



January 7, 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 ART Determination

Tuesday, December 22, 2015

Date of PZC Determination

Thursday, January 7, 2015

Case Managers

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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>	Claudia Husak, AICP, Senior Planner chusak@dublin.oh.us Nichole Martin, Planning Assistant nmartin@dublin.oh.us (614) 410-4600

Site Overview

Planning and Zoning Commission approved Bridge Park Blocks B and C, a 9.21-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 direction of the Bridge

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

Application History

The applicant submitted MSP applications for Bridge Park Blocks B & C and Bridge Park West to Staff for concurrent review. Staff reviewed the document 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 plan. The Bridge Park West MSP is unique to the Historic District in context and character, was approved at the December ARB meeting. At the December 22nd ART meeting, members asked for additional clarification on a number of items based on the Staff Report. Regarding Bridge Park East MSP, the ART recommended the document 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.

PART II: ADMINISTRATIVE REVIEW TEAM COMMENTS

Planning, Building Standards, Economic Development

§153.065(H)(e) – Master Sign Plan

The proposal outlines the sign provisions for the individual 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 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 at ART's request the applicant has expanded to include wood, acrylic, High Density Urethane glass, and metal to encourage more creativity; 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 from grade, and may not project more than six feet from the building.



Window Signs/Window Graphics

At ART's recommendation, the applicant has included 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. It should be clarified that window graphics require landlord approval; and, if the intent is that window graphics and window signs shall *each* not be more than 30% of the window area or if summed they shall not be more than 30% of the window area.

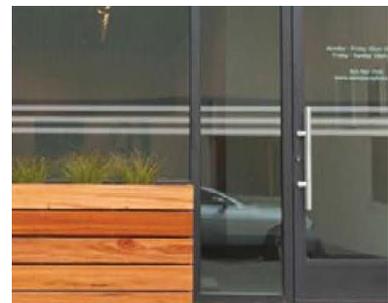


Window Signs

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 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. Unifying visual elements, featured products, or hours of operations are examples of acceptable window graphics. The MSP should clarify that this element requires landlord approval and is a sign type not requiring a permit. Window graphics may



not include the name or the logo of the tenant.

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 fade resistant material. Awning signs are not permitted to be illuminated. At ART's request, the applicant has clarified that permitted awning materials shall be limited to fire and UV resistant vinyl or canvas.



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.



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 residential building address. In the event more than one element appears on a canopy edge all copy shall be summed to calculate the total sign area.



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.

Umbrella

The MSP allows umbrellas used in outdoor areas (sidewalk dining) to include printing of a brand if part of a corporate sign/branding plan. These are limited to 20% of the surface area and require landlord approval, but not a sign permit.

Signs with Special Conditions (Non-tenant Specific Signs)

Address Numerals

The MSP does not include a definition for this sign type. These signs are required by Code. At ART's recommendation, the applicant has worked with Staff to clarify that address numerals are pin-mounted numerals for retail tenants on primary frontage streets. The MSP proposes this

sign type not count toward a tenant's total number of permitted signs and not require a sign permit since business specific information is not included.

Building Directory Sign

The Code defines this sign type as an identifier for tenant spaces located above the ground floor. The MSP expands the definition requiring this sign type to be wall mounted near lobby entrances. The MSP proposes this sign type not require a sign permit.

Parking Marquee Sign

The MSP does not include a definition for this sign type. However, the proposal states that these sign types are intended to indicate the entrance to public parking facilities. The MSP should include a definition and examples of these signs.

Plan Details

Number

Tenants are only permitted building mounted signs. The applicant has clarified that 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 of at least two different types, respectively. 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. This provision should be eliminated.

The applicant has updated the document to reflect ART's requests that Window Signs be classified as a sign type counted against a tenant's permitted number of signs (but eliminate Address Numerals and Building Directory Signs from the count since these sign types are not tenant specific). Due to a desire to ensure a visually engaging streetscape, but to avoid excessive use of business names and logos, ART recommended the applicant add a definition for Window Graphics to the MSP. ART and the applicant agreed the intent is to allow understated but cohesive designs with landlord approval.

Location & Height

The MSP provides building elevations showing permitted sign locations and types. The plan divides the buildings into two "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 or Level 2. The matrix designates details for each sign type the appropriate location of each sign type – Level 1, Level 2 or streetscape.

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	
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, which the applicant is not permitting	Retail Tenants	Office Tenants
		1 frontage: 2 building mounted signs of two different types 2 frontages: 3 building mounted signs of at least two different types 3 frontages: 4 building mounted signs of at least two different types *Note: Anchor Tenants may be permitted additional sign at landlord discretion	1 Wall Sign at landlord discretion as architecturally appropriate
Proposed Wall Signs *			
	BSD Requirements	Proposed Requirements	
Size	½ sq. ft./ lineal ft. of frontage; Max. 50 sq. ft.	Retail: 1 sq. ft./ lineal ft. of frontage; Max. 80 sq. ft. Office: Max. 80 sq. ft.	
Height	Within the first story	Retail: Within Level 1 Office: Within Level 2	
* 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			
	BSD Requirements	Proposed Requirements	
Size	Max. 20% of window area, not to exceed 8 sq. ft.	Retail: Max. 30% of window area	
Height	Within first story	Within Level 1	
General	In lieu of display signs affixed to window	Applied to inside of windows	
Proposed Window Graphics			
	BSD Requirements	Proposed Requirements	
Size	N/A	Retail: Max. 30% of window area	
Height	N/A	Within Level 1	
General	N/A	Applied to inside of windows; Business name or logo not permitted; Requiring landlord approval, not sign permit	

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
Size	N/A	Retail: 100 sq. ft. max.
Height	N/A	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
Proposed Umbrella Sign		
	BSD Requirements	Proposed Requirements
Size	N/A	Retail: 20% of surface area of umbrella max.
Location	N/A	5 ft. from curb maintaining 6 ft. clear space

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 Building Directory Signs		
	BSD Requirements	Proposed Requirements
Size	N/A	Building: 6 sq. ft. max.
Location	N/A	Exterior wall-mounted next to entrances to public lobbies – Level 1
Proposed Address Numerals Signs		
	BSD Requirements	Proposed Requirements
Size	N/A	Tenants: 2 sq. ft. max.
Location	N/A	Pin-mounted numerals over tenant entrances on primary frontage streets – Level 1

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

The applicant has addressed the comments made by ART members in terms of clarifying window signs and window graphics and signs not requiring a permit or having special conditions. The applicant has also made minor modifications to address discrepancies in the MSP identified by Staff.

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 DETERMINATION

Approval is recommended of the Master Sign Plan to permit for a consistent sign package of an appropriate design and scale of the Bridge Park development, and the approved shopping corridor along Bridge Park Avenue and Riverside Drive, with the following the conditions:

- 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.