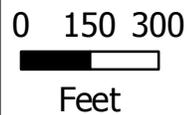


15-090MSP
 Master Sign Plan
 Big Sandy Superstore
 6825 Dublin Center Drive





ADMINISTRATIVE REVIEW TEAM

MEETING MINUTES

OCTOBER 29, 2015

ART Members and Designees: Vince Papsidero, Planning Director; Alan Perkins, Fire Marshal; Jeff Tyler, Building Standards Director; Donna Goss, Director of Development; Rachel Ray, Economic Development Administrator; and Aaron Stanford, Senior Civil Engineer.

Other Staff: Marie Downie, Planner I; Jennifer Rauch, Senior Planner; Joanne Shelly, Urban Designer/Landscape Architect; Claudia Husak, Planner II; Katie Dodaro, Planning Assistant; and Laurie Wright, Staff Assistant.

Applicants: Laura Timberlake, Big Sandy Superstores; and Logan Dilts, DaNite Sign Company (Case 1); James Peltier, EMH&T (Case 2); Jack and Eula Price, Dublin Barbershop (Case 3); Matt Starr, Crawford Hoying Development Partners (Cases 4 & 5); Russ Hunter, Crawford Hoying Development Partners (Cases 4, 5 & 6) and Michael Burmeister and Gary Sebach, OHM Advisors (Case 6).

Vince Papsidero called the meeting to order at 2:04 pm. He asked if there were any amendments to the October 22, 2015, meeting minutes. The minutes were accepted into the record as presented.

DETERMINATIONS

1. **BSD SCN – Big Sandy Superstore – Signs** **6825 Dublin Center Drive**
15-090MSP **Master Sign Plan**

Joanne Shelly said this is a request for the installation of one primary and two secondary entrance signs to be coordinated with proposed façade and site renovations. She said this is a request for review and recommendation of approval to the Planning and Zoning Commission for a Master Sign Plan under the provisions of Zoning Code Section 153.066.

Ms. Shelly presented the site and briefly touched on the site improvements already approved. She reported that the applicant has met with a local artist to design and fabricate benches to flank the main entry and for bollards to define all three entries adding visual interest to the sidewalk.

Laura Timberlake, Big Sandy Superstore, said the applicant met with the artist today to add lighting to the bollards.

Ms. Shelly indicated the applicant has demonstrated a willingness to meet the requirements of the BSD Code even in areas where the Code is not applicable, specifically with regards to façade improvements and walkability (open space and public art). She said the artistic elements are a good addition to the future streetscape as envisioned by the City for this area of the BSD.

Ms. Shelly presented the proposed sign locations and the previous sign options, all of which are on the front facade. She explained that the original proposal was for a primary sign on a metal frame and the two secondary signs on metal frames with the letters on the curved arc. She described the signs with individual internally illuminated channel letters with white faces and red trim on a charcoal gray painted back plate. She said the second proposal included brushed aluminum boxes with routed letters that were back-lit with additional brushed aluminum cut-out sculptures to be hung 12 feet behind the glass window in the atrium space. She also presented the corporate standard sign size for comparison to the current

submission of trademark, text, and fonts with metal-cut furniture pieces to be pinned to the wall behind the glass.

Ms. Shelly restated the proposal includes: one wall sign over the main entrance in the middle of the building and two secondary wall signs for the entries on either side of the main entry. She said Code permits one wall sign per street frontage or one sign facing an off-street parking area, therefore, a Master Sign Plan is required. She illustrated the detail:

Size Permitted

50 square feet - maximum ($\frac{1}{2}$ -square-foot per lineal foot of storefront width)

Size Proposed

- Primary sign
472 square feet on 160 linear feet
- Secondary sign (left)
148 square feet on 140 linear feet
- Secondary sign (right)
135 square feet on 124 linear feet

Ms. Shelly said this is a single tenant building in the BSD Sawmill Neighborhood Center and BSD Code for a Large Format Commercial Building type requires 1 entry per 75 lineal feet and 1 sign per entry.

Ms. Shelly demonstrated the scale for a 50-square-foot wall sign on a building of this size and compared it to the proposed primary entrance sign at 472 square feet. She also demonstrated the scale for a 50-square-foot wall sign for each of the secondary entrances as opposed to the proposed 148-square-foot sign (west) and 135-square-foot sign (east).

Ms. Shelly said Code permits signs at a maximum height of 15 feet. She said the two secondary entrance signs meet this requirement, but a height of 20 feet is requested for the primary entrance sign.

Ms. Shelly said Code permits three colors, which the applicant is proposing in white, red, and blue. She said the portions of the sign to receive the halo treatment will be placed on a gray back plate, which can be considered a neutral color because the Code does not regulate the back plate color.

Ms. Shelly said Code permits a maximum depth of 14 inches from the face of the structure to which it is attached. She explained the "Big Sandy" text of the primary entrance sign will be mounted to the atrium structure with 0" depth. She said the text "Superstore" will project a maximum of four feet, six inches to be curved around the front of the canopy. Similarly, she said the secondary entrance signs are attached to a canopy that will arc at a maximum of four feet, six inches. She indicated this achieves more of the three-dimensional aspect desired. She said channel letters will be used on all of the signs that will be internally illuminated (LED). She noted "Big Sandy" is red; "Superstore" will be open channel with a double blue LED rope; the moon shape is white to be lit with a back-lit halo; "Sleep Solutions" is white with white; the "ampersand" is white to be lit with a back-lit halo; and "HDTVs Appliances" is white. She concluded her description by presenting the installation detail for each of the signs. In summary, she compared the BSD Code requirements to the latest proposal, highlighting the items that deviate from the Code.

Ms. Shelly reported the Administrative Review Team reviews Master Sign Plan applications based on the intent and purpose outlined in the Code, as follows:

- a) Allow a greater degree of flexibility and creativity in sign design and display.

- b) Ensure sign work is in a coordinated fashion to meet the general intent of signs in the District.
- c) Not intended to permit larger signs, more visible signs, or additional signs than permitted, without any consideration for unique sign design and display.

