

21-090ARB-MPR – 123 S. HIGH STREET – SIGN

Summary

Installation of a multi-tenant ground sign for existing tenant spaces located within Historic Dublin.

Site Location

The site is located northwest of the intersection of South High Street and John Wright Lane.

Zoning

HD-HS: Historic District, Historic South District

Property Owner/Applicant

U Crew Holdings, LLC

Representative

Aaron Schlagbaum, Next Day Signs

Applicable Land Use Regulations

Zoning Code Sections 153.176 and *Historic Design Guidelines*.

Case Manager

Zach Hounshell, Planner I

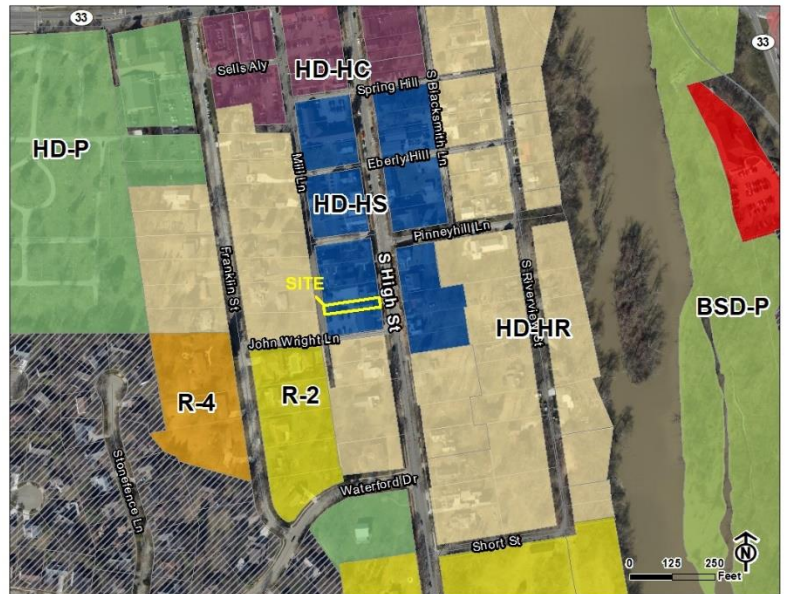
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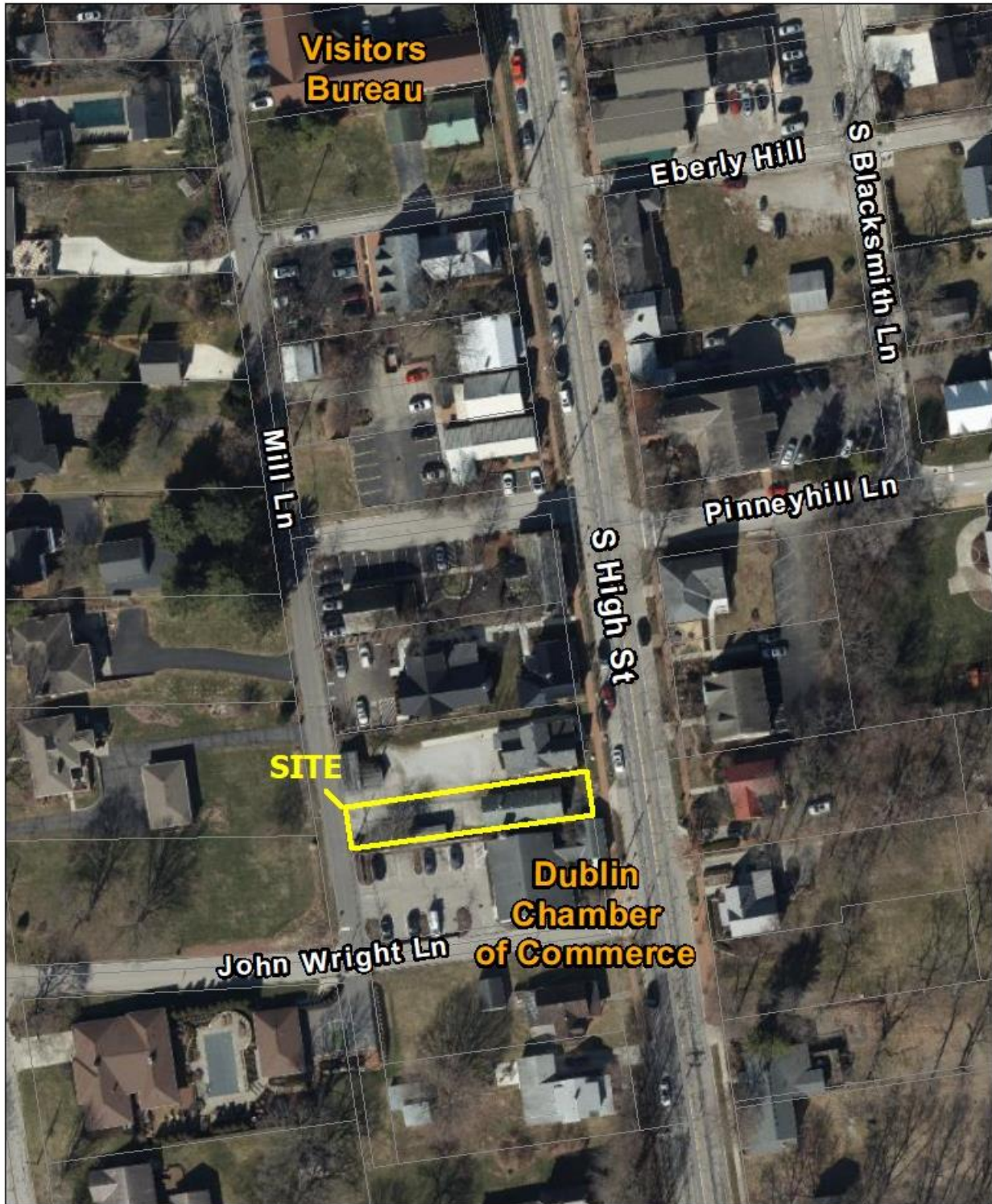
Next Steps



