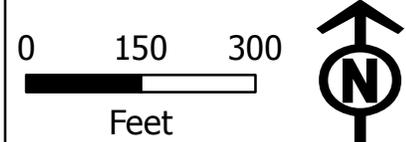


15-099MSP
 Master Sign Plan
 Bridge Park Blocks B & C
 Riverside Drive and Dublin Granville Road



**3. BSD SRN – Bridge Park East, Blocks B&C
15-099MSP**

**Riverside Drive and Dale Drive
Master Sign Plan**

Nicki Martin said this is a request for a Master Sign Plan for a new 8.2-acre mixed-use development on the east side of Riverside Drive, south of the intersection with Tuller Ridge Drive. 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 the aerial view of the site and explained each of the updates that the applicant has made to the MSP:

- Added conceptual rendered elevations and replaced some illustrative images
- Added New Leasing Window Cover to permitted sign types
- Eliminated 'Anchor Tenant' provision, Umbrella Signs/Graphics, and Building Directory signs
- Finalized sign details for Address Numerals and Parking Marquee signs
- Clarified Canopy Edge sign and Placemaking Art sign locations
- Addressed Wall sign size with context sensitive approach by Level
 - Level 1 – 50 square feet maximum
 - Level 2 – 60 square feet maximum
 - Level 3 – 80 square feet maximum (new addition to this application/only permitted on building C2)

Ms. Martin reviewed the proposed number of signs per tenant. She said the proposed sign size, height, and location are regulated by: Use – Retail versus Office; Level; and Graphics.

Ms. Martin noted lighting for signs is unchanged:

- External, internal, and indirect illumination permitted
- Illumination should be architecturally appropriate
- Awnings, umbrellas, and sandwich board signs are not permitted to be illuminated

Ms. Martin noted the additional details are unchanged:

- Review Process
- Size Computation
- Prohibited Sign Designs

Ms. Martin noted Staff had asked the applicant to address the issue of the letter height constraint. Matt Starr, Crawford Hoying Development Partners, said the three-foot letters meet appropriateness of architecture for Level 1 and 2. For Level 3, He presented the IGS sign that has four-foot letters, and the Ernst & Young sign that is just under four feet in letter height at Grandview Yard. He noted the sign is much lower than it would be in Bridge Park which will be a taller building. He presented examples of signs from Easton to show the small signs are illegible (Dental Center) and how the letters in a small area do not read well to given the context or contribute to the character of the street. He emphasized these were not the best signs, he was presenting them to show scale.

Ms. Martin indicated that there needs to be further clarification in the MSP and Mr. Starr said he could complete the revisions by the end of the day, most notably the clarification for Leasing Window Covers used during vacancies. He explained the covers will appear opaque from the outside but transparent from the inside and the logo and text will only cover 30% of the entire window area.

Ms. Martin said a recommendation to the Planning and Zoning Commission for approval is recommended for the Master Sign Plan to permit for a consistent sign package of an appropriate design and scale of the Bridge Park development, and the approved shopping corridor along Bridge Park Avenue and Riverside Drive, with two conditions:

- 1) That the MSP be updated to reflect that a Leasing Window Covering is a sign type not requiring a permit; and
- 2) That the applicant corrects all page references and provide the revised approved MSP to Planning, prior to sign permitting.

Jeff Tyler asked if there were any further questions or concerns regarding this case. [There were none.] He confirmed the ART's recommendation of approval to the Planning and Zoning Commission of the Master Sign Plan for their meeting on February 18, 2016.

DRAFT

Christian Hahn, representative for the applicant, explained the previous proposal included the 36-inch sign letters to be installed four feet higher on the building. He said they are now requesting the 36-inch sign letters be lowered, which places the sign as close to the doorway as possible. He explained the dealership sits up on a hill, 20 feet above street level from the corner of Dublin-Granville Road and Dale Drive. He said the sign will just be visible from Dale Drive.

Ms. Rauch said issues for the first proposal were the area of the sign and the height. She said the maximum height permitted is 15 feet from grade and was proposed at a height of 21 feet. She indicated that due to the significant grade changes on the site, the measurement exceeds the height requirement and will require a Master Sign Plan.

Colleen Gilger said she thought the MSP met the intent of the BSD.

Ms. Rauch said the sign position makes sense for this application as the sign is located right above a window over the main door.

Mr. Hahn confirmed that the ART seemed to support Exhibit B.

Ms. Rauch said the application would be modified and the ART's recommendation to the PZC is scheduled for next week for the PZC meeting on February 18, 2016.

Mr. Papsidero asked if there were any further questions or concerns regarding this case. [There were none.]

INTRODUCTION

4. BSD SRN – Bridge Park East, Blocks B&C 15-099MSP

Riverside Drive and Dale Drive Master Sign Plan

Nicki Martin said this is a request for a Master Sign Plan for a new 8.2-acre mixed-use development on the east side of Riverside Drive, south of the intersection with Tuller Ridge Drive. 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 reported this application was reviewed by the Planning and Zoning Commission on January 7, 2015, and the applicant had asked to table the application and come back with updates to address the questions that had been brought forth. She said the applicant has returned with a revised MSP, which she presented.

Ms. Martin noted the PZC raised the following questions and concerns:

- A Wall Sign size of 80 square feet might not be appropriate for first or second stories;
- Placemaking Art Signs should not extend to the top of Level 2 , but rather remain pedestrian oriented with a maximum height;
- Umbrella signs and graphics should be reconsidered;
- Parking Marquee sign details provided;
- Building Directory Signs should be uniform;
- Consider treatment of tenant spaces for lease;
- Consider dimensions and design beyond area; size is only one component of a great sign.

Ms. Martin said the applicant has addressed the concerns. Mr. Starr said there were 12 changes requested at that PZC meeting – cleanup and clarification were requested overall.

- Size and creativity of signs was somewhat in the eye of the beholder. Images of signs from other places are being collected to show more context and design.
- Placemaking Art Sign locations have been defined - the bottom of the sign will be aligned with the bottom of Level 2 extending a maximum of 20 feet into Level 2.
- Signs/graphics for umbrellas are now prohibited.
- Parking Marquee details have been provided that are consistent with the city-wide wayfinding plan.
- Building directory signs have been removed from this application and will be placed inside the lobby instead.
- Details for 'For Lease' tenant spaces include opaque Window Signs in a dark gray with Crayford Hoying or Bridge Park logo, not exceed 30% of the window area. Mr. Starr noted it will strike a balance between a need to mask storefronts but allow light into the space, which expedites the leasing process.
- Additional illustrative images are included to show scale and context for the size and height of signs in terms of square footage indicating appropriateness on the buildings.
- A rendered graphic of building C2 including examples of ground floor tenants with 1, 2, or 3 streets of frontage has been provided. Real life examples of signs are provided. Columbia Gas in the Arena District has a 90-square-foot sign that is appropriate for the speed of traffic, which would be consistent with building C2.
- Design and location of Address Numerals are finalized.
- Examples of Placemaking Art Signs are provided to show 3-sided volume calculations rather than area.
- Mr. Starr and Russ Hunter will review signs for quality, color, and adherence to the MSP before any permits are submitted.
- The MSP will be given to tenants upfront so they are aware of the rules as part of the design of their space.

