



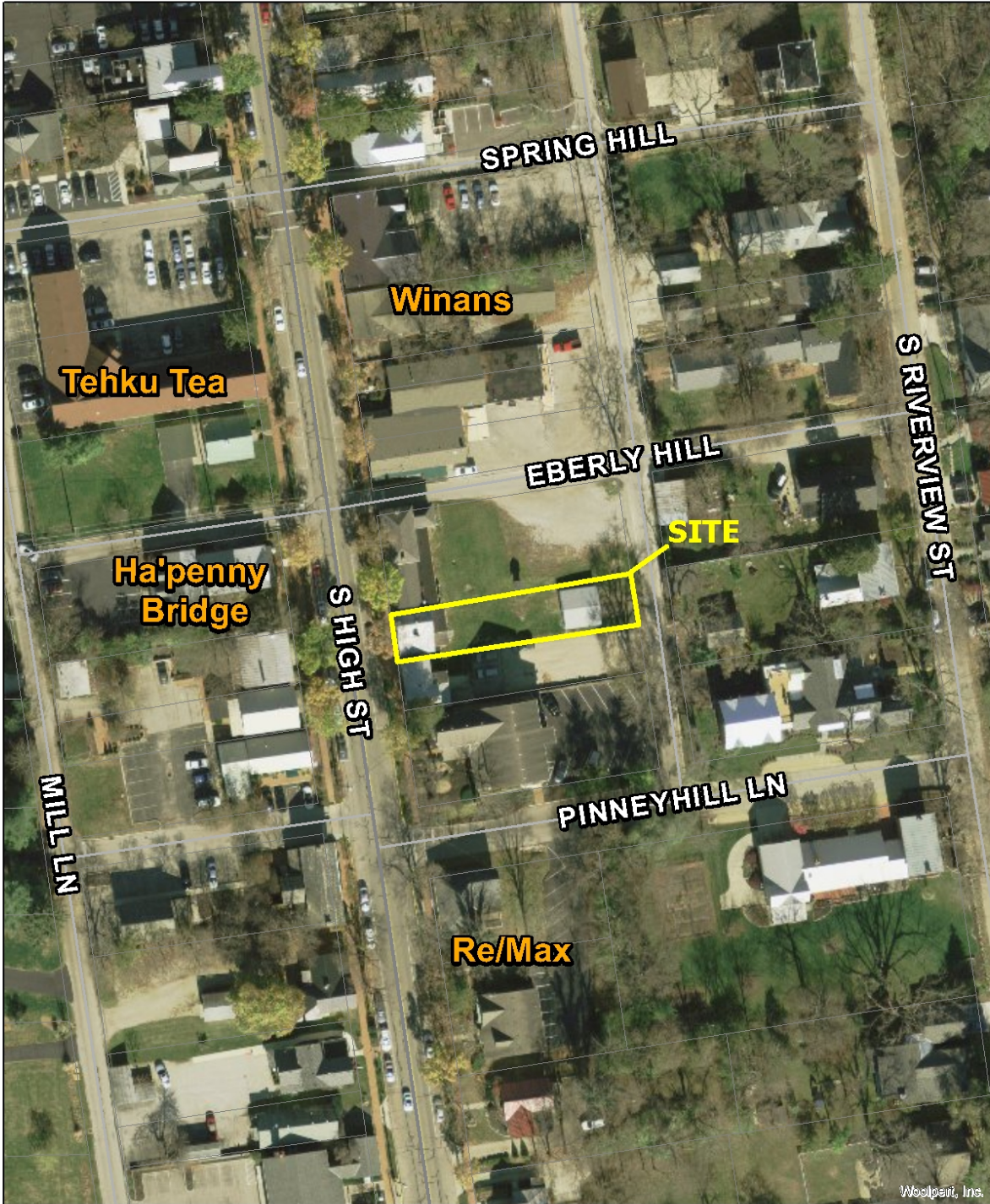
## PLANNING REPORT

# Architectural Review Board

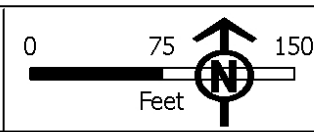
Wednesday, March 22, 2017

### Case Summary

Agenda Item	2
Case Number	17-010ARB-MPR
Proposal	The installation of one (1) new 8-square-foot wall sign for an existing retail tenant space.
Request	Review and approval for a Minor Project Review under the provisions of Zoning Code Sections 153.066, 153.170, and the Historic Dublin Design Guidelines.
Site Location	82 South High Street East side of South High Street, approximately 80 feet south of the intersection with Eberly Hill.
Applicant	Jill Cullinan, Integrated Marketing Solutions
Case Managers	J.M. Rayburn, Planner I   (614) 410-4653   jrayburn@dublin.oh.us
Planning Recommendation	<b>Approval</b> Approval with three (3) conditions. <ol style="list-style-type: none"><li>1) The applicant provide revised drawings indicating the exact height of the sign not to exceed 15 feet.</li><li>2) The applicant use one of the primary wood materials (HDU, cedar, redwood or treated lumber) in lieu of the proposed blockboard materiality.</li><li>3) The applicant incorporate a routed sign design for the lettering and border in lieu of the applied lettering.</li></ol>



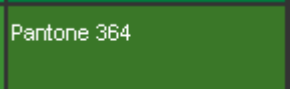
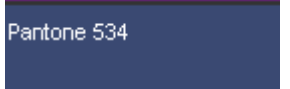
17-010ARB-MPR  
Minor Project Review  
IMS  
82 S. High St.



Facts	
Site Area	±0.13 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-HR – Bridge Street District – Historic Residential
Site Features	<ul style="list-style-type: none"> <li>• One and a half story building occupied by Integrated Marketing Solutions (IMS).</li> <li>• Frontage on South High Street.</li> <li>• Rear accessory structure and parking with access to rear alley.</li> </ul>
Background	The Ohio Historic Inventory states the building was constructed in the 1850s when a number of little cottages in Dublin were built. The building is on National Register of Historic Places. The cottage has a gable end facing the street and a lean-to addition along the south side of the building. Another lean-to addition is located at the rear. The building's original use was residential use, but has been since converted to commercial use.

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 two building mounted signs per street frontage (wall, window, awning, projecting signs). The applicant is proposing to install one (1) wall-mounted sign at the S. High Street entrance of the tenant space at an unspecified height. The proposal is for non-illuminated, one-inch thick blockboard routed sign that has an area of eight (8) square feet, which is the maximum size permitted. The signs are proposed to be three (3) colors (Green Pantone #364, Blue Pantone #364, and a white background), which meet the Code requirement with respect to maximum number of colors.
