

Project Narrative – 24-072ARB-MPR

Project Name: HD-HC -37 W. Bridge Street

May 20, 2024

This project proposal is to add a blade sign to the existing building at this address for Dean Insurance Group (DIG) and 5000 Acres Farm Stand on the Patio. American Sign Studio and Dean Insurance Group feel that the design, materials, and character of this additional sign blends in well with the historic district character and meets code. Dean Insurance Group believes that this additional signage will increase foot traffic to their business and other surrounding businesses and restaurants.

## 37 W Bridge Street Project Narrative

Cathy Demidovich <cathy@americansignstudio.com>

Mon 5/20/2024 1:49 PM

To: James Condo <jcondo@dublin.oh.us>

Cc: Margie Hegg <margie@americansignstudio.com>

 External Message

Hello James,

I am part of the team at American Sign Studio, and I am responding on behalf of Margie Hegg.

Margie and I have discussed the questions you mentioned in your email below. We have also reviewed the questions and answers with Dean Insurance Group.

Please see our responses below in green and let us know next steps.

Thank you!

Cathy

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**From:** James Condo <[JCondo@dublin.oh.us](mailto:JCondo@dublin.oh.us)>

**Sent:** Monday, May 13, 2024 10:36 AM

**To:** Margie Hegg <[margie@americansignstudio.com](mailto:margie@americansignstudio.com)>

**Subject:** Re: 37 W Bridge Street Project Narrative

Hi Margie,

I wanted to reach out regarding the 37 W Bridge Street Minor Project Review application. Specifically, the requested project narrative related to the proposed signage. Staff had concerns related to the 5,000 Acres Farm Stand and would like some more information. A farmer's market is a permitted use in the building's existing zoning district, but Planning Staff had concerns related to the proposed schedule and footprint of the farm stand.

Would this only be on weekends, or would it also be a use on weekdays?

Farm Stand will be on Thursdays 4PM to 7PM and Fridays 9am to 12PM from June through September.

How much of the patio space is proposed to be used for the farmstand?

The farm stand will occupy a small footprint on the building's gated front patio, approximately 250SF; similarly to how other businesses in the district attract visitors to their location by showcasing goods.

This is a concern due to potential greater demand for parking, and the possibility of extending the used footprint of the building triggering higher parking space requirements.

5000 Acres will direct customers to park in public parking spaces around the [district here](#), as well as utilize 29 free parking spaces available M-Saturday, nearby/next door at Dublin

Community Church, as leased by the city in [Resolution 77-23](#) . Additionally, this type of amenity is desired in historic Dublin and only increases foot traffic that will undoubtedly result in economic impact for the entire historic Dublin business and restaurant community.

**James Condo** (he, him, his)

Planning Assistant

City of Dublin, Ohio

**Community Planning and Development**

5200 Emerald Parkway | Dublin, OH 43017

**Desk:** 614.410.4698

**Email:** [jcondo@dublin.oh.us](mailto:jcondo@dublin.oh.us)

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## RE: 37 W Bridge Street Project Narrative

Cathy Demidovich <cathy@americansignstudio.com>

Tue 5/28/2024 3:46 PM

To: James Condo <JCondo@dublin.oh.us>

Cc: Madison Richard <MRichard@dublin.oh.us>

 External Message

Yes, the proposed white lettering on the sign will match an approved color in the historic district as you mention below ((SW 7005).

Please let us know next steps.

Thank you!

**CATHY DEMIDOVICH**  
Project Manager



cathy@americansignstudio.com

614.450.1058

670 A Lakeview Plaza Blvd.  
Worthington, OH 43085



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**From:** James Condo <JCondo@dublin.oh.us>

**Sent:** Tuesday, May 28, 2024 3:39 PM

**To:** Cathy Demidovich <cathy@americansignstudio.com>

**Cc:** Madison Richard <MRichard@dublin.oh.us>

**Subject:** Re: 37 W Bridge Street Project Narrative

Hi Cathy,

Thanks so much for getting back to us on this. This information is very helpful. One more question: can you confirm that the proposed white lettering on the sign will match an [approved color](#) in the historic district such as Pure White (SW 7005)?

**James Condo** (he, him, his)

Planning Assistant

City of Dublin, Ohio