

Kevin M. Detroy
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February 6, 2018

Via: Email

Nichole N. Martin
Planner I
City of Dublin
5800 Shier Rings Road
Dublin, OH 43016

RE: Master Sign Plan Application, No. 17-115MSP, Gabe's - Signs

Dear Ms. Martin:

In response to the recommendations of the Administrative Review Team (ART) discussed during the February 1 Introductory Meeting for Gabriel Brothers, Inc.'s ("Gabe's") Master Sign Plan Application, please find the enclosed alternative design for the proposed wall sign.

The alternative wall sign design features channel letters mounted directly to the building façade without any background surface panel. The channel letters are identical in size to those in the original wall sign design and have a total sign face area of 78.5 s.f. (the smallest rectangle that could encompass all of the letters would measure 53"(h) x 213.31"(w)). The channel letters have solid blue (PMS 2935C) faces and are internally illuminated. The "G" additionally incorporates a light blue (PMS 3215C) swoosh accent, which is consistent with Gabe's brand standards.

We request that this alternative wall sign design be circulated to the ART for consideration in its report and recommendation to the Planning and Zoning Commission. Please do not hesitate to contact me with questions or comments.

Sincerest regards,



Kevin M. Detroy

Legal Representative of Gabriel Brothers, Inc.

Enclosure

Kevin M. Detroy
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January 31, 2018

Via Email

Nichole N. Martin
Planner
City of Dublin
5800 Shier Rings Road
Dublin, OH 43016

RE: Master Sign Plan Application, No. 17-115MSP: Gabe's - Signs

Dear Ms. Martin:

Please accept this correspondence as a supplement to the Master Sign Plan Application (the "Application") referenced above. The information contained in this correspondence responds to your request for clarification regarding the wall sign proposed in the Application.

During our recent telephone conversation on January 24, 2018, you notified me that we incorrectly calculated the sign area of the proposed wall sign as equal to the area of the smallest rectangle that could encompass all of the sign's channel letters.¹ You opined that the method we utilized in calculating sign area is appropriate only when channel letters are affixed directly to a façade. By contrast, you explained, when channel letters are attached to a larger background panel surface which is part of the sign structure, the area of the sign is equal to the area of the background panel surface. We respectfully disagree with your method.

Section 153.158(B) of the Zoning Ordinance offers the following guidance in measuring the area of a sign with channel letters:

¹ As described in the Project Statement and illustrated in detail on Exhibit A attached thereto, the proposed wall sign will feature white channel letters affixed to a solid blue background panel surface measuring 60"(h) x 220.25"(w), or 91.8 s.f. The smallest rectangle that could contain the channel letters would measure 53"(h) x 213.31"(w), or 78.5 s.f.

The area of a sign consisting of individual letters or symbols, either freestanding or attached to or painted on a surface, building, wall, or window, shall be considered to be that of the smallest single rectangle which encompasses all the letters and symbols.

The foregoing language is clear that the sign area includes only the rectangular space occupied by the channel letters, and does not take into account the area of the surface on which the letters are mounted. Section 153.158(B) broadly covers all backgrounds, including surfaces, buildings, walls, or windows, and no exception is made for backgrounds that form part of the sign structure.

Furthermore, § 153.158(B) implicitly distinguishes between a façade (i.e., building, wall, or window) and other surfaces. This distinction further supports our interpretation that sign area should be measured by the area of the channel letters only. Indeed, if your method for determining sign area was correct, and the area occupied by the channel letters determines the sign area only with respect to signs mounted directly to a building façade, the term "surface" would have not have been included in the provision. The only reasonable conclusion is that inclusion of "surface" was purposeful and intended to encompass all mounting surfaces, not merely facades.

In light of the foregoing, we submit that the correct method for calculating the sign area of the proposed Gabe's wall sign is to determine the area of the channel letters alone, and to disregard the blue background panel surface to which the letters are mounted. As set forth in the Application, this area is 78.5 s.f.²

Even though we have offered a different understanding on this question, we appreciate Dublin's significant interest in maintaining consistency in its application of the Zoning Ordinance. We further recognize that adopting a new method for calculating the area of signs incorporating channel letters could create complications respecting previously-adjudicated sign applications. For these reasons, we would not oppose a decision of the Administrative Review Team (ART) to calculate the area of the proposed Gabe's wall sign in manner consistent with its current and past practice, such that the sign area of the Gabe's wall sign, as proposed, would be 91.78 s.f. In such a case, we would respectfully request that our Master Sign Plan Application be deemed amended to request a deviation from the maximum allowable sign area of 80 s.f.. We would also respectfully request that the ART, in preparing its staff report and recommendation to the Planning and Zoning Commission, give fair consideration to our view, which is premised on the well-reasoned analysis set forth above, that the proposed sign is within the maximum allowable sign area set forth in the Zoning Code.

² We do agree that Exhibit A incorrectly represents the sign area for the proposed Gabe's wall sign as 80 s.f. rather than 78.5 s.f. Please find enclosed with this correspondence a corrected Exhibit A.

Nichole N. Martin
January 31, 2018
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We look forward to presenting our Master Sign Plan to the ART on February 1.

Best regards,



Kevin M. Detroy

cc: Louis M. Oliverio, Esq.

Kal Gibron, Esq.

David Delaney

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January 16, 2018

Via: Email

Michael Kettler
Planning Technician
City of Dublin
5800 Shier Rings Road
Dublin, OH 43016

RE: Master Sign Plan Application, 6285 Sawmill Road

Dear Mr. Kettler:

Enclosed please find the following documents in connection with the Master Sign Plan requested for 6285 Sawmill Road:

1. Project Statement
2. Exhibit A, Wall Sign Details
3. Exhibit B, Ground Sign Details
4. Exhibit C, Aerial – Monument Sign
5. Exhibit D, Sawmill Road Setback
6. Exhibit E, Southbound Sawmill Road Approach
7. Exhibit F, Traffic Images (F-1 through F-4)
8. Exhibit G, Landscaping along Martin Road

Per Nichole Martin, Applicant Gabriel Brothers, Inc. requests that the pending sign applications previously submitted by Seifert Signs be characterized as one application requesting approval of a Master Sign Plan.

Sincerest regards,



Kevin M. Detroy

Legal Representative of Gabriel Brothers, Inc.

Enclosures