



PLANNING REPORT

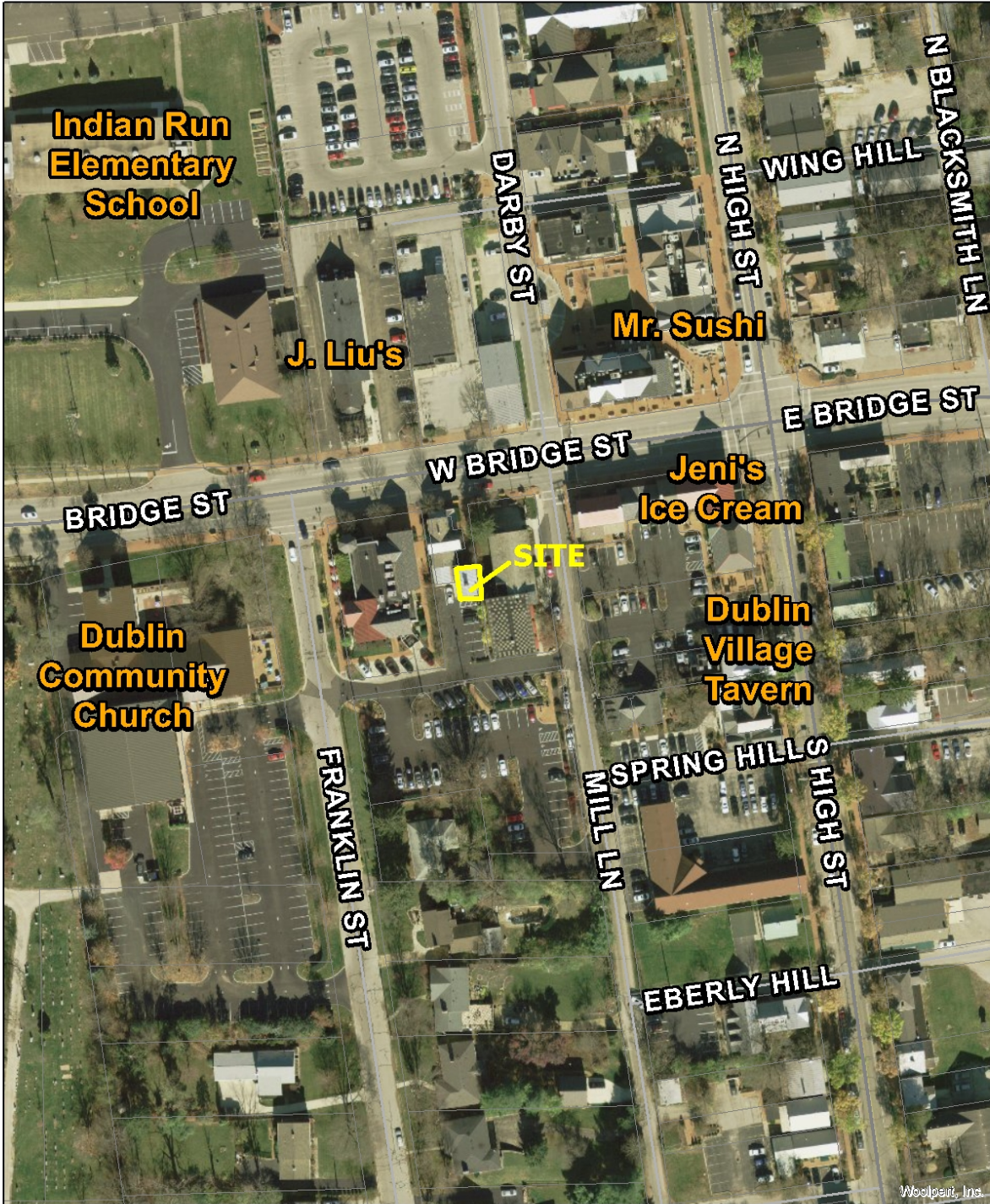
Architectural Review Board

Wednesday, February 22, 2017

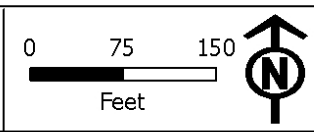
MPR – Sign
39 West Bridge Street

Case Summary

Agenda Item	1
Case Number	16-108MPR
Proposal	The installation of two (2) new 7.75-square-foot wall signs for an existing office building.
Request	Review and approval of a Minor Project Review under the provisions of the Zoning Code and the Historic Dublin Design Guidelines.
Site Location	South side of West Bridge Street, approximately 80 feet west of the intersection with Mill Lane.
Applicant	Brad & Halli Webb, Honest Advertising
Case Managers	J.M. Rayburn, Planner I (614) 410-4653 jrayburn@dublin.oh.us Nick Badman, Planning Assistant (614) 410-4654 nbadman@dublin.oh.us
Planning Recommendation	Approval Approval is recommended of the Minor Project with one condition. <ol style="list-style-type: none">1) The applicant provide revised drawings indicating the exact height of the sign not to exceed 15 feet, subject to staff approval.



16-108MPR
Minor Project Review
Honest Advertising
39 West Bridge St.



Facts	
Site Area	±0.15 acres
Zoning	BSD-C, Bridge Street District – Historic Core
Surrounding Zoning And Uses	North: BSD-HC – Bridge Street District – Historic Core South: BSD-HC – Bridge Street District – Historic Core West: BSD-HC – Bridge Street District – Historic Core East: BSD-HC – Bridge Street District – Historic Core
Site Features	<ul style="list-style-type: none"> • Two, single-tenant buildings. • The Studio on Bridge occupies the larger building located along W. Bridge Street. Honest Advertising occupies the smaller building located behind. • Parking lot is to the rear of the site. • Two building entrances: Pedestrian access from West Bridge Street, and vehicular access from the rear alley.
Background	<p>2006 The 1,288-square-foot building occupied by Honest Advertising is a non-contributing structure approved by ARB and constructed in 2006.</p> <p>2017 The Administrative Review Team recommended approval to the Architectural Review Board of current proposal on February 9, 2017.</p>

Details		Minor Project Review – Sign
Minor Project Review (MPR)	Section 153.065(H) of the Zoning Code identifies requirements and regulations for signs in the Bridge Street District. Following is an analysis by Planning based on those regulations.	
