

17-115-MSP – GABE’S

Site Location

West of Sawmill Road, northwest of the intersection with Martin Road.

Proposal

Master Sign Plan (MSP) for an existing, auto-oriented commercial building.

Zoning

BSD-C, Bridge Street District – Commercial

Property Owner

Ohio – SM Venture

Applicant/Representative

Kevin Detroy, Dinsmore & Shohl LLP

Applicable Land Use Regulations

Zoning Code Sections 153.065(H), 153.066, and the BSD Sign Guidelines.

ART Recommendation

A. Approval with 3 Conditions

Contents

1. Context Map.....	2
2. Overview	3
3. Proposal	4
4. Site Plan	5
5. Criteria Analysis	6
6. Recommendation	7

Case Manager

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Summary

A MSP for an existing, auto-oriented, commercial building to permit the combination of sign types, and a wall mounted a height of 32-feet.

Zoning Map

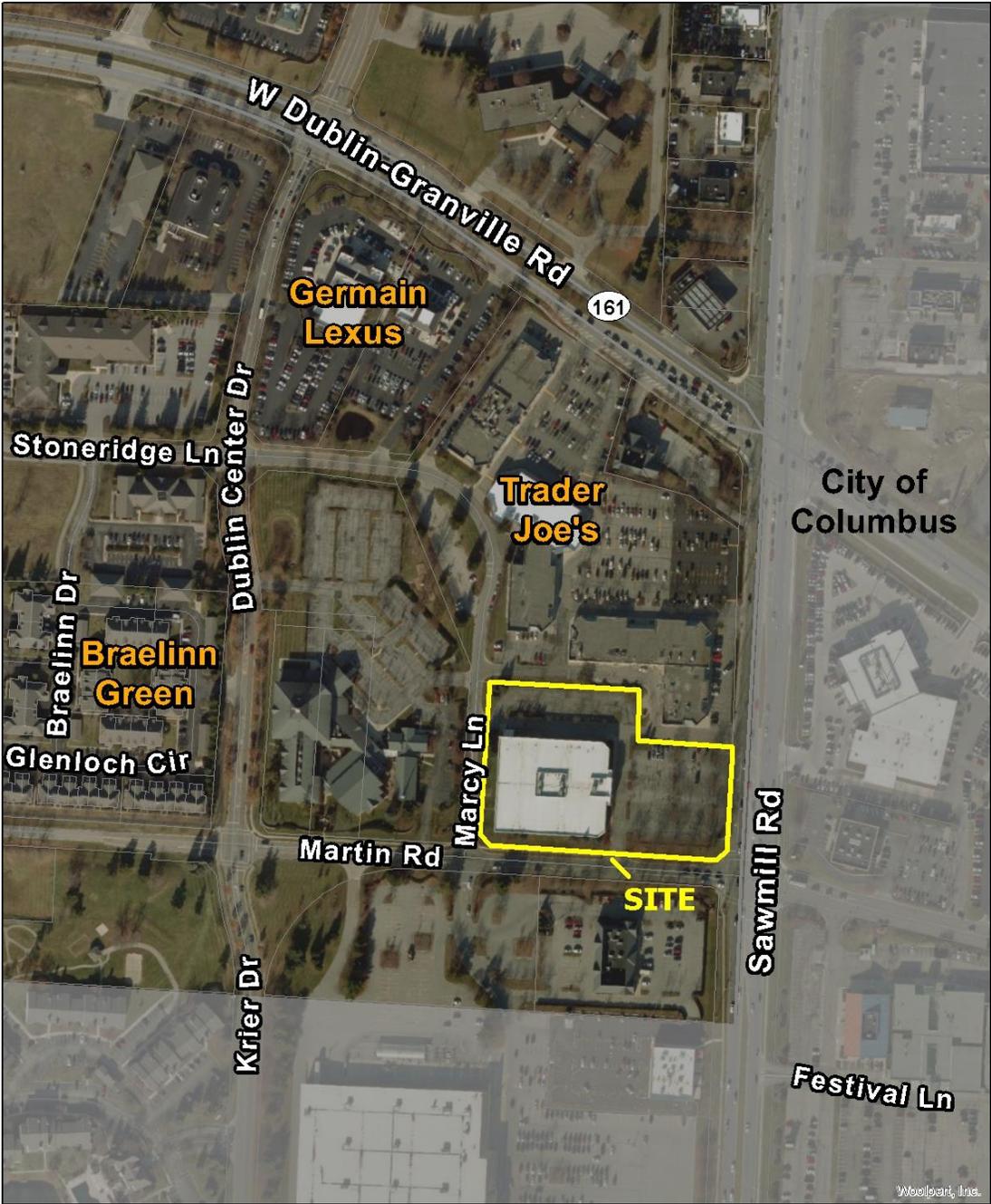


Next Steps

Upon a recommendation of approval from the Administrative Review Team (ART) the application will be forwarded to the Planning and Zoning Commission (PZC) for consideration. With a final determination of approval the tenant will be eligible to file permits for signs meeting the provisions of the approved plan.

1. Context Map

The site is located east of Sawmill Road northwest of the intersection with Martin Road.



 <p>City of Dublin</p>	<p>17-115MSP Master Sign Plan Gabe's - Signs 6285 Sawmill Road</p>	<p>0 150 300 Feet</p> 
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2. Overview

A. Background

In 1994, the approximately 4-acre commercial site was rezoned (Z94-003) to PCD, Planned Commerce Development District, referring to the SportMart development text for applicable standards including uses, setbacks, architecture, parking, and signs. The PCD memorialized allowances granted as variances (V93-038) to development standards by the Board of Zoning Appeals in 1993.

Currently, the site is zoned with the BSD, Bridge Street District. The form-based district has sign provisions based on the zoning district and building type. In 2017, City Council approved amendments to the BSD sign provisions because the pedestrian-oriented regulations were not appropriate for pre-existing, auto-oriented commercial buildings. The Gabe's site and building pre-date the BSD and the applicable sign allowances are the standard sign Code Section 153.150.

B. Update

New signs were installed prior to Commission approval and the applicant subsequently submitted an application for review and approval. The property owner was cited by Zoning in 2016 for non-compliance.

