

17-103-MPR – TOY BARN

Site Location

North of Post Road, northwest of the intersection with Kilgour Place.

Proposal

MPR (Minor Project Review) for an existing, auto-oriented campus located on separate parcels.

Zoning

BSD-C, Bridge Street District – Commercial

Property Owner

Cunix Property Group LLC

Applicant/Representative

Joesph Casa represented by Logan Dilts, Toy Barn

Applicable Land Use Regulations

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

Staff Recommendation

A. Approval with 4 Conditions

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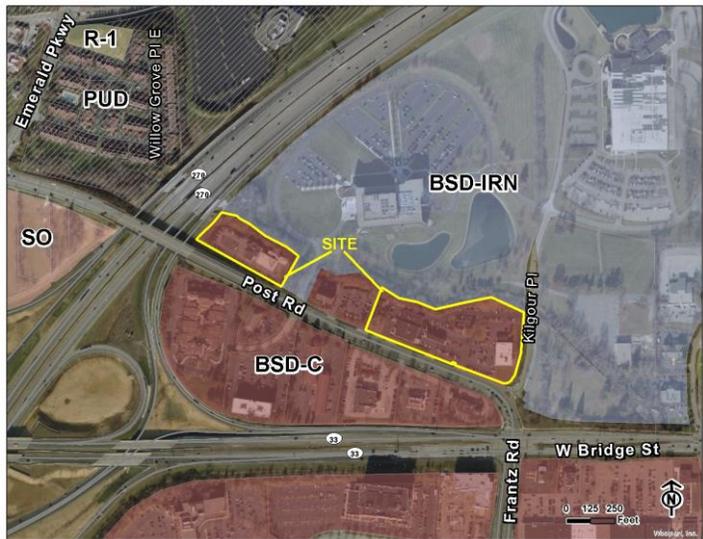
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Summary

A MPR for signs and exterior modifications for two sites containing four existing buildings within the Toy Barn automotive campus.

Zoning Map



Next Steps

Upon approval from the Administrative Review Team (ART) the tenant will be eligible to file sign permits for signs meeting the provisions of the approval. Any future modifications to signs or the site require review and approval within the BSD as stipulated in the Code.

1. Context Map

The site is located north of Post Road northwest of the intersection with Kilgour Place.



 <p>City of Dublin</p>	<p>17-103MPR Minor Project Review Toy Barn 5002, 5016, 5100, & 5200 Post Road</p>	<p>0 150 300 Feet</p> 
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2. Overview

A. Background

In 2012, the sites were rezoned from CC, Community Commercial District, to BSD-C, Bridge Street District – Commercial District. Under the BSD all exterior modifications and signs require review and approval prior to executing the improvements.

In 2014, signs were approved under the BSD Code for a temporary Chevrolet dealership located on the site. Subsequently, in 2016 the Toy Barn expanded from their original location at 5100 Post Road to 5200 Post Road, and 5016 and 5002 Post Road. The building were subsequently painted and signs were installed without zoning approval or permits.

In 2017, City Council approved amendments to the BSD sign provisions realizing the pedestrian-oriented regulations were not appropriate for pre-existing, auto-oriented commercial buildings. Since the Toy Barn sites and building pre-date the BSD the applicable sign allowances are the standard sign code, Section 153.150.

B. Update

The applicant has provided a proposed sign removal plan indicating the numerous signs not permitted by code, has identified the proposed signs to remain, provided details regarding the exterior paint selection, and proposed directional signs. Following notification of zoning non-compliance in 2016, Planning received and accepted a complete application on January 22, 2018. The application was introduced at ART February 1, 2018.

C. Site Characteristics

1) Site Features

The site is located along the western boundary of the BSD. Modifications and signs are proposed for the two parcels: the first, is located at Post Road and I-270. The site contains a single existing building. The second, is located at 5016 and 5002 Post Road. The site contains two existing principal structures with one accessory structure.

