

20-044ARB-MSP – 56 N. HIGH STREET - SIGNS

Summary

This is a request for a Master Sign Plan for two new wall signs for an existing building located within Historic Dublin.

Site Location

Southeast of the intersection of North High Street and North Street.

Zoning

BSD-HC, Bridge Street District – Historic Core District

Property Owner

25 North Company LTD

Applicant/Representative

Oliver Holtsberry, DaNite Sign Co.

Applicable Land Use Regulations

Zoning Code Sections 153.065(H) and 153.066, *Historic Dublin Design Guidelines* and the *BSD Sign Design Guidelines*.

Case Manager

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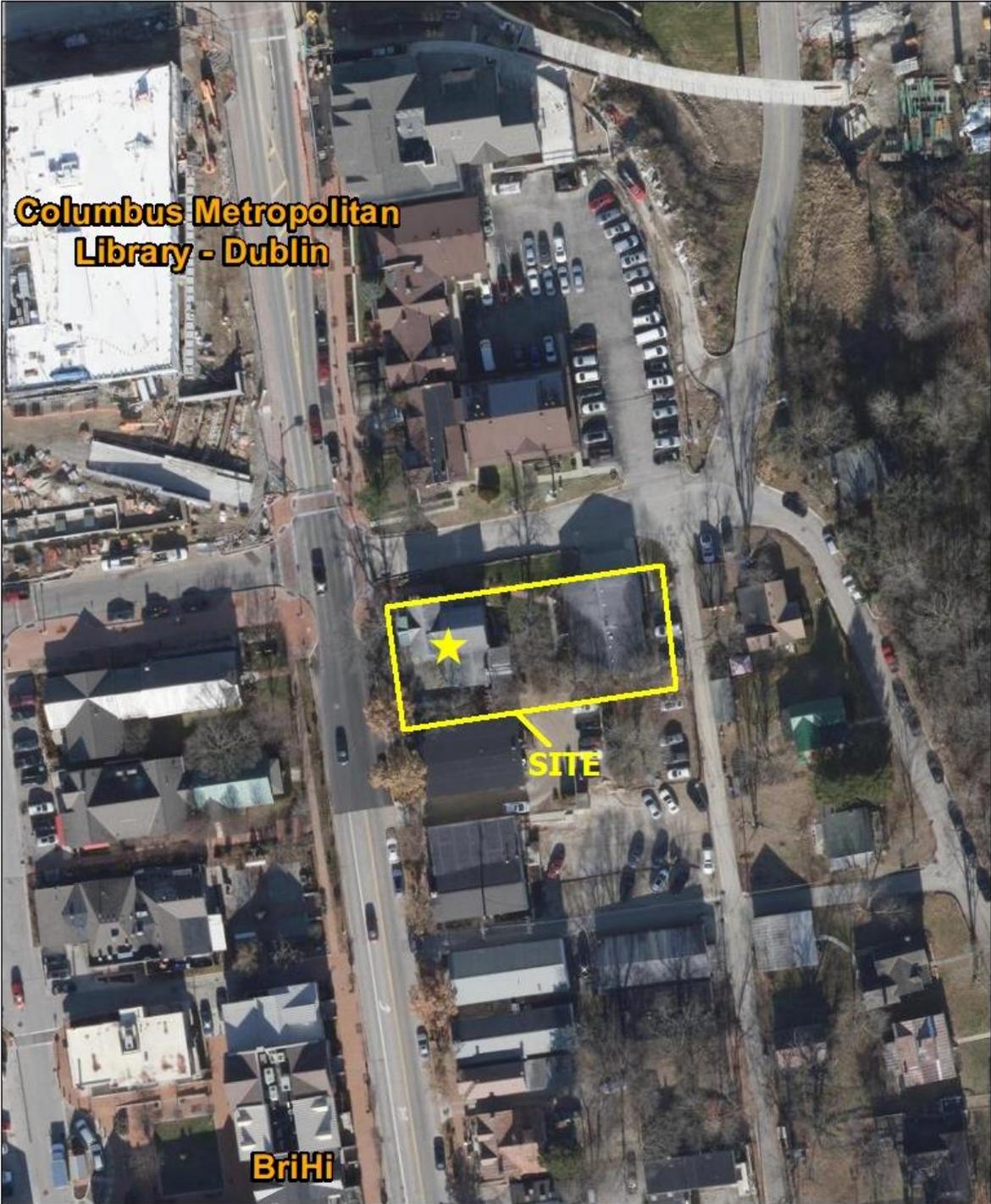
Next Steps

Upon final review and approval of the Architectural Review Board (ARB), the applicant will be eligible to submit for sign permits.