Ms. Shelly said the ART has allowed flexibility for the creativity of the signs that has been generated from Staff discussions, but Planning is concerned with the sizes proposed. As a result, she said a reduction has been requested for the corporate brand text proposal.

Ms. Timberlake indicated she understands the ART's request for reduction in size, but asked if the applicant could still propose the desired size to the PZC. Vince Papsidero said the applicant could present any iteration of the sign to the PZC, despite the ART's recommendations.

Ms. Shelly again presented comparisons illustrating a 50% size reduction and how a 50-square-foot sign appears on a building of this size to meet Code regulations.

Ms. Timberlake noted that the applicant has other stores that are smaller, but have bigger signs. She said as a result of meeting with Staff, she likes what has been derived, prompting the applicant to "think outside the box". She indicated the company intends to use this new design going forward with other stores.

Mr. Papsidero indicated some of these variations may be permitted over time in the BSD. He said his concern was how to get approval for this applicant.

Ms. Timberlake said she was curious as to how signs are judged "to be integrated architecturally" when signs sizes which are substantially outside of the guidelines allowances are disallowed. She said proportionality from the architectural perspective should be considered. She indicated the size limits did not make sense to her.

Jeff Tyler inquired about the size of the Lowe's sign in Dublin. Claudia Husak answered that sign is 78 square feet in size, which meets the requirement of 80 square feet. She said Giant Eagle is another that has a large sign in the low 100's, but it is a much larger building. She indicated the fear is that Lowe's and other businesses will come back requesting larger signs.

Mr. Tyler said the outcome of this case will set precedents.

Ms. Timberlake asked the ART how to best proceed.

Mr. Papsidero pointed out that the applicant has made a good faith effort to meet the intentions of the character desired in the BSD.

Ms. Husak encouraged the applicant to go to the PZC informally and ask for exactly what they want, with a 50% reduction and show how they are struggling. She added the applicant could then return to the PZC in December after obtaining the PZC's feedback at the November meeting. She said the ART would make a recommendation to the PZC in December.

Mr. Papsidero inquired about the square footage of the signs originally submitted and encouraged the applicant to again illustrate those examples. Ms. Shelly confirmed the primary sign was 80 square feet, the one secondary sign (left) was 46 square feet and the other secondary sign (right) was 51 square feet.

Mr. Tyler indicated that the height at which the primary sign will be installed will be an issue.

Ms. Timberlake said the applicant would like to meet with the PZC informally on November 5th, presenting the original submission, the revised, and the 50% reduction limit as the ART has suggested today and then show them what is standard for a typical Big Sandy store. She indicated they would then have a better idea as to how to move forward.

Logan Dilts, DaNite Sign Company, said a 50% reduction may be doable from a fabrication standpoint, but the letters on the secondary signs will only be nine inches tall and will be tough to see.

Mr. Tyler encouraged the applicant to consider proportions and scale while playing with the reduction. He noted the original graphic worked proportionally.

Ms. Husak asked the applicant to explain their comment about the visibility of the smaller sized signs. She asked at what distance the sign would become not visible.

Ms. Timberlake explained that part of their consideration for the scale of their building improvements and signs are due to the proposed extension of John Shields Parkway, which will still be a far distance from their building, across the oversized parking lot. She said there are no other locations where their signs would be visible so the applicant wants their sign scaled for when the Sawmill Neighborhood Center is built out. She added that ground signs are restrictive due to their shared control status and therefore not worth pursuing. She indicated there are existing signs in the center that are not meeting Code regulations. She emphasized that signs over the three entrances are their primary concern and incredibly important. She said the applicant is trying to "Dublinize" their design, but they do not want to lose their brand's identity. She said out of all the options, sticking with their brand is preferable.

Rachel Ray said from the Economic Development Department's standpoint, they understand and support the importance of keeping the sign consistent with the company's logo and branding.

Jennifer Rauch said there has to be some flexibility in meeting Dublin's regulations.

Ms. Shelly recommended that a determination be postponed and this meeting considered another Case Review, using the Planning Report as analysis. The applicant agreed and said that the next step should be to go before the PZC informally before returning to ART for a recommendation to the PZC.

Ms. Husak encouraged the applicant to prepare for PZC by outlining the merits for each of the options being considered. She said discussion questions would be posed to the PZC to guide the informal discussion.

Mr. Tyler indicated the ART is struggling with this MSP because the proposals can be considered given the appropriateness of massing even though the requests go beyond the Code and the decisions the PZC has made in the past.

CASE REVIEW

5. BSD SCN – Big Sandy Superstore – Signs 15-090MSP

6825 Dublin Center Drive Master Sign Plan

Joanne Shelly said this is a request for the installation of one primary and two secondary entrance signs to be coordinated with proposed façade and site renovations. She said this is a request for review and recommendation of approval to the Planning and Zoning Commission for a Master Sign Plan under the provisions of Zoning Code Section 153.066.

Ms. Shelly presented the two design concept plans that were submitted:

Plan 1 includes revised signs with sculptures pinned to the interior back wall that are visible through the glass on the front of the building. Ms. Shelly said the metal sculptures will be of furniture and appliances to represent the type of products for sale. She described the sculptures as laser-cut shapes out of brushed aluminum and presented an example.

Plan 2 includes the existing brand font to best project the brand image on a proposed brush metal box with the letters back-lit also with pieces of sculpture.

Ms. Shelly said an additional metal sculptured bench and bollard are proposed to elevate the pedestrian experience in the public space in the front of the building.

Laura Timberlake, Big Sandy Superstore, said she is concerned with the impression the PZC is getting from the presentations. She indicated the PZC seems to have trouble seeing beyond the look of the existing structure. She said she wants the PZC to understand the concessions the applicant has made thus far as they are trying to appease all fronts.

Jeff Tyler asked if she preferred Plan 1 with the sculptures.