Vince Papsidero asked if prohibiting signs/graphics on umbrellas will be an issue. Mr. Starr indicated that it will only impact a few tenants and if they can demonstrate a creative umbrella, he would bring it back for review.

Jeff Tyler questioned whether regulations start to stifle creativity when we ask for that at the same time. He said umbrellas are temporary and asked why signs on umbrellas are an issue. Mr. Starr said he shares the concern, but does not want to see unpleasant advertising stamped on a sea of umbrellas. He said diversity can be created by using different colors at the different establishments.

Mr. Tyler emphasized the size of signs needs to be in scale with the building.

Mr. Papsidero asked if larger signs will be limited. Mr. Starr answered only four tenants will have the opportunity for an 80-square-foot sign and they may not opt to use all of them. Mr. Papsidero indicated that four signs are not that many. Mr. Starr indicated that as sign plans come forward for Blocks B & C, the applicant may need to come back to modify the MSP for other blocks.

Ms. Martin confirmed that signs are only permitted in the locations identified by blue blocks. Mr. Starr said they may not have every location correct, but they did a pretty good job at hitting most of them. Ms. Martin questioned the height of the boxes as there may be instances where a "hanging Y" for example could go beyond that area due to the method the City uses to measure sign area. Mr. Starr said the height of letters are all going to be different, but generally occur within the area depicted. He said a cool sign could include a curvy "Y" and he would be worried about narrowing it down to simply fit strict regulations.

Mr. Papsidero asked if an adjusted location of one blue box would require the applicant to return to the PZC or if they could return to the ART for review. He asked if provisions to allow this could be written. He

**2. BSD SCN – Bridge Park East, Blocks B & C – Master Sign Plan
15-099MSP**

**Riverside Drive
Master Sign Plan**

The Chair, Ms. Newell, said the following application is a request for a Master Sign Plan for a new 8.2 acre mixed-use development on the east side of Riverside Drive, south of the intersection with (future) Bridge Park Avenue. This is a request for review and approval for a Master Sign Plan under the provisions of Zoning Code Section 153.066. The Commission is the final authority on this application and we will need to swear-in.

The Chair, Ms. Newell, swore in anyone intending to address the Commission with regard to this case.

Nicki Martin said this is a request for a Master Sign Plan for the Bridge Park development, Blocks B & C located off Riverside Drive. She said there are two documents to review Master Sign Plans the Bridge Street District Sign Code Section 153.065(H)(E) and the newly adopted Bridge Street District Sign Guidelines which provides some direction on Master Sign Plans. She said the Administrative Review Team has made a recommendation of approval to the Planning Zoning Commission. She said the ART recommended that the applicant make some changes to the final document prior to their submission to the Commission and the changes were highlighted in the staff report. She said after the Commission's determination the approved Master Sign Plan will be administered by City staff and at a staff level they have discussed having a standing staff review meeting to process these sign permits as they come forward.

Ms. Martin said the site is located north of West Dublin-Granville Road and east of Riverside Drive. She said they are specifically talking about Block B to the south and Block C to the north. She said the applicant is required to designate a shopping corridor as part of their Site Plan approval, which has been done. She said Master Sign Plans are required for designated shopping corridors which is why they are requesting this Master Sign Plan. She said in addition, they are looking to having a cohesive sign plan for both Blocks B & C in their entirety which why all signs for these blocks are included in this proposal.

Ms. Martin said the application was submitted to the ART for concurrent review with the Bridge Park West Master Sign Plan, which was recently approved by the Architectural Review Board on December 16th.

Ms. Martin said the text is generally consistent with the Bridge Street District Code as well as the BSD Sign Guidelines and generally there are definitions and illustrative examples as well as lighting and prohibited designs and a regulation matrix. She said there are building elevations that are included for each building in Blocks B and C.

Ms. Martin said the signs are permitted based on use of each tenant, retail tenants are permitted signs based on the number of frontages. She said retail tenants with one frontage would be permitted two signs, two frontage equals three signs, and three frontage equals four signs. She said only building mounted signs are permitted in the Master Sign Plan where as in the normal Bridge Street District Code would also permit ground signs for all tenants. She said office tenants in this Master Sign Plan are only permitted wall signs and not every office tenant is permitted a wall sign - it is at the discretion of the Landlord. She said that there is a provision in the Master Sign Plan allowing anchor tenants an additional sign at the Landlord discretion and the ART is recommending that this provision be removed from the Master Sign Plan as anchor tenants are not specifically defined.

Ms. Martin said the building elevations call out proposed locations and heights of the signs and designate levels. She said the graphics and the boxes shown in the plan generally show where signs are to be permitted on the buildings. The boxes show all the permitted sign locations and not the total permitted signs for a given tenant space. She said the levels do not correspond to the floor levels, such as the ground story is in level one, but how large level two is based on the use, whether it be residential or office. The levels also dictate the height at which the sign is appropriate. She said the only sign types

allowed in level two are office tenant wall signs or place making art signs which are permitted for retail tenants only.

Ms. Martin said there are three sign types with three regulatory categories: signs with special conditions, building mounted signs, and signs not requiring a permit. She said the signs with special conditions are signs for a building and are non-tenant specific and are only related to building information including address numerals and building directory or a parking marquee sign which would be used for a parking garage. She said buildings would be permitted a canopy edge sign in the event that they wanted to have an address or a building name. She said the remaining signs are generally tenant signs and are permitted for retail tenants with wall signs being the only sign type permitted for office tenants. She said the building mounted signs would require sign permits and for tenants just the building mounted signs would require sign permits excluding the window graphics which does not required a sign permit.

Ms. Martin said the signs that are building signs are address numerals, building directory and parking marquee signs which do not exist within the Bridge Street District Code. The applicant is proposing sign sizes and locations for these sign types. She said the parking garage signs are permitted to be 150 square feet maximum, the building directory signs are permitted next to the entrances of an office or apartment building and are permitted not to exceed six square feet and the address numerals are not exceed two square feet and are required by the Fire Department.

Ms. Martin said the office tenants are permitted up to one sign at Landlord discretion so not every office tenant will have a sign. She said the office tenants are permitted signs in level two up to a maximum of 80 square feet where the Bridge Street District Code would only allow signs within the first level at a size up to 50 square feet.

Ms. Martin said retail tenant signs include new sign types including place making art signs and canopy edge signs which currently do not have a definition in the Bridge Street District Code. She said the retail tenant permanent signs include fascia/wall sign which the text states is to be a layered construction and high quality materials. She said retail tenants are permitted one square foot per lineal foot of frontage which is more than what is permitted within the Bridge Street District Code and up to a maximum 80 square feet where 50 would be permitted in the Bridge Street District. She said retail tenant signs are generally only permitted within level one which is consistent of the Bridge Street Code. She said projecting and awning signs are provided definitions as well as illustrative examples for tenants to use as guidance when submitting sign permits. She said the regulations for projecting signs and awning signs are consistent with the Bridge Street District Code.

