



Informal Review

November 5, 2015

Master Sign Plan

15-090MSP – BSD Scioto River Neighborhood District

Big Sandy Superstore – Dublin Village Center 6825 Dublin Center Drive

This is a request for a Master Sign Plan for an existing, vacant building in Dublin Village Center located at the intersection of Dublin Center Drive and Tuller Road. The applicant is requesting a Master Sign Plan due to the unique nature of the reuse of an existing large-format retail building. The ART also approved site and exterior modifications to the building which were processed concurrently. 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). *Please note the applicant is requesting informal review and feedback from the Planning and Zoning Commission prior to revising the application in accordance with Commission feedback and requesting approval at a future meeting.*

Date of ART Case Review

Thursday, October 29, 2015

Date of Planning and Zoning Commission Informal Review

Thursday, November 5, 2015

Case Managers

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PART I: APPLICATION OVERVIEW

<i>Zoning District</i>	BSC Scioto Neighborhood District
<i>Review Type</i>	Master Sign Plan
<i>Development Proposal</i>	Wall signs
<i>Property Address</i>	6825 Dublin Center Drive
<i>Applicant</i>	Logan Dilts, DaNite Sign Co.
<i>Case Managers</i>	Joanne L. Shelly, RLA, AICP, LEED BD+C Urban Designer Landscape Architect (614) 410-4677 jshelly@dublin.oh.us Nichole N. Martin, Planning Assistant (614) 410-4635 nmartin@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 BSD are maintained.

Additionally, Section 153.065 (H)(2)(e) permits the Planning and Zoning Commission to approve a Master Sign Plan which allows 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..." Given the unique condition of the existing building, a Master Sign Plan is proposed.

Application History

Application Date: 4 September 2015
ART review & recommendation: 24 September 2015
PZC review: 1 October 2015 (application tabled)
Resubmittal: 9 October 2015
ART review: 29 October 2015
PZC review: 1 October 2015 (application tabled)

Application Contents

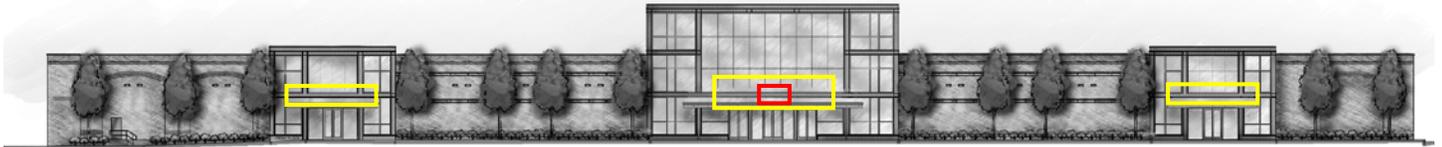
This proposal is for the installation of three new wall signs, one above each new entrance.

The applicant has submitted a site improvement plan concurrent with this application (15-089MPR BSD SCND site improvements) which was approved by the ART on September 24, 2015. The approved site improvements include the creation of two secondary entrances to complement the primary entrance on this existing commercial building. The three entries are glass and metal structures which step away from the brick façade. The new glass entrances are centered and balanced in their placement across the 424 lineal feet of the building's front façade.



Staff review of the site improvement application states that the proposed addition of two entries brings the existing building closer to meeting the intent of the entry requirements for a large format commercial building in the Bridge Street District, breaking the building façade into a pedestrian scale by increasing the number of entrances. Two metal benches, designed and fabricated by a local sculptor, will flank the main entry and complimentary sculptural bollards will also be placed at each entry to enhance the streetscape experience. The addition of the sculptural benches and bollards also addresses the BSD Code recommendations for public art in Open Spaces to create visual interest.

Three wall signs are proposed which are architecturally integrated into the proposed entry modifications, but exceed the permitted number of signs and the maximum allowable size and depth.



The red boxes in the diagrams are an approximation of the maximum allowable sign area. The yellow boxes describe the approximate area of the proposed signs.



