

20-152ARB-MPR – THE MAGNOLIA SALON BOUTIQUE SIGN

Summary

Request for review and approval of a Minor Project for the installation of an approximately 5.5-square-foot projecting sign located at an existing tenant space in Historic Dublin.

Site Location

The site is located southwest of the intersection of South High Street and Pinneyhill Lane

Zoning

BSD-HS, Bridge Street District – Historic South District

Property Owner

Richard J. Toberen

Applicant/Representative

Dyan Reckner

Applicable Land Use Regulations

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

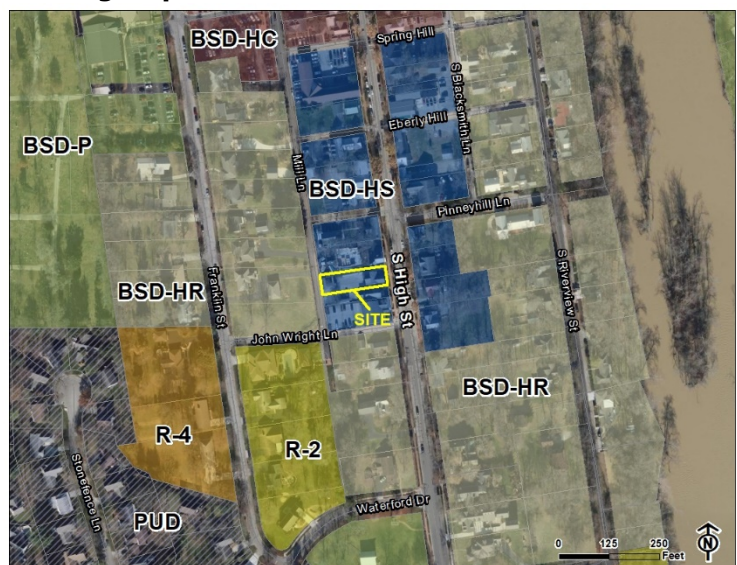
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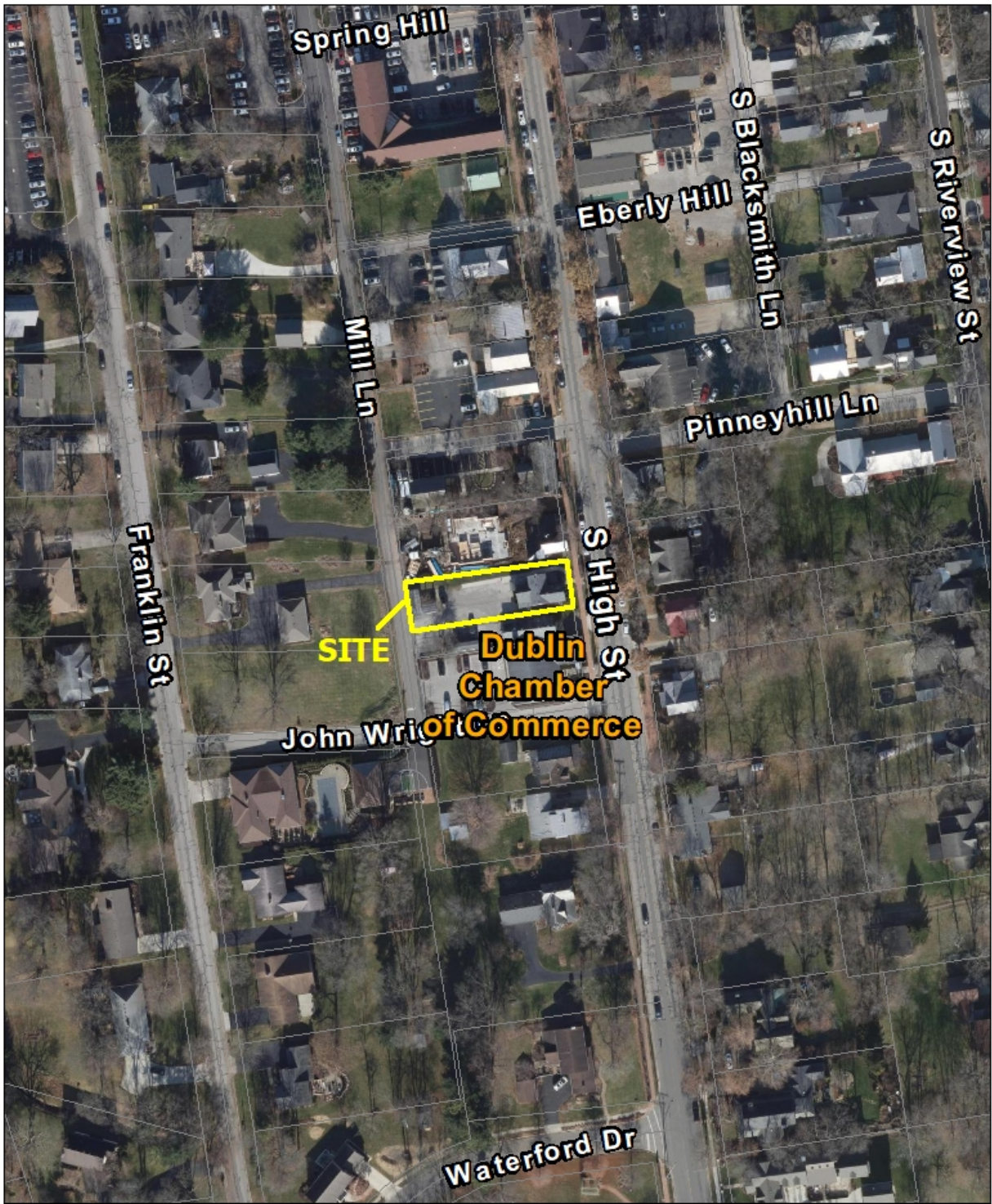
Next Steps