2) Surrounding Land Use and Development Character

- North: BSD-Indian Run Neighborhood (OCLC)
- East: BSD-Indian Run Neighborhood (OCLC)
- South: BSD-Commercial (Office/Hotel)
- West: I-270 Right-of-way

3) Road, Pedestrian and Bike Network

The site has frontage on Post Road. Access is provided via four curb cuts along Post Road, one on Kilgour Place, and shared access via a private drive south of 5200 Post Road. A shared-use path extends from Kilgour Place and over I-270 to Coffman Park.

4) Utilities

The site is served by public water along Post Road, sanitary sewer along the northern boundary of the site, and storm sewer throughout.

3. Proposal

A. Summary

MPRs are intended to provide an efficient review process for projects with minimal community impact where all requirements of the code are met. The proposal has two components: exterior modifications and signs, which are detailed below:

1) Exterior Modifications

All four structures located on the two sites were previously painted white. With the transfer of the property to the Toy Barn the applicant decided to make improvements including repainting of all the structures. The buildings were painted a dark gray in a satin finish (SW 6005). Staff is supportive of the modifications as the color selection is complementary to the modern architectural lines, and creates a visually cohesive automotive campus.

2) Signs

A single sign and sign type is permitted per parcel or use. The Code identifies a maximum square footage based on the use given the selected sign type. In certain cases where a property has greater than 100 feet of frontage on two public rights-of-way then a second sign of the same type is permitted assuming all additional restrictions can be met. Window signs are permitted at a size not to exceed 10SF or 10 percent of the overall window, whichever is less. If a tenant opts for window signs the total window sign area is subtracted from the total sign area permitted for the use. In detail the Toy Barn is proposing:

5200 Post Road

- Removal of five existing signs, and two existing signs to remain (one wall, and one window sign).
- Wall Sign: One sign is proposed on the south elevation of the building at 60.28 square feet in area, 13-feet in height, and three colors (white, red, and black).
- Window Sign: One sign is proposed on the west elevation above the entrance at five square feet and two colors (white and red).
- The total permitted sign area is 80 square feet, which the proposal falls within. All other considerations including secondary copy and logo size are less than 20-percent of the maximum sign area as proposed.

5016 and 5002 Post Road

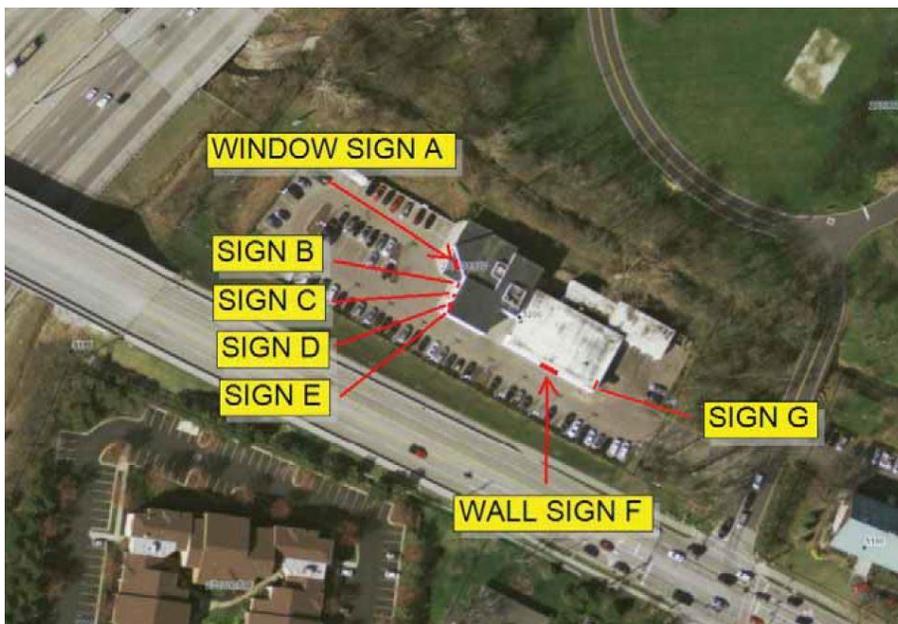
- Removal of four existing signs window signs, and two existing window signs to remain, and two new ground signs oriented toward different public rights-of-way.
- Post Road and Kilgour Place Ground Sign: The signs are proposed at 28.57 square feet each (or a total of 57.41 square feet) featuring three colors (white, red, and black). The total height of the signs combined is 11 feet – 8 inches. The sign cabinet is on top of a masonry base. The BSD Sign Design Guidelines strongly encourages ground signs that are dimensional and not simply flat. The applicant should update the signs to provide a dimensional ground sign in keeping with the intent of the BSD.

