



**ADMINISTRATIVE REVIEW TEAM**

**RECORD OF DETERMINATION**

**NOVEMBER 24, 2015**

The Administrative Review Team made the following determination at this meeting:

**2. BSD C – Dublin Plaza 15-111MSP 225-373 West Bridge Street Master Sign Plan**

**Proposal:** A Master Sign Plan for an existing shopping center located southwest of the intersection of West Bridge Street and Frantz Road.  
**Request:** Review and recommendation of approval to the Planning and Zoning Commission under the provisions of Zoning Code Section 153.066.  
**Applicant:** Dublin Plaza LP, Brent Myers, Casto.  
**Planning Contact:** Nicki Martin, Planning Assistant; (614) 410-4635, nmartin@dublin.oh.us

**REQUEST:** Recommendation of approval to the Planning and Zoning Commission of this request for a Master Sign Plan with three conditions:

- 1) That all signs are limited to 15 feet in height;
- 2) That the applicant provides gooseneck lighting fixture details prior to sign permitting, subject to Planning approval; and
- 3) That the applicant provides the approved Master Sign Plan package to Planning, prior to sign permitting.

**Determination:** This application was forwarded to the Planning and Zoning Commission with a recommendation of approval.

**STAFF CERTIFICATION**

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Vincent A. Papsidero, FAICP  
Planning Director

**2. BSD C – Dublin Plaza  
15-111MSP**

**225-373 West Bridge Street  
Master Sign Plan**

Nicki Martin said this is a request for a Master Sign Plan for an existing shopping center located southwest of the intersection of West Bridge Street and Frantz Road. She said this is a request for review and recommendation of approval to the Planning and Zoning Commission under the provisions of Zoning Code Section 153.066.

Ms. Martin said the applicant is proposing a sign plan that is consistent with the existing development's style and scale. She noted the linear-layout shopping center was developed in the 80's and has a significant setback from West Bridge Street with parking located in front of the buildings. She said the applicant is seeking to formalize a sign plan that is consistent with the existing approved signs and the character of the center as a whole. She said the application includes MSP text outlining the appropriate sign types, standards, and locations. She said the text generally follows the standards of the Dublin Sign Code and includes drawings showing the typical sign panel style and colors for the non-anchor tenants. She explained the MSP text allows signs for three unique conditions: Non-anchor In-Line Tenants, the Anchor Tenant, and Center Signs. She presented the proposal outlined below:

*Non-anchor In-Line Tenants – Wall Signs*

BSD Permitted

Size: ½ square feet per lineal foot - Maximum **50** square feet  
Number: 2 building mounted signs of different types (1 permitted to be a wall sign)  
Height: 15 feet  
Colors: Any up to 3 (including logo)  
Illumination: Internal or external

MSP Proposed

Size: 1 square feet per lineal foot - Maximum **80** square feet  
Number: 1 per tenant space, 2 for western most tenant space  
Height: 19 feet and 22 feet  
Colors: 1 of 3 SW colors for background with tenant choice for copy color  
Illumination: External with gooseneck fixtures

*Non-anchor In-Line Tenants – Window Signs*

BSD Permitted

Size: Maximum **20%** window surface area, not to exceed **8** square feet  
Number: 2 building mounted signs of different types (1 permitted to be a window sign)  
Location: Ground floor only  
Colors: 3 maximum (including logo)

MSP Proposed

Size: Maximum **10%** window surface area or **10** square feet combined (whichever is less)  
Number: 2 maximum per tenant space; 1 maximum per window  
Location: Ground floor only  
Colors: 1 low-chroma

*Anchor Tenant – Wall Signs*

BSD Permitted

Size: ½ square feet per lineal foot - Maximum **50** square feet  
Number: 2 building mounted signs of different types (1 permitted to be a wall sign)  
Height: 15 feet  
Colors: Any up to 3 (including logo)  
Illumination: Internal or external

MSP Proposed

Size: Cumulative area of the two signs shall not exceed **95** square feet and the primary sign shall not exceed **80** square feet  
Number: 2  
Height: 22 feet  
Colors: 1 muted color (no logos or secondary images permitted)  
Illumination: Internal

*Anchor Tenant – Window Signs*

BSD Permitted

Size: Maximum **20%** window surface area, not to exceed **8** square feet  
Number: 2 building mounted signs of different types (1 permitted to be a window sign)  
Location: Ground floor only  
Colors: 3 maximum (including logo)

MSP Proposed

Size: Maximum **10%** window surface area or **10** square feet combined (whichever is less)  
Number: 2 maximum per tenant space; 1 maximum per window  
Location: Ground floor only  
Colors: 1 low-chroma

Ms. Martin said the following is required for approval of a Master Sign Plan:

- 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 approval is recommended to the Planning and Zoning Commission for a Master Sign Plan with three conditions:

- 1) That all signs are limited to 15 feet in height;
- 2) That the applicant provides gooseneck lighting fixture details prior to sign permitting, subject to Planning approval; and
- 3) That the applicant provides the approved Master Sign Plan package to Planning, prior to sign permitting.

