

Master Sign Plan

15-043MSP – BSD Residential District

Tuller Flats Apartments

4313 Tuller Road

This is a request for a Master Sign Plan for a multiple-family residential development consisting of 29 three-story apartment buildings, and a community clubhouse, located on public streets east of the John Shields Parkway - Tuller Ridge intersection. The proposal is for the installation of one wall sign and three projecting signs. The wall sign is mounted on the façade of the Club House and meets Code requirements. The projecting signs exceed the maximum allowable height and size. This is a review and recommendation for approval to the Planning and Zoning Commission in accordance with Zoning Code Section 153.065(H) and under the provisions of Code Section 153.066(L).

Date of ART Recommendation

Thursday, 28th of May 2015

Date of Planning and Zoning Commission Determination

Thursday, 18th of June 2015

Case Managers

Joanne L. Shelly, RLA, AICP, LEED BD+C | Urban Designer / Landscape architect
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PART I: APPLICATION OVERVIEW

<i>Zoning District</i>	BSC Residential District
<i>Review Type</i>	Master Sign Plan
<i>Development Proposal</i>	projecting signs and wall signs
<i>Property Address</i>	4313 Tuller Road
<i>Applicant</i>	Kolby Turnock, Casto Tuller LLC
<i>Case Manager</i>	Joanne L. Shelly, RLA, AICP, LEED BD+C Urban Designer Landscape architect (614) 410-4677 jshelly@dublin.oh.us

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.

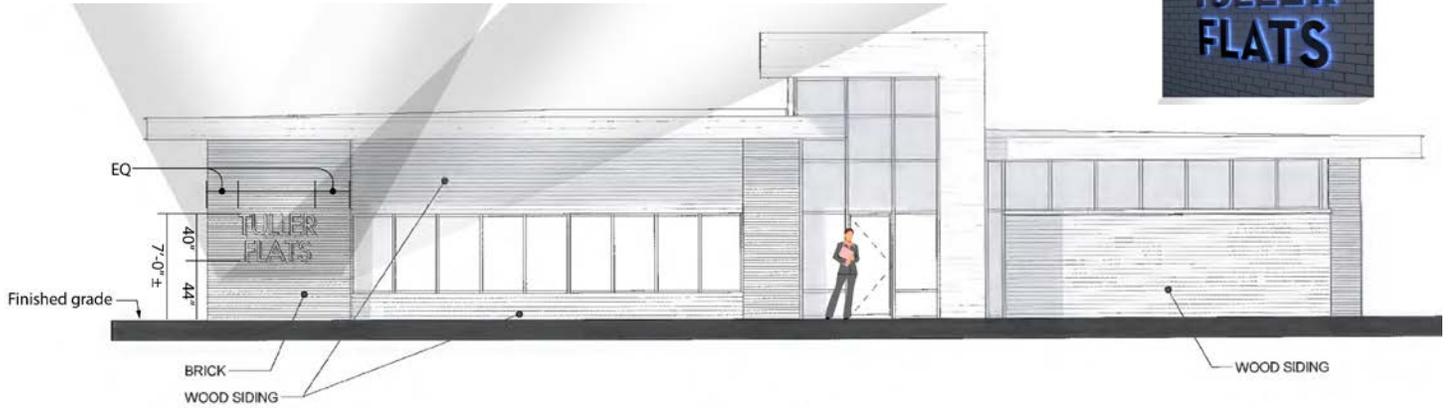
Additionally Section 153.065 (H)(2)(e) permits the Planning and Zoning Commission to approve a Master Sign Plan to permit signs that depart from the requirements of Section 153.065(H) provided the Commission makes a determination regarding "the appropriateness of the signs and their placement given the architecture of buildings..." A Master Sign Plan approval is required for this application to permit three signs that exceed the height and size requirement. The proposed projecting signs are architecturally integrated into this building design, but exceed the permitted height & size requirements of the Code.

Application Contents

The applicant is proposing one wall-mounted sign at the clubhouse and 3 projecting signs at locations intended to assist with wayfinding to the leasing office.



A 21.39 sq. ft. wall-mounted sign on the clubhouse façade meets all Code requirements and provides architectural interest and balance to the building. The sign is comprised of individual custom fabricated stainless steel letters attached to the building wall with stainless steel studs. The individual letters have internal blue LED lights providing a halo illumination at night with a remote internal power supply.



Three projecting signs are proposed at 22.5 ft. in height and 56.25 sq. ft. each. These signs exceed the Code allowances for height and size. The signs are proposed at the intersections of Tuller Ridge Road & John Shields Parkway; Tuller Road & Deardorff Drive; and John Shields Parkway & Deardorff Drive.

