



Planning

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PLANNING AND ZONING COMMISSION

MEETING MINUTES

MARCH 24, 2016

AGENDA

- 1. NE Quad, Subarea 3, Wyandotte Woods PUD – Hawthorne Commons**
Wyandotte Woods Boulevard
15-118FDP Final Development Plan (Postponed prior to the meeting)
- 2. Rockin’ Jump Dublin**
16-010CU
Shier Rings Road
Conditional Use (Approved 7 – 0)
- 3. Presentation: City-Wide Comprehensive Dublin Wayfinding System**

The Chair, Victoria Newell, called the meeting to order at 6:30 p.m. and led the Pledge of Allegiance. Other Commission members present were: Chris Brown, Amy Salay, Robert Miller, and Cathy De Rosa. Deborah Mitchell and Stephen Stidhem were absent. City representatives present were: Vince Papsidero, Philip Hartmann, Claudia Husak, JM Rayburn, Alan Perkins, and Laurie Wright.

Administrative Business

Motion and Vote

Ms. Newell moved, Mr. Brown seconded, to accept the documents into the record. The vote was as follows: Ms. Salay, yes; Ms. De Rosa, yes; Mr. Miller, yes; Mr. Brown, yes; and Ms. Newell, yes. (Approved 5 - 0)

Motion and Vote

Ms. Newell moved, Mr. Brown seconded, to approve the February 4, 2016, meeting minutes. The vote was as follows: Ms. De Rosa, yes; Mr. Miller, yes; Ms. Salay, yes; Mr. Brown, yes; and Ms. Newell, yes. (Approved 5- 0)

The Chair briefly explained the rules and procedures of the Planning and Zoning Commission. She said Wyandotte Woods PUD – Hawthorne Commons was postponed prior to the meeting at the request of the applicant. She said case 16-010CU - Rockin’ Jump Dublin is on the consent agenda. She asked if there was anyone from the public that wanted to address the Commission on the Rockin’ Jump Dublin case. [Hearing none.]

Motion and Vote

Ms. Newell moved, Mr. Brown seconded, to approve a Conditional Use with three conditions including the alteration from the General Development Standards allowing parking to be within 19 feet of the western property line (Emerald Parkway frontage):

- 1) That the applicant pay a fee-in-lieu for any tree not replaced on-site and revise the landscape plan accordingly, including plant selection detail, at the building permit stage;

- 2) That the applicant continue to work with Engineering to address all technical comments regarding stormwater management and demonstrate all stormwater requirements are met as defined in Chapter 53; and
- 3) That the applicant work with Staff to provide site access aligning with the existing opposing driveway and adequate sight distance.

The vote was as follows: Ms. Salay, yes; Mr. Miller, yes; Ms. De Rosa, yes; Mr. Brown, yes; and Ms. Newell, yes. (Approved 5- 0)

Presentation - City-Wide Comprehensive Dublin Wayfinding System

Joell Angel-Chumbley, Kolar Design Associates, 807 Broadway, Cincinnati, Ohio 45202, said she would go over the comprehensive wayfinding system established for the City. She said this is a holistic approach for the visitor experience from their home, to the highway, to the hallway. From a strategic perspective as well as a design perspective, she said they created the experience as it connected seamlessly for the visitor as well as for the people that live in Dublin. She explained an audit of the City was performed that evaluated the people, the place, and all the unique characteristics that make up who Dublin is as a community on all levels. She said they identified key elements critical to Dublin's expression.

Ms. Angel-Chumbley said the public art program is amazing for a city the size of Dublin - a brand differentiator, regionally. She indicated public art will be integrated into the gateways as a key element. She noted that Dublin's architecture is a mix of old and new. She remarked how Dublin preserves history but also grows and changes with the times. She said they are identifying the key entry points into the City as well as the key corridors. She said Dublin has done a great job at creating public spaces with parks, plazas, and walkable environments. She indicated Kolar Design's job is to connect that by creating districts. She said they highlighted how the City celebrates key landmarks.

Amy Salay asked if they were reviewing the Historic District boundaries and gateways. Ms. Angel-Chumbley responded affirmatively as that is done through stone markers, but they propose a different sign for that. She indicated the gateways could have a secondary nomenclature on them, building a hierarchy within the messaging to allow for adaptability and change. She noted alternatives could be achieved through vertical signs or through the gateway experience.