Brent Myers, Casto noted the height request in the proposal. He explained none of the tenants currently exceed 15 feet but wanted the opportunity to entertain a higher height in the future. He said Kroger is the anchor tenant and the sign band on their tenant space would allow for a sign at a height up to 22

feet. He indicated that if Kroger were to leave this site, he would want the opportunity to offer a sign to the new tenant at up to a height of 22 feet.

Ms. Martin said the 15-foot height limit is being recommended as the applicant moves forward; however, it is appropriate for the applicant to raise the request with the Planning and Zoning Commission.

The ART discussed other businesses in the area that might have signs at a height higher than 15 feet but it was determined those signs were likely approved before the BSD Code was established and granted variances.

Jeff Tyler suggested that as cases come forward, increased height should be considered if architecturally appropriate. He said if a sign fits better in a location that is higher than 15 feet, architectural appropriateness should be discussed.

Rachel Ray inquired about the tenants on opposite ends of the strip mall. She said one sign was requested for the tenant with frontage on Frantz Road but wanted to know what was proposed for the tenant on the east side. She asked if the signs could have individual fonts and logos.

Ms. Martin clarified the anchor tenant was not permitted to have a logo, but in-line tenants will be permitted logos, or secondary image/copy cumulatively not to exceed 20% of the area of the sign.

Vince Papsidero 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 PZC for a Master Sign Plan with three conditions.

**3. BSD SRN – Bridge Park – A Block  
15-112BDP/BSP**

**Riverside Drive and SR 161  
Basic Development Plan/Site Plan**

Marie Downie said this is a request for a new eight story, 100,628-square-foot hotel, a 19,000-square-foot conference center, an office building (future phase), a 231,652-square-foot, 610 parking space garage, 0.11 acre open space, and associated site improvements on a ±3.75-acre site located at the northeast corner of the intersection of Riverside Drive and W. Dublin Granville Road. She said this is a request for review and recommendation of approval to City Council for a Basic Development Plan and Basic Site Plan under the provisions of Zoning Code Section 153.066.

Ms. Downie presented an overview of the application. She noted the proposed hotel is intended to serve as the architectural anchor for the site and is located southeast of the intersection of Banker Drive and Riverside Drive. To the south, she said it is connected by a plaza to the conference center. She said the proposed office building is located southeast of the conference center. She said the proposed parking garage is located at the southwest corner of Banker Drive and Mooney Street and will primarily serve the hotel, conference center, and future office. She said the parking garage has a small retail component located at the northwest corner of the first floor.

Ms. Downie reported the proposed project includes:

- A1 – Future Office – Corridor Building (size to be determined)
- A2 – Conference Center – Corridor Building: 19,000 square feet
- A3 – Hotel – Corridor Building: eight-story, 100,628 square feet
- A4 – Garage/Retail – Parking Structure: six-story, 231,652 square feet with 610 parking spaces
- 0.11 acres of Open Space
- 9 on-street Parking Spaces

Vince Papsidero asked if there were any further questions or concerns regarding this case. [There were none.] He said a determination is scheduled for Tuesday, November 24<sup>th</sup>.

**2. BSD C – Dublin Plaza  
15-111MSP**

**225-373 West Bridge Street  
Master Sign Plan**

Nicki Martin said this is a request for a Master Sign Plan for an existing shopping center located southwest of the intersection of West Bridge Street and Frantz Road. She said this is a request for review and recommendation of approval to the Planning and Zoning Commission under the provisions of Zoning Code Section 153.066.

Ms. Martin said the existing shopping center is a linear strip-mall style structure and the signs were all approved under the previous zoning and are now facing challenges of the BSD Code where only half the size is permitted. A Master Sign Plan, she said, would address these issues. She presented the three different 24-inch sign details including three colors for the background: Iron Ore Grey, Rockwood Dark Red, and Rockwood Shutter Green, all using white lettering. She noted the signs would be placed in the 36-inch existing beige sign band. She said the tenants were granted one square foot of sign area for each linear foot of leased storefront under the previous zoning. Under the new BSD – Commercial zoning designation, she said one-half square foot of sign area for every linear square foot of storefront is permitted. She reported the new BSD signage requirements are intended for buildings with minimal setback lines and located much closer to thoroughfares. She said the applicant is requesting the tenants be permitted to continue to obtain sign area consistent with what already exists in the center and what is appropriate for the property and given building setback. In addition, she said the applicant is requesting the right for additional signs on the western side of the shopping center, along the portion of the shopping center facing Frantz Road. She said the applicant is requesting the right for one additional sign, per the Master Sign Plan specifications, to be permitted to be placed on this portion of the center to offer enhanced visibility and exposure for a tenant located in the space, which has frontage along Frantz Road.

