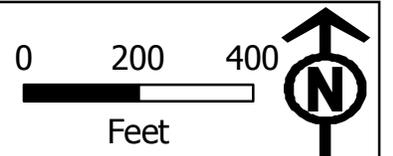


17-045MSP
 Master Sign Plan
 Bridge Park - Blocks A, B, & C





MEETING MINUTES

Administrative Review Team

Thursday, June 1, 2017 | 2:00 pm

ART Members and Designees: Vince Papsidero, Planning Director; Jeff Tyler, Building Standards Director; Donna Goss, Director of Development; Colleen Gilger, Director of Economic Development; Shawn Krawetzki, Landscape Architect; Aaron Stanford, Senior Civil Engineer; and Mike Altomare, Fire Marshall.

Other Staff: Lori Burchett, Planner II; Logan Stang, Planner I; Nichole Martin, Planner I; Tammy Noble, Senior Planner; Lia Yakumithis, Planning Assistant; Cameron Roberts, Planning Assistant; Mike Kettler, Planning Technician; and Laurie Wright, Administrative Support II.

Applicants: James Peltier and Matt Poindexter, EMH&T (Case 2).

Vince Papsidero called the meeting to order at 2:01 pm. He asked if there were any amendments to the May 18th meeting minutes. The minutes were accepted into the record as presented.

Mr. Papsidero noted the following Minor Modifications:

Darree Fields Shade Structures – Other modifications deemed appropriate by the Planning Director.

DETERMINATIONS

1. **BSD SRN - Bridge Park East, Blocks A, B, & C 17-045MSP**

Riverside and Dale Drives Master Sign Plan

Nichole M. Martin said this is a request for an amendment to the Master Sign Plan for Blocks A, B, and C within the Bridge Park Development. She stated the site is on the east side of Riverside Drive at the intersection with Bridge Park Avenue. She said this is a request for a review and recommendation of approval to the Planning and Zoning Commission for a Master Sign Plan under the provisions of Zoning Code §153.066.

Ms. Martin pointed out there were two components to this proposal. The first she said is for a sign modification for the Event Center in block A and the other is for blocks B & C to add allowances for sign types and conditions not considered at the time of the original Master Sign Plan submittal.

Ms. Martin explained the applicant is requesting to modify the sign design for "The Exchange at Bridge Park". The ART and the Planning and Zoning Commission had reviewed and approved the original two signs in March 2017 she noted (100-square-foot sign facing Riverside Drive and a 40-square-foot sign facing Longshore Loop) but now a 103-square-foot sign with a fluid font design and a 40-square-foot sign with matching font at the same locations as the previously approved signs are being proposed. She said the proposed size and designs of the original signs were supported due to the subtle, architecturally-integrated nature of the thin font and lighting accents. She described the new signs proposed as dimensional, pin-mounted, anodized aluminum letters finished in a gray paint (Driftwood Mica Cool) that will be internally illuminated with a perforated face, backed with white acrylic. She said the font style is less architecturally integrated with the building and presented graphics of the approved and proposed signs for comparison.

Ms. Martin said staff shared the revised proposed signs with Guide Studios, a sign graphics consultant for the City and their feedback noted that the proposal is not responsive to the geometric lines and architecture of the building and the script fonts are less legible than more modern alternatives, despite the increased



size of the sign. She added the proposed design does not meet the intent of the MSP provisions as it is proposed at a size in excess of the total area granted in the Code based on the approved design's responsiveness to the architecture as required for MSPs for a single building. She emphasized that MSPs are intended to allow for additional creativity and flexibility when the sign design is coordinated with the architecture.

Ms. Martin indicated that the modifications requested for blocks B & C are more technical in nature to address the unanticipated requests or conditions that have surfaced through the leasing and sign permitting processes. She explained the proposal is to permit two additional sign types: Tenant Leasing Window Cover and Logo/Name on a Storefront Door, and one alternative allowance for a Tenant Licensee to permit a tenant to grant a subtenant one or more of their allowed signs (without permitting more signs than originally permitted).

Ms. Martin said approval is recommended to the Planning and Zoning Commission for a Master Sign Plan as the proposed modifications to blocks B and C meet the requirements for a Master Sign Plan and are consistent with the surrounding signs throughout the Bridge Street District but the proposal for the Event Center signs is not consistent with the intent of the MSP or the BSD Sign Guidelines, therefore, three conditions have been recommended:

- 1) That the Master Sign Plan be revised to eliminate the proposed revisions to the signs related to the Event Center;
- 2) That the proposal be updated to clarify the maximum allowable size of a Logo/Name on a Storefront Door that is one square foot; and
- 3) That the applicant provide a revised, approved Master Sign Plan to Planning prior to the filing of additional sign permits.

Ms. Martin said the applicant was not present and she had not received any feedback prior to this meeting for the materials she sent to the applicant demonstrating the conditions of the recommendation.

Jeff Tyler inquired about the sign permit application for Bubbles Tea as they are moving into the Mesh Fitness space. He indicated the Master Sign Plan would need to be approved before the request for the Bubbles sign could be issued. Ms. Martin responded affirmatively and explained that Mesh Fitness would need to give up one of their permitted signs but indicated that would not be an issue given that they have not installed the total number of permitted signs.

Vince Papsidero asked if there were any further questions or concerns regarding this application. [There were none.] He confirmed a recommendation of approval for the Master Sign Plan will be forwarded to the Planning and Zoning Commission.

**2. BSD SRN - RAM Restaurant and Brewery
17-047MPR**

**6632 Longshore Street
Minor Project Review**

~~Lori J. Burchett said this is a request for a patio, accessory structure, and associated site improvements for a tenant space in the Bridge Park Development. She stated the site is on the northeast corner of the intersection of Bridge Park Avenue and Longshore Street. She said this is a request for a review and approval of a Minor Project Review under the provisions of Zoning Code §153.066.~~

~~Ms. Burchett accessory use for patio along bridge park ave. level surface of patio. Meets accessibility. Accessory structure functional grain silo. Prior reviewed concerns w/color and finish. Appl willing to do matte black finish like short north facility in cols. Add'l conditions for ladder. Ensure public cannot climb it.~~

~~60 – 90 mins to fill at off hrs.~~

~~anywhere near the pool patio. As proposed, Donna Goss asked if the turn radius will accommodate the dump trucks to which Mr. Roberts said it would.~~

~~Aaron Stanford asked the applicant if he envisions a lot split or a plat. Mr. Stang said the master plan might trigger a Development Plan as it involves the creation of multiple lots and an existing block. Mr. Stanford questioned whether there have been multiple lot splits achieved already on this property. Mr. Stang indicated there was a plat for two parcels but would verify the information. He added that if the land were to develop further in the future, a lot split could be achieved at that time.~~

~~Vince Papsidero asked if there were any further questions or concerns regarding this application. [There were none.]~~

**5. BSD SRN - Bridge Park East, Blocks A, B & C
17-045MSP**

**Riverside and Dale Drives
Master Sign Plan**

Nichole Martin said this is a request for a Master Sign Plan for Blocks A, B and C within the Bridge Park Development. She said the site is on the east side of Riverside Drive at the intersection with Bridge Park Avenue. She said this is a request for a review and recommendation of approval to the Planning and Zoning Commission for a Master Sign Plan under the provisions of Zoning Code §153.066.

Ms. Martin presented the blocks included in the Bridge Park East Development. She presented the sign design for the event center named "The Exchange" in block A that was previously recommended for approval by the ART at a size of 100 square feet. She also presented the proposed newly revised west facing sign that has flowing text at a size of 103 square feet. She described the pin mounted letters as being 3 inches wide and 5 inches deep made of anodized aluminum to be painted to match "Driftwood Mica Cool PVDF-2". She said the letters will be internally illuminated and have a perforated face backed with white acrylic. She stated the east façade will have a similar design but will be much smaller at 41 square feet whereas the previous sign proposed was 40 square feet in size.

Aaron Stanford indicated he preferred the first version of the "Exchange" sign the ART was shown and was concerned that the revised sign is not easy to read, especially from a distance.

Claudia Husak asked why the square footage changed from 100 square feet to 103 square feet. Matt Starr, Crawford Hoying Development Partners, explained the square footage increased due to the font style. Ms. Husak suggested staff stand behind what the ART agreed upon previously and what the PZC approved. She said she has a hard time justifying differing from Code. She also encouraged the applicant to round the square footage numbers similar to what was previously shown.

Jeff Tyler said the sign is geared towards pedestrian activity but vehicles will also be driving by and it should be visible and legible to them as well.

Ms. Martin explained the Master Sign Plan previously permitted full window coverage serving as a Leasing Window Cover during vacancy and turnover with a logo that may occupy ≤30% but the information used either had to state Crawford Hoying or Bridge Park. She said the applicant is now requesting the same type of storefront window sign to serve as a Tenant Leasing Window Cover, during construction and for up to 180 days as the tenants want to announce they are "coming soon". She said the solid background color would be gray with white letters and up to three colors and again, the graphic element is limited to 30%.

Ms. Martin stated the applicant is also proposing a single, one-square-foot window sign indicating the name of the business and/or a logo to be permitted only on a public entrance to the tenant space and would not require a permanent sign permit, provided not more than one low-chroma, neutral color is used, such as black, white, or gray. She added a provision will also permit tenants to grant one of their signs to a sub-tenant in the event there are multiple businesses occupying a single tenant space. She said that any granted signs to a sub-tenant will still count towards the overall permitted number of signs as outlined in the Master Sign Plan.

Ms. Martin reported she submitted the proposed "Exchange" sign to the City's sign consultant, Studio Graphique, for review and comments.

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



RECORD OF ACTION

Planning & Zoning Commission

Thursday, March 16, 2017 | 6:30 pm

The Planning and Zoning Commission took the following action at this meeting:

**2. BSD SRN – Bridge Park, Block A
17-012MSP**

**6540 Riverside Drive
Master Sign Plan**

Proposal: A Master Sign Plan for the AC Hotel, Event Center, and Hotel Garage located within Bridge Park, Block A at the intersection of SR161 and Riverside Drive.

Request: Review and approval of a Master Sign Plan under the provisions of Zoning Code Section 153.066.

Applicant: Earl Lee, Moody Nolan.

Planning Contact: Lori Burchett, AICP, Planner II.

Contact Information: (614) 410-4656, lburchett@dublin.oh.us

MOTION: Mr. Miller motioned, Ms. Mitchell seconded, to approve a Master Sign Plan with three conditions:

- 1) That the applicant provide the height of all signs on the site plan;
- 2) That the applicant continue to work with staff to ensure all sign information and references are consistent among the Master Sign Plans; and
- 3) That the applicant eliminate the three proposed wall signs on the upper story of the AC Hotel.

VOTE: 6 – 0

RESULT: The Master Sign Plan was approved.

RECORDED VOTES:

Victoria Newell	Absent
Amy Salay	Yes
Chris Brown	Yes
Cathy De Rosa	Yes
Robert Miller	Yes
Deborah Mitchell	Yes
Stephen Stidhem	Yes

STAFF CERTIFICATION



Lori Burchett, AICP, Planner II



The vote was as follows: Ms. Salay, yes; Mr. Stidhem, yes; Mr. Miller, yes; Mr. Brown, yes; Ms. De Rosa, yes; and Ms. Mitchell, yes. (Approved 6 – 0)

**2. BSD SRN – Bridge Park, Block A
17-012MSP**

**6540 Riverside Drive
Master Sign Plan**

The Vice Chair, Chris Brown, said the following application is a Master Sign Plan for the AC Hotel, Event Center, and Parking Garage located within the Bridge Park Development, Block A, that includes a variety of signs. He said this is a request for a review and approval of a Master Sign Plan under the provisions of Zoning Code Section 153.066.

Lori Burchett presented an aerial view of the Bridge Park Development and noted the various Blocks. She stated this is a Master Sign Plan for three buildings in Block A, which has frontage on Riverside Drive and Banker Drive –both public streets, and also on Longshore Loop a private road. She said the AC Hotel is at the northwest corner of the block with frontage on Riverside Drive and Banker Drive. The Events Center she said is to the south of the hotel and the parking garage is to the east.

For the AC Hotel, Ms. Burchett said the applicant is proposing seven signs on three different elevations. She noted the main entrance off of Longshore Loop includes three signs she presented: a 28-square-foot Canopy Edge sign; a 9-square-foot internally lit fascia/Wall sign; and a 15-square-foot Window Graphic. She stated the style, design, and type are all similar to the approved Master Sign Plan (MSP) for Bridge Park, Blocks B and C. She presented a rendering of the proposed signs as they would appear together at the hotel entrance along Longshore Loop. She said the applicant is proposing a 30-square-foot Canopy Edge sign on a street wall fronting Riverside Drive and presented a rendering of said sign in both daylight and evening. She added the Wall sign is proposed to be internally lit with aluminum channel letters, painted to match the wall. She continued that the applicant is proposing an 88-square-foot, internally illuminated fascia/Wall sign at the top level of the hotel facing Riverside Drive and the sign is proposed to be ±100-feet from grade to the top of the sign. She presented a graphic during the evening hours. For the Building ID signs visible from Riverside Drive, she said the applicant is proposing two options for the Commission’s consideration: Option 1 is proposed to be a 144 –square-foot fascia/Wall sign with a frame around the logo on the north and south elevations; and Option 2 is proposed to be a 100-square-foot Wall sign on the south elevation with a 70-square-foot Wall sign on the north elevation. She presented graphics of each option. She explained both options consist of perforated, face-lit, illuminated channel letters painted “Status Bronze”. She pointed out that the applicant prefers Option 1; however, the Administrative Review Team has recommended approval of Option 2.

Ms. Burchett said a future Hotel Bar is associated with the hotel; the MSP proposes general locations for the future bar signs of which she presented graphics. She explained for Area A1 - Canopy Edge sign; for Area B1 - Window Sign; and for Area C1 - Projecting sign. Only two building mounted signs would be permitted for this Hotel Bar she reported and all signs would need to be consistent with the size, area, color, and style that was approved as part of the MSP for Blocks B and C of Bridge Park. She described each sign that could be selected:

- Canopy Edge: less than 50 square feet, individual channel or pin-mounted letters in basic graphic element, with overall height less than 36 inches
- Window graphic: less than 30% coverage of each window
- Projecting: Less than 16 square feet between 8-15 feet in height

Ms. Burchett presented the two fascia/Wall signs proposed for the Events Center, which would be placed at the east and west entries of the structure. She explained the sign for the west elevation facing Riverside Drive would be 100 square feet in size and the one for the east elevation facing Longshore Loop would be 40 square feet in size. She said both signs would be internally-illuminated with aluminum dimensional, pin-mounted letters.

Ms. Burchett said the third structure in Block A is the Hotel Parking Garage and she presented the three proposed Blade signs and two Canopy Edge signs. She explained the Blade signs are of the same design approved as part of the amended MSP for Blocks B and C. The two 22-square-foot Canopy Edge signs she said would be located at the vehicular entrances on Mooney Way and Longshore Loop. She presented a graphic showing the locations of the three Blade signs at locations off of Banker Drive, Longshore Loop, and Mooney Way and the rendering also shows the proposed Blade sign.

Similar to the proposal for the Hotel Bar, Ms. Burchett said the applicant is requesting approval for general locations for specific sign types permitted for the Garage Tenant spaces, of which there are two tenant spaces - one at the west/north corner and one at the northerly location. She said A1 - Canopy Edge signs; B1 - Window signs; and C1 - Projecting signs and each tenant space would be permitted a total of three signs. Address identification is also included for the entrances on Longshore she added. She specified that all signs would be consistent with the size, area, color, and style that was approved as part of the MSP for Blocks B and C of Bridge Park and with the proposed Hotel Bar signs, described previously.