Ms. Martin said the window signs and window graphics are also included in the application and the distinction is between a window sign and a window graphic is that a window sign includes a business name or logo and a graphic, which is a new sign type, is not permitted to include a business name or logo. Window graphics as the examples show are simply a feature connecting multiple windows, stating business hours or featured products. She said Planning is requesting the applicant clarify the difference in the Master Sign Plan between a window sign and a window graphic as they are in the same category for the general regulations matrix and in the sign permitting process it would not be clear how much area is devoted to each type. She said the applicant is proposing that window signs and window graphics not exceed 30 percent of the window area, where in the Bridge Street District Code they would be permitted 20 percent of the window area at a maximum of eight square feet.

Ms. Martin said the place making art signs is intended to contribute to the character of the street. She said this sign type is permitted for retail tenants only but the sign would be permitted at a height in level two. She said these signs are at the Landlord discretion so not every retail tenant would be permitted this sign type it would be only in cases that they are truly unique and appropriate to the streetscape. She said these are permitted at a maximum of 100 square feet.

Ms. Martin said canopy edge signs is a new sign type that the Bridge Street District Code does not consider and are for retail tenants, parking garages, and apartment address numerals. She said a maximum of 50 square feet is permitted and based on architectural character it would be less in some cases and in that case staff would refer to the graphics included in the Master Sign Plan.

Mr. Brown asked if the address sign should be two square feet and would that relate to canopy edge signs.

Ms. Martin said the distinction is that if the address is on the canopy it would be considered a canopy edge sign whereas if the address numeral sign is simply to identify an individual tenant space and not the entire building it would be an address numeral sign required by the Fire Department for fire safety. She said they would be permitted to put an address numeral on the building at the size of two square feet with pin mounted letters, but if they were identifying an entire apartment building the applicant would be permitted to do something similar to the street number and the street name and they would sum those characters to get the entire area of the canopy edge sign.

Ms. Husak said in this example they have the canopy edge sign in the illustration and below the example there is an illustration of an address sign in the sign plan.

Ms. Newell said it was not clear in the packet in the way it is presented in the sign package that there is a distinction or that the area was to be summed.

Ms. Martin said the text in the Master Sign Plan and the elevation graphics are designed by the applicant to go hand in hand and equally regulate the Master Sign Plan so one cannot stand without the other and it will require Staff to reference both during the reviewing process.

Ms. Martin said retail tenant temporary sign: sandwich board signs and umbrellas signs are called out in the Master Sign Plan. She said sandwich board signs are existing in the Bridge Street District Code and the applicant is asking that these not require a permit and be double hinged, professionally designed in a dark color. She said umbrellas signs are a new sign type not existing in the Code and would also not require a permit and would be at the Landlord discretion. Only 20 percent of the umbrella awning would be permitted to have a logo on it and would be required to be brought inside in the evening and stored while not in use.

Mr. Miller said he read that sandwich boards are allowed within six feet of the building and who enforces that placement.

Ms. Martin said that Code Enforcement works with the tenants and in some instances draws a box with chalk on the sidewalk temporarily for the proper placement. The intent is to have the sandwich board signs close enough to the retail tenant that is operating the sign and to maintain a clear distance on the sidewalk for pedestrian use.

Ms. Husak said they had discussions with the applicant that as a Landlord they are going to have to be vigilant to help with adherence to the requirements that they have set forth in the lease agreements. She said there are two Code Enforcement officers on staff and it is not realistic that their entire day will be spent on enforcement sandwich board sign placement.

Ms. Martin said that the applicant will address the reason for the Master Sign Plan and tenants will be agreeing to the Master Sign Plan set forth upfront so many of the regulations will be known to them when the leases are signed.

Ms. Martin said there are a variety of lighting options that are permitted for tenants. External, internal, and indirect illumination are all permitted. She said the Master Sign Plan strongly encourages modern

lighting that is architecturally appropriate and discourages any vintage or “cutesy” lighting. She said awnings, umbrellas, and sandwich boards are not permitted to be illuminated. She said the Master Sign Plan includes additional details regarding the review process for their tenants and how to commutate size of signs and also gives a few examples of prohibited sign types.

Ms. Martin said the applicable Master Sign Plan Criteria are 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. Martin said the applicant is requesting this Master Sign Plan because of their shopping corridor provision as well as the unique location, scale and architecture of the buildings they have had approved.

Ms. Martin said the Bridge Street District Guidelines review criteria is as follows:

- a) Signs and graphics should contribute to the vibrancy of the area
- b) Should be highly pedestrian-focused while remaining visible to those traveling by car or bicycle
- c) Placement of signs and graphics should assist with navigation, provide information, and identify businesses

Ms. Martin said the Administrative Review Team used the guideline criteria to shape their analysis. She said the applicant has touched on contributing to the vibrancy of the area and there are a variety of options to activate the streetscape. Additionally, the Master Sign Plan assists with navigation providing information that identifies the buildings and businesses.

Ms. De Rosa asked if banner and flag signs are permitted.

Ms. Martin said anything that is not covered in this Master Sign Plan would revert to the Bridge Street District Sign Code and therefore anything not permitted in the Code would also not be permitted in this Master Sign Plan.

Ms. Martin said ART recommended approval to the Planning and Zoning Commission and recommended the applicant make a few modifications prior to their appearance before the Commission and that any remaining conditions be forwarded on to the Commission for their review. She said the conditions are as follows:

- 1) The general regulations matrix outlining the sign types and allowances should be updated to include all applicable sign type regulations;
- 2) The MSP should be updated to:
 - a. Delete the provision for additional signs for Anchor Tenants;
 - b. Include additional sign type definitions and examples including address numerals, building directory, and umbrella signs;
 - c. Include that window graphics require landlord approval; and, to differentiate window graphics and window signs in the general regulations matrix; and
- 3) The applicant provide the revised approved MSP to Planning, prior to sign permitting.

Ms. Martin said the applicant has a presentation and she is happy to answer any questions regarding the ART analysis and recommendation.

Matt Starr, 555 Metro Place, Dublin, said he doesn't have a presentation other than the package. He said his role at Crawford Hoying is Director of Development and most of his time is spent working with tenants to sign leases. He said this is one of the first questions that comes up with prospective tenants. It is location, rate, and signage opportunities. He said it is important to address these questions up front and create some certainty for them. He said they have worked on this for many months, nearly a year in

collaboration with Kolar Design who is working with the City on the City wide wayfinding efforts. It made a lot of sense for them to work with Kolar on the sign package so there is cohesiveness of thought and how they approach this plan.

Mr. Starr said they are trying to meet the needs of everyone especially pedestrians and automobiles. He said they have to create a balance with the four sided buildings and they thought about that when they created this package. He said they did their best to identify where they thought all the spaces were and where the signs would want signs knowing that all the spaces have not been leased there will be changes. He said the most important is the quality of signs and this plan shows to people and they understand what is expected. He said they have been giving the plan to people for the rules they will have to follow to get a permit. He said if they have something creative and outside the box they will have to come back and amend the document.

