



Minor Project Review

14-058MPR – BSC Commercial District

Shoppes at River Ridge – Harbor Yoga Studio – Sign – 4325 West Dublin-Granville Road

This is a request to install a 20-square-foot wall sign for a new yoga studio 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

Thursday, June 12, 2014

Date of ART Determination

Thursday, June 26, 2014

Case Manager

Marie Downie, Planner I | (614) 410-4679 | mdownie@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 yoga studio
<i>Building Type</i>	Existing Structure
<i>Waivers</i>	None
<i>Administrative Departures</i>	None
<i>Property Address</i>	4325 West Dublin-Granville Road
<i>Property Owner</i>	MR/TSARR Owner, LLC
<i>Applicant</i>	Michael Obrien, Harbor Yoga Studio
<i>Representative</i>	Bruce Sommerfelt, Signcom Incorporated
<i>Case Manager</i>	Marie Downie, Planner I (614) 410-4679 mdownie@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 externally-illuminated 20-square-foot wall sign on the west elevation centered above the tenant space facing the parking lot. Three individually mounted black gooseneck light fixtures are proposed above the sign.

Proposed Wall Sign			
	Permitted	Proposed	Requirement
Size	Max. 20 sq. ft. based on ½ sq. ft. per lineal foot of building wall or storefront width (40 ft. storefront width)	19.83 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	Met
Height	Located within the first story as appropriate to building type; 15 ft. for Existing Structures; not extending above the roofline	14 ft., 6 in.	Met
Colors	Max. 3 (including logo)	3 colors	Met

PART II: ADMINISTRATIVE REVIEW TEAM COMMENTS

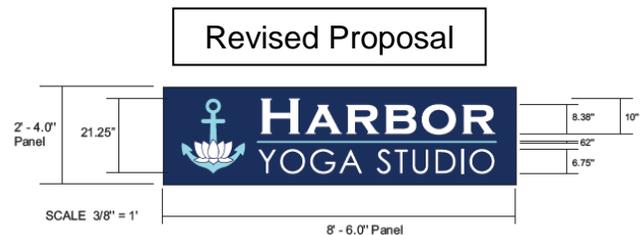
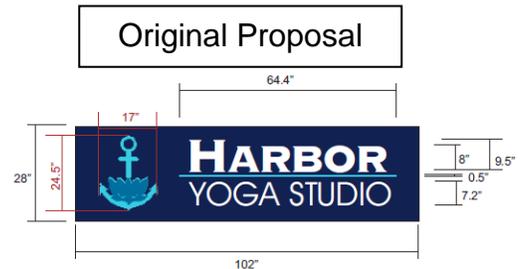
Graphic Design Consultant

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 recommended that the sign be revised to use the original artwork as provided on their website. Revisions to the weight and style of their text were also recommended. Studio Graphique suggested that changing the flower color in their logo to white with blue outline would make the flower more distinguishable.

The applicant has revised their original proposal to incorporate Studio Graphique's recommendations.



Planning

The proposed sign and light fixtures meet the applicable zoning regulations for sign size, number, color, and height. The proposed light fixtures are consistent with the light fixtures installed on other tenant spaces in the shopping center.

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 and light fixtures are consistent with the Zoning Code with regard to 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 Minor Project Review application.