Ms. Burchett reported the Administrative Review Team has reviewed the application against the Master Sign Plan criteria and finds the proposal consistent as follows:

1. Allow a greater degree of flexibility and creativity in sign design and display;
2. Intended for multiple signs for a single building or group of related buildings to ensure the requested signs work in a coordinated fashion;
3. Not intended to simply permit larger signs or more visible signs, or additional signs without any consideration for unique sign design and display; and
4. Maintains the purpose and the intent of the sign and graphics standards for the applicable BSD Zoning District.

Ms. Burchett added the ART has reviewed the proposal against the BSD Sign Guidelines and finds it is consistent and that it contributes to the vibrancy of the area, is pedestrian focused, and assists with navigation and identification.

Ms. Burchett concluded approval is recommended from the ART with two conditions:

- 1) That the applicant provide the height of all signs on the site plan; and
- 2) That the applicant continue to work with staff to ensure all sign information and references are consistent among the Master Sign Plans.

Matt Starr, Crawford Hoying Development Partners, 664 Riverside Drive, Dublin, thanked the Staff for all the hard work and thought that all the work that was put into the B & C Blocks made the process for this application much easier. Seeing some of these signs coming to life that they have put into the MSP including addressing happening on the garage and their buildings, he said he is really excited about it all. He noted there are not a lot of tenant signs yet but Crawford Hoying and Mesh Fitness signs are up.

Mr. Starr indicated that this block has a different context to it and so he would really like to see it stand on its own. He said this block is going to be primarily visitor oriented, people that are not used to coming to our community whether it is for a wedding, business conference, or hotel stay because they are visiting Wendy's or Cardinal Health, etc. He emphasized identification is going to be critical on this block. He said they also considered the pedestrian experience as well as the vehicular experience. He added all these approaches need to be satisfied while dealing with four-sided buildings. He concluded the signs are all high quality and Moody Nolan is here with some samples.

Mr. Starr addressed the Marriot's needs; it is typical for this brand to have a green box but he had the team come up with a sign that was appropriate with the architecture but would also maintain the box, which is the Marriot's preference, to retain some as semblance of that logo but without the colors.

Mr. Starr reported they are still working through some logo development for the rooftop bar. He indicated the sign for the rooftop is not completely settled yet and there should be some samples in the Board's packet of either internally-illuminated or halo-lit letters up there because there is concern about people sitting up there and having the experience of the sign; they plan to do further analysis to understand it better.

The Vice Chair invited public comments. [Hearing none.]

Deborah Mitchell indicated she liked a lot of the signs including the concept of the Canopy Edge signs, the way that is being executed. She said she really has a problem with the big signs up top. She said this is an iconic building in a very unique location so there is not a functional need for those kinds of signs and the signs detract from the beauty and the impact of the building. In Chicago she noted, there is not a big sign on the Hancock Building that states "Hancock"; people just know it is the Hancock Tower as it is iconic. She said there is a hotel near there (she could not recall the name), and it is made to look like the city opera house sails on a sailboat; the name of the hotel is not on the building, people just know what hotel that is. Therefore, the signs proposed for this application at the top of the hotel are not needed and is overkill she said.

Amy Salay said she agreed completely with Ms. Mitchell. She said the types of signs to "glow" over the guests is being considered and she said there should not be any signs up there. She said she appreciates all the ground level signs but the upper signs are gratuitous and she could not be supportive. She said the people enjoying the rooftop bar will know where they are. She stated the residents in Historic Dublin should be considered as they have welcomed all of the development across the river with a lot of trepidation and rightfully so. Through their experience looking out at the river, she noted they will now see a whole new neighborhood. She indicated that this hotel's architecture is gorgeous and the location is such that signs are not needed all over the walls; it will be a beautiful building essentially without billboards all over it.

Cathy De Rosa said she has researched the AC Hotels around the world and she has even stayed in a few of them – they are lovely. She understands that the box is an important element to the brand. She agreed with her fellow Commissioners that people will know where they are going.

Ms. De Rosa inquired about the window graphics. She said she is so underwhelmed and finds there has been some creativity in what happens for other AC Hotels. From the ground floor walking in from the parking garage, she suggested this is an opportunity to create some interest. She said from a brand perspective that happens.

Ms. De Rosa called out the Events Center sign and was surprised that it appears bland. Again, she stated there is a lot of room for creativity and this sign can barely be seen. She said she is not opposed to the design but suggested more intrigue in that sign, especially the license given in this part of the development.

Ms. Salay stated she liked the halo aspect of that.

Steve Stidhem said the big sign on top of the hotel will be visible in Plain City; it is way too large. He said the box around the AC signs looks classier but still a little too big. As a frequent traveler, he indicated he likes to look up and see where his hotel is but in this case, he would look up and see exactly where the hotel is without a sign. He said if he has to choose an option, he would opt for Option 1.

Bob Miller said he is not a fan of the bar sign and does not have a problem with Option 1 or 2. He said he could go back and forth, which is not helpful for the applicant. He stated he is opposed to the bar sign but the rest below are very appropriate.

Chris Brown said he likes all the lower signs and does not like the one over the rooftop bar as it dominates the location and the AC Hotel has an identity of its own. He said he prefers Option 2 for the end cap signs; he does not like the box at all. He indicated he is not opposed to the signs but putting the text "hotel" on there, appears redundant.

The Vice Chair called for comments on the Garage or the Event Center.

Mr. Brown asked the applicant why "Hotel Garage" is used. He said if he needs to go to the Event Center, will he know it is okay to park in the Hotel Garage. Mr. Starr indicated there has been a long debate over garage naming as they are all on the same street.

Ms. Salay asked if this garage is also for the Event Center and free to the public. The applicant answered that it was.

Mr. Brown asked if the proposed signs on the garage are within our standards. Ms. Burchett answered they would be within the same standards that were allowed as part of the MSP for Blocks B & C with some minor variations from BSD zoning.

Ms. De Rosa said one of the challenges as a traveler is to know where to park for the Hotel. She said she understands why the parking is for everybody but questioned how the traveler knows where to park when arriving at night. She emphasized hotel guests need to know that.

Ms. De Rosa asked the applicant if they entertained other options for the Event Center. Earl Lee, Moody-Nolan, 300 Spruce Street Columbus, Ohio, said they looked at different options for that sign and because of its location, they did not want to overwhelm that roundabout with too many graphics because it is already a challenge for some to make it around to reach the intended destinations. He said they wanted a sign large in scale so they are messing the stone with an actual reflective metal panel for contrast. He explained it is not very high but contains five-foot, very thin letters. He described the sign as light, airy, with a very modern clean feel to go with the hotel. He said there is an internal light and the face of the letters are perforated. He said the sign will not be 'in your face' but it goes well with the architecture of the building, while being big and legible. He said the size was determined by aligning it with some of the mullions, the glass, and the edge of the stairway to feel 'in place'. Originally, he said it was a lot larger, which also worked, but this size aligns with a lot of the lines in the building, is scalable for pedestrians, and not a distraction for drivers in the roundabout.

Mr. Brown commented it is a 'driving situation' but he likes the fact that the letters are so minimalistic that it balances the overall size by treading lightly on what is a large sign. He said he understands that elevation needs something.

Mr. Lee explained with that metal at different angles it is going to undulate its contrast depending on the light. He added there will be a drop shadow and contrast to the building and push it off a little further. Technically, he said it is not an entry whereas one would stop in the roundabout and get out.

Ms. De Rosa said the materials for the sign sound more dynamic than it appears in the rendering.

Mr. Lee said the same would actually happen for the hotel sign letters at the top. He said the renderings make it appear a lot more intrusive than it is actually going to look when you see the materials proposed. He explained the sign would fade a lot further back into the architecture and will not appear as bold. He added with letters that have a perforated face, the perforation will not appear in the daytime, one will

only see the metal but at nighttime, the light actually comes through the perforation and trumps the metal, and all that is seen is the light. He indicated they plan to undulate the light on the Event Center signs so some parts will be brighter than others; the horizontal bars will be 100% but the rest of the letter will feel like a whisper versus a bright, beaming sign as one passes.

Mr. Brown stated that was a nice solution for the Event Center signs because the Commission is always debating sign size. He added the design balances the thickness, size, and subtlety in a nice way.

Mr. Brown requested to see materials proposed for the Hotel sign.

Mr. Lee explained the top of the sign was not face-illuminated originally so they would prefer to halo light it. He said they are considering the same on the end cap Hotel signs. Obviously, the Marriott standard is the big box lighted he noted so they are considering the rim of 3 inches. He presented the materials to the Commission of the metal panel of the building and the metal panel of the letters, which show a difference in contrast. He emphasized it is not as strong as it appears in the renderings in its own reflection and contrast will trump it so it will not appear as bold; it will fade a whole lot better and give a great crescendo to the top at that scale. He said at the height of 7 or 8 stories, contrast levels are going to start to minimize themselves very quickly but it is all about it being a whisper at the top of the building and not a bold stamp. In the evening, the sign will be internally illuminated similar to the other signs with the perforated face so the brightness can be dialed in per the elevation.

The Vice Chair asked if those descriptions changed any of the Commission's minds on any of the signs or if a compromise be reached or suggestions made for the applicant. He indicated three members support the plan and three are opposed.

Ms. Mitchell said, with high level signs, a whisper is not needed but appreciates that a whisper was proposed and not a shout. She restated people will know this building and do not need to see it from the road, or Westerville, or Plain City.

Mr. Starr stated he does not know that people will know this building, necessarily.

Ms. Salay said every single person that is going to be staying in that hotel is going to have a GPS, which will guide them turn by turn to the address and when they get close, they will see the ground signs. She suggested adding a sign lower on the southern exposure wall at driver height; this is just billboards at that height and not for the person driving in. She reiterated the building is just too beautiful, cool, and iconic.

Ms. Salay noted in downtown Columbus, once one business put up a huge sign, many others followed and now she only sees signs and cannot appreciate the architecture of the buildings for all the sign clutter.

Mr. Brown agreed they are "billboard-ish" but that is what is allowed on every other hotel and building and it seems we are punishing the applicant for finally giving us a really pretty building and he hates that.

Mr. Starr asked if there were just the signs in the north and south elevations and not one on the west elevation, if that would be acceptable. He asked if that would change any of the Commissioner's perspectives.

Ms. Salay indicated the members are all in agreement that the sign on the bar is not going to happen, to which the Vice Chair agreed.

Ms. Mitchell indicated this building will become famous; and people will identify it as the glass building right on the turn. She added it will be as iconic as the footbridge over the river and one of the defining

elements in Dublin. She concluded people will not mistake this for Home2 Hotel or some other hotel in Dublin. She restated, the high signs are not functionally needed and at that point it is just advertising and not helping wayfinding.

Mr. Brown expressed part of his issues with the whole thing is that through all the preliminary approvals of the building, even though there was not a sign package, signs were always represented on those sides of the building. Ms. Salay said she cannot remember seeing signs. Mr. Starr added he cannot recall if signs were there or not.

Ms. De Rosa confirmed there is a contrast now on these two materials and the contrast appears significant. She said there is no way for the Commission to see how light will have an impact on that sign because at this level she agrees that it's overwhelming to the gorgeous buildings. She said she did not know if what they are seeing is actually a true representation.

Mr. Lee said the sign is going to look different on different projections and different screens just like everything looks different on a different print. Mr. Lee presented material samples to the commission. He offered to bring bigger samples of materials and take them out in the sun so the Commission can see how close they are going to move together. He said they could also bring the colors even closer together so it feels like you are actually pushing and pulling the material itself architecturally; at those color levels the applicant believes it is going to do that already because of the sheen and shine. He indicated that here it looks old and older than the two materials in front of the Commission. He stated that the Marriott wanted one sign at the top of the building and the applicant was trying to do bookends and where they should be placed, architecturally.

Ms. Salay requested the dimensions of the signs. Ms. Husak said sign 1, facing north, is 70 square feet and 70 feet high and the sign on the south side is 100 square feet. She concluded that was too big.

Mr. Lee said a lot of that is the added box.

Ms. De Rosa said the idea of the sign actually being pushed from the building, so it feels as if it is part of the building or molded from the building, so if the contrast got very close, it is going to have a feel and not satisfy any sort of wayfinding criteria. But if added dimension to the building that was artistic in that regard, that could be interesting but she is not sure how that is accomplished.

Mr. Lee explained if the darker metal was taken down another level that it will still be visible but it is going to feel like it is almost the same material either pushed or pulled in the actual context so it will not be as bold. He said when that is out in the daylight with a larger piece the Commission would not notice a lot of contrast difference. He added ADA standards call for 70% and anything less than that a person may not see it. He said they are probably not even at 50 or 40% so the idea of getting below that for a logo this large, these illustrations should probably be re-rendered and with a couple of options for comparison.

Mr. Lee said several Commissioners have stated people will know what this building is. In the context of a lot of large buildings, to someone that has never been in the area, and as one that had trouble finding his new office, they may not know which building is the hotel. He said we can assume this building will be iconic but realistically, people coming into this area in a wayfinding sense, are not looking for iconic; they are looking for a sign.

Ms. Salay restated the travelers will have GPS that will guide them turn by turn to this location to which Mr. Lee answered – "sometimes". Ms. Salay stated everyone has this technology and everyone uses it. She added that people that are going to be staying in this hotel that are used to using that technology. She said she understands the Marriott wanting a sign up somewhere in the skyline but this is Dublin and

this will be one of our signature buildings. She recalled it was a stretch for a lot of folks to approve a building this tall in Bridge Park.

In the context of these signs, Mr. Lee said for any building above six stories is not for wayfinding when you are at the base of it. The context is for when you are just trying to find it and locate it because you might be a half-mile away or just trying to quickly scan to find the building coming down Riverside Drive seeing big building after big building questioning which building is the correct destination.

The Vice Chair asked the applicant what he would like the Commission to do. Mr. Starr answered that he would like to take a vote and the Vice Chair affirmed the applicant did not want to table the application. The Vice Chair said Option 1 or Option 2 have to be chosen before the vote of up or down.

Ms. Salay said if she has to vote on the whole sign package, she has to vote no. She said it appears the applicant has support for the sign package with the exception of the three signs at the top of the building.

Ms. Husak answered, unless the applicant would agree to eliminate those three signs, facing north, south, and the bar wall sign, she does not see a way to disseminate this motion into pieces.

Mr. Brown asked if the applicant chose to eliminate those now, if they could bring them back as a different case at a later date to which Ms. Husak answered affirmatively.

Mr. Starr indicated they would have the same discussion if they brought it back. Mr. Brown said the presentation may be slightly different using different colors, etc. and there would be seven Commissioners voting instead of six and who knows which way that seventh person would go. Mr. Starr said the suggestion by Mr. Brown was acceptable to leave those three signs out of this application.

Ms. Husak explained the Commission's motion would be to approve the Master Sign Plan with the elimination of the three wall signs for the Hotel at the upper level, to which the applicant agreed.

Mr. Starr asked if he would need to bring the three signs back as a new case or as an amendment to this application. Ms. Husak answered she was not 100% sure but would work with the applicant.

Matt Starr agreed to the three conditions as revised.

Motion and Vote

Mr. Miller motioned, Ms. Mitchell seconded, to approve the Master Sign Plan with three conditions:

- 1) That the applicant provide the height of all signs on the site plan;
- 2) That the applicant continue to work with staff to ensure all sign information and references are consistent among the Master Sign Plans; and
- 3) That the applicant eliminate the three proposed wall signs on the upper story of the AC Hotel.