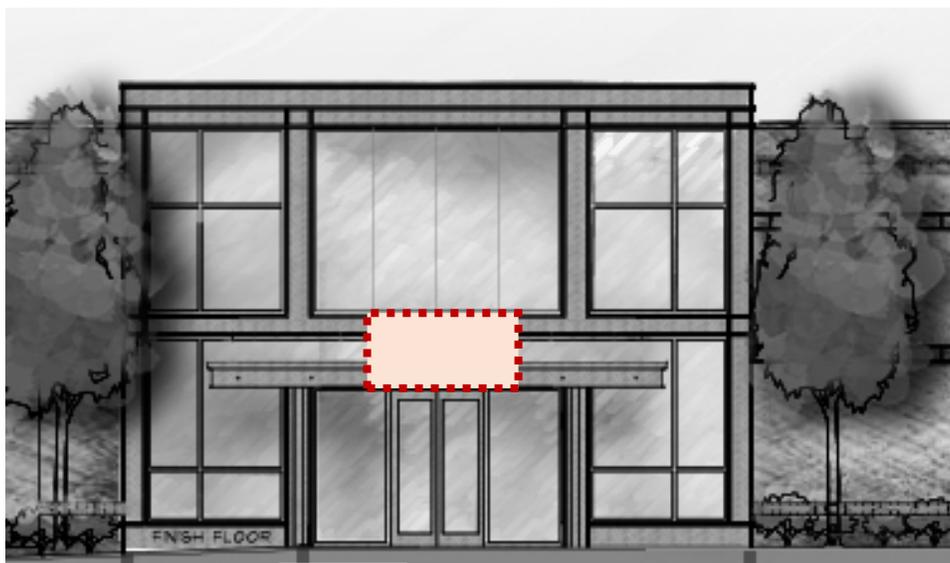
Maximum allowable area (50 square feet)



Main Entrance Detail

The proposed primary entry sign is 471.75 sq. ft. in size, based on a length of xx feet and a height of yy feet. The "Big Sandy" text is channel letters in the style of the Big Sandy trademark and is integrated into the main entry glass and steel curtain wall system. The "superstore" script sign, also part of the Big Sandy trademark, and is mounted to the entry canopy. Code allows 1/2 sq. ft. of sign for each lineal foot of building wall up to a maximum size of 50 sq. ft. The center section of the building façade could be calculated at 160 lineal feet, which results in an allowance for an 80 sq. ft. sign. The applicant stated that the sign was sized to be proportional to the scale of the entry. The entry atrium is 3,760 sq. ft. The sign area is 15% of the atrium entry area.

The applicant has made a request to allow two additional wall signs over the two new secondary entries.

