

# 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).

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

Thursday, October 29, 2015

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

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 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. 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 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.

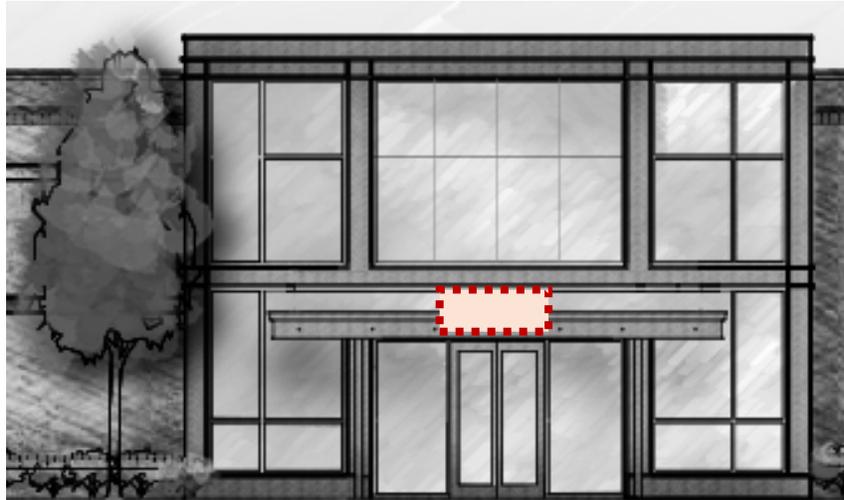


Maximum allowable area



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. This image illustrates this design approach.



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. This image illustrates this design approach.



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, the front and side will both be lit, and have a halo, so that they will appear to "glow".

#### 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.



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



Design & image provided by Kolar Design.

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 experience for a large format commercial entrance.

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

#### §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) – <b>472 sq. ft.</b> on 160 lft. - 15% of atrium area Secondary sign (left) – <b>148 sq. ft.</b> on 140 lft. - 10% of atrium area Secondary sign (right) – <b>135 sq. ft.</b> 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: APPLICABLE REVIEW STANDARDS

The Administrative Review Team has reviewed this application based on the intent and purpose outlined in the Code for a master sign plan, 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.

## PART IV: STAFF RECOMMENDATIONS

The Planning Staff has conducted its analysis of the project based on the criteria identified for one primary wall sign that exceeds the code requirement for size and two secondary wall signs that exceed the number of allowable wall signs for a single tenant, entry façade and exceed the allowable distance from the front façade, and exceed the allowable size.

The Staff recommends approval to the Administrative Review Team for a Master Sign Plan using the Big Sandy trademark as the sign text with the following three conditions:

1. That the applicant reduce the area of the signs proportionally to 50% of the proposed size.
2. That the applicant provide all proposed options to the Planning & Zoning Commission for their review.
3. That the applicant obtains all required permits prior to beginning work.