



February 18, 2016

Master Sign Plan

15-099MSP – BSD Scioto River Neighborhood District

Bridge Park B & C Blocks – Riverside Drive

This is a proposal for a Master Sign Plan for a new mixed-use development on the east side of Riverside Drive, approximately 430 feet north of the intersection with West Bridge 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.

Date of Application Acceptance

Friday, October 16, 2015

Date of 1st ART Recommendation

Tuesday, December 22, 2015

Date of 1st PZC Meeting

Thursday, January 7, 2015

Date of 2nd ART Recommendation

Thursday, February 11, 2016

Date of PZC Determination

Thursday, February 18, 2016

Case Managers

Nichole Martin, Planning Assistant | (614) 410-4635 | nmartin@dublin.oh.us

Claudia Husak, AICP, Senior Planner | (614) 410-4675 | chusak@dublin.oh.us

PART I: APPLICATION OVERVIEW

<i>Zoning District</i>	BSD Scioto River Neighborhood District
<i>Development Proposal</i>	Consistent sign plan for new mixed use development
<i>Property Address</i>	Riverside Drive
<i>Property Owner</i>	Crawford Hoying Development Partners
<i>Representative</i>	Matt Starr, Crawford Hoying
<i>Case Managers</i>	Nichole Martin, Planning Assistant nmartin@dublin.oh.us Claudia Husak, AICP, Senior Planner chusak@dublin.oh.us (614) 410-4600

Site Overview

Planning and Zoning Commission approved Bridge Park Blocks B and C, a 8.2-acre redevelopment site, for eight mixed-use buildings and seven new public streets located on the east side of Riverside Drive north of the intersection with West Bridge Street. The site plan approvals included 441 dwelling units, and approximately 124,100 square feet of office space, 103,000 square feet of commercial space (retail, restaurant, personal services), and 1763 structured parking spaces.

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. MSPs are required for all designated shopping corridors within the Bridge Street District. MSPs require final review and approval by Planning and Zoning Commission and once approved, the MSP is administered and enforced by City Staff. Staff has discussed an internal coordinated approval step as part of the sign permit process to ensure the provisions of the MSP and Bridge Street District Sign Guidelines are met.

Application Summary

This is a request for review and approval of a MSP that is consistent with the development's style and scale, and appropriate given the site's prominent location within the Bridge Street District. As part of their site plan approval, the applicant was required to designate a shopping corridor. The designated shopping corridor is along the east side of Riverside Drive continuing along the north side of Bridge Park Avenue. This application meets the applicant's obligation to holistically plan signs for the shopping corridor, and includes all signs that will be permitted in Block B and Block C of Bridge Park. 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 Code §153.165 and the direction of the

Bridge Street District Sign Guidelines, which provide guidance on the need for creative, unique, edgy and context sensitive signs.

Application History & Updates

ART Recommendation: February 11, 2016

The applicant updated the plans prior to the ART recommendation to limit letter height for Wall signs to 36 inches in Level 1 and Level 2 and 48 inches in Level 3. Based on the changes ART is of the opinion that the applicant has responsively addressed the Commission's concerns.

Resubmittal & ART Review

In January 2016, the applicant submitted updated plans to address the Planning and Zoning Commission's discussion. The changes include the following:

- The addition of conceptual rendered elevations showing signs types and sizes a tenant could be eligible for given the number and length of the respective frontages.
- The applicant has added Leasing Window Cover as a new sign type with applicable standards and replaced some illustrative sign images with examples that show more context and provided sign areas when available.
- The provision allowing anchor tenants an additional sign at the landlord's discretion has been eliminated as requested by Planning, and the Umbrella signs/graphics have been eliminated as suggested by the Commission.
- Exterior Building Directory signs are eliminated as a permitted sign type in favor of interior wayfinding (e.g. placed within building lobbies).
- Finalized sign details for Address Numerals and Parking Marquee signs has been added to ensure consistency throughout the development and with city-wide wayfinding plans.
- Building addresses on Canopy Edge Signs are now limited to canopies located over entrances to lobbies.
- The location and overall height of Placemaking Art Signs has been clarified to require that the mounting height of the bottom of the sign shall be flush with the bottom of Level 2 and not extend more than 20 feet tall into Level 2.
- Wall sign size has been creatively addressed with a context sensitive approach respecting that the scale that is appropriate in the pedestrian realm is not the scale that is appropriate for second and fourth story office tenants. The plan permits up to 50 square-foot Wall Signs for Level 1 retail tenants limited by frontage of the tenant space, which is consistent with BSD Sign Code. Wall signs for office tenants occurring in Level 2 are permitted at a size of 60 square feet, and wall signs for office tenants occurring in Level 3, which only occurs on building C2, are permitted at a size of 80 square feet.