Mr. Starr said they may have not identified all the places and in his review he realized they missed a sign that they want to make sure they add as a condition which is the garage sign on the B garage and is very similar to the sign on the C garage on page 48 or 49 of the plan. He said the sign location 2A in the C garage has similar signs to the B garage as well as parking marquee along Banker Drive and a smaller sign on the Long Shore side and they will identify them on the final document.

Mr. Starr said the canopy edge sign is seen as identifiers for the buildings and mainly residential and office lobbies and that is how those buildings will be identified. He said the tenant signs would most likely be above the door or to the right of the door depending on the approach. He said the sandwich boards will be monitored every day because their offices will be there and they will be making sure those are where they should be as close to the door as possible.

Ms. Newell asked if anyone from the public would like to address the Commission. [Hearing none.]

Mr. Brown said that he hopes everyone speaks up and speaks their mind on this application. He said he likes the package as a whole. He said the way the Commission reacted to the first go around on some of the images and elements presented they loved the creative and outside the box and understands that people are trying to bring things to the table that can be expedient and passed through easily. He wondered what methods they can use to encourage people to be creative and not feel like they have a huge cost of presentation and drawings so that they can put some money into some creative elements and unique and bring it for review that is not costing a fortune.

Mr. Brown said he doesn't want this to be generic vanilla development where there is no urban excitement and they fail if that occurs and he thinks Crawford Hoying recognizes that but it is not always the easy and expedient method, but would encourage staff to figure out a someway to make it expedient and economical for someone that is signing a lease to bring something creative to the table.

Matt Starr said they did not arrive there quickly and they started with the base code because it is what was put into place and there are some deviations.

Ms. Newell said since they are making a deviation between the 20 percent window signage and they have come up with 30 percent. She asked why the increase.

Mr. Starr is was because of the scale of the first floor. He said Building C1 there is a 20 foot clear height so there a larger window. He said standard is 16 feet and this building has 20 feet. He said Building C3 and B3 that climb up the hill at the lower level is close to 20 feet so there are large windows and to get the appropriate scale they ended up with 30 percent.

Ms. Newell said it was physically analyzed and are they able to present or provide information with better pictorial graphics.

Mr. Starr said they did have Building C2 rendered but it was not included in the package.

Ms. Newell asked that they clarify the difference the window graphics and the window signs in the 30 percent limitation if it covers both of those components.

Mr. Starr agreed it is 30 percent in total.

Ms. Newell said she is more comfortable with 30 percent total.

Mr. Brown said it is interesting in the way the define signs and the size of signs but part of it is the opacity of any given sign. He said the pie whole and the makers café have a much more solid sign and there are some with hours and the surf club there is a very light opacity and asked how they gage that because you can see through more of it, it is more acceptable then if it is a big block of white.

Mr. Starr said they do not distinguish but they are only covering 30 percent of the window and there is an enormous amount of opacity coming through the window and all the signs that are reflected in the package are well done even they have the different characteristics as described.

Ms. Newell said the artistic place making signs are being put in the second level but could not see them extending to the top of the second level especially when they are to be more pedestrian oriented and would be more comfortable if there was a maximum elevation defined as it relates to each of the buildings because they are envisioning signage at the top of each of the buildings.

Mr. Starr said he envisioned the bottom of the signs is at the floor of the second levels.

Ms. Newell said it needs to be defined at that level. She said each tenant with a street frontage is allow two of any type of sign, so if they have an art place making sign that would count as one sign.

Mr. Starr said it would be correct but it is not likely that a tenant that has one street frontage would have a place making sign and agreed it would be one of the two signs.

Ms. Newell said the umbrellas signage graphics is not necessary to put signage on umbrellas in addition to all the other signage that they get with the buildings. She said no one is going to want to see fast food logos on umbrellas and would like to have it eliminated. She asked if the parking signs are defined in the package and if they know what they want they will begin to set the precedence for the creativity and would like them finalized within the sign package.

Mr. Starr said they are at the development level of the parking signs and analyzing the costs because the Parking Garage B and C are financed through the City they have to fit within the context and will include them in the sign package.

Ms. Newell said the building directory signs should be uniform throughout the buildings especially with locations on the buildings as a point of wayfinding.

Mr. Starr said they will be next to the doors and it made sense to have consistency.

Ms. Martin said the Text requires that they are located on the exterior wall next to the entrances.

Ms. Newell asked what their review process will be for the tenant graphics.

Mr. Starr said Russ Hunter and himself will be reviewing the signs as part of the sign package and have been giving the document to tenants upfront so they are aware of the rules as part of the design of their

space and the signs will be submitted to them and it will be reviewed for quality, color, adherence to the plan before any permits are submitted.

Ms. Martin said the City will require a letter from the landlord with every sign permit application.

Mr. Miller asked if the number of signs on the offices is at the discretion of the landlord and for examples of the office signs.

Mr. Starr agreed and said examples were in the package.

Mr. Miller asked if every tenant could have a sign on one side of the buildings.

Mr. Starr said there are specified locations for the signs and the locations are limited and there will be more tenants in the buildings than exterior sign locations.

Ms. Salay said she echoed Ms. Newell's opinion about umbrellas signs and multiple tenants with lots of patios it can be busy with a lot of graphics on the umbrellas and is not necessary with all the other opportunities for signage.

Ms. Husak asked if it could be considered as a sign option out of all the permissible options or do they want to eliminate it completely.

Ms. Salay said it should be eliminated altogether because umbrellas could be designed separately or in groups at varied sizes and coverage of them could get out of control.

Ms. Mitchell said many of the alcohol manufacturers provide umbrellas with their logos on them which are tacky.

Mr. Starr said they would not allow those types of umbrellas.

Ms. Martin said that the Text requires the graphics to be an approved corporate logo for the business approved by the landlord.

Ms. Newell said it is cleaner to eliminate umbrellas signage.

Mr. Brown agreed.

Mr. Stidhem agreed and asked to see the Bridge Street Sign Code verses to proposed master sign plan variances.

Mr. Starr said the variances are the windows and a wall sign type combination is a total of 80 square feet and is what is architecturally appropriate and the size of the sign and the scale of the building and balancing the pedestrian and the auto views, especially considering it's a new development. He said the other variance is the number of signs and the quality of signs.

Ms. Martin said the number of signs for each tenant within the Bridge Street District Code tenant within the first story of any structure is permitted two building mounted signs of a different types, plus one additional building mounted sign should they have an entrance to a public parking space to the rear or the side of their building, which up to three building mounted signs for a tenant. She said across the board within the Bridge Street District any tenant is permitted one ground sign per street frontage up to two signs. She said this applicant is not permitting any ground signs. She said the most consistent guideline is the retail with two frontages would be permitted three building mounted signs which is similar to what is permitted within the Bridge Street District today. She said for three frontage it would

take a large tenant especially within this type of building to meet that requirement and in that case staff felt it appropriate to permit four building mounted signs because this development does not permit any ground signs. She said that the ART is recommending that the anchor tenant provision be eliminated because it is unclear and difficult to enforce.

