



PLANNING REPORT

Administrative Review Team

Thursday, April 13, 2023

Veterinary Emergency Group Signs 22-114MPR

<https://dublinohiousa.gov/art/22-114/>

Case Summary

Address	3800 Tuller Road, Dublin, OH 43017
Proposal	Installation of two new signs on existing monument sign bases.
Request	Review and approval of a Minor Project Review under the provisions of Zoning Code Section 153.066.
Zoning	BSD-SCN, Bridge Street District – Sawmill Center Neighborhood
Planning Recommendation	<u>Approval of Minor Project Review with Conditions</u>
Next Steps	Upon review and approval from the Administrative Review Team, the applicant may file for a permit through Building Standards.
Applicant	Saundra Shannon, Sign Vision Co.
Planning Consultant/ Case Manager	Dan Phillabaum, AICP, RLA Principal • Landplan Studios, LLC (614) 567-2000 dan@landplanstudios.com Chris Will, AICP, Planner II City of Dublin—Planning (614) 410-4498 cwill@dublin.oh.us

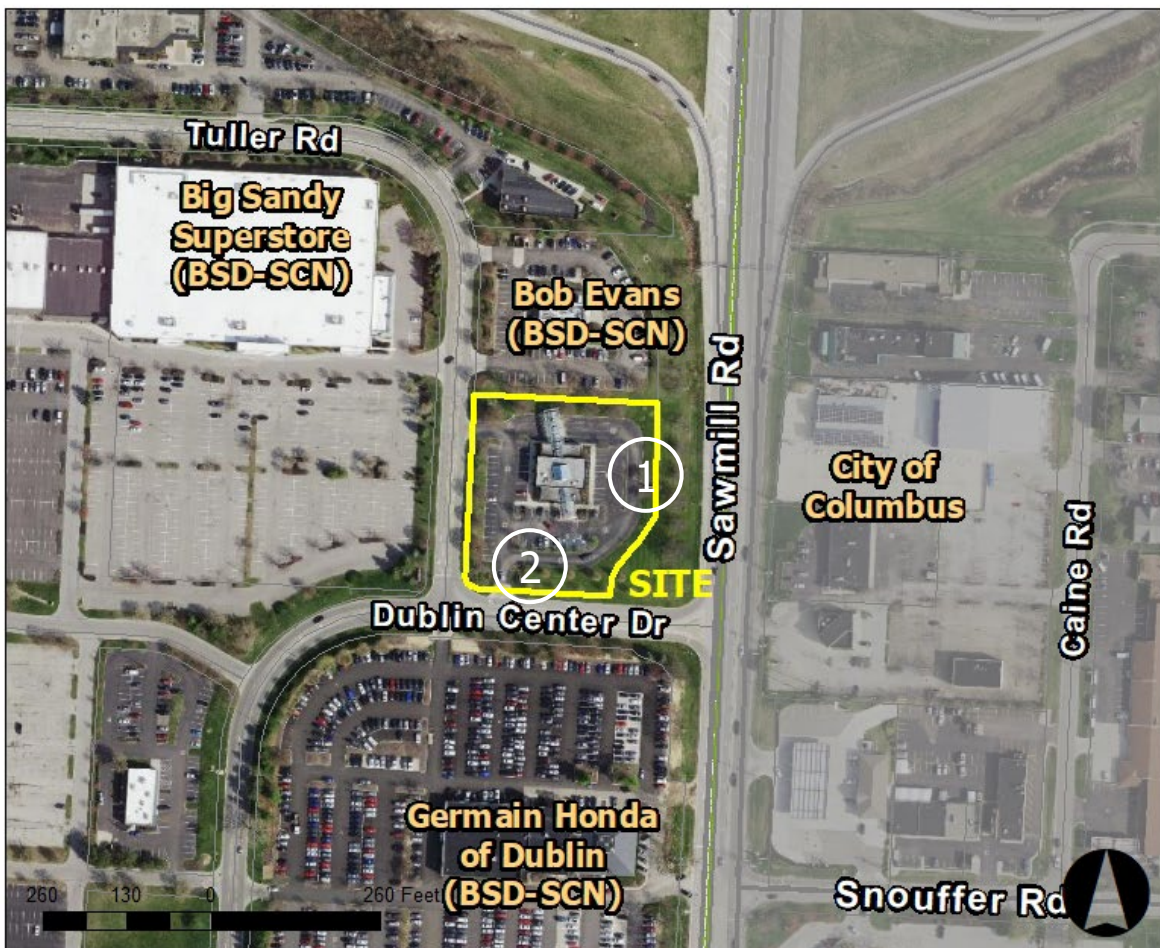
Site Location Map

22-114MPR | 3200 Tuller Road



Site Features

- 1 Sawmill Road Sign Location
- 2 Dublin Center Drive Sign Location



1. Background

Site Summary

The 1.866-acre site is located northeast of the intersection of Tuller Road and Dublin Center Drive, with frontage and vehicular access on both rights-of-way. The site also has frontage along Sawmill Road to the east. Developed properties also zoned Bridge Street District-Sawmill Center Neighborhood (BSD-SCN) are immediately adjacent to the site to the north (Bob Evans Restaurant), to the west across Tuller Road (Big Sandy Superstore) and to the south across Dublin Center Drive (Germain Honda of Dublin). Across Sawmill Road to the east are commercial properties within the City of Columbus. The site features a former branch of Chase Bank, currently under renovation to a Veterinary Emergency Group hospital, along with two existing ground signs located perpendicular to Sawmill Road and Dublin Center Drive.

History

According to information obtained from the Franklin County Auditor, the existing Chase Bank building and site were constructed in 1987. As part of the Bridge Street District area-wide rezoning, the site was rezoned to BSD-SCN District. With the change in zoning, the height, size, location and other characteristics of the existing signs became nonconforming with the Bridge Street Code requirements and Sign Guidelines.

Process

The ART BSD Minor Project Review is a single-step process. Upon review and approval from the ART, the applicant may file for a sign permit through Building Standards.

2. Sign Code and Bridge Street District Sign Guidelines Applicability.

The existing site, building and signs were constructed prior to the adoption of the Bridge Street Code. The extent of the proposed modifications to the existing site brought about with the proposed change in use from a bank to a veterinary hospital, do not require that the site be brought into compliance with the Bridge Street Code, however, any modifications must bring the site closer to compliance with the development standards of the Bridge Street Code.

