



PLANNING REPORT

Architectural Review Board

Wednesday, May 29, 2024

25 W. BRIDGE STREET 24-070ARB-MSP

www.dublinohiousa.gov/arb/24-070

Case Summary

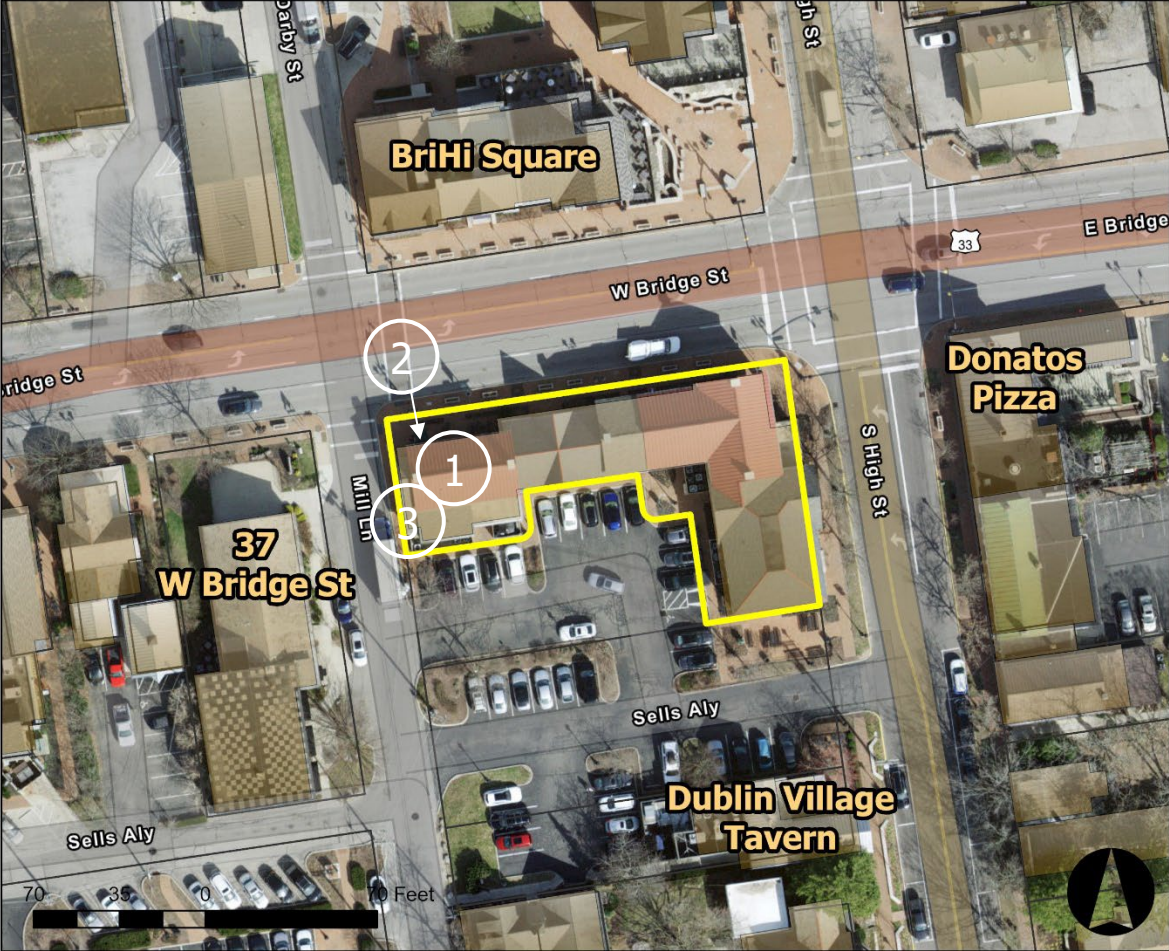
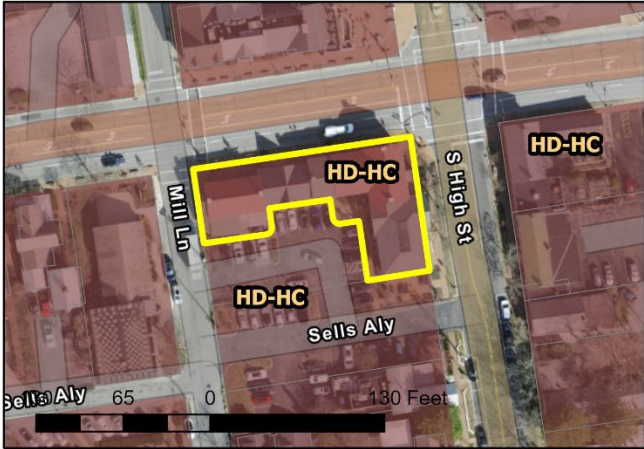
Address	25 West Bridge Street
Proposal	Installation of a building mounted projecting sign and directory sign located in the Historic District.
Request	Request for review and approval of an Architectural Review Board application under the provisions of Zoning Code Section 153.176 and the Historic Dublin Design Guidelines.
Zoning	HD-HC, Historic District – Historic Core
Planning Recommendation	<u>Approval of the Master Sign Plan with condition.</u>
Next Steps	Upon review and approval of the Master Sign Plan (MSP) by the Architectural Review Board (ARB), the applicant is eligible to apply for permanent sign permits through Building Standards.
Applicant	Eric Thompson, VSWC Architects, Director of Columbus Office
Case Manager	Taylor Mullinax, AICP, Planner I (614) 410-4632 tmullinax@dublin.oh.us

