

# Project Narrative

## 1. Describe the proposal, including the type/s of sign/s requested:

- There are two signs that have been designed for the project in question and have been altered from proto-typical construction methods to enhance the overall aesthetic value of the brand presentation at this site. The two signs are identical in size and are proposed to be placed on large façade areas of the building where the original architecture of the building intended signs to be placed. The two proposed façade signs would become the only business identification tools as the existing two site monuments are proposed to be removed as part of the MSP.

The two façade signs are both proposed at 78.93 sqft in area. The signs consist of the brand mark and the words "VETERINARY EMERGENCY GROUP". The brand mark is a routed dimensional metal box with a push-thru white acrylic and a dimensional black paw print. To create a more visually compelling sign, we have modified normal construction methods to provide a layered dimensional presentation to what is typically just a sign cabinet with a vinyl face. The lettering that makes up the rest of the sign has again been modified from normal channel letter manufacturing. While we are proposing internal (face-lit) illumination, we have modified the design of the lettering to eliminate the trim cap and site the acrylic face proud of the metal return (side of the letter). This construction method allows for distinct presentation of the illuminated letter and frames the face of the letter in an upgraded method to normal construction practices.

The two façade signs are proposed on opposite sides of the building, but due to the site layout, both face street frontages. The sign that is proposed on the East elevation of the building faces Sawmill Road which is heavily traveled through the commercial corridor by vehicular traffic. This sign is setback a significant distance from the edge of Sawmill Road due to the building placement on the site and this elevation also experiences visual interruptions to clear visibility due to vegetation placed along the Sawmill Road frontage. The sign that is proposed on the West elevation faces Tuller Road and is in the same sign band area as the sign proposed on the East elevation due to the mirror elevation architecture. The sign height is proposed at 19'-7" above grade and is centered in the visual area above the large window openings that are present on each elevation. The brick area above the East/West windows is void of architectural features and perfectly frames the proposed locations of the signs.

## 2. State how the plan deviates from the code requirements, and describe aspects of creativity that make the MSP compelling:

- The sole relief that is requested in the MSP would be to the overall height that the proposed signs are mounted on the façades. The Standard Sign Code regulations require that the signs not only are mounted below the roofline of the building, but that on all existing structures

the signs be mounted no higher than 15' above grade on the elevation. Due to the existing building architecture, the 15' grade restriction, if followed, would place the signs across the front of an expanse of windows that is present on each of the outlined elevations. The sign placement sought in this MSP would allow the natural brick sign band that is present above the window area to be utilized for the sign presentation. The overall height from grade to the top of the sign that is proposed would be 19'-7", which is a proposed relief of 4'-7" for each sign.

As stated previously in this narrative, the two façade signs that are requested in this MSP have been altered from the "normal" methods of sign construction in order to enhance the aesthetic quality of the presentation of the signs at this site. Aspects of material upgrades, unique fabrication techniques, and dimensional layering of materials will bring a higher level of quality to the signs at this location and will support the goals outlined within Standard Sign Code, Neighborhood Standards, and BSD Sign Design Guidelines. The signs that are proposed at this location will be unique to this location and will not be replicated at any of the other "VEG" locations.

**3. State how the MSP relates to the Dublin Community Plan, the Bridge Street District Code and Sign Guidelines, and any other applicable standards:**

- The MSP that is proposed for this location would allow for signage that has been uniquely designed for this property to be implemented in a manner that would support the Dublin Community Plan, the Bridge Street District Code, and the Sign Guidelines.

The Dublin Community Plan, "Land Use Principles" section, outlines 10 goals that have been determined to be important to achieving success of the vision of the plan as it relates to this discipline. The MSP that is sought for this business supports several of the lined goals. First, Goal number 2 discusses the need for the community to be tied to convenient services. The business in question is a support to the community, the immediate area, and those who are seeking emergency care for their four-legged loved ones. This business, while located in the BSD of Dublin, is a service to the broader region and needs to be readily identifiable in the time when time is of the essence. The signage for this property is a key contributor to finding this destination when time is of the essence. In addition, the MSP also supports goal number 3 which states that places should be distinctive, sustainability and contribute to the City's overall vitality. The signage proposed has been uniquely designed specifically for inclusion in the BSD area and supports a business that is unique to the area and contributes to the overall fabric of life within the corridor. Goal 4 of the Plan looks at retail services and their proximity to residential areas and the fact that these retailers should be an important amenity and that the designs are very important. The MSP that we are seeking would allow critical business to the region the opportunity to identify itself in a manner that is consistent with and supports the overall goal of the creation of the BSD and Community Plan. That said, the property in question is located at the very outside edge of the BSD area and is located directly adjacent to roadways that are heavily traveled. Signage is critical to motorists being able to locate, navigate, and visit this destination. This is not the type of business that pedestrians would stroll past and decide to stop by and visit. This business is

traveled to by vehicle and likely in the case of emergency when time is of the essence. This is a critical service for the area and VEG has done their best to modify their signage to meet the goals of the area while ensuring that their clients can find them in this built and heavily traveled environment.

In regard to the BSD code and how this MSP relates, the Bridge Street District regulations call for support of the General Plan as well as spell out the need for the district regulations to contribute to the viability of the District and make this area sustainable and in support of the residential in the immediate area. The MSP that VEG is proposing supports the overall goals outlined for the BSD as they reinforce the economic viability of this unique business within the corridor and utilizes upgraded manufacturing techniques to achieve aesthetic balance with other businesses within the corridor. The elements that are outlined in the MSP that require relief from the BSD regulations have more to do with the unique building architecture of the VEG building as well as the type of use of the business and how people will arrive at this location.

The signage that is sought in this MSP is consistent with the goals of the General Plan and the BSD regulations. The subject property is unique as it can be accessed from (3 public street frontages, it is setback significantly within the property boarder, and there is extensive vegetation on this property which works to make signing this building in a meaningful way difficult. Exposure of this business in this corridor is extremely important and the public will be arriving at this location by vehicle and likely at a time when their minds are not necessarily focused on their primary driving tasks. The signage sought in this MSP will allow the public to view the signs, identify the property, and ultimately visit this location. The signs have been altered from normal construction methods in order to better support the "look" that is required in the BSD zone but not in a manner that would compromise the overall purpose of identification and safety for those looking to use this important community-based facility.