Height	Code permits a maximum height for mounted signs to be 15 feet from the ground. The sign materials should be revised to confirm height.
Materials	Per code, all permitted sign types shall be designed with the highest quality of materials and fabrication. High quality, durable and low maintenance materials are required. The type of material should be compatible with the associated building's façade and other materials in the surrounding area. Traditional materials, such as wood, are preferred over plastic signs. The proposed sign is made of a one-inch thick blockboard, which is not one of the primary wood materials allowed for signs within the Bridge Street

Details		Minor Project Review – Sign
	District. While painted wooden sign materials may complement the architectural character of the building and the overall character of the Historic District, the sign materials will have to be made from one of the primary wood materials instead of the proposed blockboard.	
Design	<p>The sign is rectangular in shape with rounded corners. Letter sizes and styles are easy to read and the proposed sign uses two letter sizes in a clear hierarchy. The sign features a green boarder that is routed to a depth of 1/16". The drawings describe the letters "IMS" as one plywood piece that projects a ¼ inch off the sign surface. Additionally, "INTEGRATED MARKETING SOLUTIONS" on the sign are adhered as individual letters to the sign surface. The sign drawings describe each individual letter as a ¼ inch thick. Staff recommends the applicant incorporate a routed sign design for the lettering and border with the selection of the new material in lieu of the applied lettering.</p>	
<i>Historic Dublin Design Guidelines</i>	<p>The proposed wall sign is rectangular in shape with rounded corners. Letter sizes and styles are easy to read. The sign uses two letter sizes in a clear hierarchy, which adheres to the simple graphics section in the Historic Dublin Design Guidelines. The size and location of the sign is intended for viewing by people who are walking rather than driving. With respect to size, the proposed sign will be eight (8) square feet and are appropriately scaled for the building.</p> <p>Colors for signs on or associated with historic buildings should be chosen for compatibility with the age, architecture and colors of the buildings. Day-glow or fluorescent colors are prohibited. The color scheme on a sign should be simple, with a maximum of three colors on a single sign. The proposed sign features three (3) colors. The routed area is Pantone #364 (Green) and the individual lettering is Pantone #534 (Blue). The sign is proposed with a white background. The color of building is characterized by a light yellow with white trim and white window shutters.</p>	