Mr. Stidhem asked to clarify the 50 feet versus the 80 feet wall signs.

Ms. Martin said the wall signs within the Bridge Street District tenants are permitted at a sign area of ½ a square foot per lineal foot of frontage and this application is proposing one square foot per lineal foot of frontage which is consistent with the standard City Sign Code. She said the maximum size of a permitted wall sign in the District is currently 50 square feet which the applicant is proposing 80 square feet which is consistent with the standard City Sign Code and the height of the signs is consistent across the board with the Bridge Street District Code.

Mr. Stidhem asked why they dialed the Bridge Street District back and if logical why they are deviating that from that in this package.

Ms. Martin said the idea for signs within the Bridge Street District is that more signs are permitted but they would be smaller and in more diverse combinations than the standard City Code would permit and in this case given the scale of the buildings with respect to height and number of stories it is unique from any other redevelopment project in the City and the additional sign size is appropriate.

Ms. Newell said the proposed 80 square foot sign would fit the span of the tenant spaces and she is comfortable with the size.

Ms. Martin said the building architecture, especially the tenants not on the end cap, would limit sign size because they would not have enough frontage to max out the 80 square feet size regulation and just the second story office tenants are the main tenants that will be hitting the maximum and they are elevated off the road and is not meant to be a pedestrian scale.

Ms. De Rosa said there was a lot of dialog about size, dimension, fit, and feel and makes her concerned to make that big a jump from 50 to 80 square feet. She said you can't get the scale or context in this particular illustrations.

Mr. Starr said it is true with the renderings and they will not know until the buildings are up. He said the buildings are deep at around 100 feet deep and for frontages of a certain size the tenant will not be able to max the size out.

Mr. Brown asked who governs Crawford Hoying signs for location and size and when there is an empty store front and there is advertisement for space. He asked what will be put in the windows or the doors or during tenant improvements but he understands that they have the opportunity to advertise the space is for lease.

Ms. Martin said the applicant will occupying a tenant space in one of these buildings and will have an office tenant appropriate wall mounted sign and the temporary signage is governed by the Bridge Street District Code and in no case are temporary signs permitted to exist longer than 30 days, so those would have to be changed out and they would have to file for a temporary sign permit through the City with a Certificate of Zoning Plan Approval. She said the tenant spaces changing out has not been considered.

Mr. Starr said they would defer to the Code.

Mr. Brown said there are going to be empty store fronts and there will be a level of advertisement for lease and at what level of opacity and covering a space that is no longer there maybe there should be a package that covers the windows in a respectful non-attention calling manner.

Mr. Papsidero said it would be a good topic to address in the Master Sign Plan. He said there have been issues Downtown with the way the empty storefronts have been treated with plywood and the graphics that are attached to them has caused some issues and by that example it makes sense to try and figure it out as part of this package.

Mr. Stidhem said he thinks the wall signs are too big. He said the examples of huge gaudy signs on the sides of the buildings in Dayton and he fears there will be big gaudy tacky signs on the sides of these buildings.

Ms. Newell said in the areas the signs are proposed and developing the 80 square feet is by the length of someone's name so if there are a lot of letters in the name of the company the square footage would be longer or shorter based on the letters. She said they could put a limitation on the height of the text or control it because any square foot sign would be 8 x 10, but the building is not designed to support 8 foot of width of a sign, which is why she was comfortable with the 80 square foot in this instance.

Ms. De Rosa said they could dial it back and if there are exceptions bring them in because there are other ways to do it and thought the size makes them uncomfortable because it is hard to envision.

Ms. Mitchell said it is a big increase and 80 square feet could look different depending upon the orientation horizontally or vertical and is hard to say it can be bigger without the text.

Mr. Stidhem said the sign package has great work and commended the time that has been involved in the Master Sign Plan stating it represents awesome work.

Mr. Brown said there are elevations of every building and they have defined given areas and he agrees 80 square feet is big if it is tall and not long, but it is about proportion and aesthetics and asked that they show these examples on the buildings indicated the permitted areas.

Ms. De Rosa said they should still push back on the dimensions because that will create the conversation and it will be difficult if one is approved. She said they want signs that are smaller and more interesting and diverse and not take normal signage and place on the building. She said they want to encourage diversity and there are ways to do that and they will get more of the conversations they just had with a previous case.

Ms. De Rosa said she loves the examples in the plan and asked for the parking garage slide to be displayed. She said they have an opportunity with the parking garage to set an example and not sure what is proposed sets the example with the large round circle with a letter "P" nor do they have to spell out the word parking. She said they have not arrived at the example they really want to set and encourage them to take the opportunity to do something unique.

Ms. Salay said they can do more with the buildings with the types sign and need to do something that is unique and more interesting and make it worth it with quality and detail and not glowing plastic letters on a building. She said the signs should be depending on the other graphics along the block and what the tenant are achieving.

Mr. Starr said this case is a new development and is a new place with structured parking behind so the identification for the tenants are important and the branding they are going to have to push for creativity. He said he hears them being uncomfortable with 80 square feet and thought 50 square feet is too small.

Ms. Newell said there is potential with the limitation of the height of the graphics in terms of placement on the buildings. She said the point of the deviation is to get creativity in exchange for the larger sign and suggested they do more presentation work showing how the height of the sign will fit within the area on the buildings.

Mr. Starr said they will bring more dimensions of signs and images from other places that will help show the appropriateness on the buildings.

Ms. Mitchell said people learn and recognize brands and not based on the size of the logo or sign but by the distinctiveness and certain elements that are creative. She said the size is not the determining factor of what makes a great sign and they should find a way to think about other dimensions other than just size that would be very helpful.

Mr. Stidhem said they should keep the signs at 50 square feet and then if they go outside the 50 square foot they would come back for further approval.

Ms. Husak said the Bridge Street District provisions were conservative on purpose. She said they are not here asking for a sign plan for bigger signs they are required to come to the Commission with a sign plan because the Code has built that into the Shopping Corridor that has been designated for their location. She said the 50 square foot they were being conservative to the sign provisions knowing that there are certain areas it was too conservative and knew that there was another layer of scrutiny added to those provisions.

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

Mr. Starr asked to table the application and come back with information to address the questions that have been brought forth.

Motion and Vote

Ms. Newell moved, Mr. Stidhem seconded, to table this Master Sign Plan application at the request of the applicant. The vote was as follows: Mr. Miller, yes; Ms. Mitchell, yes; Ms. De Rosa, yes; Mr. Brown, yes; Ms. Salay, yes; Mr. Stidhem, yes; and Ms. Newell, yes. (Tabled 7 – 0)

3. MAG PUD and Perimeter Center, Subarea D – MAG, Land Rover, Jaguar, Porsche 15-113Z/PDP 6335 Perimeter Loop Road Rezoning/Preliminary Development Plan

The Chair, Ms. Newell, said the following application is a request for a Rezoning for approximately 30 acres from Planned Unit Development District (Midwestern Auto Group plan) and PCD (Perimeter Center, Subarea D) to PUD for the expansion of the Midwestern Auto Group (MAG) campus to incorporate an additional 5.4 acres into the PUD to accommodate the construction of a combined showroom for the Jaguar and Land Rover brands. She said this is a request for review and recommendation of approval to City Council for a rezoning with preliminary development plan under the provisions of Zoning Code Section 153.050.

