

20-044ARB-MSP – JK ORTHODONTICS - SIGNS

Summary

This is a request for a Master Sign Plan for one new projecting sign, two existing window signs, and one existing directory sign for an existing building located within Historic Dublin.

Site Location

Southwest of the intersection of High Street and Bridge Street.

Zoning

BSD-HC, Bridge Street District – Historic Core District

Property Owner

Old Dublin TC LLC

Applicant/Representative

Dr. James Karpac, JK Orthodontics

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

Zach Hounshell, Planner I
(614) 410-4652
zhounshell@dublin.oh.us

Next Steps

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

Zoning Map



1. Context Map



City of Dublin

20-108ARB-MSP
Master Sign Plan
JK Orthodontics
5 W. Bridge Street

0 65 130
Feet



2. Overview

Background

5 W. Bridge Street is located within the Old Dublin Town Center I development located at the southwest corner of the intersection of High Street and Bridge Street. Prior to the establishment of the Bridge Street District (BSD) Code, Old Dublin Town Center I was approved as a Planned District with a sign package that included the existing projecting sign, two window signs, and one directory sign for the orthodontist office at 5 W. Bridge Street. Since the BSD Code was adopted, the sign code for the district supersedes the original sign package for the Planned District. Similar to the Jeni's Splendid Ice Cream application approved in 2013, new sign applications for Old Dublin Town Center I tenants are required to meet the requirements of the BSD Sign Code.

Approval of a Master Sign Plan (MSP) is requested to address the unique conditions of the pre-existing sign plan in the context the BSD Code.

Process

For MSPs in Historic Dublin, the Architectural Review Board (ARB) is the final reviewing body for new plans or for modifications to existing plans. A MSP may request a deviation from a Code requirement like number, size, height, location, 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

There are no natural features located on the developed site.

Historic and Cultural Facilities

There are no historical features for this site. Old Dublin Town Center I was approved for development in 1998.

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 W. Bridge Street (North) and S. High Street (East). A public sidewalk is located along the W. Bridge Street and S. High Street frontages. The site has vehicular access to the rear of the property from both S. High Street and Mill Lane (West). There is a public surface parking lot to the rear of the building.

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 a new projecting sign in the same location as the existing projecting sign located on the W. Bridge Street frontage to the north. The existing sign is located above the Jeni's Splendid Ice Cream projecting sign. The applicant is also including the two existing window signs and existing directory sign with this application, but will not be modifying them.

The MSP for the projecting sign is required because current zoning regulations would not allow the tenant a projecting sign in the location it currently is, and would not allow any wall-mounted signage on the street-facing elevation of this second-story tenant space due to the location of the primary entrance. Zoning Code Section 153.065(H)(6)(d)(4) states that "Tenant spaces located above the ground floor may be identified by a directory sign or by a window sign or projecting sign located adjacent to a common public entrance providing access to the upper floor tenant spaces." Should the applicant have pursued a Minor Project Review, they would have been required to locate the projecting sign to the rear of the building adjacent to their entrance.

Projecting Sign

The applicant is proposing an approximately 6-square-foot projecting sign to replace an existing projecting sign for the tenant. The sign is 29.5 inches in width and 29.5 inches in height. The height of the projecting sign is 18 feet from grade to the top of the sign and located within the second-story. This height exceeds the current 15-foot height requirement for projecting signs; however, the height was previously approved with the Town Center I sign package before Bridge Street Code was implemented.



The sign material is proposed to be 1.5-inch thick High Density Urethane (HDU) with a Burgundy background, Gold Leaf copy and inner border, and a White border and White image. Planning has conditioned that the applicant revise the sign plan to provide .5-inch relief for the border and copy of the sign via routing to add dimensionality to the proposed sign. The applicant is proposing to hang the sign from the existing black bracket used by the tenant.

Window Signs and Directory Sign

The applicant has two existing window signs located on the north and east elevations of the building. The applicant is proposing to retain these window signs with the application. The tenant is also listed on a directory sign adjacent to the rear entrance to the tenant space, but they are one of many tenants listed on the sign. The two window signs and one directory sign were approved with the Town Center I sign package prior to the implementation of the Bridge Street Code. No changes are proposed to any of these signs.

3. Criteria Analysis

Master Sign Plan Analysis [§153.066]

- 1) Allow a greater degree of flexibility in sign design and display.
Criteria Met. The proposed sign is whimsical and unique to the district. The location of the sign was originally approved by a sign package for Town Center I prior to the Bridge Street District taking effect.
- 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 sign package for this tenant space was originally approved for two window signs and the projecting sign located along W. Bridge Street. The applicant intends to retain the existing. Although the only sign changing is the projecting sign, the applicant has included the two existing window signs with this application for the purpose of the Master Sign Plan for the tenant space.
- 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 projecting sign is proposed in the same location as a previously approved projecting sign. The proposed sign meets all zoning requirements except height from grade.
- 4) Maintains the purpose and intent of the sign and graphics standards for the applicable BSD zoning district.
Criteria Met with Condition. The simplicity of the sign materials, colors, and overall design satisfy the sign and graphics standards for the Historic Core zoning district. Planning is recommending that the applicant revise the sign plan to provide .5-inch relief for the copy and border of the projecting sign.

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 a projecting sign 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.
Not Applicable. The site has no historical significance.
- 3) Compatible with relevant design characteristics.
Criteria Met. The proposal is creative in design that complements character of the structure.
- 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 a projecting sign that includes three colors: burgundy, leaf gold, and white. The sign color is appropriate.

- 6) Complementary sign design.
Criteria Met. The sign design is unique and creative, and meets the sign requirements.
- 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 projecting sign is unique in design and adds to the vibrancy of the area.
- 2) Signs should be highly pedestrian-focused while remaining visible to those traveling by car or bicycle.
Guideline Met with Condition. The projecting sign is proposed in a manner that is pedestrian oriented while realizing the need for wayfinding at a variety of scales. The sign is visible at a pedestrian scale. To add to the design of the sign, staff is recommending the applicant provide .5-inch relief for all copy and borders on the sign, subject to staff approval.
- 3) Placement of signs and graphics should assist with navigation, provide information, and identify businesses.
Guideline Met. The proposed projecting sign is strategically placed for maximum visibility for both vehicles and pedestrians coming from W. Bridge Street.

Historic Dublin Sign Design Guidelines

- 1) Signs should have a quality design with simple graphics and simple messages.
Guideline Met. The proposed sign has a simple graphic and message, 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 sign meets zoning criteria and is appropriately placed on the façade.
- 4) The sign lighting should be appropriate to the Historic District.
Not Applicable. The projecting sign is not proposed to be illuminated.

4. Recommendation

Planning recommends **approval** of the proposed Master Sign Plan with one condition:

- 1) The applicant revise the sign plan to provide .5-inch relief for the border and copy of the sign via routing to add dimensionality to the proposed sign, subject to Staff approval.