

17-114ARB-MPR – VINE AND TAP SIGN

Site Location

West of South High Street, approximately 125 feet southwest of the intersection with Spring Hill Lane.

Zoning

BSD-HC: Historic Core

Property Owner

Renate Allespach

Applicant/Representative

Tate S. Chaney, Vine and Tap

Applicable Land Use Regulations

Zoning Code Section 153.066, and the *Historic Dublin Design Guidelines*

Request

A Minor Project Review (MPR) for a projecting sign for an existing office space.

Staff Recommendation

Approval of Minor Project Review with 3 conditions.

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Case Manager

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Summary

The applicant is proposing an eight-square-foot wall sign for an existing tenant space within the Historic South District.

Location Map

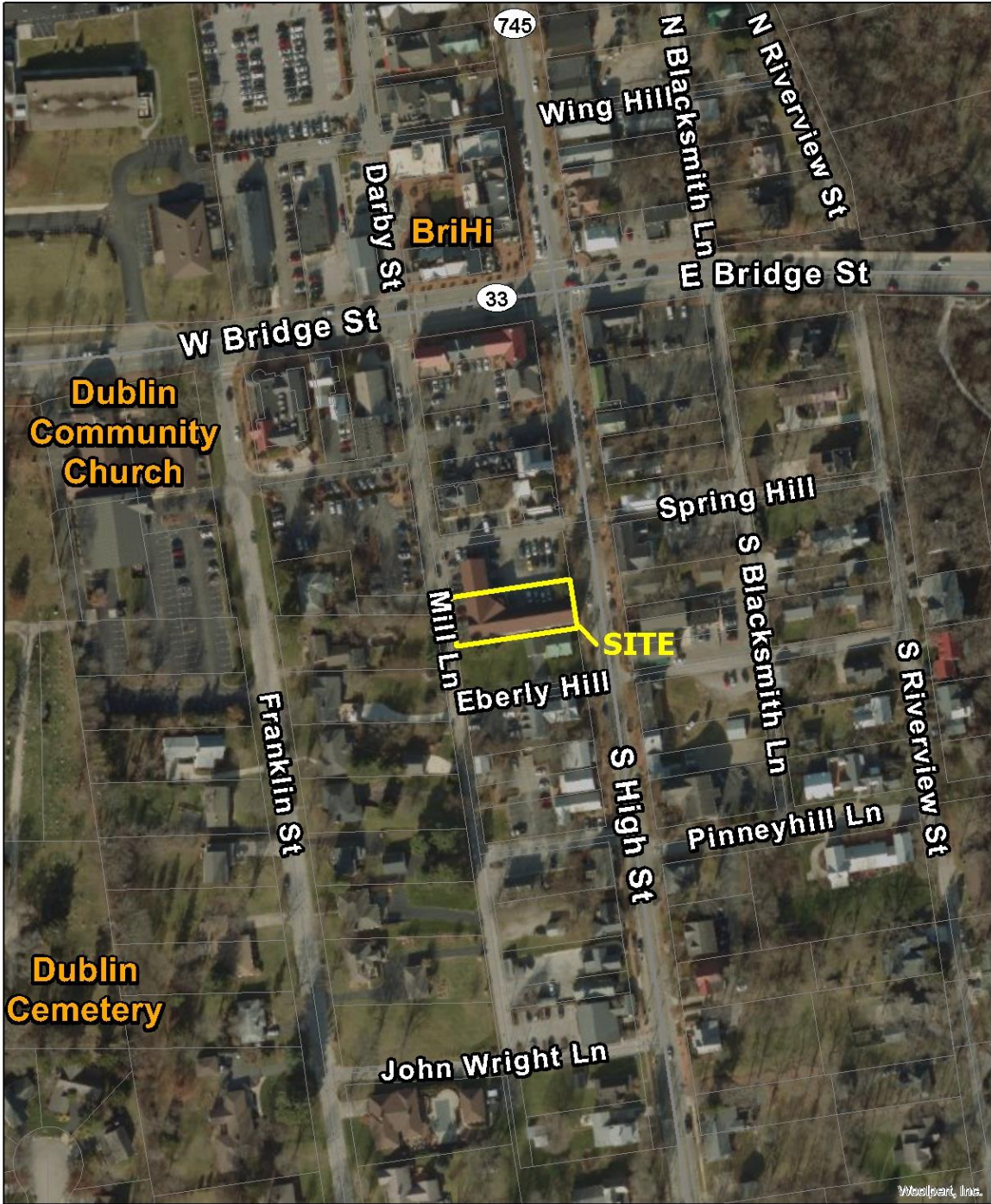


Next Steps

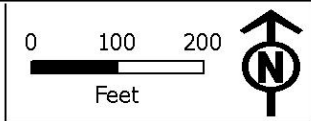
Administrative Review Team will make a recommendation to the Architectural Review Board for the Minor Project Review. Upon approval from the ARB, the applicant may file for sign permits.

