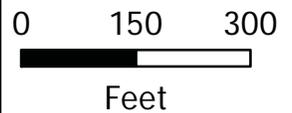


14-057MPR/MSP
 Minor Project Review/ Master Sign Plan Review
 BSC Commercial District - Shoppes at River Ridge -
 Coldwell Banker Sign
 4535 Dublin-Granville Road





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ADMINISTRATIVE REVIEW TEAM

RECORD OF DETERMINATION

JUNE 26, 2014

The Administrative Review Team made the following determinations at this meeting:

**3. BSC Commercial District – Shoppes at River Ridge – Coldwell Banker Sign
4535 West Dublin-Granville Road
14-057MPR/MSP Minor Project Review/Master Sign Plan**

Proposal: A request to construct a new 44-square-foot wall sign exceeding the height requirement and window signs for two new office tenants in the Shoppes at River Ridge shopping center on the south side of West Dublin-Granville Road at the intersection with Dale Drive.

Request: Review and approval of a Minor Project Review, and recommendation of approval to the Planning and Zoning Commission for a Bridge Street District Master Sign Plan in accordance with Zoning Code Section 153.065(H) and under the provisions of Code Section 153.066.

Applicant: Bruce Sommerfelt, Signcom Inc.
Planning Contact: Jennifer M. Rauch, AICP, Senior Planner
Contact Information: (614) 410-4690; jrauch@dublin.oh.us

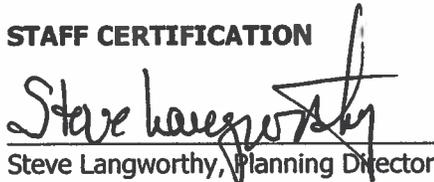
DETERMINATION #1: Recommendation of disapproval to the Planning and Zoning Commission for this request for a Master Sign Plan to permit a wall sign at a height of 23 feet, which exceeds the Code requirement of 15 feet.

DETERMINATION #2: Approval of this request for Minor Project Review with two conditions:

- 1) That the window sign for the Coldwell Banker tenant be reduced to meet the area requirements; and
- 2) That the wall sign be reduced to meet the area requirements, as calculated for the linear distance of the Coldwell Banker tenant space only.

RESULT: This application for Minor Project Review was approved, and the request for a Master Sign Plan was forwarded to the Planning and Zoning Commission with a recommendation of disapproval.

STAFF CERTIFICATION


Steve Langworthy, Planning Director

**2. Sprint Wireless Rooftop Co-Location
14-054ARTW**

**432 Metro Place South
Administrative**

Marie Downie said this is a request for Sprint to install three panel antennas, three remote radio heads and cable support on the roof of an office building approximately 500 feet west of the intersection of Metro Place South and Frantz Road. She said this is a request for review and approval of a wireless communications facility under the provisions of Chapter 99 of the Dublin Code of Ordinances.

Ms. Downie said approval with three conditions is recommended:

- 1) That the antenna panels and associated RRUs are painted beige to match the adjacent screen wall;
- 2) That the applicant select a fiber optic cable color that is designed to be as unobtrusive as possible; and
- 3) That any associated cables are trimmed to fit closely to the panels.

Gary Gunderman asked the applicant if she was agreeable to the three conditions. Ms. Edwards responded that she was agreeable.

Mr. Gunderman confirmed the ART's approval of this application with three conditions.

**3. BSC Commercial District – Shoppes at River Ridge – Coldwell Banker Sign
14-057MPR/MSP
4535 West Dublin-Granville Road
Minor Project Review/Master Sign Plan Review**

Jennifer Rauch said this is a request to construct a new 44-square-foot wall sign exceeding the height requirement for a new office tenant in the Shoppes at River Ridge shopping center on the south side of West Dublin-Granville Road at the intersection with Dale Drive. She said this is a request for review and approval of a Minor Project Review, and recommendation of disapproval to the Planning and Zoning Commission for a Bridge Street District Master Sign Plan in accordance with Zoning Code Section 153.065(H) and under the provisions of Code Section 153.066.

