

## PLANNING REPORT

# Architectural Review Board

Wednesday, September 25, 2024

## 37 W. Bridge Street 24-108MPR

[www.dublinohiousa.gov/arb/24-108/](http://www.dublinohiousa.gov/arb/24-108/)

### Case Summary

Address	37 W. Bridge Street
Proposal	Installation of an approximately .875-square-foot wall sign on an existing building located in Historic Dublin.
Request	Review and approval of a Minor Project Review under the provisions of Zoning Code Section §153.176 and the <i>Historic Design Guidelines</i> .
Zoning	HD-HC, Historic Core District
Planning Recommendation	<u>Approval of Waivers</u> <u>Approval of Minor Project Review with conditions</u>
Next Steps	Upon approval of the Minor Project Review (MPR) from the Architectural Review Board (ARB), the applicant may file for a Permanent Sign Permit through Building Standards.
Applicant	Margie Hegg, American Sign Studio
Case Manager	James Condo, Planning Assistant (614) 410-4698 <a href="mailto:jcondo@dublin.oh.us">jcondo@dublin.oh.us</a>  Sarah Holt, Senior Planner (614) 410-4662 <a href="mailto:sholt@dublin.oh.us">sholt@dublin.oh.us</a>



### Community Planning and Development



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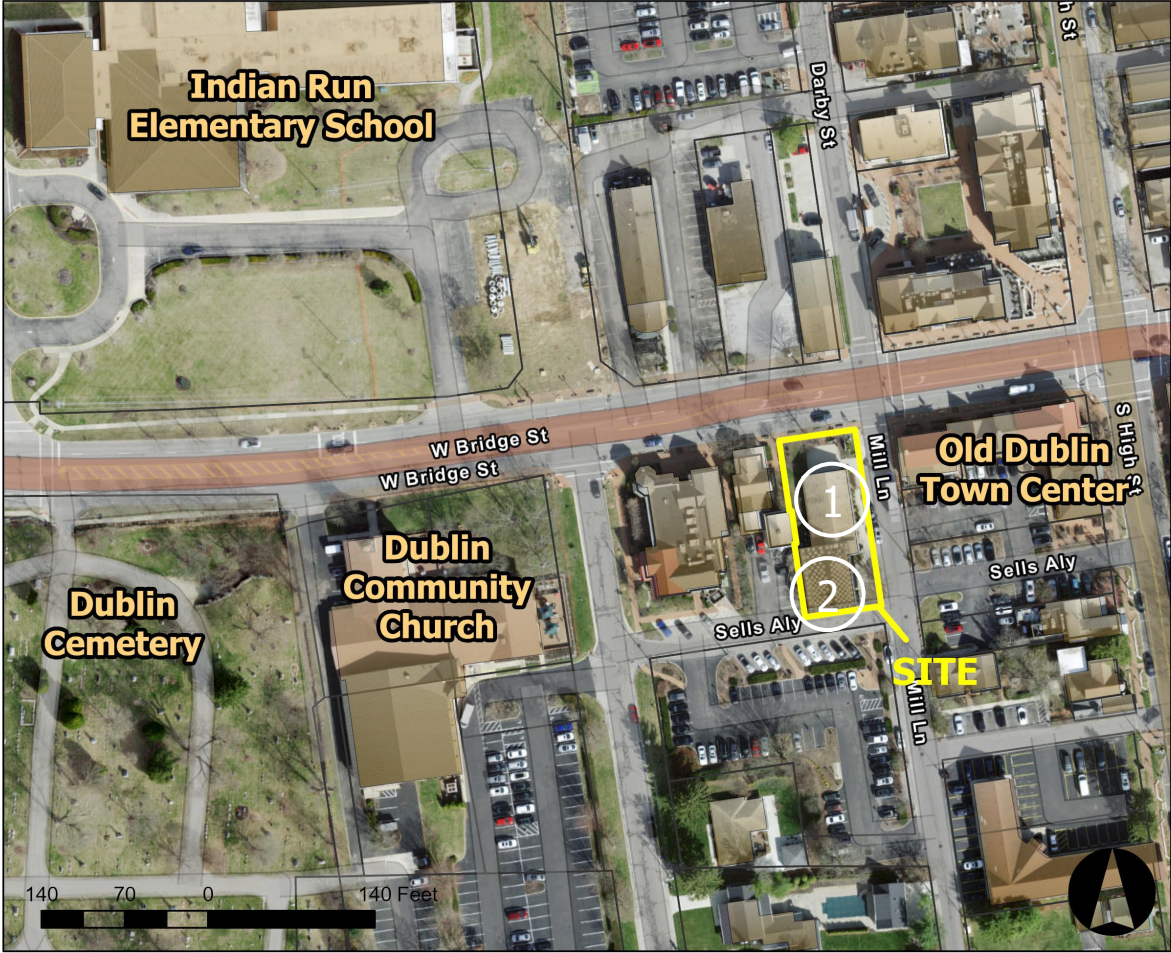
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Site Location Map

24-108 MPR – 37 W. Bridge Street



- Site Features**
- 1 Existing historic building
  - 2 Existing two-story addition



## 1. Background

### Site Summary

The 0.22-acre site is zoned HD-HC, Historic Core District and is located southwest of the intersection of W. Bridge Street and Mill Lane. The site features an existing single-story front gable core, and a rear two-story flat-roof addition.

