

19-104ARB-MPR – BSD-HC – HER REALTORS SIGN

Summary

Proposal for a new projecting sign for an existing building on a .26-acre parcel located in Historic Dublin.

Site Location

125-foot northeast of the intersection of North High Street and Bridge Street.

Zoning

BSD-HC, Bridge Street District – Historic Core District

Property Owner

Royal Elite Investments LLC

Applicant/Representative

Lehner Signs, Inc.

Applicable Land Use Regulations

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

Case Manager

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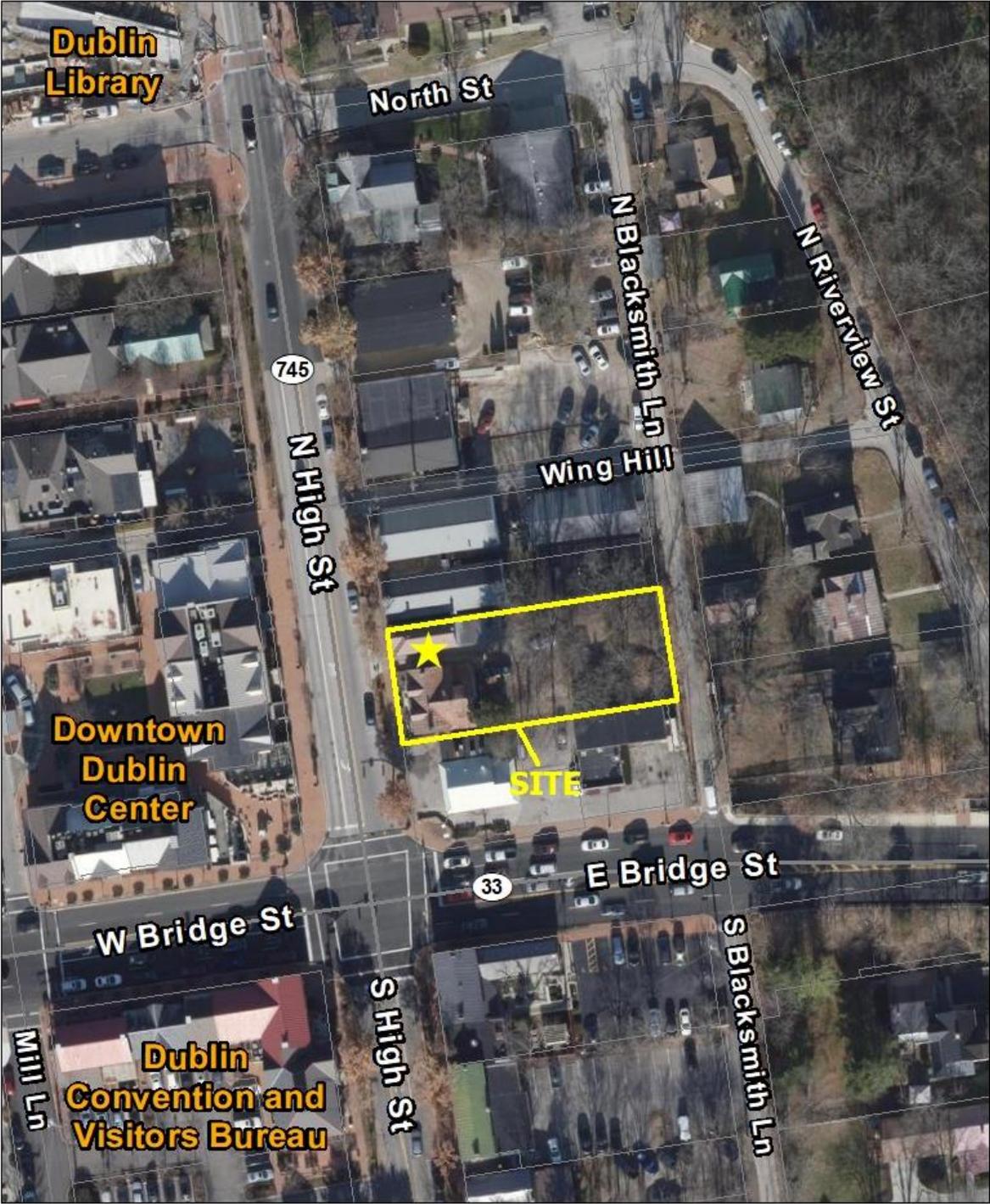
Next Steps

The Architectural Review Board (ARB) is the final reviewing body for this application. Upon approval from the ARB, the applicant may apply for a sign permit.

