



August 6, 2015

Master Sign Plan

15-059 DP/SP – Home2 Hotel

BSD Commercial District

This is a request for a Master Sign Plan for a new four-story hotel with 129 suites on a 2.57-acre site on the west side of Frantz Road between West Bridge Street and Upper Metro Place.

This is a review and recommendation for approval to the Planning and Zoning Commission in accordance with Zoning Code Sections 153.065(H) and 153.066(L).

Date of Application Acceptance

Wednesday, June 22, 2015

Date of ART Recommendation to the Planning and Zoning Commission

Thursday, July 30, 2015

Date of Planning and Zoning Commission Decision

Thursday, August 06, 2015

Case Manager

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Part I: Application Overview

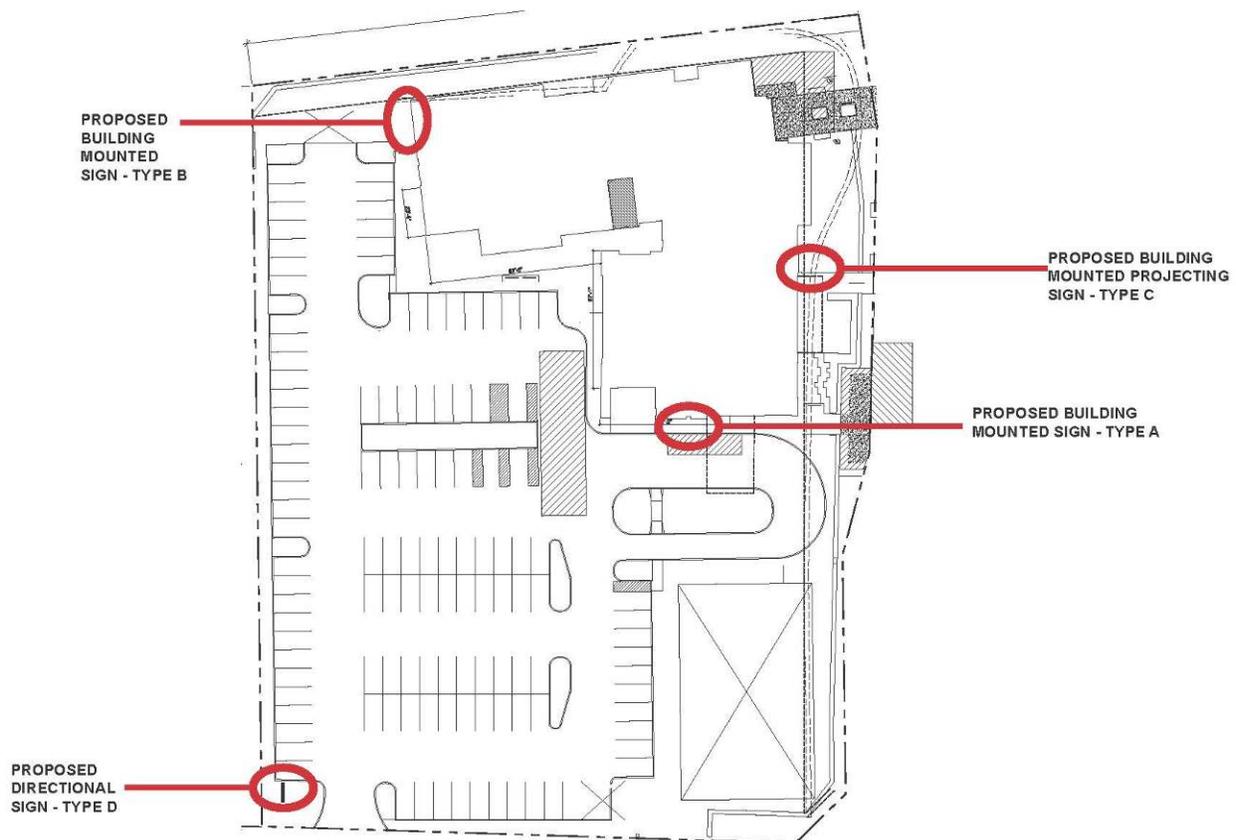
Application Review Procedure: Master Sign Plan

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 two signs with different location, one sign with additional color, and one ground/ directional with the business name. Otherwise, all signs are permitted by the Code; no additional signs are requested beyond those permitted by Code.

