

May 1, 2014

West Innovation District

Site Plan Approval

14-025WID – DP/SP

**Ohio University Heritage College of
Osteopathic Medicine-Signs**

6775 and 6785 Bobcat Way

This is a proposal for wall signs for existing buildings at this 14.85 acre college campus at the southwest corner of the intersection of Eiterman Road and Post Road. This is a request for review and approval of a Site Plan Approval application under the provisions of Zoning Code Section 153.042(D)(7).

Date of Application Acceptance

Friday, March 28, 2014

Date of ART Determination

Thursday, April 17, 2014

Date of PZC Review

Thursday, May 1, 2014

Case Manager

Claudia D. Husak, AICP, Planner II | (614) 410-4675 | chusak@dublin.oh.us



PART I: APPLICATION OVERVIEW

<i>Zoning District</i>	ID-1 Research Office District
<i>Review Type</i>	Site Plan Approval for wall sign sizes and number
<i>Development Proposal</i>	Wall Signs
<i>Administrative Departures</i>	None
<i>Property Address</i>	6775 and 6785 Bobcat Way
<i>Property Owner(s)</i>	Ohio University
<i>Applicants</i>	Teri Umbarger, AIA, LEED AP, BHDP Architects
<i>Case Manager</i>	Claudia D. Husak, AICP, Planner II (614) 410-4675 chusak@dublin.oh.us

Application Review Procedure: Development Plan Review

The purpose of the Site Plan Review is to provide an efficient and predictable review process for development projects within the West Innovation District. The Site Plan Review is necessary to ensure that applications for development meet the requirements of Chapter 153 of the Dublin Code. Following acceptance of a complete application for Site Plan Review, the Administrative Review Team shall review the Site Plan Review application for those requirements of the Innovation Districts that are not met and require approval by the Planning and Zoning Commission, based on §153.042(D)(2)(b)2. A determination by the Administrative Review Team is required not more than 56 days from the date the request was submitted.

Summary

The application is for approval of wall signs to identify the buildings to the general public, students and staff. The wall signs are a component of a larger, campus-wide sign system of building identification signs and directional signs that will help every user of the campus to find their way around the campus and to individual buildings. The sign system works with the architecture to present a sense of place for the campus. This application focuses on the eastern portion of the campus where students are expected to start attending classes in July of this year.

The application is for two existing buildings, now addressed as 6775 and 6785 Bobcat Way, in the West Innovation District southwest of the intersection of SR 161/Post Road and Eiterman Road. Previously, the ART approved architectural modifications to these two buildings and an addition to the anatomy lab on the 15 acre site. In addition to the architectural improvements, this approval included site modifications for the removal of a portion of the existing parking lot and the addition of landscape enhancements to create a campus green between the existing buildings.

The application requires two Site Plan Review actions by the Planning and Zoning Commission. First is a decision for approval of larger size areas for two wall signs, and approval of more than one wall sign for a single building.

Zoning Code Analysis

The Ohio University campus falls within the ID-1 Research Office zoning district. The proposed signs subject to this review include a wall sign facing north on the 6785 Bobcat Way building and two wall signs facing east on the 6775 Bobcat Way building. The height of the signs required review and approval

by the ART in accordance with §153.040(L)(1). School uses are permitted walls signs at a height of 15 feet, however, §153.040(L)(4) permits the ART to administratively approve higher signs, “based upon the specific architecture of buildings.” Three signs were approved under this provision by the ART.

6785 Bobcat Way: One wall sign for the north elevation of the building.
The wall sign was approved at a height of 42 feet.

6775 Bobcat Way: Two wall signs proposed for the east elevation.
Two wall signs were approved at 42 feet and 28 feet.

All other signs proposed as part of the University’s Master Sign Plan for the Heritage College of Osteopathic Medicine (HCOM) portion of the Ohio University campus are considered internal to the site and not for the purposes of identification from public rights-of-way or adjacent properties and therefore are not regulated by the Zoning Code (they are included in the application materials for reference only.) The Code does not include specific sign regulations for College campuses and Planning is working on Code revisions to address this need.

§153.040(L) – Site Development Requirements - Signs

Number of Wall Signs - §153.040(L)(2)

Code allows one wall sign per building. The proposal includes two wall signs along the same elevation of the building at 6775 Bobcat Way.

Wall Sign Area - §153.040(L)(1)

Code allows a maximum of 30 square feet for wall signs.

6775 Bobcat Way: Two wall signs proposed for the east elevation.

The higher sign is a duplicate of the proposed wall sign at 6785 Bobcat Way at 126 square feet, with the same copy. The second, lower wall sign will be 53 square feet. The copy will read *OhioHealth Medical Education Building 1*. Both signs will use white, non-illuminated channel letters.

6785 Bobcat Way: One wall sign for the north elevation of the building.

The size of the sign is proposed to be 126 square feet. The sign copy will read *OHIO UNIVERSITY College of Osteopathic Medicine* using two lines and white, non-illuminated channel letters.

PART II: ADMINISTRATIVE REVIEW TEAM COMMENTS

Planning

Planning recognizes the unique needs for identification as applicable to a college campus. Effective methods of wayfinding include a variety of sign types and the proposed wall signs are appropriately sized given the architecture and location of the existing buildings.