Upon review and approval of a Minor Project Review by the Architectural Review Board (ARB), the applicant may submit for a Permanent Sign Permit through the Building Standards department.

Zoning Map



1. Context Map



 <p>City of Dublin</p>	<p>21-090 MPR Minor Project Review Berkshire Hathaway 123 S. High Street</p>	<p>0 40 80 Feet</p> 
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2. Overview

Background

The 0.11-acre site has approximately 30 feet of frontage on the west side of S. High Street. The site consists of a single-story commercial building. The site includes a white post sign located at the front of the building, which predates all Architectural Review Board (ARB) records. The post does not include any sign currently and is in a non-compliant location within the right-of-way (ROW). The right-of-way for this site is located approximately 4 feet away from the edge of the sidewalk, occupying a portion of the perceived front yard of the site.

In February 2021, the Architectural Review Board (ARB) approved an application for a new standing seam roof and paint selections for the existing building.

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. The purpose of the MSP is to define the regulations, scope, character, and aesthetic quality of multiple signs for a building, while allowing an additional degree of flexibility and creativity in sign design and display. A MSP can request a deviation from a Code requirement (size, height, material, setback, etc.).

Site Characteristics

Natural Features

No significant natural features are present on the site, as the site is fully developed.

Historic and Cultural Facilities

The property is located within the City of Dublin's local Historic Dublin district and was listed as non-contributing during the Dublin High Street Historic District boundary increase effort. Further, according to the City of Dublin Historic and Cultural Assessment, the building has poor integrity from multiple renovations and material changes.

Surrounding Land Use and Development Character

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

East: HD-HS: Historic South (Commercial/Office)

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

West: HD-HR: Historic Residential (Residential)

Road, Pedestrian and Bike Network

Vehicular access is provided from both S. High Street to the east and Mill Lane to the west.

Pedestrian facilities are provided along S. High Street.

Proposal

This is an application for review and approval of a Master Sign Plan for the installation of a multi-tenant sign for existing tenant spaces located within Historic Dublin. The new multi-tenant sign will be replacing an existing non-compliant sign post located at the site. With the installation of the new post sign, the applicant should remove the existing sign post and restore the disturbed area. The Master Sign Plan is proposed to allow for a deviation from the required front setback for ground signs in the Historic District.