Zoning Map



1. Context Map



19-104MPR
Minor Project Review
HER Realtors
22. N High Street

0 35 70
Feet

2. Overview

Background

The site is located approximately 125-feet northeast of the intersection of North High Street and Bridge Street. The site is zoned Bridge Street District – Historic Core District. The site contains two structures on a single .26-acre parcel. 22 North High Street is the most northern building of the two buildings on the site.

22 North High Street was built circa 1900. The Queen Anne-style building has a rectilinear footprint, with a hipped-roof core expanding by a cross-gable over a canted bay window on the façade, and by a flat-roof component on the rear (east) elevation. The roof is sheathed in standing seam metal with a brick chimney on the north side of the building.

The Board conditionally approved a Minor Project for both 16-22 North High Street in September 2019. The Minor Project included exterior improvements to both buildings and site improvements for a new brick pathway between the buildings and a courtyard to the rear of the property.

Previously, the Board approved two projecting signs for the building in 2012. The signs have since been removed, but the bracket of the projecting sign located on North High Street is still hanging. The applicant will be utilizing the existing bracket for the application.

Site Characteristics

Natural Features

The site is developed and no natural features exist on the site.

Historic and Cultural Facilities

22 North High Street was listed in the National Registry of Historic Places in 1978. The Historic and Cultural Assessment identifies the structure in good condition with excellent integrity and is recommended as a contributing historic structure.

Surrounding Land Use and Development Character

North: Bridge Street District - Historic Core (Retail)

East: Bridge Street District – Historic Core (Single-Family Residential)

South: Bridge Street District - Historic Core (Restaurant)

West: Bridge Street District - Historic Core (Restaurant, Retail)

Road, Pedestrian and Bike Network

The site has frontage along North High Street to the west. Pedestrian access is provided by a public sidewalk along North High Street and a shared private alley between both structures, which provides access to the rear parking lot. North Blacksmith Lane to the east (rear) of the property provides vehicular access to the property, but does not provide pedestrian access. 22 North High Street has three entrances: two entrances to tenant spaces can be accessed from North High Street and the third entrance is located at the southeast end of the building. The entrance can be accessed through the alley that runs along the south of the building.

Utilities

The site is serviced by public utilities. Electric and gas are provided on site.

Proposal

The applicant is proposing a new 5.59-square-foot projecting sign for the front tenant space of 22 North High Street. 22 North High Street is a multi-tenant building, which allows each tenant to have up to two different building-mounted signs.

The proposed projecting sign is 23.68-inches in height by 34-inches in width. The sign meets the zoning code requirement to provide 8 feet of clear distance from grade to the bottom of the sign. The sign is mounted at 10 feet from grade to the top of the sign. The sign projects out towards North High Street approximately 3 feet.



The sign will be constructed of 1.5-inch Cedar wood with white acrylic "HER" lettering raised .25-inches from the sign; all other lettering and borders are white vinyl. The sign design should be modified to eliminate the use of acrylic and vinyl as these materials are only permitted for window signs. The cedar face should incorporate dimensionally routed letters with a minimum of .5 inch routing, which is consistent with recently approved signs throughout the district. The background of the sign will be painted "HER Red PMS 485C". The letters and border will be painted White. The sign will hang from an existing black bracket that is located on the building. The applicant is proposing to sand the bracket and re-paint the bracket Black.

3. Criteria Analysis

Minor Project Review Analysis [§153.066(J)]

- 1) The Minor Project is consistent with the Community Plan, and all BSD adopted plans, policies, and regulations.
Criteria Met with Condition. The proposal is consistent with the Community Plan, and all BSD adopted plans, policies, and regulations with one condition. The applicant revise the sign design to eliminate the use of acrylic and vinyl, and to provide a solid cedar sign with a minimum .5-inch routed letters.
- 2) The Minor Project is consistent with the approved Final Development Plan.
Not Applicable. The site is not part of a previously approved Final Development Plan.
- 3) The Minor Project is consistent with the record established by the Architectural Review Board.
Criteria Met with Condition. The proposal is consistent with the record established by the ARB if the applicant revises the design to provide a dimensionally routed solid wood sign.

- 4) The Minor Project meets all applicable use standards.
Criteria Met. The proposal meets all required zoning requirements for signs within the Bridge Street Historic District.
- 5) The proposed improvements meet all applicable requirements of the BSD Code and respond to the standards of the BSD Design Guidelines.
Criteria Met. The proposal meets all applicable Zoning Code requirements and Historic Dublin Design Guidelines.

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

4. Recommendation

Planning has reviewed the proposed minor project with respect to the Zoning Code as well as the *Historic Dublin Design Guidelines* and *BSD Sign Design Guidelines*. Planning recommends **Approval** of the proposed minor project with one condition:

- 1) The applicant revise the sign design to eliminate the use of acrylic and vinyl, and to include a solid cedar sign with dimensionally routed letters with a minimum .5 inch routing.