



## PLANNING REPORT

# Planning and Zoning Commission

Thursday, January 4, 2024

## VETERINARY EMERGENCY GROUP - SIGNS 23-118MSP

<https://dublinohiousa.gov/pzc/23-118/>

### Case Summary

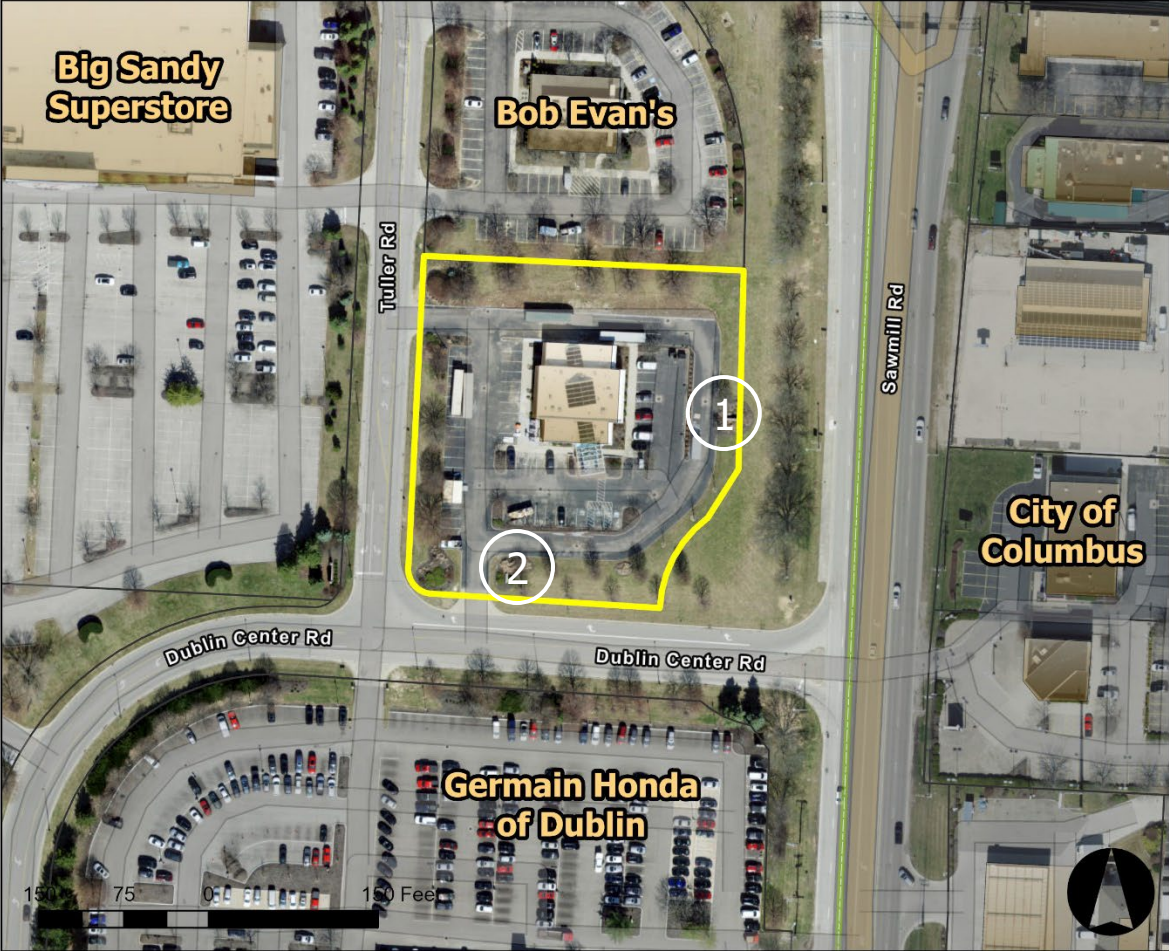
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|-------------------------|--|
| Address                 | 3800 Tuller Road   |
| Proposal                | Proposal for a Master Sign Plan (MSP) to permit two wall signs at an existing veterinary clinic in the Bridge Street District.   |
| Request                 | Request for review and approval of a MSP under the provisions of Zoning Code Section 153.066 and the Bridge Street District Sign Guidelines  |
| Zoning                  | BSD-SCN: Bridge Street District – Sawmill Center Neighborhood  |
| Planning Recommendation | <u>Approval of Master Sign Plan with conditions.</u>   |
| Next Steps              | Upon approval of the MSP, the applicant may file for permanent sign permits through Building Standards.  |
| Applicant               | Katie Peel, Site Enhancement Services<br>Charley Schalliol, Site Enhancement Services  |
| Case Managers           | Daniel Klein, Planning Assistant<br>(614) 410-4696<br><a href="mailto:dklein@dublin.oh.us">dklein@dublin.oh.us</a><br><br>Taylor Mullinax, AICP, Planner I<br>(614) 410-4632<br><a href="mailto:tmullinax@dublin.oh.us">tmullinax@dublin.oh.us</a> |