Application Contents

The applicant is proposing two wall-mounted signs on the south and west facades, one projecting sign on the east façade, and one ground sign at the access point on Upper Metro Place.



Two wall signs are proposed on the south and west facades. Both proposed wall signs will have channel letters with acrylic vinyl faces with internal LED illumination.

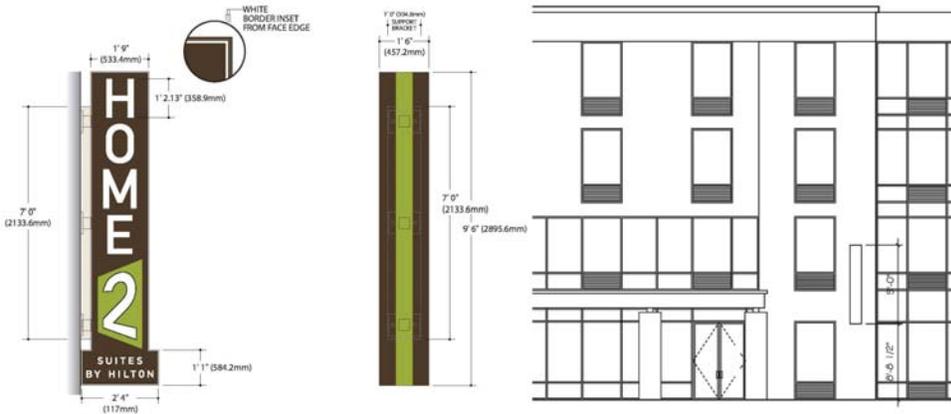
Sign Type A is proposed at a height of 8 feet and 25.68 square feet area. Type A will face the parking lot and future office building.



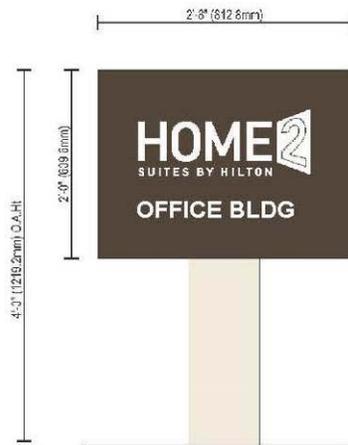
Sign Type B is proposed at a height of 35 feet and an area of 96 square feet and will face the I-270 interchange.



The projecting sign, Type C (below), is located on the east façade, facing Frantz Road. The sign has an area of 16 square feet and is proposed at a height of 8 feet 8 inches. The location of the sign is within the first and second stories near the main entrance off Frantz Road. The sign is an internally illuminated, double-faced aluminum cabinet with translucent vinyl lettering. The colors will match the other proposed signs.



The directional sign, Type D, will be located at the main access point off Upper Metro Place. The proposed sign has an area of 5.33 square feet and will be 4 feet high. The sign is a double-faced, directional sign with white lettering. The cabinet will be anodized aluminum and the colors will match brand standards.



PART II: ADMINISTRATIVE REVIEW TEAM COMMENTS

Planning and Building Standards

The proposed wall sign (Type A) will be located on the main entrance façade, facing the parking lot and future office building. It is the sign for the travelers along Frantz Road. The proposed height of the sign is 8 feet where Code requires it be located within the first story as appropriate based on building type, at 16 feet. The sign has an allowable area of 35 square feet and this sign is 25.68 square feet.

The proposed wall sign (Type B) will be located on the west side façade, facing toward (not fronting on) I-270 interchange for the travelers along SR 161. The proposed height of the sign is 35 feet and proposed area is 96 square feet.

Code permits the “Building Identification Sign” for the buildings with interstate frontage. If Type B is considered as a “Building identification Sign”; the proposal meets the size requirement. The building identifications signs are required to have only one color. The proposed sign is within the size requirement but has one additional color.

