



City of Dublin

**LAND USE & LONG
RANGE PLANNING**

November 24, 2015

Master Sign Plan

15-111MSP – BSD Commercial District

Dublin Plaza Shopping Center – 225-373 West Bridge Street

This is a proposal for a cohesive Master Sign Plan for an existing shopping center in the Bridge Street District located southwest of the intersection of West Bridge Street/ S.R. 161 and Frantz Road. The applicant is requesting review and a recommendation of approval to the Planning and Zoning Commission for a sign plan the is consistent with the style and scale of the development under the provisions of Zoning Code Sections 153.065(H)(e).

Date of Application Acceptance

Friday, November 13, 2015

Date of ART Determination

Thursday, November 24, 2015

Date of PZC Determination

Thursday, December 17, 2015

Case Managers

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PART I: APPLICATION OVERVIEW

<i>Zoning District</i>	BSD Commercial
<i>Development Proposal</i>	Consistent sign plan for existing shopping center
<i>Building Type</i>	Existing Structure
<i>Waivers</i>	None
<i>Administrative Departures</i>	None
<i>Property Address</i>	225-373 West Bridge Street
<i>Property Owner</i>	Casto
<i>Representative</i>	Brent Myers, Casto
<i>Case Managers</i>	Nichole Martin, Planning Assistant (614) 410-4635 nmartin@dublin.oh.us Claudia Husak, AICP, Senior Planner (614) 410-4675 chusak@dublin.oh.us

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.

Application Summary

This is a request for review and approval of a Master Sign Plan. The applicant is proposing a sign plan that is consistent with the existing development's style and scale. The shopping center, which was developed in the 1980s, has a linear layout and significant setback from West Bridge Street with parking located in front of the buildings, in a typical suburban pattern. The applicant is seeking to formalize a sign plan that is consistent with the existing approved signs and the character of the center a whole.

The application includes a MSP text outlining the appropriate sign types, standards, and locations as well as drawings showing typical sign panels, style and color, for the non-anchor tenants. The MSP text generally follows the standards of the Dublin Sign Code §153.150 which regulated the center's signs prior to rezoning in 2012 to Bridge Street District - Commercial The MSP text allows signs for three unique conditions: Non-anchor In-Line Tenants, the Anchor Tenant, and Center Signs.

Non-Anchor In-Line Tenants

This section pertains to all tenant spaces within the shopping center other than the anchor tenant (the largest tenant space). The proposal permits a combination of one wall sign panel and up to two window signs per tenant space. The western most tenant space is permitted a

second wall sign along their Frantz Road frontage; however, the area of their two signs summed would not be permitted to exceed 95 square feet.

To remain consistent with the scale of the center's existing signs, and the previously applicable Code Section wall signs are permitted to be 1 square foot per lineal foot of frontage in size up to a maximum of 80 square feet. The size of the panel is consistent with the size of sign that would have been permitted at the time of development. The panel must be high-quality, custom fabricated aluminum with 1" deep returns and either oval or rectangular with scalloped corners in shape. The panel background is permitted to one of three colors, Rookwood Dark Red (SW 2801), Rookwood Shutter Green (SW 2809), and Iron Ore Grey (SW 7069), with a single copy color of the tenant's choice. The applicant is requesting the flexibility for signs to be permitted at heights up to 19 and 22 feet to allow tenants the option for signs on architecturally integrated sign bands and towers. All sign panels will be externally illuminated with gooseneck fixtures that are consistent with the existing fixtures.

Each tenant is permitted to up to two window signs on the ground story not to exceed one per window, 10% of the glazed window area, or 10 square feet combined whichever is less. All window signs must be a single-low chroma color.

Anchor Tenant

The Anchor Tenant standards will apply only to the largest tenant space. The proposal permits the main tenant signs that are unique from the majority of the tenants, but complimentary in quality and color with the entire center. The anchor tenant is permitted two wall signs and up to two window signs.