The vote was as follows: Mr. Stidhem, yes; Ms. Salay, yes; Mr. Brown, yes; Ms. De Rosa, yes; Ms. Mitchell, yes; and Mr. Miller, yes. (Approved 6 – 0)



RECORD OF DETERMINATION

Administrative Review Team

Thursday, March 9, 2017

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

3. BSD SRN – Bridge Park, Block A 17-012MSP **6540 Riverside Drive Master Sign Plan**

Proposal: A Master Sign Plan for the AC Hotel, Event Center, and Hotel Garage located within Bridge Park, Block A at the intersection of E. Bridge Street and Riverside Drive.

Request: Review and recommendation of approval to the Planning and Zoning Commission for a Master Sign Plan under the provisions of Zoning Code §153.066.

Applicant: Earl Lee, Moody Nolan

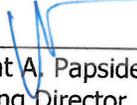
Planning Contact: Lori Burchett, AICP, Planner II; (614) 410-4656, lburchett@dublin.oh.us

REQUEST: Recommendation of approval to the Planning and Zoning Commission for a Master Sign Plan with two conditions:

- 1) That the applicant provide the height of all signs on the Site Plan; and
- 2) That the applicant continue to work with staff to ensure all sign information and references are consistent among the Master Sign Plans.

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

STAFF CERTIFICATION



Vincent A. Papsidero, FAICP
Planning Director

- 4) That the applicant continue to refine the architectural details and Building Type requirements, as part of the Site Plan;
- 5) That the applicant provide the final details regarding landscaping, lighting, utilities, and stormwater with the Site Plan;
- 6) That the design not require the construction of Darby Street between North Street and Rock Cress Parkway as reflected on the Street Network Map and for staff to update the Street Network Map accordingly;
- 7) That the applicant continue to work with Engineering to refine the geometry of the book drop exit onto Rock Cress Parkway; and
- 8) That the applicant continue to work with staff on the internal circulation and dimensions within the garage.

Vince Papsidero asked if there were any further questions or concerns regarding this application. [There were none.] He confirmed the ART recommended approval to City Council for 11 Waivers and 8 Conditions as part of the approval for a Basic Plan Review.

**3. BSD SRN – Bridge Park, Block A
17-012MSP**

**6540 Riverside Drive
Master Sign Plan**

Lori Burchett said this is a request for a Master Sign Plan for the AC Hotel, Event Center, and Hotel Garage located within Bridge Park, Block A at the intersection of E. Bridge Street and Riverside Drive. She said this is a request for a review and recommendation of approval to the Planning and Zoning Commission for a Master Sign Plan under the provisions of Zoning Code §153.066.

Ms. Burchett presented the proposed site plan for Block A. She stated the applicant is proposing five sign types within the approved Master Sign Plan for Blocks B and C with this proposal. She presented signs proposed and locations.

Hotel:

One Canopy Edge Sign (±28 square feet: east elevation); Two Fascia/Wall (Building ID) Signs (70 square feet: north elevation; 100 square feet: south elevation); One Fascia/Wall (Rooftop ID) Sign (±90 square feet: West elevation); Window Graphic (Vinyl Wall Decal) (±15 square feet: east elevation); Fascia/Wall Sign (9 square feet: east elevation); One Address Numerals (.5 square feet: east elevation); and Canopy Edge (Street Wall) Sign (30 square feet: west elevation).

Hotel Bar:

To meet requirements consistent with the approved MSP for Blocks B and C in locations shown on the plan for canopy, window, and projecting signs.

Events Center:

Two Fascia/Wall (Entry Logo) Signs (100 square feet: west elevation; and 40 square feet: east elevation) and Two Address Numerals (±9 square feet: east elevation; and 0.5 square feet west elevation).

Hotel Garage:

Parking Marquee (Blade) Sign (±33 square feet at east, northwest, and west elevations); Two Canopy Edge Signs (22 square feet: east entry; 22 square feet west entry); Two Address Numerals (3 square feet west/north elevation and north/north elevation); and two Identification Plaques (±1 square feet

at two stair entries). She noted the three blade signs and two canopy signs have already been approved in the MSP for Blocks B and C.

Hotel Garage Tenant:

To meet requirements consistent with the approved MSP for Blocks B and C, in general locations shown on the plan for canopy, window, and projecting signs but no specifics or designs are determined.

Ms. Burchett said the Code does not provide specific criteria for the approval of Master Sign Plans. She reported that Staff has reviewed this application based on the intent and purpose outlined in the Code for a Master Sign Plan, as follows:

1. Allow a greater degree of flexibility and creativity in sign design and display;
2. Intended for multiple signs for a single building or group of related buildings to ensure the requested signs work in a coordinated fashion;
3. Not intended to simply permit larger signs or more visible signs, or additional signs without any consideration for unique sign design and display; and
4. Maintains the purpose and the intent of the sign and graphics standards for the applicable BSD Zoning District.

Ms. Burchett explained some signs met the criteria but others can only be met through a MSP due to the requests for height and quantity. She stated staff found the signs creative and consistent with surrounding signs throughout the Bridge Street District.

Ms. Burchett said a recommendation of approval to the Planning and Zoning Commission is recommended for the Master Sign Plan with two conditions:

- 1) That the applicant provide the height of all signs on the Site Plan; and
- 2) That the applicant continue to work with staff to ensure all sign information and references are consistent among the Master Sign Plans.

Ms. Burchett recalled the ART's comments about the Building ID signs on the north and south elevations; they preferred to have the box around the text removed but the applicant still prefers to have the box.

Vince Papsidero inquired about the various components of the signs with regard to illumination. Earl Lee, Moody Nolan, explained the text and box that are bronze are illuminated similar to pin mounted lettering.

Ms. Burchett clarified that option 2 proposes the sign on the south elevation at 100 square feet in size and the one on the north elevation at 70 square feet. She said the ART can recommend their preference to the PZC but the applicant will also present their preference with the box. The ART had consensus on recommending option two, which removes the box from the AC Hotel wall signs and shows a 70 square foot sign on the north elevation with a 100 square foot sign on the south elevation.

The ART had discussed with the applicant modifying the sizes of the signs for the Event Center in the past. The resolution is for the sign on the front entry on Riverside Drive to be 100 square feet in size and the sign on the rear entry/east elevation to be 40 square feet in size.

Ms. Burchett explained that sign height is measured from grade to the top of the sign and that those details need to be included since the applicant is requesting them in specific locations.

Vince Papsidero asked if there were any questions or concerns regarding this application. [There were none.] He said the ART recommended approval to the Planning and Zoning Commission for a Master Sign Plan with the aforementioned two conditions and the second option for the hotel wall signs.

CASE REVIEW

1. BSD SRN – Bridge Park, Block A 17-012MSP

6540 Riverside Drive Master Sign Plan

Lori Burchett said this is a request for a Master Sign Plan for the AC Hotel, Event Center, and Hotel Garage located within Bridge Park, Block A at the intersection of E. Bridge Street and Riverside Drive. She said this is a request for a review and recommendation of approval to the Planning and Zoning Commission for a Master Sign Plan under the provisions of Zoning Code §153.066.

Ms. Burchett presented the changes as a result of the previous week's ART meeting. She said the ART had requested the AC Hotel signs at the top of the building on each end have the box removed. She presented several options along with night renderings. The consensus of the ART was for the signs with no box but are proportional in size to the north and south elevations.

Matt Starr, Crawford Hoying Development Partners, said it was relayed from Marriot that they preferred the option with the box as this is their logo and that this is a placeholder and may be redesigned. Claudia Husak encouraged the applicant to adjust square footage numbers.

Ms. Burchett showed the option requested by the ART for halo lighting for the hotel rooftop ID sign and the consensus of the ART was that it did not show as well as the internally illuminated letters first presented and the latter would also be consistent with other Crawford Hoying signs.

Ms. Burchett presented the Parking "P" sign with the text "HOTEL" added to it vertically. This sign with other possible options was discussed briefly.

Ms. Burchett presented several sign options on the event center named The Exchange. After a brief discussion, the ART decided 100 square feet for both signs (front and back elevations) was appropriate.

Ms. Burchett presented the rooftop bar sign at the street level entrance with the text "Vaso" but the applicant is still deciding on type of sign, locations, and design.

Jeff Tyler asked if there were any questions or concerns regarding this application. [There were none.]

ADJOURNMENT

Jeff Tyler asked if there were any additional administrative issues or other items for discussion. [There were none.] He adjourned the meeting at 3:34 pm.

As approved by the Administrative Review Team on March 9, 2017.



ADMINISTRATIVE REVIEW TEAM

MEETING MINUTES

APRIL 28, 2016

ART Members and Designees: Jennifer Rauch, Planning Manager; Jeff Tyler, Building Standards Director; Donna Goss, Director of Development; Colleen Gilger, Director of Economic Development; Aaron Stanford, Senior Civil Engineer; Alan Perkins, Fire Marshal; and Mike Altomare, Deputy Fire Marshall.

Other Staff: Lori Burchett, Planner II; Claudia Husak, Senior Planner; Logan Stang, Planner I; Nichole Martin, Planning Assistant; and Laurie Wright, Administrative Support II.

Applicants: Matt Starr, Crawford Hoying Development Partners and Joell Angel-Chumbley, Kolar Design, Inc. (Case 1).

Jennifer Rauch called the meeting to order at 2:02 pm. She asked if there were any amendments to the April 21, 2016, meeting minutes. The minutes were accepted into the record as presented.

DETERMINATION

**1. BSD SRN – Bridge Park East, Blocks B & C
16-028MSP**

**Riverside Drive and Dale Drive
Master Sign Plan**

Nichole Martin said this is a request for an amendment to a previously approved Master Sign Plan to include parking garage signs for a new 8.2-acre, mixed-use development east of Riverside Drive, ±430 feet north of the intersection with West Bridge Street, and south of the intersection with (future) Bridge Park Avenue. She said this is a request for review and recommendation of approval to the Planning and Zoning Commission for a Master Sign Plan under the provisions of Zoning Code Section 153.066.

Ms. Martin presented the proposed parking garage marquee signs for the primary and secondary entrances and noted their locations on the site layout. She said the primary marquee signs are located mid-block above the primary garage entrances for the B Block Garage and the C Block Garage on Banker Drive and Mooney Street, respectively. She said the B Block Garage's secondary marquee signs are located adjacent to the secondary entrances on Mooney Street and Longshore Street and the C Block Garage's secondary marquee sign is located adjacent to the secondary entrance on Tuller Ridge Drive.

Ms. Martin explained that based on ART's feedback, the applicant has submitted two designs for the ART to review today and asked ART to recommend one design for Planning and Zoning Commission review and approval. The sign descriptions are as follows:

Design 1

Primary Sign ~ 100-square-foot maximum

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

Secondary Sign ~ 35-square-foot maximum

Coordinated with the design of the primary marquee; it will feature a circle 'P' with a hierarchically proportional garage name.

Design 2

Primary Sign ~ 100-square-foot maximum

A diamond patterned silver sign with triangle accents. A charcoal panel with a circle 'P' and teal blue accents 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 occurs along the outer edge.

Secondary Sign ~ 35-square-foot maximum

Coordinated with the design of the primary marquee; it will feature a circle 'P' with a hierarchically proportional garage name.

Ms. Martin presented the Bridge Park Garage Interior Design to show the inspiration for the patterns used on the signs, which completes the wayfinding experience and adds a source of whimsy. She also presented the street perspective for the primary marquee signs from both packages.

Joell Angel-Chumbley, Kolar Design, Inc., explained that in addition to the presentation to the Planning and Zoning Commission on May 5th, there will be animation to show a significant amount of the wayfinding experience. She said every sign type will be included in the presentation to show how they are all interconnected. She said the "Longshore" name will appear on a primary parking marquee sign but will not on the secondary sign as there was not enough space. She indicated a night perspective as well as the ambient lighting from the parking garage openings will be shown. She said the lighting will show the circle 'P' as a beacon experience from a distance. She said the murals created for the interior of the garages will be shown to make sense of the experience from a design perspective as the signs are part of a comprehensive system.

Matt Starr, Crawford Hoying Development Partners, explained the geometric design patterns represent the cables planned for the suspension of the pedestrian bridge.

Ms. Angel-Chumbley said there was a lot of discussion in-house that was derived from the elegant bridge notes and signs were built off of the broader city initiative.

Donna Goss asked what the expectation is for people to park if they are visiting the Riverside Park. Mr. Starr replied the first inclination would be to park on the street. He said all the parking garages are public so it will depend on the time of day and the type of activity people are seeking as to where they may park, which could also be a parking garage on the west side and walk over the pedestrian bridge to gain access to the east side. Ms. Angel-Chumbley added the wayfinding system is meant to guide people to parking but then encourage their experience on foot.

Ms. Goss indicated that conversations have started about possible events that could happen in Bridge Street.

Jeff Tyler indicated he likes the larger and broader approach to parking, which would incorporate more of the district versus targeting a certain garage or lot for a specific event. He said this would be consistent to what happens in Historic Dublin.

Mr. Tyler asked if these same signs would be used on the west side of the river. Mr. Starr answered the large parking marquee signs would not be used but there will be black, 9-foot vertical kiosks at the corners with the circle 'P' to accommodate both the vehicular and pedestrian experience.

Ms. Rauch requested feedback on the signs as part of the selection process.

Mr. Starr said he prefers Sign Design #1 because the first garage to open will be on Longshore Street where there is not a lot of sunlight so this first design would be more visible and it also ties in with the inside mural designs better.

Aaron Stanford said he liked Sign Design #2 because he liked the lighting that could be more visible at night. He asked if the lighting could be enhanced on Design #1. He emphasized the garage name should be easily read.

Ms. Angel-Chumbley indicated that was a possibility but cost was a factor, although adding lighting would not be a significant cost.

Ms. Martin recalled the request from last week for the circle 'P' to be a full circle on the second design. Mr. Tyler said he was not in attendance last week but he likes the dimensionality that it brings and that he prefers design #2. He said if the internal theme in the garages change then the signs would not match and that design #1 could be a dated look. He concluded he could support either choice as they are both good schemes.

Ms. Angel-Chumbley said design #2 is more modern and the black will disappear more which could be seen as a benefit for those concerned about size. She indicated at night, package one would be interesting.

Colleen Gilger chose design #2 for the same reasons Mr. Tyler had voiced.

Ms. Goss liked #1 as it would read better. Ms. Husak agreed with that assessment. Ms. Gilger conceded that if the sign would not see a lot of sun then perhaps #1 would be better.

Ms. Gilger suggested the applicant's choice could be the tie-breaker. Mr. Tyler agreed with Ms. Gilger that the applicant could have the final word.

Ms. Angel-Chumbley offered to provide one lighting option for each package for the Commission next week.

Ms. Martin said approval is recommended to the Planning and Zoning Commission for a Master Sign Plan with two conditions:

- 1) That 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; and
- 2) That the applicant provide additional lighting for the interior of the primary sign in design #1.

Ms. Rauch asked if there were any further questions or concerns regarding this case. [There were none.] She confirmed the ART's recommendation to the PZC for their meeting on May 5th.

ADMINISTRATIVE

~~Jennifer Rauch asked if there were any additional administrative issues or other items for discussion. [There were none.]~~

~~Ms. Rauch adjourned the meeting at 2:30 pm.~~

~~As approved by the Administrative Review Team on May 5, 2016.~~

and Capitol White lettering. The proposed projecting signs are identical in size and meet Code requirements for size, and appear to meet the Code requirements for height and location. She concluded the applicant requested review and recommendation of approval for a MSP to permit two signs of the same type where signs of different types are required by the Code.

Ms. Martin presented the revised proposed bracket that is more in line with the scale of the structure.

Jennifer Rauch asked the applicant if they were in agreement with the ART's choice of an Amber Slate background with Capitol White lettering. Sam Calhoon, Berkshire Hathaway, said he was fine with the colors as long as Staff could provide a letter stating why both corporate colors were not approved that he could send to the corporate office.

