

19-005ARB-MSP – STUDIO ON BRIDGE STREET HAIR SALON SIGN

Site Location

The site is located on the south side of West Bridge Street, approximately 100 feet west of the intersection with Mill Lane.

Zoning

BSD-HC: Bridge Street District – Historic Core

Property Owner

Bassett Properties LLC

Applicant/Representative

Courtney Spies, Studio on Bridge Street Hair Salon

Applicable Land Use Regulations

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

Request

Master Sign Plan for a new sign for an existing tenant with an existing wall sign located within Historic Dublin.

Staff Recommendation

Approval for a Master Sign Plan with 1 condition.

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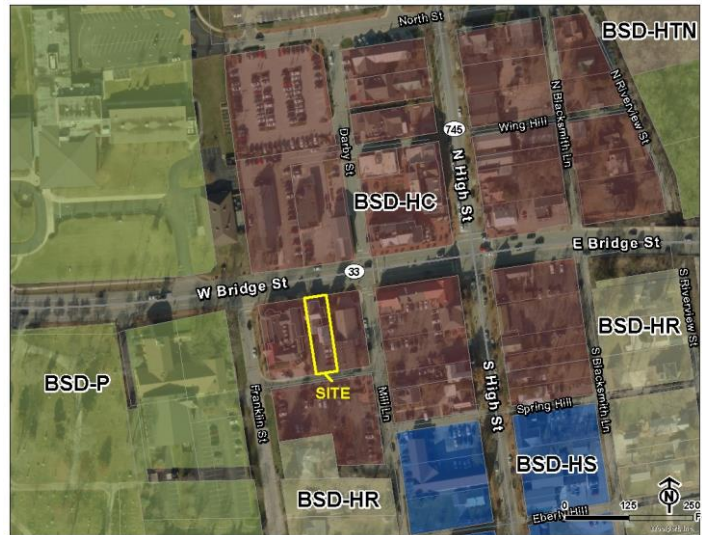
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Summary

A proposal for a Master Sign Plan to permit a 2.18-square-foot ground sign for an existing tenant space within the BSD-Historic Core District, where a wall sign also currently exists.