Ms. Timberlake replied she just wants a sign on the building as soon as possible. She said the applicant would love to have a sign that represented their brand, but also respects the integrity of the Dublin guidelines. She indicated the applicant has received a mixed review between the PZC and the Code and is open to suggestions. She asked the ART how the PZC might react to the revised proposal as the applicant does not want disapproval.

Ms. Timberlake said the local artist is fantastic and will customize benches that will be bolted onto the concrete. She said the decorative bollards are not necessary but add an artistic feel for pedestrian traffic.

Vince Papsidero said the PZC may be having trouble reading the renderings and therefore challenged with envisioning this proposal. He encouraged the applicant to show more dimension for the preferred option to bring it to life more.

Ms. Timberlake said the canopy over the entrances is curved and she has yet to be successful obtaining 3-dimensional samples from sign fabricators. She said there is a lack of signage companies that have the ability to do what the applicant is requesting.

Mr. Papsidero emphasized that the current proposal is not communicating visually.

Ms. Shelly said a 3-dimensional model of the space would tell the best story. She said the problem is the pieces are so small, they blend in and a close-up view would help.

Donna Goss encouraged the applicant to show the bollards as well.

Ms. Timberlake said drawn custom pieces are hard to conceptualize and anything else becomes cost prohibitive.

Colleen Gilger asked if the applicant can provide any material samples that the PZC can get their hands on and see up close. Ms. Timberlake answered that DaNite Sign indicated they could provide a brushed aluminum box the letters would be formed in for Plan 1.

Claudia Husak suggested it is better to not have sketch art because it does not accurately represent the idea. She recommended providing an explanation rather than a visual example.

Ms. Timberlake pointed out that what is placed on that internal wall is 12 feet from the door and the PZC cannot regulate what is on that wall, even if it is visible from outside the building.

Mr. Papsidero said providing a material sample will help her proposal. He agreed that an internal display cannot be regulated at all.

Ms. Timberlake said she needs a sign plan approved and that she has never had this much trouble even in bigger markets. She believes this is unfair as she is following the Code, but this has become a result of subjective opinions. She inquired again about striking a balance.

Ms. Husak pointed out that this applicant is not the first to struggle with Dublin regulations versus their own brand. She said many businesses have been successful in spite of the restrictions. She noted that Dublin is home to many international brands.

Ms. Husak encouraged the applicant to best represent exactly what they want.

Ms. Shelly presented sculptures in Dublin's Recreation Center that are 15 examples of the type of sculpture proposed and suggested using the current approved public art as an example. She included the Maps of Dublin sculptures explaining they represent the past and present. She said she can make note of this in her Planning Report to remind the PZC what has been supported and approved.

Ms. Shelly said it may be enough to explain that the applicant is working with a local artist to create sculptures like those in the Recreation Center to be installed on the internal walls.

Vince Papsidero asked if there were any further questions or concerns regarding this case. [There were none.] He said the ART's recommendation to the Planning and Zoning Commission is next week, the 29th of October.

ADMINISTRATIVE

Vince Papsidero asked if there were any additional administrative issues or other items for discussion. [There were none.]

Mr. Papsidero adjourned the meeting at 2:51 pm.

Approved by the Administrative Review Team on October 29, 2015.

PLANNING AND ZONING COMMISSION

MEETING MINUTES

OCTOBER 1, 2015

AGENDA

- 1. BSD-SCN - Big Sandy Superstore – Signs** **6825 Dublin Center Drive**
15-090BSD-MSP **Master Sign Plan (Tabled 5 – 0)**
- 2. MAG PUD – Jaguar, Land Rover, Porsche Expansion** **6335 Perimeter Loop Road**
15-091CP **Concept Plan (Discussion Only)**
- 3. NE Quad PUD, Subareas 5A and 5B, Kroger Marketplace and Northstar Retail Centers**
15-093AFDP **Sawmill and Hard Roads**
Amended Final Development Plan (Approved 5 – 0)

The Chair, Victoria Newell, called the meeting to order at 6:30 p.m. and led the Pledge of Allegiance. Other Commission members present were: Commissioners Robert Miller, Chris Brown, Cathy De Rosa, and Steve Stidhem. City Council Representative Amy Salay and Deborah Mitchell were absent. City representatives present were: Phil Hartmann, Vincent Papsidero, Claudia Husak, Joanne Shelly, Marie Downie, Aaron Stanford, Alan Perkins, Donna Goss, and Flora Rogers.

Motion and Vote

Ms. Newell made a motion. Ms. De Rosa seconded, to accept the documents into the record. The vote was as follows: Mr. Brown, yes; Mr. Miller, yes; Mr. Stidhem, yes; Ms. De Rosa, yes; and Ms. Newell, yes. (Approved 5 – 0)

Chair Newell said there was one case eligible for the consent agenda this evening (Case 3). She said they will take the cases in the order of 3, 1, and 2. She briefly explained the rules and procedures of the Planning and Zoning Commission. [The minutes will reflect the published order.]

- 1. BSD-SCN - Big Sandy Superstore – Signs** **6825 Dublin Center Drive**
15-090BSD-MSP **Master Sign Plan**

Ms. Newell said the following application is a request for the approval of a Master Sign Plan for a new retail store to occupy an existing building on the south and west sides of Tuller Road to be coordinated with proposed façade and site renovations. She said this is a request for review and recommendation of approval for a Master Sign Plan under the provisions of Zoning Code Section 153.066 and the Commission is the final authority on this. She swore in those who intended on addressing the Commission.

Joanne Shelly presented this Master Sign Plan for the Big Sandy Superstore. She said the Site Improvements Plan was approved through the Administrative Review Team. She said the purpose of a Master Sign Plan is to allow for flexibility and creativity in display, not just to allow for height or location or other changes.

Ms. Shelly said the site is in the Bridge Street District, zoned BSD-Sawmill Center Neighborhood. She said the applicant proposes to remove the existing entry canopy areas and the canopy over the sidewalk and add a wing wall to balance the façade. She said they will be adding three entries with associated canopies, one primary and two secondary, all with glass atriums. She said they will adjust and fix the detailing along the brick wall that will be disturbed by the removal of the sidewalk canopy.

