

This site, which contains three single tenant buildings, is permitted one building-mounted sign per building in accordance with §153.065(H)(7). The applicant is proposing the installation of two identical 45.92-square foot LED-illuminated wall signs at the two main buildings: 5002 and 5016 Post Road. Both of the wall signs are proposed to be installed on the south elevations of the buildings facing Post Road.



Proposed Sign

Proposed Wall Sign | 5002 Post Road



	Permitted	Proposed	Requirement
Size	½ sq. ft. per each lineal foot of building wall or storefront width up to a maximum of 50 sq. ft. The south elevation on which the proposed sign will be attached is approx. 86 ft. wide.	45.92 sq. ft. (43 sq. ft. permitted)	Met with condition
Location	On walls facing a public street; not extending more than 14 in. from the face of the structure.	Facing Post Road; lettering extends 4 in. from structure.	Met
Height	Located within the first story as appropriate to building type; 15 ft. for Existing Structures; not extending above the roofline	15 ft. above grade, below the roof line.	Met
Colors	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; <u>or</u> Max. 5 for the entire sign, where a registered corporate trademark exceeds 20% of the sign area.	3 colors total, including corporate logo.	Met
Number of signs	1 wall sign per building.	1 wall sign per building.	Met

Proposed Wall Sign | 5016 Post Road



	Permitted	Proposed	Requirement
Size	½ sq. ft. per each lineal foot of building wall or storefront width up to a maximum of 50 sq. ft. The south elevation on which the propose sign will be attached is approx. 132 ft. wide.	45.92 sq. ft. (50 sq. ft. permitted)	Met
Location	On walls facing a public street; not extending more than 14 in. from the face of the structure.	Facing Post Road; lettering extends 4 in. from structure	Met
Height	Located within the first story as appropriate to building type; 15 ft. for Existing Structures; not extending above the roofline	15 ft. above grade, below the roof line	Met
Colors	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; <u>or</u> Max. 5 for the entire sign, where a registered corporate trademark exceeds 20% of the sign area.	3 colors total, including corporate logo.	Met
Number of signs	1 wall sign per building	1 wall sign per building	Met
Sign Design	All permitted sign types shall be designed to fully integrate with the building architecture and overall site design, and to enhance the pedestrian experience in the Bridge Street District.	The proposed sign location is not well integrated with the building's architecture. A more appropriate location should be identified.	Met with condition

PART II: ADMINISTRATIVE REVIEW TEAM COMMENTS

Planning & Building Standards

The proposed wall sign for the eastern of the two buildings (5002 Post Road) meets all applicable dimensional zoning regulations for signs stated in Code Section 153.065(H) and Table 153.065-I: Building Mounted Sign Requirements with the exception of sign size. The sign will need to be reduced to meet the Code requirements for size.

The proposed wall sign for the west building (5016 Post Road) meets all applicable dimensional zoning regulations for signs, but in Planning's opinion, is poorly integrated with the architecture of the building. The proposed sign cabinet would be installed above the service doors on the south elevation facing Post Road for purely functional reasons (few other locations on this glass building are available on which to attach a sign). Planning recommends that the applicant identify an alternative location, such as the southeast corner of the

building (also oriented toward Post Road), from which the proposed sign can be suspended to a height not exceeding 15 feet from grade.

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 condition. The proposed signs meet Code requirements for sign number, height, and color. The sign for the 5002 Post Road building will need to be reduced in size to meet the maximum sign area requirement.

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

Criterion met with conditions. 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 location on the 5016 Post Road building fails to positively contribute to the community’s character by not being well integrated to the building’s architecture. The sign should be relocated to a more architecturally appropriate location.

PART IV: PROPOSED ADMINISTRATIVE REVIEW TEAM DETERMINATION

Approval of this request for Minor Project Review with two conditions:

1. That the sign for the 5002 Post Road building is reduced in size to meet the max. sign area requirement; and
2. That the sign for the 5016 Post Road building is relocated to a more architecturally appropriate location.