Zoning Map



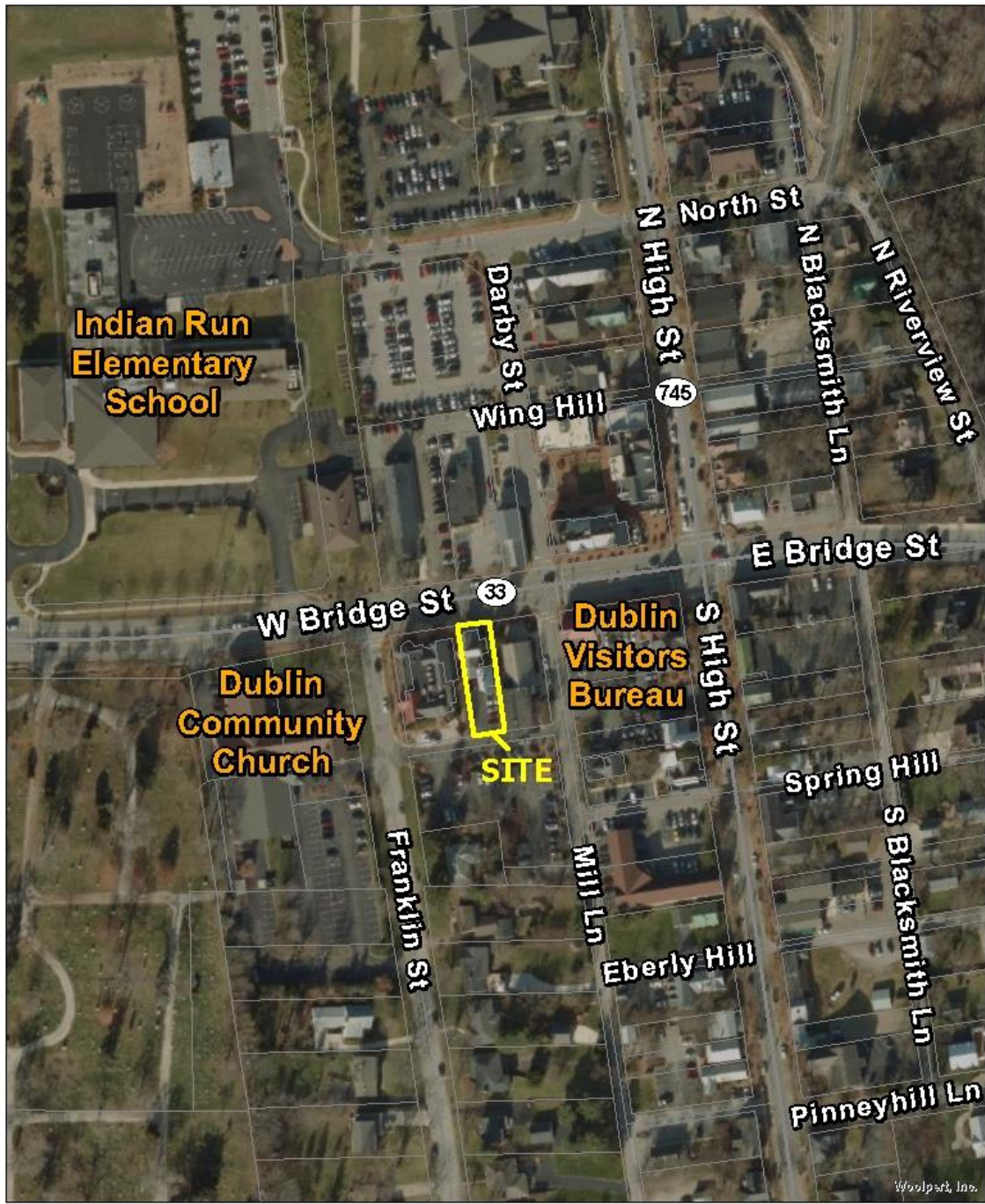
Next Steps

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 sign permits.

1. Context Map

The site is located on the south side of West Bridge Street between Franklin Street and Mill Lane, approximately 100 feet west of Mill Lane.



 <p>City of Dublin</p>	<p>19-005ARB-MSP Master Sign Plan The Studio on Bridge Street Hair Salon 41 West Bridge Street</p>	<p>0 75 150 Feet</p> 
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2. Overview

A. Background

A 9.35 square foot wall sign approved previous to the Bridge Street District Code sits on the west façade, facing West Bridge Street. The existing sign approved in 2003 displays the two tenants in the structure. It is larger than the maximum 8 square feet in size that current code would allow. The application was introduced to the ART on February 7, 2019 with concerns voiced from ART members on the location within the right-of-way. The new proposal addresses that concern.

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 and is considered a contributing structure; however, the building is not listed on the National Historic Register.

3) Surrounding Land Use and Development Character

- North: BSD-HC: Bridge Street District - Historic Core District (Commercial)
- East: BSD-HR: Bridge Street District - Historic Core District (Commercial)
- South: BSD-HC: Bridge Street District - Historic Core District (Residential)
- West: BSD-HC: Bridge Street District - Historic Core District (Public)

4) Road, Pedestrian and Bike Network

The site has frontage on West Bridge Street (±45 Feet). Sidewalks are located on the north and south sides of West Bridge 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 approval of a MSP to permit an existing wall sign in excess of the Code allowance, and to permit a new ground sign with one additional color than Code permits.

The applicant is proposing the installation of an approximately 2.18-square foot ground sign located to the east of the porch facing West Bridge Street. The proposed sign is to be supported with a 6'-8" tall decorative wood post. The

applicant is proposing to retain the existing 9.35-square-foot wall sign, which identifies multiple tenants within the building.

Code permits two signs of different types for a ground floor tenant in a multitenant building with a storefront within Historic Dublin

2)

