

# Minor Project Review

## 15-007MPR – BSD Commercial District

### Oakland Nursery Home – Wall Sign

### 4271 Dublin-Granville Road

This is a request to install a new 38-square-foot wall sign for a retail tenant on the south side of West Dublin-Granville Road, approximately 700 feet east of the intersection with Dale Drive. This is a request for review and approval of a Minor Project Review under the provisions of Zoning Code Section 153.006(G).

#### **Date of Application Acceptance**

Wednesday, January 28, 2015

#### **Date of ART Recommendation**

Thursday, February 5, 2015

#### **Case Managers**

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

Andrew Crozier, Planning Assistant | 614.410.4663 | acrozier@dublin.oh.us



## PART I: APPLICATION OVERVIEW

<i>Zoning District</i>	BSD Commercial District
<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>	4271 West Dublin-Granville Road
<i>Property Owner</i>	R. Thomas Iacono
<i>Applicant</i>	Andrew Wineberg, DaNite Sign Co.
<i>Case Managers</i>	Rachel S. Ray, AICP, Planner II   614.410.4656   rray@dublin.oh.us Andrew Crozier, Planning Assistant   614.410.4663   acrozier@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.

### Site Background

In 2012 a Corridor Development District Sign Application was approved for Buckeye Audio & Video for a 44-square-foot wall sign. The application was approved because it met the Zoning Code requirements for signs at the time of review, prior to the adoption of the Bridge Street District zoning regulations. In 2012 the parcel was rezoned BSD Commercial District as part of the area rezoning.

### Zoning Code Analysis

#### *§153.065(H) – Site Development Standards – Signs*

This site contains a multi-tenant building and is permitted two wall signs per tenant in accordance with the provisions of §153.065(H). The proposal is for 38-square-foot internally illuminated wall sign. The wall sign is proposed on the building’s north elevation facing West Dublin-Granville Road.

Proposed Wall Sign			
	Permitted	Proposed	Requirement
Size	½ sq. ft. for each lineal foot of building wall or storefront width up to a maximum of 50 sq. ft.	1 sign; 38 sq. ft.	Met
Location	On walls facing a public street; not extending more than 14 in. from the face of the structure.	Facing Dublin-Granville Road; sign cabinet is 12 in. deep	Met

Proposed Wall Sign			
	Permitted	Proposed	Requirement
Height	Max. 15 ft.	13.3 in. from 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; or Max. 5 for the entire sign, where a registered corporate trademark exceeds 20% of the sign area.	2 total SW 6124 “Cardboard” and White	Met
Number of signs	Max. 2 building-mounted signs (2 different types)	1 wall sign	Met
Sign Design	All permitted sign types shall be designed to fully integrate with the building architecture and overall site design, and to enhance the pedestrian experience in the Bridge Street District.	The proposed wall sign cabinet background should use a shade of brown that coordinates with the existing building paint color, and the sign lettering should be centered on the cabinet.	Met with conditions

**PART II: ADMINISTRATIVE REVIEW TEAM COMMENTS**

**Planning**

The proposed sign meets the applicable zoning regulations for sign size, number, location, and height required by Code Section 153.065(H).

The BSD Code requirements for signs state that “all signs shall be designed with the maximum of creativity and the highest quality of materials and fabrication...all signs shall be designed to fully integrate with the building architecture and overall site design...Signs attached to principal structures shall be coordinated and fit appropriately with the architecture of the building.”

The proposed sign background should use a shade of brown that is coordinated to complement the paint color used on the portion of the building where the proposed wall sign will be attached. The proposed sign lettering should be centered vertically on the sign cabinet.

**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 conditions.* The proposed sign is consistent with the Zoning Code requirements for signs with regard to height, color, number, and location. The sign colors and lettering should be modified in accordance with the comments in this report.

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

*Criterion met with conditions.* 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 should be modified as noted in this report to ensure that it contributes positively to the community’s character by complementing the building’s architecture.

**PART IV: PROPOSED ADMINISTRATIVE REVIEW TEAM DETERMINATION**

Recommendation of **approval** of this request for Minor Project Review **with 2 conditions**.

1. That the applicant select a color for the sign background that complements the existing building, subject to Planning approval; and
2. That the sign design is modified so that the lettering is centered vertically on the sign cabinet, subject to Planning approval, prior to sign permitting.