

# Master Sign Plan

## 14-057MRP/MSP – BSC Commercial District

### Shoppes at River Ridge – Coldwell Banker King Thompson – 4535 West Dublin- Granville Road

This is a request to install a new wall sign exceeding the height requirement 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. This is a review and recommendation 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.

#### **Date of ART Recommendation**

Thursday, June 26, 2014

#### **Date of Planning and Zoning Commission Determination**

Thursday, July 17, 2014

#### **Case Managers**

Jennifer M. Rauch, AICP, Senior Planner | (614) 410-4690 | jrauch@dublin.oh.us

## **PART I: APPLICATION OVERVIEW**

<i>Zoning District</i>	BSC Commercial District
<i>Review Type</i>	Master Sign Plan
<i>Development Proposal</i>	Wall sign height
<i>Property Address</i>	4535 West Dublin-Granville Road
<i>Applicant</i>	Chad Morgan, Coldwell Banker; represented by Bruce Sommerfelt, Signcom Inc.
<i>Case Manager</i>	Jennifer Rauch, AICP, Senior Planner   (614) 410-4690   jrauch@dublin.oh.us

### **Application Contents**

The applicant is proposing to occupy two tenant spaces for two separate uses within the Shoppes at River Ridge development. Code permits each tenant space two signs of a different type. A Minor Project was approved with conditions to permit one window sign for the west tenant space (Quality Choice Title) and one wall sign and one window sign for the east tenant (Coldwell Banker King Thompson). The wall sign at 23 feet exceeds the permitted height requirement of 15 feet.

## **PART II: ADMINISTRATIVE REVIEW TEAM COMMENTS**

### **Planning & Building Standards**

The proposed wall sign is located in the center of the existing tower feature along the front façade of the building. The sign is located in a blank portion of the elevation above an existing window, where a wall sign could be integrated into the existing architecture. Code permits the maximum sign height at 15 feet. Although the proposed sign is architecturally integrated, the proposed height at 23 feet exceeds the Code. Other solutions meeting Code requirements have been suggested by Planning but these have not been accepted by the applicant. Approval of a Master Sign Plan by the Planning and Zoning Commission is required for the increased sign height.

### **Engineering, Parks and Open Space, Fire, Police, Economic Development**

No comments.

## **PART III: APPLICABLE REVIEW STANDARDS**

### **Application Review Procedure: Master Sign Plan**

The purpose of the Master Sign Plan is to provide an opportunity for an applicant to request approval of sign and graphic standards that depart from Code Section 153.065(H) provided the intent and purpose of these standards for the applicable BSC district are maintained. Following acceptance of a complete application for a Master Sign Plan, the Administrative Review Team shall make a recommendation to the Planning and Zoning Commission to approve, deny, or approve with conditions the application.

A determination by the Administrative Review Team is required not more than 14 days from the date the request was submitted. The Planning and Zoning Commission shall make a decision on the application not more than 28 days from the date of the Administrative Review Team's recommendation.

## **Applicable Review Criteria**

### **Master Sign Plan**

The Planning and Zoning Commission may approve a Master Sign Plan to permit signs that depart from the requirements of Section 153.065(H) provided the Commission makes a determination regarding "the appropriateness of the signs and their placement given the architecture of buildings..." This Master Sign Plan request would permit a sign to exceed the 15 foot height requirement.

The Commission has generally considered Code required sign heights to be appropriate for this shopping center. Although the Bridge Street District regulations permit a Master Sign Plan approval for higher signs, there are viable alternatives that are still architecturally appropriate to the building that would meet Code. These measures should be pursued more aggressively by the applicant to ensure consistency of sign heights throughout the Shoppes at River Ridge.

## **PART IV: ADMINISTRATIVE REVIEW TEAM RECOMMENDATION**

### **Master Sign Plan**

Recommendation of disapproval for a Master Sign Plan that would permit a wall sign height that exceeds Code requirements.