### *Historic and Cultural Facilities*

The original core of the building is of stone masonry construction, with a roof sheathed in slate and a stone foundation. The addition is a concrete block structure. The original structure was constructed in 1944 and housed both the Dublin and Perry Township fire departments.

The north façade features a National Register of Historic Places sign marking the structure's historical significance in the historic district. The site also has an existing ground sign in the northeast corner that marks the specific historical context within the City, reading "37 Bridge Street Firehouse." The structure is listed in good condition according to the 2017 City of Dublin Historic and Cultural Assessment, and is shown as a Landmark property.

### *Road, Pedestrian and Bike Network*

The site has frontage on W. Bridge Street (±65-feet), and Mill Lane (±150-feet). Sidewalks are located along both frontages, but there is no dedicated bicycle infrastructure. Vehicular access is provided to the site from surrounding surface lots on Sells Alley and Mill Lane.

### Development History

#### *June 2024*

ARB approved MPR for projecting sign for same tenant.

#### *June 2021*

ARB approved MPR for exterior modifications: patio enclosure, building paint, windows, and awnings.

#### *April 2021*

ARB informally reviewed proposed patio enclosure and building modifications.

### Process

A MPR, Code Section 153.176 (I)(1), within the Historic District, is an efficient single-step process for smaller projects.

## 2. Zoning Code

Per the Historic District Code, the intent of the Historic Core is to ensure sensitive infill development and redevelopment, and provide an improved pedestrian environment while accommodating vehicles. The Code identifies signage requirements. All sites within Historic Dublin require review and approval of the ARB prior to making modifications.

### *Historic Design Guidelines*

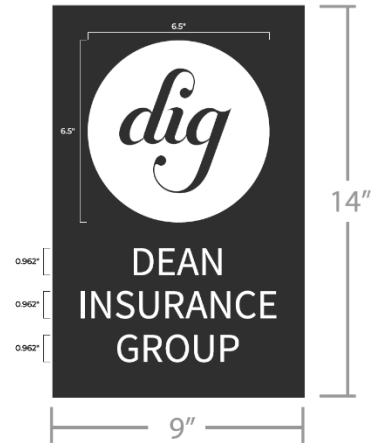
The Code is supplemented by the *Historic Design Guidelines*, which provide the Board additional direction regarding signs (Chapter 7).

### 3. Project

This is an additional .875-square-foot wall sign mounted to the east stone façade. Section 153.173(M)(6)(b) permits two signs for multi-tenant spaces such as 37 W. Bridge Street. This is the final sign that the tenants may install for this space.

#### Wall Sign Details

The size of the sign face will be 14"x 9", made of 1/4-inch thick aluminum composite with 1/4-inch raised acrylic letters; these materials and relief dimensions require Waivers, below. An oversight missed the necessary Waiver for the previously-approved sign materials; this will be retroactively included in this Waiver request. Staff supports the use of the materials because they provide crisp edges on relatively small signs. Similarly, the 1/2" required relief on this size of signs would be overly bulky, so the 1/4" relief is supported. The materials and design are appropriate to the district, and do not appear too modern.



Lettering will be in Pure White (SW 7005) on a Tricorn Black (SW 6258) background. The sign will hang from heavy duty TapCon screws mounted to the east façade to the right of the entryway, approximately 5' from the ground. Height may vary slightly to ensure mounting is only in the mortar, as also approved with the first sign. The logo will read "DIG: Dean Insurance Group".

### 4. Plan Review

#### Waiver Review

**Code Section 153.173(M)(4)(c)(1)(a):** Permitted materials: HDU, cedar, redwood, and treated lumber.

**Request:** To permit aluminum composite as the sign face material for this sign.

Criteria	Review
1. The need for the Waiver is caused by unique site conditions, the use of or conditions on the property or surrounding properties, or other circumstance outside the control of the owner/lessee, including easements and rights-of-way.	<b>Not Applicable:</b> No changes will be made to the site, and the need for the Waiver is unrelated to site conditions.
2. The Waiver, if approved, will not negatively impact the historic context of the immediately surrounding area or the district as a whole.	<b>Criterion Met:</b> If approved, the Waiver will not negatively impact the surrounding area or the district. The sign size is small and appropriate to the building. The aluminum material is a high-quality, durable material and is painted black.
3. The Waiver, if approved, will generally meet the spirit and intent of the Community Plan, <i>Historic Design</i>	<b>Criterion Met:</b> If approved, the Waiver will meet all City plans and policies.