1. Context Map

Located west of South High Street, approximately 125 feet southwest of the intersection with Spring Hill Lane.



17-114ARB-MPR
Minor Project Review
Vine and Tap Sign
55 S. High Street



2. Overview

A. Background

The two-story multi-tenant building was constructed in 1979, according to the County Auditor. The front and side elevations are designed in an English Tudor style, while the rear elevations (south and west) are comprised of horizontal wood siding. Minor alterations including window replacement, tenant fittings, and sign installation have been reviewed and approved by the Architectural Review Board previously.

B. Site Characteristics

1) Natural Features

The site is developed and no natural features exist that would impact the proposed project.

2) Historic and Cultural Facilities

The site is located within the Historic District, however the building is not listed in the National Historic Register, nor is it considered a contributing structure.

3) Surrounding Land Use and Development Character

- North: BSD-HC: Historic Core (Office)
- East: BSD-HC: Historic Core (Commercial, Office)
- South: BSD-HC: Historic Core (Single-Family Residence)
- West: BSD-HR: Historic Residential (Single-Family Residence)

4) Road, Pedestrian and Bike Network

The site has frontage on South High Street (±130 feet). Sidewalks are installed on both sides of High Street.

5) Utilities

The site is currently served by public utilities, including sanitary and water. Electrical and gas are also provided on site. Sign placement will not impact the existing utilities.

