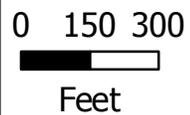


15-090MSP  
 Master Sign Plan  
 Big Sandy Superstore  
 6825 Dublin Center Drive





**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 15-090MSP 6825 Dublin Center Drive 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**

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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:

**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 attends 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**

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Vincent A. Papsidero, FAICP  
Planning Director

## 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 isle 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 and 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 includes the addition of glass and metal structures for the three entries and additional brick detailing for the existing insets. She added that application'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 and 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 the 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, or more visible, or additional signs than may be permitted 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 Taylor 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.

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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.

