



PLANNING REPORT

Administrative Review Team

Thursday, January 12, 2023

VIVI BUBBLE TEA – SIGN 22-145MPR

<https://dublinohiousa.gov/art/22-145>

Case Summary

Address	6375 Sawmill Rd, Dublin, OH 43017
Proposal	Installation of an approximately 21-square-foot wall sign at an existing tenant space.
Request	Review and approval of a Minor Project Review under the provisions of Zoning Code Section 153.066.
Zoning	BSD-C, Bridge Street District – Commercial District
Planning Recommendation	<u>Approval of Minor Project Review</u> Planning recommends approval with no conditions.
Next Steps	The Administrative Review Team (ART) is the final reviewing body for this application. Upon approval from the ART, the applicant may apply for a permanent sign permit through Building Standards.
Applicant	Dublin Station, LLC
Case Manager	Planning Consultant Dan Phillabaum, AICP, RLA (Landplan Studios, LLC) (614) 567-2000 dan@landplanstudios.com Case Manager Christopher Will, AICP, Planner (City of Dublin) (614) 410-4498 cwill@dublin.oh.us

Site Location Map

22-145MPR | ViVi Bubble Tea Sign



Existing Tenant Space



1. Background

In February 2017, City Council approved amendments to the Bridge Street District (BSD) sign provisions (Ordinance 13-17) for existing structures in the BSD. As part of an existing structure in the BSD, signs are required to comply with regulations set forth within Sections 153.150-153.164 of the Zoning Code until the space is redeveloped.

In addition to the sign requirements of the Zoning Code, all signs within the Bridge Street District are subject to the objectives and intent of the Bridge Street District Sign Guidelines adopted in October 2015 (Resolution 72-15).

2. Proposal

The primary structure on the site was constructed prior to the adoption of the BSD Code. The building and site do not meet the requirements of any of the Building Types outlined in the BSD Code. Therefore, the sign requirements are governed by the standard Zoning Code. Additional sign design guidance as outlined in the Bridge Street District Sign Guidelines.

Zoning Code Requirements

This tenant space is permitted a wall sign up to one-square-foot in size per linear foot of width of the storefront, not to exceed 50 square feet. Code permits wall signs to be 15 feet in height and a maximum of three colors.

Bridge Street District Sign Guidelines Intent

The intention of signage guidelines in this district are to “enhance the physical appearance of the BSD zoning districts and the city as a whole by encouraging high quality, effective outdoor graphics for the purposes of navigation, information and identification.” This intention includes to:

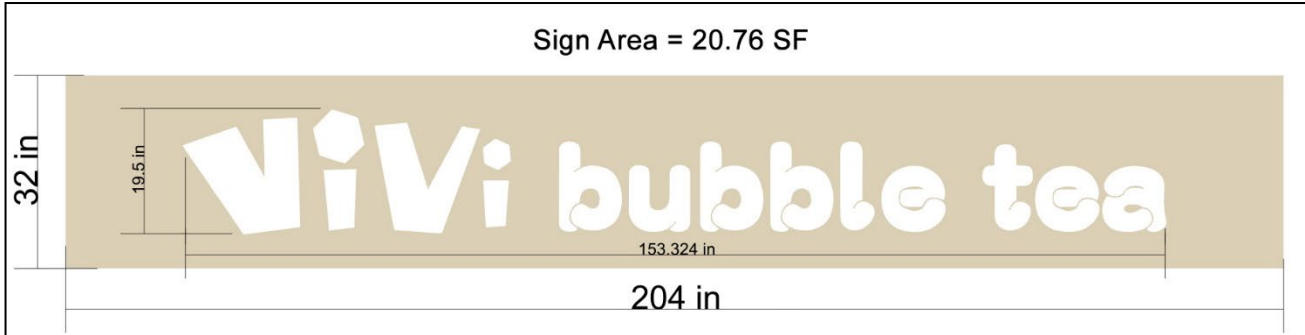
- “Provide sign standards that allow fair competition while ensuring that signs used by individual businesses will contribute to the urban vitality, interest, and uniqueness of the Bridge Street District.
- Provide aesthetic standards that ensure adherence to the high level of design and construction quality expected by the community.
- Provide the public with a safe and effective means of locating businesses, services and points of interest by multiple modes of transportation.
- Provide standards for signs that are appropriately scaled to the pedestrian realm and designed to enliven the pedestrian experience.
- Regulate signs in accordance with applicable federal and state law.”

Sign Details

The applicant is proposing to install an approximately 21-square-foot wall sign at a height of 11-feet for an existing tenant space in the Trader Joe’s shopping center. The sign is proposed to be installed on the existing sign band, consistent with other tenant signs in the center.

The proposed wall sign details are consistent with other tenant signs in the center, which utilize a tan aluminum sign panel within the sign band and all sign copy and other sign elements routed from the aluminum panel and internally illuminated.

The Vivi Bubble Tea sign features the business name in white acrylic backer panel exposed through the routed aluminum tan sign panel. The sign is proposed to be internally illuminated using the existing electric within the sign band. The proposed means of illumination (LED, incandescent, etc.) and all electrical details must be submitted with the sign permit application.



3. Plan Review

Minor Project Review Criteria

Criteria	Review
1. The Minor Project shall be consistent with the Community Plan, and all BSD adopted plans, policies, and regulations.	Criteria Met: The proposal is consistent with adopted plans, policies, and regulations of the BSD.
2. The Minor Project is consistent with the approved Final Development Plan.	Not Applicable: The site has no previously approved Final Development Plan.
3. The Minor Project is consistent with the record established by the Administrative Review Team.	Criteria Met: The proposed signs are consistent with the record established by the ART.
4. The Minor Project meets all applicable use standards;	Criteria Met: The proposal meets the zoning requirements for signs, as the sign is sized appropriately, installed at a permitted height, and meets the color limitations.
5. The proposed improvements meet all applicable requirements of the BSD Code and respond to the standards of the BSD Design Guidelines.	Criteria Met: The proposal meets applicable Zoning Code requirements by using high quality materials and design elements and is consistent with the applicable standards of the BSD Sign Design Guidelines by achieving signage that is consistent and complementary to the established character of the shopping center.

Recommendation

Planning Recommendation: Approval of the Minor Project.