



CITY OF DUBLIN.

Land Use and
Long Range Planning
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PLANNING REPORT

ARCHITECTURAL REVIEW BOARD

MARCH 18, 2009

SECTION I – CASE INFORMATION

**1. J. Liu - Sign
09-011ARB**

**50 West Bridge Street
Architectural Review Board**

Proposal: Replace an existing ground sign face for a restaurant located in the Historic District. The 0.57-acre site is located on the north side of West Bridge Street approximately 30 feet east of the intersection with Franklin Street.

Request: Review and approval of a sign under the provisions of the *Historic Dublin Design Guidelines*.

Applicant: Jiechun Liu

Planning Contact: Eugenia M. Martin, ASLA, Landscape Architect.

Contact Information: (614) 410-4650, emartin@dublin.oh.us

Case Summary

This is a request for review and approval of a new sign face for an existing ground sign for a restaurant located at 50 West Bridge Street in the Historic District. No changes are proposed for the sign location, height, or area.

Case Background

The rezoning of the site was approved by City Council on September 15, 2005, to HB, Historic Business District as a part of an application for modifications to the building and site. On January 26, 2005, the Architectural Review Board (ARB) approved the enclosure of an existing 570-square-foot patio, the construction of a new 225-square-foot patio and the restriping of the existing parking lot. On January 28, 2004, the ARB approved exterior architectural alterations, a monument sign, and landscaping for the 3,100-square-foot restaurant.

Site Description

Location

The 0.57-acre site is located on the north side of West Bridge Street approximately 30 feet east of the intersection with Franklin Street. The site is surrounded by a mix of retail and office uses, except for Indian Run Elementary School to the west. The building has 100 feet of frontage along West Bridge Street. The rear of the site is bordered by the Darby Street public parking lot.

Site Character

The rectangular site has 160 feet of frontage along West Bridge Street, and a depth of 223 feet that includes an access drive along the rear property line to the east on Darby Street. The building is currently used as a restaurant and is a single-story brick structure of contemporary

design with a slate roof and accents that provide a colonial-style appearance. Parking is located on the east, west, and north sides of the building.

Zoning

The site and the adjacent property to the north are zoned HB, Historic Business District. Permitted uses in this district include residential, retail, offices, and personal and consumer services. The school site to the west is zoned HR, Historic Residential District and the property to the east is zoned CCC, Central Community Commercial District. The site to the south, across Bridge Street, is zoned PUD, Planned Unit Development District and contains a mixed-use building as a part of the Town Center II Development.

Plan Description

Overview

The applicant is proposing to reface the existing ground sign located on West Bridge Street. The change is required due to the recently opened restaurant in Dublin with a similar name. This name change will be consistent with other facilities under the same ownership elsewhere in central Ohio.

Sign Location and Size

The existing ground sign is located in a landscape bed approximately 12 feet from the right-of-way on West Bridge Street. The new sign face will utilize the existing 36-inch high stone base. The sign cabinet is 30½ inches above the stone base for a total sign height of 66½ inches. The proposed sign face is the same size as the existing sign, four feet by one-foot four-inches, which is within the *Historic Dublin Design Guidelines* maximum area of six square feet.

Materials

The *Guidelines* recommend that signs be constructed of traditional materials such as wood, metal or canvas. The applicant is proposing to use an aluminum sign cabinet mounted on two tapered aluminum pedestals. The previously approved sign for this building was constructed of HDU and included similar styled pedestals.

Sign Colors and Fonts

The *Guidelines* recommend that signs be painted in a color reminiscent of Early America with no more than three colors, and that all paint colors have a flat or matte finish. The proposed colors of the sign are Tricorn Black (Sherwin Williams #2126) for the sign cabinet. The sign face will be painted red/brown PMS #187 and the text will be white. This color scheme is similar to the color scheme used on the existing sign. While not specifically from an historic palette, the colors are compatible with the overall character of the District and blend with the architecture of the building.

The proposed font for the sign is consistent with other approved sign fonts in the District and closely resembles Brush Script, which is an approved font within the *Historic Dublin Design Guidelines*.