The projecting sign (Type C) will be located on the east façade near the entrance facing Frantz Road. At 16 square feet the proposed sign meets the Code requirement. The sign is approximately 8 feet 8 inches high, providing the required clearance between the ground and lowest portion of the sign. The location places the sign in between the first and second story. Code requires the sign be located within the first story as appropriate to the building type and not to extend beyond the roof line. The proposed location is architecturally appropriate and meets all other applicable regulations.

The proposed sign (Type D) is considered a ground sign and meets all requirements. However, ART is not convinced of the purpose of this ground sign and conditioned its recommendation to require the proposed sign to meet the directional sign requirements of the Zoning Code Section §153.157(L).

The Master Sign Plan is intended to promote the creativity of the sign design. The current proposal meets this intent by integrating the signs into the architecture and pocket plazas. There will be additional signs permitted for the future office building and approved separately.

§153.065(H) – Signs

Proposed Wall Sign – Type A			
Permitted		Proposed	Requirement
<i>Number/ Type</i>	1 wall sign facing a public street	1 wall sign	Met with Master Sign Plan
<i>Size</i>	½ sq. ft. per linear foot of storefront width, up to 50 sq. ft. (front façade is 70 linear ft.; 35 sq. ft. is permitted)	25.68 sq. ft.	Met
<i>Location</i>	On the portion of the wall associated with tenant space or storefront	Located on same façade as main entrance	Met
<i>Colors</i>	3 colors	2 colors; white translucent face, green	Met
<i>Height</i>	Located within the first story per permitted building type (16 feet)	8 ft.	Met

Proposed Identification Sign – Type B (Interstate Regulations)			
Permitted		Proposed	Requirement
<i>Number/Type</i>	1 wall sign per building or street frontage, not to exceed 2	1 wall sign	Met
<i>Size</i>	100 sq. ft. per story with maximum of 300 sq. ft. if set back more than 50 feet from interstate. 100 sq. ft. if set back less than 50 feet from interstate.	96 sq. ft.	Met
<i>Location</i>	On the portion of the wall associated with interstate frontage	Located on the side façade facing I-270	Met with Master Sign Plan
<i>Colors</i>	1 color	2 colors; white translucent face, green background	Met with Master Sign Plan
<i>Height</i>	Shall not extend above the roofline (46.5 ft.)	35 ft.	Met
Proposed Projecting Sign – Type C			
Permitted		Proposed	Requirement
<i>Number/Type</i>	1 per building or parcel, per street frontage, not to exceed 2.	1 projecting sign	Met
<i>Size</i>	Maximum 16 sq. ft.	16 sq. ft.	Met
<i>Location</i>	For multiple tenant buildings, within 6 ft. of the principal entrance as measured horizontally along the building façade.	Projecting 2 ft. 4 in. from structure at a height of 8 ft. 8 ½ in.	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	Met
	The lowest portion shall be at least 8 ft. above the sidewalk.		Met
Proposed Ground Sign- Type D			
Permitted		Proposed	Requirement
<i>Number/Type</i>	1 per building or parcel, per street frontage, not to exceed 2.	1 ground sign	Met
<i>Size</i>	Maximum 24 sq. ft.	5.33 sq. ft.	Met

<i>Location</i>	8 ft. from the minimum required building zone, setback, or street right-of-way. Signs shall be located on different street frontages.	Located at access point on Upper Metro Place.	Met
<i>Colors</i>	3 colors	2 colors; white translucent face, green and black background	Met
<i>Height</i>	Maximum 8 ft.	4 ft.	Met

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

No comments.

PART III: ADMINISTRATIVE REVIEW TEAM RECOMMENDATIONS

Approval is recommended to the Planning and Zoning Commission for the Master Sign Plan to permit two wall signs with different location, one sign with additional color, and one ground/directional sign with two conditions.

- 1) That sign type D (directional sign) is modified to meet the requirements Zoning Code Section §153.157(L) for private traffic and on-site directional signs (not more than 4 square feet, with no advertising including logos, and three feet high); and
- 2) That the technical details and additional information (height to the top of the signs, sign areas, secondary image calculations, and setback information, etc.) are provided prior to sign permitting.