Ms. Martin said a recommendation of approval to the ARB is recommended with three conditions:

- 1) That the applicant select the color scheme, Amber Slate (CW-685) with Capitol White (CW-10), coordinated with the primary historic structure;
- 2) That the plans be updated prior to sign permitting to show dimensioned sign location and mounting height meeting Code and updated to show approved sign type and mounting bracket; and
- 3) That the applicant provide a cut sheet detail of the approved mounting bracket prior to sign permitting.

Ms. Rauch asked if there were any questions or concerns regarding this case. [There were none.] She confirmed the ART's recommendation of approval to the ARB for the April 27th meeting.

INTRODUCTIONS

4. BSD SRN – Bridge Park East, Blocks B & C 16-028MSP

Riverside Drive and Dale Drive Master Sign Plan

Nicki Martin said this is a request for an amendment to a previously approved Master Sign Plan to include parking garage signs for a new 8.2-acre, mixed-use development east of Riverside Drive, ±430 feet north of the intersection with West Bridge Street, and south of the intersection with (future) Bridge Park Avenue. She said this is a request for review and recommendation of approval to the Planning and Zoning Commission for a Master Sign Plan under the provisions of Zoning Code Section 153.066.

Ms. Martin presented the proposed parking garage signs and explained how the Planning and Zoning Commission had reviewed this MSP and eliminated all the garage signs from the application for further review and that is why it is being presented again to the ART.

Ms. Martin said the PZC had discussed how the proposed "PARK" was too large and they preferred only a circle "P" as a more effective way to identify parking for the city-wide wayfinding signs. She recalled the Commission emphasized how the garages need to be distinguishable and the garage locations of "Longshore" and "Mooney" should provide that distinction. She said the Commission was concerned about the size and did not want the City's parking signs to be larger than the Placemaking Art signs. She said they requested that the same standards be applied that we hold applicants to and were hoping a sense of whimsy would be incorporated into the design.

Ms. Martin said the applicant submitted three new options for sign designs and each had several alternatives. She presented A, B, and C options for each. She reported the PZC had requested to see two

new options when they review the application again so she asked the ART to pick two to recommend for further review and next week for one recommended selection be provided for approval.

Matt Starr, Crawford Hoying Development Partners; and Joell Angel-Chumbley, Kolar Design, Inc.; described each design. Mr. Starr explained that the geometrical shapes incorporated into some of the signs was a reflection of a series of murals that will be painted inside the garages on each floor. Ms. Angel-Chumbley emphasized that the signs will be part of the city-wide wayfinding system but the canopies will maintain the name of the garage. She asked the ART to keep in mind that the garage signs need to be at least 100 square feet in size to provide a placemaking quality on garages that will be surrounded by trees, be in scale with the size of the building, and be visible from a distance of 100 feet.

The ART decided on 1C as their first choice and 2C as the second choice. Both just show the circle "P" with the garage name and a geometric design. Without the "PARK" being incorporated, the circle "P" is the main identifier but the name of the garage can be emphasized. Ray Harpham asked if the circle "P" could be shown in its entirety instead of having part of the circle cut off in the second proposed design. The group agreed to stay away from the signs with "PARK" as most of the Commission had already expressed issues with the word "PARK" being used in addition to a circle "P". Claudia Husak suggested that the applicant show the intended murals to the Commission to show the correlation of the signs.

Ms. Angel-Chumbley emphasized that fabrication time is 6 – 8 weeks but the applicant would need time before that for the submission as part of the whole sign package. Mr. Starr said they are installing the last concrete floor on Block C garage and signs would need to be installed in September so decisions about signs need to be made quickly in order to have time for the signs to be fabricated.

Jennifer Rauch asked if there were any further questions or concerns regarding this case. [There were none.] She stated the ART's recommendation to the PZC would be determined April 28th to be reviewed by the Commission at their meeting on May 5th.

**5. BSD SRN — Bridge Park East, Blocks B & C
16-030MPR**

**Riverside Drive and Dale Drive
Minor Project Review**

~~Lori Burchett said this is a request for a modification to revise open space and building materials for a previously approved Site Plan for a new 8.2-acre, mixed-use development east of Riverside Drive, ±430 feet north of the intersection with West Bridge Street, and south of the intersection with (future) Bridge Park Avenue. She said this is a request for review and approval of a Minor Project Review under the provisions of Zoning Code Section 153.066.~~

~~Ms. Burchett presented Block C and noted three pocket plazas as well as two pocket plazas on B Block. She explained the applicant is requesting to remove the permanent entrance features to the design and extend existing paving to allow for maximum flexibility and a variety of visual interests through tenant improvements; this would include the tenant-driven spaces to be returned to brick sidewalk for the same reason. She said they would prefer to have free standing planters instead of planting beds that can be moved and changed out as the tenants change. She said the applicant is proposing to simplify isolated areas due to the lack of activation or likelihood that pedestrians would occupy them.~~

~~Ms. Burchett said they are also requesting that the current bio-retention planter in the B Block plaza open space be switched to a typical planter without bio-retention as the planter area is relatively insignificant to allocate significant resources and construction complexity.~~

~~Aaron Stanford requested more information about the change to the stormwater management plan.~~

- 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.



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PLANNING AND ZONING COMMISSION

MEETING MINUTES

FEBRUARY 18, 2016

AGENDA

- 1. BSD SCN – Bridge Park East, Blocks B & C
15-099MSP** **Riverside Drive and Dale Drive
Master Sign Plan (Approved 7 – 0)**

- 2. BSD SRN – Capitol Cadillac – Sign
15-096MSP** **4300 W. Dublin-Granville Road
Master Sign Plan (Approved 7 – 0)**

- 3. BSD SCN – Bridge Park, Block A
16-001DP-SP** **Riverside Drive and Dublin-Granville Road
Development Plan – Site Plan Reviews (Approved 7 – 0)**

The Chair, Victoria Newell, called the meeting to order at 6:32 p.m. and led the Pledge of Allegiance. Other Commission members present were: Amy Salay, Robert Miller, Cathy De Rosa, Deborah Mitchell, Christopher Brown and Stephen Stidhem. City representatives present were: Philip Hartmann, Vince Papsidero, Alan Perkins, Claudia Husak, Marie Downie, Nicki Martin, Logan Stang, Aaron Stanford, Matt Earman, 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; Ms. Mitchell, yes; Mr. Stidhem, yes; Mr. Brown, yes; and Ms. Newell, yes. (Approved 7 - 0)~~

Motion and Vote

~~Mr. Newell moved, Mr. Brown seconded, to approve the January 7, 2016, meeting minutes. The vote was as follows: Mr. Stidhem, yes; Ms. Mitchell, yes; Mr. Miller, yes; Ms. De Rosa, yes; Ms. Salay, yes; Mr. Brown, yes; and Ms. Newell, yes. (Approved 7 – 0)~~

~~The Chair briefly explained the rules and procedures of the Planning and Zoning Commission. She read the case procedures and determined that Cases 1 and 2 are eligible for consent but she has pulled Case 1 per the request of several Commission members. She said the case order in the minutes reflects the agenda.~~

- 1. BSD SCN- Bridge Park East, Blocks B & C
15-099MSP** **Riverside Drive and Dale Drive
Master Sign Plan**

The Chair, Ms. Newell, said the following application is a proposal for a Master Sign Plan for a new 8.2-acre mixed-used development on the east side of Riverside Drive, ±430 feet north of the intersection with West Bridge Street and south of the intersection with (future) Bridge Park Avenue. She said this is a request for review and approval of a Master Sign Plan under the provisions of Zoning Code Sections

153.065 and 153.066. She stated the Commission is the final authority on this application and anyone intending to address the Commission will need to be sworn-in.

The Chair swore in witnesses that intended to address the Commission regarding this case.

Nicki Martin presented the aerial view of the site. She said the Master Sign Plan was reviewed with the Bridge Street District Code and the BSD Sign Guidelines. She said once this plan is approved, any signs not meeting the plan would need to return to the PZC for further review. She indicated the ART is able to review minor modifications under the BSD Code.

Ms. Martin said this plan text is generally consistent with the Bridge Street District Code and the BSD Sign Guidelines. She said the contents of the plan remain largely unchanged and updates were to address the Commission's concerns and questions from their previous meeting.

Ms. Martin said the applicant is required to designate a shopping corridor for this district as part of the Site Plan approval. She noted the shopping corridor areas in blocks B & C along Riverside Drive and Bridge Park Avenue. She stated the MSP is not just for the shopping corridor but all signs in blocks B & C to allow for a consistent and cohesive sign package. She said the initial application was concurrently reviewed with the MSP for Bridge Park West that was approved by the Architectural Review Board in December 2015 but this application was tabled at the January 7th PZC meeting at the request of the applicant.

Ms. Martin said the applicant has since addressed the PZC's concerns with respect to size, location, and detail. She said the applicant resubmitted their application and received a recommendation of approval from the Administrative Review Team.

Ms. Martin went through each of the updates. She said the applicant has eliminated the 'Anchor Tenant' provision. She explained retail tenants are eligible for signs based on frontage:

- 2 Signs – one frontage
- 3 Signs – two frontages
- 4 Signs – three frontages

Ms. Martin said the signs for office tenants remains unchanged, whereas one sign is permitted at the landlord's discretion. She explained the BSD Code allows for ground signs for any tenant but no ground signs are permitted in this case.

Ms. Martin said the following sign types are permitted in the BSD:

- Wall
- Projecting
- Awning
- Window
- Canopy Edge
- Sandwich Board
- Address Numerals
- ~~Building Directory~~
- Canopy Edge
- Placemaking Art
- Parking Marquee
- Leasing Window Cover
- ~~Umbrella~~

Ms. Martin said the Umbrella signs/graphics and Building Directory signs were eliminated and new Leasing Window Cover signs were added as requested by the Commission. She said the applicant has proposed gray vinyl to mask the tenant spaces as they turnover with a graphic with either the Crawford Hoying or Bridge Park logo at a size of up to 30% of the window area to be consistent with the window signs size permitted in this plan.

Chris Brown inquired about the size of the window graphic shown in the illustration because he thought it appeared less than 30%. Ms. Martin confirmed it was 30% for each of the five windows. Mr. Brown asked if there is a limitation on what can be Bridge Park logos versus Crawford Hoying logos. Ms. Martin answered the graphic would just need to be consistent with an approved logo. She said specifically, the City asks the applicant to provide a trademark so it would have to be a trademark logo. Mr. Brown said the illustration was a nice representation of three Bridge Park logos for five consecutive windows. He indicated he did not want to see Crawford Hoying painted over every vacant space but thought there might also be room for a phone number, which would be logical. He asked if that would be permitted.

Claudia Husak said a phone number is not permitted.

Ms. Martin said the applicant has finalized Address Numeral and Parking Marquee signs. She said the brushed metal letters will appear centered above individual tenant spaces for retail tenants. She stated the address numerals meet the fire Code, permitted to be 2 square feet in size, and does not count towards the total number of signs a tenant is permitted. She presented an example of the proposed Parking Marquee signs, meant to be consistent with the city-wide wayfinding plan, also produced by Kolar Designs, Inc. She said some will be Projecting signs and others will be Canopy Edge signs.

Ms. Martin said the way wall sign size, height, and location is regulated has remained unchanged but the applicant has provided additional details. She explained wall signs are regulated by use – Office versus Retail.

Wall sign size with a context sensitive approach by Level:

Level 1 – 50 SF Max.; Letter height \leq 36"

Level 2 – 60 SF Max.; Letter height \leq 36"

Level 3 – 80 SF Max.; Letter height \leq 48" – only occurs on building C2 and 4 signs are permitted.

Ms. Martin said sizable signs are going to be quite expensive so it is unclear at this time if all four of the Level 3 signs will ever be utilized.

Ms. Martin presented a Canopy Edge Address sign that is only permitted over entrances to public lobbies. She said a retail tenant would be permitted to just have their business name.

Ms. Martin said the applicant has included graphics, which depict a variety of sign types. She explained Canopy Edge signs must be mounted flush with the top of Level 1 and the bottom of Level 2 to anchor it just above the retail tenant space it is associated with. She presented an example of a restaurant Placemaking Art sign that may not extend any taller than 20 feet into Level 2.

Ms. Martin reviewed the Master Sign Plan Criteria to:

- 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 the BSD Sign Guidelines also provide some guidance ensuring that the signs in a MSP should provide direction and be pedestrian focused but remain visible to those traveling by other modes – bicycle on a cycle track, car on Riverside Drive.

Ms. Martin said approval is recommended for the Master Sign Plan with two conditions:

- 1) That the MSP be updated to reflect that a Leasing Window Covering is a sign type not requiring a permit; and

- 2) That the applicant correct all page references and provide the revised approved MSP to Planning, prior to sign permitting.

The Chair invited the applicant to come forward to present.

Matt Starr, Crawford Hoying Development Partners, 555 Metro Place N, #600, Dublin, Ohio, 43017, recalled the great feedback received at the last meeting with the PZC. He stated the letter height was incorporated into the plan confirming the first and second levels are permitted three feet and for the third level, four feet is permitted. He said they included a disclaimer that in some cases, that may be limited by the architecture. He noted the building rendered for the Commission's packets that provided examples of signs appropriate for different tenants. He said he brought images to show size and context, specifically the 80-square-foot sign permitted for building C2 on Level 3 that would happen 50 feet above grade. He presented the Columbia Gas sign visible from I-270, which is 90 square feet at 50 feet above grade. He also presented sign types from Grandview Yard.

To address the question about phone numbers being permitted on Leasing Window Covering signs, Mr. Starr said it would be nice to include phone numbers but he is fine with what he is permitted.

Mr. Brown said a small phone number could be incorporated gracefully at the pedestrian level. He made it clear he is not anti-Crawford Hoying but this is a Bridge Park development and an occasional Crawford Hoying phone number would be fine; he does not want to see Crawford Hoying repeated over and over in a row.

Deb Mitchell asked if there were guidelines about the usage of the Bridge Park logo versus Crawford Hoying's logo. Mr. Starr answered there are guidelines.

Ms. Husak encouraged the applicant to be careful about regulating what the signs actually state. Phil Hartmann noted the recent Supreme Court case.

Mr. Starr said they decided this area is to be considered a neighborhood, and as such, the buildings would just have addresses as a simple identifier rather than building names, and the directories were moved inside for a cleaner look. He indicated they envisioned the first time someone wants to visit, they would look up the address on a Google map and walk to the lobby. He asked Joell Chumbly to address the questions about parking signs.

Joell Angel-Chumbly, Kolar Design, Inc., 807 Broadway, 5th Fl, Cincinnati, Ohio, 45202, said they have been working with the City on developing a comprehensive wayfinding program for Dublin. She stated it has been approved and close to fabrication on the signs that is part of the broader system. She explained the parking sign is an extension of the vehicular experience so upon disembarking the highway, there is a series of sign types that will guide the visitors to the parking garages. She said "Parking" is a message on all the wayfinding signs with the circle "P" being an identifier for public parking. She said the circle "P" is used for the entire wayfinding system for the City as well as the Bridge Park development, which leads drivers to parking garages or the lots that already exist in the Historic District. She said the word "PARK" will stylistically look dimensional with a LED chain light on the inside of the open channel and on others, the LED chain lighting will be on the edge so it gives it a glowing light blue effect when illuminated at night. She said there is a smaller scale version on the secondary entrances to the garages but the personality of the sign is the same.

Ms. Salay questioned the office buildings being permitted four signs. She asked if this would be from the same tenant or different tenants.

Ms. Martin emphasized the additional level - Level 3, only occurs on building C2. She said between all four elevations, there are only four sign locations that occur on Level 3. She noted the large majority of this MSP does not permit wall signs up to 80 square feet.

Mr. Starr explained there are only two locations on the front; he said Crawford Hoying is likely to have their sign on one and another tenant close to signing would have the other. He said the other two places remain for signs on the north and south elevations. Ms. Salay confirmed there would be two signs on the western elevation of building C2.