The applicant has supplied a statement describing the purpose of these blade sign as wayfinding to the Club House for tenants and potential lessors. The applicant anticipates the majority of their tenants will find their community

online and have chosen a minimal approach in keeping with the concept that these residences are a part of the larger fabric of the Bridge Street District. These signs will be anchored to the corners of the apartment buildings with custom fabricated stainless steel letters attached to an aluminum sign structure. Individual letters have internal blue LED lights providing halo illumination at night and a remote internal power supply.

PART II: ADMINISTRATIVE REVIEW TEAM COMMENTS

Planning & Building Standards

§153.065(H) – Signs

Proposed Wall Sign – Tuller Flats (Clubhouse)			
Permitted		Proposed	Requirement
<i>Number/Type</i>	1 wall sign facing a public street	1 wall sign	Met
<i>Size</i>	½ sq. ft. per lineal foot of storefront width, up to 50 sq. ft. (front façade is 87 linear ft.; 38 sq. ft. is permitted)	21.39 sq. ft.	Met
<i>Location</i>	On the portion of the wall associated with tenant space or storefront	Located on the front facade	Met
<i>Colors</i>	3 colors	2 colors; stainless letters, blue halo	Met
<i>Height</i>	Located within the first story per permitted building type (18 feet)	centered on the wall of the one story building	Met
Proposed Projecting Sign – Tuller Flats (wayfinding)			
Permitted		Proposed	Requirement
<i>Number/Type</i>	1 per building or parcel, per street frontage, not to exceed 2.	3 projecting signs	Not Met
<i>Size</i>	Maximum 16 sq. ft.	56.25 sq. ft. each	Not Met
<i>Location</i>	For multiple tenant buildings, within 6 ft. of the principal entrance as measured horizontally along the building façade.	Projecting at a 45 degree angle from one corner of each building	Not Met
	Sign shall not extend more than 6 ft. from the face of the structure and maintain 8 ft. of clearance above the sidewalk.		Met
<i>Height</i>	Located within the first story as appropriate to each building type and shall not extend above the roof line.	Located between the base of the cornice and the base of the second story	Not Met
	The lowest portion shall be at least 8 ft. above the sidewalk.		Met

The proposed wall sign will be centered on a 145 sq. ft. light coloured masonry wall on the western most portion of the main façade of the clubhouse. This location is appropriate to the facility and services and provides a complementary balance to the façade. A wall sign has an allowable area of 43.5 sq. ft. and this sign is 21.39 sq. ft.

The projecting signs would be anchored on the corners of the apartment buildings at locations which would facilitate wayfinding to the Clubhouse which also serves for tenant leasing. Code stipulates that the sign be located within the first story of the building, and that the sign allow for 8 feet of clearance above the sidewalk. The proposed signs do not meet the requirements for location in the first story, however, they are architecturally integrated with the apartment building. The proposed height at 32.5 feet to the top of the sign exceeds the Code allowance for height, but with a clearance of 10 feet the sign does meet the Code requirements for 8 foot clearance above the sidewalk grade; it does not extend above the roofline and it does not encroach into the right-of-way. The Code allows a sign to extend up to 6 feet from the face of a structure and these sign extend only 2.5 feet beyond their bracket which is flush mounted to the structure.

The applicant has provided the information regarding the materials and location of street address numbers to assure the reviewing bodies that all signs within the development will have a consistent quality of design. The street address numbers for each individual building will be a brushed aluminum vinyl, centered on the transom glass above the door.

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

No comments.

PART III: APPLICABLE REVIEW STANDARDS

The Administrative Review Team has reviewed this application based on the applicable review criteria related to this proposal for Minor Projects, which include the following:

(c) Meets Applicable Zoning Regulations

Criterion Met: The proposed signs meet the Code's stated purpose for a Master Sign plan which is to allow for a greater degree of flexibility and creativity in sign design and display.

(j) Consistency with Bridge Street Corridor Vision Report, Community Plan, and other Policy Documents

Criterion Met. The proposed signs enhance the vibrancy to the proposed neighborhood.

PART IV: ADMINISTRATIVE REVIEW TEAM RECOMMENDATIONS

Master Sign Plan

The Administrative Review Team has conducted its analysis of the project based on the information submitted. The ART has also reviewed the proposal for consistency with the development agreement executed between the developer and City Council.

The Administrative Review Team recommends approval to the Planning and Zoning Commission for a Master Sign Plan allowing for one wall sign (meeting all Code requirements) and three projecting signs that each exceed the height and area permitted by Code.