

# Master Sign Plan

## 15-90 MSP – BSD Scioto River Neighborhood District

### Big Sandy Superstore – Dublin Village Center 6825 Dublin Center Drive

This is a request for a Master Sign Plan for an existing, vacant building in Dublin Village Center located at the intersection of Dublin Center Drive and Tuller Road. The applicant is requesting a Master Sign Plan due to the unique nature of the reuse of an existing large-format retail building. The ART also approved site and exterior modifications to the building, which were processed concurrently. This is a review and recommendation for approval to the Planning and Zoning Commission in accordance with Zoning Code Section 153.065(H) and under the provisions of Code Section 153.066(L).

#### **Application Submission**

Friday, September 4, 2015

#### **Date of ART Recommendation**

Thursday, December 10, 2015

#### **Date of Planning and Zoning Commission Determination**

Thursday, January 7, 2016

#### **Case Manager**

Joanne L. Shelly, RLA, AICP, LEED BD+C, Urban Designer / Landscape Architect  
(614) 410-4677 | [jshelly@dublin.oh.us](mailto:jshelly@dublin.oh.us)

## **PART I: APPLICATION OVERVIEW**

|                             |   |
|-----------------------------|---|
| <i>Zoning District</i>      | BSC Scioto Neighborhood District  |
| <i>Review Type</i>          | Master Sign Plan  |
| <i>Development Proposal</i> | Wall signs  |
| <i>Property Address</i>     | 6825 Dublin Center Drive  |
| <i>Applicant</i>            | Logan Dilts, DaNite Sign Co.  |
| <i>Case Managers</i>        | Joanne L. Shelly, RLA, AICP, LEED BD+C   Urban Designer / Landscape Architect (614) 410-4677   jshelly@dublin.oh.us |

### **Application Review Procedure: Master Sign Plan**

The purpose of the Master Sign Plan is to provide an opportunity for an applicant to request approval of sign and graphic standards that depart from Code Section 153.065(H) provided the intent and purpose of these standards for the applicable BSD are maintained.

Additionally, Section 153.065 (H)(2)(e) permits the Planning and Zoning Commission to approve a Master Sign Plan which allows signs that depart from the requirements of Section 153.065(H) provided the Commission makes a determination regarding “the appropriateness of the signs and their placement given the architecture of buildings...” Given the unique condition of the existing building, a Master Sign Plan is proposed.

### **Update**

The applicant had requested an informal review by the PZC. In response to requests from ART and the Commissioners, staff presented comparisons to the other big box retail stores in the vicinity. The Big Sandy design team stated their reasoning for using their brand typeface as the sign font style. They provided details regarding the proposed streetscape furnishings to be fabricated by a local sculptor, the planned interior sculpture panels and details regarding fabrication of the proposed signs. The Commission gave feedback, which included support for use of the Big Sandy brand typeface, recommendations to reduce the size of the primary signs by approximately 15% and the secondary signs to the minimum possible within fabrication standards. The applicant took the PZC comments under consideration as they revised their sign proposal.

### **Application Contents**

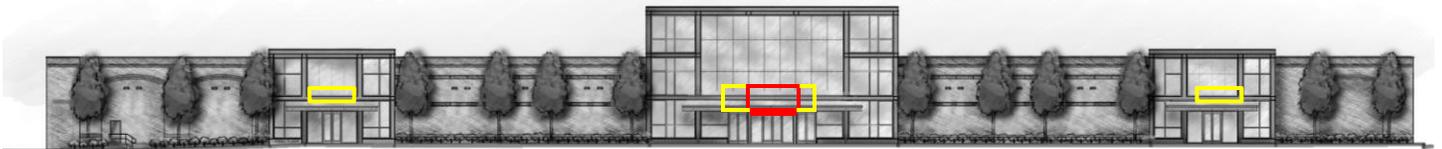
This proposal is for the installation of three new wall signs, one above each new entrance.

The applicant has submitted a site improvement plan concurrent with this application (15-089MPR BSD SCND site improvements) which was approved by the ART on September 24, 2015. The approved site improvements include the creation of two secondary entrances to complement the primary entrance on this existing commercial building. The three entries are glass and metal structures that step away from the brick façade. The new glass entrances are centered and balanced in their placement across the 424 lineal feet of the building’s front façade.