On February 1, 2018, ART reviewed the proposal and determined the request for a combination of sign types is appropriate given the site development history. ART requested the wall sign be individual, pin-mounted letters to the masonry to be consistent with the application of the Code and the previous allowance for SportMart. Additionally, ART noted the size of the sign should be reduced to meet Code. The applicant updated the wall sign in response to the comments.

In response to the ART's condition that the ground sign be a dimensional, individually, pin-mounted letters with a 2-inch relief and halo-illumination, the applicant has provided an updated ground signs for the Planning and Zoning Commission's review addressing the ART's concerns.

C. Site Characteristics

1) Site Features

The site is located along the eastern boundary of the City of Dublin. A single 40,000-square-foot building is located on an approximately 3.3 acre parcel with a variable 230- to 250-foot setback. The building with 168 parking spaces is located in front of the building facing Sawmill Road at the intersection with Martin Road.

2) Surrounding Land Use and Development Character

- North: BSD-Commercial (Trader Joe's Center)
- East: Sawmill Road (City of Columbus)
- South: PCD, Planned Commerce District (Meijer Outparcel)
- West: R-2, Limited Suburban Residential District (Church)

3) Road, Pedestrian and Bike Network

The site has frontage on Sawmill Road, Martin Road, and Marcy Lane. Access is provided from the south via Martin Road, west via Marcy Lane, and east and north

through a neighboring parcel. Sidewalks are provided along Sawmill Road and Martin Road.

4) Utilities

The site is served by public utilities with sanitary sewer along Sawmill Road and Martin Road; water along Martin Road; and storm sewer throughout the site, per the development text.

3. Proposal

A. Previous Reviews and Approvals

Two signs were previously approved for the site as part of CDD and variance approvals and memorialized in the SportsMart PUD; a combination of wall and ground signs were permitted. The total square footage permitted for signs was 108 square feet. The wall sign facing Sawmill Road was permitted to be a maximum of 80 square feet and 30 feet in height, and the ground sign facing Sawmill Road was permitted to be 28 square feet. No other signs, banners, or neon were permitted for the site.

B. Summary

MSPs are intended to allow for one-of-a-kind, whimsical, unique signs that employ the highest quality materials and construction, while allowing for flexibility to deviate from the standards of the BSD Sign Code provisions. MSPs are not intended to permit larger signs or a greater number of signs. The BSD Sign Design Guidelines adopted by Council in 2015 are applicable.