Ms. Shelly said they plan to match the arch with the chevron pattern on the inset along the entire extent of the façade as necessary and add lights into the detail for additional lighting on the site and give more a sense of presence to the building and a sense of safety. She said in addition to the front elevation they are going to remove and replace all the landscape and staff has worked with the applicant to make a good mix of perennials providing a seasonal interest, evergreens and horn beam trees to the front elevation. She said within the parking area there are some adjustments to the drive isles, removing seven parking islands and placing them in new locations with new trees and ground cover instead of grass for less maintenance and more tolerance for salt. She said they have improved the site conditions by reducing impervious surface. She said the applicant has agreed to work the City Code Enforcement to remove and replace and feed the trees on the rest of the lot, although not part of the project it is a nice gesture toward fixing the condition of the entire site.

Ms. Shelly said the Master Sign plan includes signs in three locations, one at the main entry and the two at the side entries. She said Code permits one wall sign on the street frontage. She said with the primary entry allowance would be met and it would be the Master Sign Plan that would allow the two secondary entry wall signs. She said they asked the applicant to look at the Bridge Street Code and what the proposed plan is for this area and how it will be built out over time. She said the Code requirement is actually to have five entries along this type of façade and the applicant has made a nice gesture towards that by providing three entries, while it is not the five that the Code would require with a new building, it is more than the one that currently exists. She said they are allowed one wall sign facing toward the street frontage or parking lot and they are proposing two secondary entry wall signs.

Ms. Shelly said the Code allows 1/2-square-foot per linear foot of store front and if the store front were divided into proportionally equal pieces the primary entrance per Code would be 80 square feet but that is over the maximum allowance of 50 square feet which is why the Master Sign Plan is necessary for approval. She said the secondary sign on the left meets the requirement and the secondary sign on the right is over the requirement by one-square-foot. She said the location of the sign is centered on the front façade on the entry canopy and is within the permitted height both for the primary sign and the secondary entrances and they all meet the requirements for the location and height. She said the design requirements are that it be integrated with the architecture, so they are proposing channel letters internally illuminated with a red channel and a white face. She said the Code permits three colors and the primary sign uses three colors, white, red and a grey back plate, and the secondary signs are red letters with white inset. She said the Code does not allow a sign that steps out from the building more than 14 inches, however the secondary signs follow the arch of the raceway and step away from the building as part of the canopy about four feet, six inches.

Ms. Shelly said the primary sign is permitted and the secondary wall signs need a Master Sign Plan. She said the primary sign exceeds the size allowance but the secondary signs meet it and they meet all other requirements except for the depth of the secondary signs on the arch of the canopy. She said she had asked the applicant to come and speak on the question of what the lifestyle graphic is in the space behind but the way the Code reads is that anything in the windows within three feet of the window is regulated and anything beyond three feet is not regulated as window display.

Laura Timberlake, Chief Operating Officer, Big Sandy Superstore, 8375 Gallia Pike, Franklin Furnace, Ohio 45629, thanked staff for their assistance through the process and said that Dublin is very organized and it has been a learning process and they are very excited about what they can offer Dublin and revitalize the center as it has been vacant for 13 years. She said the lifestyle graphics as you experience the shopping

of various home-furnishing stores tend to be vinyl type graphics depicting what is being sold. She said for their store they use a three entry based approach and they are unique in the home-furnishing world in that along with furniture, they sell bedding and mattresses and appliances and electronics. She said their concept is if someone is shopping specifically for appliances and electronics they would enter that entrance and not need to shop their way through the rest of the store. She said the graphic would be over each of the entrances located about 12 feet back from the door and will be vinyl type graphics that are on the wall like a wall covering, tastefully depicting a still shot of a couple sitting on a couch and similar to a clothing retailer in terms of vinyl displays. She said there are similar types of displays across the street that they are very common in the retail settings.

Ms. Newell asked to see examples of what has been used at their other stores.

Ms. Timberlake provided prints that were passed around displaying graphics similar to wall paper.

Mr. Brown clarified they are looking through the glass into a vestibule and it is on the wall 12 feet behind the glass and is not out in front.

Mr. Miller said the 12 feet is the measurement for the main entrance and asked what the measurement was for the side entrances.

Ms. Timberlake said the side measures four feet and they were aware of the Code being three feet and they were very conscious of the regulation.

Ms. Newell asked if the glass at the entrances was clear.

Ms. Timberlake confirmed the glass is clear at the entrances.

Ms. De Rosa asked how close is the sign to the traditional brand look of the store or what have they done in this area that would be different than what they have done in the past.

Ms. Timberlake said the proposal is very different than what they have done but they are happy to do it because Dublin is a different market than what they have been in the past having their closest location to the Columbus market is Lancaster, in Fairfield County. She said they have seen great success there. She said the Dublin income level and the demographics in the area warrants a different feel. She said the three in one concept is very much their store branding but given the primary materials restrictions they have made concessions with glass, steel, and brick. She said they generally have a stucco and stacked stone look with a lot of red incorporated into their frontages with their logo. She said they will be seeing a lot of their CEO in commercials for advertising. She said their biggest hurdle was there are no pylon signs in Dublin. She said she hopes they like the look and feel that it is incredibly classy and their merchandise will be well received. She said there is not currently a strong market player in the area with the strongest actual company is Value City with a 19 percent market share. She said in every market that they are in their market shares are in excess of 60 percent primarily because they do a great job understanding their customer and providing the customer experience and they think Dublin needs that.

Ms. Newell asked if anyone from the Commission had any questions for the applicant.

Ms. Newell asked if there were anyone from the public that would like to speak to this application. [There were none.]

Mr. Brown said this was reminiscent of what has been done on the east side in the Sun Center that is now Nordstrom's Rack. He said the lifestyle graphics concern him but understands that it is framed and displaying something.