ART reviewed the documents and asked the applicant to further consider constraining the overall letter height for wall signs to address the Commission's concerns. ART discussed the nature of overly prescriptive regulations stifling creativity and not being consistent with the vision of the District to allow 'out of the box' designs.

PZC: January 7, 2016

The Planning and Zoning Commission tabled, as requested by the applicant, this application for approval of a MSP. The Commission was generally supportive of the MSP acknowledging the detail of the proposal and the challenge of creating a framework for creative and communicative sign designs. The Commissioners requested clarification on details of application, design, size/location and enforcement for several sign types including Address Numerals, Building Directories, Canopy Edge Signs, Placemaking Art Signs, Window Graphics/Signs, Sandwich Boards, and Umbrellas. The Commission's discussion raised the following considerations and requests:

- Consider appropriate Wall Sign sizes, maximum height for Placemaking Art Signs, Window Graphics for unoccupied tenant spaces and elimination of umbrella signs/graphics
- Provide finalized details for Bridge Park signs including Address Numerals, Building Directories and Parking Marquee Signs, and provide a dimensioned, illustrative rendering of possible tenant sign packages

ART Recommendation: December 22, 2015

ART members requested additional clarification on a number of items based on the Staff Report. The ART recommended the MSP document be updated prior to Planning and Zoning Commission review and that any conditions not addressed be forwarded to PZC with a recommendation of approval of the MSP.

Submittal & ART Review

The applicant submitted MSP applications for Bridge Park Blocks B & C and Bridge Park West to Staff for concurrent review in October 2015. Staff reviewed the documents and provided the applicant initial comments to clarify text and graphics, which included:

- Ensuring the document is comprehensive and exhaustive
- Expanding the intent
- Providing a permit process graphic
- Creating generic illustrative graphics
- Clarifying sign area standards, and
- Highlighting code deviations

Staff continued to meet with the applicant working through many iterations of the plans. The Bridge Park West MSP which is unique to the Historic District in context and character, was approved at the December 2015 ARB meeting.

PART II: ADMINISTRATIVE REVIEW TEAM COMMENTS

Planning, Building Standards

§153.065(H)(e) – Master Sign Plan

The proposal outlines the sign provisions for the individual retail and office 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, which regulate sign height and location. Additional details including sign type definitions and example images, computation of sign areas, and prohibited sign types are provided.

The proposal outlines the provisions for proposed sign types, sizes, and locations in the General Regulations Matrix. The matrix has three overarching sign categories *Building Mounted Signs*, *Signs with Special Conditions*, and *Signs not Requiring a Permit*. Building Mounted Signs are permanent sign types allowed for retail and office tenants; Signs with Special Conditions are sign types not applicable to an individual tenant, but rather the garages and buildings; Signs not Requiring a Permit are signs that are temporary in nature.

In detail, the proposed sign types are as follows:

Proposed Permanent Building Mounted Signs

Wall Signs

Wall Signs are defined as a storefront or business identification sign mounted parallel to the building. The MSP includes permitted material, which include wood, acrylic, high density urethane, glass, and metal; and design standards, which include layered construction and architectural and contextual integration.



Projecting Signs

These signs are described as suspended from, attached to or supported by the building located perpendicular to the building wall. They are intended to provide a more pedestrian scale and playful atmosphere. Support structures are required to be consistent with the aesthetics of the storefront, located a minimum of eight feet above grade, and may not project more than six feet from the building.



Window Signs/Window Graphics

The plan includes definition for Window Sign and Window Graphic where a Window Sign would count as one of a tenant's permitted signs, and a window graphic would not count. Window Signs and Window Graphics summed shall not be more than 30% of the window area.

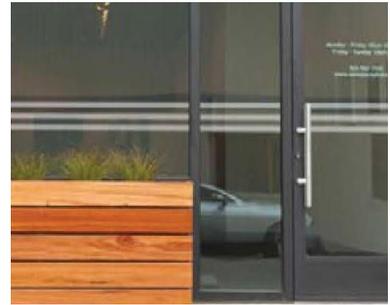
Window Signs

These are signs attached or applied directly to interior surface of the window, including metal leaf, vinyl, painted, edged-cut, and sandblasted lettering. Designs can contain up to two colors and will include a business name or logo.



Window Graphics

These are unifying visual elements, featured products, or hours of operations are examples of acceptable window graphics attached or applied directly to the interior surface of the window, including metal leaf, vinyl, painted, edged-cut, and sandblasted lettering. Designs can contain up to two colors and are not permitted include a business name or logo.



Awning Signs

Awning are limited to a solid color and must have a traditional straight-hood structure with no vertical overhang. A design, tenant name or logo on the awning may be up to two colors. Materials must be of a high quality, durable, and shall be limited to fire and UV resistant vinyl or canvas. Awning signs are not permitted to be illuminated.