Ms. Angel-Chumbley said the overall strategy is to create, connect, and enhance a wayfinding system that is comprehensive, effective, flexible, sustainable, and maintainable. She said they have reported to City Council how they are fabricating these signs. By connecting all the diverse Dublin destinations, she said they went through a sign policy process - identified multiple criteria, attendance, and cultural assets to the City, and established guidelines. She said the system will be multi-modal; capturing and connecting every touchpoint whether the visitor is in a car or on foot. She said this includes vehicular, pedestrian, bike, future transit, and public parking connectivity. She explained the user experience is meant to be reinforced through a strong Dublin brand. She indicated they took into account cell phone devices as they are using a Google map environment to get to the highway, to the front door, to the parking structures (surface lots or garages) and then on foot to experience the true quality of the City. To achieve this, she said it is critical that every sign connects. She said the highway to hallway experience is really important to ensure none of the steps are missed. She explained they connect by way of layers and a "breadcrumb" path.

Upon arriving to the City, Ms. Angel-Chumbley stated each corridor has a different character. She said they had to consider the architecture, building materials, black wrought iron, surface treatments, setbacks and green spaces, and public art. She explained all of these ingredients are to be integrated to make this City unique. She noted even the City buildings should all have the same signs, building upon the Dublin brand.

Ms. Angel-Chumbley presented the comprehensive sign family, some of which are approved in the CIP. She said some are part of the system but not progressed to the CIP level. She said they are taking sign clutter off the ground and into the air, clean and approachable. She said the huge signs will be visible first, then the wayfinding signs to key destinations, and finally signs that delineate down to the actual front door. She stated Phase 1A and 1B are already being implemented as part of the SR 161 Roundabout and John Shield Parkway projects. She said Phase 1B will include the Bridge Street District and northern Riverside corridor. She said the second phase will occur in 2017 – 2020.

Bob Miller asked if there will be an overhead sign at every roundabout. Ms. Angel-Chumbley answered just the new primary roundabout at SR 161/US 33.

Ms. Angel-Chumbley pointed out the secondary Historic Dublin banner-like signs but are made of metal to demarcate the four edges of the Historic District. She presented the gateway signs and the regulatory signs. She explained a new City standard has been created for only the Bridge Street District; the regulatory signs have a nice black frame around the round black sign post that will integrate with the other streetscape elements part of the MKSK signature street language. She indicated as new developments come in they will sunset them in but cannot do it city-wide due to the expense. She presented a series of pedestrian-level information kiosks. She said they are in the process of creating multi-modal mapping that will include bike, future transit, and pedestrian paths. She presented the blue sign with the circle "P" that was approved by the ARB to demarcate the entry to the garage at the Bridge Park West project. She explained those buildings are not very tall and are set back so they needed something to call attention to the entry.

Ms. Angel-Chumbley said 30 static maps were allocated in the CIP that could be changed out. She said they are now planning potential future digital maps in key locations; they will start at each end of the pedestrian bridge and probably key plazas on both sides of the river. She stated infrastructure is incorporated for data and electric, even if it is a static device being installed now so it can be easily switched out later to digital.

Ms. Angel-Chumbley said the Parking Marquee sign is the final element as the visitor completes their journey. Kolar Design's goals she said were to create a unique expression in the built environment, complementing the architecture but also one that holds together the overall parking and wayfinding experience. She stated that because Crawford Hoying is installing the first two parking garages, this sign type will be installed. She explained that even though this is installed in a private development, to Kolar Design it is City sign because it is part of the overall strategy. She indicated getting people to the parking garage is going to be critical to the success of the downtown so it needs to be integrated.

Ms. Angel-Chumbley presented the visitor arrival experience to demonstrate the journey in the car and then on foot. She indicated that telling the river heritage and agricultural story is critical to the civic brand. Integrating public art shows the City is culturally rich and values the aesthetic of the City, she said. She noted a lot of our public art is currently hidden in the parks and they would like to continue the public art experience starting at I-270 extending through the corridors. She presented some rendering concepts being considered.

Ms. Angel-Chumbley said they did not realize the Parking Marquee signs would become such a topic for discussion and are reviewing the materiality and fabrication method to create a unique expression - all the qualities required in the Master Sign Plan (MSP) for Crawford Hoying's development as well as fitting into the city-wide wayfinding system. She said on the Bridge Park East side, there are taller buildings and the scalability of the buildings is very different than the west side. She indicated the new library garage may have a smaller sign but similar aesthetics. She stated each location would be studied for visibility and ensuring all requirements from a zoning perspective but also for a unique design for that environment. She said there will be LED chain-lighted channel letters and LED blue-lit edges on the sides

that are also used on the kiosk signs. All the garages will have 18-inch dimensional stainless steel letters she said that demarcate the entries that are not on the Canopy Edge signs.