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



 <p>City of Dublin</p>	<p>20-152MPR Minor Project Review The Magnolia - Sign 119 South High Street</p>	<p>0 55 110 Feet</p>	
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2. Overview

Background

The site is located southeast of the intersection of South High Street and Pinneyhill Lane, and is zoned BSD-HS, Bridge Street District, Historic South. The site contains an existing commercial structure that sits on a 0.18-acre parcel.

The one and a half story structure was built Ca. 1890. The structure is Vernacular/Gabled Ell with brick masonry wall construction and cross-gable asphalt roof and rests upon a stone foundation. The front of the building has a wood porch with square wood columns supporting the roof.

Case History

In 2007, the Architectural Review Board (ARB) approved a post-mounted projection sign, located in the front lawn, approximately 80 inches east of the front façade, in the location of a previous sign. The post was 96 inches in height and the bottom sign panel was approximately 48 inches above grade. The multi-tenant sign had two panels, the larger of which was approximately 5-square-feet, and the smaller approximately 2-square-feet. The approved sign was constructed of a wood material with painted graphics. The two posts signs have been removed, but the post that held the signs is still located on the site. The post is considered non-conforming to current zoning requirements, as the signpost is located within the required 8-foot setback from the right-of-way. The existing signpost should be removed in conjunction with this application.

Site Characteristics

Natural Features

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

Historic and Cultural Facilities

No Historic or Cultural facilities will be impacted by the proposal.

Surrounding Land Use and Development Character

North: Bridge Street District - Historic South (Commercial)

East: Bridge Street District - Historic South (Commercial)

South: Bridge Street District - Historic South (Commercial)

West: Bridge Street District – Historic Residential (Residential))

Road, Pedestrian and Bike Network

The site has frontage along South High Street to the east and Mill Lane to the west. Sidewalks are provided along the frontage.

Utilities

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

Proposal

The applicant is proposing the installation of a new projecting sign and sign bracket for the building. The projecting sign is proposed for installation on the east façade of the building, facing South High Street.

Per the Bridge Street District 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 commercial use is permitted a maximum of two signs.

Projecting Sign Details

The proposed sign is 20 inches in height, 40 inches in width, and is approximately 5.5 square feet in size. The sign consist of the business name above a gold flower graphic. Planning Staff recommends that the applicant revise the sign plan to provide .5-inch relief for the border and copy of the sign to add dimensionality to the



proposed sign, subject to Staff approval. There is a rectangular border along the edge of the sign face and two framed corners, one on the top left, and the other on the bottom right..

The sign is constructed of a double-sided painted HDU material. The proposed sign consist of three colors, blue-green, brown, and gold. The sign is affixed to the building using a classic black metal sign bracket. The proposed location of the projecting sign provides approximately 6.5 feet of clearance between the bottom of the sign and grade. The sign is proposed within the first story of the building. The bracket is proposed to attach to the white porch post on the south side of the patio. Due to the projecting sign being setback from the sidewalk, and the sign not projecting over the sidewalk, the sign is not required to meet the minimum 8-foot clearance requirement.

Since the existing signpost will not be utilized due to its non-conforming status, Planning Staff is recommending that the applicant remove the signpost prior to issuance of a new sign permit.

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. The applicant is proposing a single projecting sign which meets the applicable regulations. The City of Dublin Sign Code includes provisions for abandoned signs. The existing signpost should be removed prior to issuance of a new sign permit.

- 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 largely consistent with the record established by the ARB. Similar to recent sign proposals, Staff is recommending that the applicant revise the sign plan to provide .5-inch relief for the border and/or copy of the sign to add dimensionality to the proposed sign, subject to Staff approval. Staff is also recommending that the applicant remove the existing, non-conforming signpost located forward of the building.

- 4) *The Minor Project meets all applicable use standards.*

Criteria Met. The proposal meets all Code requirements for signs within the BSD-Historic South 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.

- 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 South 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 a 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.*

Criteria Met. The proposal is for a sign that is sensitive to the historic significance of the site and does not significantly alter the building or 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 three colors: blue-green, brown, and gold. 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 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 location of the proposed sign is pedestrian-oriented and the size of the sign is appropriate. The sign is proposed to hang from the building, which is set back from the public sidewalk. The sign will not be a hindrance to pedestrians.

4) *The sign lighting should be appropriate to the Historic District.*

Not Applicable. The proposed sign is not illuminated.

4. Recommendation

Planning recommends **approval** of the proposed minor project with two conditions:

- 1) The applicant removes the existing non-conforming signpost, prior to issuance of a new sign permit.
- 2) The applicant revise the sign design to provide .5-inch relief for the border and copy of the sign to add dimensionality to the proposed sign, subject to Staff approval.