- Since the use has greater than 100-feet of frontage on two public rights-of-way two ground signs are permitted provided that combined they are not larger than one and a third times the permitted area (66.66 square feet) or one and a third times the permitted height (20 feet). The two sign may not be closer than two-third length the longest public ROW frontage (approximately 520 feet). This separation requirement should be shown on the plans and verified by Building Standards prior to issuance of a sign permit. Evergreen landscaping is proposed around the base. In all cases ground signs must be a minimum of 8 feet from the ROW and not located with an easement. The site plan provided with the sign permit should demonstrate this to the satisfaction of the City Engineer.
- Two window signs are proposed to remain, one per building, the total area of both signs is 8.24 square feet. When added to the area of the ground signs the total area of signs is within the area permitted for the site at 65.65 square feet.

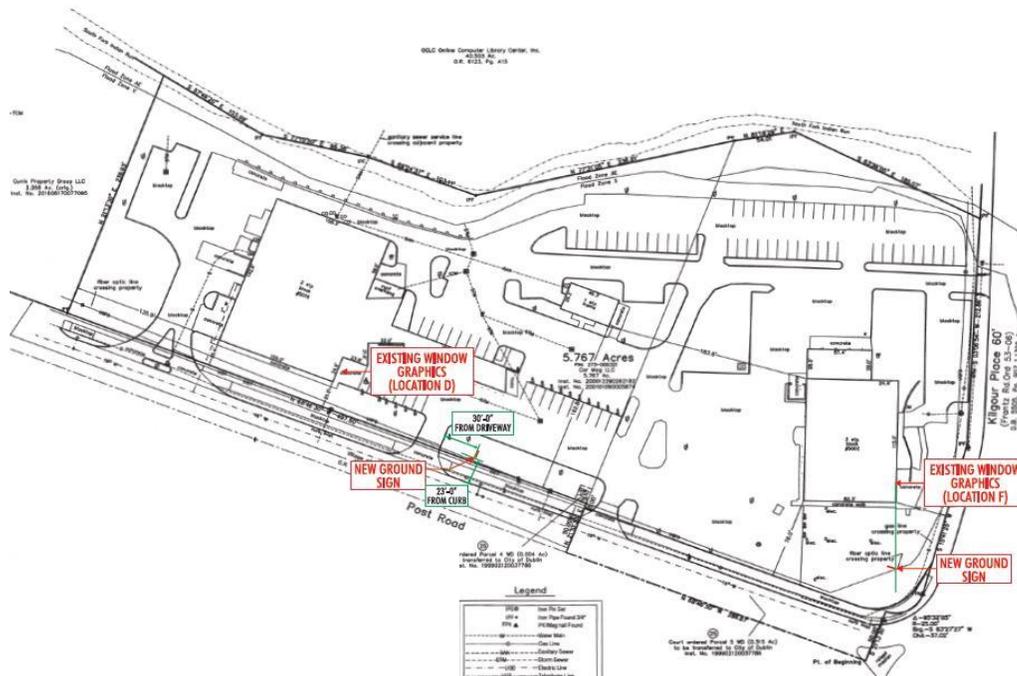
The applicant has indicated the desire to use directional signs to aid customers in navigating the campus. In all cases, the directional signs will need to be placed on the site to which they refer, and meet the Code requirement for directional signs at a maximum of 4 square feet and 3 feet in height. The directional sign submitted as part of the application does not meet the Code requirements.