Details		Minor Project Review – Sign
	Criteria	Proposal
Number/Type	Two (2) building mounted signs per street frontage	<i>Met.</i> One (1) wall sign. Building has frontage on South High Street.
Size	Maximum of 8 square feet	<i>Met.</i> 8 square feet

Details		Minor Project Review – Sign
	Criteria	Proposal
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.	<b>Met.</b> Front façade, above the storefront entrance.
Height	Maximum 15 feet, Minimum 8 foot clearance	<b>Met with condition.</b> Sign materials should be revised to confirm height.
Colors	Maximum 3 colors	<b>Met.</b> The proposed sign has three (3) colors (Green Pantone #364, Blue Pantone #364, and a white 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	<b>Criterion Met with Condition:</b> The proposed sign meets the Zoning Code requirements for wall signs in regard to size, colors, and design. The applicant has indicated the proposed wall sign 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	<b>Criterion Met:</b> The proposed sign adds visual interest to the tenant space without degrading the historic nature of the building.	

<b>Analysis</b>		<b>Minor Project Review – Sign</b>
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	<b>Criterion Met:</b> 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 sign will contribute to the aesthetic character of the community.	
<b>Architectural Review Board Standards</b>		
<b>General Review Standards</b>		
1) Character and Materials Compatible With Context	<b>Criterion Met with Condition:</b> Primary materials that meet code are HDU, cedar, redwood and treated lumber. Staff has concerns about the quality and durability of the proposed blockboard material, which is not suitable for outdoor use. Staff recommends the applicant select one of the primary materials outlined in the Code in lieu of the proposed blockboard.	
2) Recognition and Respect of Historical or Acquired Significance	<b>Criterion Met:</b> The sign adheres to the Historic Dublin Design Guidelines with respect to color compatibility, design, and scale.	
3) Compatible with Relevant Design Characteristics	<b>Criterion Met:</b> Wall signs are among the oldest type of signage, usually made of wood as separate panels and mounted flush against the building wall. The best signs usually are the simplest, ones which avoid ornate ornamentation and lettering. The proposed mounted wall sign is appropriate for Historic Dublin.	
4) Appropriate Massing and Building Form	<i>Not Applicable.</i>	
5) Appropriate Color Scheme	<b>Criterion Met:</b> The sign features three (3) colors.	
6) Appropriate Sign Design	<b>Criterion Met with Condition:</b> While the sign is appropriately shaped with a clear typology hierarchy, staff has concerns about the	

<b>Analysis</b>	<b>Minor Project Review – Sign</b>
	constructability and durability of the proposed lettering. Staff recommends the applicant incorporate a routed sign design for the lettering and border with the selection of the new material in lieu of the applied lettering.
7) Appropriate Landscape Design	<i>Not Applicable.</i>
8) Preservation of Archaeological Resources	<i>Not Applicable.</i>

<b>Recommendation</b>	<b>Minor Project Review – Sign</b>
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 three conditions:</p> <ol style="list-style-type: none"><li>1) The applicant provide revised drawings indicating the exact height of the sign not to exceed 15 feet.</li><li>2) The applicant use one of the primary wood materials (HDU, cedar, redwood or treated lumber) in lieu of the proposed blockboard materiality.</li><li>3) The applicant incorporate a routed sign design for the lettering and border in lieu of the applied lettering.</li></ol>