

18-025ARB-MPR – MIDWEST GAS SIGN

Site Location

East of South High Street, approximately 50-feet northeast of the intersection of Eberly Hill Lane.

Zoning

BSD-Hs: Historic South

Property Owner

66 South High LLC

Applicant/Representative

Steve Moore, Moore Signs

Applicable Land Use Regulations

Zoning Code Section 153.066 and 153.170, and the *BSD Sign Design Guidelines and Historic Dublin Design Guidelines*

Request

A Master Sign Plan (MSP) for a ground sign for an existing tenant space.

Staff Recommendation

Approval Master Sign Plan with 3 conditions.

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Case Manager

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Summary

A proposal for a Master Sign Plan to permit a 3-square-foot sign for an existing tenant space within the BSD-Historic South District.

Location Map



Next Steps

Upon approval from the Architectural Review Board (ARB), the applicant may file for sign permits.

1. Context Map

The site is located east of South High Street, approximately 50 feet northeast of the intersection of Eberly Hill Lane.



2. Overview

A. Background

The site contains a one-story building built in 1970. The building has a front-gable roof with overhanging eaves that is sheathed in asphalt shingles. The structure is constructed of concrete block, with vertical board paneling sheathing the façade. The front door is on the south side of the façade, sheltered by a fabric awning. Façade windows are double-hung replacements, six-over-six in configuration.

The ARB approved minor alterations including window and door replacement, awning additions, and light fixture replacements in 2014.

The ARB approved a ground sign with a single tenant panel in the existing location in 1995, which is located within the right-of-way. It has been determined by the Law Director's office that the current placement of the sign would be considered non-conforming and cannot be expanded in its current location.

The ART reviewed and recommended approval of the application with the proposed conditions on April 19, 2018. During the ART discussion, the applicant indicated a desire to use the proposed MDO material for the new panel, in lieu of the staff recommended material choices. The applicant stated the MDO material is of an equivalent standard to the recommended materials, would match the design of the existing panel, and would have less warping and maintenance over time, noting the existing sign uses MDO and has lasted over 10 years. The ART agreed it would be good to match the existing sign, but the final determination on materials is made by the ARB.

B. Site Characteristics

1) Natural Features

The site is developed and no natural features exist that would impact the proposed project.

2) Historic and Cultural Facilities

The site is located within the Historic District; however the building is not listed on the National Historic Register, nor is it considered a contributing structure.

3) Surrounding Land Use and Development Character

- North: BSD-HC: Historic Core (Commercial)
- East: BSD-HR: Historic Residential (Single-Family Residence)
- South: BSD-HC: Historic Core (Commercial, Office)
- West: BSD-HC: Historic Core (Commercial)

4) Road, Pedestrian and Bike Network

The site has frontage on South High Street (±33 Feet). Sidewalks are installed on both sides of High Street.

5) Utilities

The site is currently served by public utilities, including sanitary and water. Electrical and gas are also provided on site. Sign placement, as conditioned, will not impact the existing utilities.

C. Proposal

1) Summary

The existing ground sign contains a single tenant panel for "Tickets Galore", which is located within the right-of-way along South High Street. The proposal includes the installation of a second tenant panel on the existing ground sign. Code permits two signs of different types for a tenant in a multitenant building, with an additional sign permitted on an additional storefront for tenants with access to a public parking lot from a dedicated side or rear entrance.

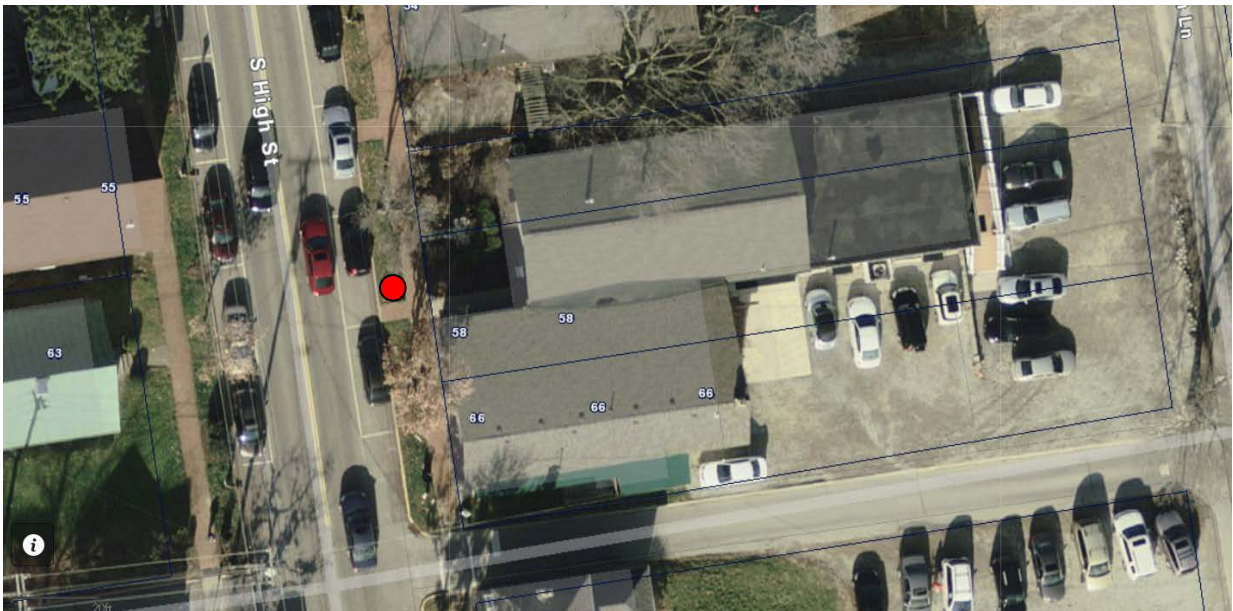
Code permits a maximum sign size of 8 square feet and a maximum height of 6 feet for ground signs. The proposed panel is approximately three square feet, which matches the size of the existing panel making the overall sign area is six square feet. The height is unchanged, but requires verification it is under the six-foot limitation.