Site Location Map

24-070ARB-MSP
25 W Bridge Street



- Site Features**
- 1 Tenant space, 2nd level
 - 2 Location of the existing projecting sign bracket
 - 3 Tenant space entry door and existing frame for directory sign



1. Background

Site Summary

The 0.24-acre site is located southeast of the intersection of W. Bridge Street and Mill Lane and is zoned Historic District - Historic Core. The second floor tenant space is in the northwest portion of the building in the Old Dublin Town Center I development constructed in 1999. An entry door facing Mill Lane provides access to the tenant space.

Before the establishment of the Bridge Street District (BSD) Code, Old Dublin Town Center I was approved as a Planned District with a comprehensive sign package on December 15, 1999, by the ARB, which included approved sign locations, size, and design for the multi-tenant building. The sign package permitted this tenant space to have a maximum of two signs no greater than 6 square feet each, located on separate building elevations. Approved sign options included a projecting sign, directory sign with individual tenant panels adjacent to the entry door on Mill Lane, and window signs. The 3-square-foot directory sign was not included as one of the two permitted signs.

Since the Historic District Code was adopted in 2021, the sign code for the district supersedes the original sign package for the Planned District. Similar to the approved MSP applications for Jeni's Splendid Ice Cream (2013) and the JK Orthodontics (2020), new sign applications for Old Dublin Town Center I tenants are required to meet the requirements of the Historic District Code.

Approval of a MSP is requested to address the unique conditions of the pre-existing sign plan in the context of the Historic District Code.

Development History

July 2020

The ARB approved a MSP for a projecting sign for JK Orthodontics located at 5 W. Bridge Street. The MSP did not alter the existing window signs and directory signs approved in the original 1999 comprehensive sign package.

April 2013

The ARB approved a MSP for a wall sign and projecting sign for Jeni's Ice Cream located at 1 W. Bridge Street.

March 2009

The ARB approved a hanging sign, wall directory sign, and window sign for an architectural firm located at 25 W. Bridge Street on the second floor of the Old Dublin Town Center I development.

December 1999

The ARB approved a comprehensive sign package for the Old Dublin Town Center I development.

February 1999

The ARB approved a sign package, exterior building color palette, exterior lighting for an approved 11,930-square-foot retail and office building, Old Dublin Town Center I.

Site Characteristics

Natural Features

In-ground landscaping and planter boxes are on the north and south sides of the public right of way along W. Bridge Street.

Historic and Cultural Facilities

Per the *Historic Design Guidelines*, the structure is a Background building according to its historic character. Background buildings within the district do not add historic associations, architectural qualities, or archaeological value. Additionally, Background buildings are typically ineligible for the National Register, are irrelevant to the period of significance, and contain insufficient integrity. However, the property is located within the Dublin High Street Historic District.

Road, Pedestrian and Bike Network

The site has 165 feet of frontage on W. Bridge St and 55 feet of frontage on Mill Lane. Public walkways are located on the north, west, and east sides of the site.

Process

The ARB is the final reviewing body for MSPs in the Historic District. The purpose of the MSP is to define the scope, character, and aesthetic quality for signs, while allowing additional flexibility and creativity in sign design and display. MSPs are not intended to permit larger, more visible signs, or a greater number of signs without consideration of the *Historic Design Guidelines*. MSP review shall confirm the proposed sign design will align with the development context, architectural character, and the *Historic Design Guidelines*.

