



August 7, 2014

Minor Project Review

14-078MPR– BSC Commercial District

Shoppes at River Ridge – Haring Pediatric Dental– Sign – 4395 West Dublin-Granville Road

This is a request to install a 28.17-square-foot wall sign for a pediatric dental office 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, July 28, 2014

Date of ART Determination

Thursday, August 7, 2014

Case Manager

Katie Ashbaugh, Planning Assistant | (614) 410-4654 | kashbaugh@dublin.oh.us

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: 28.17-square-foot wall sign for a pediatric dental office
<i>Building Type</i>	Existing Structure
<i>Waivers</i>	None
<i>Administrative Departures</i>	None
<i>Property Address</i>	4395 West Dublin-Granville Road
<i>Property Owner</i>	MR/TSARR Owner, LLC
<i>Applicant</i>	Bob Haring, Haring Pediatric Dental
<i>Representative</i>	Bruce Sommerfelt, Signcom Incorporated
<i>Case Manager</i>	Katie Ashbaugh, Planning Assistant (614) 410-4654 kashbaugh@dublin.oh.us 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 28.17-square-foot wall sign on the north elevation centered above the tenant space facing the parking lot. There are six existing individually mounted black gooseneck light fixtures above the sign that will remain.

Proposed Wall Sign			
	Permitted	Proposed	Requirement
Size	Max. 31.5 sq. ft. based on ½ sq. ft. per lineal foot of building wall or storefront width (63 ft. storefront width)	28.17 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	2 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.

The City's graphic design consultant, Studio Graphique, has reviewed the 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 applicant consider the sign height to ensure that the sign face is illuminated properly so that hot spots do not wash out the sign.

Planning

The proposed sign meets the applicable zoning regulations for sign number, size, color, and height. The existing 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.