

19-067ARB-MPR – VITALITY JUICE SIGNS

Summary

Review and approval of a Minor Project Review for new wall sign and projecting sign for an existing tenant space located within Historic Dublin.

Site Location

The site is located east of South High Street, approximately 125-feet south of the intersection with Bridge Street.

Zoning

BSD-HC: Bridge Street District – Historic Core

Property Owner

37 Darby, Ltd.

Applicant/Representative

Dave Triplett, Vitality Juice

Applicable Land Use Regulations

Zoning Code Section 153.066, 153.070, *Historic Dublin Design Guidelines* and the *BSD Sign Design Guidelines*.

Case Manager

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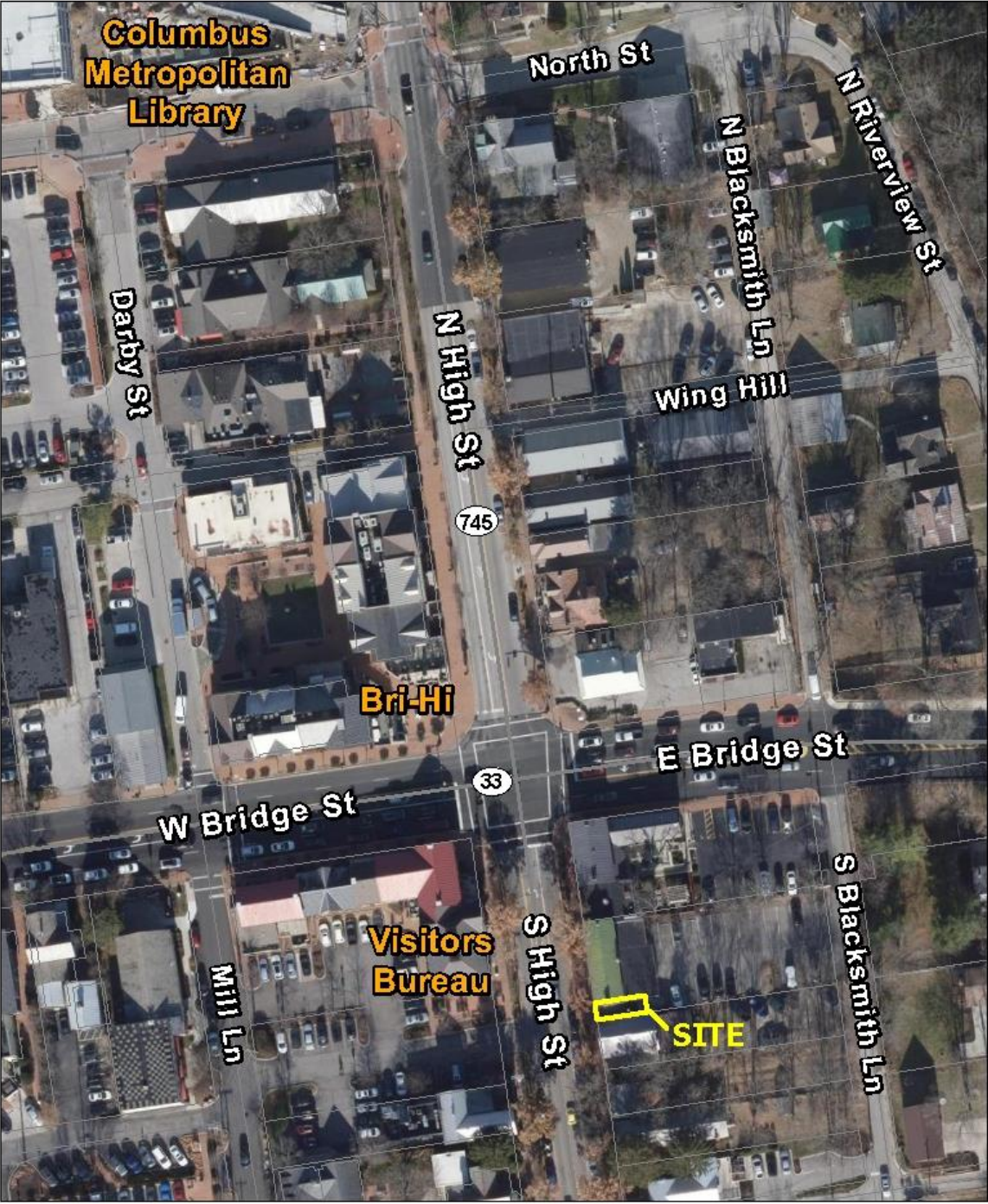
Next Steps

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

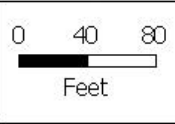
Zoning Map



1. Context Map



19-067ABR-MPR
Minor Project Review
BSD-HC Vitality Juice
22 S. High Street



2. Overview

Background

The site contains an existing building constructed in the 1870s and is listed on the National Register of Historic Places. The structure is a small-scale commercial building with a two-bay façade with one large display window, an off-center door with transom that includes a small canopy, and shared party walls adjoining to the neighboring buildings.