Proposal	Code permits the tenant one building mounted sign per street frontage (wall, window, awning, projecting signs). The applicant is proposing to install two (2) wall-mounted sign at the two entrances of the tenant space at an unspecified height. The proposal is for non-illuminated, pre-assembled high density urethane (HDU) sign panels that has an area of 7.75 square feet, which is the maximum size permitted. The signs are proposed to be two colors (black with grey letters), which meet the Code requirement with respect to maximum number of colors.	

Details		Minor Project Review – Sign
	Criteria	Proposal
Number/Type	Two (2) building mounted signs per street frontage.	<i>Met.</i> Two (2) wall mounted signs. Building has frontage on W.

Details		Minor Project Review – Sign
		Bridge Street and a rear alley.
Size	Maximum of 8 square feet	Met. 7.75 square feet
Location	Within 6 ft. of the principal entrance or on the wall associated with storefront; Not extend more than 14 in. from the face of the structure from which it is attached.	Met. One sign will be placed on the wall above the principal entrance from rear parking lot. The other sign will be placed on the wall to the left of the entrance on West Bridge Street.
Height	Maximum 15 feet	Met with condition. Materials appear to meet Code, but should be revised to confirm height.
Colors	Maximum 3 colors	Met. 2 colors (Cool Gray lettering on Map black background)

Analysis		Minor Project Review – Sign
Minor Project Review Criteria		
Process	The purpose of the Minor Project Review as provided in §153.066(G), is to provide an efficient review process for smaller projects that do not have significant community effects. The Minor Project Review is necessary to ensure that applications for development meet the requirements of Chapter 153 of the Dublin Zoning Code.	
1) Similarity to Approved Basic Plan	<i>Not Applicable.</i>	
2) Consistency with Approved Development Plan	<i>Not Applicable.</i>	
3) Meets Applicable Zoning Regulations	Criterion Met with Condition: The proposed sign meets the Zoning Code requirements for wall signs in regard to size, colors, and design. The applicant has indicated the proposed sign on the rear will meet Code regarding the maximum height. The drawings will need to be revised to include dimensions showing compliance with the height requirements with the submission of a sign permit.	
4) Safe and Efficient Pedestrian, Bicycle and Vehicular Circulation	<i>Not Applicable.</i>	
5) Coordination and Integration of Building and Structures	Criterion Met: The proposed sign adds visual interest to the tenant space without degrading the historic nature of the building.	

