

Minor Project Review & Master Sign Plan

14-085ARB-MPR/MSP – BSC Public District

Dublin Community Preschool – Sign Modifications - 81 ½ West Bridge Street

This is a proposal for the installation of a new 7.9-square-foot wall sign for an existing pre-school on the south side of West Bridge Street at the intersection with Franklin Street. This is a request for review and recommendation of approval to the Architectural Review Board of a Minor Project Review and Master Sign Plan in accordance with Zoning Code Sections 153.066(G) and (J) and 153.170 and the *Historic Dublin Design Guidelines*.

Date of Application Acceptance

Wednesday, August 13, 2014

Date of ART Recommendation

Thursday, August 21, 2014

Date of Architectural Review Board Determination

Wednesday, August 27, 2014

Case Managers

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PART I: APPLICATION OVERVIEW

<i>Zoning District</i>	BSC Public District
<i>Review Type</i>	Minor Project Review and Master Sign Plan
<i>Development Proposal</i>	The removal of an existing wall sign and installation of a 7.95-square-foot wall sign on an existing commercial structure.
<i>Administrative Departures</i>	None
<i>Waivers</i>	None
<i>Property Address</i>	81 ½ West Bridge Street
<i>Property Owner</i>	Dublin Community Church
<i>Applicant</i>	Signarama
<i>Representative</i>	Craig Snider, Signarama
<i>Case Managers</i>	Logan M. Stang, Planning Assistant (614) 410-4652 lstang@dublin.oh.us Jennifer M. Rauch, AICP, Senior Planner (614) 410-4690 jrauch@dublin.oh.us

Application Contents

The applicant is proposing to install a new wall sign in the same location as an existing sign. The proposed wall sign is a solid Urethane panel with raised lettering and borders. The background color will be Emerald Green with white lettering and border.

Historic Context

The site has an existing two-story, 20,000 square-foot structure facing West Bridge Street and Franklin Street. The building was constructed in 1877 as a church and is on the National Register of Historical Places. The site has operated as a church since mid-1840. The structure is brick with a dark brown metal roof and was expanded in 1997 from the original building to the existing structure. An asphalt parking lot is behind the building with access from Franklin Street and West Bridge Street.

Zoning Code Analysis

§153.065(H) – Site Development Standards - Signs

This multiple-tenant building is permitted two different types of sign including building-mounted signs. The applicant is proposing one 7.95-square-foot Urethane panel sign wall sign for the preschool tenant on the existing brick wall on the north side of the playground area. The sign will have two colors, Sherwin Williams Emerald Green background and White letters and border. The background will be given a wood grain texture to represent the time period of the building.

Proposed Wall Sign			
Permitted		Proposed	Requirement
Number/ Type	Combination of two different sign types, including ground signs and building-mounted signs, are permitted for each street facing building façade or frontage.	One wall sign	Met
Size	½ sq. ft. per each lineal foot of building wall or storefront width up to a maximum of 50 sq. ft.	7.95 sq. ft.	Met
Location	On walls facing a public street; On portion of the wall associated with the tenant space or storefront, and/or within 6 ft. of the common public entrance; shall not extend more than 14 in. from face of the structure	Located on playground wall facing West Bridge Street extending 1 ½ in. from face of the wall	Not Met - Master Sign Plan approval required
Colors	3 Max.	2 total: Emerald Green – background ; Sherwin Williams and White – letters and border	Met
Height	15 ft. maximum, and shall not extend above the roofline	4.5 ft. from grade to the top of sign	Met

PART II: ADMINISTRATIVE REVIEW TEAM COMMENTS

Planning, Engineering, Parks and Open Space, Fire, Police, Economic Development

No comments.

PART III: APPLICABLE REVIEW STANDARDS

Application Review Procedure: Master Sign Plan

The purpose of the Master Sign Plan is to provide an opportunity for an applicant to request approval of sign and graphic standards that depart from Code Section 153.065(H) provided the intent and purpose of these standards for the applicable BSC zoning district are maintained. Following acceptance of a complete application for a Master Sign Plan, the Administrative Review Team shall make a recommendation to the Architectural Review Board to approve, deny, or approve with conditions the application.

Following acceptance of a complete application for a Master Sign Plan, the Administrative Review Team shall approve, deny, or approve with conditions the application based on the criteria of Chapter 153 of the Dublin Zoning Code. A determination by the Administrative Review Team is required not more than 14 days from the date the request was submitted.

Master Sign Plan

Section 153.065 H, 6, E permits the Architectural Review Board to approve a Master Sign Plan to permit signs that depart from the requirements of Section 153.065(H) provided the Board makes a determination regarding “the appropriateness of the signs and their placement given the architecture of buildings...” A Master Sign Plan approval is required for this application to permit a sign that is located on a wall not designated to the tenant space or within 6 feet of the tenant’s main entrance. The proposed wall sign is located appropriately for the building and site design, but extends beyond the permitted location required by Code.

The proposed location was chosen due to an existing sign that has been integrated into the building for at least two decades. This location is unobstructed by landscaping and can easily be seen from West Bridge Street (although not clearly legible from that distance), a major arterial roadway and Franklin Street.

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 meet the requirements of Chapter 153 of the Dublin Zoning Code.

Following acceptance of a complete application for a Minor Project Review, the Administrative Review Team shall approve, deny, or approve with conditions the application based on the criteria of Chapter 153 of the Dublin Zoning Code. A determination by the Administrative Review Team is required not more than 14 days from the date the request was submitted.

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 meets all the Zoning Code requirements for signs, pending approval of a Master Sign Plan.

(e) Building Relationships and Quality Development

Criterion met. The proposed sign meets all the Zoning Code requirements for signs, pending approval of a Master Sign Plan.

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

Criterion met. The proposed sign will help support the character of the Historic District and will enhance the streetscape along Franklin Street. The proposed sign design is appropriate for the age of the structure and the color scheme of a dark background with light lettering enhance the character of the structure.

Architectural Review Board

Section 153.174 of the Zoning Code identifies criteria for the review and approval of a Board Order for proposals within the Architectural Review District Boundaries. Following is an analysis by Planning based on those criteria.

Applicable General Review Standards

1) Character and Materials Compatible with Context

Criterion Met. The proposed materials are appropriate with the character of the structure.

2) Recognition and Respect of Historical or Acquired Significance

Criterion Met. The proposal sign and location do not alter the historic significance of the site or building.

3) Compatible with Relevant Design Characteristics

Criterion Met. The proposed design accents the original character of the structure.

4) Appropriate Massing and Building Form

Not applicable

5) Appropriate Color Scheme

Criterion met. The proposed colors are appropriate for the period of the structure and meet the *Historic Dublin Design Guidelines*.

6) Complementary Sign Design

Criterion met. The proposed sign design meets all criteria of the Zoning Code with the approval of a Master Sign Plan and complements the existing structure.

PART IV: ADMINISTRATIVE REVIEW TEAM RECOMMENDATION

Master Sign Plan

Recommendation of approval for a Master Sign Plan that would permit a wall sign location outside the permitted Code requirements, with no conditions.

Minor Project Review

Recommendation of approval with no conditions.