Lighting and Landscaping

The existing sign is externally illuminated by ground-mounted lights. No lighting changes are proposed. Code requires a minimum landscape area extending three feet beyond all faces or

supporting structures for signs. There are a total of six boxwood planted around the base of the existing sign base, three on each side, that are in good condition. No changes are proposed to the previously approved landscape plan.

SECTION II – REVIEW STANDARDS

The proposed sign is to be reviewed to comply with the preservation and character of the Historic District while maintaining the historic site through the implementation of both the *Historic Dublin Design Guidelines* and the City of Dublin Zoning Code. Signs should effectively communicate the image and message of that particular building. Size, scale and design compatibility have a great impact on the building and the District.

Evaluation and Recommendation based on the *Guidelines*

The *Guidelines* identify strategies for the review and approval of signs. In accordance with these *Guidelines*, the Board shall approve, disapprove or approve with conditions all applications before them. In making these decisions, the Board shall consider this proposal as it complies with the following Guideline:

Signs (Guideline 15): Sign design should complement the Early American character of the District by using appropriate materials, colors, scale, and design to maintain the pedestrian feel. Signs are limited to one sign per business, but an additional sign may be permitted if a business or use with a second entrance opening onto a parking area to the rear of the business requests a second identification sign at the rear entrance, provided that the second sign is not visible from the public right-of-way which fronts the building. Signs should effectively communicate the message of a particular business. Font styles and size should be easily readable. The maximum allowable square footage of a sign including the frame is six square feet.

Guideline is met through conditions. The proposed sign meets the size and height requirements and design recommendations of the *Guidelines*. Sign colors must be a matte or flat finish (Condition 1). If approved by the Board the applicant will be required to obtain a sign permit before installation (Condition 2).

SECTION III – Opinion and Recommendation: Approval with Conditions

In Planning’s opinion, this proposal meets the *Historic Dublin Design Guidelines* and the requirements of the Zoning Code. The sign uses appropriate materials, colors, font styles, and is consistent with the existing sign approved for this building. Planning recommends approval of this application with two conditions.

Conditions

- 1) That the proposed paint colors be matte or flat finish; and
- 2) That a sign permit be obtained prior to installation.



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SECTION I - CASE INFORMATION:

**2. New Avenue Architects – Sign 25 West Bridge Street
09-003ARB Sign Modifications**

Proposal: A proposal for three signs including a hanging sign, wall directory sign and a window sign for an architectural firm located on the second floor of Town Center I at 25 West Bridge Street. The 0.24-acre site is located at the southeast corner of the intersection of West Bridge Street and Mill Lane in the Historic District.

Request: Review and approval of sign modifications under the provisions of the *Historic Dublin Design Guidelines*.

Applicant: Michael J. Maistros, AIA, New Avenue Architects, LLC.

Planning Contact: David Stromberg, Planning Assistant and Jennifer M. Rauch, AICP, Planner II.

Contact Information: (614) 410-4600, dstromberg@dublin.oh.us; jrausch@dublin.oh.us

Case Summary

This is a request for review and approval of a new projecting sign, a new tenant sign panel and two new window signs for a second floor tenant within the Town Center I development located in the Historic District.

Case Background

The construction of Town Center I was approved by the Architectural Review Board on November 18, 1998. City Council approved the rezoning of Town Center I to a PUD, Planned Unit Development, on April 19, 1999. A comprehensive sign package for the center was approved by the Architectural Review Board on December 15, 1999. The sign plan indicates the sign specifications and the permitted locations.

Site Description

Location

The 0.25-acre site is located at the southwest corner of Bridge and High streets, with approximately 200 feet of frontage on Bridge Street and 100 feet of frontage on South High Street. The applicant is located on the second floor tenant space on the northwest section of the building with windows facing onto Bridge Street and Mill Lane. Access to the tenant space is provided from a door on Mill Lane.

Surrounding Zoning and Uses

The site is zoned PUD, Planned Unit District as part of the Town Center I development text. Properties to the east and west are zoned CCC, Central Community Commercial. Property to the south is zoned CB, Central Business District. To the north is the Bridge and High PUD, currently under construction.