6775 Bobcat Way: This building is well set back from both the parking area related to the building, as well as from Eiterman Road. A larger sign area is appropriate to ensure some degree of visibility and identification. To some extent, the specific sign copy of the higher sign tends to dictate a larger sign area at 126 square feet to have sufficient letter size to make the sign legible from any significant distance. The second, 53 square foot sign similarly would have limited legibility if required to fall within the 30-square-foot limitation.

The two signs have different purposes; the higher sign has the general Heritage College campus identification name, the second is related directly to the building. As such, the higher sign would normally be a permitted sign (one sign permitted per building). The second sign, in this instance, is needed to identify the purpose of the building from the parking area, which, as noted under the height and size discussions, is needed given the building's location in relation to the primary parking area related to the building.

6785 Bobcat Way: This sign will be the only one visible from the principal navigation route to the campus from Post Road. As with 6775 Bobcat Way, the copy of the sign tends to dictate a greater sign area than the 30 square feet permitted by the Code.

Engineering

No comments regarding the proposed walls signs. The applicant should be aware of concerns regarding sight triangles and easements should ground signs be proposed in the future or as part of the western portion of the campus.

Building Standards, Parks and Open Space, Police, Fire, Economic Development

No comments.

PART III: APPLICABLE REVIEW STANDARDS

The Planning and Zoning Commission shall review this application based on the Innovation District requirements and the West Innovation District Plan. The full text of the Review Standards of Section 153.042(D)(8) are provided at the end of this Report.

Site Plan Reviews of Development Plan Application

In recognition of the need to balance unique uses with the desire to ensure the presence of high-quality and orderly development within the District a Site Plan application shall only be approved by the Planning and Zoning Commission, following a recommendation from the ART. Site plan approval of development applications reviewed by the ART shall apply only to those portions of the plan failing to meet the requirements of the District and if the following relevant criteria are met.

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| A. Site Design Characteristics | <i>Criteria Met</i> |
| B. Purpose and Spirit of this Chapter and Adopted Plans | <i>Criteria Met</i> |

PART IV: ADMINISTRATIVE REVIEW TEAM RECOMMENDATION

Recommendation to the Planning and Zoning Commission

Recommendation of Site Plan approval to the Planning and Zoning Commission for wall sign area and number:

- 1) 153.040(L)(1) – Sign Size – Waiving requirements to the size of wall sign of 30 square feet. The applicant is proposing three wall signs, each of which exceeds the sign size.
Specifically: Approval is recommended for 6785 Bobcat Way for a wall sign of 126 square feet and for 6775 Bobcat Way for wall signs of 126 and 53 square feet. Given the unique use of this site as a college campus and the height and location of these buildings coupled with the need to identify each building as a part of the campus to the users and the community as a whole.
- 2) 153.040(L)(2) – Sign Number – Allowing the applicant to install two wall signs along the same elevation for the building at 6775 Bobcat Way provides for increased wayfinding and allows for ease of identification from Eiterman Road and from the primary parking area associated with the building.

DEVELOPMENT PLAN STANDARDS OF APPROVAL – SITE PLAN

In addition to meeting all other requirements of the District, a development plan application shall only be approved by the ART or Planning and Zoning Commission, as applicable, if the requirements of the District and the following criteria are met:

- A. Site Design Characteristics.
 1. All elements of the site design shall be harmoniously and efficiently organized in relation to topography, the size and type of lot, the character of adjoining property, and the type and size of buildings.
 2. The site shall be developed so as not to impede the normal and orderly development or improvement of surrounding property for uses permitted by the District.
 3. All buildings or groups of buildings shall be arranged so as to permit emergency vehicle access by some practicable means to all vehicles.
 4. Every structure or dwelling unit shall be provided with adequate means of ingress and egress via public streets and walkways.
- B. Environmental Standards.
 1. The landscape shall be preserved in its natural state, insofar as practicable, by minimizing tree and soil removal, alteration to the natural drainage courses, and the amount of cutting, filling and grading. Natural features and the site topography shall be incorporated into the proposed site design to the maximum extent practicable.
 2. Landscaping buffers and/or greenbelts may be required beyond those otherwise required in the District to ensure that proposed uses will be adequately buffered from one another and from surrounding public and private property.
- C. Vehicular and pedestrian circulation.
 1. The expected volume of traffic to be generated by the proposed use shall not adversely affect existing roads and the circulation thereon.
 2. Driveways shall be located to minimize conflict with traffic operations on the adjoining road. The number of driveways shall be the minimum needed to provide reasonable access to the site.
 3. The arrangement of public or common ways for vehicular and pedestrian circulation shall respect the pattern of existing or planned streets and pedestrian or bicycle pathways in the area.
 4. Safe, convenient, uncongested and well-defined vehicular and pedestrian circulation within and to the site shall be provided. Drives, streets and other elements shall be designed to promote safe and efficient traffic operations within the site and at its access points.
- D. Public Services. The scale and design of the proposed development shall facilitate the adequate provision of services currently furnished by or that may be required of the city or other public agency including, but not limited to, fire and police protection, storm water management, sanitary sewage removal and treatment, recreational activities, traffic control, and administrative services.
- E. The general purposes and spirit of this chapter and the various provisions and components of the Community Plan, including the EAZ Plan.