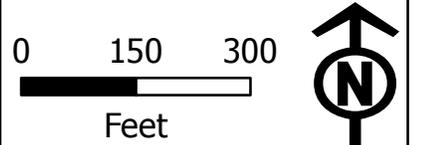


15-099MSP  
 Master Sign Plan  
 Bridge Park Blocks B & C  
 Riverside Drive and Dublin Granville Road





Vince Papsidero asked if there were any further questions with regard to this case. [There were none.] He confirmed the ART's approval of the Minor Project Review.

**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 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 is he 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 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 31<sup>st</sup>.

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.

## **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 24<sup>th</sup> will be moved to Tuesday, December 22<sup>nd</sup> and the meeting scheduled for Thursday, December 31<sup>st</sup> 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 12<sup>th</sup> 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 12<sup>th</sup> and plan on the ART's recommendation to the Planning and Zoning Commission on November 19<sup>th</sup> 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.