Administrative Review Team
April 18, 2019

19-026ARB-MSP – 114 S. HIGH STREET

Site Location
East of South High Street, approximately 90 feet south of the intersection of Pinneyhill Lane.

Zoning
BSD-HS: Historic South District

Property Owner
Allan D. Staub

Applicant/Representative
Allan D. Staub

Applicable Land Use Regulations
Zoning Code Section 153.065(H) and 153.066, and the *BSD Sign Design Guidelines and Historic Dublin Design Guidelines*

Request
A Master Sign Plan (MSP) for a ground sign for an existing tenant space.

Staff Recommendation
Approval of Master Sign Plan with no conditions.

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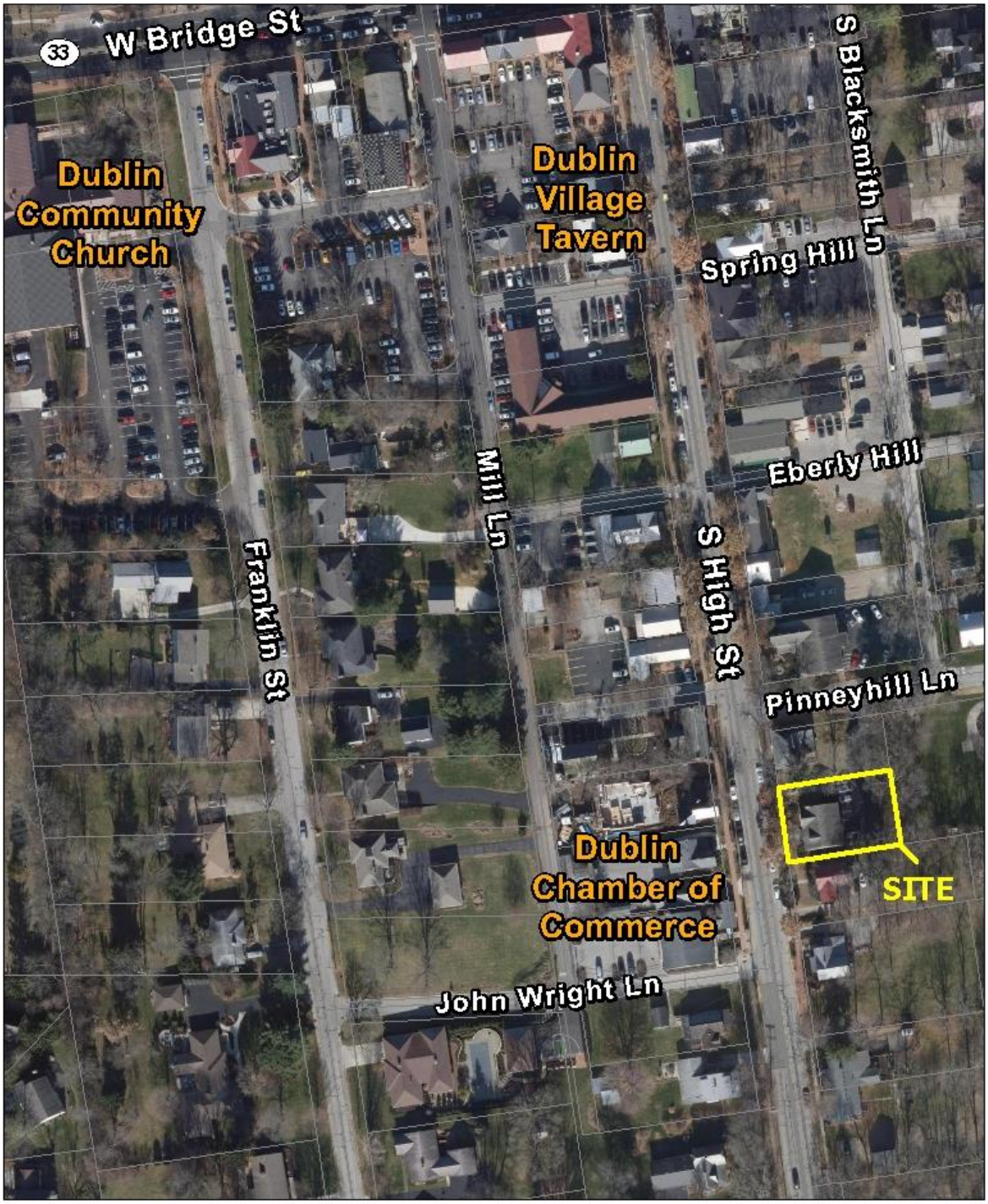
Summary
A proposal for a master sign plan for a multi-tenant ground sign located at an existing office building within the BSD-Historic South District.