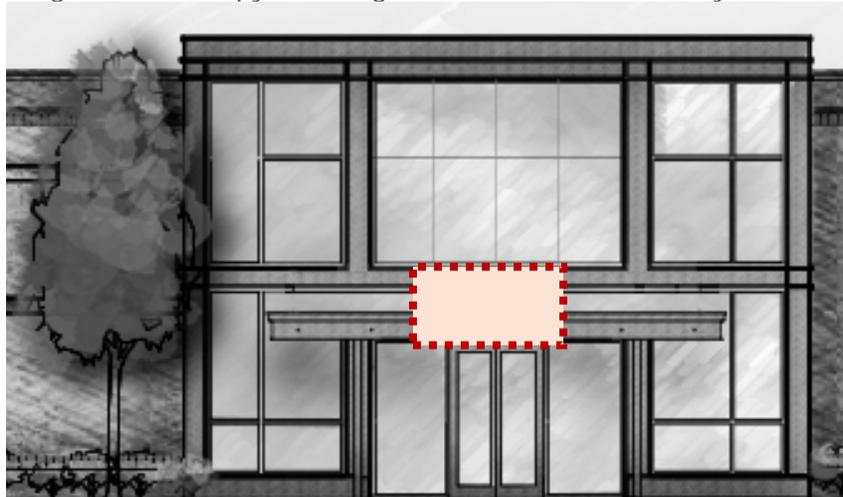


Maximum allowable area

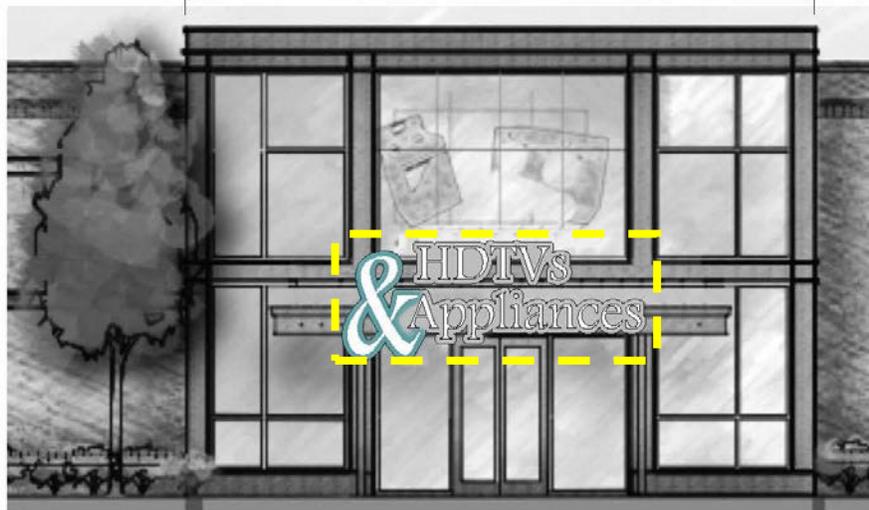


Left Side Entrance Detail

The 147.62 sq. ft. secondary entry sign (left of the primary entrance) is placed on the edge of the entry canopy, centered along the 140 lineal feet of front façade for this portion of the building. A moon, part of the Big Sandy trademark, is placed to the left of the text. The sign depth exceeds the code allowance of 12" due to placement along the edge of the canopy. The sign area is 10% of the entry atrium.



Maximum allowable area



Right Side Entrance Detail

The 135.33 sq. ft. secondary entry sign (right of the primary entrance) is placed on the edge of the entry canopy, centered along 140 lineal feet of front façade for this portion of the building. The sign depth exceeds the code allowance of 12" due to its placement along the edge of the canopy. The sign area is 9% of the entry atrium.

The letters vary in height by type. The signs are internally illuminated, LED, channel letters. The channel edge is grey and the face is red or white. The primary entry sign letters are attached to the face of the atrium structure.

The second sign for the primary entry is an open face channel script with LED tube outline, also part of the Big Sandy trademark, mounted to the entry canopy.

The secondary entrance's letters are mounted on an aluminum raceway along the arc of the canopy edge. Secondary images (moon and ampersand) will be channel letters, and have a halo, so that they will appear to "glow".

The applicant is permitted to have one ground sign on their parcel. There is a pre-existing ground sign, which is part of the Dublin Village Center development and is not part of this application.

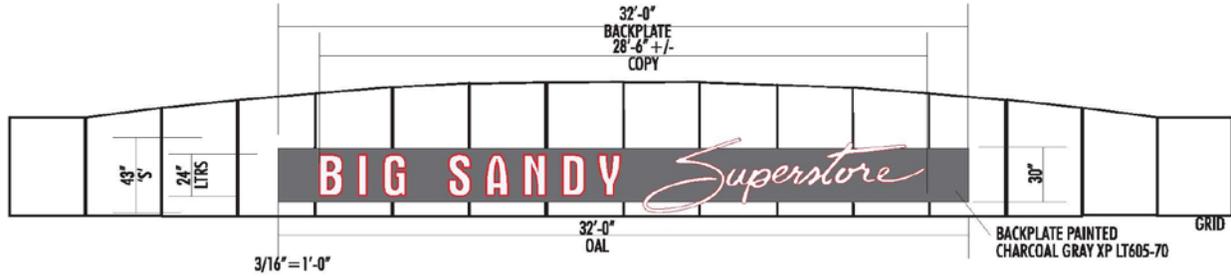
PART II: ADMINISTRATIVE REVIEW TEAM COMMENTS

Planning & Building Standards

Planning

Staff has worked with the applicant to revise their submittal based on concerns with regards to selection of selection of **font, sign type, creativity and proportional scale** to the building mass.

The previous submittals made use of fonts, which did not relate to the corporate image or trademark, the current application takes advantage of the corporate brand, as requested by the applicant. The first application was channel letters without a signature font, attached to a back plate.