Mr. Starr said Crawford Hoying would probably have a horizontal sign on the top band.

Mr. Brown said the only sign he objects to on building C2 is the Placemaking Art sign on the south of that glass tower. He said that glass band element was an architectural element being highlighted so he is surprised to see a Placemaking Art sign in front of it, which appears out of place with the character of the building. He said it also shows up on the western elevation as a potential sign location, which he also thought was odd; he assumed there would be one or the other, not both.

Mr. Starr recognized that as well. He said potential locations were identified but not all will be utilized. He said they are working with a specific tenant on that at the north end of the building, the west elevation. He indicated they may choose to use it, they may not. He said Mr. Brown's comment is fair on the Window sign.

Mr. Brown said the Commission spent some time on that particular element and would hate to see it covered up, particularly with something that large along with all the other things that might occur on that building as far as signs are concerned.

Victoria Newell said she agreed with Mr. Brown's point.

Ms. Salay inquired about the Placemaking Art sign location because it appeared to be tucked back. She said if it is a glowing vertical sign like the parking sign, she would not like it but if it is an art piece, it might be ok.

Ms. Martin said there is an option for two Placemaking Art signs but it would be up to the landlord's discretion and one tenant would not have two of them. Mr. Starr said you are really only going to have one of those locations.

Cathy De Rosa said it could be interesting, not knowing what it is. She indicated part of this is to give a little serendipity.

Ms. Mitchell said the location would not be appropriate for a literal sign with letters but perhaps it would be okay for a piece of art.

The Chair said she was concerned about eliminating that sign altogether because she wants flexibility for the applicant. Mr. Brown suggested taking it out of the landlord's hand by eliminating it; they could still bring it back.

Mr. Starr said if he was approached with a good sign, he would bring it back to the PZC for review.

Ms. De Rosa questioned permitting Parking Marquee signs up to 150 square feet. Ms. Martin confirmed 150 square feet is permitted but not all of these sign types are going to be 150 square feet. She said what was demonstrated in the illustrations would be permitted.

Mr. Starr said the largest sign proposed is 150 square feet.

Ms. De Rosa referred back to the criteria for which to evaluate sign designs. She indicated the parking sign is not as attractive as it could be and drivers might have trouble reading Longshore Way, etc. She stated she is not enthusiastic about the signs at all. She said she understands the goal is standard wayfinding so if every sign in the City is to look like that, the Commission is struggling with that design. She said it appears very large and full of light and not as aesthetically pleasing as the other examples presented.

Mr. Starr said from a size standpoint, this is one of the few signs that have to be visible from a vehicle. Ms. De Rosa said people understand the meaning of a circle "P". Ms. Mitchell again asked if the word "PARK" has to be spelled out because the circle "P" is the universal sign for parking.

Mr. Starr said it was an interesting design element with the lighted letters to bring vibrancy to the sign. He said there are two parking garages both on Longshore and Mooney Streets and they are named as such. Ms. De Rosa said it makes more sense to focus on the name of the garage instead of the word "PARK".

Mr. Brown asked what happens on the next blocks, across the street and would the lighted sign be outside someone's bedroom window. He said "PARK" is really large. He agreed circle "P" is the universal sign for parking.

Ms. Salay said the "PARK" sign comes under the City's purview, not Crawford Hoying's. Mr. Starr said Crawford Hoying had some input into the design of the "PARK" sign.

Ms. De Rosa said all you really see any more in other communities are the circle "P"s.

Mr. Starr said Crawford Hoying is spending a lot of money to make the garages look nice so just using circle "P" signs would do a disservice to the architectural design on the structure. He offered to look at alternatives to coordinate with the wayfinding efforts. He said he likes the "PARK" sign but is not going to fall on the sword for that particular sign.

Ms. Salay said the City's consultant, Ms. Chumbly, if she understood what the Commission was saying in terms of aesthetic and the naming of the garages.

Ms. Chumbly explained the large marquee sign is meant to be visual from a distance, calling out the entrance to the garage but the primary identifier are the tin-mounted, 18-inch letters at the entries to the garages that are dimensional and state the name of the garage, ex. Longshore or Mooney. She emphasized that becomes the primary identifier for knowing which garage the driver is coming in and out of. She said the sign "PARK" with the arrow is for a retail garage. She indicated the difference is incorporating a more functional system that supports both the private and public entity in terms of how the user understands the navigation. She said the whole premise of wayfinding is to get people out of their cars. She said they enforced and were mindful of how the wayfinding messaging guides the visitor to the front door of some destinations if parking exists there but also trying to get people into the surface lots or parking garages, out of their cars and on their feet. She said they created a system that had continuity, functionality, and an aesthetic where the user was clear that this was part of the overall system. She offered to explore other solutions but this was meant to be a classic design that is also functional, with personality through the fabrication method including dimension, beautiful lighting, and integration with the architecture. She said a "festive" design would be a completely different philosophy.

Mr. Brown said to put it into perspective, the Placemaking Art signs are limited to 20 feet above the second floor line whereas the parking signs can go beyond that, which he is not comfortable with. He indicated he understands it is appealing to the driver but chances are there will be residential across the street.

Ms. Chumbly responded these are only on Longshore Street; they were mindful of residential areas. She said on the C Block garage, there is no residential above on that side of the building. She said the same is true on the Mooney garage; the sign is placed where the residential units do not face out. She indicated if a person is in the hotel, the light pollution might be an issue. She said they tried to avoid light beams on residential balconies. She said for buildings C5 and B5, the large marquee signs are placed in areas that would not happen. She said the smaller marquee signs are on secondary entrances. She said the height is 21 feet but she asked if Mr. Brown's concerns were in part of how the sign hangs on the building.

Mr. Brown said overall size is an issue along with the dimension of the stubs that hold it out. He said part of it is the Longshore Street element. He agreed a sign on Longshore avoids some of the residential areas but for Mooney and Block F, it is unknown what will be placed there in the future and that is what the PZC has to anticipate.

Ms. Mitchell said this really troubles her because she does not understand why we have to tell people in big letters, where there is parking. She said she works in a place where parking is at a premium but none of the garages have this kind of signage. She indicated this is very artful and she appreciates what Kolar Design has done but does not understand why a big sign that states "PARK" is needed.

Ms. Chumbly said the signs were viewed as Placemaking Art signs on Longshore because that is going to be a primary retail, restaurant corridor and the sign adds life and vibrancy to the streetscape. She said the large letters are a graphic expression on the marquee type sign for more personality. She restated alternatives can be explored.

Ms. Martin said from a staff perspective, they were supportive of the larger signs to cast shadows to add interest to the large blank walls.

Ms. De Rosa suggested then that creative exploration be encouraged and 150 square feet is too large.

Mr. Brown said he did not think it was that big but certainly larger than anything else, which does bother him. He said he understands trying to make it a more enticing area but it is a parking garage that looks like a parking garage.

Bob Miller said he appreciates the Parking Marquee signs to help people navigate and likes the "idiot proof" route. He said if you are used to the area, this is overkill but if you are coming in from out-of-town, this has value but would like to see some other creative ways to make the signs smaller as 150 square feet seems too large.

Mr. Starr said these signs are not for the locals like himself; they are for all the out-of-towners we hope to attract, generated by the event center and hotel. He offered to bring the signs back with different designs and sizes for the PZC to review as well as additional examples.

Mr. Miller noted that was a good idea. He said he did not intend to slow down the developer but this is worth taking a little extra time for.

Mr. Starr said 50% of the garage is built so the applicant needs to get these signs fabricated to be installed later this summer or early fall. He asked for approval of the MSP with the exception of the parking signs that could be brought back later.

Ms. Martin said it could be an amendment to this MSP.

The Chair asked also for the limitation of that sign in the one location on building C2.

Ms. Salay asked if the parking signs for the City's wayfinding system would all be the same or would the different neighborhoods have a different "flavor".

Mr. Papsidero said he would assume the City would have a consistent wayfinding system. He said there is a separate issue regarding the management of on-street parking as well as the City-owned garages that Staff has been working on to review with City Council in the near future to discuss options. He stated in terms of wayfinding, it should be consistent across the board to provide clarity for the public.

Ms. Salay said her point is we are selecting signs for these garages but we are also then determining a flavor for the entire Bridge Street District, including all parking garages.

Ms. Chumbly said the system is designed so all the garages in the Bridge Park development would have the same sign and just the name of the garage would change (per the location). She said even the one by the library would have a similar design as part of the system.

Ms. Salay said Staff needs to think about that as we all come together at City Council.

Ms. Chumbly said Kolar Designs, Inc. could provide some nice benchmarks from other cities that have done parking systems as their wayfinding system. Ms. Salay said that would be helpful as City Council is considering parking authorities and such. Ms. Chumbly said the examples would be more in line with what they are doing versus every garage having a different flavor.

Ms. Salay indicated a tone is being set for the future.

Mr. Papsidero said there could be flexibility so a sign could be somewhat unique given the location like in Historic Dublin. He said the character could be a little different based on the architecture of the building but still in this system "family".

Ms. Salay said we have to think beyond just Bridge Park.

Ms. Martin said she had prepared two conditions but two more are added per tonight's discussion.

Motion and Vote

Mr. Brown made a motion, Mr. Miller seconded, to approve the Master Sign Plan with four conditions:

- 1) That the MSP be updated to reflect that a leasing window covering is a sign type not requiring a permit;
- 2) That the applicant correct all page references and provide the revised approved MSP to Planning, prior to sign permitting;
- 3) That the proposed Placemaking Art sign adjacent to the tower element of the west façade of building C2 be eliminated; and
- 4) That the provisions for all garage parking signs be eliminated to be brought back at a later date.

*Matt Starr agreed with the conditions.

The vote was as follows: Ms. Mitchell, yes; Mr. Stidhem, yes; Ms. De Rosa, yes; Ms. Newell, yes; Ms. Salay, yes; Mr. Miller, yes; and Mr. Brown, yes. (Approved 7 – 0)

**3. BSD SRN – Bridge Park East, Blocks B&C
15-099MSP**

**Riverside Drive and Dale Drive
Master Sign Plan**

Nicki Martin said this is a request for a Master Sign Plan for a new 8.2-acre mixed-use development on the east side of Riverside Drive, south of the intersection with Tuller Ridge Drive. She said this is a request for review and recommendation of approval to the Planning and Zoning Commission for a Master Sign Plan under the provisions of Zoning Code Section 153.066.

Ms. Martin presented the aerial view of the site and explained each of the updates that the applicant has made to the MSP:

- Added conceptual rendered elevations and replaced some illustrative images
- Added New Leasing Window Cover to permitted sign types
- Eliminated 'Anchor Tenant' provision, umbrella signs/graphics, and Building Directory signs
- Finalized sign details for Address Numerals and Parking Marquee signs
- Clarified Canopy Edge sign and Placemaking Art sign locations
- Addressed Wall sign size with context sensitive approach by Level
 - Level 1 – 50 square feet maximum
 - Level 2 – 60 square feet maximum
 - Level 3 – 80 square feet maximum (new addition to this application/only permitted on building C2)

Ms. Martin reviewed the proposed number of signs per tenant. She said the proposed sign size, height, and location were regulated by: Use – Retail versus Office; Level; and Graphics.

Ms. Martin noted lighting for signs:

- External, internal, and indirect illumination permitted
- Illumination should be architecturally appropriate
- Awnings, umbrellas, and sandwich board signs are not permitted to be illuminated

Ms. Martin noted the additional details:

- Review Process
- Size Computation
- Prohibited Sign Designs

Ms. Martin presented examples for tenant signs: rendering of the West Elevation (Riverside Drive) of building C2; parking garage exterior signs – marquee; and address numerals.

Ms. Martin asked the applicant to address the issue of the letter height constraint. Matt Starr, Crawford Hoying Development Partners, said the three-foot letters can be changed to meet appropriateness of architecture. He presented the IGS sign that has four-foot letters, and the Ernst & Young sign that is just under four feet in height at Grandview Yard where it is much lower than in Bridge Park which will be closer in height to 80 square feet. He presented examples of signs from Easton to show the small signs are illegible (Dental Center) and how the letters in a small area do not read well to give context. He emphasized these were not the best signs, he was presenting them to show scale.

Ms. Martin indicated that there needs to be further clarification in the MSP and Mr. Starr said he could complete the revisions by the end of the day, most notably the clarification for Leasing Window Covers used during vacancies. He explained the covers will be opaque from the outside but transparent from the inside and the logo and text will only cover 30% of the entire window.

Ms. Martin said a recommendation to the Planning and Zoning Commission for approval is recommended for the Master Sign Plan to permit for 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 two conditions:

- 1) That the MSP be updated to reflect that a Leasing Window Covering is a sign type not requiring a permit; and
- 2) That the applicant corrects all page references and provide the revised approved MSP to Planning, prior to sign permitting.

Jeff Tyler 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 Planning and Zoning Commission of the Master Sign Plan for their meeting on February 18, 2016.

**4. BSD SCN – Bridge Park, Block A Riverside Drive and W. Dublin-Granville Road
16-001DP-SP Development Plan/Site Plan**

~~Marie Downie said this is a request for the third phase of development within Block A of the Bridge Park development, including a 107,043-square-foot hotel, 19,104-square-foot event center, a 468-space parking garage, privately owned/maintained reserves for private drives, and 2,570 square feet of open space. She said the site is located at the northeast corner of the Riverside Drive and Dublin-Granville Road intersection. She said this is a request for review and recommendation of approval to the Planning and Zoning Commission for Development Plan, Site Plan, and Waiver Reviews under the provisions of Zoning Code Section 153.066(E)-(F).~~

~~Ms. Downie discussed the Development Plan request with three conditions:~~

- ~~1) That a mid-block pedestrianway between the event center and office be provided with the development of Lot 7;~~
- ~~2) That signs be posted indicating Mooney Way as a fire lane meeting the requirements of Dublin Fire Code Section D103.3; and~~
- ~~3) That any inconsistencies on the plans be revised and a final version be submitted for final Staff review and approval.~~

~~Jeff Tyler asked if there were any questions or concerns of the Development Plan conditions. [There were none.] Ms. Downie said a recommendation of approval of the Development Plan to the Planning and Zoning Commission with the three conditions above is recommended.~~

~~Ms. Downie discussed the 18 conditions for the Site Plan Review:~~

- ~~1) That any inconsistencies on the plans be revised and a final version be submitted for final Staff review and approval;~~
- ~~2) That Conditional Use applications be approved by the Planning and Zoning Commission for the proposed parking structure and event center;~~
- ~~3) That patio and outdoor dining details be reviewed and approved by Staff. Any modifications to the site or building will require Minor Project Review prior to installation;~~

~~Christian Hahn, representative for the applicant, explained the previous proposal included the 36-inch sign letters to be installed four feet higher on the building. He said they are now requesting the 36-inch sign letters be lowered, which places the sign as close to the doorway as possible. He explained the dealership sits up on a hill, 20 feet above street level from the corner of Dublin-Granville Road and Dale Drive. He said the sign will just be visible from Dale Drive.~~

~~Ms. Rauch said issues for the first proposal were the area of the sign and the height. She said the maximum height permitted is 15 feet from grade and was proposed at a height of 21 feet. She indicated that due to the significant grade changes on the site, the measurement exceeds the height requirement and will require a Master Sign Plan.~~

~~Colleen Gilger said she thought the MSP met the intent of the BSD.~~

~~Ms. Rauch said the sign position makes sense for this application as the sign is located right above a window over the main door.~~

~~Mr. Hahn confirmed that the ART seemed to support Exhibit B.~~

~~Ms. Rauch said the application would be modified and the ART's recommendation to the PZC is scheduled for next week for the PZC meeting on February 18, 2016.~~

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

INTRODUCTION

4. BSD SRN – Bridge Park East, Blocks B&C 15-099MSP

Riverside Drive and Dale Drive Master Sign Plan

Nicki Martin said this is a request for a Master Sign Plan for a new 8.2-acre mixed-use development on the east side of Riverside Drive, south of the intersection with Tuller Ridge Drive. She said this is a request for review and recommendation of approval to the Planning and Zoning Commission for a Master Sign Plan under the provisions of Zoning Code Section 153.066.

