

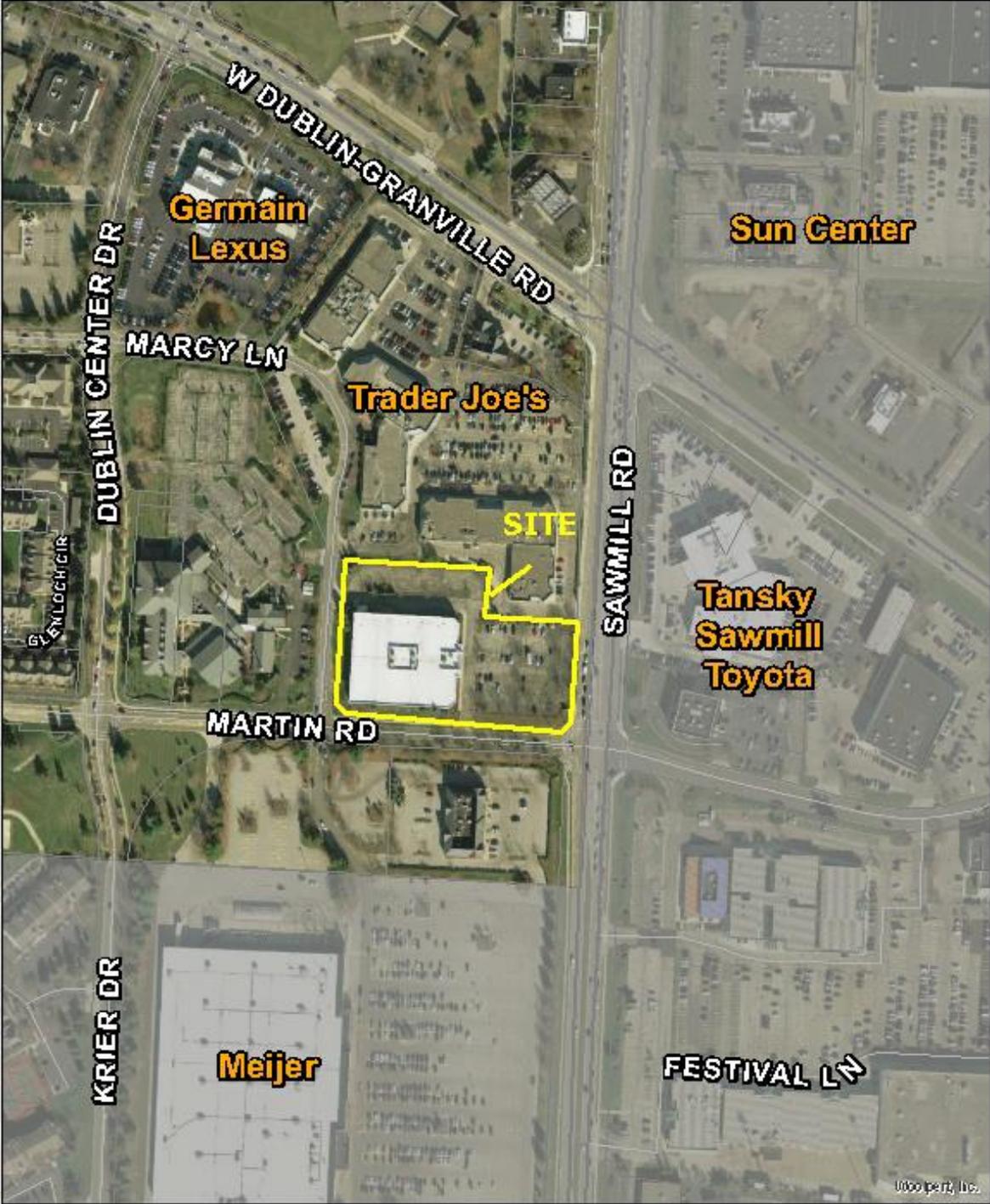
# Planning Report

Thursday, September 22, 2016

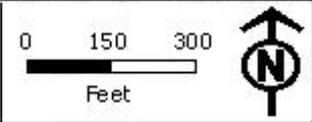
## Halloween City – Minor Project Review – Sign

### Case Summary

Agenda Item	2
Case Number	16-076MPR
Proposal	The installation of a new 74.8-square-foot wall sign for an existing retail building.
Request	Review and of approval a Minor Project Review under the provisions of Zoning Code Section 153.066.
Site Location	Northwest corner of the intersection of Sawmill Road and Martin Road.
Applicant	Michael Brooks, Regional Project Manager, Party City DBA Halloween City
Case Manager	Nichole Martin, Planner I   (614) 410-4635   <a href="mailto:nmartin@dublin.oh.us">nmartin@dublin.oh.us</a>
Planning Recommendation	<b>Disapproval</b> The proposed Minor Project Review does not meet the Bridge Street District Sign Code requirements and does not meet all the applicable review criteria. Disapproval is recommended.



