



PLANNING REPORT

Administrative Review Team

Thursday, October 13, 2022

Shell Station Sign 22-115MPR

<https://dublinohiousa.gov/art/22-115>

Case Summary

Address	201 W. Bridge Street, Dublin, OH 43017
Proposal	Replacement of an existing 39.4-square-foot sign face on an existing ground sign.
Request	Review and approval of a Minor Project Review under the provisions of Zoning Code Section 153.066.
Zoning	BSD-HTN, Bridge Street District - Historic Transition Neighborhood
Planning Recommendation	<u>Approval of Minor Project Review with Conditions</u>
Next Steps	Upon review and approval from the Administrative Review Team, the applicant may file for a permit through Building Standards.
Applicant	Mitchell Powell, CB Signs
Planning Consultant/ Case Manager	Dan Phillabaum, AICP, RLA Principal • Landplan Studios, LLC (614) 567-2000 dan@landplanstudios.com Chris Will, AICP, Planner II City of Dublin—Planning (614) 410-4498 cwill@dublin.oh.us

Site Location Map

22-115MPR | Shell Station Sign



Existing Sign (with Temporary Vinyl Graphics on Sign Face)



1. Background

Site Summary

The 0.93-acre site is located southwest of the intersection of W. Bridge Street and Monterey Drive, with frontage and vehicular access on both rights-of-way. Vacant properties also zoned Bridge Street District-Historic Transition Neighborhood (BSD-HTN) are immediately adjacent to the site to the west and south, and across Monterey Drive to the east. Across W. Bridge Street to the north is Sells Middle School zoned Historic District-Public (HD-P). The site features an unoccupied gas station, convenience store, and outbuilding previously branded as Sunoco.

History

According to information obtained from the Franklin County Auditor, the existing gas station and convenience store were constructed in 1988. As part of the Bridge Street District Area-wide Rezoning, the site was rezoned to BSD-HTN Bridge Street District - Historic Transition Neighborhood. With the change in zoning, the height, size, location and other characteristics of the existing sign became nonconforming with the Bridge Street Code requirements and Sign Guidelines.

Process

The ART BSD Minor Project Review is a single-step process. Upon review and approval from the ART, the applicant may file for a sign permit through Building Standards.

2. Bridge Street District Code and Sign Guidelines

BSD-HTN Bridge Street District - Historic Transition Neighborhood

Bridge Street Code Sign Intent

The intent for sign design standards in the BSD-HTN District is to “provide for pedestrian-oriented signs that match the general character and scale of Dublin’s original village commercial center. Signs should provide business identification in a manner consistent with the historic appearance and character of the districts, while encouraging a more interesting streetscape.”

Bridge Street Code Sign Requirements

Ground Sign Requirements in the BSD-HTN from Table 153.065-H		<i>Existing Sign (No changes proposed except as noted):</i>
Number	Limited to 1 sign per building or parcel	<i>Met—One ground sign exists</i>
Size	8 sq. ft. maximum (per sign face)	<i>Nonconforming—Each sign face is 39.4 sq. ft. New sign face of same size proposed, see Project description below.</i>
Location	In association with the Historic Cottage Commercial building type only	<i>Nonconforming—Existing convenience store is most similar to a Commercial Center building type</i>
	Minimum setback of 8 ft. behind the public right-of-way or any property line	<i>Nonconforming at W. Bridge Street—Encroaches ±4 ft. into the right-of-way Met at Monterey Drive—±12 ft. setback from the right-of-way</i>

Height	6 ft. tall maximum to the tallest portion of the sign	<i>Nonconforming—10 ft. tall to tallest portion of sign</i>
General	No exposed foundations unexposed, and mounted on a base constructed of masonry or material compatible with the sign and associated principal structure	<i>Met—Existing brick sign base and cabinet supports match the brick of the existing convenience store</i>
	Shall be landscaped where appropriate	<i>Landscaping proposed—See Project description below</i>

In addition to the requirements of Table 153.065-H, the following Sign Design and Lighting requirements are applicable to the proposed sign:

Lighting: Illumination is strongly encouraged to add liveliness to the area. Internally illuminated cabinet signs are permitted, provided that the sign is creatively designed with high quality materials and fabrication, as determined by the required reviewing body.

Sign Colors: Signs shall be limited to three colors, including black and white.

Logos, Registered Corporate Trademarks and/or Symbols: Logos, corporate trademarks and symbols must be compatible with the size, design, and scale of the sign. Where a corporate trademark or symbol exceeds 20% of the sign area, signs shall have a maximum of five colors including symbols, sign copy, and background color.

Sign Materials: All permitted sign types shall be designed with the highest quality of materials and fabrication. Rusted and/or deteriorating materials shall be replaced. Moldable Synthetic Materials must be Solar Grade (SG) acrylics and polycarbonates (or equivalent) to avoid fading, typically no less than .125-inch thick.

Bridge Street Sign Guidelines Intent

The intention of signage guidelines in this district are to “enhance the physical appearance of the BSD zoning districts and the city as a whole by encouraging high quality, effective outdoor graphics for the purposes of navigation, information and identification.” This intention includes to:

- “Provide sign standards that allow fair competition while ensuring that signs used by individual businesses will contribute to the urban vitality, interest, and uniqueness of the Bridge Street District.
- Provide aesthetic standards that ensure adherence to the high level of design and construction quality expected by the community.
- Provide the public with a safe and effective means of locating businesses, services and points of interest by multiple modes of transportation.
- Provide standards for signs that are appropriately scaled to the pedestrian realm and designed to enliven the pedestrian experience.
- Regulate signs in accordance with applicable federal and state law.”