*Guidelines*, other adopted City plans and policies, and all applicable requirements in §§153.170 through 153.178.

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| <p>4. The Waiver is not being requested solely to reduce cost or as a matter of general convenience.</p>   | <p><b>Criterion Met:</b> The request is consistent with the quality of required sign materials and is not a noticeable change, while increasing durability. The material does not appear modern.</p> |
| <p>5. The Waiver, if approved, will ensure that the development is of equal or greater development quality with respect to design, material, and other similar development features than without the Waiver.</p> | <p><b>Criterion Met:</b> The existing sign is high-quality and appropriate to the building and the district. The new, matching sign ensures appropriate continuity.</p>                              |
| <p>6. The requested Waiver is better addressed through the Waiver rather than an amendment to the requirements of this Chapter.</p>  | <p><b>Criterion Met:</b> The Waiver request is appropriate due to the increased durability provided by the sign face material.</p>   |
| <p>7. The Waiver does not have the effect of authorizing any use that is not otherwise permitted in the applicable zoning district.</p>  | <p><b>Not Applicable:</b> The use of the property is not changing nor is it affected by the Waiver request.</p>  |
| <p>8. In the event of Waivers from numeric or dimensional standards, the Waiver does not exceed 20%.</p>   | <p><b>Not Applicable:</b> The request is not a Waiver from a numeric or dimensional standard.</p>  |
| <p>9. In the event of Waivers from determinations of Landmark or Background status, the provisions in Section 153.175(J)(c) shall also apply.</p>  | <p><b>Not Applicable:</b> The property will remain a Landmark structure.</p>   |

**Waiver Review**

**Code Section 153.173(M)(4)(c)(1)(a):** Permitted materials: HDU, cedar, redwood, and treated lumber.

**Request:** To permit acrylic as the lettering material for the wall sign and previously-approved projecting sign.

<b>Criteria</b>	<b>Review</b>
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| <p>1. The need for the Waiver is caused by unique site conditions, the use of or conditions on the property or surrounding properties, or other circumstance outside the control of the</p> | <p><b>Not Applicable:</b> No changes will be made to the site, and the need for the Waiver is unrelated to site conditions.</p> |
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owner/lessee, including easements and rights-of-way.

2. The Waiver, if approved, will not negatively impact the historic context of the immediately surrounding area or the district as a whole.

**Criterion Met:** If approved, the Waiver will not negatively impact the historic context of the surrounding area or the district. The proposed acrylic logo material is durable and high-quality, and provides the crisp edges that are critical to the sign's design.
3. The Waiver, if approved, will generally meet the spirit and intent of the Community Plan, *Historic Design Guidelines*, other adopted City plans and policies, and all applicable requirements in §§153.170 through 153.178.

**Criterion Met:** If approved, the Waiver will generally meet all City plans and policies.
4. The Waiver is not being requested solely to reduce cost or as a matter of general convenience.

**Criterion Met:** The proposed use of acrylic for the lettering and logo will be consistent with the existing projecting sign while allowing for increased detail on a relatively small sign.
5. The Waiver, if approved, will ensure that the development is of equal or greater development quality with respect to design, material, and other similar development features than without the Waiver.

**Criterion Met:** If approved, the Waiver will allow an intricate design on a small sign. This approach was successfully used on the projecting sign.
6. The requested Waiver is better addressed through the Waiver rather than an amendment to the requirements of this Chapter.

**Criterion Met:** The Code permits the request of Waivers, and this approach is more appropriate than a Code change.
7. The Waiver does not have the effect of authorizing any use that is not otherwise permitted in the applicable zoning district.

**Not Applicable:** The use of the property is not changing nor is it affected by the Waiver request.
8. In the event of Waivers from numeric or dimensional standards, the Waiver does not exceed 20%.

**Not Applicable:** The request is not a Waiver from a numeric or dimensional standard.

9. In the event of Waivers from determinations of Landmark or Background status, the provisions in Section 153.175(J)(c) shall also apply.

**Not Applicable:** The property will remain a Landmark property.

**Waiver Review**

**Code Section 153.173(M)(3)(a):** All signs shall have dimensional letters, raised or routed with a minimum one-half inch relief.