Ms. De Rosa said she pulled up the Lancaster store to compare to this proposal. She said she is not as concerned about the back graphics but dislikes the side signage.

Ms. Shelly said they came in as preliminary application they talked about the Code requirement and gave them a draft of the sign guidelines and they asked if anything had been built to the guidelines and they were sent to look at the Piada and State Bank signs that have come through Bridge Street District review which was the basis of what has been built and gave them something to look at.

Ms. De Rosa asked if they were not trying to conform to that particular look what would they think about those signs. She said there is an opportunity for something being that the frontage is creative and feels like the energy is going to be there and she looks at the proposal and wonders if there is an opportunity given that there is flexibility to have more energy or something.

Ms. Timberlake said the main concern is the verbiage and the internal signs and given the limit of 50 square feet they get tied on what can or cannot be done. She said in looking at maintaining the 15 feet in height limitation and given the fact that they have 10-foot high doors this proposal was the best compromise. She said with the building being 110,000 square feet with the signage being proposed it is insignificant in terms of the total square footage and in Lancaster the sign is following the motto "bigger is better". She said they tried to honor the Bridge Street Guidelines and the new sign code and they thought they did not have much flexibility to do something very different with the restrictions on the color. She said red is their primary color and being restricted to three colors they wanted it to have a classy feel and look like the other two that had gone through Planning and Zoning and been approved to give them the best opportunity to get through the process and move forward with building permits.

Mr. Brown said the guidelines are supposed to allow a lot of latitude and they want people to submit proposals that are unique, different with an urban feel and something far different than a big box retail.

Ms. Timberlake said the size of the rendering does not give it justice but the entry has an industrial feel with exposed steel and the atrium has trusses down the side of the glass atrium. She said if they saw it visually in real color on a grand scale it will conform to what they are looking for, but it is hard to visualize channel set letters on graphic that is that small.

Mr. Brown said when you do guidelines and writing Code they limit signage by colors and size, but the intent of the guidelines is to give a broader scope of opportunities and this one is a missed opportunity to do something creative and unique.

Ms. Newell said the purpose of the sign guidelines is that if they are going to deviate from the stated Code and that the presentation of the signage being proposed should be something really spectacular and she is not getting that from the application. She said when she looks at the graphics on the inside of the building and looking at the sections it is designed to be seen from the exterior and is designed to be branding and designed to be signage while not directly regulated by Code because of the distance from the entrance, they would not be a person walking in the vestibule and looking up by design of the space. She said it is clearly designed to be seen from the exterior and when they look at the whole package that they submitted and the way it is proposed she could not support it with the combination of the interior graphics and without the creativity or following what they have put together in the signage guidelines and she is uncomfortable with the way it is presented.

Mr. Stidhem said he thought this is a great location for the store and a great store for the location and is a solid fit for what they are selling. He said he saw a quote recently that said "in Dublin it is about identification and not advertising" and he said this proposal with the backdrop in the interior, the lifestyle image represents a lot of advertising. He said in comparison to other stores in the area this is not quite as much in your face and this proposal feels standard for what they have and they are looking for something different in the Bridge Street District. He said they are getting in on the ground floor of where

the Bridge Street District is going to go and even though the space has been vacant for a while, there are huge plans for that space with tons of traffic in the area. He said it is a great opportunity and concurs with Ms. Newell that looking at the guidelines and coming up with something with more depth and character would be preferred.

Ms. Newell said there is a difference when you see graphics within the store and you get a glance of it and the purpose is to be seen within the store. She said this graphic is seen from the exterior and it is more in your face and is planned to be seen from the exterior of the building. She said while it is not directly regulated they are at the same time asking for a signage plan that is requested because of the deviation from Code regulations and the purpose of that is that it is great and creative signage because they acknowledge there is instances where they are happy to have larger signage if it is really great and treated artistically and she is not getting that from the application.

Ms. Newell said they could vote on the application this evening or the applicant could request a tabling and return.

Mr. Miller welcomed Big Sandy to Dublin and agreed that Dublin needs them and the plaza needs them because it could do a lot for the space in the area. He said Mr. Stidhem is correct that the Bridge Street Corridor is going to be good for them and he could support what they proposed but agrees that they should be encouraged to think about bringing some more creative signage that would benefit their business and the community and the entire District. He said he supports the proposal and the business and hopes that it is an awesome venture for Big Sandy.

Ms. Newell asked what the applicant would like to do with the application.

Ms. Timberlake said it is clear that it would not pass as proposed and asked if they are back to the drawing board and starting over with ART review process and then back to the Planning and Zoning Commission because their letter of intent is going to expire November 6th and would not meet their deadline.

Ms. Husak said the Commission meets again on November 5th and she thought they could meet the deadline, but agreed they would have to go back through the process.

Ms. Newell asked if they have any other questions from the Commission and that they are happy to have them in the City of Dublin. She said they are one of the first applicants out of the box and is great to have some new life in that center, but they have to be respectful of what the goal of the Zoning Code and regulations.

Ms. Shelly asked they could give some guidance because for staff it has been difficult to decide how far to push a client/applicant to be creative and think way outside the box and or stick with what they know is acceptable and now finding what has been acceptable is no longer acceptable and thinks for staff and the applicant they need more direction than "it is just not creative enough".

Mr. Brown said it is tough to convey everything and the guideline book helps but as a Commission what they reacted to is some of the cool creative signs such as the one with bicycles stacked that did not meet any size requirements but was unusual and cool and cutting edge and more of urban feel. He said this is an opportunity to do something really unique and maybe get ideas from their merchandise person on how to convey what they do by some kind of unique sign. He said as a Commission they are very open to creative unique eclectic sophistication and not something they usually find in signs. He said if they look in the book at the more unusual ones they reacted very positively to the more unusual ones and it does not fit with the brand they are trying to grow into a national name but if they look at other businesses that have iconic images such as McDonald's and at certain locations they have done something unique and

notable. He said that is what they are reaching for here that creates a sense of place and identity in this new District.