With respect to the existing ground signs, the sign foundations and bases are to remain in their existing location, with the brick bases retrofitted to a smaller size which brings the these elements closer to compliance with required setbacks. For modifications to existing signs in the Bridge Street District that do not change in location or are replacements of the sign face in the same location, all numeric and dimensional requirements of the Sign Code under which the signs were initially constructed shall remain applicable. Sign quality and character, including materials, fabrication, architectural integration, illumination, colors & secondary images, graphic design & composition, and dimensionality shall follow the recommendations of the Bridge Street District Sign Guidelines.

Sign Code Analysis

Applicable Ground Sign Requirements--Sign Code §§153.150-153.162	Proposed Ground Signs	
	Sawmill Road Sign	Dublin Center Drive Sign
§153.152 Prohibited Sign Locations		
Signs may not be installed (A) In any public ROW, unless specifically authorized by this chapter and the City Engineer. (B) In any utility easement or no-build-zone	At the time of construction, both existing signs were constructed in permitted locations and have not been relocated since.	
	Based on aerial imagery, the Sawmill Road sign may now encroach into the ROW. As proposed, the existing sign base will be reduced in size, away from the existing ROW.	Based on information provided by the applicant, the Dublin Center Drive sign is at the edge of an existing 10' easement running parallel to the ROW. As proposed, the existing sign base will be reduced in size, away from the existing easement and ROW.
§153.156(C)(2) General Requirements for Temporary & Permanent Signs, Design		
Permanent signs shall display as the primary image only the name of the business in text.	Both signs feature the business name "VETERINARY EMERGENCY GROUP" as the primary image, and the logo and additional "OPEN 24/7" text as secondary images.	
Logos and any additional text, graphic, or image displayed on the sign face will be considered a secondary image and shall not exceed 20% of the maximum permitted area of the sign face.	The total area of the Sawmill Road sign face is 45.33 square feet. The total area of secondary images is 8.79 square feet (20% of sign face)	The total area of the Dublin Center Drive sign face is 20 square feet. The total area of secondary images is 3.36 square feet (18% of sign face)
§153.156(C)(4) General Requirements for Temporary & Permanent Signs, Color		
(a) Except as provided in division (b) below, signs shall be limited to three colors. The background color is considered one of the three permissible colors.	Both proposed signs incorporate three colors in the design of the sign—white letters against a black background and a logo comprised of red, white and black.	
(b) A corporate trademark or symbol used as a logo or secondary image shall not be limited in the number of colors used in a sign, but shall be considered as one of three permissible colors. The primary image, or secondary images, and/or background shall use one of the colors used in the		