Analysis		Minor Project Review – Sign
6) Open Space Suitability and Natural Feature Preservation	<i>Not Applicable.</i>	
7) Adequate Provision of Public Services	<i>Not Applicable.</i>	
8) Appropriate Stormwater Management	<i>Not Applicable.</i>	
9) Development Phasing	<i>Not Applicable.</i>	
10) Consistency with BSD Vision Report, Community Plan and other Policy Documents	Criterion Met: The Community Plan notes that “Dublin’s built environment contributes positively to the community’s character. This image is characterized by high quality office buildings, well-landscaped areas and streetscapes, tasteful signs and graphics, appropriate lighting standards and quality architecture.” The proposed signs are comprised of clean lines and colors, and will contribute to the aesthetic character of the community.	
Architectural Review Board Standards		
General Review Standards		
1) Character and Materials Compatible With Context	Criterion Met: The sign is made of High Density Urethane (HDU) which is durable alternative to redwood and cedar.	
2) Recognition and Respect of Historical or Acquired Significance	Criterion Met: The sign adheres to the Historic Dublin Design Guidelines with respect to color compatibility, design, and scale.	
3) Compatible with Relevant Design Characteristics		
4) Appropriate Massing and Building Form	<i>Not Applicable.</i>	
5) Appropriate Color Scheme	Criterion Met: The signs feature two colors. The raised areas and return edges will be painted map cool gray and the recessed areas painted map black.	
6) Appropriate Sign Design	Criterion Met: The sign is rectangular with added character from the wing tip design. Letter sizes and styles are easy to read. The sign uses two letter sizes in a clear hierarchy and one type style.	
7) Appropriate Landscape Design	<i>Not Applicable.</i>	

Analysis		Minor Project Review – Sign
8) Preservation of Archaeological Resources	<i>Not Applicable.</i>	
Historic Dublin Design Guidelines		
Wall Signs	These are among the oldest type of signage, usually made of wood as separate panels and mounted flush against the building wall. This type remains popular today and is appropriate for Historic Dublin. The best signs usually are the simplest, ones which avoid ornate ornamentation and lettering.	
1) Good Quality Designs with Simple Graphics and Simple Messages	Criterion Met: The sign is rectangular with added character from the wing tip design. Letter sizes and styles are easy to read. The sign uses two letter sizes in a clear hierarchy and one type style.	
2) Sign Materials that Complement the Architectural Character of the District	Criterion Met: The sign is made of High Density Urethane (HDU) which is durable alternative to redwood and cedar. The sign materials complement the architectural character of the building and the overall character of the Historic District. Wood signs are permitted and should be painted. The signs are appropriate with the synthetic wood, painted with compatible colors.	
3) New Signage Should Always be Pedestrian in Scale	Criterion Met: The size and location of the signs are intended for viewing by people who are walking rather than driving.	
4) Temporary Signs	<i>Not Applicable.</i>	
5) Color Compatibility	Criterion Met: The proposed signs feature two colors. The raised areas and return edges will be painted map cool gray and the recessed areas painted map black. The color of building is characterized by a cream color, which is compatible with gray and black.	
6) Illumination	<i>Not Applicable.</i>	
7) Sign Size Proportionate to Building	Criterion Met: The signs will each be under eight (8) square feet in size. The signs do not dominate the building and are appropriately scaled for the building.	

Recommendation		Minor Project Review – Sign
Approval	<p>The proposed Minor Project Review meets the requirements of the Zoning Code and the Historic Dublin Design Guidelines. Approval of this application is recommended with one condition:</p> <p>1) The applicant provide revised drawings indicating the exact height of the sign not to exceed 15 feet, subject to staff approval.</p>	