PLANNING REPORT

Architectural Review Board

Wednesday, April 26, 2017

55 W. Bridge Street – MASTER SIGN PLAN

Case Summary

Agenda Item	1
Case Number	17-030ARB/MSP
Proposal	A Master Sign Plan for Johnson's Real Ice Cream including one blade sign and one awning sign.
Request	Review and recommendation of approval to the Architectural Review Board for a Master Sign Plan under the provisions of Zoning Code Section 153.066 and 153.170 and the *Historic Dublin Design Guidelines*.
Site Location	Located on the south side of West Bridge Street. Approximately 100 feet east of the intersection with Franklin Road.
Applicant	Matt Wilcoxon, Johnson's Real Ice Cream
Case Manager	Logan Stang, Planner I | 614.410.4652 | lstang@dublin.oh.us Cameron Roberts, Planning Assistant | 614.410.4663 | croberts@dublin.oh.us
Planning Recommendation	***Approval*** Approval is recommended of the Master Sign Plan with two conditions: 1) The secondary images (ice cream cone logos) on the sides of the awning sign be removed, prior to filing for sign permits. 2) The secondary image size for the projecting sign should be revised to meet Code.

City of Dublin

17-030MSP
Master Sign Plan
Johnson's Real Ice Cream
55 West Bridge Street

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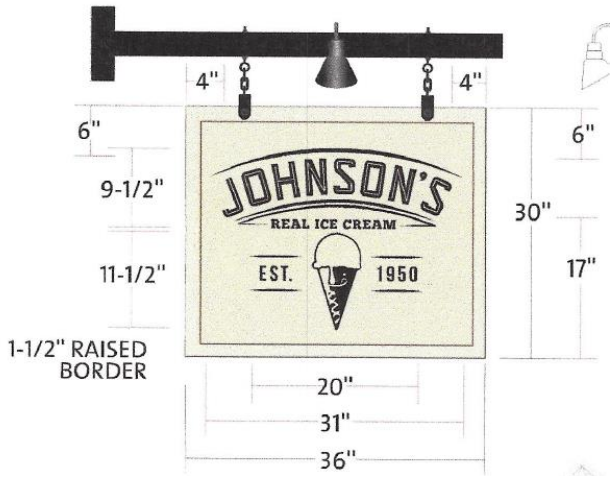
Feet

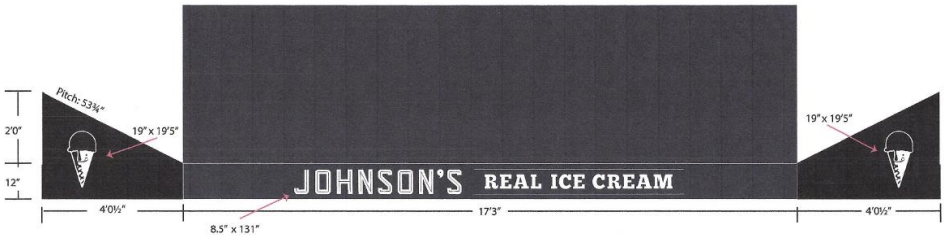
Facts	
Site Area	±0.14 acres
Zoning	BSD-HC: Bridge Street District – Historic Core
Surrounding Zoning And Uses	North: BSD-HC, Historic Core (J. Liu Restaurant) East: BSD-HC, Historic Corel (The Studio on Bridge) South: BSD-HC, Historic Core (Franklin Street Parking Lot) West: BSD-P, Public (Dublin Community Church)
Site Features	• ±25 feet of frontage on West Bridge Street. • Existing outdoor patio space on east facade with secondary entrance and access to public off-street parking behind building.
Background	In June of 2015, the Architectural Review Board approved a Minor Project Review and Master Sign Plan for The Sisters' Sweet Shoppe (case 15-056ARB-MPR/MSP). The approved Minor Project Review included a new awning and signs along W. Bridge Street and new exterior paint in a teal color to coordinate with the awning design. The Master Sign Plan included approval for a total of seven new signs. Along W. Bridge Street, three new signs were approved including one projecting sign, one window sign, and an awning sign. For the east façade, four new signs were approved including one projecting sign, one window sign on the entrance, and two transom-window signs.

Details	Master Sign Plan
Process	Section 153.066 of the Zoning Code identifies requirements and regulations for master sign plans in the Bridge Street District. The following is an analysis by Planning based on those regulations.
Proposal	For multiple tenant buildings in the BSD Historic Core District, Code permits a combination of two different sign types, including ground signs and building-mounted signs. The applicant is proposing to remove all existing Sisters' Sweet Shoppe signs and install two new signs, a projecting sign and an awning sign. The projecting sign will be located on the northeastern corner of the building at a 45 degree angle to allow visibility from both the northern and eastern elevations. The awning sign will replace the existing awning above the tenant's principal entrance facing W. Bridge Street. The proposed signs are shown below.

Details	**Master Sign Plan**



Proposed Projecting Sign



Proposed Awning Sign

Details	**Master Sign Plan – Projecting Sign**	
	Criteria	**Proposal**
Number/Type	Maximum two building mounted sign permitted for each ground floor tenant with a storefront. An additional building-mounted sign is permitted for tenants with a dedicated public entrance located on the side of rear façade of the building with access to parking in the same block. (3 signs permitted).	***Met.*** One (of two) building mounted signs.
Size	Maximum of 8 sq. ft. permitted.	***Met.*** 7.5 square feet.
Location	For multiple tenant buildings, shall not extend more than 6 feet from face of structure and maintain at least 8 feet of clearance above the sidewalk.	***Met with Master Sign Plan.*** Sign extends approximately 9 feet 8 inches from the face of the structure and provides more than 8 feet of clearance above the sidewalk.

