

# 18-067ARB-MPR – DUBLIN TOY EMPORIUM SIGN

**Site Location**

The site is located on the east side of North High Street at the intersection with Wing Hill, approximately 200 feet north of West Bridge Street.

**Zoning**

BSD-HC: Bridge Street District – Historic Core

**Property Owner**

25 NORTH CO LTD

**Applicant/Representative**

Enas Lanham, Dublin Toy Emporium

**Applicable Land Use Regulations**

Zoning Code Sections 153.066 and 153.170, and the *BSD Sign Design Guidelines and Historic Dublin Design Guidelines*

**Request**

Minor Project Review for an existing sign for a tenant located within Historic Dublin.

**Staff Recommendation**

Approval Minor Project Review with 3 conditions.

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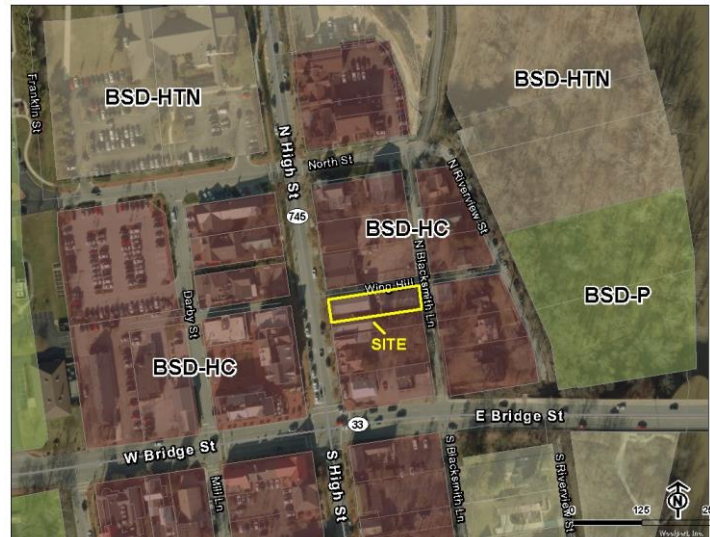
**Case Manager**

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**Summary**

A proposal for a Minor Project Review to permit a 4.48-square-foot, projecting sign for an existing tenant space within Historic Dublin zoned BSD-Historic Core District.

**Location Map**



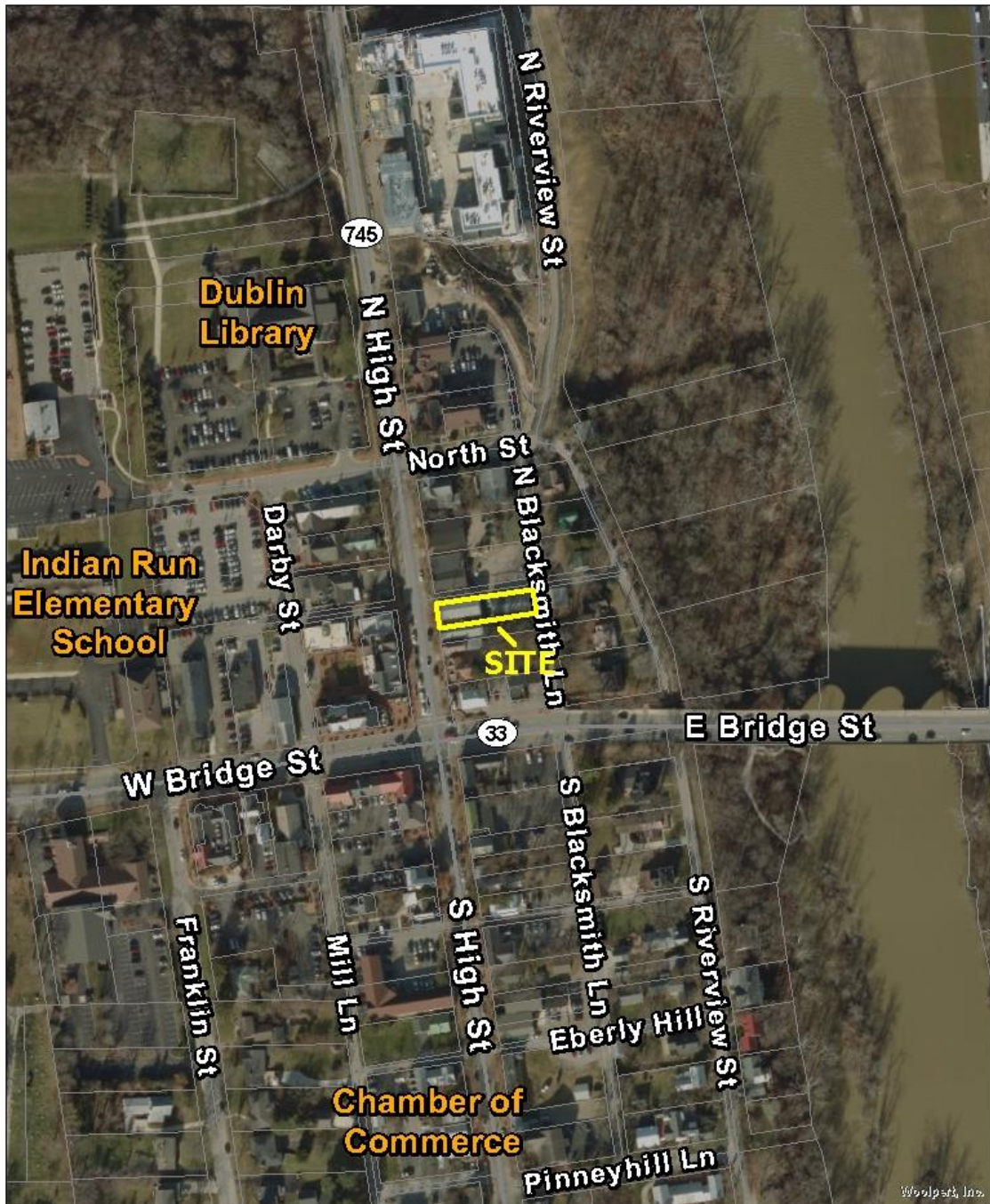
**Next Steps**



The application will be forwarded to the Architectural Review Board (ARB) with the Administrative Review Team’s (ART) recommendation.