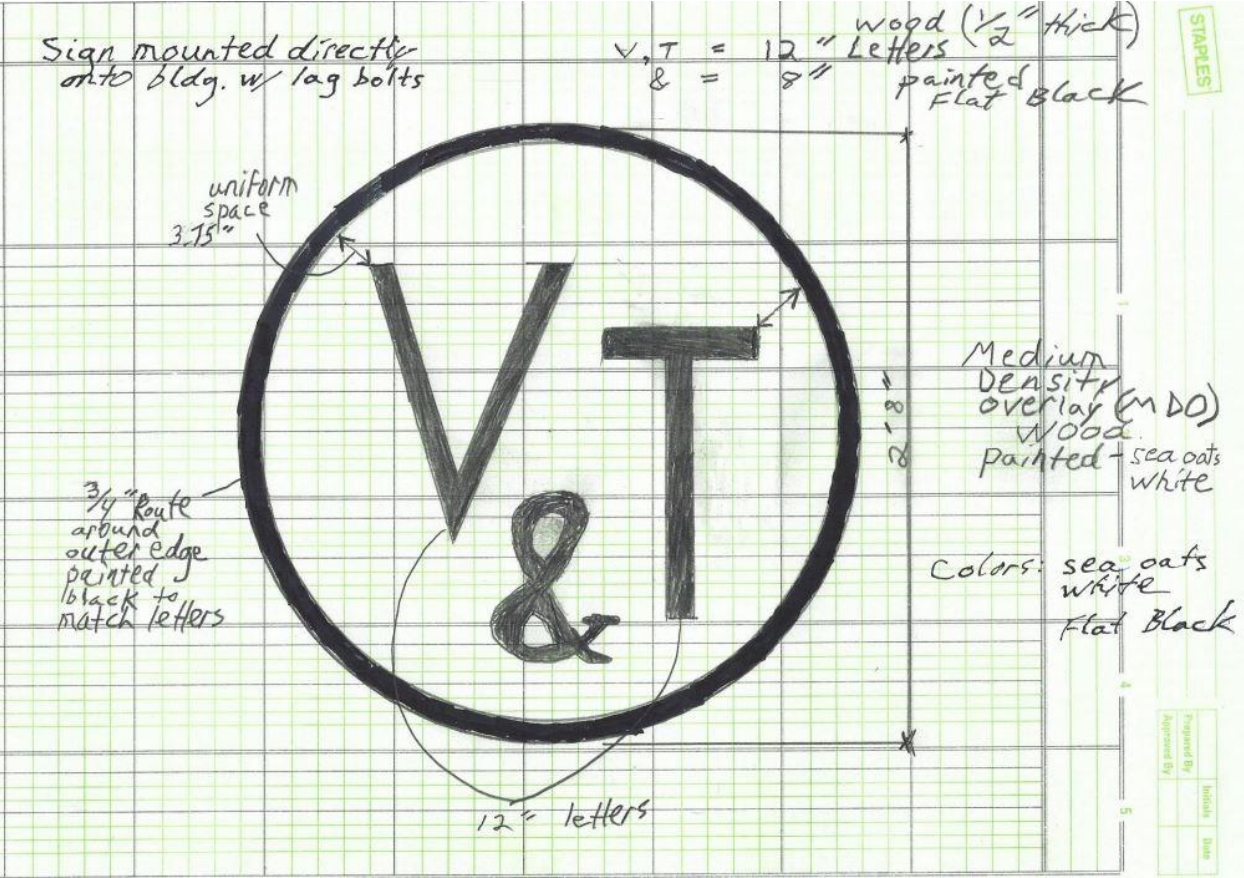
C. Proposal

1) Summary

This is a proposal for the installation of a new wall sign for an existing tenant space within Historic Dublin. The circular, routed sign will be located on the front of the building facing the parking lot. For this proposed wall sign, Code permits a maximum sign size of 8 square feet and a maximum height of 15 feet, or not extending above the sill of the second story window; whichever is lower. The sign is proposed to be 8 square feet and 8 feet in height. The proposed sign will be a single-faced, MDO (Medium Density Overlay) or plywood sign which is not a permitted material, and need to be revised. High Density Urethane (HDU), cedar, redwood, treated lumber and equivalent materials are required. Signs must be

properly sealed to prevent moisture from soaking into the wood. Code requires signs to be limited to three colors. The proposed sign includes two colors: Sea Oats White for the background and Flat Black for the routed areas and letters, which meet Code. This application does not include any proposed window signs. The applicant proposed the sign be affixed to the building with lag bolts. Planning recommends the sign be affixed to the building at the back of the sign with all hardware concealed.

3. Sign Plan





4. Criteria Analysis

A. BSD Sign Design Guidelines

- 1) **Signs and graphics should contribute to the vibrancy of the area.**
Criteria Met with condition. The proposal is consistent with the purpose and intent of the BSD Sign Design Guidelines to create a vibrant, walkable mixed use district by allowing additional flexibility and creativity in sign design. The proposed MDO material is not a permitted material. The applicant should revise the plans and select a permitted wood material (HDU, cedar, redwood, treated lumber or equivalent material) for the sign background and lettering.
- 2) **Signs should be highly pedestrian-focused while remaining visible to those traveling by car or bicycle.**
Criteria Met. The sign is proposed in a manner that is pedestrian oriented while realizing the need for wayfinding at a variety of scales.
- 3) **Placement of signs and graphics should assist with navigation, provide information, and identify businesses.**
Criteria Met. The projecting sign is located at the front entrance of the business and is strategically placed for maximum visibility for both vehicles and pedestrians.

B. Minor Project Review Analysis [§153.066(F)(3)]

- 1) **The site plan review shall be substantially similar to the approved basic site plan.**
Criteria Not Applicable. No basic site plan is associated with this project.