Location Map

Next Steps
Upon a recommendation from the Administrative Review Team (ART), the case will be presented to the Architectural Review Board (ARB) for final review and approval.

1. Context Map

The site is located east of South High Street, approximately 90 feet south of the intersection of Pinneyhill Lane.



2. Overview

A. Background

The site contains an existing one-and-a-half story historic structure built in 1948, constructed as a simple stone cottage with shingle roof. In February 2016, a master sign plan was approved for the site allowing for a ground sign with two sign panels with a total area of 6.3 square feet combined.

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, is listed on the National Historic Register, and is considered a contributing structure to the district.

3) Surrounding Land Use and Development Character

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

4) Road, Pedestrian and Bike Network

The site has frontage on South High Street (±77 Feet). Sidewalks are installed on both sides of South 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, as conditioned, will not impact the existing utilities.

C. Proposal

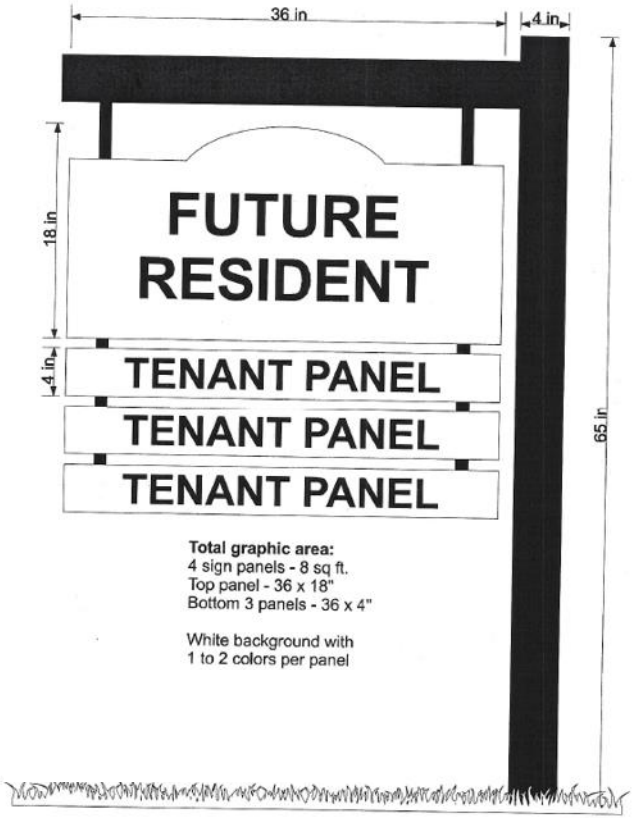
1) Summary

The applicant is proposing four new panels for an existing, wood ground sign. The four panels would be a total of 8 square feet in size, with one 4.5 square-foot feature panel for a future anchor tenant and three 1 square-foot panels for existing and future tenants. The panels will be double-sided, HDU with a white background and craved, raised black text.

The owner anticipates that the feature panel will return in a separate application to address any additional colors that may be requested through the inclusion of a logo on the larger panel, however no such detailing is being requested currently.

The applicant is requesting review and approval of this proposal as a MSP to permit the existing location of the sign, which is less than the minimum permitted 8 feet from the right-of-way. The sign location is not proposed to move closer to the right-of-way with this application.

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. 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.

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. 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 allowances are requested to permit additional flexibility in location while maintaining the existing sign's pedestrian-oriented display.

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 requested sign is for a multi-tenant building, and is coordinated with the design and display of the existing sign.

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 modification permits a sign that is separately within the area allowance of Code, but does not meet the required setback. The flexibility requested is appropriate given the development history of the existing sign and brings the non-conforming sign into compliance.

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 and BSD Sign Design Guidelines are upheld in the design of the proposed sign.

C. General Review Standards

1) The character and materials are compatible with the context.
Criteria Met. The proposed panels are a permitted, HDU material and are compatible with the context of the district.

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. The site will be left undisturbed in the addition of the proposed panels.

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. The proposed sign materials are appropriate for the character and design of the existing sign and structure.

5. Recommendation

Staff Recommendation
The proposed Master Sign Plan is consistent with all of the applicable review criteria. **Approval** is recommended with no conditions.