Ms. Martin indicated Staff has concerns with the lack of detail presented in the MSP. She explained a very comprehensive MSP is better when notes regarding the requirements of the Code for location, size, height, color, and number of signs are provided. She noted the sign shapes are different. She said she has reservations about the size of the sign requested for Frantz Road. She reported she accessed the street view through Google. She asked if there would be tag lines or secondary signs requested. She emphasized that sign design quality all come up in the review process.

Claudia Husak said written documentation needs to be provided to specifically address all these issues in order for this to move forward. She said because of the quick turnaround, Ms. Martin has drafted a document for the applicant to simply fill in the blanks.

Charlie Fraas, Casto, asked if there would be separate approvals.

Ms. Husak replied all tenants have the same sign except for Jason's.

Ms. Husak said information needs to be included if the tenants want different shaped signs.

Vince Papsidero emphasized the need for clarity of the issues.

Mr. Fraas reported two tenant spaces have become vacant. He said he was concerned about tenant signs that were approved under the previous zoning, and how much will need to be changed with new zoning requirements. He said he does not want to hurt the tenants and the graphics are a challenge. He indicated he was concerned about secondary signs for doors and windows, etc.

Rachel Ray requested confirmation that all requests were for externally illuminated signs and if the colors requested are those that currently exist. Mr. Fraas confirmed most of the signs were white or one color.

Ms. Husak explained the ART's determination is scheduled for Tuesday, November 24<sup>th</sup> due to the holiday on Thursday. She asked the applicant if there would be a lot of updates/revisions to the MSP. Mr. Fraas asked that Staff get him the document to complete as soon as possible for him to meet the deadline.

Ms. Husak said conditions could be provided for approvals to move this forward for PZC.

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

**3. BSD SRN – Bridge Park – A Block  
15-112BDP/BSP**

**Riverside Drive and SR 161  
Basic Development Plan/Site Plan**

Marie Downie said this is a request for a new eight story, 100,628-square-foot hotel, a 19,000-square-foot conference center, an office building (future phase), a 231,652-square-foot, 610 parking space garage, 0.11 acre open space, and associated site improvements on a ±3.75 acre site located at the northeast corner of the intersection of Riverside Drive and W. Dublin Granville Road. She said this is a request for review and recommendation of approval to City Council for a Basic Development Plan and Basic Site Plan under the provisions of Zoning Code Section 153.066.

Ms. Downie presented the site in the BSC Scioto River Neighborhood. She said the proposal includes a hotel, conference center, office, and parking garage. She reported the hotel and office uses are permitted in this zoning district, however, conditional use approval is required for conference centers and stand-alone parking structures. She indicated that the proposed hotel was the main focus at the Informal Review with City Council. She noted that there are limited details provided for the office building as a tenant has not been identified.

Ms. Downie said a number of issues have been identified as Waivers have been requested:

- Longshore Street, the one-way drive, and the extension of Mooney Street should be designated as private with appropriate access and utility easements. Ms. Downie said they will need to be renamed and will not be overtaken by the City.
- Access from Acura will need to be right-in, right-out onto the one-way access from SR 161.
- The proposed eight-story hotel has been identified as the architectural anchor for the block, however, only six stories are permitted. Furthermore, the first and eighth stories exceed the height requirements.
- The conference center is only one story and three stories are required. She said the height of the conference center is 25 feet so the number of stories may not be an issue.
- The parking garage has six stories when only five stories are permitted.
- Principal entrances are proposed along Longshore Street but Riverside Drive through SR 161 is considered the principal frontage and principal entrances are required to be off of that. The number of entrances is also an issue but that could possibly be reviewed during the Site Plan process. She said to provide additional entrances for the hotel, there is a grade issue. She recommended leaving the proposed parking garage without a front property line while the hotel has two fronts. She inquired about pedestrian access for the parking garage; the handling of the entry is unclear.
- Not enough entrances/exists have been proposed for the parking garage.
- Banker Drive should be identified as a Front Property Line.
- All doors need to be recessed a minimum of three feet from the property line.
- The rear setback has not been met for the hotel as it encroaches within the five-foot setback.