Review of the site improvement identifies that the proposed addition of two entries brings the existing building closer to meeting the intent of the entry requirements for a large format commercial building in the Bridge Street District, breaking the building façade closer to a pedestrian scale by increasing the number of entrances. Two metal benches, designed and fabricated by a local sculptor, will flank the main entry and complimentary sculptural bollards will also be placed at each entry to enhance the streetscape experience. The addition of the sculptural benches and bollards also addresses the BSD Code recommendations for public art in Open Spaces to create visual interest.

Three wall signs are proposed that are architecturally integrated into the proposed entry modifications, but exceed the permitted number of signs and the maximum allowable size and depth.



The red box in the diagram is an approximation of the maximum allowable sign area. The yellow boxes describe the approximate area of the proposed signs.



Maximum allowable area (50 square feet)



Main Entrance Detail

The proposed primary entry sign was sized to be proportional to the scale of the entry. The entry atrium is 3,760 sq. ft. The sign is 374 sq. ft. in size, which equates to 10% of the atrium entry area. Code allows 1/2 sq. ft. of sign for each lineal foot of building wall with a maximum size of 50 sq. ft. The "Big Sandy" text is proposed as red channel letters and is attached to the main entry curtain wall system. The "superstore" is proposed as a script font, with open face channel letters with LED tube outline, mounted to the entry canopy (the accompanying image illustrates this design approach). Both type face styles are part of the Big Sandy trademark. Due to its placement above the entry canopy, the proposed sign height is 20'-2", which is 5'-2" higher than the allowable 15' height.



The applicant has made a request to allow two additional wall signs, one each over the two new secondary entries.

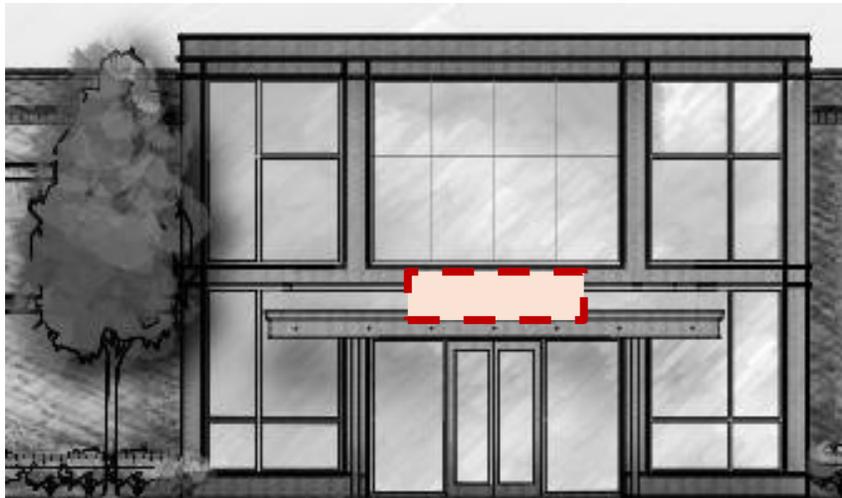


Maximum allowable area



Left Side Entrance Detail

The 40 sq. ft. secondary entry sign (left of the primary entrance) is placed on the edge of the entry canopy, centered along the 140 lineal feet of front façade for this portion of the building.



Maximum allowable area



Right Side Entrance Detail

The 47.40 sq. ft. secondary entry sign (right of the primary entrance) is placed on the edge of the entry canopy, centered along 140 lineal feet of front façade for this portion of the building.

The letters vary in height with a maximum height of 26.75 inches. The signs are internally illuminated, white, LED, channel letters. The channel edge is aluminum. The letters are attached to an aluminum contour backer panel. The secondary entrance's letters are mounted on an aluminum raceway along the arc of the canopy edge. Due to its placement along the edge of the canopy, the sign depth exceeds the code allowance of 12". The top of the sign is proposed at 14'-4" above grade.