- 2) If a development plan has been approved that includes the property, the application is consistent with the development plan.**
Criteria Not Applicable. No development plan is associated with this project.
- 3) The application meets all applicability requirements of 153.059 and 153.062-153.065 except as may be authorized by administrative departure(s) or waiver(s) pursuant to divisions (H) and (I) of this section, respectively.**
Criteria Met. The proposed sign meets the necessary code requirements.
- 4) The internal circulation system and driveways provide safe and efficient access for residents, occupants, visitors, emergency vehicles, bicycles, and pedestrians.**
Criteria Not Applicable. No alterations to the site are being proposed.
- 5) The relationship of buildings and structures to each other and to other facilities provides for the coordination and integration of the development within the surrounding area and the larger community and maintains the image of Dublin as a high quality community with a commitment to exemplary planning and design.**
Criteria met. This proposed sign adds visual interest to the tenant space without degrading the historic nature of the building.
- 6) The application is consistent with the requirements for types, distribution, and suitability of open space in 153.064 and the site design incorporates natural features and site topography to the maximum extent practicable.**
Criteria Not Applicable. No open space is proposed as part of this project.
- 7) The scale and design of the proposed development allows the adequate provision of services currently furnished by or that may be required by the city or other public agency including, but not limited to, fire and police protection, public water and sanitary sewage services, recreational activities, traffic control, waste management, and administrative services.**
Criteria Not Applicable. No new structures or site alterations are proposed.
- 8) Stormwater management systems and facilities will not cause alterations that could increase flooding or water pollution on or off site, and removal of surface waters will not adversely affect neighboring properties.**
Criteria Not applicable. No site alterations or impervious surfaces are proposed.
- 9) If the development is to be implemented in phases, each phase is able to be considered independently, without the need for further phased improvements.**
Criteria Not applicable. No phases are proposed with this project.
- 10) The application demonstrates consistency with commonly accepted principles of walkable urbanism as described in 153.057 and 153.058, the five Bridge Street District Vision Principles, community plan, and other related policy documents adopted by the city.**

Criteria 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 sign will contribute to the aesthetic character of the community.

C. General Review Standards

- 1) **The character and materials are compatible with the context.**
Criteria met with conditions. The proposed MDO material is not a permitted material. The applicant should revise the plans and select a permitted wood material (HDU, cedar, redwood, treated lumber or equivalent material) for the sign background and lettering. Planning recommends the sign be affixed to the building at the back of the sign with all hardware concealed.
- 2) **Recognition and respect of historical or acquired significance.**
Criteria met. The sign adheres to the Historic Dublin Design Guidelines with respect to color compatibility, design, and scale.
- 3) **Compatible with relevant design characteristics.**
Criteria met. This proposal is compatible and consistent with the existing aesthetic and maintains the historic integrity of the residence.
- 4) **Appropriate massing and building form.**
Criteria not applicable. No new structures are proposed.
- 5) **Appropriate color scheme.**
Criteria met. The sign features two (2) colors.
- 6) **Complementary sign design.**
Criteria met. The character of the sign is consistent with the era of the building.
- 7) **Appropriate landscape design.**
Criteria not applicable. No landscaping is proposed.
- 8) **Preservation of archaeological resources.**
Criteria not applicable. No archaeological resources are associated with this site.

D. Alterations to Buildings, Structure, and Site

- 1) **Reasonable effort to minimize alteration of buildings and site.**
Criteria met. Minor exterior modifications to place the sign are proposed and no additions or alterations are proposed that would reduce the historical integrity of the existing residence.
- 2) **Conformance to original distinguishing character.**
Criteria met. The proposed sign materials and color palette are appropriate for the character and design of the existing structure and are consistent with the period details of the building.
- 3) **Retention of historic building features and materials.**

Criteria not applicable. No alterations to the building are proposed. The applicant is using an existing sign bracket that is attached to the building.

- 4) Alteration recognizes historic integrity and appropriateness.**
Criteria met. Aside from the installation of the sign, no other alterations to the building are proposed.
- 5) Recognition and respect of historical or acquired significance.**
Criteria met. The proposed sign is compatible with the surrounding character of the district.
- 6) Sensitive treatment of distinctive features.**
Criteria met. The proposed sign is compatible with the surrounding design and character of the district. The material selection and design is appropriate to maintain the historic character.
- 7) Appropriate repair or replacement of significant architectural features.**
Criteria not applicable. No repairs or building alternations are proposed as part of this application.
- 8) Sensitively maintained historic building materials.**
Criteria met condition. The proposed MDU is not a permitted material within the zoning district. The applicant is required to use a permitted wood material for the sign (HDU, cedar, redwood, treated lumber or equivalent material) within the Historic District.

5. Recommendation

Staff Recommendation

The proposed Minor Project Review is consistent with all of the applicable review criteria.

Approval is recommended with three conditions:

- 1) That the applicant use a permitted wood material for the sign background and lettering (HDU, cedar, redwood, treated lumber or equivalent material).
- 2) That the sign be affixed to building at the back of the sign and all hardware be concealed.
- 3) That any future permanent window signs for the tenant space be reviewed and approved by the Architectural Review Board (ARB) prior to sign permitting and installation.