

Minor Project Review

14-089MPR – BSC Sawmill Center Neighborhood

Halloween Express – Sign

6655 Sawmill Road

This is a proposal for a new 72-square-foot wall sign for a retail facility within an existing commercial building at the northwest corner of the intersection of Sawmill Road and Village Parkway. This is a request for review and approval of a request for Minor Project Review in accordance with Zoning Code Sections 153.065(H) and 153.066(G).

Date of Application Acceptance

Friday, August 22, 2014

Date of ART Recommendation

Thursday, September 4, 2014

Case Manager

Rachel S. Ray, AICP, Planner II | 614.410.4656 | rray@dublin.oh.us



PART I: APPLICATION OVERVIEW

<i>Zoning District</i>	BSC Sawmill Center Neighborhood
<i>Development Proposal</i>	One building-mounted (wall) sign
<i>Building Type</i>	Existing Structure
<i>Waivers</i>	None
<i>Administrative Departures</i>	None
<i>Property Address</i>	6655 Sawmill Road
<i>Property Owner</i>	Jeff Stavroff
<i>Applicant</i>	Tim Tucker, Halloween Express
<i>Case Manager</i>	Rachel S. Ray, AICP, Planner II 614.410.4656 rray@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.

Zoning Code Analysis

§153.065(H) – Site Development Standards – Signs

Proposed Wall Sign – East Elevation (Sawmill Road)			
	Permitted	Proposed	Requirement
Size	½ sq. ft. per lineal ft. of building wall or storefront width up to 50 sq. ft. max. (approx. 42 sq. ft. max.)	72 sq. ft.	Not met
Location	On walls facing a public street; not extending more than 14 in. from the face of the structure.	Facing Sawmill Road	Met
Height	Max. 15 ft.	Approx. 13 ft. above grade	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.	2 (orange, black)	Met
Number of signs	Combination of two different building-mounted sign types, plus 1 additional building-mounted sign associated with a secondary public entrance	1 building-mounted sign (wall sign)	Met

PART II: ADMINISTRATIVE REVIEW TEAM COMMENTS

Planning

The proposed sign fails to meet the applicable zoning regulations for sign size. Further, while the proposed black raceway behind the orange lettering conceals the electrical wiring for the proposed sign, the result is a sign that appears temporary and inconsistent with the quality and design standards for signs in the Bridge Street District. Planning also recommends that the ART require the sign removal by September 15th.

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 not met. The proposed sign fails to meet the Zoning Code requirements for sign size, exceeding the maximum permitted area by approximately 30 square feet.

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

Criterion not 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.” As described under the *Planning* comments above, while the proposed black raceway behind the orange lettering conceals the electrical wiring for the proposed sign, the result is a sign that appears temporary and inconsistent with the quality and design standards for signs in the Bridge Street District. As a result, the proposed sign is inconsistent with the aesthetic objectives for signs in the Bridge Street District.

PART IV: PROPOSED ADMINISTRATIVE REVIEW TEAM DETERMINATION

Disapproval of this request for Minor Project Review, and that the sign be removed by September 15th.