Ms. Martin reported this application was reviewed by the Planning and Zoning Commission on January 7, 2015, and the applicant had asked to table the application and come back with updates to address the questions that had been brought forth. She said the applicant has returned with a revised MSP, which she presented.

Ms. Martin noted the PZC raised the following questions and concerns:

- A Wall Sign size of 80 square feet might not be appropriate for first or second stories;
- Placemaking Art Signs should not extend to the top of Level 2 , but rather remain pedestrian oriented with a maximum height;
- Umbrella signs and graphics should be reconsidered;
- Parking Marquee sign details provided;
- Building Directory Signs should be uniform;
- Consider treatment of tenant spaces for lease;
- Consider dimensions and design beyond area; size is only one component of a great sign.

Ms. Martin said the applicant has addressed the concerns. Mr. Starr said there were 12 changes requested at that PZC meeting – cleanup and clarification were requested overall.

- Size and creativity of signs was somewhat in the eye of the beholder. Images of signs from other places are being collected to show more context and design.
- Placemaking Art Sign locations have been defined - the bottom of the sign will be aligned with the bottom of Level 2 extending a maximum of 20 feet into Level 2.
- Signs/graphics for umbrellas are now prohibited.
- Parking Marquee details have been provided that are consistent with the city-wide wayfinding plan.
- Building directory signs have been removed from this application and will be placed inside the lobby instead.
- Details for 'For Lease' tenant spaces include opaque Window Signs in a dark gray with Crayford Hoying or Bridge Park logo, not exceed 30% of the window area. Mr. Starr noted it will strike a balance between a need to mask storefronts but allow light into the space, which expedites the leasing process.
- Additional illustrative images are included to show scale and context for the size and height of signs in terms of square footage indicating appropriateness on the buildings.
- A rendered graphic of building C2 including examples of ground floor tenants with 1, 2, or 3 streets of frontage has been provided. Real life examples of signs are provided. Columbia Gas in the Arena District has a 90-square-foot sign that is appropriate for the speed of traffic, which would be consistent with building C2.
- Design and location of Address Numerals are finalized.
- Examples of Placemaking Art Signs are provided to show 3-sided volume calculations rather than area.
- Mr. Starr and Russ Hunter will review signs for quality, color, and adherence to the MSP before any permits are submitted.
- The MSP will be given to tenants upfront so they are aware of the rules as part of the design of their space.

Vince Papsidero asked if prohibiting signs/graphics on umbrellas will be an issue. Mr. Starr indicated that it will only impact a few tenants and if they can demonstrate a creative umbrella, he would bring it back for review.

Jeff Tyler questioned whether regulations start to stifle creativity when we ask for that at the same time. He said umbrellas are temporary and asked why signs on umbrellas are an issue. Mr. Starr said he shares the concern, but does not want to see unpleasant advertising stamped on a sea of umbrellas. He said diversity can be created by using different colors at the different establishments.

Mr. Tyler emphasized the size of signs needs to be in scale with the building.

Mr. Papsidero asked if larger signs will be limited. Mr. Starr answered only four tenants will have the opportunity for an 80-square-foot sign and they may not opt to use all of them. Mr. Papsidero indicated that four signs are not that many. Mr. Starr indicated that as sign plans come forward for Blocks B & C, the applicant may need to come back to modify the MSP for other blocks.

Ms. Martin confirmed that signs are only permitted in the locations identified by blue blocks. Mr. Starr said they may not have every location correct, but they did a pretty good job at hitting most of them. Ms. Martin questioned the height of the boxes as there may be instances where a "hanging Y" for example could go beyond that area due to the method the City uses to measure sign area. Mr. Starr said the height of letters are all going to be different, but generally occur within the area depicted. He said a cool sign could include a curvy "Y" and he would be worried about narrowing it down to simply fit strict regulations.

Mr. Papsidero asked if an adjusted location of one blue box would require the applicant to return to the PZC or if they could return to the ART for review. He asked if provisions to allow this could be written. He



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PLANNING AND ZONING COMMISSION

RECORD OF DISCUSSION

JANUARY 7, 2016

The Planning and Zoning Commission took the following action at this meeting:

2. BSD SCN – Bridge Park East, Blocks B & C – Master Sign Plan 15-099MSP	Riverside Drive Master Sign Plan
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Proposal:	A Master Sign Plan for a new 8.2 acre mixed-use development on the east side of Riverside Drive, south of the intersection with (future) Bridge Park Avenue.
Request:	Review and approval for a Master Sign Plan under the provisions of Zoning Code Section 153.066.
Applicant:	Matt Starr, Crawford Hoying Development Partners.
Planning Contact:	Claudia Husak, AICP, Senior Planner and Nicki Martin, Planning Assistant
Contact Information:	(614) 410-4675, chusak@dublin.oh.us and (614) 410-4635, nmartin@dublin.oh.us

MOTION: Ms. Newell moved, Mr. Stidhem seconded, to table this Master Sign Plan application at the request of the applicant.

VOTE: 7 – 0.

RESULT: The Master Sign Plan was tabled.

RECORDED VOTES:

Victoria Newell	Yes
Amy Salay	Yes
Chris Brown	Yes
Cathy De Rosa	Yes
Robert Miller	Yes
Deborah Mitchell	Yes
Stephen Stidhem	Yes

STAFF CERTIFICATION

Claudia D. Husak, AICP
Senior Planner

2. BSD SCN – Bridge Park East, Blocks B & C – Master Sign Plan **Riverside Drive**
15-099MSP **Master Sign Plan**

The Chair, Ms. Newell, said the following application is a request for a Master Sign Plan for a new 8.2 acre mixed-use development on the east side 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. The Commission is the final authority on this application and we will need to swear-in.

The Chair, Ms. Newell, swore in anyone intending to address the Commission with regard to this case.

Nicki Martin said this is a request for a Master Sign Plan for the Bridge Park development, Blocks B & C located off Riverside Drive. She said there are two documents to review Master Sign Plans the Bridge Street District Sign Code Section 153.065(H)(E) and the newly adopted Bridge Street District Sign Guidelines which provides some direction on Master Sign Plans. She said the Administrative Review Team has made a recommendation of approval to the Planning Zoning Commission. She said the ART recommended that the applicant make some changes to the final document prior to their submission to the Commission and the changes were highlighted in the staff report. She said after the Commission's determination the approved Master Sign Plan will be administered by City staff and at a staff level they have discussed having a standing staff review meeting to process these sign permits as they come forward.

Ms. Martin said the site is located north of West Dublin-Granville Road and east of Riverside Drive. She said they are specifically talking about Block B to the south and Block C to the north. She said the applicant is required to designate a shopping corridor as part of their Site Plan approval, which has been done. She said Master Sign Plans are required for designated shopping corridors which is why they are requesting this Master Sign Plan. She said in addition, they are looking to having a cohesive sign plan for both Blocks B & C in their entirety which why all signs for these blocks are included in this proposal.

Ms. Martin said the application was submitted to the ART for concurrent review with the Bridge Park West Master Sign Plan, which was recently approved by the Architectural Review Board on December 16th.

Ms. Martin said the text is generally consistent with the Bridge Street District Code as well as the BSD Sign Guidelines and generally there are definitions and illustrative examples as well as lighting and prohibited designs and a regulation matrix. She said there are building elevations that are included for each building in Blocks B and C.

Ms. Martin said the signs are permitted based on use of each tenant, retail tenants are permitted signs based on the number of frontages. She said retail tenants with one frontage would be permitted two signs, two frontage equals three signs, and three frontage equals four signs. She said only building mounted signs are permitted in the Master Sign Plan where as in the normal Bridge Street District Code would also permit ground signs for all tenants. She said office tenants in this Master Sign Plan are only permitted wall signs and not every office tenant is permitted a wall sign - it is at the discretion of the Landlord. She said that there is a provision in the Master Sign Plan allowing anchor tenants an additional sign at the Landlord discretion and the ART is recommending that this provision be removed from the Master Sign Plan as anchor tenants are not specifically defined.

Ms. Martin said the building elevations call out proposed locations and heights of the signs and designate levels. She said the graphics and the boxes shown in the plan generally show where signs are to be permitted on the buildings. The boxes show all the permitted sign locations and not the total permitted signs for a given tenant space. She said the levels do not correspond to the floor levels, such as the ground story is in level one, but how large level two is based on the use, whether it be residential or office. The levels also dictate the height at which the sign is appropriate. She said the only sign types

allowed in level two are office tenant wall signs or place making art signs which are permitted for retail tenants only.

Ms. Martin said there are three sign types with three regulatory categories: signs with special conditions, building mounted signs, and signs not requiring a permit. She said the signs with special conditions are signs for a building and are non-tenant specific and are only related to building information including address numerals and building directory or a parking marquee sign which would be used for a parking garage. She said buildings would be permitted a canopy edge sign in the event that they wanted to have an address or a building name. She said the remaining signs are generally tenant signs and are permitted for retail tenants with wall signs being the only sign type permitted for office tenants. She said the building mounted signs would require sign permits and for tenants just the building mounted signs would require sign permits excluding the window graphics which does not required a sign permit.

Ms. Martin said the signs that are building signs are address numerals, building directory and parking marquee signs which do not exist within the Bridge Street District Code. The applicant is proposing sign sizes and locations for these sign types. She said the parking garage signs are permitted to be 150 square feet maximum, the building directory signs are permitted next to the entrances of an office or apartment building and are permitted not to exceed six square feet and the address numerals are not exceed two square feet and are required by the Fire Department.

Ms. Martin said the office tenants are permitted up to one sign at Landlord discretion so not every office tenant will have a sign. She said the office tenants are permitted signs in level two up to a maximum of 80 square feet where the Bridge Street District Code would only allow signs within the first level at a size up to 50 square feet.

Ms. Martin said retail tenant signs include new sign types including place making art signs and canopy edge signs which currently do not have a definition in the Bridge Street District Code. She said the retail tenant permanent signs include fascia/wall sign which the text states is to be a layered construction and high quality materials. She said retail tenants are permitted one square foot per lineal foot of frontage which is more than what is permitted within the Bridge Street District Code and up to a maximum 80 square feet where 50 would be permitted in the Bridge Street District. She said retail tenant signs are generally only permitted within level one which is consistent of the Bridge Street Code. She said projecting and awning signs are provided definitions as well as illustrative examples for tenants to use as guidance when submitting sign permits. She said the regulations for projecting signs and awning signs are consistent with the Bridge Street District Code.

Ms. Martin said the window signs and window graphics are also included in the application and the distinction is between a window sign and a window graphic is that a window sign includes a business name or logo and a graphic, which is a new sign type, is not permitted to include a business name or logo. Window graphics as the examples show are simply a feature connecting multiple windows, stating business hours or featured products. She said Planning is requesting the applicant clarify the difference in the Master Sign Plan between a window sign and a window graphic as they are in the same category for the general regulations matrix and in the sign permitting process it would not be clear how much area is devoted to each type. She said the applicant is proposing that window signs and window graphics not exceed 30 percent of the window area, where in the Bridge Street District Code they would be permitted 20 percent of the window area at a maximum of eight square feet.

Ms. Martin said the place making art signs is intended to contribute to the character of the street. She said this sign type is permitted for retail tenants only but the sign would be permitted at a height in level two. She said these signs are at the Landlord discretion so not every retail tenant would be permitted this sign type it would be only in cases that they are truly unique and appropriate to the streetscape. She said these are permitted at a maximum of 100 square feet.

Ms. Martin said canopy edge signs is a new sign type that the Bridge Street District Code does not consider and are for retail tenants, parking garages, and apartment address numerals. She said a maximum of 50 square feet is permitted and based on architectural character it would be less in some cases and in that case staff would refer to the graphics included in the Master Sign Plan.

Mr. Brown asked if the address sign should be two square feet and would that relate to canopy edge signs.

Ms. Martin said the distinction is that if the address is on the canopy it would be considered a canopy edge sign whereas if the address numeral sign is simply to identify an individual tenant space and not the entire building it would be an address numeral sign required by the Fire Department for fire safety. She said they would be permitted to put an address numeral on the building at the size of two square feet with pin mounted letters, but if they were identifying an entire apartment building the applicant would be permitted to do something similar to the street number and the street name and they would sum those characters to get the entire area of the canopy edge sign.

Ms. Husak said in this example they have the canopy edge sign in the illustration and below the example there is an illustration of an address sign in the sign plan.

Ms. Newell said it was not clear in the packet in the way it is presented in the sign package that there is a distinction or that the area was to be summed.

Ms. Martin said the text in the Master Sign Plan and the elevation graphics are designed by the applicant to go hand in hand and equally regulate the Master Sign Plan so one cannot stand without the other and it will require Staff to reference both during the reviewing process.

Ms. Martin said retail tenant temporary sign: sandwich board signs and umbrellas signs are called out in the Master Sign Plan. She said sandwich board signs are existing in the Bridge Street District Code and the applicant is asking that these not require a permit and be double hinged, professionally designed in a dark color. She said umbrellas signs are a new sign type not existing in the Code and would also not require a permit and would be at the Landlord discretion. Only 20 percent of the umbrella awning would be permitted to have a logo on it and would be required to be brought inside in the evening and stored while not in use.

Mr. Miller said he read that sandwich boards are allowed within six feet of the building and who enforces that placement.

Ms. Martin said that Code Enforcement works with the tenants and in some instances draws a box with chalk on the sidewalk temporarily for the proper placement. The intent is to have the sandwich board signs close enough to the retail tenant that is operating the sign and to maintain a clear distance on the sidewalk for pedestrian use.

Ms. Husak said they had discussions with the applicant that as a Landlord they are going to have to be vigilant to help with adherence to the requirements that they have set forth in the lease agreements. She said there are two Code Enforcement officers on staff and it is not realistic that their entire day will be spent on enforcement sandwich board sign placement.

Ms. Martin said that the applicant will address the reason for the Master Sign Plan and tenants will be agreeing to the Master Sign Plan set forth upfront so many of the regulations will be known to them when the leases are signed.

Ms. Martin said there are a variety of lighting options that are permitted for tenants. External, internal, and indirect illumination are all permitted. She said the Master Sign Plan strongly encourages modern

lighting that is architecturally appropriate and discourages any vintage or “cutesy” lighting. She said awnings, umbrellas, and sandwich boards are not permitted to be illuminated. She said the Master Sign Plan includes additional details regarding the review process for their tenants and how to commutate size of signs and also gives a few examples of prohibited sign types.

Ms. Martin said the applicable Master Sign Plan Criteria are 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.

Ms. Martin said the applicant is requesting this Master Sign Plan because of their shopping corridor provision as well as the unique location, scale and architecture of the buildings they have had approved.

Ms. Martin said the Bridge Street District Guidelines review criteria is as follows:

- 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

Ms. Martin said the Administrative Review Team used the guideline criteria to shape their analysis. She said the applicant has touched on contributing to the vibrancy of the area and there are a variety of options to activate the streetscape. Additionally, the Master Sign Plan assists with navigation providing information that identifies the buildings and businesses.

Ms. De Rosa asked if banner and flag signs are permitted.

Ms. Martin said anything that is not covered in this Master Sign Plan would revert to the Bridge Street District Sign Code and therefore anything not permitted in the Code would also not be permitted in this Master Sign Plan.