In December 2015, the Architectural Review Board (ARB) approved a proposed design with the conditions that the dimensionality of the sign be increased and that the applicant have the option of using HDU material instead of wood for the sign panel. The applicant never acted upon the approval within the one-year of validity period. The Board's approval expired on December 16, 2016.

In June 2019, the applicant returned to Board with a proposal identical to the 2015 approval. The proposal was approved; however, the applicant expressed a desire to redesign the sign at the meeting. The alternate design was not able to be approved at that time due to the lack of details. The applicant is requesting review and approval of the new wall sign design with the addition of a projecting sign.

Site Characteristics

Natural Features

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

Historic and Cultural Facilities

The site is located within Historic Dublin and contributes to the scale and character of the streetscape on South High Street and Historic Dublin.

Surrounding Land Use and Development Character

North: BSD-HC: Historic Core (Commercial)

East: BSD-HR: Historic Residential (Single-Family Residential)

South: BSD-HC: Historic Core (Commercial)

West: BSD-HC: Historic Core (Commercial)

Road, Pedestrian and Bike Network

The site has frontage on High Street (± 12 Feet) as a part of a series of storefronts. A sidewalk lines the front edge of the building for pedestrian access.

Utilities

The site is served by public utilities, including sanitary and water. Electrical and gas are also provided on site. Sign placement will not affect the existing utilities, as they are building-mounted.

Proposal

The applicant is proposing to install a new 6.5-square-foot wall mounted sign, and a new 2-square-foot projecting sign.

The Code permits a combination of two different sign types for a single tenant building located in the Historic Core. Wall and projecting signs in Historic Dublin are permitted to be 8 square feet or less in area. Both proposed signs meet the area allowances.



Projecting signs are required to have 8 feet of clear circulation area below the sign for pedestrians. The projecting sign is mounted, with a simple black metal bracket, at a height of 14 feet to the top of the sign with 12 feet-7 inches of pedestrian circulation area below. The wall sign will also be mounted at a height of 14 feet to the top of sign.



Code permits signs be fabricated from wood materials including HDU, cedar, redwood, and treated lumber. The applicant is proposing that both signs be constructed of HDU, High Density Urethane.

Details

Both signs are designed with a cohesive aesthetic. The sign faces are an HDU panel finished in white with a dimensional green border and dimension green letters with a tear drop logo. The applicant is not specifying the depth of the raised letters with this proposal. Staff recommends a 1/2-inch relief for the border, letters, and logo. The applicant specified a vivid lime green color (PMS 375) for the border, letters, and logo. Staff recommends a more subdued green be selected, subject to Staff approval. Staff recommends PMS 360 as a more subdued alternative within the lime green family.

3. Criteria Analysis

Minor Project Review Analysis §153.066

- 1) The Minor Project is substantially consistent with the approved Site Plan.
Criteria Met. The proposal is consistent with the approved site plan for this site. No alterations to the site layout are proposed with this application.
- 2) The Minor Project is consistent with the approved Development Plan.
Criteria Met. The proposal is consistent with the approved development plan for this site. No alterations to the building layout are proposed with this application.
- 3) The application meets all applicable Zoning Code requirements.
Criteria Met. The proposed sign meets all Zoning Code requirements.
- 4) Internal circulation system and driveways provide safe and efficient access for all.
Criteria Met. No alterations are proposed to pedestrian, bicycle, or vehicular circulation.
- 5) Relationship of building and structures to each other provides for development integrated with the surrounding area, and maintains the image of Dublin as a high quality community with a commitment to exemplary quality and design.
Criteria Met with Conditions. The proposed signs are of a high-quality design. Staff recommends the proposed green color be altered to be more subdued to coordinate with the building, subject to Staff approval. Staff also recommends the depth of the routing on the sign be 1/2-inch deep to provide depth to the sign design.

- 6) Open space suitability and natural feature preservation. The applicant should also update the plans to specify a 1/2-inch letter, border, and logo relief.
Not Applicable. This proposal does not impact any open space.
- 7) The scale and design of the proposed development allows for the adequate provision of services.
Not Applicable. This proposal does not impact the provision of services.
- 8) Adequate stormwater management facilities are provided.
Not Applicable. This proposal does not impact the total impervious surface area or the site's stormwater management facilities.
- 9) Phased development is able to be considered as independent phases.
Not Applicable. This proposal will not be phased.
- 10) The application demonstrates consistency with commonly accepted principles of walkable urbanism, the Bridge Street District Vision Principles, Community Plan, and other related policy documents.
Criteria Met. This proposal is consistent with the related policy documents and is consistent with the character of the building and adjacent structures.

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 signs are 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 proposed signs are located at the front entrance of the business and are strategically placed for maximum visibility for both vehicles and pedestrians.

4. Recommendation

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

Approval is recommended with two conditions.

- 1) That the applicant revise the sign designs to provide a 1/2-inch relief for the copy, border, and logo.
- 2) That the applicant revise the sign color to incorporate a more subdued green, subject to Staff approval.