



December 16, 2015

Master Sign Plan

15-100ARB-MSP – BSD Historic Transition District

Bridge Park West – 94-100 N. High Street

A Master Sign Plan for a new mixed use development on the east side of North High Street, approximately 280 feet north of the intersection with North Street. This is a request for review and approval for a master sign plan under the provisions of Zoning Code Sections 153.065 and 153.066, and the Historic Dublin Design Guidelines.

Date of Application Acceptance

Friday, October 16, 2015

Date of ART Determination

Thursday, December 10, 2015

Date of ARB Determination

Wednesday, December 16, 2015

Case Manager

Jennifer M. Rauch, AICP, Planning Manager | (614) 410-4690 | jrauch@dublin.oh.us

PART I: APPLICATION OVERVIEW

<i>Zoning District</i>	BSD Historic Transition
<i>Development Proposal</i>	Consistent sign plan for new mixed use development
<i>Property Address</i>	94-100 North High Street
<i>Property Owner</i>	Crawford Hoying Development Partners
<i>Representative</i>	Matt Starr, Crawford Hoying
<i>Case Manager</i>	Jennifer M. Rauch, AICP, Planning Manager (614) 410-4690 jrauch@dublin.oh.us

Site Overview

The 2.4-acre site was approved for redeveloped with three Historic Mixed-Use Buildings set along North High Street and one Apartment Building along the future North Riverview Street extension. An integrated parking structure with two public access points (North High Street and future North Riverview Street extension) and one private access (North High Street).

Application Review Procedure: Master Sign Plan

The purpose of a Master Sign Plan (MSP) is to provide an opportunity for greater flexibility and creativity in sign design. The MSP provision of the BSD Code accounts for the unique nature of commercial developments and provides a comprehensive and flexible approach for review and approval of appropriate sign plans that may vary from the BSD Sign Code.

Application Summary

This is a request for review and approval of a Master Sign Plan that is consistent with the development's style and scale within the context of the Historic District. The proposed MSP outlines the requirements and examples for each sign type and the permitted locations. The MSP text generally follows the standards of the sign provisions within the Bridge Street District §153.165.

PART II: ADMINISTRATIVE REVIEW TEAM COMMENTS

Planning, Building Standards, Economic Development

§153.065(H)(e) – Master Sign Plan

The proposal outlines the sign provisions for the individual tenants, and additional parking and building identification signs for the approved development. The MSP provides specific standards for each proposed sign type, along with supportive graphics.

Historic Mixed Use Buildings

The proposal outlines the sign provisions for tenants with corner frontage and tenants with inline frontage for the Historic Mixed Use Building. All tenant spaces with corner frontage are permitted 3 building mounted signs, one of which must be a projecting sign. All tenant spaces

with inline frontage are permitted 2 building mounted signs, one of which must be a projecting sign. The MSP specifies building mounted sign types as fascia/wall signs, projecting signs, placemaking art signs, awning signs or a canopy edge sign. Window, sandwich board, address and directory signs have separate sign allowances within the proposal. The general regulations matrix outlining the sign types and allowance should be updated to clarify the building mounted sign types from the other sign types. The following summarizes the area requirements for the Historic Mixed Use tenant signs highlighting how the proposal compares to the BSD requirements.

Historic Mixed Use Tenants Building Mounted Signs		
	BSD Requirement	Proposed Requirement
Number	2 building mounted signs of different types	Corner Tenant: 3 per tenant space, one must be projecting Inline Tenants: 2 per tenant space, one must be projecting
Proposed Wall Signs		
	BSD Requirement	Proposed Requirement
Size	8 sq. ft. max	12 sq. ft. max, one permitted 20 sq. ft. max
Height	15 ft.	15 ft.
Location	Ground floor only	Ground floor only
Proposed Projecting Signs		
	BSD Requirements	Proposed Requirement
Size	8 sq. ft. max.	8 sq. ft. max.
Location	Within first story	First and second story
Height	8 ft. bottom, 15 ft. top	8 ft. bottom, 12 ft. top – first story
Proposed Awning Signs		
	BSD Requirements	Proposed Requirement
Size	Max. 20% of awning area, not to exceed 8 sq. ft.	Max. 20% of awning area
Location	Within first story	First story only
Height	8 ft. bottom, 15 ft. top	8 ft. bottom, 15 ft. top
Proposed Canopy Edge Signs		
	BSD Requirement	Proposed Requirement
Size	N/A	8 sq. ft. max
Location	N/A	First story only
Design	N/A	Individual channel or pin-mounted letters
Proposed Placemaking Art Signs		
	BSD Requirements	Proposed Requirement
Size	N/A	80 sq. ft. max.
Location	N/A	Second story only

The proposed MSP includes a graphic showing the permitted sign locations per sign type. Staff recommends the applicant provide additional graphics for the north and south elevations of the Historic Mixed Use Buildings to provide additional building mounted sign location options for the corner tenants.

The MSP includes a zoning review timeline graphic, which will need to be revised to accurately reflect the review and permit process following the approval of the MSP.

The Master Sign Plan document outlines additional provisions for building and tenant address signs, building directory, window signs, and sandwich board signs. Window signs are permitted in addition to the building mounted signs allowance. The proposed deviations for window signs are outlined below.

Overall Building Signs		
Proposed Window Signs		
	BSD Requirement	Proposed Requirement
Size	20% max. per window pane, not to exceed 8 sq. ft.	30% max. per window pane
Location	Ground floor only	Ground floor only

Parks & Open Space, Fire, Engineering, Police

No comments.

PART III: APPLICABLE REVIEW STANDARDS

Applicable Master Sign Plan Criteria

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: ADMINISTRATIVE REVIEW TEAM DETERMINATION

Approval is recommended of the Master Sign Plan to permit for a consistent sign package of an appropriate design and scale of the Bridge Park West development and the Historic District, with the following three conditions.

- 1) The general regulations matrix outlining the sign types and allowance should be updated to clarify the building mounted sign types from the other sign types.
- 2) Provide additional graphics for the north and south elevations of the Historic Mixed Use Buildings to provide additional sign location options for the corner tenants.
- 3) The MSP includes a zoning review timeline graphic, which will need to be revised to accurately reflect the review and permit process following the approval of the MSP.