The proposal is to permit two signs of two different types for an existing, auto-oriented, commercial building. A MSP is required as the combination of signs types is not permitted by the Code for pre-existing structures within the BSD-C zoning district nor is the proposed height of the wall sign permitted, as it exceeds 15 feet. As proposed, the sign types and details are as follows:

1) Wall Sign – Sawmill Road

An internally illuminated, individually-mounted channel letter sign is proposed above the entrance. The sign is 78.5

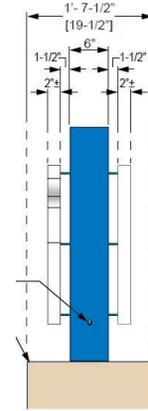
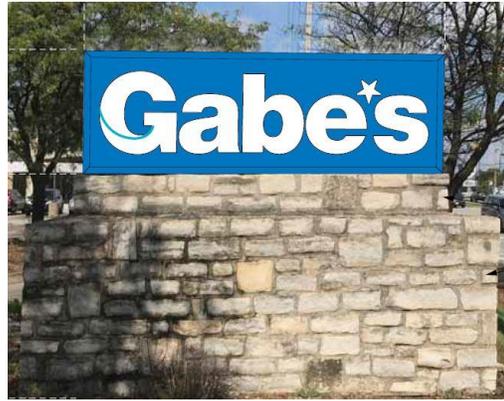


square feet in area and mounted at a height of 31 feet and 9.25 inches to the top of the sign. The sign face is a Gabe's corporate royal blue (PMS 2935 C) with a teal (PMS 3125 C) swoosh accent on the 'G'. The letters have a 5-inch return in white. The sign is compliant with the Code in terms of size and number of colors, but exceeds the height by nearly 17 feet.

2) Ground Sign – Sawmill Road at Martin Road

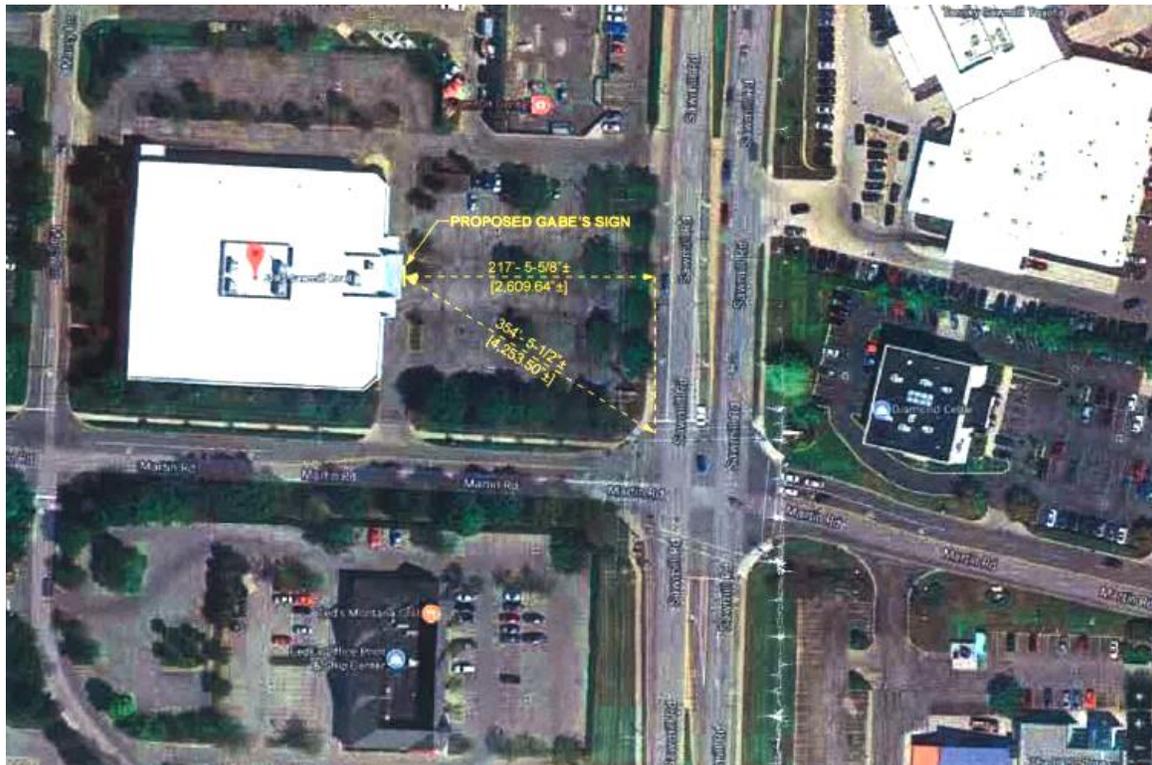
The sign has two identical faces oriented to Sawmill Road. The sign is 28.1 square feet in area and a total height, including the existing monument base, of 8.4 feet. The sign background is Gabe's corporate royal blue (PMS 2935 C) with white copy and a teal (PMS 3125 C) swoosh accent on the 'G'. The sign is compliant with Code in terms of size, height, and number of colors.