**Request:** To permit lettering with ¼ inch relief for the wall sign.

Criteria	Review
1. The need for the Waiver is caused by unique site conditions, the use of or conditions on the property or surrounding properties, or other circumstance outside the control of the owner/lessee, including easements and rights-of-way.	<b>Not Applicable:</b> No changes will be made to the site, and the need for the Waiver is unrelated to site conditions.
2. The Waiver, if approved, will not negatively impact the historic context of the immediately surrounding area or the district as a whole.	<b>Criterion Met:</b> If approved, the Waiver will not negatively impact the surrounding area or the district; it will create an appropriate pedestrian-scaled sign at this doorway.
3. The Waiver, if approved, will generally meet the spirit and intent of the Community Plan, <i>Historic Design Guidelines</i> , other adopted City plans and policies, and all applicable requirements in §§153.170 through 153.178.	<b>Criterion Met:</b> If approved, the Waiver will generally meet all City plans and policies. The sign will meet the <i>Historic Design Guidelines</i> recommendation that signs have “minimal visual impact” on the site.
4. The Waiver is not being requested solely to reduce cost or as a matter of general convenience.	<b>Criterion Met:</b> The Waiver is not requested to reduce cost or as a matter of convenience. The standard half-inch letter relief would appear unnatural on a sign of this size.
5. The Waiver, if approved, will ensure that the development is of equal or greater development quality with respect to design, material, and other similar development features than without the Waiver.	<b>Criterion Met:</b> If approved, the Waiver will positively affect the quality of the sign by having relief appropriate to the size and scale of the sign.

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| <p>6. The requested Waiver is better addressed through the Waiver rather than an amendment to the requirements of this Chapter.</p>               | <p><b>Criterion Met:</b> The Waiver request for shallower letter relief is appropriate due to the small size of the sign, and the Code allows an applicant to seek this request.</p>   |
| <p>7. The Waiver does not have the effect of authorizing any use that is not otherwise permitted in the applicable zoning district.</p>           | <p><b>Not Applicable:</b> The use of the property is not changing nor is it affected by the Waiver request.</p>  |
| <p>8. In the event of Waivers from numeric or dimensional standards, the Waiver does not exceed 20%.</p>  | <p><b>Not Applicable:</b> Numeric and dimensional waivers pertain to setbacks, lot coverage, and other Code standards in which deviation can substantially affect the character of the development. This criterion is less applicable for design nuances, in which a shallower letter relief is appropriate for a sign of this size.</p> |
| <p>9. In the event of Waivers from determinations of Landmark or Background status, the provisions in Section 153.175(J)(c) shall also apply.</p> | <p><b>Not Applicable:</b> The property will remain a Landmark property.</p>  |

### Minor Project Review

Criterion	Review
<p>1. The Minor Project shall be consistent with the Community Plan, applicable Zoning Code requirements, <i>Historic Design Guidelines</i>, and adopted plans, policies, and regulations.</p>	<p><b>Criterion Met with Waivers.</b> The proposed MP is consistent with Historic District Code Site Development Standards Section 153.173 (M)(7)(b) and Table 153.173L for building-mounted signs with approval of the Waivers.</p>
<p>2. In cases where a MP is proposed within or as a part of an approved PDP or FDP, the MP shall be consistent with such approved PDP or FDP.</p>	<p><b>Not Applicable.</b> The proposal is not within or part of an approved PDP or FDP.</p>
<p>3. The Minor Project shall be consistent with the record established by the required reviewing body, the associated Staff Report, and the Director’s recommendation.</p>	<p><b>Criterion Met with Waivers.</b> The proposal meets all Code and Guidelines, and is consistent with the record established by the ARB, if the three Waivers are approved.</p>



4. The proposed land uses meet all applicable requirements and use specific standards of 153.172 Uses.

**Not Applicable.** No change in land use is proposed.

5. The proposed development is consistent with the *Historic Design Guidelines*.

**Criterion Met with Waivers.** The proposal responds to the *Historic Design Guidelines* by utilizing a sign design that is appropriate to the location and use. The sign is of high-quality material.

6. The proposed Minor Project is consistent with surrounding historic context, character, and scale of the immediately surrounding area and the district as a whole.

**Criterion Met.** The proposal responds appropriately to the surrounding context and is sensitive to the original character of the historic structure. The proposed color of the sign faces match the building trim and is therefore considerate of design continuity.

7. The proposed buildings are appropriately sited and conform to the requirements of 153.173 Site Development Standards and the *Historic Design Guidelines*.

**Not Applicable.** No new buildings or modifications are proposed.

8. The proposed site improvements, landscaping, screening, signs, and buffering shall meet all applicable requirements of the Code and respond to the standards of the *Historic Design Guidelines*.

**Criterion Met.** The proposal will be a positive addition to the streetscape. No additional buffering or screening is required.

## Recommendations

### Planning Recommendation

**Approval of Waiver** for aluminum composite sign material for the wall sign and the projecting sign.

**Approval of Waiver** for acrylic lettering and logo material for the proposed wall sign and existing projecting sign.

**Approval of Waiver** for ¼" raised lettering for the wall sign.

**Approval of the Minor Project Review** with no conditions.