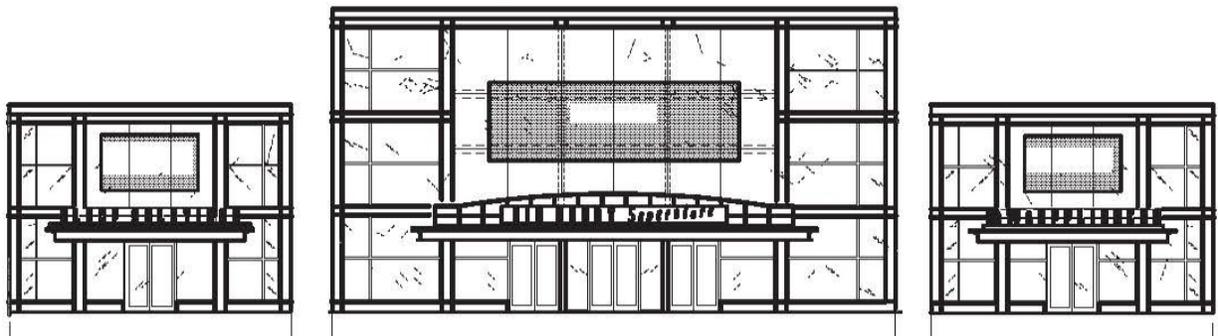
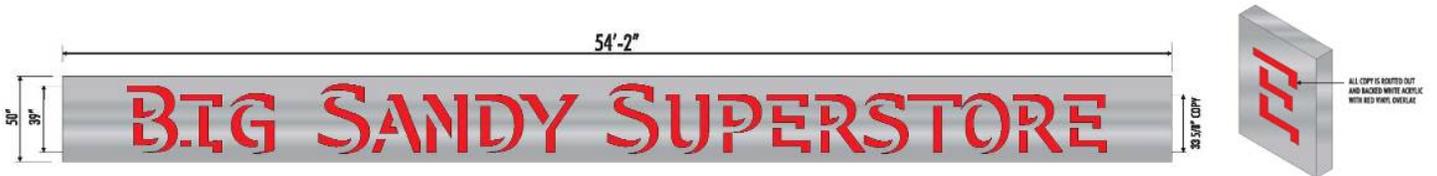


#28289 ELEVATION - INDIVIDUAL INTERNALLY (LED) ILLUMINATED CHANNEL LETTERS
 RED CHANNELS & TRIMCAP-WHITE FACES W/RED VINYL O/L

24" LTRS SLEEP SOLUTIONS

24" LTRS HDTV & APPLIANCES

The revised application proposed the use of a single flat band of aluminum with routed letters placed on top of the entry canopies. Visually it was out of scale with the atrium.

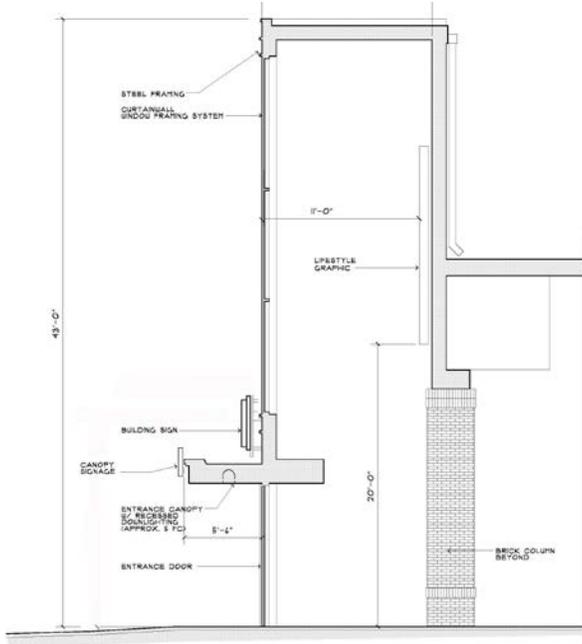


The current application provides several different solutions to difficulty of designing a creative and appropriately scaled sign for an existing building.



As noted in the analysis, the proposed signs are approximately 15% (primary entry) and 10% (secondary entries) of the total atrium areas. The proposed size seems to provide balance to the glass structure and the interior graphics.