Ms. Rauch reported that the ART had reviewed this application on June 12, and the applicant had requested a time extension to evaluate their options. Ms. Rauch said there are two different tenants for the same address (Coldwell Banker and Quality Choice Title) and each tenant space is permitted two building-mounted signs. She said the proposal includes a total of three signs: one wall sign and one window sign for each of the two tenants on their glass entrance doors. She explained the 44-square-foot wall sign, which needs to be reduced to 38 square feet to meet the requirements for size, is comprised of internally illuminated channel letters and would be installed on the wall between the two tenant spaces. She pointed out that the proposed height exceeds the Code requirements. She stated that the window signs will be installed on the glass doors and are white vinyl.

Ms. Rauch stated that as part of the Master Sign Plan, the proposed wall sign, which is shown on the proposal in the center of the existing tower feature along the front façade facing Dale Drive, would be in the blank portion of the elevation above an existing window, where, in the applicant's opinion a wall sign would be best integrated into the existing architecture. She stated that Code permits a maximum height of 15 feet and the proposed sign is at 23 feet. She said that other possible solutions have been provided by Planning but the applicant has not accepted them. She indicated that the Planning and Zoning Commission has been consistent on their approvals for sign height and they have generally considered lower signs heights to be appropriate for this shopping center. She said the recommended determination on this Master Sign Plan is disapproval.

Ms. Rauch stated that Code permits window signs to not exceed 8 square feet or 2.3 square feet for each door and the proposed signs are 2.5 square feet. She said the recommended determination on the Minor Project Review is approval with two conditions as the applicant has agreed to modify the area of the door signs to meet Code:

- 1) That the window sign for the Coldwell Banker tenant be reduced to meet the area requirements;
and
- 2) That the wall sign be reduced to meet the area requirement, as calculated for the linear distance of the Coldwell Banker tenant space only.

Steve Langworthy asked the applicant if they have explored all the options that have either been suggested, or other alternatives, that would meet the Code requirements.

Chad Morgan, Coldwell Banker, replied that they had evaluated numerous alternatives, but none of them were determined to be successful. He presented several options on PowerPoint slides. Mr. Morgan said the first option was to remove the red steel awning attached to the front of the building and place the sign right below the middle window on the turret. He said this option was not feasible due to how the steel is structurally attached to the building, and would require extensive structural work. He stated that reworking the steel would also pose a large problem due to how this interior space will be used.

Mr. Morgan said the second option explored was to add awnings underneath the red steel beams and on both wings of the tenant space. He stated that this would not allow them to backlight the signs; therefore, the signs would have no presence at night. He said that adding awnings would be lower than the awning that would be placed over the windows/doors on the wings of the space, throwing off the natural line above the tenant space.

Mr. Morgan said the third option was to install backlit signs over both entry doors on each wing, which would shrink down the signs significantly, limiting their visibility just to meet the Code requirement for height. He said he also believed that two signs would look redundant.

Mr. Langworthy suggested putting the main wall sign on one of the wings like the size of 38 square feet sign on the left wing and something else on the right wing.

Bruce Sommerfelt, Signcom, Inc. confirmed they will be subleasing an office but Coldwell Banker will mainly occupy the space. Mr. Langworthy said it would be to their advantage to be two tenants, which would allow them four signs instead of two.

Mr. Sommerfelt stated that visibility on the wings would be seriously blocked by the trees within the median along Dale Drive. Mr. Morgan said the sign would not be visible from SR161. He cited Brueggel's Bagels sign as the only visible sign in the shopping center.

Mr. Langworthy said that other signs in the center are not very visible from SR 161 either, such as the Montgomery Inn sign, and noted that unlike some of the other tenants in the shopping center, customers for Coldwell Banker are likely to have an appointment for this type of business. He said they are not likely to receive business from people driving by and impulsively stopping in just because they see the sign.

