

## 20-146ARB-MPR – OUR CUPCAKERY - SIGN

### Summary

Proposal for a new building-mounted wall sign on an existing commercial building in Historic Dublin.

### Site Location

East of South High Street, approximately 100-feet south of the intersection with Spring Hill Lane.

### Zoning

BSD-HS, Bridge Street District – Historic South District

### Property Owner

Richard and Amelia Jeffers

### Applicant/Representative

Linda Kick, Our Cupcakery

### Applicable Land Use Regulations

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

### Case Manager

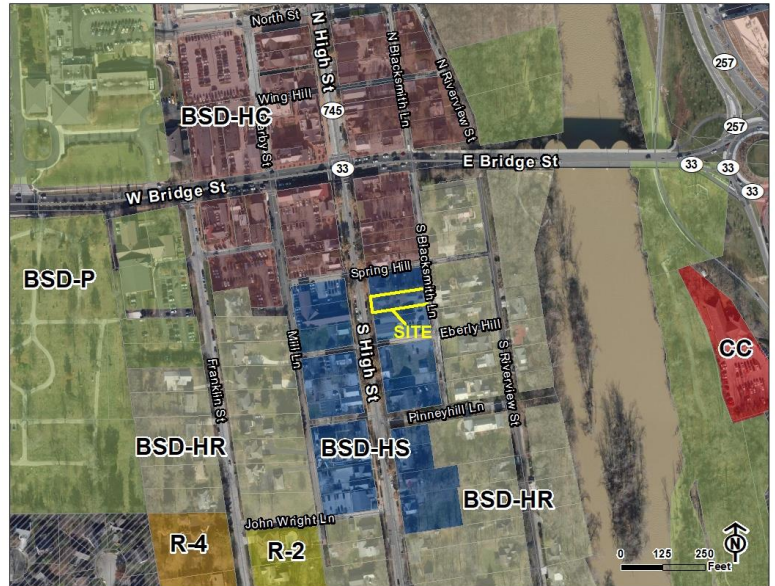
Chase J. Ridge, Planner I  
(614) 410-4656  
[cridge@dublin.oh.us](mailto:cridge@dublin.oh.us)

Julia Brooks, Planning Assistant  
(614) 410-4654  
[jbrooks@dublin.oh.us](mailto:jbrooks@dublin.oh.us)

