City of Dublin
PLANNING

April 28, 2016

Master Sign Plan

16-028MSP – BSD Scioto River Neighborhood District

Bridge Park B & C Blocks – Riverside Drive

This is a proposal for an amendment to a previously approved Master Sign Plan to include parking garage signs for a new 8.2-acre mixed-use development located east of Riverside Drive, south of the intersection with (future) Bridge Park Avenue. This is a request for review and approval for a Master Sign Plan under the provisions of Zoning Code Section 153.066.

Date of Application Acceptance
Thursday, April 14, 2016

Date of ART Introduction
Thursday, April 21, 2016

Date of ART Recommendation
Thursday, April 28, 2016

Date of PZC Meeting
Thursday, May 5, 2016

Case Managers
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PART I: APPLICATION OVERVIEW

Zoning District	BSD Scioto River Neighborhood District
Development Proposal	Amendment to approved MSP to include parking garage signs
Property Address	Riverside Drive
Property Owner	Crawford Hoying Development Partners
Representative	Matt Starr, Crawford Hoying
	Joell Angel-Chumbley, Kolar
Case Managers	Nichole Martin, Planning Assistant | nmartin@dublin.oh.us
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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.

Site Overview

In 2015, Planning and Zoning Commission approved development of Bridge Park Blocks B and C, an 8.2-acre redevelopment site, for eight mixed-use buildings including two parking structures and seven new public streets. 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.

Development Update and Timeline

Currently, Bridge Park Blocks B and C are under construction and scheduled for completion in spring 2017 and fall 2016, respectively. The public garage located in C Block is schedule for completion and occupancy in September 2016 to align with residential and retail occupancy beginning in October 2016. The B Block garage and tenant occupancy will follow in the spring of next year.

Application History

PZC: March 24, 2016
Joell Angel-Chumbly with Kolar provided the Commission with an update on the City-Wide Wayfinding System. Ms. Angel-Chumbly covered the City's overarching wayfinding strategy to create a "comprehensive, effective, flexible, sustainable, and maintainable system". With

respect to the forthcoming MSP amendment, the Commission determined the circle 'P' is a simpler yet functional alternative to previously proposed P-A-R-K garage signs.

PZC: February 18, 2016
The Commission approved (7-0) a request for a MSP for Bridge Parks Blocks B and C to permit a variety of sign types for retail and office tenants, and for the buildings as part of the development as a whole. The Commission discussed the proposed parking garage signs, in conjunction with the City-Wide Wayfinding System, and requested that they be removed from the MSP and brought back for future review. Commission comments included whether there is a need to spell P-A-R-K versus the universally understood circle 'P'. Additionally, the Commission stated 150 square foot signs are too large and 100 square foot signs consistent in size with the Placemaking Art Signs are more appropriate. The Commission also emphasized the need for effective garage signs, especially for out of town and first time visitors, but highlighted the parking garage signs are an opportunity to be more creative.

Application Summary

This is a request for review and approval of an amendment to an approved MSP to include parking garage signs for the Longshore and Mooney garages that are consistent with the development's style and scale and consistent with the City-Wide Wayfinding System approved by Council and budgeted in the Capital Improvements Program (CIP).

The application is for all parking garage marquee signs not previously approved for two City owned garages located in Blocks B and C of the Bridge Park development. Garage signs are critical to the functionality and visitor experience, especially in the opening months. Crawford Hoying and Kolar are working diligently to meet the September deadline based on the Commission's feedback. The process to construct and sign the garages is a joint effort between the City and Crawford Hoying. In addition to previous agreements, the City is incurring the design and shop drawing costs and the applicant is covering the fabrication and installation of the signs.

PART II: ADMINISTRATIVE REVIEW TEAM COMMENTS

Planning, Building Standards

§153.065(H)(e) – Master Sign Plan
The proposal includes two alternative design packages. Each package includes a primary parking garage marquee sign at a maximum size of 100SF and a secondary parking garage marquee sign at maximum of size 35SF. The primary marquee signs are located mid-block above the primary garage entrances for the B Block Garage and C Block Garage on Banker Drive and Mooney Street, respectively. The B Block Garage's secondary marquee signs are located adjacent to the secondary entrances on Mooney Street and Longshore Street. The C Block Garage's secondary marquee sign is located adjacent to the secondary entrance on Tuller Ridge Drive.

All proposed sign designs are based on a single family of materials with unique character added in the form of motifs, color, and lighting. Signs are fabricated aluminum panels with painted catalyzed acrylic polyurethane patterns to add visual interest. LED chain light is used to outline objects and provide a subtle halo effect. Lighting is intended to provide accent in key locations, but not be overwhelming since light will filter out of the interior of the open decks of the garage. All sign materials are weather and sun fast.

In detail, the proposed sign package are as follows:

Package 1

Primary Sign

The proposal depicts a charcoal sign with lighter diamond patterned silver inset and associated teal triangle accents. A full circle 'P' with white LED chain light provides identification as a parking garage within the City system. Silver pin-mounted letters differentiate the garages by name. The sign will have a halo effect along the outer edge at night.

Secondary Sign

The secondary sign is coordinated with the design of the primary marque. It will feature a circle 'P' with a hierarchically proportional garage name.

Package 2

Primary Sign

The proposal depicts a diamond patterned silver sign with triangle accents. A charcoal panel with circle 'P' and teal accent add dimension and visual interest to the sign. Silver pin-mounted letters differentiate the garages by name. At night, a white LED chain light accents the circle 'P' and a subtle halo effect along the outer edge.

Secondary Sign

The secondary sign is coordinated with the design of the primary marque. It will feature a circle 'P' with a hierarchically proportional garage name.

§153.065(H) – Zoning Code Analysis

Proposed Parking Marquee Signs (Sign Type not Existing in BSD Code)		
	BSD Requirements	**Proposed Requirements**
Size	N/A	**Primary:** 100 sq. ft. max. **Secondary:** 35 sq. ft. max.
Location	N/A	Adjacent to primary and secondary entrances located within Level 2

Proposed Parking Marquee Signs (Sign Type not Existing in BSD Code)		
	BSD Requirements	**Proposed Requirements**
General	N/A	Indicate entrances to public garages; Designed to complete 'Highway to Hallway' wayfinding system

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

None.

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 RECOMMENDATION

Approval is recommended of the Master Sign Plan to permit 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 condition:

1) The applicant provide an approved MSP containing all approved signs for Blocks B and C to Planning, prior to sign permitting including an updated General Regulations Matrix, sign location elevations and approved parking garage marquee signs.