Ms. Husak said she could do a presentation but it seemed there might be a few questions that would not require a full presentation.

Ms. Salay said she wanted to talk about architecture.

Ms. Husak said this is a rezoning and preliminary development stage and they are looking at an entire site that is now 30 acres by trying to incorporate 5.5 acres of vacant land on the eastern side of the

**4. BSD SRN – Bridge Park East, Blocks B&C
15-099MSP**

**Riverside Drive and Dale Drive
Master Sign Plan**

Nicki Martin said this is a request for a Master Sign Plan for a new 9.2-acre mixed-use development on the east side of Riverside Drive, north of the intersection with West Bridge Street. 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 the site and addressed issues with specific sign types in the report. She presented a table to illustrate the comparison between what is permitted in the BSD and what is being requested as part of this MSP and noted the number of signs permitted per tenant. She noted the proposal permits 'Anchor Tenants' one additional sign and Staff recommends this provision be eliminated from the MSP since a definition is not provided. She said the MSP illustrates how the locations and height are regulated by level and requested clarification as the two "levels" do not coincide with stories or floors. She indicated the height of signs varies based on the sign type. She said the placemaking art signs will be at a height of at least 15 feet, but wall signs are limited to the first floor for retail tenants. She added Staff has concerns with the definition of levels as they vary based on the building elevation within the blocks, which are not consistent. She requested clarification on plans and suggested this be completed in order to avoid having to amend the MSP in the future.

Claudia Husak said the text and the graphics in the MSP do not match and asked that the applicant clarify the discrepancies.

Ms. Martin said the applicant is proposing new sign types in the MSP that included: placemaking art; parking marquee; canopy edge; and umbrella signs. For the sign types not already detailed in the MSP, she asked the applicant to provide definitions and examples in the document. She said other proposed permitted sign types include: wall; projecting; awning; window; address numerals; building directory; and sandwich board. She said Staff recommends permitted sign types be reorganized to provide additional clarity. Staff suggests address numerals, building directory, and parking marquee signs be considered 'Signs with Special Conditions' and not be counted toward an individual tenant's total allotted signs since these sign types would not include tenant specific information or branding. She said Staff also suggests a category be created for 'Temporary Signs' to include sandwich board and umbrella signs where these sign types would be permitted by the landlord not the City like Temporary Signs in the rest of the City.

Ms. Martin said Staff recommended that window signs be counted toward the total number of signs permitted. The ART discussed and decided that there should not be numerous business name or logo window signs permitted, but those that are simply graphics could be on the windows as part of the design. Jeff Tyler requested a definition be added for "window graphics" which would differ from window signs and ultimately be part of a tenant's graphics package, but not count toward their total number of permitted signs.

Ms. Martin said the materials permitted in the MSP for wall signs provide a very narrow scope that only include wood and metal. She said Staff suggested that the list of permitted materials be expanded and specific awning materials be listed so amendments are not needed in the future.

Ms. Martin said the MSP also includes additional details: review process; size computation; and prohibited sign designs. She said Staff is recommending that additional details regarding review process be finalized prior to sign permitting. Ms. Husak said zoning review will take place at Staff level and the current thinking is that a multi-departmental team will be formed meeting weekly to review signs for compliance with the MSP.

Ms. Martin said the purpose of the Master Sign Plan is:

- a) To allow a greater degree of flexibility and creativity in sign design and display.
- b) To 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. Martin said approval is recommended to the Planning and Zoning Commission for a Master Sign Plan to permit a consistent sign package of an appropriate design and scale of the Bridge Park development and the approved shopping corridor along Bridge Park Avenue and Riverside Drive with three conditions:

- 1) That the general regulations matrix outlining the sign types and allowances should be updated to clarify the permitted building mounted sign types from other sign types, subject to approval by Staff;
- 2) That the graphics should be updated to:
 - a. Clarify they are part of the MSP's regulatory framework
 - b. Provide definitions for Level 1 and Level 2;
 - c. Denote where Level 2 signs are permitted for Level 1 tenants; and
- 3) That the MSP should be updated to:
 - a. Delete the provision for additional signs for Anchor Tenants;
 - b. Clarify the number of signs counting toward the total number of signs permitted per tenant;
 - c. Include additional sign type definitions;
 - d. Add permitted materials to allow for greater flexibility and creativity; and
 - e. Revise the zoning review timeline graphic to accurately reflect the review and permit process following the approval of the MSP.

Ms. Husak said when three or four building mounted signs are permitted for tenants with two and three frontages, they have to be of at least two different types so she questioned the permitted signs presented in the MSP for Level 2 tenants. She said the MSP allows for the possibility of an additional sign for anchor tenants, however, no definition is provided for anchor tenants, which may result in up to five signs for such a tenant if there is frontage along three streets. She said the provision should be eliminated.

Matt Starr, Crawford Hoying Development Partners, explained how the levels were used in the MSP and said he would provide clarification for retail, restaurant, and office use. He stated the General Regulations Matrix is primarily for ground floor tenants. He stated the number of signs per tenant is only intended for retail and restaurant tenants and office tenants will only be permitted one wall sign – if any at all, which will be at the discretion of the landlord. He stated that the intent of the MSP is to be consistent with the character of Dublin and to not permit too many signs or too large signs.

Mr. Starr said the MSP was prepared differently for the Historic District as the signs would be smaller in nature – consistent with the BSD Code. He reported the ARB determined not to count window signs toward the total number permitted because a sign might have a graphic not associated with identification.

Mr. Starr said the ARB realized they are not going to see individual signs like they do in the rest of the District after approval of the MSP, which they were not fully comfortable with. He said the MSP process of “after the applicant met the letter of the law would be permitted to go directly to sign permitting” was met with consternation. He explained the MSP is part of the lease agreement. He indicated the MSP makes it easier for tenants to comply. He said this document has been shared already with prospective tenants, even in its draft stages.

Mr. Starr said he is only envisioning placemaking art signs for Level 1 tenants in Level 2 and the "sign" has to be unique. He said he did not want to place a restriction that they are permitted only for tenants with 5,000 square feet or above, but wanted to it to be at the discretion of landlord and requiring a sign permit from the City meeting the MSP regulations. He indicated he does not envision any office tenants having a placemaking art sign; it would be meant for retail tenants. Ms. Husak asked the applicant to note that in the MSP. Ms. Husak asked if it would be appropriate for a tenant on a corner.

Mr. Starr said he had told the ARB that the applicant tried to find all the logical locations for signs but that may change as tenants come on board. He emphasized that this exhibit is included in the lease. He said other floors could have 3, 4, or 5 tenants and they would not be permitted to have signs.