Upon approval from the Architectural Review Board (ARB), the applicant may file for a permanent sign permit.

### 1. Context Map

The site is located on the east side of North High Street at the intersection with Wing Hill, approximately 200 feet north of West Bridge Street.



 <p>City of Dublin</p>	<p>18-067 ARB-MPR Minor Project Review Dublin Toy Emporium - Sign 28 North High St.</p>	<p>0 95 190 Feet</p> 
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## 2. Overview

### A. Background

The site contains a one-story building built in 1960. The building has a front-gable roof that is sheathed in asphalt shingles. The structure is concrete block construction with a brick façade and white trim details. The front door is centrally located on the west side of the building. There is a window on either side of the entrance. The windows are double-hung replacements accented by green, raised panel shutters.

### B. Site Characteristics

#### 1) Natural Features

The site is developed and no natural features exist that would be impacted the proposed sign.

#### 2) Historic and Cultural Facilities

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

#### 3) Surrounding Land Use and Development Character

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

#### 4) Road, Pedestrian and Bike Network

The site has frontage on North High Street ( $\pm 40$  Feet). Sidewalks are located on the east and west sides of North High Street. Signs are required to have 8 feet of clear distance below to allow pedestrians to safely circulate.

#### 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

The proposal is for the installation of an approximately 4.5-square foot, projecting sign above the main entrance of an existing tenant space on the along east side of North High Street.

Code permits two signs of different types for a tenant in a single building within Historic Dublin. An additional sign is permitted for tenants with access to a public parking lot from a dedicated side or rear entrance, which is not applicable in this case.

2) **Details**

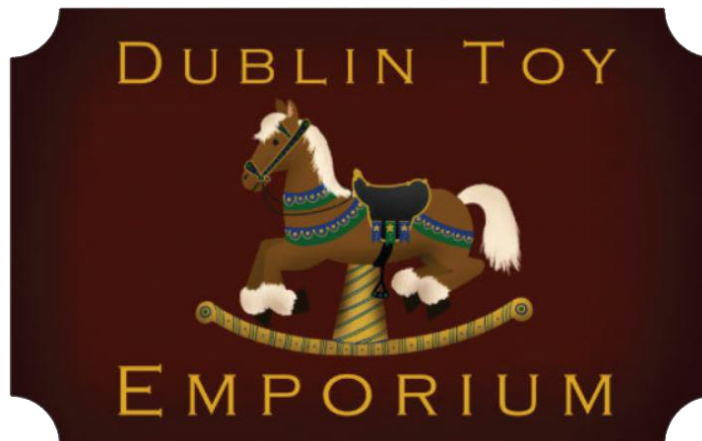
The Code permits projecting signs within the Historic District to be a maximum of 8 square feet in size. A projecting sign approximately half the permitted size is requested with this application. The sign is affixed to an existing wrought iron bracket, which the applicant has indicated is mounted to allow for 8 feet of clear distance below the sign. The applicant will need submit verification to the Building Standards Division confirming the clear distance below the sign prior to the issuance of a sign permit. Additionally, all mounting hardware should be painted to match the mounting bracket.

Code requires signs to be limited to three colors; however, a logo with multiple colors may count as one of the three colors permitted. The proposed sign includes three colors: brown for the background, goldenrod for the letters, and multi-color for the logo.

The proposed sign panel is a double-faced, 0.5-inch MDO (Medium Density Overlay) plywood sign, which is not a permitted material in the Code. The sign will need to be revised to incorporate an approved material of High Density Urethane (HDU), cedar, redwood, treated lumber, and equivalent materials, as required by Code. The graphic is printed on 3M ControlTac with a UV laminate coating and is subsequently affixed to the MDO.

The Historic Dublin Design Guidelines encourage signs to be fabricated of a high-quality, durable material; and to be finished with paint or carving. The majority of the signs approved throughout the District include a dimensional element. Staff has determined the graphic design of the sign creates the sense of dimension; although, notes this sign is different from what the Board has approved in the past. Staff attributes the material selection and dimensional appearance to advancements in graphic design and printing making it quicker and more affordable to make signs than ever before.

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.
- 1) **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.
- 2) **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 [153.066]

- 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 with Condition. The proposed sign meets the necessary code requirements provided the material is exchanged for a permitted material, and the clear area beneath the sign is verified at sign permitting to meet Code.
- 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 with Condition. This proposed sign adds visual interest to the tenant space without degrading the historic nature of the building. All mounting hardware should be matched to the hanging bracket.
- 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 Condition. 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) **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 three (3) 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. The relocation of the sign from the right-of-way will cause minimal disturbance to the site.
- 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.

- 4) **Alteration recognizes historic integrity and appropriateness.**  
Criteria Met. The material selection and design is appropriate to maintain the character of the existing sign. No 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 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 with Condition. The proposed MDO 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. A recommendation of **approval** is recommended to the ART with three conditions:

- 1) That the applicant use a permitted wood material for the sign background (HDU, cedar, redwood, treated lumber, or equivalent material);
- 2) That the applicant demonstrate eight feet of clear area is provided beneath the sign to be verified by the Building Standards Division at sign permitting; and,
- 3) The sign mounting hardware be painted to match the color of the hanging bracket.