Ms. Newell said she perceives the lifestyle graphics is a sign but maybe not in the letter of the Code that they are they allowed to regulate it as a sign, but if they desire to have graphics as their sign then they should bring it into the sign package and show exactly what they want to do. She said it can be creative and not just a plastered wallpaper image on the inside of the building. She said if the intent is to have advertising like a graphic and it is intended to be seen from the outside of the building so that someone will see it before they go into the building, and sees visually what is for sale is furniture or appliances and if that is the intent then it is advertising and signage and should be in the signage package, and the applicant should be creative with the usage. She said if they use an image that makes them uncomfortable then they should eliminate it all together when the resubmit. She said if it is going to be signage then they need to treat it as such when resubmitting in the sign package.

Ms. Newell said she is not completely uncomfortable with the placement of the signage on the building but they need more creativity and not being a fan of channel letters, maybe they come up with a way not to use channel letters and coming up with other ways of how the images are lit.

Ms. Timberlake said they will see what they can do and take this information back and hopefully it will be something they want to continue to move forward with but with the signage restrictions, for a retailer it is difficult being a new business coming into a new area with little visibility in the area currently. She said they will work with it.

Ms. De Rosa said she thinks they are trying to create something dynamic with the back signage and she would say that the lettering seems to be fighting against the back being created. She said if the two side signs were vertical instead of horizontal and thinking about if they are creating the imagery do they have an opportunity to do some very different things on the sides and still keep the company brand solid? That could be interesting. She suggested they be as creative on the outside as they are trying to be on the inside.

Mr. Brown said it could be sculptural or tall being a large building it needs to work with the building.

Ms. Timberlake said they were concerned with conforming to the guidelines that were put in place.

Ms. Shelly said they are saying the height restriction does not necessarily need to be met and the size restriction does not necessarily need to be met and that the Commission will entertain styles of materials that are different.

Mr. Brown said he always thinks of the example of the bicycles, which is very sculptural and states what they do without knowing what it is and if it was too small they would never figure it out.

Mr. Miller said he did not think they want a washing machine or a couch on the building, but if they can come with something unique with that would be entertained and asked that they convey to their ownership that they would love to have them in Dublin.

Ms. Timberlake asked based on the comments to table this application.

Motion and Vote

Ms. Newell moved, Mr. Stidhem seconded, to table this Amended Final Development Plan application at the request of the applicant.

The vote was as follows: Mr. Miller, yes; Ms. De Rosa, yes; Mr. Brown, yes; Mr. Stidhem, yes; and Ms. Newell (Tabled 5 – 0)



ADMINISTRATIVE REVIEW TEAM

RECORD OF DETERMINATION

SEPTEMBER 24, 2015

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

**3. BSD SCN - Big Sandy Superstore – Site Improvements 6825 Dublin Center Drive
15-089BSD-MPR Minor Project Review**

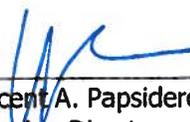
Proposal: Façade and site renovations to an existing building northwest of the intersection of Tuller Road and Dublin Center Drive.
Request: Review and approval of a Minor Project Review under the provisions of Zoning Code Section 153.066.
Applicant: Laura Timberlake, Vigilant Properties.
Planning Contact: Joanne L. Shelly, AICP, RLA, LEED BD+C; (614) 410-4677, jshelly@dublin.oh.us

REQUEST: Approval of this request for Minor Project Review with three conditions:

- 1) That the permit plans (Site Permit) demonstrates compliance with the requirements of the Ohio EPA and Section 53.300 of the Dublin Codified Ordinances regarding erosion and sediment control;
- 2) That the applicant obtains all required permits prior to beginning work, not limited the Demolition Permit; and
- 3) That the applicant and applicable contractors attend a preconstruction meeting with City Staff prior to beginning work.

Determination: This application was approved. This approval shall be valid for a period of two years from the date of approval in accordance with Zoning Code Section 153.066(N)(6)(b).

STAFF CERTIFICATION



Vincent A. Papsidero, FAICP
Planning Director



ADMINISTRATIVE REVIEW TEAM

RECORD OF DETERMINATION

SEPTEMBER 24, 2015

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

**4. BSD SCN - Big Sandy Superstore – Signs 6825 Dublin Center Drive
15-090MSP Master Sign Plan**

Proposal: Installation of one primary entrance sign and two secondary entrance signs to be coordinated with proposed façade and site renovations.

Request: Review and recommendation of approval to the Planning and Zoning Commission for a Master Sign Plan under the provisions of Zoning Code Section 153.066.

Applicant: Logan Dilts, DaNite Sign Company.

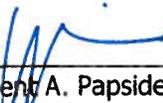
Planning Contacts: Nicki Martin, Planning Assistant; (614) 410-4635, nmartin@dublin.oh.us and Joanne L. Shelly, AICP, RLA, LEED BD+C; (614) 410-4677, jshelly@dublin.oh.us

REQUEST: Recommendation of approval to the Planning and Zoning Commission of this request for Master Sign Plan, with one condition:

- 1) That the applicant obtains all required permits prior to beginning work.

Determination: This application was forwarded to the Planning and Zoning Commission with a recommendation of approval.

STAFF CERTIFICATION



Vincent A. Papsidero, FAICP
Planning Director

approval for a single tenant space in which case Staff would recommend the applicant meet all Code requirements.

Vince Papsidero asked if the two ground signs currently exist. Ms. Martin answered that no ground signs currently exist.

Mr. McCauley asked if Goodwill was willing to be part of the Master Sign Plan, if they would be required to change their wall sign today or allow what they have but add their logo to the ground signs. He said if Goodwill would have to change their wall sign, he would need to ask them how they would like to proceed.

Ms. Martin said a Master Sign Plan could include the existing features.

Jenny Rauch said a Master Sign Plan would ensure future signs are in compliance and asked the ART for their perspective.