Ms. Martin asked for clarification about parking marquee signs as it is not denoted in the plan. Mr. Starr responded for each garage, there is a primary and a secondary sign. He said the primary sign would be ±8 feet by 15 feet and the text would read "PARK" and would include "Longshore Street" or "Mooney Street". He described the secondary sign as a "P" letter only. Ms. Husak suggested that each have a clear definition. Mr. Starr said parking marquee signs are to enhance wayfinding.

Ms. Husak said the MSP could be recommended for approval today if the applicant agreed to the conditions.

Vince Papsidero said he wanted to limit window signs as he did not want to see multiple logos. He asked that window signs be separate and distinct from window graphics.

Jeff Tyler recommended that the applicant define "window graphics".

Donna Goss asked how all this sign information is articulated in the lease agreement. Mr. Starr said the MSP is an exhibit to the lease. He said it was discussed at the ARB meeting how there is a refresher allowance, particularly for awnings and window signs. He said one of the lease provisions is a 'refresh of the sign' every three years that the tenant would pay for new signs. He said the reality is these tenants will probably turn over every ten years and they could replace the sign at that time also.

Mr. Tyler asked the applicant to consider super graphics. Mr. Starr indicated the applicant was not bold enough to present that idea. He said the north side of building C1 has the opportunity for a super graphic. He said it is a blank wall today but when building B gets developed the wall will be less visible. Mr. Tyler said the super graphic could be art oriented or a mural to liven up the architecture. He indicated super graphics were pretty unique but did not want the applicant to change this document now.

Rachel Ray asked the applicant that when he is having a discussion with the tenants about signs, how he is encouraging them to be innovative.

Mr. Starr said the tenants first ask about the rent and then what kind of signs they are permitted. So far, he said this MSP has been received really well and that the tenants understand that high quality signs are required. He agreed that broadening the scope of materials was needed. Ms. Ray said natural durable materials such as thick acrylic is suggested in the *BSD Sign Guidelines*. Mr. Papsidero said super graphics could be made out of foam or other materials and act as public art.

Mr. Starr agreed to clarify the General Regulations Matrix. He said it is possible he could have a tenant that leases a whole building, which would prompt them to request more signs but this would happen in the future and he would come back to request revisions to the MSP at that time.

Ms. Martin asked the applicant how he was administering this document and how Staff would know when Level 2 office tenants are permitted a sign. Mr. Starr said the sign language will be in the lease and all tenants will provide the City with a landlord approval during sign permitting.

Ms. Martin questioned how Staff should respond when asked about signs from a tenant when we may not know the specifics. The ART determined the answer is to "defer to the landlord".

Mr. Starr noted building C2 has an opportunity for four signs total and three have been spoken for by different office tenants. He indicated signs will be an economic decision even if the tenants are permitted a sign.

Ms. Husak indicated a question may come from the PZC about how the applicant will be able to encourage and achieve the edgy, clever, unique, and creative signs desired in the BSD.

Mr. Starr indicated the opinion of whether a sign is good or bad is not as subjective as for architecture for example.

Ms. Husak asked the applicant if he approved of the conditions 'as is' and asked that the MSP be revised per comments and recommendations in preparation for the PZC meeting on January 7, 2016. She said the materials will need to be received by December 29th for Staff's review and to be distributed on December 31st.

Vince Papsidero asked if there were any further questions or concerns regarding this case. [There were none.] He confirmed the ART's recommendation to the PZC for the January 7, 2015, meeting.

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 2:50 pm.

As approved by the Administrative Review Team on January 7, 2016.

CASE REVIEWS

2. BSD SRN – Bridge Park East, Blocks B&C 15-099MSP

Riverside Drive and Dale Drive Master Sign Plan

Claudia Husak said this is a request for a Master Sign Plan for a new 8.2-acre mixed-use development on the east side of Riverside Drive, south of the intersection with Tuller Ridge Drive. 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.

The case was postponed from ART review to allow the applicant and staff additional time to review the materials and necessary modifications.

3. BSD HTN – Bridge Park West 15-100ARB-MSP

94-100 North High Street Master Sign Plan

Jennifer Rauch said this is a request for 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. She said this is a request for review and recommendation of approval to the Architectural Review Board for a Master Sign Plan under the provisions of Zoning Code Section 153.066 and the *Historic Dublin Design Guidelines*.

The case was postponed from ART review to allow the applicant and staff additional time to review the materials and necessary modifications.

ADMINISTRATIVE

Vince Papsidero asked if there were any additional administrative issues or other items for discussion.

Marie Downie announced the ART meeting scheduled for Thursday, December 24th will be moved to Tuesday, December 22nd and the meeting scheduled for Thursday, December 31st will be cancelled.

Ms. Downie said the folders in the drop box and materials folders are being rearranged for a more streamlined process.

Mr. Papsidero adjourned the meeting at 2:15 pm.

Historic Dublin Design Guidelines recommend the use of wood windows for historic structures. She asked for feedback from ART regarding this recommendation.

Jeff Tyler indicated the past remodeling and change of window materials has compromised the historical integrity of the structure. He said if the windows were replaced with the same size, he would not be opposed to the use of vinyl windows.

Donna Goss confirmed the replacement windows will honor the size of the original window opening.

Joe Nichols confirmed the new windows will be the same size as the existing windows but will be designed with fewer panes, which is closer to what would be expected for this historical structure. He described the existing lower windows as an aluminum 60s style and the upper windows as a white vinyl window. He said the replacements will be a brown vinyl; the exterior is a dark bronze and the grills from the side profile will appear as a wood clad window. He said the existing shutters do not match the window openings and are not of high quality, which is why he is requesting to replace them.

Mr. Papsidero asked if the shutters would be vinyl. Mr. Nichols explained the shutters are a custom width scaled appropriately to the window opening in a high quality vinyl with faux hardware.

Ms. Rauch said the applicant is considering changing the color scheme of the building in the future and want to ensure the new windows and shutters will coordinate with that color scheme in the long term.

Ms. Rauch suggested the applicant return November 12th for a recommendation from the ART to the ARB for the meeting on November 17, 2015.

CASE REVIEW

4. BSD SRN – Bridge Park East, Blocks B&C 15-099MSP

Riverside Drive and Dale Drive Master Sign Plan

Claudia Husak said this is a request for a Master Sign Plan for a new 8.2-acre mixed-use development on the east side of Riverside Drive, south of the intersection with Tuller Ridge Drive. 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. Husak presented parts of the Crawford Hoying MSP submittal. She asked the applicant to integrate the following changes in a revised submission:

- Clarify text and graphics.
- Create ways to insert and expand this document so all the information can be included in one document going forward.
- Expand the introduction for the MSP and note the intentions after.
- Continually note the process for permitting as signs come forward.
- Provide examples on the same page that sign types are described.
- Create generic drawings.
- Create an example for each building and show how it is measured - height from grade level is measured to the top of the sign.
- Include the information of the variances and deviations from the Code in the footnotes.

Matt Starr, Crawford Hoying Development Partners, asked if the look should be similar to the BSD Sign Guidelines. Ms. Husak answered affirmatively.