Although all the signs are channel letters, the designer has used different techniques, which in conjunction with the sculptural benches & bollards as well as the metal panel sculptures provide a unique visual experience for a large format commercial entrance.

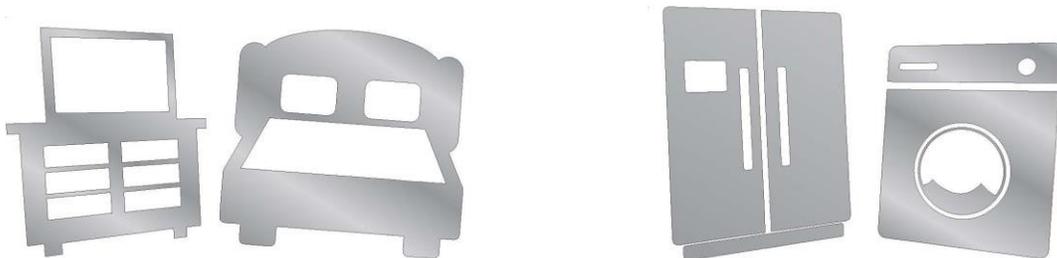
The applicant is permitted to have one ground sign on their parcel. There is a pre-existing ground sign, which is part of the Dublin Village Center development and is not part of this application.

### Interior graphics

The sculptural panels mounted in the atrium are not part of the Master Sign Plan per Code, as they are mounted approximately 6-12 feet behind the glass curtain wall. The graphics proposed are cut metal panels, fabricated locally in the shape of the store merchandise. They are permanent installations that do not include text.



Images were provided with the application that illustrate the sculpture style of the cut metal panels.





Images were provided which demonstrate the form of the proposed metal panels.

All icons will be halo lit brushed aluminum panels, mounted to the rear interior wall surface at a 2" depth.

## PART II: ADMINISTRATIVE REVIEW TEAM COMMENTS

### Planning & Building Standards

#### §153.065(H) – Signs

| Proposed Wall Signs |  |   |                           |
|---------------------|--|---|---------------------------|
|                     | Permitted  | Proposed  |                           |
| <i>Number/Type</i>  | Single tenant building<br>1 street facing sign per street frontage (2 total)<br>Or<br>1 sign facing an off street parking area | 1 primary entry (center)<br>and 2 secondary entry wall signs (left & right)   | Met with Master Sign Plan |
| <i>Size</i>         | ½ sq. ft. per lineal foot of storefront width, up to 50 sq. ft.  | Primary sign (center) – <b>374 sq. ft.</b> on 160 lft.<br>Secondary sign (left) – <b>40 sq. ft.</b> on 140 lft.<br>Secondary sign (right) – <b>47 sq. ft.</b> on 124 lft. | Met with Master Sign Plan |
| <i>Location</i>     | On the portion of the wall associated with tenant space or storefront  | Located on the front façade centered on entry canopies  | Met                       |
| <i>Colors</i>       | 3 colors<br>- Back plate not included<br>- Registered trademark not limited  | 3 colors<br>White, red, and blue<br>(registered trademark colors)   | Met                       |
| <i>Height</i>       | Located within the first story per permitted building type (max 15 ft.)  | Primary sign (center) 20'-2" ht.<br>Secondary sign (left) 14'-4" ht.<br>Secondary sign (right) 14'-4" ht.   | Met with Master Sign Plan |
| <i>Depth</i>        | Sign face is permitted at no greater than 12" from building façade   | Primary sign (center) 12" & 3'-6"<br>Secondary sign (left) 3'-6"<br>Secondary sign (right) 3'-6"  | Met with Master Sign Plan |

### Engineering, Parks and Open Space, Fire, Police, Economic Development

No comments.

### **PART III: APPLICABLE REVIEW STANDARDS**

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: RECOMMENDATIONS**

Approval is recommended of the Master Sign Plan to permit one primary wall sign that exceeds the Code requirement for size and height, and two secondary wall signs that exceed the number of allowable wall signs for a single tenant entry façade and exceed the allowable distance from the front façade, with one condition:

- 1) That the applicant obtains all required permits prior to beginning work.