Ms. Angel-Chumbley concluded by requesting feedback from the Commission.

Cathy De Rosa asked Ms. Angel-Chumbley what cities have done this city-wide wayfinding system really well. Ms. Chumbly cited Charlotte, NC; Baltimore, MD; Cincinnati, OH; and Montgomery, OH – parking system within their historic district.

Blake Kishler, Kolar Design Associates, 807 Broadway Street, Cincinnati, OH 45202, cited The Ohio State University project that was completed a few years ago; that plan incorporated the different districts: medical, athletic facilities, and academic portions as well as their parking garages all throughout the campus and reaching the outer corners.

Ms. Angel-Chumbley said benchmark cities were presented to City Council as part of the submittal, which could also be shared with the Commission.

Mr. Brown said on the Bridge Park West side, a circle "P" sign is used for parking but on the Bridge Park East side, a large sign stating "PARK" along with a circle "P" is used in addition to the garage location i.e., Longshore. He said the scale is huge and could potentially be across from some residential units. He recalled that Ms. Angel-Chumbley said earlier that the circle "P" is imperative followed by the accent name of the garage so the visitor is not confused. He suggested "Longshore" should be accented with the circle "P" instead of using the large "PARK" letters.

Ms. Angel-Chumbley said in this condensed area, the goal is to get the visitor to the garage, not focusing on the name of the garage as the differentiator. She stated it is not uncommon to use "PARK".

Mr. Brown disagreed and stated "PARK" is almost appearing retro.

Ms. De Rosa said it appears to be dominating everything. She said we previously established the circle "P" as the universal sign for parking. She said the "PARK" dominates, overpowers, and competes with the character of the place and that is the opposite of what we are trying to do. She added it is not a high speed area.

Mr. Brown said parking garages are recognizable except for where we have the apartments lining two sides of the structure.

Ms. Angel-Chumbley said viewing distance studies were performed because a lot of these signs are installed mid-block. She said the scale is related to how the garage is approached. She indicated there will be a lot of other signs on the street as businesses move in. She suggested a circle "P" could be just used on the building but it would have to be fairly large.

Mr. Miller pointed out the "P" signifying parking on the wayfinding sign.

Ms. Salay inquired about the size of the Parking Marquee sign proposed. Ms. Angel-Chumbley answered the sign is 21 feet high by 7.5 feet wide. She said the "PARK" letters are about 24 inches in height and the Longshore Street letters are approximately 8 inches tall.

Vicki Newell inquired about studies performed that might have indicated that the entry sign of a garage is better when it is elevated.

Ms. Angel-Chumbley said “Longshore Garage” will be stated on the Canopy Edge signs but not illuminated as they expect a lot of light radiating from the open areas of the garage so additional lighting would not be necessary.

Ms. Salay confirmed that a circle “P” could be used instead of “PARK” but it would have to be a lot larger.

Ms. Angel-Chumbley said in the MSP, there is a secondary entry to each garage that just has the circle “P”. She said if we went in the direction Ms. Salay noted, the circle “P” would have to be larger than the one shown on the secondary entrance because they will be viewed mid-block.

Ms. De Rosa said if the circle “P” was placed where the current “A” is in “PARK” and slightly larger, she could not imagine not being able to see it.

Mr. Miller said he used the Pittsburgh, PA example at the last meeting and if a circle “P” had been visible on his trip to Pittsburgh, he would have been thrilled and the height contributes to the visibility.

Ms. Newell said there is a point at which the sign should be high enough to be above the trees and being at street level. She said that Parking Marquee sign is 147 square feet and will be one of the largest signs in the City.

Ms. Salay indicated she is surprised the members are offended by the big PARK sign when a large sign was approved for the Big Sandy Superstore.

Ms. Angel-Chumbley suggested it could be a scale issue. She said Placemaking Art signs are permitted at 100 square feet. Instead of a different design, she suggested a smaller sign could be proposed. She stated she is not certain which direction the Commission wants them to go.

Ms. De Rosa said she is clear; she just wants the circle “P”. Mr. Miller agreed.

Ms. Salay asked if everything presented is to scale to which Ms. Angel-Chumbley answered affirmatively.