4. Site Plans

A. 5200 Post Road



B. 5016 and 5002 Post Road



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 not 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 should be modified, subject to Planning's approval prior to sign permitting, to be dimensional letters with relief.
- 2) Signs should be highly pedestrian-focused while remaining visible to those traveling by car or bicycle.**
Criteria Met. The proposed MPR permits the auto-oriented to be visible within the context of the district.
- 3) Placement of signs and graphics should assist with navigation, provide information, and identify businesses.**
Criteria Met. The proposed MPR inhibit or limit tenants from locating signs in a manner and design the aides with navigation or business identification.

B. Minor Project Review [153.066]

- a) The Minor Project Review is substantially similar to the approved Basic Site Plan.**
Criteria Met. Minor alternations are proposed to the exterior of the structure, and the proposed color is consistent with the architectural

character of the campus.

- b) **If a Development Plan has been approved the Minor Project Review is substantially similar to the approved Development Plan.**
Not Applicable. No changes are proposed to the site with this application.
- c) **The application meets all applicable Code requirements.**
Criteria Met with Condition. All applicable Code requirements must be reflected on the plans and met prior to issuance of a sign permit.
- d) **The internal circulation system and driveways provide safe and efficient access for residents, occupants, visitors, emergency vehicles, bicycles, and pedestrians.**
Criteria Met. No changes are proposed to the building configuration or site with this application.
- e) **The relationship of buildings and structures to each other and to other facilities provides for the coordination and integration of the development within the surrounding area and the larger community and maintains the image of Dublin as a high quality community with a commitment to exemplary planning and design.**
Criteria Met. There are not changes proposed to the configuration building or site with this application. The proposed paint color and signs meet code and are in keeping with the aesthetic of the BSD and larger community as a whole.
- f) **The application is consistent with the requirements for types, distribution, and suitability of open space in §153.064 and the site design incorporates natural features and site topography to the maximum extent practicable.** Not Applicable. No changes are proposed to the building configuration or site with this application.
- g) **The scale and design of the proposed development allows the adequate provision of services currently furnished by or that may be required by the City or other public agency including, but not limited to, fire and police protection, public water and sanitary sewage services, recreational activities, traffic control, waste management, and administrative services;** Criteria Met with condition. No changes are proposed to the site, or utilities with this application. Both ground signs must be a minimum of 8 feet from the ROW and not located with an easement. The site plan provided with the sign permit should demonstrate this to the satisfaction of the City Engineer
- h) **Stormwater management systems and facilities will not cause alterations that could increase flooding or water pollution on or off the site, and removal of surface waters will not adversely affect neighboring properties;** Criteria Met. No changes are proposed to the office

site, utilities, or stormwater management facilities with this application.

- i) **If the development is to be implemented in phases, each phase is able to be considered independently, without the need for further phased improvements.**

Not Applicable. The proposal will be completed in a single phase.

- j) **The application demonstrates consistency with commonly accepted principles of walkable urbanism as described in §§153.057 and 153.058, the five Bridge Street District Vision Principles, Community Plan and other related policy documents adopted by the City.**

Criteria Met with Condition. The proposed signs is consistent with the intent of the BSD to allow for existing uses and structures to continue until such time that full redevelopment occurs.

6. Recommendation

Staff Recommendation

Upon finding the general intent of the BSD-Commercial District, and BSD Sign Design Guidelines for pre-existing, auto-oriented uses. **Approval** with four conditions:

- 1) The ground sign design be modified, subject to Planning's approval prior to sign permitting, to be dimensional letters;
- 2) The ground signs separation requirement should be shown on the plans and verified by Building Standards prior to issuance of a sign permit;
- 3) Both ground signs must be a minimum of 8 feet from the ROW and not located with an easement. The site plan provided with the sign permit should demonstrate this to the satisfaction of the City Engineer; and,
- 4) All directional signs meet Code.