Colleen Gilger agreed that customers are typically seeking out Coldwell Banker, rather than dropping in.

Mr. Langworthy asked how Mr. Morgan would instruct his customers to locate the business.

Mr. Morgan replied that he would direct customers to the Shoppes at River Ridge shopping center first.

Mr. Langworthy pointed out that people could find the Shoppes at River Ridge easily enough, with the sign by the road. He asked if Mr. Morgan agreed that the customer would then turn onto Dale Drive, and Coldwell Banker would become visible as they enter the shopping center. He asked why Mr. Morgan believed the signs would not be visible. Mr. Morgan said the tree line would block the sign's visibility.

Mr. Morgan pointed out that the architecture would look awkward without a sign on the front of the turret where it looks like a sign was intended. He said he understood the intent of the Code requirement, but he believed in this case, it would be a detriment to the building's architecture.

Mr. Langworthy said his objective was to prepare the applicant for the discussion he would likely have with the Planning and Zoning Commission. He said the applicant would need to have a good argument and make a strong case for the Master Sign Plan, including thinking through the alternatives.

Ray Harpham said he was aware of the scope of the remodel on the interior of the tenant space. He said the color red of the steel beam on the outside of the turret is not a given, and it could be painted blue to match their logo as an alternative that would draw more attention to their sign. He thought that it might be easier to gain approval for the change in color than the increased height.

Mr. Langworthy suggested that the ART make its recommendations in two parts, for the Master Sign Plan and the Minor Project Review.

Ms. Rauch summarized the recommendation of **disapproval** to the Planning and Zoning Commission for this request for a Master Sign Plan to permit a wall sign at a height of 23 feet, which exceeds the Code requirement.

Mr. Langworthy confirmed that the ART members had no further comments on the Master Sign Plan. He stated this application will be forwarded to the Planning and Zoning Commission for their meeting on July 17, 2014 with a recommendation of disapproval.

Ms. Rauch said that **approval with two conditions** is recommended for the Minor Project Review:

- 1) That the window sign for the Coldwell Banker tenant be reduced to meet the area requirements; and
- 2) That the wall sign be reduced to meet the area requirements, as calculated for the linear distance of the Coldwell Banker tenant space only.

Mr. Langworthy confirmed the ART's approval of this request for Minor Project Review with two conditions.

4. BSC Commercial District – Shoppes at River Ridge – Harbor Yoga Studio
4325 W. Dublin-Granville Road
14-058MPR/MSP Minor Project Review/Master Sign Plan Review

Marie Downie said this is a request to construct a new 20-square-foot wall sign for a new tenant in the Shoppes at River Ridge shopping center on the south side of West Dublin-Granville Road at the intersection with Dale Drive. She said this is a request for review and approval of a Minor Project Review in accordance with Zoning Code Sections 153.065(H) and 153.066(G).

Ms. Downie said the proposed sign meets the requirements for sign size, location, height, and color. She explained the sign will be 14 feet, 6 inches tall, cover an area of 19.83 square feet centered on the storefront, and the three colors include the logo.

INTRODUCTION

3. **BSC Commercial District – Shoppes at River Ridge – Coldwell Banker Sign** **4535 West Dublin-Granville Road** **14-057MPR/MSP Minor Project Review/Master Sign Plan Review**

Jennifer Rauch said this is a request to construct a new 44-square-foot wall sign exceeding the height requirement for a new office tenant in the Shoppes at River Ridge shopping center on the south side of West Dublin-Granville Road at the intersection with Dale Drive. She said this is a request for review and approval of a Minor Project Review, and recommendation of approval to the Planning and Zoning Commission for a Bridge Street District Master Sign Plan in accordance with Zoning Code Section 153.065(H) and under the provisions of Code Section 153.066.