The proposed sign panel is a double-faced, MDO (Medium Density Overlay) plywood sign, which is not a permitted material. The sign will need to be revised to incorporate an approved material of High Density Urethane (HDU), cedar, redwood, treated lumber, and equivalent materials, as required by Code.

Code requires signs to be limited to three colors. The proposed sign includes two colors: black chromatic for the background and white for the routed areas and letters, which meet Code and match the existing sign.

As noted above, the sign location was approved in 1995 and is considered non-conforming, which means it cannot be expanded in its current location and will need to be removed from the right-of-way. Code requires ground signs to be located eight feet from the right-of-way. Given the location and design of the existing building, Planning and Engineering recommend relocating the sign approximately three feet to the east of the sidewalk (not the entire eight feet from the right-of-way required by Code). A MSP is required to allow the reduced setback.

3. Sign Plan



4. Criteria Analysis

A. BSD Sign Design Guidelines

- 1) **Signs and graphics should contribute to the vibrancy of the area.**
Criteria Met with condition. The proposal 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 proposed MDO material is not a permitted material. The applicant should revise the plans and select a permitted wood material (HDU, cedar, redwood, treated lumber or equivalent material) for the sign.
- 1) **Signs should be highly pedestrian-focused while remaining visible to those traveling by car or bicycle.**
Criteria Met. The sign is proposed in a manner that is pedestrian oriented while realizing the need for wayfinding at a variety of scales.
- 2) **Placement of signs and graphics should assist with navigation, provide information, and identify businesses.**
Criteria Met. The projecting sign is located at the front entrance of the business and is strategically placed for maximum visibility for both vehicles and pedestrians.

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 location while maintaining the existing sign's pedestrian-oriented 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 sign is for a multi-tenant building, and is coordinated with design and display with the existing sign.
- 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 modification permits sign that are separately within the area allowance of Code, but does not meet the required setback. The flexibility requested is appropriate given the development history of the existing sign and brings the non-conforming sign into compliance.
- 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-Historic South and BSD Sign Design Guidelines are upheld with the condition that the sign be removed from the public right-of-way and the sign height be verified to meet Code.

C. General Review Standards

- 1) **The character and materials are compatible with the context.**
Criteria Met with conditions. The proposed MDO material is not a permitted material. The applicant should revise the plans and select a permitted wood material (HDU, cedar, redwood, treated lumber or equivalent material) for the sign background and lettering.
- 2) **Recognition and respect of historical or acquired significance.**
Criteria Met. The sign adheres to the *Historic Dublin Design Guidelines* with respect to color compatibility, design, and scale.
- 3) **Compatible with relevant design characteristics.**
Criteria Met. This proposal is compatible and consistent with the existing aesthetic and maintains the historic integrity of the residence.
- 4) **Appropriate massing and building form.**
Criteria Not Applicable. No new structures are proposed.
- 5) **Appropriate color scheme.**
Criteria Met. The sign features two (2) colors.
- 6) **Complementary sign design.**
Criteria Met. The character of the sign is consistent with the era of the building.
- 7) **Appropriate landscape design.**
Criteria Not Applicable. No landscaping is proposed.
- 8) **Preservation of archaeological resources.**
Criteria Not Applicable. No archaeological resources are associated with this site.

D. Alterations to Buildings, Structure, and Site

- 1) **Reasonable effort to minimize alteration of buildings and site.**
Criteria Met. The relocation of the sign from the right-of-way will cause minimal disturbance to the site.
- 2) **Conformance to original distinguishing character.**
Criteria Met. The proposed sign materials and color palette are appropriate for the character and design of the existing structure and are consistent with the period details of the building.
- 3) **Retention of historic building features and materials.**
Criteria Not Applicable. No alterations to the building are proposed.
- 4) **Alteration recognizes historic integrity and appropriateness.**
Criteria Met. The material selection and design is appropriate to maintain the character of the existing sign. No alterations to the building are proposed.
- 5) **Recognition and respect of historical or acquired significance.**
Criteria Met. The proposed sign is compatible with the surrounding character of the district.

- 6) **Sensitive treatment of distinctive features.**
Criteria Met. The proposed sign is compatible with the surrounding design and character of the district. The design is appropriate to maintain the historic character.
- 7) **Appropriate repair or replacement of significant architectural features.**
Criteria Not Applicable. No repairs or building alternations are proposed as part of this application.
- 8) **Sensitively maintained historic building materials.**
Criteria Met with condition. The proposed MDO is not a permitted material within the zoning district. The applicant is required to use a permitted wood material for the sign (HDU, cedar, redwood, treated lumber or equivalent material) within the Historic District.

5. Recommendation

ART Recommendation

The proposed Master Sign Plan is consistent with all of the applicable review criteria.

Approval is recommended with two conditions:

- 1) That the applicant relocate the sign to approximately three feet to the east side of the sidewalk to ensure the sign post, arm and panels do not extend into the sidewalk.
- 2) That the applicant use a permitted wood material for the sign background and lettering (HDU, cedar, redwood, treated lumber, or equivalent material).
- 3) That the applicant verify the height of the sign does not exceed six feet.