Details

The applicant is proposing a new post sign for two tenant signs. A post sign is reviewed as a ground sign within the Historic District. The post is proposed to be 6 feet in height from the top of the post to grade, and constructed of a white treated 4-inch-by-4-inch wood post with a beveled top. The applicant is proposing to hang the signs from an aluminum bracket in a white powder coat finish to match the beveled post. The proposed post sign is perpendicular to the street, sited approximately 1-foot from the right-of-way. Zoning Code requires that all ground signs be located 8 feet from the right-of-way. The Master Sign Plan request is to allow for a deviation from the 8-foot setback requirement.

The two proposed signs consist of a larger primary sign and a smaller secondary sign. Both signs combined meet the 8-square-foot ground sign requirement. The larger primary sign is a previously approved 5.75-square-foot Berkshire Hathaway sign and will be hung from the bracket above the secondary sign. The primary sign was originally approved in 2016, but is being relocated with the business to this location. The primary sign is a 2-inch deep double-sided HDU hanging sign with dimensional copy and borders. This sign is finished in gray (Ambler Slate; Benjamin Moore CW685) and white (Capital White; Benjamin Moore CW10).

The proposed secondary sign is a new 2.25-square-foot hanging sign and will be hung below the primary sign. The secondary sign is a 2-inch deep double-sided HDU hanging sign with 3/8-inch raised borders, logo, and copy. The sign colors are proposed in the same paint selections as the primary sign in order to match. The zoning code requires a minimum 0.5-inch relief for raised copy and borders. The applicant should revise the sign plan to provide 0.5-inch relief to the border, logo, and copy of the secondary sign.

Finally, the applicant is providing a 3-foot radius of landscaping around the base of the post sign, as required for ground signs in the standard Zoning Code. Lighting is currently not provided on the sign plan, but the applicant has expressed a desire for sign lighting. The applicant should work with Staff to finalize sign lighting details, subject to Staff approval.

3. Review Criteria

Master Sign Plan Analysis

- 1) *The MSP is consistent with the Community Plan, Historic Design Guidelines, and other adopted City plans and policies.*

Criteria Met with Conditions. The proposal is largely consistent with all applicable plans, guidelines and policies. However, the proposed secondary sign does not meet the required relief measurement for the raised border, copy, and logo. The applicant should revise the sign plan to provide 0.5 inches of relief to the border, logo, and copy of the secondary sign. Additionally, lighting is currently not provided on the sign plan, but the applicant has expressed a desire for sign lighting. The applicant should work with Staff to finalize sign lighting details, subject to Staff approval. Finally, with the installation of the new post sign, the applicant should remove the existing sign post and restore the disturbed area.

- 2) *The proposed signs are appropriately sited and scaled to create a cohesive character that complements the surrounding environment and meets the intent of the architectural requirements of §153.174 Design Standards and the Historic Design Guidelines.*

Criteria Met. The proposal requests a deviation from the front setback to allow their post sign to be approximately 1-foot away from the right-of-way. The right-of-way extends approximately 4 feet past the edge of the sidewalk, occupying a portion of the perceived front yard of the site. The selected sign location is pedestrian oriented and is sited in an unobtrusive location. Post signs are located throughout the Historic District and are historically closer to the sidewalk.

- 3) *The proposed signs are not in conflict with public streets, open spaces, utilities, or rights-of-way, and do not impede the continued provision of services required by the City or other public agency.*

Criteria Met with Conditions. The proposal is not in conflict with public services and public infrastructure. The applicant should verify that the proposed sign will not be located within an easement.

4. Recommendation

Planning recommends **approval** of the **Master Sign Plan** with the following conditions:

- 1) The applicant revise the sign plan to provide 0.5 inches of relief to the border, logo, and copy of the secondary sign and the applicant work with Staff to finalize sign lighting details, subject to Staff approval;
- 2) With the installation of the new post sign, the applicant remove the existing sign post and restore the disturbed area;
- 3) The applicant verify that the proposed sign will not be located within an easement; and,
- 4) The applicant apply for and successfully obtain approval of a Permanent Sign Permit through Building Standards prior to installation.