Site Location Map

23-118MSP | Veterinary Emergency Group



- Site Features**
- 1 Existing Monument Sign – Sawmill Road
  - 2 Existing Monument Sign – Dublin Center Road



## 1. Overview

### Site Background

The 1.866-acre site is northeast of the intersection of Tuller Road and Dublin Center Drive, zoned Bridge Street District-Sawmill Center Neighborhood (BSD-SCN). The site has frontage on Sawmill Road, Tuller Road and Dublin Center Drive. Vehicular access is to the south and west of the site, with a single sidewalk along Sawmill Road. The site has two existing ground signs located perpendicular to Sawmill Road and Dublin Center Drive.

According to information obtained from the Franklin County Auditor, the 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 in 2012 (Ord. 08-12).

### Case History

#### *April 2023*

The Administrative Review Team (ART) approved a Minor Project Review (MPR) for two new ground signs on existing monument sign bases.

#### *June 2022*

The Planning & Zoning Commission (PZC) approved a Waiver for storefront transparency to permit opaque window film.

#### *February 2022*

The ART approved a MPR for exterior modifications to the existing building and site.

### Process

MSPs are intended to allow for unique and creative sign design and display which employ high quality materials and construction. MSPs allow flexibility to deviate from the standards of the BSD Sign Code provisions. Since the adoption of the BSD Code in 2012, instead of processing a request for a Waiver or a Variance, signs which do not meet Code requirements may be reviewed as a MSP. In all cases MSPs are not simply intended to allow more signs, taller signs, or larger signs without consideration of unique site conditions and creative sign design.

The PZC is the final review body for MSPs.

## 2. City Plans and Policies

### *Interim Land Use Principles*

As Envision Dublin, the City's Community Plan update, is developed, City Council has adopted Interim Land Use Principles to guide development during this transition. The goal was to provide a clear policy document to supplement adopted plans and accepted planning practices in the interim. These principles are to be utilized similar to the recommendations of the Community Plan, as both are guiding policies and principles for the City. These policies were not established to supersede Zoning Code requirements. The proposed project aligns with the Interim Land Use Principles.

### *Bridge Street District Code*

This site has followed the BSD Code since its adoption in 2012. The existing building most closely resembles the Commercial Center building type identified in the BSD Code. The SCN

encourages redevelopment while permitting existing uses to continue as conforming to the BSD Code.

The BSD Sign Code requires buildings built prior to 2012 and within the SCN to defer to the Standard Sign Code, which permits two wall or ground signs as a corner lot. A combination of sign types is not permitted unless otherwise approved through a MSP. The size and height of permanent signs are restricted according to use.

### 3. Project

#### **Project Summary**

This is a request for a MSP for the installation of two wall signs on an existing building.

#### **Project Details**

##### *Existing Ground Signs*

The site has two existing ground signs located perpendicular to Sawmill Road and Dublin Center Drive. Due to visibility concerns, the applicant is proposing to remove both ground signs and restore each area to landscaping. Staff recommends the landscaped area be restored to match the surrounding plantings before proceeding with the proposed wall sign installation detailed in this request. Staff is recommending conditions of approval regarding the timing of the removal of the existing ground signs and installation of the proposed wall signs, and the restoration of the ground sign area landscaping.

##### *Wall Signs*

Per the Standard Sign Code, height and size limitations are according to use. The maximum permitted wall sign height is 15 feet at a maximum 80 square feet in size. Wall signs shall not protrude more than 14 inches from the wall, and shall be located facing a street, parking lot, or service drive. Buildings or uses on corner lots having at least 100 feet of lot frontage on two public rights-of-way are permitted a second wall sign facing the second right-of-way.

Signs shall be designed with maximum creativity and highest quality of materials and fabrication. Sign colors are limited to no more than three, where black and white are considered colors. When channel letters are proposed, the background is not to be considered one of three colors. A logo is not limited in color and shall be considered one of three permissible colors. Logos and any additional text, graphic, or image is considered a secondary image and shall not exceed 20 percent of the maximum permitted sign face area.