Ms. Martin said ART recommended approval to the Planning and Zoning Commission and recommended the applicant make a few modifications prior to their appearance before the Commission and that any remaining conditions be forwarded on to the Commission for their review. She said the conditions are as follows:

- 1) The general regulations matrix outlining the sign types and allowances should be updated to include all applicable sign type regulations;
- 2) The MSP should be updated to:
 - a. Delete the provision for additional signs for Anchor Tenants;
 - b. Include additional sign type definitions and examples including address numerals, building directory, and umbrella signs;
 - c. Include that window graphics require landlord approval; and, to differentiate window graphics and window signs in the general regulations matrix; and
- 3) The applicant provide the revised approved MSP to Planning, prior to sign permitting.

Ms. Martin said the applicant has a presentation and she is happy to answer any questions regarding the ART analysis and recommendation.

Matt Starr, 555 Metro Place, Dublin, said he doesn't have a presentation other than the package. He said his role at Crawford Hoying is Director of Development and most of his time is spent working with tenants to sign leases. He said this is one of the first questions that comes up with prospective tenants. It is location, rate, and signage opportunities. He said it is important to address these questions up front and create some certainty for them. He said they have worked on this for many months, nearly a year in

collaboration with Kolar Design who is working with the City on the City wide way finding efforts. It made a lot of sense for them to work with Kolar on the sign package so there is cohesiveness of thought and how they approach this plan.

Mr. Starr said they are trying to meet the needs of everyone especially pedestrians and automobiles. He said they have to create a balance with the four sided buildings and they thought about that when they created this package. He said they did their best to identify where they thought all the spaces were and where the signs would want signs knowing that all the spaces have not been leased there will be changes. He said the most important is the quality of signs and this plan shows to people and they understand what is expected. He said they have been giving the plan to people for the rules they will have to follow to get a permit. He said if they have something creative and outside the box they will have to come back and amend the document.

Mr. Starr said they may have not identified all the places and in his review he realized they missed a sign that they want to make sure they add as a condition which is the garage sign on the B garage and is very similar to the sign on the C garage on page 48 or 49 of the plan. He said the sign location 2A in the C garage has similar signs to the B garage as well as parking marquee along Banker Drive and a smaller sign on the Long Shore side and they will identify them on the final document.

Mr. Starr said the canopy edge sign is seen as identifiers for the buildings and mainly residential and office lobbies and that is how those buildings will be identified. He said the tenant signs would most likely be above the door or to the right of the door depending on the approach. He said the sandwich boards will be monitored every day because their offices will be there and they will be making sure those are where they should be as close to the door as possible.

Ms. Newell asked if anyone from the public would like to address the Commission. [Hearing none.]

Mr. Brown said that he hopes everyone speaks up and speaks their mind on this application. He said he likes the package as a whole. He said the way the Commission reacted to the first go around on some of the images and elements presented they loved the creative and outside the box and understands that people are trying to bring things to the table that can be expedient and passed through easily. He wondered what methods they can use to encourage people to be creative and not feel like they have a huge cost of presentation and drawings so that they can put some money into some creative elements and unique and bring it for review that is not costing a fortune.

Mr. Brown said he doesn't want this to be generic vanilla development where there is no urban excitement and they fail if that occurs and he thinks Crawford Hoving recognizes that but it is not always the easy and expedient method, but would encourage staff to figure out a someway to make it expedient and economical for someone that is signing a lease to bring something creative to the table.

Matt Starr said they did not arrive there quickly and they started with the base code because it is what was put into place and there are some deviations.

Ms. Newell said since they are making a deviation between the 20 percent window signage and they have come up with 30 percent. She asked why the increase.

Mr. Starr is was because of the scale of the first floor. He said Building C1 there is a 20 foot clear height so there a larger window. He said standard is 16 feet and this building has 20 feet. He said Building C3 and B3 that climb up the hill at the lower level is close to 20 feet so there are large windows and to get the appropriate scale they ended up with 30 percent.

Ms. Newell said it was physically analyzed and are they able to present or provide information with better pictorial graphics.

Mr. Starr said they did have Building C2 rendered but it was not included in the package.

Ms. Newell asked that they clarify the difference the window graphics and the window signs in the 30 percent limitation if it covers both of those components.

Mr. Starr agreed it is 30 percent in total.

Ms. Newell said she is more comfortable with 30 percent total.

Mr. Brown said it is interesting in the way they define signs and the size of signs but part of it is the opacity of any given sign. He said the pie whole and the makers café have a much more solid sign and there are some with hours and the surf club there is a very light opacity and asked how they gauge that because you can see through more of it, it is more acceptable than if it is a big block of white.

Mr. Starr said they do not distinguish but they are only covering 30 percent of the window and there is an enormous amount of opacity coming through the window and all the signs that are reflected in the package are well done even they have the different characteristics as described.

Ms. Newell said the artistic place making signs are being put in the second level but could not see them extending to the top of the second level especially when they are to be more pedestrian oriented and would be more comfortable if there was a maximum elevation defined as it relates to each of the buildings because they are envisioning signage at the top of each of the buildings.

Mr. Starr said he envisioned the bottom of the signs is at the floor of the second levels.

Ms. Newell said it needs to be defined at that level. She said each tenant with a street frontage is allowed two of any type of sign, so if they have an art place making sign that would count as one sign.

Mr. Starr said it would be correct but it is not likely that a tenant that has one street frontage would have a place making sign and agreed it would be one of the two signs.

Ms. Newell said the umbrellas signage graphics is not necessary to put signage on umbrellas in addition to all the other signage that they get with the buildings. She said no one is going to want to see fast food logos on umbrellas and would like to have it eliminated. She asked if the parking signs are defined in the package and if they know what they want they will begin to set the precedence for the creativity and would like them finalized within the sign package.

Mr. Starr said they are at the development level of the parking signs and analyzing the costs because the Parking Garage B and C are financed through the City they have to fit within the context and will include them in the sign package.

Ms. Newell said the building directory signs should be uniform throughout the buildings especially with locations on the buildings as a point of wayfinding.

Mr. Starr said they will be next to the doors and it made sense to have consistency.

Ms. Martin said the Text requires that they are located on the exterior wall next to the entrances.

Ms. Newell asked what their review process will be for the tenant graphics.

Mr. Starr said Russ Hunter and himself will be reviewing the signs as part of the sign package and have been giving the document to tenants upfront so they are aware of the rules as part of the design of their

space and the signs will be submitted to them and it will be reviewed for quality, color, adherence to the plan before any permits are submitted.

Ms. Martin said the City will require a letter from the landlord with every sign permit application.

Mr. Miller asked if the number of signs on the offices is at the discretion of the landlord and for examples of the office signs.

Mr. Starr agreed and said examples were in the package.

Mr. Miller asked if every tenant could have a sign on one side of the buildings.

Mr. Starr said there are specified locations for the signs and the locations are limited and there will be more tenants in the buildings than exterior sign locations.

Ms. Salay said she echoed Ms. Newell's opinion about umbrellas signs and multiple tenants with lots of patios it can be busy with a lot of graphics on the umbrellas and is not necessary with all the other opportunities for signage.

Ms. Husak asked if it could be considered as a sign option out of all the permissible options or do they want to eliminate it completely.

Ms. Salay said it should be eliminated altogether because umbrellas could be designed separately or in groups at varied sizes and coverage of them could get out of control.

Ms. Mitchell said many of the alcohol manufacturers provide umbrellas with their logos on them which are tacky.

Mr. Starr said they would not allow those types of umbrellas.

Ms. Martin said that the Text requires the graphics to be an approved corporate logo for the business approved by the landlord.

Ms. Newell said it is cleaner to eliminate umbrellas signage.

Mr. Brown agreed.

Mr. Stidhem agreed and asked to see the Bridge Street Sign Code verses to proposed master sign plan variances.

Mr. Starr said the variances are the windows and a wall sign type combination is a total of 80 square feet and is what is architecturally appropriate and the size of the sign and the scale of the building and balancing the pedestrian and the auto views, especially considering it's a new development. He said the other variance is the number of signs and the quality of signs.

Ms. Martin said the number of signs for each tenant within the Bridge Street District Code tenant within the first story of any structure is permitted two building mounted signs of a different types, plus one additional building mounted sign should they have an entrance to a public parking space to the rear or the side of their building, which up to three building mounted signs for a tenant. She said across the board within the Bridge Street District any tenant is permitted one ground sign per street frontage up to two signs. She said this applicant is not permitting any ground signs. She said the most consistent guideline is the retail with two frontages would be permitted three building mounted signs which is similar to what is permitted within the Bridge Street District today. She said for three frontage it would

take a large tenant especially within this type of building to meet that requirement and in that case staff felt it appropriate to permit four building mounted signs because this development does not permit any ground signs. She said that the ART is recommending that the anchor tenant provision be eliminated because it is unclear and difficult to enforce.

Mr. Stidhem asked to clarify the 50 feet versus the 80 feet wall signs.

Ms. Martin said the wall signs within the Bridge Street District tenants are permitted at a sign area of ½ a square foot per lineal foot of frontage and this application is proposing one square foot per lineal foot of frontage which is consistent with the standard City Sign Code. She said the maximum size of a permitted wall sign in the District is currently 50 square feet which the applicant is proposing 80 square feet which is consistent with the standard City Sign Code and the height of the signs is consistent across the board with the Bridge Street District Code.

Mr. Stidhem asked why they dialed the Bridge Street District back and if logical why they are deviating that from that in this package.

Ms. Martin said the idea for signs within the Bridge Street District is that more signs are permitted but they would be smaller and in more diverse combinations than the standard City Code would permit and in this case given the scale of the buildings with respect to height and number of stories it is unique from any other redevelopment project in the City and the additional sign size is appropriate.

Ms. Newell said the proposed 80 square foot sign would fit the span of the tenant spaces and she is comfortable with the size.

Ms. Martin said the building architecture, especially the tenants not on the end cap, would limit sign size because they would not have enough frontage to max out the 80 square feet size regulation and just the second story office tenants are the main tenants that will be hitting the maximum and they are elevated off the road and is not meant to be a pedestrian scale.

Ms. De Rosa said there was a lot of dialog about size, dimension, fit, and feel and makes her concerned to make that big a jump from 50 to 80 square feet. She said you can't get the scale or context in this particular illustrations.

Mr. Starr said it is true with the renderings and they will not know until the buildings are up. He said the buildings are deep at around 100 feet deep and for frontages of a certain size the tenant will not be able to max the size out.

Mr. Brown asked who governs Crawford Hoving signs for location and size and when there is an empty store front and there is advertisement for space. He asked what will be put in the windows or the doors or during tenant improvements but he understands that they have the opportunity to advertise the space is for lease.

Ms. Martin said the applicant will occupying a tenant space in one of these buildings and will have an office tenant appropriate wall mounted sign and the temporary signage is governed by the Bridge Street District Code and in no case are temporary signs permitted to exist longer than 30 days, so those would have to be changed out and they would have to file for a temporary sign permit through the City with a Certificate of Zoning Plan Approval. She said the tenant spaces changing out has not be considered.

Mr. Starr said they would defer to the Code.

Mr. Brown said there are going to be empty store fronts and there will be a level of advertisement for lease and at what level of opacity and covering a space that is no longer there maybe there should be a package that covers the windows in a respectful non-attention calling manner.

Mr. Papsidero said it would be a good topic to address in the Master Sign Plan. He said there have been issues Downtown with the way the empty storefronts have been treated with plywood and the graphics that are attached to them has caused some issues and by that example it makes sense to try and figure it out as part of this package.

Mr. Stidhem said he thinks the wall signs are too big. He said the examples of huge gaudy signs on the sides of the buildings in Dayton and he fears there will be big gaudy tacky signs on the sides of these buildings.

Ms. Newell said in the areas the signs are proposed and developing the 80 square feet is by the length of someone's name so if there are a lot of letters in the name of the company the square footage would be longer or shorter based on the letters. She said they could put a limitation on the height of the text or control it because any square foot sign would be 8 x 10, but the building is not designed to support 8 foot of width of a sign, which is why she was comfortable with the 80 square foot in this instance.

Ms. De Rosa said they could dial it back and if there are exceptions bring them in because there are other ways to do it and thought the size makes them uncomfortable because it is hard to envision.

Ms. Mitchell said it is a big increase and 80 square feet could look different depending upon the orientation horizontally or vertical and is hard to say it can be bigger without the text.

Mr. Stidhem said the sign package has great work and commended the time that has been involved in the Master Sign Plan stating it represents awesome work.

Mr. Brown said there are elevations of every building and they have defined given areas and he agrees 80 square feet is big if it is tall and not long, but it is about proportion and aesthetics and asked that they show these examples on the buildings indicated the permitted areas.

Ms. De Rosa said they should still push back on the dimensions because that will create the conversation and it will be difficult if one is approved. She said they want signs that are smaller and more interesting and diverse and not take normal signage and place on the building. She said they want to encourage diversity and there are ways to do that and they will get more of the conversations they just had with a previous case.

Ms. De Rosa said she loves the examples in the plan and asked for the parking garage slide to be displayed. She said they have an opportunity with the parking garage to set an example and not sure what is proposed sets the example with the large round circle with a letter "P" nor do they have to spell out the word parking. She said they have not arrived at the example they really want to set and encourage them to take the opportunity to do something unique.

Ms. Salay said they can do more with the buildings with the types sign and need to do something that is unique and more interesting and make it worth it with quality and detail and not glowing plastic letters on a building. She said the signs should be depending on the other graphics along the block and what the tenant are achieving.

Mr. Starr said this case is a new development and is a new place with structured parking behind so the identification for the tenants are important and the branding they are going to have to push for creativity. He said he hears them being uncomfortable with 80 square feet and thought 50 square feet is too small.

Ms. Newell said there is potential with the limitation of the height of the graphics in terms of placement on the buildings. She said the point of the deviation is to get creativity in exchange for the larger sign and suggested they do more presentation work showing how the height of the sign will fit within the area on the buildings.

Mr. Starr said they will bring more dimensions of signs and images from other places that will help show the appropriateness on the buildings.

Ms. Mitchell said people learn and recognize brands and not based on the size of the logo or sign but by the distinctiveness and certain elements that are creative. She said the size is not the determining factor of what makes a great sign and they should find a way to think about other dimensions other than just size that would be very helpful.

Mr. Stidhem said they should keep the signs at 50 square feet and then if they go outside the 50 square foot they would come back for further approval.

Ms. Husak said the Bridge Street District provisions were conservative on purpose. She said they are not here asking for a sign plan for bigger signs they are required to come to the Commission with a sign plan because the Code has built that into the Shopping Corridor that has been designated for their location. She said the 50 square foot they were being conservative to the sign provisions knowing that there are certain areas it was too conservative and knew that there was another layer of scrutiny added to those provisions.

Ms. Newell asked what action the applicant would like them to do with the application.

Mr. Starr asked to table the application and come back with information to address the questions that have been brought forth.

