

Minor Project Review

14-081MPR – BSC Commercial District

Shoppes at River Ridge – Coldwell Banker King Thompson – Sign and Architectural Modifications – 4535 West Dublin-Granville Road

This is a request to construct a new 43.5-square-foot wall sign, a .49-square foot window sign and to modify the existing awnings and canopy for a new tenant in the Shoppes at River Ridge, at the southeast corner of the intersection of West Dublin-Granville Road and Dale Drive. Review and approval of this Minor Project Review is in accordance with Zoning Code Section 153.066(G)

Date of Application Acceptance

Thursday, July 29, 2014

Date of ART Determination

Thursday, August 7, 2014

Case Manager

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PART I: APPLICATION OVERVIEW

<i>Zoning District</i>	BSC Commercial District
<i>Development Proposal</i>	New signs and modifications to existing awnings and canopy for a realty office
<i>Building Type</i>	Existing Structure
<i>Waivers</i>	None
<i>Administrative Departures</i>	None
<i>Property Address</i>	4535 West Dublin-Granville Road
<i>Property Owner</i>	MR/TSARR Owner, LLC
<i>Applicant</i>	Signcom Incorporated
<i>Representative</i>	Bruce Sommerfelt, Signcom Incorporated
<i>Case Managers</i>	Nichole Martin, Planning Assistant (614) 410-4635 nmartin@dublin.oh.us Jennifer Rauch, Senior Planner (614) 410-4690 jrauch@dublin.oh.us

Application History

A Minor Project was approved by the ART on June 26, 2014 with conditions to permit one window sign for the west tenant space (Quality Choice Title) and one wall sign and one window sign for the east tenant (Coldwell Banker King Thompson). The wall sign exceeded the permitted height requirement of 15 feet and would have required review and approval for a Master Sign Plan from the Planning and Zoning Commission. At the applicant's request, the Master Sign Plan review was postponed from the July 17, 2014 Commission meeting.

The applicant has since revised the sign proposal and tenant configuration, and has indicated that the space they are occupying in the building should be considered as a single-tenant. As a result, the applicant will only be permitted a total of two building-mounted signs as a single-tenant in lieu of the four building-mounted signs as previously permitted (two building-mounted signs for each of the two tenants). The designation as a single-tenant permits the entire linear distance of the storefront to be calculated as part of the wall sign area and increasing the sign area permitted.

Approval of the application for a wall sign, a window sign, and awning modifications will stand in place of the previous approval of Case 14-057 MPR/MSP.

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 two signs: a wall sign located on the north elevation and a window sign on the west entrance door. The proposed wall sign is a 43.5-square-foot aluminum panel with blue channel letters. The proposed window sign is a .49-square-foot white decal. Both signs meet Code.

Proposed Wall Sign			
Permitted		Proposed	Requirement
Size	Max. 50 sq. ft. based on ½ sq. ft. per lineal foot of building wall or storefront width (107 ft. storefront width)	43.5 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 north elevation	Met
Height	Located within the first story as appropriate to building type; 15 ft. for Existing Structures; not extending above the roofline	14 ft., 9 in.	Met
Colors	Max. 3 (including logo)	3 colors	Met

Proposed Window Sign			
Permitted		Proposed	Requirement
<i>Size</i>	20% of surface area of window, not to exceed 8 sq. ft. (2.3 sq. ft.)	.49 sq. ft.	Met
<i>Location</i>	Ground floor only	Located on ground floor entrance door	Met

§153.062(H)(3) – Building Types – Windows, Shutters, Awnings and Canopies

The applicant is proposing a modification to the existing metal canopy and six new awning covers on the existing metal frames. Both the canopy and the awnings will be blue for visual consistency with the Coldwell Banker branding. Modification to the metal canopy is necessary to accommodate the proposed Code compliant wall sign. The canopy and awning modifications comply with Code.

PART II: ADMINISTRATIVE REVIEW TEAM COMMENTS

Planning

The proposed signs and building modifications meet the applicable zoning regulations and are appropriate for the shopping center. Planning would like to ensure a consistent shade of blue is used for the awnings, canopy, and wall sign and that high-quality, fade-resistant awning covers are used.

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 one condition. The proposed sign and awning improvements are consistent with the Zoning Code. The awning covers should be made of a durable and fade-resistant material in accordance with Section 153.062(H)(b)(2).

(e) Building Relationships and Quality Development

Criterion met with one condition. The proposed signs, awnings, and canopy modifications add visual interest and are architecturally appropriate for the tenant space within the shopping center. The color of blue shall be consistent between the canopy, awnings, and wall sign.

(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 and architectural modifications will positively contribute to the aesthetic character of the center.

PART IV: PROPOSED ADMINISTRATIVE REVIEW TEAM DETERMINATION

Approval of this Minor Project Review application with two conditions.

- 1) The awning covers shall be made of a durable and fade-resistant material in accordance with Section 153.062(H)(b)(2).
- 2) The color of blue shall be consistent between the canopy, awnings, and wall sign, subject to approval by Planning.