Plan Description

Overview

The proposal includes four new signs for a second floor tenant. The primary identification sign will be a projecting sign located on the west side of the building. A tenant panel sign will be added to the multi-tenant directory sign adjacent the door on Mill Lane. The New Avenue Architects logo is proposed to be added to the window of the entry door on Mill Lane as well as the second floor center window on the north elevation fronting onto Bridge Street, above the Starbucks' main entry.

Approved Sign Package Details (Board Order 99-112ARB)

With the exception of the window signs, this proposal meets the requirements of the approved sign package required by the development text and approved by the Architectural Review Board. Individual signs must receive final approval by the ARB. The approved sign package stipulates that second floor tenant spaces with both front and back windows, including tenant spaces with windows on three sides, are permitted a maximum of two signs (six square feet each) provided they are on separate building elevations. Signs are only to be placed in the designated areas of the sign plan, indicated in red on the sign plan. Under these requirements the applicant would be permitted a projecting sign or a window sign on the second floor window along Mill Lane. The multi-tenant directory sign is a separate, permissible sign.

Projecting Sign

The 24-inch by 36-inch projecting sign meets the six-square-foot maximum allowed by the approved sign package. The sign will be located on the western elevation, providing visibility from Mill Lane and Bridge Street, and is limited to a Code required maximum height of fifteen feet from grade. The sign will be Market Square Tavern Green with a gold leaf routed perimeter and gold leaf font. The bracket and hardware are black with matte finishes. All aspects of the proposed sign are consistent with the approved sign package.

Tenant Panel Sign

The approved sign package allows an 18-inch by 24-inch single faced directory sign with individual tenant panels, located on the western building elevation. The existing directory sign will be updated to include the New Avenue Architects tenant panel, at 13 inches by 3 inches with gold lettering and a green background.

Window Signs

Two window signs will have the New Avenue Architects name and logo. The first is proposed in the second floor, central window on the north elevation that fronts onto Bridge Street. The second sign is proposed on the glass portion of the entry door located on Mill Lane. The sign package permits second floor tenants to display logos in windows, however neither of the proposed window signs are in approved locations and will need to be eliminated to meet the approved sign plan.

Lighting & Landscaping

No lighting is proposed and landscaping is not required.

SECTION II - REVIEW STANDARDS

Architectural Review Board

The Board's role in this process is defined by Code Section 153.183, which requires the ARB to review the design of new signs to comply with Code Sections 153.182 (D) and (E), which state that natural materials and traditional colors of the era are to be used and approved by the ARB. Signs are to convey their message in a simple, direct manner and not advertise ancillary service or rates. Sign size, shape and location shall respond to the architectural proportion of the building and shall not be permitted to cover or otherwise hide or obscure existing windows, doorway openings or significant architectural features. Internal illumination of signs is prohibited.

Evaluation and Recommendation based on the *Town Center I Development Text*

The approved sign package for the Town Center I development text was based on the *Historic Dublin Design Guidelines* and input from the ARB. The development text and the *Guidelines* require the Board to approve, disapprove or approve with conditions all applications before them. In making these decisions, the Board shall consider this proposal as it complies with the following Guideline:

Signs (Guideline 15): Sign design should complement the Early American character of the District by using appropriate materials, colors, scale and design to maintain the pedestrian feel. Signs should effectively communicate the message of a particular business. Font styles and size should be easily readable. The maximum allowable square footage of a sign including the frame is six square feet.

Guideline is met through condition. The proposed projecting sign and tenant sign panel are pedestrian in scale and complement the historic character of the district. The signs meet the design and size recommendations of the *Guidelines* and approved text. Sign colors are a matte finish and meet the development text.

The two proposed window signs do not meet the approved sign package and will need to be removed from the proposal (Condition 1).

If approved by the Board, the applicant will be required to obtain a sign permit for all signs prior to installation (Condition 2).

SECTION III – PLANNING OPINION AND RECOMMENDATION

In Planning's opinion, this proposal meets the *Historic Dublin Design Guidelines* and the requirements of the development text and will be compatible with the existing character of the district. Planning recommends approval with two conditions:

- 1) The two proposed window signs be removed from the proposal; and
- 2) The applicant will be required to obtain a sign permit for all approved signs prior to installation.