16-076MPR  
Minor Project Review  
Halloween City  
6285 Sawmill Road



Facts	
Site Area	±4.0 acres
Zoning	BSD-C, Bridge Street District – Commercial
Surrounding Zoning And Uses	North: BSD-C – Retail Center South: PCD-Meijer Outparcel – Retail Center West: R-2, Limited Suburban Residential District - Church East: City of Columbus – Existing Retail
Site Features	<ul style="list-style-type: none"> <li>Existing auto-oriented commercial structure oriented toward Sawmill Road with parking located to the east in front of the building, and the service area include a dumpster located along the north of the building.</li> <li>Access is provided to the site along Martin Road to the south and Marcy Lane to the west. Additionally, a shared access point located north of the site provides access from Sawmill Road.</li> </ul>
Background	Prior to rezoning to the Bridge Street District in 2012, the site was zoned PCD, Planned Commercial District, referring to the Sportsmart Development Text. The property was rezoned to a Planned District in 1994 (Ord. 33-94) as a condition of a Variance granted by the Board of Zoning Appeals to development standards within the Corridor Development District overlay. Today, the Bridge Street District standards apply to the site.

Details	
<b>Minor Project Review – Sign</b>	
Minor Project Review (MPR)	Section 153.065(H) of the Zoning Code identifies requirements and regulations for signs in the Bridge Street District. Following is an analysis by Planning based on those regulations.
Proposal	Code permits the tenant one building mounted sign per street frontage (wall, window, awning, projecting signs). The applicant is proposing to install a wall-mounted sign above the main entrance of the tenant space at an unspecified height. The proposal is for a non-illuminated, pre-assembled, thirteen piece sign panel. The sign is proposed to be three colors (orange, green, and black), which meets the code requirement with respect to maximum number of colors. Additionally, the proposed sign incorporates a jack-o-lantern logo at an unspecified size.
Administrative Review Team (ART) Analysis	The proposal exceeds numerical Code requirements or lacks the information to determine compliance including maximum area, and overall height. The proposed green raceway behind the orange lettering conceals the mounting for the proposed sign, but the result is a sign that appears temporary and inconsistent with the quality and design standards for signs in the Bridge Street District.

Details		Minor Project Review – Sign
	Criteria	Proposal
<b>Number/Type</b>	One (1) building mounted sign per street frontage	<b>Met.</b> One (1) wall mounted sign
<b>Size</b>	½ square foot per lineal foot frontage; Maximum 50SF	<b>Not Met.</b> 74.8 square feet
<b>Location</b>	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.	<b>Met.</b> Front façade, above the storefront entrance
<b>Height</b>	Maximum 15 feet	<b>Not Met.</b> Adequate information not provided with the application. Appears to exceed the requirement.
<b>Colors</b>	Maximum 3 colors	<b>Met.</b> 3 colors (Orange, Green and Black)

Analysis		Minor Project Review – Sign
Process	The purpose of the Minor Project Review as provided in §153.066(G), 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.	
a) Similarity to Approved Basic Plan	<i>Not Applicable.</i>	
b) Consistency with Approved Development Plan	<i>Not Applicable.</i>	
c) Meets Applicable Zoning Regulations	<b>Criterion Not Met:</b> The proposed sign does not meet the Zoning Code requirements for wall signs in regard to size, height, and design.	
d) Safe and Efficient Pedestrian, Bicycle and Vehicular Circulation	<i>Not Applicable.</i>	

Analysis	Minor Project Review – Sign
e) Coordination and Integration of Building and Structures	<i>Not Applicable.</i>
f) Open Space Suitability and Natural Feature Preservation	<i>Not Applicable.</i>
g) Adequate Provision of Public Services	<i>Not Applicable.</i>
h) Appropriate Stormwater Management	<i>Not Applicable.</i>
i) Development Phasing	<i>Not Applicable.</i>
j) Consistency with BSD Vision Report, Community Plan and other Policy Documents	<p><b>Criterion Not Met:</b> 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.” Additionally, the Bridge Street District Sign Guidelines emphasize the desire for one-of-a-kind, pictorial, edgy, sophisticated signs.</p> <p>The proposed sign design is temporary in design and character and will not contribute to the aesthetic character of the community, and is not consistent with the intent of the Bridge Street District.</p>

Recommendation	Minor Project Review – Sign
Disapproval	The proposed Minor Project Review does not meet the Bridge Street District Sign Code requirements and does not meet all the applicable review criteria. Disapproval is recommended.