Details	**Master Sign Plan – Projecting Sign**	
	Criteria	**Proposal**
Height	Maximum 15 feet or not extending above the sill of the second story window, whichever is lower; shall be at least 8 feet above the sidewalk.	***Met.*** Sign to be located at a height of 10 feet 3 inches from grade on the north elevation with a maximum height of 13 feet 5 inches.
Colors	Maximum 3 colors.	***Met.*** 2 colors (cream-colored background with satin black copy)
Secondary Image	Shall not exceed 20% of the sign area, not including corporate trademarks or logos. (1.5 sq. ft. permitted).	***Met with Condition.*** Logo and "Est. 1950" = 1.53 sq. ft. (20.45%)

Details	**Master Sign Plan – Awning Sign**	
	Criteria	**Proposal**
Number/Type	Maximum two building mounted sign permitted for each ground floor tenant with a storefront. An additional building-mounted sign is permitted for tenants with a dedicated public entrance located on the side of rear façade of the building with access to parking in the same block. (3 signs permitted).	***Met.*** One (of two) building mounted signs.
Size	20% of the cumulative surface of all awnings, not to exceed 8 sq. ft.	***Met.*** 7.73 square feet.
Location	Any portion of the awning; affixed flat to surface; shall not extend vertically horizontally beyond limit of awning.	***Met.*** Sign affixed to single flat surface within awning limits.
Height	Maximum 15 feet; shall be at least 8 feet above the sidewalk.	***Met.*** Awning to be located at a height of 8 feet 6 inches from grade.
Colors	Maximum 3 colors.	***Met.*** 2 colors (black background with white copy)
Secondary Image	Shall not exceed 20% of the sign area, not including corporate trademarks or logos.	***Met with Condition.*** Removal of proposed secondary images, ice cream cone logos, on sides of awning to meet secondary image size requirements and remain

Details	**Master Sign Plan – Awning Sign**
Criteria	**Proposal**
	consistent with previously approved awning signs in the Historic District.

Analysis	**Master Sign Plan**
Process	Section 153.065(H)(2)(e) of the Zoning Code identifies the purpose of a Master Sign Plan. The Following is an analysis based on the standards outlined in the Bridge Street District Code.
1) Allow a greater degree of flexibility in sign design and display.	***Criterion Met:*** The proposed sign plan utilizes the flexibility of the Master Sign Plan to allow the unique placement of a projecting sign to maximize business visibility without the need to propose additional signage. In addition, it allows the creation of visually appealing signs that complement the sign character throughout the Historic District.
2) Intended for multiple signs for a single building or a group of buildings to ensure the requested signs work in coordinated fashion.	***Criterion Met:*** The sign plan is for a tenant space within a multiple tenant building under the Historic Core requirements of the Bridge Street District. The sign plans corresponds to the architecture of the existing building and the intent of both the Bridge Street District and Historic Dublin Design Guidelines.
3) Not intended to simply permit larger or more visible signs, or additional signs without consideration for unique sign design and display.	***Criterion Met:*** The sign plan responds to visibility and wayfinding needs of the existing space while working within the Bridge Street District sign standards. While a few provisions are not being met with regards to sign size, the design and display of the signs matches the architectural character and minimizes the need to propose additional signage.
4) Maintains the purpose and intent of the sign and graphics standards for the applicable BSD Zoning District.	***Criterion Met:*** The proposal adheres to a number of the Bridge Street District sign standards while deviating slightly to work with the architecture. The deviations promote creative and unique sign designs and meet the intent of the Bridge Street District Sign Guidelines.

Analysis	**General Review Standards**
Process	Section 153.170 of the Zoning Code identifies criteria for the review and approval of a Board Order for proposals within the Architectural Review District Boundaries (full text of criteria

Analysis	**General Review Standards**
	attached). The following is an analysis by Planning based on those criteria.
1) *Character and Materials Compatible with Context.*	***Criterion Met with Condition and Master Sign Plan:*** The proposed sign materials are appropriate for the character of the structure. The secondary image size for the projecting sign should be revised to meet Code. The colors, material, and design of the sign are in keeping with the building's characteristics with the approval of a Master Sign Plan.
2) *Recognition and Respect of Historical or Acquired Significance.*	***Criterion met:*** The proposed sign and location contributes to the historic style 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 colors are appropriate and meet the requirements of the Bridge Street District Sign Code and Historic Dublin Design Guidelines.
6) *Complementary Sign Design.*	***Criterion Met with Condition and Master Sign Plan:*** The proposed sign design complements the existing structure and is appropriately located on the building given the architectural features.
7) *Appropriate Landscape Design.*	*Not Applicable.*
8) *Preservation of Archaeological Resources.*	*Not Applicable.*

Recommendation	**Master Sign Plan**
Approval	The proposed signs meet the requirements for a Master Sign Plan and are consistent with surrounding signs throughout the Historic District and Bridge Street District. The Administrative Review Team has reviewed this application and recommends approval to the Architectural Review Board with two conditions.
Conditions	1) The secondary images (ice cream cone logos) on the sides of the awning sign be removed, prior to filing for sign permits. 2) The secondary image size for the projecting sign should be revised to meet Code.