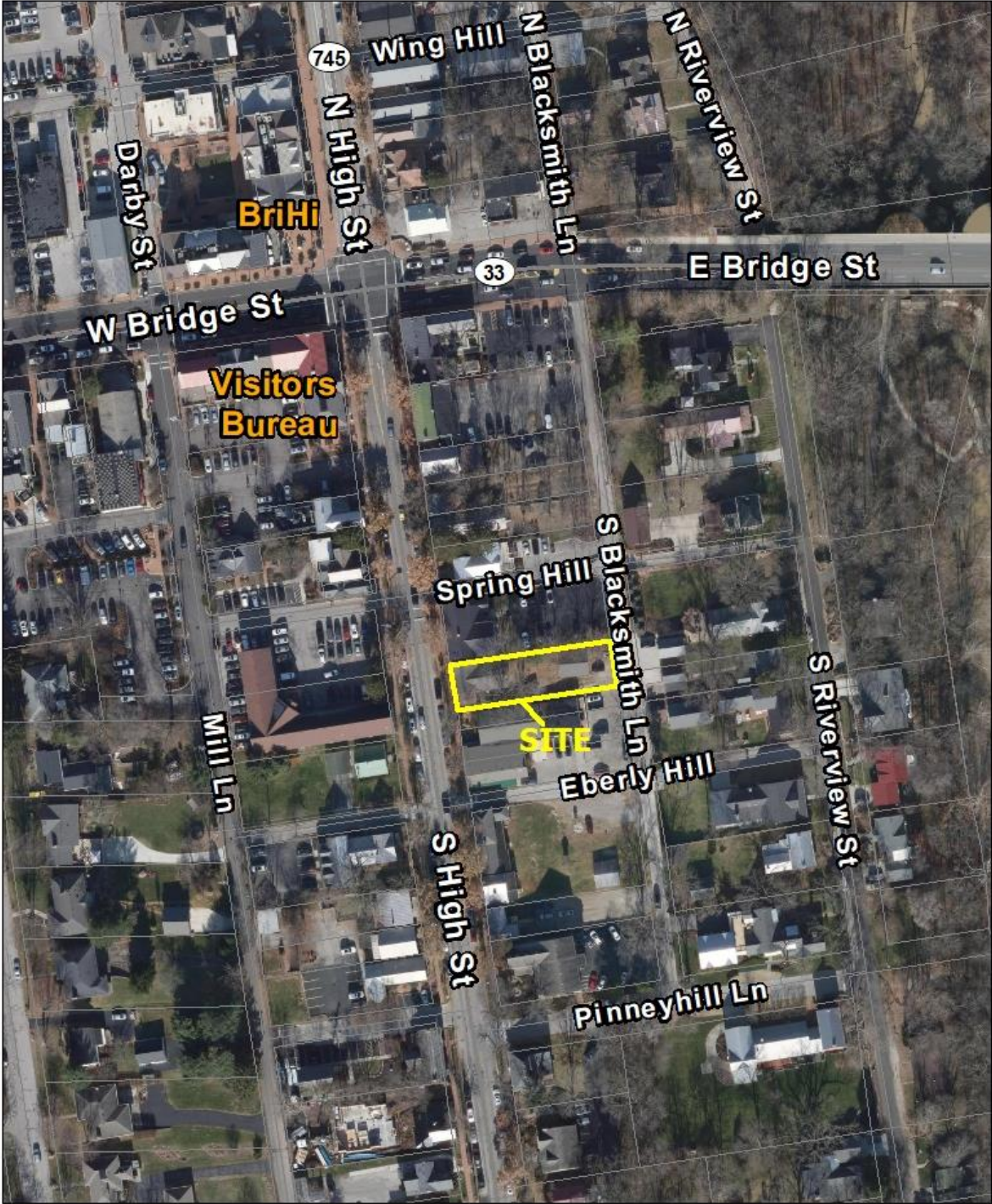
### Next Steps

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.

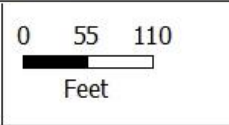
### Zoning Map



# 1. Context Map



20-143MPR  
Minor Project Review  
Our Cupcakery  
54 South High Street



## 2. Overview

### Background

The 0.17-acre site has approximately 50 feet of frontage on the east side of S. High Street. The site consist of a single-story commercial building that rests on a stone foundation. The existing exterior walls are clad in wood shake shingle, and the roof is sheathed in asphalt shingles.

### Site Characteristics

#### *Natural Features*

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

#### *Historic and Cultural Facilities*

The property is located within the City of Dublin's local Historic Dublin district and is listed in the National Register of Historic Places as part of the Dublin High Street Historic District. The property is recommended to remain a contributing resource to the recommended Dublin High Street Historic District, boundary increase, which is more inclusive of historic resources in the original village. According to the City of Dublin Historic and Cultural Assessment, the building has excellent integrity.

#### *Surrounding Land Use and Development Character*

North: BSD-HS: Historic South (Commercial/Office)

East: BSD-HR: Historic Residential (Residential)

South: BSD-HS: Historic South (Commercial/Office)

West: BSD-HS: Historic South (Commercial/Office)

#### *Road, Pedestrian and Bike Network*

Vehicular access is provided from S. Blacksmith Lane. Pedestrian facilities are provided along S. High Street.

#### *Utilities*

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

### Proposal

The applicant is proposing a new building-mounted wall sign for the site, facing S. High Street. Per the BSD Code, single tenant buildings in the Historic South are permitted a combination of two sign types, including ground signs and building-mounted signs, for each frontage. Given the location of this site on one frontage, the use is permitted a maximum of two signs.

#### *Wall Sign Details*

The proposed building-mounted wall sign is located on the south end of the west elevation of the building, facing S. High Street. The sign is located between two existing windows on this elevation. The sign is 24-inches in height and 30-inches in width, totaling 5 square feet where Code permits 8 square feet. The sign is constructed of a 1.5-inch thick sandblasted cedar panel and consists of two colors, Origami White (SW-7636) and Framboise (HGSW-1021). These colors are intended to match or closely match the colors proposed for the building with an

associated application. The sign is one which was previously approved for another location in the Historic District, and is simply being relocated to the Cupcakery's new location in the District. The applicant has indicated that the total height of the sign, as measured from established grade to the top of the sign, will be approximately seven feet, well within the Code permitted maximum height. An existing light fixture above the proposed sign will remain, illuminating the sign.



### 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. The proposal is consistent with the Community Plan, and all BSD adopted plans, policies, and regulations. The applicant is proposing a single building-mounted wall sign, which meets the applicable regulations.
- 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. The proposal is consistent with the record established by the ARB.
- 4) The Minor Project meets all applicable use standards.  
Criteria Met. The proposal meets all required zoning requirements for signs within the BSD Historic Core 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 responds to the Historic Dublin Design Guidelines by using high quality materials and design elements.

*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. The proposal adds to the pedestrian experience with its appropriately scaled, illuminated sign.
- 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 sign is located strategically for maximum visibility for both vehicles and pedestrians along S. High Street.

*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 to install a previously approved 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 proposal is for a sign that is sensitive to the historic significance of the site.
- 3) Compatible with relevant design characteristics.  
Criteria Met. The proposal complements the character of the site.
- 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 sign that includes two colors: Origami White and Framboise. The sign colors are appropriate.
- 6) Complementary sign design.  
Criteria Met. The sign design is complementary to the site and meets all applicable Code 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 archaeological resources.

#### *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 a cedar panel, 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 location 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.  
Criteria Met. The proposed illumination for the sign is appropriate. It is existing on the building and has been used for previous signs for previous tenants.

## **4. Recommendation**

Planning recommends **approval** of the proposed minor project with no conditions.