corporate trademark or symbol logo.		
§153.156(D) General Requirements for Temporary & Permanent Signs, Landscaping		
The base of all permanent ground signs shall be landscaped with living plant material and maintained in good condition at all times. The minimum landscaped area shall extend at least three feet beyond all faces or supporting structures in all directions.	<i>There is existing landscaping at the base of each of the existing signs. With the proposed reduction in size of each of the sign bases, the applicant proposes to infill landscaping where necessary to meet Code.</i>	
Exposed foundations must be constructed with a finished material such as brick, stone, or wood, or be screened with evergreens to the top of the anchor bolts.	<i>The existing sign bases are finished with brick matching the brick of the existing building. The applicant proposes to retrofit each of the existing sign bases to a smaller size to better relate to the proportions of the new sign cabinets proposed.</i>	
§153.157(B)(2) Permanent Signs, Ground Signs, Size		
	<i>See §153.157(B)(5)(b) below</i>	
§153.157(B)(3) Permanent Signs, Ground Signs, Height		
	<i>See §153.157(B)(5)(a) below</i>	
§153.157(B)(4) Permanent Signs, Ground Signs, Setbacks		
All ground signs must be set back a minimum of eight feet from any public right-of-way or property boundary line unless such signs are specifically exempted of this requirement	<i>Based on the Site Plan provided by the applicant, the existing sign base, as proposed to be reduced in size, will be setback approximately XX feet from the Sawmill Road ROW.</i>	<i>Based on the Site Plan provided by the applicant, the existing sign base, as proposed to be reduced in size, will be setback approximately XX feet from the Dublin Center Drive ROW.</i>
§153.157(B)(5) Permanent Signs, Ground Signs, Number		
Buildings on corner lots having at least 100 feet of frontage on two public rights-of-way may be entitled to two ground signs, one facing each public right-of-way, if they meet the following criteria:	<i>The building is on a corner lot and has at least 100 feet of frontage on two public rights-of-way.</i>	
(c) The total combined height of both signs shall not exceed 1-1/3 times the max. permitted height of a single ground sign. (15' max. permitted/20' total permitted for both signs)	<i>The proposed height of the Sawmill Road ground sign is 9'-1".</i>	<i>The proposed height of the Dublin Center Drive ground sign is 6'-1".</i>
	<i>The total height for both proposed signs is 15'-3".</i>	
(d) The total combined area of both signs shall not exceed 1-1/3 times the max. permitted area	<i>The total area of the Sawmill Road sign face is 45.33 square feet.</i>	<i>The total area of the Dublin Center Drive sign face is 20 square feet.</i>

of a single ground sign. (50 SF max. permitted/66.67 total SF permitted for both signs)	<i>The total area for both proposed signs is 65.33 SF.</i>
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Bridge Street District Sign Guidelines Analysis

Applicable Sign Design Guidelines	<i>Proposed Ground Signs</i>
General Material Requirements	
• Metal Faces Minimum .125-inch aluminum is recommended for spans greater than 3 feet to avoid 'oil canning' or rippling of the sign faces.	<i>The proposed sign faces are specified as 0.080-inch aluminum, and should be increased to the recommended .125-inch aluminum thickness.</i>
• Metal Returns Returns must be sanded, primed and painted aluminum	
• Moldable Synthetic Materials Must be Solar Grade (SG) acrylics and polycarbonates (or equivalent) to avoid fading, typically no less than .125-inch thick.	<i>No specifications have been provided for the proposed acrylic sign material. The recommended specifications should be incorporated into the design of the sign faces.</i>
Architectural Integration	
• Ground Signs Ground signs should be designed with materials that coordinate with or are used on the building with which the sign is associated.	<i>The existing ground sign bases are constructed of the same brick used on the associated building.</i>
Illumination	
• Internal Illumination Internally illuminated cabinet signs are permitted, provided that the sign is creatively designed with high quality materials and fabrication.	<i>The proposed sign faces are creatively designed to provide dimensionality and, as conditioned, is fabricated with high quality materials.</i>
Colors & Secondary Images	<i>See analysis above at §153.156(C)(4) General Requirements for Temporary & Permanent Signs, Color.</i>
Dimensionality	
• Texture & Three-Dimensional Elements Signs are recommended to incorporate three-dimensional elements that enhance the sign character.	<i>The proposed ground sign cabinets feature individually extruded letters in all sign copy and logo extending one-inch beyond the sign face background.</i>

3. Project Details

The applicant proposes to retrofit the existing ground sign bases in their existing locations, reducing the size of both bases to better correspond to the size of the proposed new sign cabinets.