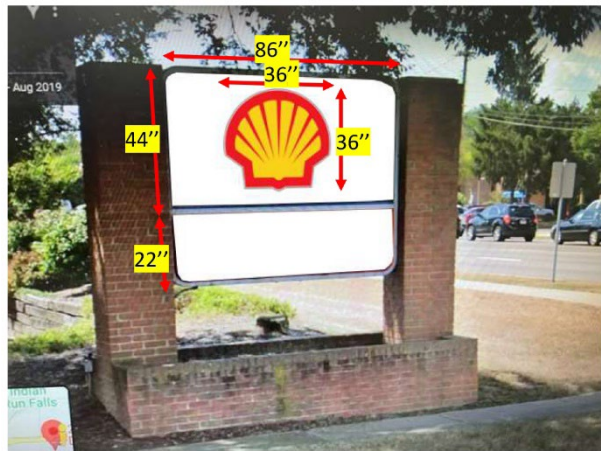
3. Project

The applicant proposes to use the existing ground sign base in the northeast corner of the site, replacing the existing sign faces on both sides of the sign and installing evergreen shrubs and mulch around three sides of the sign base.

Sign Face

The area of the existing sign face is 39.4 square-feet in area. The light grey metal sign cabinet has rounded corners and is mounted between two brick piers of the same overall height as the sign cabinet. The brick of the existing base and piers supporting the sign cabinet has become discolored by mold/algae/lichen and should be cleaned and tuck-pointed as necessary during installation of the new sign face.

The sign face is comprised of an upper, business identification sign face of 26.3 square-feet and a lower, changeable copy gas price sign face of 13.1 square-feet. The overall sign face is to be fabricated from translucent polycarbonate. The upper portion features a nine square-foot, yellow and red Shell logo centered within a field of white. The lower, changeable copy gas price portion of the sign face is also proposed to be white but no details have been provided as to the font size or color for the changeable text/numerals. These details should be provided for Planning review and approval prior to submitting for permits.



Proposed Sign Face Replacement

The business identification sign face features no dimensional relief between the logo and the background. Consistent with the recommendations of the BSD Sign Guidelines, the sign face should be extruded to create depth and dimensionality between the logo and the background. The proposed white sign background creates a stark visual contrast between the logo colors and the existing brick of the sign base. The white background should be revised to a light grey or silver color to better complement the brick base.

Landscaping

16 small evergreen shrubs are proposed along the north, south and west sides of the sign base in a bed of mulch. Plantings would typically be required for each side of a sign, however an existing sidewalk runs along the east side of the sign base. Additional plant material should be provided within the base of the sign with plant selections that will fill the air space below the sign cabinet at maturity, and that a planting plan be provided for all proposed landscape materials, subject to Staff approval.



Proposed Landscape Plan and Existing Plant Area within Sign Base

Lighting

The entire upper portion of the proposed sign face is to be internally illuminated by LEDs. All areas of the sign faces except for the Shell logo should be made to be opaque as recommended by the Design Guidelines to result in only the logo being illuminated by the internal LEDs at night.

Location

There should be a minimum 8-foot setback of any sign from the right-of-way. The existing sign foundation is shown to encroach 4-feet into the right-of-way which makes the sign location nonconforming. The applicant is proposing to use the existing ground sign base, no changes to the sign foundation area proposed so the proposed changes are not moving the sign further from nonconforming status. The applicant should submit for and receive approval for any necessary right-of-way encroaches permits.

4. Plan Review

Minor Project Review Criteria

Criteria	Review
1. The Minor Project shall be consistent with the Community Plan, and all BSD adopted plans, policies, and regulations.	Criteria met: The proposal is consistent with adopted plans, policies, and regulations of the BSD.
2. The Minor Project is consistent with the approved Final Development Plan.	Criteria met: The site is presently developed and no significant modifications are proposed.
3. The Minor Project is consistent with the record established by the Administrative Review Team.	Criteria met: The proposed sign is consistent with the record established by the ART.
4. The Minor Project meets all applicable use standards.	Criteria met: The proposed sign meets all applicable use standards.
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 Conditions: As conditioned, the proposed sign face replacement and landscaping meet all applicable sign requirements of the Bridge Street Code and the recommendations of the BSD Design Guidelines.

Recommendation

Planning Recommendation: Approval of the Minor Project with five conditions which must be satisfied prior to submitting for sign permits:

- 1) That the upper sign faces be revised to an extruded polycarbonate design that creates depth to the Shell logo by projecting this element beyond the sign face and that the sign face be revised to provide opacity resulting in illumination of only the Shell logo at night, subject to Planning approval;
- 2) That the sign faces be revised to a light grey or silver color complementary to the sign cabinet and brick, subject to Planning approval;
- 3) That additional details of the proposed changeable copy portion of the sign, including letter/number heights, colors, and fonts be provided for Planning review and approval.
- 4) That plant material be provided within the base of the sign with plant selections that will fill the void below the sign cabinet at maturity, and that a planting plan be provided for all proposed landscape materials, subject to Planning approval; and
- 5) That the brick sign base and side supports, concrete caps and metal cabinet be remediated of all surface mold/algae/lichen and that the brick be tuck-pointed as necessary.
- 6) The applicant submit for and receive approval for any necessary right-of-way encroaches permits.