Zoning Map



1. Context Map



 <p>City of Dublin</p>	<p>20-044MSP Master Sign Plan North High Brewing 56 North High Street</p>	<p>0 35 70 Feet</p> 
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2. Overview

Background

The 0.27-acre parcel has approximately 70 feet of frontage along North High Street and North Blacksmith Lane, and 170 feet of frontage on North Street. Today, the site contains two structures: a 2.5-story Queen Anne structure built circa 1890 as a single-family home (56 North High Street) and a 2-story commercial building built in the 1980s along North Street (25 North Street). The property at 25 North was previously approved for demolition and redevelopment by the Architectural Review Board (Case #20-002ARB-FDP).

This application is for signs for 56 North High Street (formerly Brazenhead), which now occupied by a new commercial tenant (North High Brewing).

Process

For Master Sign Plans (MSP) in Historic Dublin, the Architectural Review Board is the final reviewing body for new plans or for modifications to existing plans. A MSP requests a deviation from a Code requirement (size, height, material, illumination etc.)

MSPs are intended to allow for one-of-a-kind, whimsical, unique signs that employ the highest quality materials and construction while allowing flexibility to deviate from the standards of the BSD Sign Code provisions. MSPs are not intended to allow for a greater number of signs or larger signs than permitted by Code without consideration of unique sign design and display.

Site Characteristics

Natural Features

The site contains mature trees located between the two existing buildings and along the southern property line. A stone wall runs parallel to North Street within the right-of-way, and along the rear (east) of the North Street building. Significant grade change occurs across the site from west to east, dropping 16 feet from North High Street to North Blacksmith Lane.

Historic and Cultural Facilities

Built circa 1890, 56 North High Street is considered contributing and is on the National Register of Historic Places.

Surrounding Land Use and Development Character

North: Bridge Street District - Historic Core (Commercial)

East: Bridge Street District - Historic Core (Commercial)

South: Bridge Street District - Historic Core (Commercial)

West: Bridge Street District - Historic Core (Commercial)

Road, Pedestrian and Bike Network

The site has frontage on North High Street, North Street, and Blacksmith Lane. A public sidewalk is located along the North High Street frontage, but no pedestrian access is provided along North Street or North Blacksmith Lane.

Utilities

The site is served by public utilities, including sanitary and water. Electrical and gas are also provided on site.

Proposal

The applicant is proposing two new wall signs: one on the west façade, facing North High Street, and one on the north façade, facing North Street. The Code limits signs within Historic Dublin to 8 square feet in size, 15 feet in height and three colors. The sign facing North Street exceeds the typical code requirements for size therefore approval of a MSP is being requested.

Wall Sign 1 (West Façade – North High Street)

The proposed wall sign on the west façade proposed to be 2 feet in height by 2.5 feet in width for a total size of 5 square feet. The applicant has not indicated the total height of the sign to the top on the plans; however, the sign is proposed in approximately the same location as the previously approved Brazenhead sign, which met the Code required height limit. Staff is conditioning that the applicant provide the total height from established grade to the top of the sign, prior to submitting for sign permits, subject to Staff approval at a height no greater than 15 feet.



The proposed sign is constructed of a routed 1.5-inch thick High Density Urethane (HDU) panel with a cedar-style background. The raised border and copy are painted black and the background is white, meeting the three color maximum required by Code. The sign is proposed to be externally illuminated by two existing white gooseneck lighting fixtures.

Staff is concerned that the proposed sign is situated off center, and too close to, the window trim. Staff recommends that this sign be centered above and between the two windows in a manner that allows for a consistent border around the sign, and that it be illuminated with a single gooseneck fixture, also centered above and between the windows. The applicant should ensure that the building be repaired in the area where the one gooseneck fixture is removed.

Wall Sign 2 (North Façade – North Street)

The proposed wall sign on the north façade is 3.5 feet in height by 4 feet – 4 inches in width at a total size of 15.16 square feet. This is larger than the maximum eight square feet permitted by Code, and requires reviews the approval of a Master Sign Plan by the Board. However, as noted MSPs are not intended to simply allow for larger or more visible signs, which the proposal allows for. Staff is concerned that the approximately 15-square-foot sign, which is nearly twice as large as the existing Brazenhead sign and significantly larger than Code permits,

is inappropriate for the historically contributing structures in the Historic District. Staff recommends that the sign be reduced to meet the Code required maximum of 8 square feet.

The height of the sign is approximately 14 feet from grade to the top of the sign, meeting the maximum 15 feet height limit, as required by Code. This sign is also constructed of a routed 1.5-inch thick High Density Urethane (HDU) panel with a cedar-style background. The raised border and copy are painted black with a white background, meeting the three color maximum required by Code.