Placemaking Art Signs

This is a new sign type introduced specifically for this development (as well as Bridge Park West), intended to contribute to the diverse visual culture in Bridge Park. These signs are larger projecting signs that create a highly unique presence for a tenant in a way not yet present in the City (and fulfilling the intent of the recently adopted sign guidelines). They may be distinctive shapes, different materials and allow for unique lighting and a sculptural character that will contribute to a vibrant urban environment. The MSP includes a graphic defining how the sign area is calculated for this sign type. The applicant has clarified this sign type is permitted for retail tenants only at the discretion of the landlord and must occur at a height within Level 2 being mounted flush with the bottom of Level 2 and not extending more than 20 feet into Level 2.



Canopy Edge Sign

These are signs permitted on the street-facing edge of a canopy and may be a tenant name, parking garage name or a building address only when located above an entrance to a lobby. In the event more than one element appears on a canopy edge all copy shall be summed to calculate the total sign area.



Proposed Temporary Streetscape Signs – Not Requiring a Permit

Sandwich Board Signs

These signs include a two-hinged construction, must be placed within six feet of the ground floor entrance, be taken in at night and must be professionally designed and constructed in neutral colors (black, brown, or dark wood). This sign type does not require a permit.



Signs with Special Conditions (Non-tenant Specific Signs)

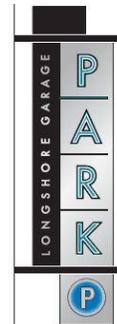
Address Numerals

These signs are required by Code for identification of individual tenant spaces. The address numerals are dimensional, metal-finished characters to be located over the tenant's primary entrance. The design will be consistent across all buildings. This sign type does not count toward a tenant's total number of permitted signs and not require a sign permit since business specific information is not included.



Parking Marquee Sign

The proposal states that this sign type is intended to indicate the entrance to public parking facilities. The parking signs are consistent with the City wide wayfinding efforts. The signs will illuminated projecting signs that vary in size based on architectural scale.



Leasing Window Cover

This sign type is temporary sign intended to mask tenant spaces during turn over. The proposed sign is a dark gray window vinyl displaying the Bridge Park or Crawford Hoying logo at a size less than or equal to 30% of the window area, which is consistent with the permitted size for a Window Sign/Graphic. The MSP should be updated to reflect this sign type does not require a sign permit.



Plan Details

Location & Height

The MSP provides building elevations showing permitted sign locations and types. The plan divides the buildings into three "Levels", which do not necessarily coincide with stories or floors. Depending on the uses of the building floors, the proposed levels may cover two stories or the entire building. The applicant has clarified the intent of designating levels is to dictate where specific sign types are appropriate. Levels dictate the height of specific sign types as certain signs types are only permitted to occur in Level 1, Level 2, or Level 3. The matrix designates

details for each sign type the appropriate location of each sign type. The addition of Level 3, for building C2, is to address the Commission’s request for Wall Signs that are an appropriate for the building’s scale and intended audience.

Number

Tenants are only permitted building mounted signs. The number of signs per tenant is based on use – retail versus office. Office tenants are permitted up to one wall sign at landlord discretion as architecturally appropriate. Retail tenants are permitted signs based on the number of street frontages. Tenants with one street frontage are permitted two building mounted signs. Tenants with two and three frontages are permitted up to three and four building mounted signs, respectively. The applicant has removed the provision allowing an additional sign for anchor tenants.

Size

Sign size is consistent across all sign types as dictated by the General Regulations Matrix excluding Wall Sign size. Wall Sign size calculations vary based on use (retail or office) and Level (1,2 , or 3).

Office tenant signs are permitted at a size up to 60 square feet or 80 feet base on location in Level 2 or Level 3 respectively. The maximum letter height is limited to 36 inches in Level 2 and 48 inches in Level 3. Level 3 only occurs on building C2 and only four possible sign locations are shown.

Retail tenants are permitted Wall Signs up to 50 square feet in Level 1, but are limited by the frontage of their tenant space at 1 linear foot per foot of frontage. The maximum letter height is limited to 36 inches in Level 1.

Lighting

The MSP permits a variety of lighting in order to allow for maximum creativity in sign design. External, internal, and indirect illumination are all permitted. A combination of illumination types is permitted provided the intent is not simply a brighter sign. Illumination should complement the architecture and generally be modern in style. “Vintage goose-neck” fixtures are discouraged and awnings, umbrellas, and sandwich board signs not permitted to be illuminated.