The BSD Sign Design Guidelines state all signs should be three dimensional and flat signs are discouraged. The applicant has updated the sign design since ART's review to reflect the condition requiring individually, pin-mounted, dimensional letters with a 2-inch relief and halo-illumination.



ART noted the base of the sign should be cleaned and repaired to the satisfaction of the City's Zoning Inspector and the required landscape planting around the base of the sign be provided and approved by Planning prior to issuance of the sign permit.

4. Site Plan



5. Criteria Analysis

A. BSD Sign Design Guidelines

- 1) **Signs and graphics should contribute to the vibrancy of the area.**
Guideline Met with Condition. The ground sign is dimensional which is consistent with the purpose and intent of the BSD Sign Design Guidelines to create a vibrant, walkable mixed-use district by allowing additional flexibility and creativity in sign design. The sign design has been modified prior to Planning and Zoning Commission's review to meet Condition 1.
- 2) **Signs should be highly pedestrian-focused while remaining visible to those traveling by car or bicycle.**
Guideline Met. The proposed modifications permit additional flexibility allowing tenants to locate signs in a manner that is auto-oriented, while realizing the need for wayfinding at a variety of scales and locations providing a larger wall sign and smaller ground sign.
- 3) **Placement of signs and graphics should assist with navigation, provide information, and identify businesses.**
Guideline Met. The proposed modifications to the sign plan do not inhibit or limit tenants from locating signs in a manner and design that aids with navigation or business identification.

B. Master Sign Plan [153.066]

- 1) **Allow a greater degree of flexibility in sign design and display.**
Criteria Met. The intent of a Master Sign Plan is not to simply allow large or more visible signs, but to create a flexible framework that allows for creativity in sign design and display. The proposed allowances are requested to permit additional flexibility in sign types, location, and display.
- 2) **Intended for multiple signs for a single building or a group of buildings to ensure the requested signs work in coordinated fashion.**
Criteria Met. The requested signs are for a single building and address the signs for the site in a coordinated fashion.
- 3) **Not intended to simply permit larger or more visible signs, or additional signs without consideration for unique sign design and display.**
Criteria Met. The proposed modifications permit signs that are separately within the area allowance of Code, but exceed the total area permitted for the use by 28 square feet. The wall sign is mounted 17 feet higher than Code permits. The flexibility requested is appropriate given the development history of the pre-existing, auto-oriented commercial use.
- 4) **Maintains the purpose and intent of the sign and graphics standards for the applicable BSD Zoning District.**
Criteria Met with Conditions. The intent of the BSD-Commercial District and BSD Sign Design Guidelines are upheld with the conditions that greater attention be paid to the detail of the ground sign adjacent to the pedestrian realm, specifically the

dimensional sign design be provided as recommended, the masonry base be cleaned and repaired, and the code required landscaping be provided.

6. Recommendation

ART Recommendation

Upon finding the general intent of the BSD-Commercial District, and BSD Sign Design Guidelines for pre-existing, auto-oriented uses, **Approval** with three conditions is recommended. Applicant has provided updated graphics to meet Condition 1.

- 1) The ground sign design be modified, subject to Planning's approval prior to sign permitting, to be individually, pin-mounted, dimensional letters with a 2-inch relief and halo-illumination;
- 2) The masonry base be repaired and cleaned to the satisfaction of the City's Zoning Inspector; and
- 3) A plan be provided demonstrating code required landscaping at the base of the ground sign, and approved by Planning prior to issuance of a sign permit.