



PLANNING REPORT

Planning and Zoning Commission

Thursday, June 8, 2023

Primrose School - Signs 22-181MSP

www.dublinohiousa.gov/pzc/22

Case Summary

Address	6445 Abbey Lane
Proposal	Request for a Master Sign Plan to permit two wall signs for an existing daycare. The 1.37-acre site is zoned BSD-SCN, Bridge Street District - Office and is located southwest of the intersection of W. Dublin-Granville Road with Abbey Lane.
Request	Request for review and approval for amendments to a Master Sign Plan under the provisions of Zoning Code Sections 153.066, and the Bridge Street District Sign Guidelines.
Zoning	BSD-O: Bridge Street District – Office
Planning Recommendation	<u>Approval of Master Sign Plan with no conditions.</u>
Next Steps	Upon approval of the Master Sign Plan, the applicant may submit to Building Standards for permitting.
Applicant	Sandra Shannon, Sign Vision Co.
Case Manager	Zach Hounshell, Planner II (614) 410-4652 zhounshell@dublin.oh.us

Site Location Map



22-181MSP | Primrose School Signs

Site Features

- 1 Newly-constructed neighborhood street (Abbey Lane)
- 2 Newly-constructed daycare facility (Primrose)



1. Overview

Site Background

This 1.37-acre site is zoned BSD-O, Bridge Street District - Office. This site is located along the newly-created Abbey Lane, located east of the intersection of W Dublin Granville Road and Dublin Center Drive. This site was split into two separate sites in 2021 to develop the southern site into the Primrose School. The northern site is currently vacant.

Case History

In February 2021, the Planning and Zoning Commission (PZC) reviewed and approved a Final Development Plan (FDP) for the development of a new two-story, 15,850-square-foot child daycare center. The FDP included a Final Plat (FP) application, which was approved by City Council for the dedication and construction of a new public neighborhood street (Abbey lane) and the splitting of the lot into two developable lots. Signs were conceptually shown on the FDP submission, but were not considered with the application.

Process

A Master Sign Plan (MSP) is intended to enable businesses and other entities to utilize unique and creative signs to denote their organization and add unique characteristics within the city. With One-of-a-kind designs coupled with high quality materials and construction, this is intended to allow deviation from the typical standards of the Bridge Street District Sign Code.

The Planning and Zoning Commission (PZC) is the final review body for new MSPs and for other modifications to previously existing plans. Those organizations within the BSD and beyond are required to meet regulatory standards through the submittal of sign permits. The City of Dublin and Guide Studios, a graphics consultant for the City, review and approve sign permits within BSD.

2. Project

Project Summary

The applicant is requesting a Master Sign Plan for the installation of 2 wall signs on the existing daycare building. The Master Sign Plan is required due to the height, location, and number of sign requirements being exceeded.

Code Requirements

A single tenant building is permitted up to one wall sign per street frontage. Wall signs in the Bridge Street District are permitted to be ½ square feet per each lineal foot of building wall or storefront width up to a maximum of 50 square feet, located on a wall facing a public street and located within the first story as appropriate to each building type.

Wall Signs

The applicant is proposing a primary wall sign on the east elevation of the building, and a logo wall sign on the west elevation of



the building. The primary wall sign is located along Abbey Lane, the sole street frontage for the site. The sign is approximately 45 square feet in size and approximately 25 feet in height. The sign will be constructed of 0.5-inch non-illuminated dark bronze letters pin-mounted to the Aged Copper metal panel above the front entrance. The building was approved and built with three decorative lighting fixtures to provide down lighting for a future wall sign.

The proposed height of the sign exceeds the maximum height for wall signs in the district, which requires the approval of the MSP. The sign location is consistent with the location conceptually provided with the approved FDP. The applicant has worked with Staff to simplify the design of the wall sign to create a dimensional sign that meets the aesthetic and creative requirements of a MSP.

The applicant is proposing a 20-square-foot logo sign on the west elevation of the building. The secondary logo wall sign is located adjacent to the parking lot entrance into the building, which is the primary entrance for visitors. The logo is identical in design to the wall sign on the east elevation, manufactured from 0.5-inch non-illuminated dark bronze metal. The sign will be installed at a height of 8 feet – 8 inches. The sign will be illuminated by an overhead decorative fixture to match those utilized on the east elevation.

The request for a second wall sign and the location of the wall sign not on a street frontage exceed the requirements of the district, which requires the approval of the MSP. This sign is more pedestrian in design, intended to direct visitors towards the entrance of the building. The applicant has worked with Staff to similarly simplify the proposed sign, and has removed a third sign above the entrance to more closely meet the requirements of the MSP.



3. Plan Review

Master Sign Plan

Criteria

1. Allow a greater degree of flexibility in sign design and display.

Review

Criteria Met. The proposed sign package has been designed with simplicity, but achieves the intent for high quality signs in the District. By minimizing the design of the logo and copy, while pin-mounting the dimensional signs, the quality and design of the sign meet the requirements for MSPs.

Criteria	Review
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 proposed sign package is designed in a coordinated fashion, as the signs complement the building and each other.
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 requested sign package is appropriate for the single-tenant building, and each sign is located and scaled to complement the building and attract attention at a pedestrian scale.
4. Maintains the purpose and intent of the sign and graphics standards for the applicable BSD Zoning District.	Criteria Met. The proposed sign package is consistent with the applicable standards of the BSD-Office district.

Planning Recommendation: Approval of the Master Sign Plan with no conditions.