Existing Sign Bases

The existing sign bases are constructed of the same brick as the existing building and are legally non-conforming in their current location based on expansions of the adjacent Sawmill Road and Dublin Center Drive rights-of-way (ROW) in the years since the site was developed in 1987. Based on aerial imagery, it appears that the Sawmill Road sign encroaches the ROW by approximately 2 feet, and that the Dublin Center Drive sign is setback approximately 2.75 feet from the ROW, less than the 8 feet required by Code.



Existing Ground Sign at Sawmill Road (View to the North)



Existing Ground Sign at Dublin Center Drive (View to the East)

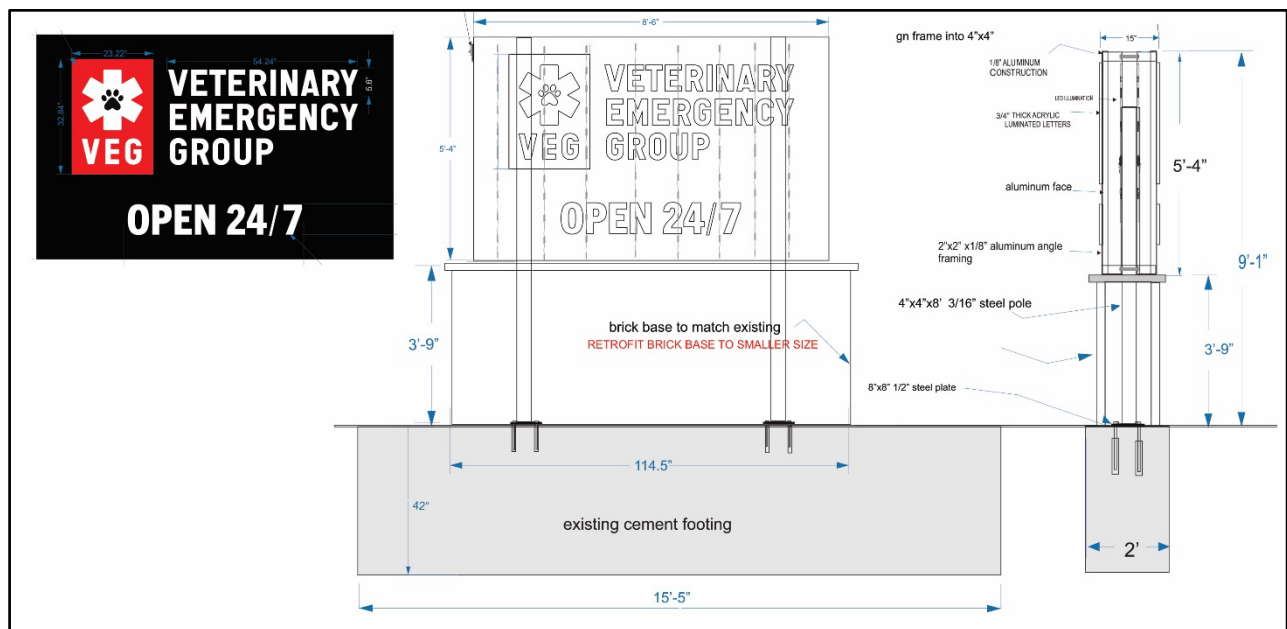
While continuing to utilize the existing sign foundations, the existing bases are proposed to be retrofitted to a reduced length to better correspond to the proportions of the proposed new signs. The Sawmill Road sign base is proposed to be reduced from the existing length of 13 feet to 9.53 feet, and the Dublin Center Drive sign base reduced in length from 7.67 feet to 6.33 feet. Both sign bases are proposed to replace the existing 4-inch cast limestone cap with a 2-inch bluestone cap. The sign base length modifications must be implemented such that the

existing ROW encroachment at Sawmill Road is eliminated, and that both signs be brought closer to compliance with required setbacks. To verify that any encroachments into the ROW have been resolved, the applicant shall provide an as-built professional survey for review by Engineering, following the proposed retrofit of the sign bases. To ensure that the sign bases maintain a consistent appearance and match the building, the existing brick be salvaged and reutilized in the reconstruction of the modified portions of the sign base, and that any new brick proposed be subject to Planning approval prior to submitting for sign permits.

Sign Faces

The proposed sign faces vary in size but feature a consistent design. The Sawmill Road sign face is eight and one-half feet wide by five-foot four inches tall, or 45.33 square-feet in area; and the Dublin Center Drive sign is five feet wide by four feet tall, or 20 square-feet in area. Both are within two-sided, 15-inch wide aluminum sign cabinets, internally-illuminated with LED lights.