The tenant is permitted internally illuminated, channel letter wall signs in a single muted color. Secondary images or logos are not permitted to be incorporated as part of the wall signs. The tenant's signs may be a cumulative total area of 95 square feet when both sign areas are summed, but the primary sign shall not exceed 80 square feet. The applicant is requesting the flexibility for signs to be permitted up to 22 feet in height to allow for signs on architecturally integrated sign bands and towers.

The Anchor Tenant is permitted the same window signs as the Non-Anchor In-Line Tenants.

Center Signs

The shopping center as a whole would be permitted to have Joint Identification Signs that are consistent with other shopping centers in Dublin and Dublin Sign Code §153.161.

PART II: ADMINISTRATIVE REVIEW TEAM COMMENTS

Planning, Building Standards, Economic Development

§153.065(H)(e) – Master Sign Plan

The applicant is proposing a MSP meeting the intent and purpose outlined in §153.065(H)(e)(B) of the BSD Code. The applicant is seeking a sign plan that is an appropriate scale and design for the existing shopping center. Planning is supportive of the standards the applicant has outlined for the center since they are consistent with many of the standards in the Dublin Sign

Code §153.150 and other shopping centers in the City with the exception of the permitted sign height. To remain consistent with other approved developments and the BSD Sign Code's height restrictions for existing development, Planning recommends that all signs be limited to 15 feet in height measured from the finished grade to the top of the sign.

Non-Anchor In-Line Proposed Wall Signs		
Permitted BSD		Proposed Requirement
Size	½ sq. ft. per lineal foot max. 50 sq. ft.	1 sq. ft. per lineal foot max. 80 sq. ft.
Number	2 building mounted signs of different types (1 permitted to be wall sign)	1 per tenant space, exception western most tenant space 2
Height	15 ft.	19 ft. and 22 ft.
Colors	Any up to 3 (including logo)	1 of 3 SW colors for background with tenant choice for copy color
Illumination	Internal or external	External with gooseneck fixtures
Proposed Window Signs		
Permitted BSD		Proposed Requirement
Size	Max. 20% of surface area of window, not to exceed 8 sq. ft.	Max. 10% of surface area of window or 10 sq. ft. combined whichever is less
Number	2 building mounted signs of different types (1 permitted to be wall sign)	Max. 2 per tenant space, max. 1 per window
Location	Ground floor only	Ground floor only
Colors	Max. 3 (including logo)	1 low chroma color
Anchor Tenant Proposed Wall Signs		
Permitted BSD		Proposed Requirement
Size	½ sq. ft. per lineal foot max. 50 sq. ft.	Cumulative area of the two signs summed shall not exceed 95 sq. ft. and the primary sign shall not exceed 80 sq. ft.
Number	2 building mounted signs of different types (1 permitted to be wall sign)	2
Height	15 ft.	22 ft.
Colors	Max. 3 (including logo)	1, muted color (no logos or secondary image permitted)
Illumination	Internal or external	Internal
Proposed Window Sign		
Permitted BSD		Proposed Requirement
Size	Max. 20% of surface area of window, not to exceed 8 sq. ft.	Max. 10% of surface area of window or 10 sq. ft. combined whichever is less
Number	2 building mounted signs of different types (1 permitted to be wall sign)	Max. 2 per tenant space, max. 1 per window
Location	Ground floor only	Ground floor only
Colors	Max. 3 (including logo)	1 low chroma color

Parks & Open Space, Fire, Engineering, Police

No comments.

PART III: APPLICABLE REVIEW STANDARDS

Applicable Master Sign Plan Criteria

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.

PART IV: PROPOSED 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 for the Dublin Plaza shopping center, with the following three conditions.

- 1) All signs be limited to 15 feet in height;
- 2) The applicant provide gooseneck lighting fixture details, prior to sign permitting, subject to approval by Planning, and;
- 3) The applicant provide the approved Master Sign Plan package to Planning, prior to sign permitting.