§153.065(H) – Zoning Code Analysis

Permanent Building Mounted Signs			
	BSD Requirements	Proposed Requirements	
		Retail Tenants	Office Tenants
Number	2* building mounted signs of different types (plus 1 additional for tenant with access to public parking to the side or rear of the building) *Note: 1 ground sign is permitted per frontage up to 2	1 frontage: 2 building mounted signs 2 frontages: 3 building mounted signs 3 frontages: 4 building mounted signs	1 Wall Sign at landlord discretion as architecturally appropriate

Proposed Wall Signs *		
	BSD Requirements	Proposed Requirements
Size	½ sq. ft./ linear ft. of frontage; Max. 50 sq. ft.	Retail: 1 sq. ft./ linear ft. of frontage; Max. 50 sq. ft. 36 in. characters max. Office: Max. 60 sq. ft. – Level 2 36 in. characters max. Max. 80 sq. ft. – Level 3 48 in. characters max.
Height	Within the first story	Retail: Within Level 1 Office: Within Level 2/ Level 3

* Only sign type permitted for office tenants; permitted as architecturally appropriate at landlord discretion

Proposed Projecting Signs		
	BSD Requirements	Proposed Requirements
Size	16 sq. ft. max.	Retail: 16 sq. ft. max.
Location	Within first story	Level 1, not to project more than 6 ft.
Height	8 ft. clear bottom, within first story	8 ft. clear bottom, within Level 1

Proposed Window Signs/Graphics		
	BSD Requirements	Proposed Requirements
Size	Max. 20% of window area, not to exceed 8 sq. ft.	Retail: Max. 30% of window area summed
Height	Within first story	Within Level 1
General	In lieu of display signs affixed to window	Applied to inside of windows

Proposed Awning Signs		
	BSD Requirements	Proposed Requirements
Size	Max. 20% of awning area, not to exceed 8 sq. ft.	Retail: Max. 20% of awning area, not to exceed 8 sq. ft.
Location	Within first story	Level 1
Height	8 ft. clear bottom, within first story	8 ft. clear bottom, within level 1

Permanent Building Mounted Signs – Not Existing in BSD Code		
Proposed Canopy Edge Signs		
	BSD Requirements	Proposed Requirements
Size	N/A	Retail/Garage/Building ID: Max. 50 sq. ft., permitted size vary based on architecture (see graphics)
Location	N/A	Level 1
General	N/A	Individual channel or pin-mounted letters
Proposed Placemaking Art Signs		
	BSD Requirements	Proposed Requirements

Permanent Building Mounted Signs – Not Existing in BSD Code		
Proposed Canopy Edge Signs		
	BSD Requirements	Proposed Requirements
Size	N/A	Retail: 100 sq. ft. max.
Height	N/A	Mount flush with bottom Level 2 not to extend greater than 20 ft. into Level 2
General	N/A	Permitted at landlord discretion; Maximum creativity required – layered construction, unique lighting encouraged

Temporary Signs Not Requiring a Permit (in addition to permitted signs)		
Proposed Sandwich Board Signs		
	BSD Requirements	Proposed Requirements
Size	Not Permitted	Retail: 6 sq. ft. max./ side
Height	Not Permitted	3 ft. max.
Location	Not Permitted	Within 6 ft. of entrance; Streetscape element

Signs with Special Conditions (Non-tenant specific signs)		
Proposed Parking Marquee Signs		
	BSD Requirements	Proposed Requirements
Size	N/A	Garage: 150 sq. ft. max.
General	N/A	Indicate entrances to public garages; Sizes vary based on primary v. secondary entrance
Proposed Address Numerals Signs		
	BSD Requirements	Proposed Requirements
Size	N/A	Tenants: 2 sq. ft. max.
Location	N/A	0 tenant entrances on primary frontage streets – Level 1
Proposed Leasing Window Cover		
	BSD Requirements	Proposed Requirements
Details	N/A	Gray vinyl window mask
Logo Size	N/A	Max. 30% of window area with Crawford Hoying or Bridge Park logo
Location	N/A	Level 1

Parks & Open Space, Fire, Engineering, Police, Economic Development

None.

PART III: APPLICABLE REVIEW STANDARDS

Applicable Master Sign Plan Criteria

The Code does not provide specific criteria for the approval of Master Sign Plans. 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.

The Bridge Street District Sign Guidelines provide a variety of examples of one-of-a-kind, context-sensitive, memorable, and forward thinking signs that are appropriate for the Bridge Street District. The guidelines also emphasize the following for Master Sign Plans in Shopping Corridors:

- 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

PART IV: ADMINISTRATIVE REVIEW TEAM RECOMMENDATION

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 development, and the approved shopping corridor along Bridge Park Avenue and Riverside Drive, with the following the condition:

- 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 correct all page references and provide the revised approved MSP to Planning, prior to sign permitting.