



City of Dublin

**LAND USE & LONG
RANGE PLANNING**

December 16, 2015

Minor Project Review

15-115ARB/MPR – Sign – BSD Historic Core District

Vitality Smoothie & Juice 22 South High Street

This is a proposal for the installation of a new wall mounted sign for a new business located within an existing commercial building located on the east side of South High Street, between Bridge Street and Spring Hill. This is a request for review and recommendation of approval to the Architectural Review Board of a Minor Project Review under the provisions of Zoning Code Sections 153.065(H), 153.170 and the *Historic Dublin Design Guidelines*.

Date of Application Acceptance

Monday, November 23, 2015

Date of ART Recommendation

Thursday, December 10, 2015

Date of Architectural Review Board Determination

Wednesday, December 16, 2015

Case Managers

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PART I: APPLICATION OVERVIEW

<i>Zoning District</i>	BSD Historic Core District
<i>Review Type</i>	Minor Project Review
<i>Development Proposal</i>	8-square-foot wall mounted sign for a new commercial business
<i>Property Address</i>	22 S. High Street
<i>Property Owner</i>	Jay B. Eggspuehler
<i>Applicant</i>	Brian Meh, Vitality Smoothie & Juice

Application Contents

The site contains an existing building constructed in the 1870s, which is located on the National Register of Historic Places. The structure is a small scale commercial building with a two-bay façade with one large display window, an off-center door with transom that includes a small canopy and shares party walls with the adjoining buildings. The site is located among a row of commercial buildings and has always had a commercial use. The structure contributes to the scale and character of the streetscape on South High Street and Historic Dublin.

The applicant is proposing to install a new 8-square-foot wall mounted sign. The proposed sign will include ½" non-illuminated, dimensional letters routed from wood and will be flush mounted to a ½" wood sign panel with routed corners. The sign will consist of three colors, a charcoal black background color with orange and green text. The proposed sign will have a 1" space between the façade and the sign panel and will be mounted with 2" self-tapping screws.

The proposed sign graphic shows no awning above the door, different building trim colors and a partial drawing of a window sign. The awning removal and trim color changes are not part of this request. The temporary window sign was removed and is not part of the proposed application.

PART II: ADMINISTRATIVE REVIEW TEAM COMMENTS

Planning

Zoning Code Analysis

§153.065(H) – Site Development Standards – Signs

Proposed Projecting Sign			
Permitted		Proposed	Requirement
Number/ Type	Combination of two different sign types, including ground signs and building-mounted signs.	One wall mounted	Met
Size	Max. of 8 sq. ft.	8 sq. ft.	Met

Proposed Projecting Sign			
Permitted		Proposed	Requirement
Location	Within 6 ft. of the principal entrance or on the wall associated with storefront; Not extend more than 14 in. from the face of the structure from which it is attached.	Front façade, above storefront entrance	Met
Height	Top: 15 feet	12 ft. to top max.	Met
Colors	3 colors	3: green, orange and black background color	Met

The ART asked the applicant to consider a projecting sign instead of the wall sign, given the scale of the storefront. The applicant has requested to continue with the wall sign to gain increased visibility along South High Street. The applicant has altered the sign design to address staff concerns and added a contrasting color for the background and routed corners. ART recommends the depth of the letters and the sign panel be increased in thickness to provide additional dimension to the sign. ART also recommends the option of using HDU (High Density Urethane) as a sign material option, due to material's durability.

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

No comments.

PART III: APPLICABLE REVIEW STANDARDS

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 meets Code for number, size, color, and location.

(e) **Building Relationships and Quality Development**

Criterion met with conditions. The proposed sign adds visual interest and is located in an architecturally appropriate place on the front elevation. ART recommends the depth of the letters and the sign panel be increased in thickness to provide additional dimension to the sign. ART also recommends the option of using HDU (High Density Urethane) as a sign material option, due to material's durability.

(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 Historic District.

Architectural Review Board Criteria

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. The following is an analysis based on those criteria.

Applicable General Review Standards

1) Character and Materials Compatible with Context

Criterion met. The proposed sign materials are appropriate for the character of the structure. The colors, material, and design of the sign are in keeping with the building's characteristics.

2) Recognition and Respect of Historical or Acquired Significance

Criterion met. The proposed sign does not alter the acquired 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 and meet the *Historic Dublin Design Guidelines*.

6) Complementary Sign Design

Criterion met. The proposed sign design complements the existing structure and is appropriately located on the building, centered above the door and window.

PART IV: ADMINISTRATIVE REVIEW TEAM RECOMMENDATION

Approval with two condition.

- 1) The depth of the letters and the sign panel be increased in thickness to provide additional dimension to the sign.
- 2) The applicant be provided the option to use HDU (High Density Urethane) material instead of wood for the sign panel.