



PLANNING REPORT

Architectural Review Board

Wednesday, July 27, 2022

DUBLIN POP-UP SIGNS – 63 S. HIGH STREET 22-102ARB-MSP

www.dublinohiousa.gov/arb/22-102

Case Summary

Address	63 S. High Street
Proposal	Installation of an ±6-square-foot ground sign for an existing building on a 0.26-acre site in Historic Dublin.
Request	Review and approval of a Master Sign Plan under the provisions of Zoning Code Section §153.176.
Zoning	HD-HS, Historic South District
Planning Recommendation	<u>Approval of Master Sign Plan</u> Planning recommends approval with conditions.
Next Steps	Upon approval of the Master Sign Plan from the Architectural Review Board (ARB), the applicant may file for a permanent sign permit through Building Standards.
Applicant	Emily Goliver, Management Analyst, City of Dublin Kendel Blake, Management Analyst, City of Dublin
Case Manager	Madison Richard, Planning Technician (614) 410-4654 mrichard@dublin.oh.us

Site Location Map

22-102ARB-MPR | 63 South High St



Site Features

- 1 Existing Historic Building
- 2 Existing Garage



1. Background

Site Summary

The 0.26-acre site is located northwest of the intersection of S. High Street and Eberly Hill Lane, and is zoned HD-HS, Historic South District. The site contains an existing 1.5-story residential structure and detached one-story garage.

Historic and Cultural Facilities

63 S. High Street was listed in the National Registry of Historic Places in 1978 as a contributing resource to the Dublin High Street Historic District. The Historic and Cultural Assessment of this building identifies the structure in good condition with excellent integrity and is recommended as a contributing historic structure. The Greek Revival house has long been known for its brick red trim and front door.

History

In February 2022, City Staff presented to Council a leasing opportunity for this site for use as pop-up shops, which would incorporate rotating vendors and artists to promote vitality and pedestrian circulation in the area. This idea was originally brought forward from the Historic District Taskforce to improve S. High Street Vitality. Council was supportive of the initiative, and the City of Dublin signed a lease for one year beginning July 1, 2022. The pop-up shops will run from 4 – 8 PM on Wednesdays and 1 – 8 PM on Saturdays, aligning with the hours of the DORA to encourage walkability of the area.

Road, Pedestrian and Bike Network

The site has ±70 feet of frontage on S. High Street, ±165 feet of frontage on Eberly Hill Lane, and ±70 feet of frontage on Mill Lane. There are sidewalks along South High Street, but there are no dedicated bicycle facilities. Vehicular access is provided to the site from Eberly Hill Lane.

Process

For Master Sign Plans (MSP) in Historic Dublin, the ARB 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 for multiple signs for a building, or allow additional flexibility and creativity in sign design and display. A MSP can request a deviation from a Code requirement (size, height, material, setback, etc.); however, the purpose of a MSP is not just to allow for larger signs or more signs for a business. In this case, the proposal deviates from approved materials, setback, and color.

2. Zoning Code

Historic South District

The intent of the Historic South District as outlined in the Code, is to “ensure sensitive infill development”. The Code identifies the applicable development standards including setbacks, lot coverage, and building height. All historic structures that are within Historic Dublin require the review and approval of the ARB to make modifications.

3. Project

The applicant is proposing a MSP application for the installation of one 6-square-foot ground sign east of the existing building, facing S. High Street. City Staff have contemplated additional improvements to the site in the near future, including window signs and wall signs. Should

additional signs and graphics be pursued, the applicant would be required to update this MSP and receive approval from the ARB. All signs within the MSP will be temporary in nature, and will only exist for as long as the City has a lease on site.

Ground Sign Details

The proposed ground sign is 3 feet in height and 2 feet in width, with a total 6 square feet in size. The sign contains individual vinyl letters, a vinyl outline, and a vinyl logo. The sign's materials will match street identification signs existing in the Historic District, and will be completed by City Staff ensuring the sign materials are a high-quality, durable material. The middle section of the sign, which will feature specific vendors based on the day, can be easily removed and changed but will have consistent coloring and details. The sign will be located within a wooden frame that is painted white, and is at a pedestrian scale, encouraging visual interest and interactive elements that align with the *Historic Design Guidelines*. The sign will be mounted at a maximum height of 3 feet – 6 inches, below the maximum allowed height of 6 feet. Staff recommends a condition of approval that the applicant continue to work with Staff to ensure proper screening of the exposed sign foundations. Informal conversations with the City's Horticultural Division indicate a willingness to do this.



Colors and Fonts

Complementary and colorful signs are encouraged to help add character and interest to the building and streetscape. Per the Historic District Code, all signage is limited to three colors, where black and white are considered colors. The proposed sign contains six colors: red, black, white, light green, dark green, and a logo. Staff is recommending a condition of approval that the applicant change the color for the vendor names to black, eliminating both the light green and dark green colors from the sign; the applicant has agreed. The text font is 'Gotham', which is easily readable, and the colors are appropriate for the site and use, thus aligning with the recommendations from the *Historic Design Guidelines*.

Code Deviations

The applicant can request a MSP for any deviations from the Historic District Sign Code. The ground sign will be located 2 feet from the right-of-way, which is less than the minimum setback of 8 feet from the right-of-way. With the existing building footprint currently located approximately 6 feet from the right-of-way, it would be impossible for a proposed ground sign to meet the setback requirement adjacent to the building entrance.

Additionally, the applicant is proposing a ground sign with six colors: red, black, white, light green, dark green, and a logo. The number of colors within the proposed sign exceed the maximum allowable three colors, where a logo is counted as a color. With the building known for its brick red detailing, the sign has incorporated the same red details to create a unified look between the existing building and sign. The applicant wishes to incorporate the Dublin greens in the sign colors. A recommended condition of approval suggests that the replaceable vendor text be black to minimize the amount of green; thus providing a total of four colors, including the logo. A MSP gives the Board the latitude to approve such a request.

Lastly, the applicant is proposing a ground sign with exposed sign foundations, which are recommended to be landscaped to provide an appropriate base for the sign and would possibly incorporate flowers similar to those within the planter boxes to further unify the building architecture, brick red color, and sign.

4. Plan Review

Master Sign Plan

Criteria	Review
1. The MSP is consistent with the Community Plan, <i>Historic Design Guidelines</i> , and other adopted City plans and policies.	Criteria Met. The proposal is consistent with the Community Plan, <i>Historic Design Guidelines</i> , and all City adopted plans, policies, and regulations. The proposed ground sign is within the maximum permitted size of 8 square feet, within the maximum 6 feet of height, and the MSP will accommodate the sign exceeding the maximum of three colors.
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 responds to the <i>Historic Design Guidelines</i> by utilizing a design that activates the streetscape and is pedestrian in scale.
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. The proposed ground sign does not conflict with public streets, open spaces, utilities, or provision of services. Although the sign is set back 2 feet from the right-of-way, the sign location does not impact pedestrian access or public services to the site.

Recommendations

Planning Recommendation: Approval of the Master Sign Plan with conditions:

- 1) That the applicant change the color of the removable vendors portion of the sign to incorporate only black lettering;
- 2) That the applicant continue to work with staff to ensure the landscaping is appropriately scaled to properly screen the exposed sign foundation;
- 3) That the applicant apply for and successfully obtain approval of Permanent Sign Permits through Building Standards prior to installation; and
- 4) That the applicant remove the sign upon conclusion of the lease and associated pop-up shops.