Mr. Miller asked how Staff felt about this as he assumed they wrestled with the Parking Marquee sign as well.

Vince Papsidero said when presented to City Council, Kolar Design was working on the MSP for Crawford Hoying and the understanding was that these signs were part of the package approved by Council last year. He said there was an assumption these had been blessed so nobody really thought an issue would come up but then the Commission started debating whether this was a solution. He said Staff looked at the history because Mr. Foegler was convinced this had been approved but there was nothing found in the minutes nor a motion that specifically addressed these specific garage signs. He said in the meantime, Crawford Hoying has had these engineered and ready for fabrication as it is a multi-month process to build these signs. He said Crawford Hoying’s goal is to have these installed to the first two garages when they open in late July or early August.

Ms. Angel-Chumbley said the process was moving more quickly than anticipated so there is a lot of pressure for Kolar Design to get moving on the full sign package and this is just one sign out of 100 they are doing for Crawford Hoying. She reported the full comprehensive system was presented to Council and they approved budgeting for the CIP process. To keep it affordable, she said it was determined the City would start with the wayfinding signs, the pedestrian kiosks, and the regulatory signs with the assumption the rest of this system would be built out in time. She said Crawford Hoying offered to pay for it to get it on their garages as it was included in their MSP.

Mr. Brown said everything is relative. He said when there is a huge façade for a garage the challenge is accenting it and playing it up a little bit.

Claudia Husak said that is what Staff had considered. She said OCLC was the biggest sign in the City and at the permitted 300 square feet, it is not offensive. Ms. Newell agreed because OCLC is always being viewed from a fair distance.

Ms. De Rosa said with the personality we are trying to make, the sign does not appear congruent to her; she is not pushing back because she is opposed to the word PARK.

Ms. Newell indicated that if the Commission saw the signs the way they were presented at City Council - all part of a wayfinding package, they did not look out of place at all. She said when the Parking Marquee sign is being considered in terms of all the other signs proposed in the Master Sign Plans, and what the goal is for the BSD, that is what the Commission reacted to. She said she understands the goal is to get people to the parking garages but at the same time all of our tenants are asked to do really creative, whimsical signs. She asked if there is a way to keep what is needed for the wayfinding plan but marry a little bit of whimsy within that sign.

Ms. Angel-Chumbley said that would require going back to design but offered to study that request. She asked the Commission to consider the color of the sign. She said the silver will somewhat disappear from a distance so "PARK" will appear floating in space, especially at night.

Ms. Newell inquired about the intensity of the lights. Ms. Angel-Chumbley said the LED light intensity can be controlled. Ms. Newell asked that if the light is too blaring once it is installed, if it could then be muted. Ms. Angel-Chumbley said she could ask the fabricator. She added LED is preferred because it is most sustainable in terms of cost and longevity. Ms. Newell agreed LED lights are extremely efficient.

Ms. Angel-Chumbley said the light color can be changed. She said light blue is the proposed universal color but each garage could have a different color, for example. She said the light can be animated also to provide more personality at night.

Ms. Newell said she struggles with the intensity of LED lights as the light is intense and can be harsh at the light source and dissipates much quicker than it does than an incandescent light fixture.

Ms. De Rosa reiterated she wanted the circle "P" so it does not distract from our achievements made in the BSD. She said the height and size are important. She asked if the process is too far down the path to back up.

Ms. Angel-Chumbley said they are up against a tight timeframe so it is a challenge to go back to the drawing board and then have to repeat this process. She indicated it is the call of the City. She said because then Kolar Design would have to return to Crawford Hoying and they have already paid for the design and the construction documents are complete.

Mr. Papsidero said Dublin is expected to be a regional destination and the signs have to communicate effectively. He added the BSD wayfinding will be critical just like in the Arena District of Columbus.

Ms. De Rosa asked if Mr. Papsidero thinks people understand the "P" as parking. He responded the size that the "P" might have to be might not be preferable.

Ms. Newell stated the signs in the BSD have to be integrated within the building; the sign is supposed to complement the architecture of the building. She said it is all about the presentation. She said the task is that the Commission is looking for really creative signs. She indicated she did not dislike the sign but it

looks like everybody else's parking sign. She understands it needs to fit within the city-wide wayfinding system.

Ms. Angel-Chumbley inquired about the criteria just established. She asked if it would just be for the Bridge Park East area or the same sort of character study at every single garage as a unique location.