Mr. McCauley said the ground signs are crucial to notify customers of access from Sawmill Road and access from Village Parkway.

Ms. Martin said only five colors are permitted and clarified that the background color is included in that count and the ART would recommend meeting this requirement. She asked the applicant if they could coordinate with Goodwill.

Chris Grilli, Sign Vision Co., Inc. said a monochrome ground sign could be designed.

Ms. Martin explained that the ART makes a recommendation and the application is forwarded to the PZC for final review and approval. Mr. Grilli said he would provide more current artwork.

Jeff Tyler said if Party City was a new tenant, they are required to obtain a building permit. He said there was an error on the submitted drawings that should state NEC 2012 and this would need to be corrected prior to the submission for a building permit.

DETERMINATIONS

3. BSD SCN – Big Sandy Superstore – Site Improvements 6825 Dublin Center Drive 15-089MPR Minor Project Review

Joanne Shelly said this is a request for façade and site renovations to an existing building northwest of the intersection of Tuller Road and Dublin Center Drive. She said this is a request for review and approval of a Minor Project Review under the provisions of Zoning Code Section 153.066.

Ms. Shelly presented the site showing the warehouse type building and noted the delineation of the property as a whole. She said the proposal includes the minor demolition of the existing front façade, drive aisle, and parking islands. She presented a rendering to illustrate and said the façade renovations include the addition of a glass and metal entry portico for the main entrance, two similar smaller secondary entrances, additional brick detailing for the existing insets, and the addition of a wing wall along the eastern façade to provide balance and symmetry to the building mass.

Ms. Shelly said the main drive aisle and adjacent sidewalks in front of the building will be realigned and seven parking planter areas will be relocated. She indicated new trees, shrubs, and groundcovers are proposed as upgrades to the existing landscape.

Ms. Shelly reported preliminary stormwater plans have been submitted and demonstrate a slight increase to the pervious surfaces with no change in impact to the existing stormwater management system. She added the existing building currently has public water and sanitary sewer services. She noted that there are private fire hydrants proposed to be relocated with this project.

Ms. Shelly said replacement of existing dead or dying trees and an increase in the number of trees and ornamental vegetation for the site are proposed. She said the applicant has agreed to work with the Zoning Inspector to bring the condition of the existing trees in the adjacent parking lot up to Code by pruning and repairing the trees.

Ms. Shelly said approval is recommended for this Minor Project Review with three conditions:

- 1) That the permit (Site-Only Permit) plans demonstrate compliance with the requirements of the Ohio EPA and Section 53.300 of the Dublin Codified Ordinances regarding erosion and sediment control;
- 2) That the applicant obtains all required permits prior to beginning work, not limited to a Demolition Permit; and
- 3) That the applicant and applicable contractors attend a pre-construction meeting with City Staff prior to beginning work.

Vince Papsidero asked the applicant if she was agreeable to the conditions to which she answered in the affirmative.

Mr. Papsidero asked if there were any questions or concerns regarding this application. [There were none.] He confirmed the ART's approval of a Minor Project Review with three conditions.

**4. BSD SCN – Big Sandy Superstore – Signs
15-090MSP**

**6825 Dublin Center Drive
Master Sign Plan**

Joanne Shelly said this is a request for the installation of one primary entrance sign and two secondary entrance signs to be coordinated with the proposed façade and site renovations. She said this is a request for review and recommendation of approval to the Planning and Zoning Commission for a Master Sign Plan under the provisions of Zoning Code Section 153.066.

Ms. Shelly presented the existing conditions of the site as well as the site improvements requested in the previous case (15-089MPR), which include the addition of glass and metal structures for the three entries and additional brick detailing for the existing insets. She added that applicant's site improvements include upgrades to the landscaping, canopies, and a wing wall to provide balance and symmetry to the building mass.

Ms. Shelly presented the proposed sign locations: one wall sign over the main entrance in the middle of the building and two secondary wall signs for the entries on either side of the main entry. She said Code permits one wall sign per street frontage or one sign facing an off-street parking area, therefore, a Master Sign Plan is required. She illustrated the detail:

Size Permitted

50 square feet - maximum (½-square-foot per lineal foot of storefront width)

Size Proposed

- Primary sign
80 square feet on 160 linear feet
- Secondary sign (left)
46 square feet on 140 linear feet
- Secondary sign (right)
51 square feet on 124 linear feet

Ms. Shelly said all three signs meet the maximum height requirement of 15 feet from grade and the limitation of three colors. She described the proposed signs as having white channel letters with a red edge placed on a grey back plate. She said Code states the letters may not be more than 12 inches from the building, which the primary entrance sign meets. However, she said, the secondary entrance sign letters are placed on a canopy that arcs away from the building and its furthest point is four feet, six inches from the building. She presented the installation details for the two canopies.

Ms. Shelly explained the purpose of a Master Sign Plan is to allow a greater degree of flexibility and creativity in sign design and display. She said Master Sign Plans are intended to be used for multiple signs for either a single building or group of related buildings to ensure that the requested signs work in a coordinated fashion to meet the general intent of signs in the District. She said it is not intended to simply permit larger, more visible, or additional signs without any consideration for unique sign design and display.

Ms. Shelly said the applicant has met the purpose and intent for a Master Sign Plan, therefore, approval is recommended to the Planning and Zoning Commission with the following condition:

- 1) That the applicant obtains all required permits prior to beginning work.

Jeff Tyler inquired about the monument sign that was previously included in this proposal. Ms. Shelly replied the applicant has withdrawn that sign from the proposal at this time. She said if they would like a ground sign in the future, they are aware that they will need to request an amendment to the Master Sign Plan.

Vince Papsidero asked the applicant if they agreed to the condition to which they replied affirmatively.

Ms. Shelly stated the proposal will be forwarded to the Planning and Zoning Commission to be reviewed on October 1, 2015.

Mr. Papsidero asked if there were any further questions or concerns regarding this application. [There were none.] He confirmed the ART's recommendation of approval to the Planning and Zoning Commission for a Master Sign Plan with one condition.