Details

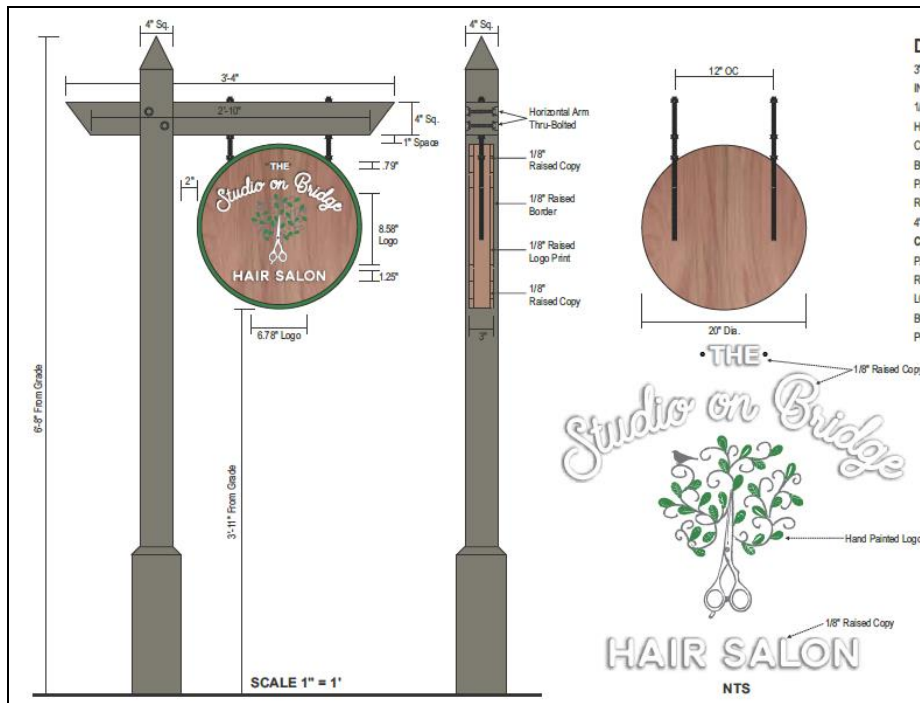
The Code permits ground signs within the Historic District to be a maximum of 8 square feet in size. A sign requested is within the permitted size. The sign is affixed to a 4-inch by 4-inch, 6'-8" tall wood post which is taller than Code permits. Staff is conditioning that the overall height of the sign, including the post, be reduced to 6-feet in height, which would meet Code requirements. The proposed height of 6'-8" is taller than the majority of the signs in the Historic District and does not match the character of similar signs surrounding the site.

Code limits the sign to three colors; however, the Master Sign Plan would permit flexibility for increased creativity including number of colors. The proposed sign includes four colors: a natural cedar panel for the background, green (PMS #2424) and white for the raised border and copy, and gray, green (PMS #2424) and white for the logo, as well as green (PMS #2424) for the bullet points.

The proposed sign panel is a double-faced, 3-inch thick cedar sign panel, which is a permitted material. The sign consists of a half-inch raised border and copy.

The Historic Dublin Design Guidelines encourage signs to be fabricated of a high-quality, durable material; and be finished with paint or carving. The majority of the signs approved throughout the District include a dimensional element.

3. Sign Plan



4. Criteria Analysis

A. Historic Dublin Design Guidelines – Sign Guidelines Appendix

1) Multiple-Occupant Buildings

Criteria Met. The proposal is consistent with the purpose and intent stated within the Historic Dublin Sign Guidelines Appendix for multiple tenant buildings. The applicant has considered the unique qualities of the buildings and sites within the context of Historic Dublin and the City as a whole through creation of a MSP.

B. BSD Sign Design Guidelines

1) Signs and graphics should contribute to the vibrancy of the area.

Criteria Met. 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 and location.

2) Signs should be highly pedestrian-focused while remaining visible to those traveling by car or bicycle.

Criteria Met with Conditions. The proposal permits additional flexibility allowing the applicant to keep an existing sign and to locate a new sign in a manner that is pedestrian oriented while realizing the need for wayfinding at a variety of scales. The applicant should revise plans to lower the overall height of the sign to meet the Code limitation.

3) Placement of signs and graphics should assist with navigation, provide information, and identify businesses.

Criteria Met. The proposed sign and existing sign assist with navigation, provide information on and identify the business.

C. Master Sign Plan [153.066]

1) Allow a greater degree of flexibility in sign design and display.

Criteria Met. The intent of a Master Sign Plan is not to simply allow large or more visible signs, but to create a flexible framework that allows for creativity in sign design and display. The proposed sign compliments the existing wall sign and advances the vibrancy of the area.

2) Intended for multiple signs for a single building or a group of buildings to ensure the requested signs work in coordinated fashion.

Criteria Met. The request would permit a ground sign in addition to the existing wall sign that sits under the roof of the porch.

3) Not intended to simply permit larger or more visible signs, or additional signs without consideration for unique sign design and display.

Criteria Met. The proposed modifications do not permit larger or more visible signs without consideration for unique, one-of-a-kind sign design, materials, and lighting.

The applicant is proposing a unique sign, designed with high quality materials that will complement the existing sign, which is also appropriate and well designed.

4) Maintains the purpose and intent of the sign and graphics standards for the applicable BSD Zoning District.

Criteria Met. The intent of the BSD-Historic Core Neighborhood, BSD Sign Design Guidelines, and Historic Dublin Design Guidelines are upheld with the proposed Master Sign Plan as they will ensure that creativity is fostered through additional flexibility.

5. Recommendation

ART Recommendation

The proposal complies with all applicable review criteria and existing development character of the area. **Approval** with one conditions:

- 1)** The applicant lowers the overall height of the sign to 6-feet