As noted in the sign description proposed signs are unbacked channel letters, which provide dimensionality, additionally, the script "Superstore" will be open face, lined with LED rope giving a look reminiscent of neon tube. This image illustrates this design approach.



The location of the signs also varies by sign. The primary sign "Big Sandy" is attached to the atrium structure, the script sign is approximately 5 feet in front of the primary sign, as a wrap on the entry canopy.

The secondary entry signs also wrap the entry canopy but their feature graphic (the moon and ampersand) will be halo lit, changing the character of these graphics. This image illustrates this design approach.



Although all the signs are channel letters, the designer has used different techniques, which in conjunction with the sculptural benches & bollards as well as the metal panel sculptures provide a unique visual and pedestrian experience for a large format commercial entrance.

Interior graphics

The sculptural panels mounted in the atrium are not part of the Master Sign Plan as they are mounted approximately 6-12 feet behind the glass curtain wall. The graphics proposed are cut metal panels, fabricated by a local sculptor. They are a permanent installation that does not include text.

Images were provided with the application that illustrate the sculpture style of the cut metal panels.





A sketch of this feature suggests the visual depth of the proposed interior graphic.



Design & image provided by Kolar Design.

A similar entry feature was installed at the University of Cincinnati student center.

The following analysis describes the areas where the proposed signs exceed code allowances and support the request for a master sign plan.

§153.065(H) – Signs

Proposed Wall Signs			
	Permitted	Proposed	
<i>Number/ Type</i>	Single tenant building 1 street facing sign per street frontage (2 total) Or 1 sign facing an off street parking area	1 primary entry (center) and 2 secondary entry wall signs (left & right)	Met with Master Sign Plan
<i>Size</i>	½ sq. ft. per lineal foot of storefront width, up to 50 sq. ft.	Primary sign (center) – 472 sq. ft. on 160 lft. - 15% of atrium area Secondary sign (left) – 148 sq. ft. on 140 lft. - 10% of atrium area Secondary sign (right) – 135 sq. ft. on 124 lft. - 9% of atrium area	Met with Master Sign Plan
<i>Location</i>	On the portion of the wall associated with tenant space or storefront	Located on the front façade centered on entry canopies	Met
<i>Colors</i>	3 colors - Back plate not included - Registered trademark not limited	3 colors White, red, and blue (registered trademark colors) Blue accent lighting	Met
<i>Height</i>	Located within the first story per permitted building type (max 15 ft.)	Primary sign (center) 20' ht. Secondary sign (left) 15' ht. Secondary sign (right) 15' ht.	Met with Master Sign Plan
<i>Depth</i>	Sign face is permitted at no greater than 12" from building façade	Primary sign (center) 12" Secondary sign (left) 3'-6" Secondary sign (right) 3'-6"	Met with Master Sign Plan

Engineering, Parks and Open Space, Fire, Police

No comments.

Economic Development

Economic development staff supports the visual use of the official Big Sandy logo for its building signage.

- Based on the store location and the lack of leasing success in this retail area, signs with identifiable logos and brands are very important not only for the success of a new business moving in, but also for surrounding businesses.
- Logos are a critical aspect of business marketing. As the company's major graphical representation, a logo anchors a company's brand and becomes the single most visible manifestation of the company within the target market. Having a visible logo on building signs is key to success for a retail brand entering a new market.
- As consumers grow to know, like and trust a specific brand, they are more likely to respond positively to successive encounters with a logo--potentially leading to increased sales and continued business success. In addition, a logo implies a degree of professionalism and competence that could help steer new customers toward selecting an established and reliable business rather than a competitor.

PART III: DISCUSSION QUESTIONS

The Administrative Review Team has conducted its analysis of the project based and identified the following items for discussion at the Planning & Zoning Commission's informal review.

Section 153.065 (H)(4) Sign Design & Lighting

1. Does the revised proposal address the Commission's comments from the October 1, 2015 meeting requesting more creatively designed signs?
2. Are the signs of a high level of quality & construction?
3. Are the signs fully integrated with the architecture? (scale & proportion)
4. Do the signs provide the public with a safe and effective means of locating a business?