INTRODUCTIONS

**5. BSD C – Embassy Suites Hotel – Sign
15-094MPR**

**5100 Upper Metro Place
Minor Project Review**

Tammy Noble said this is a request for replacement of an existing ground sign for the Embassy Suites Hotel on the north side of Upper Metro Place, approximately 350 feet west of the intersection with Frantz Road. She said this is a request for review and approval of a Minor Project Review under the provisions of Zoning Code Section 153.066(G).

Claudia Husak inquired about the height of the pole exceeding regulations. Ms. Ray explained the tower and antennas were erected prior to the adoption of the amendments to Chapter 99 in 2007 and that the poles are designed to handle multiple antennas at different heights.

Steve Stidhem asked if anyone had considered installing antennas on poles made to look more like trees, which is a new concept.

Ms. Ray said wireless co-location equipment is approved on a site-by-site basis. She pointed out that the existing pole is being used to hold field lighting for the high school so by Planning's standards, this equipment is stealth.

Vince Papsidero asked if there were any further questions or concerns regarding this application. [There were none.] He stated the ART determination is scheduled for September 17, 2015.

**2. Big Sandy's Superstore – Site Improvements
15-089BSD-MPR**

**6825 Dublin Center Drive
Minor Project Review**

Nicki Martin said this is a request for façade and site renovations to an existing building northwest of the intersection of Tuller Road and Dublin Center Drive. She said this is a request for review and approval of a Minor Project Review under the provisions of Zoning Code Section 153.066.

Ms. Martin presented an aerial view of the site and noted the warehouse-type building. She pointed out the proposed minor demolition of a planting island and existing sidewalk. She presented the façade and noted the proposed modifications that include three metal and glass portico entrances fronting the parking lot, a wing wall to balance out the façade and to cover the service center, and a new landscaping plan for beds along the building, planters, and parking lot islands.

Laura Timberlake, Big Sandy's Superstore, said this is a family-owned business consisting of 12 retail stores. She noted the newest and closest store to Dublin, Ohio is in Lancaster, Ohio and that there is no strong player from a home furniture standpoint in the Columbus, Ohio area. She reported Big Sandy's Superstore has 60% of the market share in other areas, they have 600 employees, and this will be a 5,000-square-foot showroom space. She said Big Sandy's Superstore covers all home furnishings (electronics, furniture, and bedding). She indicated through their aggressive advertising that they will drive traffic in to this center.

Claudia Husak asked if there were before and after illustrations of the elevations. Ms. Timberlake said she could provide that. Ms. Husak clarified there should be at least photographs of the site before modifications.

Ms. Timberlake provided a printed 'before' photo indicating the existing main entrance on the east side of the front façade. She said the front façade will be extended 12 feet and a metal-motif awning with slate roofing is proposed over the sidewalk. She said the proposed entrances are glass and steel with a brick inset.

Vince Papsidero asked if there were any further questions or concerns regarding this application. [There were none.] He stated the ART determination is scheduled for September 17, 2015.

**3. Big Sandy's Superstore – Signs
15-090BSD-MSP**

**6825 Dublin Center Drive
Master Sign Plan**

Nicki Martin said this is a request for the installation of one primary and two secondary entrance signs, one wall sign and one wayfinding sign to be coordinated with the proposed façade and site renovations. She said this is a request for review and recommendation of approval to the Planning and Zoning Commission for a Master Sign Plan under the provisions of Zoning Code Section 153.066.

Ms. Martin presented an aerial view of the site and pointed out the location of the five proposed signs: three building mounted signs over the one primary and two secondary entrances on the south elevation; one wall sign on the east elevation; and one wall sign on the north elevation as a wayfinding sign to provide direction for semi-trucks and customers loading/unloading products.

Ms. Martin said Code permits one ground sign per street frontage (maximum of two signs) and one wall sign per street frontage limited to 15 feet in height and one-half square feet per each lineal foot of building frontage (maximum 50 square feet). She indicated that the proposal exceeds Code but the applicant can submit a Master Sign Plan for architecturally integrated and creative signs, not just for requesting additional signs and sizes that exceed Code.

Ms. Martin said the proposed 114.66-square-foot primary entrance sign is 15 feet in height and reads "Big Sandy Superstore". She said the proposed sign is three colors – white, red, and has a slate background.

Ms. Martin said there are two proposed secondary entrance signs. She said they are consistent in design with red and white letters mounted on two separate canopies. She said the sign proposed to the west of the primary entrance is 46 square feet, at a height of 15 feet and reads "Sleep Solutions". She said the proposed sign to the east of the primary entrance is 51 square feet, at a height of 15 feet and reads "HDTV & Appliances". She said Code requires that letters not extend past 14 inches from the front façade.

Ms. Martin said the wall sign for the east elevation is 88 square feet and the height is greater than 20 feet. She said the applicant will need to lower the sign to a maximum height of 15 feet. She noted the location was proposed based on the brick placement where this sign would be architecturally integrated. She said the secondary image is under 20% of the sign's size and is three colors – white, red, and slate.

Ms. Martin said the proposed non-illuminated wall sign on the north elevation is 31 square feet at a height of 10 feet. She said the sign is proposed to be white with text that reads "Pick up" and an arrow to direct semi-trucks and customers to the loading/unloading location. She suggested the applicant consider a directional sign that meets Code. She said directional signs do not require a sign permit but cannot exceed 4 square feet or a height of 3 feet.

Jeff Tyler asked if the signs were sent to the City's consultant for review. Ms. Martin confirmed that the signs had been sent.

Claudia Husak asked if a ground sign would work in place of the wall sign on the north elevation. Laura Timberlake, Big Sandy's Superstore, said a ground sign would not be visible to the full semi-trucks.

Randy VanTilburg, The Mannik & Smith Group, Inc., said the sign on the north elevation would be so far back from Tuller Road that it would need to be large. Ms. Timberlake added the dense vegetation would cover a ground sign.