2. City Plans and Policies

Historic District – Historic Core

The intent of the Historic Core District is to “ensure sensitive infill development” while promoting a walkable environment through quality streetscape design including signs. The area serves as a major gateway to the Historic District which sets the tone for neighborhood character. The Code identifies development standards for signs, found in Section 153.173(M).

Historic Design Guidelines

The development standards are supplemented by the *Historic Design Guidelines*, which provide the Board additional direction regarding signs in Chapter 7.

3. Project

The applicant is requesting approval of a MSP for a building mounted projecting sign and a directory sign.

MSP Details

Sign Type, Location, and Dimensions

Projecting Sign

Building-mounted projecting signs intend to increase visibility for pedestrians and vehicles approaching from various directions. Projecting signs associated with an entrance providing access to upper-story tenant spaces shall not exceed 8 square feet or extend more than 6 feet from the building and maintain 8 feet of clearance above the sidewalk. The maximum permitted

height is 15 feet measured from grade to the top of the sign, not including brackets or attachments or not extending above the sill of the second-story window, whichever is lower.

The applicant proposes a 6.13-square-foot projecting sign along Mill Lane adjacent to the second-story window and visible from W. Bridge Street. Staff is supportive of the location approximately 21 feet away from the Mill Lane entrance since the sign location is identified in the approved sign package from 1999 and is visible from both street frontages. The sign projects 3 feet, 6 inches from the building, provides 13 feet, 3 inches of clearance from the sidewalk to the bottom of the sign, and is mounted at a height of 15 feet. Staff, including the City Engineer, supports the projecting sign location, elevation, and the 2.58-foot extension into the right-of-way. The proposed sign is consistent with the intent and surrounding context of the district.

The sign and all of its components are constructed of HDU with 1/2-inch dimensional text and logo, as required by Code Section 153.173(M)(3)(a) and (M)(4)(c)(1). The sign colors are three different shades of blue and green, where the sign text and symbol are included in the corporate trademark logo as one color. The background of the sign is gray and brings the total sign colors to two. The sign will hang from the existing scroll bracket facing Mill Lane and repainted black. All Code and Guideline requirements are met.

Directory Sign

Directory signs provide identification for upper-story tenants and/or tenants who are otherwise not permitted an individual identification sign. Directory signs shall be located within 6 feet of the entrance, mounted flat to the wall on the ground floor, at a maximum of 4 square feet. Per Code, this tenant space is permitted one of the following sign types: directory, window, or projecting sign.

The applicant is requesting approval of an additional 1.5-square-foot directory sign within the existing sign frame adjacent to the entrance on Mill Lane, which has been there since the building was constructed. Although an additional sign is not permitted for this tenant space since the Historic District Code adoption in 2021, staff is supportive of the request, which aligns with the intent of the original sign package from 1999.

The sign is constructed of HDU with 1/8-inch dimensional text and logo. Staff supports the lesser sign dimensionality than Code permits; it is more appropriate to this size sign. There are three sign colors: black, white, and the same multi-colored logo as the other sign. Staff supports the different font types and text sizes that match the directory sign for the previous tenant, which included a logo and address. All Code and Guideline requirements are generally met except for the dimensionality, font types and sizing.

Staff supports the MSP request with the condition that the applicant apply for and obtain permanent sign permits from Building Standards.

4. Plan Review

Master Sign Plan	
Criteria	Review
1. The MSP is consistent with the Community Plan, <i>Historic Design Guidelines</i> , and other adopted City plans and policies.	Criteria Met: The proposal is consistent with the Community Plan, <i>Historic Design Guidelines</i> , and all City adopted plans, policies, and regulations.
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 §153.174 Design Standards and the <i>Historic Design Guidelines</i> .	Criteria Met: The proposed signs are appropriately sited and scaled, and create a cohesive character in the Historic Core district. The signs respond to the Design Standards and <i>Guidelines</i> by utilizing sign design that activates the streetscape and is pedestrian in scale.
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.	Criteria Met: The proposed signs do not conflict with public streets, open spaces, utilities, or provision of services.

Recommendation

Planning Recommendation: Approval of the Master Sign Plan with condition:

- 1) The applicant applies for and obtains permanent sign permits through Building Standards.