Ms. Rauch said there are two different tenant spaces that need signs, both associated with Coldwell Banker. She indicated the wall sign proposed over the main entrance does not meet the 15-foot height requirement for signs on Existing Structures in the Bridge Street District. She said vinyl graphics are proposed for the entrance doors on both the left and right sides of the main entrance doors. She said the graphics will be applied directly to the glass surface. She presented an illustration of the proposed window signs.

Ms. Rauch said a Master Sign Plan is required to address the height of the proposed wall sign. She said the main entrance sign meets the overall size for a permitted sign, but the sign as proposed exceeds the 15-foot maximum height permitted. She explained the sign is proposed at 23 feet in height because of the architectural design of the elevation. She presented a photo of the elevation and pointed out the window, with a blank space above the front window facing Dale Drive. She indicated that based on previous discussions with the Planning and Zoning Commission on signs in this shopping center, they have consistently stated signs must meet the height requirement, regardless of the building's architecture.

Fred Hahn asked about the canopy and asked if the sign could be installed under the canopy. Ms. Rauch said she had discussed several different alternatives with the applicant.

Joanne Shelly, Urban Designer and Landscape Architect remarked there is too much architectural detail behind the canopy that would make the lettering difficult to read.

Bruce Sommerfelt, Signcom, Inc. explained the sign is scaled to fit the empty space on the tower very well, which also has the best visibility. He said the applicant is fully aware of the issues and they have evaluated many alternatives to meet the Code but nothing has been workable. He indicated the two lateral wings are covered by foliage, which makes most of the alternatives that meet the height requirement difficult to see.

Chad Morgan, Coldwell Banker, said that Coldwell Banker King Thompson selected this specific tenant space because of its architectural character and prominence.

Mr. Sommerfelt said this may be an ongoing problem with other tenant spaces in the shopping center.

Claudia Husak pointed out that there have been problems with signs conflicting with architecture in this shopping center from the beginning.

Barb Cox asked if the window could be removed and replaced with the sign. Mr. Morgan said the window is 14 feet, 9 inches from grade, which would still not allow the sign to meet the height requirement.

Mr. Sommerfelt said he believed the proposed sign met the intent of the Code as the sign fits well within the architectural character of the building, because it is a natural place for a sign.

Ms. Husak recommended that all options be explored first.

Ms. Shelly suggested that the applicant prepare to demonstrate why all of the other options do not work to support their request.

Mr. Morgan referred to the Wendy's wall sign that exceeds the height limitation. Steve Langworthy stated that Wendy's obtained a variance for the height, among other aspects of their sign package.

Mr. Morgan said he would like to ask the Planning and Zoning Commission for permission to install the sign at a greater height than permitted by Code. Ms. Rauch said it would be within the Commission's authority to review and approve this request.

Ms. Husak said a sign integrated on the canopy may be a more viable option for the Commission to approve.

Mr. Morgan explained "Coldwell Banker" is the national brand and "King Thompson" is the local brand, and the two components need to stay together and the location on the canopy does not fit.

Mr. Langworthy said the applicant needs to work on their materials to demonstrate no other viable options exist. He said the ART would review this application further next week. Ms. Rauch encouraged the applicant to look holistically at a Master Sign Plan for the entire shopping center.

Mr. Langworthy confirmed that there were no further items for discussion, and noted that a recommendation to the Planning and Zoning Commission for this application is planned for next week's ART meeting.

ADMINISTRATIVE

Mr. Langworthy asked if there were any administrative issues or other items for discussion.

Rachel Ray reported that the Red Roof Inn had requested a Time Extension, but they were ready to return to the ART for a determination. She explained that she had shared the ART's concerns with the proposed sign design with the applicant, and noted that the ART may elect to forward the request for Minor Project Review for the sign to the Planning and Zoning Commission for a final determination. She said a recommendation on the case was scheduled for next week's ART meeting.

Mr. Langworthy asked if there were any other issues or comments. [There were none.] The meeting was adjourned at 3:28 pm.