



February 18, 2016

# Master Sign Plan

## 15-096MPR – BSD Scioto River Neighborhood

### Capitol Cadillac - Sign 4300 W. Dublin-Granville Road

This is a request to install a new wall sign for a car dealership located at the northeast corner of West Dublin-Granville Road and Dale Drive. This is a request for review and approval of a Master Sign Plan under the provisions of Zoning Code Sections 153.065(H) and 153.066.

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

Monday, September 21, 2015

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

Thursday, February 11, 2016

#### **Case Managers**

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## PART I: APPLICATION OVERVIEW

|                             |   |
|-----------------------------|---|
| <i>Zoning District</i>      | BSD Scioto River Neighborhood   |
| <i>Development Proposal</i> | One building-mounted (wall) sign  |
| <i>Building Type</i>        | Existing Structure  |
| <i>Property Address</i>     | 4300 W. Dublin-Granville Road   |
| <i>Property Owner</i>       | Joseph Realty, LLC  |
| <i>Applicant</i>            | Christian Hahn  |
| <i>Case Managers</i>        | Jennifer Rauch, AICP, Planning Manager   614.410.4690   jrauch@dublin.oh.us |

### Application Contents

The Capitol Cadillac site is located at the northeast corner of the intersection with W. Dublin Granville Road and Dale Drive. The site has frontage on these two public streets with access points provided along each frontage. Secondary access to the site is provided from a private drive along the northern property line. Significant grade change occurs on the site from W. Dublin Granville Road up to the applicant's site, approximately 10 feet.

The applicant received approval to replace an existing ground sign at this intersection in August, 2015. The applicant is requesting to add a new wall sign to the west elevation of the building, above the main entrance, which is a glass storefront design. The proposed sign meets Code for area but exceeds the permitted height of 15 feet. The proposed plans indicate a maximum sign height of 17.5 feet as measured from established grade.

## PART II: ADMINISTRATIVE REVIEW TEAM COMMENTS

Planning, Building Standards, Parks & Open Space, Fire, Engineering, Police, Economic Development

### Zoning Code Analysis

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

| Proposed Wall Sign – Front Elevation |  |                        |                           |
|--------------------------------------|--|------------------------|---------------------------|
|                                      | Permitted  | Proposed               | Requirement               |
| Size                                 | ½ sq. ft. per lineal ft. of building wall or storefront width up to 50 sq. ft. max. (approx. 20 sq. ft. max. for this 40-ft. tenant space) | 40.81 sq. ft.          | Met                       |
| Location                             | On the portion of the wall associated with the tenant space not extending more than 14 inches from the face of the structure.              | Above primary entrance | Met                       |
| Height                               | Max. 15 ft.  | 17.5 ft.               | Met with Master Sign Plan |

|                 |   |                         |     |
|-----------------|---|-------------------------|-----|
| 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;<br><u>or</u><br>Max. 5 for the entire sign, where a registered corporate trademark exceeds 20% of the sign area. | 2 (black & white)       | Met |
| Number of signs | Combination of two different building-mounted sign types.   | 1 building mounted sign | Met |

The Administrative Review Team has reviewed this application and found the location is appropriate above the main entrance. The design of the building entrance does not provide an alternative location to meet the Code-required height. The design of the sign coordinates with the building design and is found to be of high quality. The ART recommends the proposed height increase based on these design factors and in recognition of the significant grade change on the site.

### **PART III: APPLICABLE REVIEW STANDARDS**

The Administrative Review Team has reviewed this application based on the intent and purpose outlined in the Code for a master sign plan, as follows:

- a) Allow a greater degree of flexibility and creativity in sign design and display.
- b) Ensure sign work is in a coordinated fashion to meet the general intent of signs in the District.
- c) Not intended to permit larger signs, more visible signs, or additional signs than permitted, without any consideration for unique sign design and display.

### **PART IV: ADMINISTRATIVE REVIEW TEAM RECOMMENDATION**

The Administrative Review Team has conducted its analysis of the project based on the criteria identified for one wall sign which exceeds the permitted height. The ART recommends approval to the Planning & Zoning Commission for a Master Sign Plan.