The BSD Sign Guidelines states that signs shall be designed and fabricated with high-quality, durable, and low-maintenance materials. Internally illuminated channel letters are permitted, provided the sign is designed with high-quality materials. The material depth requires a minimum of .125-inches for metal and moldable synthetic materials. Returns must be sanded, primed, and painted aluminum. Paints, when used, must be acrylic polyurethane paint systems with zinc chromate primers, or equivalent. High quality signs shall be designed with three-dimensional elements that give the sign presence without appearing overly heavy. Sign graphics and text should be centered vertically or horizontally, unless a sign design that makes use of negative space calls for a unique arrangement.



The applicant is proposing a wall sign on the east and west elevations of the building. Each sign is approximately 78.93 square feet, center-mounted at a height of 19-feet and 7-inches from grade to the top of the sign, and 3.5-inches deep.

The internally illuminated channel lettering consists of aluminum returns (painted black), with 1-inch thick clear acrylic forward of the return, and a white vinyl film applied to the letter face. The logo is a routed 3.5-inch deep dimensional aluminum box (painted red), with a .75-inch thick dimensional clear acrylic with a white vinyl overlay "VEG" text and hospital symbol, and a .75-inch dimensional black acrylic paw print. The signs are identical in size, height, color, material, and illumination.



LOGO DETAIL

Both wall signs exceed the maximum permitted height of 15 feet per the Standard Sign Code, Table 153.162, according to the permitted use. With the building architecture intact, it would be challenging for a proposed wall sign to meet the height requirements due to architectural limitations of the window height on the east and west elevations of the building. Staff is supportive of the proposed wall sign locations and mounting heights that are appropriately scaled and centered over the windows.



The proposed vinyl overlay for the channel lettering and logo deviates from permitted materials in the BSD Sign Guidelines. Staff is concerned with the longevity of a vinyl film and the on-going maintenance that would be required to maintain a good appearance. Staff finds that the vinyl overlay material is

inappropriate as proposed and deviates from a permitted sign material. To meet the Guidelines, staff recommends changing the sign face material to white acrylic. The PZC may approve alternative materials, as necessary, if determined the proposed materials provide appropriate high quality, durability, and design. A recommended condition of approval requests that the applicant work with staff to incorporate white acrylic in the channel letters for each wall sign prior to submitting for permanent sign permits. With the exception of the sign height and vinyl overlay, the proposed wall signs meet the Code and Guidelines.

## 4. Plan Review

### Master Sign Plan

| Criteria   | Review  |
|--|---|
| 1. The MSP is consistent with the Community Plan, BSD Special Area Plan, BSD Design Guidelines, and other adopted city plans and policies. | <b>Criteria Met with MSP and Conditions:</b> The proposed wall signs are generally consistent with all plans and policies except for the height of both wall signs, and the vinyl overlay material. |

| Criteria   | Review  |
|--|---|
|  | The applicant is requesting minor deviations from the sign height limit in the Standard Sign Code, while meeting MSP qualifications. Staff is not supportive of the proposed vinyl overlay material on the channel letter faces, which are not consistent with the BSD Design Guidelines and is conditioning the recommendation of approval on the material being changed to white acrylic. |
| 2. The proposed signs are appropriately sited and scaled to create a cohesive character that complements the surrounding environment and meets the intent of the architectural requirements of § <a href="#">153.062</a> Building Types. | <b>Criteria Met with MSP and Conditions:</b> The proposed wall signs are appropriately scaled for the site, despite the existing building architecture prohibiting the wall signs from being mounted within the height limit per Code. The sign design is appropriate with the recommended conditions and creates a cohesive character with the surrounding wall signs in the area.         |
| 3. The proposed signs are not in conflict with public streets, open spaces, utilities, or rights-of-way, and do not impede the continued provision of services required by the city or other public agency.                              | <b>Not Applicable:</b> The proposed wall signs are not in conflict with public streets, open spaces, utilities, rights-of-way, or provision of services.  |
| 4. The MSP responds to the requirements of § <a href="#">153.063</a> Neighborhood Standards, as applicable.  | <b>Criteria Met with MSP and Conditions:</b> The proposed wall signs are consistent with the applicable standards of the BSD-Sawmill Center Neighborhood. The applicant is requesting deviations from the Standard Sign Code for sign height through the MSP. The applicant has incorporated important design elements including dimensionality and illumination.                           |

**Planning Recommendation:** Approval of the Master Sign Plan with conditions:

- 1) The existing ground signs and all foundation components be immediately removed and the wall signs installed thereafter; at no point can the ground signs and wall signs be installed at the same time;
- 2) The applicant continues to work with staff to replace all vinyl overlay sign material with white acrylic, subject to staff review and approval prior to building permitting;
- 3) The applicant restores landscaping in place of the existing ground sign locations with matching plantings in the immediate area, to be reviewed and approved by staff prior to building permitting, and field inspected; and
- 4) The applicant submit and obtain permanent sign permits for both wall signs through Building Standards.