

## 21-187MPR – BUCKEYE ORTHODONTICS – SIGNS

### Summary

Review and approval of a 22.7-square-foot wall sign, a 1-square-foot window sign and new awnings for an existing tenant space in the Shoppes at River Ridge.

### Site Location

Southeast of the intersection of W Dublin-Granville Road and Dale Drive.

### Zoning

BSD-C, Bridge Street District – Commercial

### Property Owners

River Ridge Dublin Investments, LLC

### Applicant/Representative

Steve Moore, Moore Signs

### Applicable Land Use Regulations

Zoning Code Section 153.066

### Case Managers

Jacob K. Miller, Planning Assistant

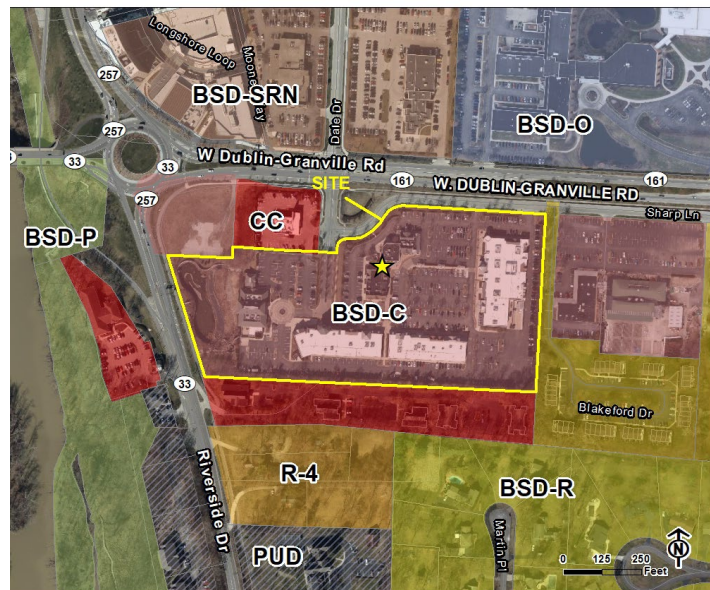
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### Next Steps

Upon review and approval from the Administrative Review Team (ART), the applicant may submit for a permanent sign permit through Building Standards.

### Zoning Map



1. Context Map



21-187MPR  
Minor Project Review  
Buckeye Orthodontics  
4437 W Dublin-Granville Road

0 112.5 225  
Feet

## 2. Overview

### Background

The existing tenant space is located at 4437 W Dublin-Granville Road within the Shoppes at River Ridge, southeast of the intersection of W Dublin-Granville Road and Dale Drive. The approximately 3,000-square-foot tenant space is centrally located within the 12.67-acre site. The site is zoned BSD-C, Bridge Street District - Commercial. Presently, the site contains one awning sign for the previous tenant.

City Council approved amendments to the Bridge Street District (BSD) sign provisions (Ord. 13-17) for existing structures in the BSD. As part of an existing structure in the BSD, signs are required to comply with regulations set forth within Sections 153.150-153.164 of the Zoning Code until the space is redeveloped.

### Site Characteristics

#### *Natural Features*

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

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

North: BSD-SRN, Scioto River Neighborhood

East: BSD-C, Commercial

South: CC, Community Commercial

West: CC, Community Commercial

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

The site has frontage on Sharp Lane ( $\pm 710$  feet) to the north. Vehicular access to the site is provided from Dale Drive and Sharp Lane. Sidewalks are provided throughout the shopping center.

### Proposal

The applicant is requesting review and approval of a 22.7-square-foot wall sign and a 1-square-foot window sign located at the Shoppes at River Ridge. The wall sign will be located above the entry on the east elevation of the tenant space. The window sign will be on the secondary entry on the north side of the tenant space, and directs visitors to the main entrance. The applicant is also proposing to change the color and material of seven awnings on the tenant space. The color will be changed from blue to black. The new awning material will be Sunbrella black canvas and the existing awning frames will be maintained. The applicant is also working with the property owner, Crawford Hoying, to have gooseneck lighting installed for illuminating the wall sign. Lighting details will be required to be provided to Planning for review prior to applying for permits.

#### *Wall Sign*

The wall sign is a 22.7-square-foot wall sign located on the east side of the tenant space. The City of Dublin Code allows for a 43-square-foot based on the width of the storefront (43 feet).

The sign face is 8 feet in length, 2 feet - 10 inches in height, and 1.5 inches in depth. The sign is approximately 15 feet in height from the established grade, within the maximum 15-foot height limit. The sign material is high density urethane, which is a permitted sign material.



The sign face will be anchored through the face to the stone mortar using 3/8-inch masonry screws, 3/8-inch lag and shield anchors, or other Engineer approved or COSA standard masonry anchoring method. The sign face is routed and uses painted dimensional copy. The sign face will be externally illuminated via gooseneck lighting. The applicant will provide detailed specifications for the external lighting as a condition of approval. The sign utilizes red copy and borders, with a white background. The sign also has a logo of a yellow and red mouth with gray braces in place of the U in Buckeye. Images, logos, or symbols are permitted as long as no more than two other colors are used on the rest of the sign and one of the colors used is also in the image, logo, or symbol. Therefore, this sign meets the Code requirements for colors.

#### *Window Sign*

The applicant is also proposing a 1-square-foot window sign on the north side of the tenant space. As this is a second entry point to the space, the sign directs customers to the main entry on the east side of the tenant space. The sign is 12 inches in height and width and the material is white vinyl. The combined size of the wall sign and window sign do not exceed the maximum allowable square footage for wall signs, meeting the size requirements.

### 3. Criteria Analysis

Minor Project Review Criteria [153.066(I)(5)]

- 1) *The MP shall be consistent with the Community Plan, BSD Special Area Plan, BSD Code, BSD Design Guidelines, and adopted plans, policies, and regulations.*  
Criteria Met. The proposal is compliant with all adopted plans, policies, and regulations.
- 2) *The Minor Project is consistent with the approved Final Development Plan.*  
Criteria Met. The Minor Project does not significantly alter the site and is consistent with the approved Final Development Plan.
- 3) *The Minor Project is consistent with the record established by the Administrative Review Team.*  
Criteria Met with Conditions. The proposed sign is consistent with the requirements of the Code and the record established by the ART. The applicant will be required to apply for and successfully obtain a building permit prior to installation of the wall sign, and will need to provide lighting details to Planning for review, subject to Staff approval.
- 4) *The Minor Project meets all applicable use standards.*  
Not Applicable. There are no use specific standards applicable.
- 5) *The proposed improvements meet all applicable requirements of the BSD Code and respond to the standards of the BSD Design Guidelines.*

Criteria Met with Condition. The proposed signs, lighting, and awnings meets all applicable requirements listed in the Code and are appropriate for the BSD District. The applicant should continue to work with Staff and the property owner on plans for the gooseneck external lighting.

#### 4. Recommendations

Planning recommends **approval** of the proposed Minor Project with one condition:

- 1) The applicant provide detailed specifications for the external gooseneck lighting before applying for permanent sign permits, subject to Staff approval.
- 2) The applicant apply for and successfully obtain approval of a permanent sign permit through Building Standards, prior to installation.