City of Dublin
PLANNING

February 18, 2016

Master Sign Plan

16-012ARB/MPR – Sign – BSD Historic Core

Nationwide Insurance – 114 S. High Street

This is a proposal for the installation of a new ground sign for an existing building on the east side of South High Street approximately 90 feet south of the intersection with Pinney Hill Lane. This is a request for review and recommendation of approval to the Architectural Review Board for a Minor Project Review under the provisions of Zoning Code Sections 153.066(G) and 153.170 and the *Historic Dublin Design Guidelines*.

Date of Application Acceptance
Monday, February 8, 2016

Date of ART Determination
Thursday, February 18, 2016

Date of ARB Determination
Wednesday, February 24, 2016

Case Managers
Nicki Martin, Planning Assistant | 614.410.4635 | nmartin@dublin.oh.us

PART I: APPLICATION OVERVIEW

Zoning District	BSD Historic Core District
Review Type	Minor Project Review
Development Proposal	New 6.3 square-foot ground sign panel consistent with the existing panel for a multitenant historic structure
Property Address	114 S. High Street
Property Owner	Nationwide Insurance Ronald Lantz
	Allan D. Staub
Applicant	Jim Dooley, Morrison Sign Company
Case Managers	Nicki Martin, Planning Assistant

Application Review Procedure: Master Sign Plan

The purpose of a Minor Project Review is to provide an efficient review process for smaller projects meeting the Bridge Street District Code requirements in Chapter 153 of the Dublin Zoning Code. The applicant has requested a Master Sign Plan which is necessary to allow for a coordinated and creative sign proposal.

Application Summary

This is a request for a Master Sign Plan (MSP) for an existing 1948, one and a half-story historic structure, constructed as a simple stone cottage with shingle roof. The proposal is for a single new ground sign panel for an existing multi-tenant building. The structure is currently occupied by a Nationwide Insurance agent's office and Akossage Healing Spa. This application is only for the Nationwide Insurance sign, which is being updated to reflect the new corporate logo. The proposed sign matches the shape and size of the existing sign panel and meets Code requirements for size, height, and location. The sign color and style are simple and coordinate with the color of the structure, the existing wood mounting arm, and the second tenant's sign panel.

The applicant is requesting review and approval of the proposal as a MSP to permit four sign colors where three are permitted by Code. The applicant submitted two proposals for ART review, a bright white sign meeting the three color code requirements and a muted soft tan sign with four colors requiring MSP approval. ART determined the muted soft tan proposal with black copy and a two-color Nationwide corporate logo is more appropriate given the Historic District context and shared mounting arm since the proposed panel matches the second tenant's existing sign panel.

PART II: ZONING CODE ANALYSIS

§153.065(H) – Site Development Standards – Signs

Number		
Permitted	**Proposed**	**Requirement**
Two (2), Must be combination of two different sign types	One (1) ground sign	Met

Proposed Ground Sign			
Permitted		**Proposed**	**Requirement**
Size	8 sq. ft.	6.3 sq. ft.	Met
Location	Historic Cottage Commercial Building only; 8 ft. from ROW	Approved existing location	Met
Height	Max. 6ft.	Approved existing location	Met
Colors	Max. 3 colors	4	Met with MSP

PART III: ADMINISTRATIVE REVIEW TEAM COMMENTS

Planning and Building Standards

It is appropriate to maintain the existing character of the structure by preserving the color scheme. The sign design is complements the simple architecture and other tenant's sign panel.

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

No comments.

PART III: APPLICABLE REVIEW STANDARDS

Applicable Master Sign Plan Criteria

The Code does not provide specific criteria for the approval of Master Sign Plans. 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.

The Bridge Street District Sign Guidelines provide a variety of examples of one-of-a-kind, context-sensitive, memorable, and forward thinking signs that are appropriate for the Bridge Street District. The guidelines also emphasize the following for Master Sign Plans in Shopping Corridors:

a) Signs and graphics should contribute to the vibrancy of the area
b) Should be highly pedestrian-focused while remaining visible to those traveling by car or bicycle
c) Placement of signs and graphics should assist with navigation, provide information, and identify businesses

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 complements the acquired historic significance of the 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 sign colors are appropriate and meet the *Historic Dublin Design Guidelines* for the age of the structure.

6) **Complementary Sign Design**
Criterion met. The sign design is located appropriately and complements the structure.

PART V: PROPOSED ADMINISTRATIVE REVIEW TEAM RECOMMENDATION

Recommendation of approval to the Architectural Review Board with no conditions.