The faces of both signs are comprised of black aluminum sign background with the business name and secondary images in acrylic pushed through the stencil cut sign background a distance of one inch. The business name "VETERINARY EMERGENCY GROUP" is in white copy justified to the right of the rectangular logo in red, white and black. Centered at the bottom of the sign is the secondary image copy "OPEN 24/7" in white. For both signs, the overall sign sizes, colors, and area of secondary images are in compliance with Code. The proposed sign faces are specified as 0.080-inch aluminum, and should be increased to the 0.125-inch aluminum thickness recommended by the Bridge Street District Sign Guidelines. No specifications have been provided for the proposed acrylic sign material. The minimum .125-inch thick Solar Grade acrylic recommended by the Sign Guidelines should be specified to avoid fading.



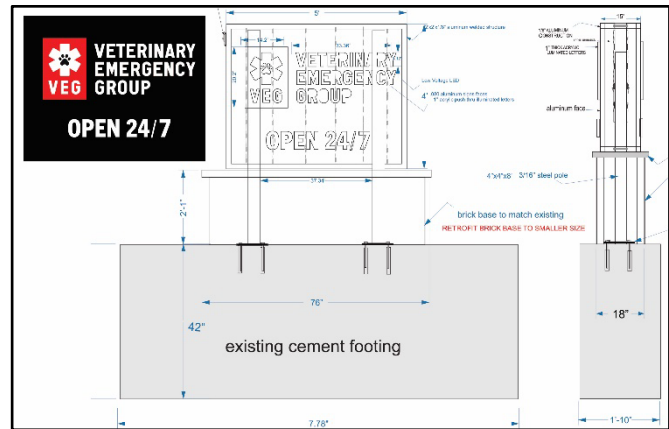
Proposed Ground Sign at Sawmill Road

Lighting

The white letters of the sign face are the only portion of the sign proposed to be illuminated. All other areas of the sign faces will remain opaque at night.

Landscaping

Landscaping is present at the bases of both existing signs in compliance with Code. With the proposed modifications to the sign bases, additional landscape material may be required to fill in gaps in the existing landscaping or to replace plant material damaged during this process. Planning recommends that additional landscaping be incorporated around the base of both signs as necessary following reconstruction of the sign bases, subject to Planning approval.



Proposed Ground Sign at Dublin Center Drive

4. 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 with Condition: The applicant should provide a professional survey of the as-built site conditions following the proposed retrofit of the sign bases for review by Engineering in order to verify that no encroachments into the rights-of-way exist.
2. The Minor Project is consistent with the approved Final Development Plan.	Criteria met with Condition: To ensure modifications to the sign bases maintain a consistent appearance and match the building, the existing brick be salvaged and reutilized in the reconstruction of the modified portions of the sign base, and that any new brick proposed be subject to Planning approval prior to submitting for sign permits
3. The Minor Project is consistent with the record established by the Administrative Review Team.	Criteria met: The proposed sign is consistent with the record established by the ART for other ground signs in this context.
4. The Minor Project meets all applicable use standards.	Criteria met: The proposed sign meets all applicable use standards.

Criteria	Review
5. The proposed improvements meet all applicable requirements of the BSD Code and respond to the standards of the BSD Design Guidelines.	Criteria met with Conditions: The proposed new sign cabinets, faces, sign base modifications, and landscaping meet all applicable sign requirements of the BSD Code, Sign Code and the recommendations of the BSD Design Guidelines with the conditions that the applicant provide landscaping at the base of the signs where necessary to fill gaps or replace damaged plant material and that the proposed sign face thickness be increased from the specified 0.080-inch aluminum, to the 0.125-inch aluminum thickness, and that the proposed acrylic sign face elements be Solar Grade with a minimum thickness of 0.125-inch.

Recommendation

Planning Recommendation: Approval of the Minor Project with conditions:

- 1) That the applicant provide a professional survey of the as-built site conditions following the proposed retrofit of the sign bases for review by Engineering in order to verify that no encroachments into the rights-of-way exist;
- 2) That the sign bases maintain a consistent appearance and match the building, the existing brick be salvaged and reutilized in the reconstruction of the modified portions of the sign base, and that any new brick proposed be subject to Planning approval prior to submitting for sign permits;
- 3) That landscaping be provided at the base of the signs where necessary to fill gaps or replace damaged plant material resulting from the proposed modifications to the sign bases; and
- 4) That the proposed sign face thickness be increased from the specified 0.080-inch aluminum, to the 0.125-inch aluminum thickness, and that the proposed acrylic sign face elements be Solar Grade with a minimum thickness of 0.125-inch as recommended by the Bridge Street District Sign Guidelines.