Ms. Newell stated only the Zoning Code for the BSD allows for sign creativity. She said the signs in the BSD are to be thought of as an art form.

Ms. Angel-Chumbley said design is subjective.

Ms. Salay said when she looks at the night view from down the street, she tries to envision how big the "P" would have to be to grab the visitor's attention. She said she is not sure we would be happier with a giant "P". Ms. Chumbly said the "P" as proposed is a two-foot by two-foot square sign. Ms. Salay said she did not think that was large enough.

Ms. De Rosa said we see what we expect to see; so as long as it is big enough to see that is a "P", we are going to know what it is.

Mr. Miller pointed out that the circle "P" would be less expensive to manufacture than "PARK".

Ms. Angel-Chumbley asked if we go with the circle "P" and need to add character, what that should look like. She indicated she is not hearing clear direction from the Commission.

Mr. Brown asked everyone to look at the recorder's desk for a scale of a two-foot by two-foot sign.

Ms. Newell said she might not be any more in love with just a single "P".

The Commission contemplated their options.

Ms. De Rosa said she researched the internet and found Seattle, WA had the "P" configured in some interesting ways, to which Mr. Brown agreed.

Ms. Angel-Chumbley indicated Kolar Design would look at that.

Ms. De Rosa noted that if she was the only one that felt this way, then it is not worth having the consultant pursue alternatives.

Mr. Miller said he is being respectful of what is being defined. He said his first impressions of the sign was that it was retro - very plain and effective. He said if the sign could be dressed up and toned down then it would probably fit better in the BSD. He suggested a "hippy" sign; something more the flavor of the BSD.

Mr. Brown said he thought the sign would really fit well on the garage that has the stainless steel mesh on the outside.

Ms. Angel-Chumbley suggested just changing the scale of the sign to be the same size as a Placemaking Art sign at 100 square feet but the at the same scale. Ms. De Rosa asked if it were scaled down if it could still be effective to which Ms. Angel-Chumbley answered affirmatively. She indicated she could bring back some alternatives for the Commission to consider.

Ms. Newell said she would be a lot more comfortable if the scale of the sign was brought down to fit within 100 square feet that is permitted for a Placemaking Art sign. She said it is a horrible image of the

City to install a City sign that is larger than what is permitted for businesses. Ms. Newell said 50 square feet is too small.

Ms. Angel-Chumbley requested time to work with Staff to explore different alternatives to bring back to the Commission and to talk with the sign fabricator to at least get the identification on the Canopy Edge signs completed so they can be installed from day one.

Mr. Brown inquired about the gateways. He said Gahanna has a nice arch and there is a sign on the I-270 Bridge for Easton that provides the feeling of arriving somewhere. He noted the decorative columns created for the I-270/US 33 interchange.

Ms. Angel-Chumbley said there would be a combination of elements for the gateways. She said the corridors need to be identified and architectural elements will be picked up unique to each corridor.

Mr. Brown said he liked the idea of the gateways sharing a common element which is Dublin but then adding what makes that corridor different from another.

Ms. Newell said the gateway pieces should be unique to Dublin. She said she did not want to see us copy the other cities by having an arch, even though they are attractive.

Ms. Angel-Chumbley indicated public art should be incorporated and will work with the Dublin Arts Council.

Mr. Brown said he would like to see public art integrated.

Ms. Angel-Chumbley said the Field of Corn is an excellent art installation because it was placed in a right-of-way.

Ms. De Rosa said the City has done a brilliant job at making the name "Dublin" come to life. She said the name itself has power. She indicated there is something magic about fonts; they can create so much energy in a very simple way. She said the rendering example provided by Kolar Design needs more energy.

Mr. Brown said the gateway sign presented did not appear timeless to him.

Ms. Angel-Chumbley indicated that it has been fun working with this City because there is a conservative quality to the community and on the other hand there is a progressive and open, exciting side.

Mr. Miller asked if they looked at the bike path system. Ms. Angel-Chumbley said there is a color design to the path system. She said they would address the Loop in the BSD first and how that would connect to the existing local trails. She said kids seem to have the best ways of connecting bike trails through the various neighborhoods so they intend to consult them amongst others.

Communications

Claudia Husak said there is an app for the iPhone for the APA, which is fabulous to download. She said Terry Foegler provided a list of sessions to attend, which she will email to the Commission.

Ms. Newell adjourned the meeting at 7:56 p.m.

As approved by the Planning and Zoning Commission on April 21, 2016.