Vince Papsidero said the current MSP was a broad view from the ART's perspective and asked that the applicant make it as clear and tight as they can for easy evaluations for any reviewing body.

Mr. Papsidero asked the applicant to provide an explanation of the methodology of measuring three-dimensional signs like the 'copper pots' sign/sculpture example in the plan. He said measurements should be determined as it fits into a box or rectangle and to state the widest part of the sign/sculpture. He emphasized that how objects are measured needs to be clear.

Jeff Tyler suggested that the applicant provide a clear understanding of the MSP keeping the end-user in mind. He said this could include sign fabricators, reviewing bodies, or future applicants.

Joell Angel Chumbly, Kolar Design, said the applicant started with the BSD Code for meeting requirements but explained there are a lot of variables.

Ms. Husak referred to the chart in Crawford Hoying's MSP regarding streetscape elements and asked why it is part of the MSP. She said kiosks will be part of the city-wide approach to wayfinding signs. She encouraged the applicant to remove the table, chairs, and patio amenities. She explained patio umbrellas would only need to be included in a MSP if a tenant is requesting signs printed on the umbrellas.

Ms. Chumbly said the three pedestrian kiosks are installed for urban spaces in the BSD, which were included in this sign package but she said they can be removed. She said the applicant is also working with the City on other locations. She described the kiosks as modular systems in the same basic structure for all of the BSD under one mapping system. She explained there would be a temporary panel in place until a full system was in place. She said then the universal map would be owned by the City, used city-wide, and updated by the City.

Mr. Papsidero asked if a permit applies to the kiosks.

Ms. Chumbly said they would be placed on private property and not in the right-of-way.

Mr. Papsidero asked how the program would be regulated and if it would fall under the PZC's purview. Mr. Starr responded on-site approval, originally.

Mr. Papsidero said the kiosk cannot be commercial and used for tenant advertising.

Donna Goss said the kiosks serve more like a directory.

Mr. Tyler indicated the kiosks would be similar to the use in the Historic District of Dublin from a graphic standpoint.

Ms. Chumbly said the pedestrian kiosks will have a LED edge and that the applicant is working with EMH&T to get the right electric installed originally. She indicated this is part of the CIP package. Mr. Papsidero said he would clarify that.

Ms. Husak questioned allowances for the number of signs for tenant spaces that front along three streets.

Jennifer Rauch asked why window signs are not counted as one of the tenant signs. Russ Hunter, Crawford Hoying Development Partners, said that is true for both sides of the river. Ms. Rauch asked the ART if they were okay with that.

Mr. Papsidero said window sign descriptions had to be better defined in the MSP if they were going to be more for decoration than advertising. He asked if it could be a graphic.

Ms. Chumbly said the window signs would be connected to the brand. She asked if examples needed to be added to the MSP.

Ms. Rauch said all pieces should be brought together.

Ms. Husak said the allowance is 40% so it is possible the applicant could have more.

Mr. Tyler asked if there was going to be a difference between the two environments.

Ms. Husak asked why residential buildings are not contemplated as having identifiers. Mr. Hunter replied the residential building will be identified by address.

Mr. Starr said the addresses will be placed on the canopies located at the lobby entrances.

Ms. Chumbly said this is to achieve more neighborhood integration at the pedestrian level.

Mr. Starr added this is how they will market each building.

Mr. Hunter explained they did not want to give names to the buildings. He said people want to live in Bridge Park, not at the "Carlisle at Bridge Park in the Bridge Street District". He said it will make sense down on the ground.

Ms. Chumbly said the purpose is to guide people to the garages and then once they are walking, they will discover different places from the pedestrian level.

Mr. Tyler emphasized the need for signs to be large enough for the Fire Department to find. Alan Perkins added the minimum height is four inches.

Ms. Chumbly said the heights are 18 inches.

Sign size for scale purposes was discussed.

Ms. Husak indicated allowances could be made for a major tenant or an anchor tenant. Mr. Hunter said those tenants would be easy to identify by quantifying the square footage.

Ms. Chumbly referred back to the pots/pans projection sign. She noted the distance from the building and said it could be considered a sculpture rather than a sign. She said these types of installations would be determined by what feels right for the building as a placemaking element.

Mr. Papsidero agreed that if it was not defined as a sign but as a public art installation of an object it would require a permit. He said 80 square feet limits creativity.

Mr. Starr referred to the "bikes on the wall" example in the BSD Sign Guidelines and said it was an example larger than 80 square feet.

Ms. Chumbly indicated she would like to conduct more research. She asked if maybe the applicant could be given a range to stay within and base the size on the appropriateness of the structure. She suggested

a range such as 100 - 120 square feet may be more appropriate so the applicant would not have to come back each time.

Mr. Hunter said 100 – 140 square feet would be a really good idea.

Signs for parking garages were discussed.

Ms. Husak concluded that the applicant should send a mark-up of the changes requested to her and Staff will return their feedback to review. To allow time for this exchange of changes, she said the applicant would not have to return to the ART next week. She recommended the applicant return to the ART for Case Reviews on November 12th and plan on the ART's recommendation to the Planning and Zoning Commission on November 19th for the PZC meeting on December 3, 2015.

**5. BSD HTN – Bridge Park West
15-100ARB/MSP**

**94-100 North High Street
Master Sign Plan**

Jennifer Rauch said this is a request for 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. She said this is a request for review and recommendation of approval to the Architectural Review Board for a Master Sign Plan under the provisions of Zoning Code Section 153.066 and the *Historic Dublin Design Guidelines*.

Ms. Rauch said she had the same comments that Ms. Husak had on the 15-099MSP Bridge Park East, Blocks B&C case.

Ms. Rauch noted the submitted MSP does not permit internally illuminated signs. She said Code permits internally illuminated and halo-lit signs and asked the applicant if they were limiting themselves. The applicants said they just wanted the "P" illuminated as a projecting sign for parking. Ms. Chumbly said halo illumination is desired.

Vince Papsidero said the applicant needs to produce examples that fit their desires with graphics to match.

Ms. Chumbly requested illumination be discussed further with the applicant.

Ms. Rauch asked the applicants to clarify when and where signs are permitted for tenants with corner frontage. She said she wants to the document to be clear as to what is defined as "corner frontage". She asked that the graphics demonstrate the allowances as well. Mr. Starr agreed to clarify.

Ms. Rauch noted there are graphics for projecting signs on the upper levels that are not listed in the table. She encouraged the applicant not to limit themselves and to be very clear about what is permitted in the MSP. She said the tenants they are lining up now for the various spaces might change later.

Russ Hunter, Crawford Hoying Development Partners, suggested being as flexible as possible.

Ms. Rauch questioned why some numbers and sizes differ while others are similar - projecting signs appear to be in line with the Code but the window signs and wall signs are permitted to be larger than Code permits. Ms. Chumbly answered various factors were considered: Code, scale of façade, architectural scale, and the distance the building was set back from the frontage. She asked if this was the right direction to which Ms. Rauch answered affirmatively.