3. Criteria Analysis

Master Sign Plan Analysis [§153.066]

- 1) Allow a greater degree of flexibility in sign design and display.
Criteria Not Met. The intent of a Master Sign Plan is not to simply allow larger 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 a sign larger than Code would allow. Given that these signs are not especially creative in design or display the proposal simply allows for a larger sign than Code would permit.
- 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 proposal is for multiple signs for a single building that are constructed of the same material and both contain the same overall design.
- 3) Not intended to simply permit larger or more visible signs, or additional signs without consideration for unique sign design and display.
Criteria Met with Condition. The proposed sign plan permits two signs, one of which is smaller than Code would permit, and one that is significantly larger than Code would permit. Staff recommends that the North Street sign be reduced in size to meet the Code required maximum of 8 square feet.
- 4) Maintains the purpose and intent of the sign and graphics standards for the applicable BSD zoning district.
Criteria Met with Condition. While the simplicity of the sign materials, colors, and overall design satisfy the sign and graphics standards for the Historic Core zoning district, the size of the north facing sign is significantly larger than Code would permit, not meeting the standards of the zoning district.

Board Order Standards of Review [153.174]

- 1) The character and materials are compatible with the context of the district.
Criteria Met. The applicant is proposing signs constructed with materials and colors that are compatible with the existing historic properties in Historic Dublin.
- 2) Recognition and respect of historical or acquired significance.
Criteria Met with Condition. The two proposed signs replace two existing signs in approximately the same locations. The limited colors and appropriate material recognize

the historical significance of the site. The size of the North Street sign should be reduced to be responsive to the National Register Status of the building.

- 3) Compatible with relevant design characteristics.
Criteria Met with Condition. The proposal is simple in design that complements character of the structure. The sign on the west façade should be located between the windows to be sensitive to the existing architectural character.
- 4) Appropriate massing and building form.
Not Applicable. This application will not affect the form and massing of the building.
- 5) Appropriate color scheme.
Criteria Met. The applicant is proposing signs that are two colors, black and white. The sign color is appropriate.
- 6) Complementary sign design.
Criteria Met. The sign design is proposed to be simple and complementary to the building.
- 7) Appropriate landscape design.
Not Applicable. No landscaping is proposed with this application.
- 8) Preservation of archaeological resources.
Not Applicable. This application will not affect an archaeological resources.

BSD Sign Design Guidelines

- 1) Signs and graphics should contribute to the vibrancy of the area.
Guideline Met. The proposal is consistent with the purpose and intent of the BSD Sign Design Guidelines to create a vibrant, walkable mixed-use district. The proposed signs are to be externally illuminated and are simple in their design.
- 2) Signs should be highly pedestrian-focused while remaining visible to those traveling by car or bicycle.
Guideline Met with Condition. The west-facing sign is proposed in a manner that is pedestrian oriented while realizing the need for wayfinding at a variety of scales. The north facing sign is significantly larger than Code permits, and is not designed to a pedestrian scale.
- 3) Placement of signs and graphics should assist with navigation, provide information, and identify businesses.
Guideline Met. The proposed signs are strategically placed for maximum visibility for both vehicles and pedestrians coming from North High Street.

Historic Dublin Sign Design Guidelines

- 1) Signs should have a quality design with simple graphics and simple messages.
Guideline Met. The proposed signs are simple in design and aesthetic and will be constructed of a durable material.

- 2) Sign material should be appropriate to the Historic District.
Guideline Met. The sign material is High Density Urethane (HDU), which is appropriate within the Historic District.
- 3) The placement of signs should be pedestrian-oriented and proportionate to the size of the building where they are installed.
Guideline Met. The locations of the proposed signs meet zoning criteria and are placed in appropriate areas on the façade.
- 4) The sign lighting should be appropriate to the Historic District.
Guideline Met with Condition. The signs will be illuminated externally using the existing gooseneck lighting. Staff is recommending that the signs be illuminated by only one fixture each, and that the fixtures be centered over the sign. Further, Staff is recommending that the stone wall be repaired following the relocation of the gooseneck fixtures, if necessary.

4. Recommendation

Planning recommends **approval** of the proposed Master Sign Plan with 5 conditions.

- 1) The size of the north facing sign be reduced to the Code required maximum of 8 square feet.
- 2) The west sign be relocated to be center above and between the windows, subject to Staff approval.
- 3) The west sign be illuminated using only one gooseneck light fixture, centered over the sign, subject to Staff approval.
- 4) The building be repaired in any area impacted due to sign replacement or due to removal of the gooseneck light fixture.
- 5) The applicant provide the total height of the west sign from established grade to the top of the sign, prior to submitting for sign permits, subject to Staff approval at a height no greater than 15 feet.