Motion and Vote

Ms. Newell moved, Mr. Stidhem seconded, to table this Master Sign Plan application at the request of the applicant. The vote was as follows: Mr. Miller, yes; Ms. Mitchell, yes; Ms. De Rosa, yes; Mr. Brown, yes; Ms. Salay, yes; Mr. Stidhem, yes; and Ms. Newell, yes. (Tabled 7 – 0)

3. ~~MAG PUD and Perimeter Center, Subarea D – MAG, Land Rover, Jaguar, Porsche~~ ~~15-113Z/PDP~~ **6335 Perimeter Loop Road **Rezoning/Preliminary Development Plan****

~~The Chair, Ms. Newell, said the following application is a request for a Rezoning for approximately 30 acres from Planned Unit Development District (Midwestern Auto Group plan) and PCD (Perimeter Center, Subarea D) to PUD for the expansion of the Midwestern Auto Group (MAG) campus to incorporate an additional 5.4 acres into the PUD to accommodate the construction of a combined showroom for the Jaguar and Land Rover brands. She said this is a request for review and recommendation of approval to City Council for a rezoning with preliminary development plan under the provisions of Zoning Code Section 153.050.~~

~~Ms. Husak said she could do a presentation but it seemed there might be a few questions that would not require a full presentation.~~

~~Ms. Salay said she wanted to talk about architecture.~~

~~Ms. Husak said this is a rezoning and preliminary development stage and they are looking at an entire site that is now 30 acres by trying to incorporate 5.5 acres of vacant land on the eastern side of the~~

**4. BSD SRN – Bridge Park East, Blocks B&C
15-099MSP**

**Riverside Drive and Dale Drive
Master Sign Plan**

Nicki Martin said this is a request for a Master Sign Plan for a new 9.2-acre mixed-use development on the east side of Riverside Drive, north of the intersection with West Bridge Street. She said this is a request for review and recommendation of approval to the Planning and Zoning Commission for a Master Sign Plan under the provisions of Zoning Code Section 153.066.

Ms. Martin presented the site and addressed issues with specific sign types in the report. She presented a table to illustrate the comparison between what is permitted in the BSD and what is being requested as part of this MSP and noted the number of signs permitted per tenant. She noted the proposal permits 'Anchor Tenants' one additional sign and Staff recommends this provision be eliminated from the MSP since a definition is not provided. She said the MSP illustrates how the locations and height are regulated by level and requested clarification as the two "levels" do not coincide with stories or floors. She indicated the height of signs varies based on the sign type. She said the placemaking art signs will be at a height of at least 15 feet, but wall signs are limited to the first floor for retail tenants. She added Staff has concerns with the definition of levels as they vary based on the building elevation within the blocks, which are not consistent. She requested clarification on plans and suggested this be completed in order to avoid having to amend the MSP in the future.

Claudia Husak said the text and the graphics in the MSP do not match and asked that the applicant clarify the discrepancies.

Ms. Martin said the applicant is proposing new sign types in the MSP that included: placemaking art; parking marquee; canopy edge; and umbrella signs. For the sign types not already detailed in the MSP, she asked the applicant to provide definitions and examples in the document. She said other proposed permitted sign types include: wall; projecting; awning; window; address numerals; building directory; and sandwich board. She said Staff recommends permitted sign types be reorganized to provide additional clarity. Staff suggests address numerals, building directory, and parking marquee signs be considered 'Signs with Special Conditions' and not be counted toward an individual tenant's total allotted signs since these sign types would not include tenant specific information or branding. She said Staff also suggests a category be created for 'Temporary Signs' to include sandwich board and umbrella signs where these sign types would be permitted by the landlord not the City like Temporary Signs in the rest of the City.

Ms. Martin said Staff recommended that window signs be counted toward the total number of signs permitted. The ART discussed and decided that there should not be numerous business name or logo window signs permitted, but those that are simply graphics could be on the windows as part of the design. Jeff Tyler requested a definition be added for "window graphics" which would differ from window signs and ultimately be part of a tenant's graphics package, but not count toward their total number of permitted signs.

Ms. Martin said the materials permitted in the MSP for wall signs provide a very narrow scope that only include wood and metal. She said Staff suggested that the list of permitted materials be expanded and specific awning materials be listed so amendments are not needed in the future.

Ms. Martin said the MSP also includes additional details: review process; size computation; and prohibited sign designs. She said Staff is recommending that additional details regarding review process be finalized prior to sign permitting. Ms. Husak said zoning review will take place at Staff level and the current thinking is that a multi-departmental team will be formed meeting weekly to review signs for compliance with the MSP.

Ms. Martin said the purpose of the Master Sign Plan is:

- a) To allow a greater degree of flexibility and creativity in sign design and display.
- b) To 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 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 three conditions:

- 1) That the general regulations matrix outlining the sign types and allowances should be updated to clarify the permitted building mounted sign types from other sign types, subject to approval by Staff;
- 2) That the graphics should be updated to:
 - a. Clarify they are part of the MSP's regulatory framework
 - b. Provide definitions for Level 1 and Level 2;
 - c. Denote where Level 2 signs are permitted for Level 1 tenants; and
- 3) That the MSP should be updated to:
 - a. Delete the provision for additional signs for Anchor Tenants;
 - b. Clarify the number of signs counting toward the total number of signs permitted per tenant;
 - c. Include additional sign type definitions;
 - d. Add permitted materials to allow for greater flexibility and creativity; and
 - e. Revise the zoning review timeline graphic to accurately reflect the review and permit process following the approval of the MSP.

Ms. Husak said when three or four building mounted signs are permitted for tenants with two and three frontages, they have to be of at least two different types so she questioned the permitted signs presented in the MSP for Level 2 tenants. She said the MSP allows for the possibility of an additional sign for anchor tenants, however, no definition is provided for anchor tenants, which may result in up to five signs for such a tenant if there is frontage along three streets. She said the provision should be eliminated.

Matt Starr, Crawford Hoying Development Partners, explained how the levels were used in the MSP and said he would provide clarification for retail, restaurant, and office use. He stated the General Regulations Matrix is primarily for ground floor tenants. He stated the number of signs per tenant is only intended for retail and restaurant tenants and office tenants will only be permitted one wall sign – if any at all, which will be at the discretion of the landlord. He stated that the intent of the MSP is to be consistent with the character of Dublin and to not permit too many signs or too large signs.

Mr. Starr said the MSP was prepared differently for the Historic District as the signs would be smaller in nature – consistent with the BSD Code. He reported the ARB determined not to count window signs toward the total number permitted because a sign might have a graphic not associated with identification.

Mr. Starr said the ARB realized they are not going to see individual signs like they do in the rest of the District after approval of the MSP, which they were not fully comfortable with. He said the MSP process of “after the applicant met the letter of the law would be permitted to go directly to sign permitting” was met with consternation. He explained the MSP is part of the lease agreement. He indicated the MSP makes it easier for tenants to comply. He said this document has been shared already with prospective tenants, even in its draft stages.

Mr. Starr said he is only envisioning placemaking art signs for Level 1 tenants in Level 2 and the "sign" has to be unique. He said he did not want to place a restriction that they are permitted only for tenants with 5,000 square feet or above, but wanted to it to be at the discretion of landlord and requiring a sign permit from the City meeting the MSP regulations. He indicated he does not envision any office tenants having a placemaking art sign; it would be meant for retail tenants. Ms. Husak asked the applicant to note that in the MSP. Ms. Husak asked if it would be appropriate for a tenant on a corner.

Mr. Starr said he had told the ARB that the applicant tried to find all the logical locations for signs but that may change as tenants come on board. He emphasized that this exhibit is included in the lease. He said other floors could have 3, 4, or 5 tenants and they would not be permitted to have signs.

Ms. Martin asked for clarification about parking marquee signs as it is not denoted in the plan. Mr. Starr responded for each garage, there is a primary and a secondary sign. He said the primary sign would be ±8 feet by 15 feet and the text would read "PARK" and would include "Longshore Street" or "Mooney Street". He described the secondary sign as a "P" letter only. Ms. Husak suggested that each have a clear definition. Mr. Starr said parking marquee signs are to enhance wayfinding.

Ms. Husak said the MSP could be recommended for approval today if the applicant agreed to the conditions.

Vince Papsidero said he wanted to limit window signs as he did not want to see multiple logos. He asked that window signs be separate and distinct from window graphics.

Jeff Tyler recommended that the applicant define "window graphics".

Donna Goss asked how all this sign information is articulated in the lease agreement. Mr. Starr said the MSP is an exhibit to the lease. He said it was discussed at the ARB meeting how there is a refresher allowance, particularly for awnings and window signs. He said one of the lease provisions is a 'refresh of the sign' every three years that the tenant would pay for new signs. He said the reality is these tenants will probably turn over every ten years and they could replace the sign at that time also.

Mr. Tyler asked the applicant to consider super graphics. Mr. Starr indicated the applicant was not bold enough to present that idea. He said the north side of building C1 has the opportunity for a super graphic. He said it is a blank wall today but when building B gets developed the wall will be less visible. Mr. Tyler said the super graphic could be art oriented or a mural to liven up the architecture. He indicated super graphics were pretty unique but did not want the applicant to change this document now.

Rachel Ray asked the applicant that when he is having a discussion with the tenants about signs, how he is encouraging them to be innovative.

Mr. Starr said the tenants first ask about the rent and then what kind of signs they are permitted. So far, he said this MSP has been received really well and that the tenants understand that high quality signs are required. He agreed that broadening the scope of materials was needed. Ms. Ray said natural durable materials such as thick acrylic is suggested in the *BSD Sign Guidelines*. Mr. Papsidero said super graphics could be made out of foam or other materials and act as public art.

Mr. Starr agreed to clarify the General Regulations Matrix. He said it is possible he could have a tenant that leases a whole building, which would prompt them to request more signs but this would happen in the future and he would come back to request revisions to the MSP at that time.

Ms. Martin asked the applicant how he was administering this document and how Staff would know when Level 2 office tenants are permitted a sign. Mr. Starr said the sign language will be in the lease and all tenants will provide the City with a landlord approval during sign permitting.

Ms. Martin questioned how Staff should respond when asked about signs from a tenant when we may not know the specifics. The ART determined the answer is to "defer to the landlord".

Mr. Starr noted building C2 has an opportunity for four signs total and three have been spoken for by different office tenants. He indicated signs will be an economic decision even if the tenants are permitted a sign.

Ms. Husak indicated a question may come from the PZC about how the applicant will be able to encourage and achieve the edgy, clever, unique, and creative signs desired in the BSD.

Mr. Starr indicated the opinion of whether a sign is good or bad is not as subjective as for architecture for example.

Ms. Husak asked the applicant if he approved of the conditions 'as is' and asked that the MSP be revised per comments and recommendations in preparation for the PZC meeting on January 7, 2016. She said the materials will need to be received by December 29th for Staff's review and to be distributed on December 31st.

Vince Papsidero asked if there were any further questions or concerns regarding this case. [There were none.] He confirmed the ART's recommendation to the PZC for the January 7, 2015, meeting.

ADMINISTRATIVE

Vince Papsidero asked if there were any additional administrative issues or other items for discussion. [There were none.]

Mr. Papsidero adjourned the meeting at 2:50 pm.

As approved by the Administrative Review Team on January 7, 2016.

CASE REVIEWS

**2. BSD SRN – Bridge Park East, Blocks B&C
15-099MSP**

**Riverside Drive and Dale Drive
Master Sign Plan**

Claudia Husak said this is a request for a Master Sign Plan for a new 8.2-acre mixed-use development on the east side of Riverside Drive, south of the intersection with Tuller Ridge Drive. She said this is a request for review and recommendation of approval to the Planning and Zoning Commission for a Master Sign Plan under the provisions of Zoning Code Section 153.066.

The case was postponed from ART review to allow the applicant and staff additional time to review the materials and necessary modifications.

**3. BSD HTN – Bridge Park West
15-100ARB-MSP**

**94-100 North High Street
Master Sign Plan**

~~Jennifer Rauch said this is a request for a Master Sign Plan for a new mixed-use development on the east side of North High Street, approximately 280 feet north of the intersection with North Street. She said this is a request for review and recommendation of approval to the Architectural Review Board for a Master Sign Plan under the provisions of Zoning Code Section 153.066 and the *Historic Dublin Design Guidelines*.~~

~~The case was postponed from ART review to allow the applicant and staff additional time to review the materials and necessary modifications.~~

ADMINISTRATIVE

Vince Papsidero asked if there were any additional administrative issues or other items for discussion.

Marie Downie announced the ART meeting scheduled for Thursday, December 24th will be moved to Tuesday, December 22nd and the meeting scheduled for Thursday, December 31st will be cancelled.

Ms. Downie said the folders in the drop box and materials folders are being rearranged for a more streamlined process.

Mr. Papsidero adjourned the meeting at 2:15 pm.

- ~~6. Parapet Height — 6-foot maximum permitted — The request is to permit an increased parapet height to 8 feet on a portion of the Historic Mixed-Use building to screen exhaust equipment.~~
- ~~7. Street Wall Height — 3-foot maximum permitted — The request is to permit a varied street wall height to accommodate grade changes and ADA compliance.~~

~~Jeff Tyler asked if the color in the illustration for the enclosure was true to the color chosen for the project. Mr. Burmeister replied the color chosen is a darker brown than is shown on the graphic.~~

~~Vince Papsidero asked if there were any further questions or concerns regarding this case. [Hearing none.] He confirmed the ART's recommendation of approval to the ARB for a Minor Project Review with no conditions and seven Waivers.~~

CASE REVIEWS

**3. BSD SRN – Bridge Park East, Blocks B&C Riverside Drive and Dale Drive
15-099MSP Master Sign Plan**

~~Claudia Husak said this is a request for a Master Sign Plan for a new 8.2-acre mixed-use development on the east side of Riverside Drive, south of the intersection with Tuller Ridge Drive. She said this is a request for review and recommendation of approval to the Planning and Zoning Commission for a Master Sign Plan under the provisions of Zoning Code Section 153.066.~~

~~The case was postponed from ART review to allow the applicant and staff additional time to review the materials and necessary modifications.~~

**4. BSD HTN — Bridge Park West 94-100 North High Street
15-100ARB/MSP Master Sign Plan**

~~Jennifer Rauch said this is a request for a Master Sign Plan for a new mixed-use development on the east side of North High Street, approximately 280 feet north of the intersection with North Street. She said this is a request for review and recommendation of approval to the Architectural Review Board for a Master Sign Plan under the provisions of Zoning Code Section 153.066 and the *Historic Dublin Design Guidelines*.~~

~~The case was postponed from ART review to allow the applicant and staff additional time to review the materials and necessary modifications.~~

ADMINISTRATIVE

~~Vince Papsidero asked if there were any additional administrative issues or other items for discussion. [There were none.]~~

~~Mr. Papsidero adjourned the meeting at 2:30 pm.~~

~~As approved by the Architectural Review Board on November 19, 2015.~~

~~Historic Dublin Design Guidelines recommend the use of wood windows for historic structures. She asked for feedback from ART regarding this recommendation.~~

~~Jeff Tyler indicated the past remodeling and change of window materials has compromised the historical integrity of the structure. He said if the windows were replaced with the same size, he would not be opposed to the use of vinyl windows.~~

~~Donna Goss confirmed the replacement windows will honor the size of the original window opening.~~

~~Joe Nichols confirmed the new windows will be the same size as the existing windows but will be designed with fewer panes, which is closer to what would be expected for this historical structure. He described the existing lower windows as an aluminum 60s style and the upper windows as a white vinyl window. He said the replacements will be a brown vinyl; the exterior is a dark bronze and the grills from the side profile will appear as a wood clad window. He said the existing shutters do not match the window openings and are not of high quality, which is why he is requesting to replace them.~~

~~Mr. Papsidero asked if the shutters would be vinyl. Mr. Nichols explained the shutters are a custom width scaled appropriately to the window opening in a high quality vinyl with faux hardware.~~

~~Ms. Rauch said the applicant is considering changing the color scheme of the building in the future and want to ensure the new windows and shutters will coordinate with that color scheme in the long term.~~

~~Ms. Rauch suggested the applicant return November 12th for a recommendation from the ART to the ARB for the meeting on November 17, 2015.~~

CASE REVIEW

4. BSD SRN – Bridge Park East, Blocks B&C 15-099MSP

Riverside Drive and Dale Drive Master Sign Plan

Claudia Husak said this is a request for a Master Sign Plan for a new 8.2-acre mixed-use development on the east side of Riverside Drive, south of the intersection with Tuller Ridge Drive. She said this is a request for review and recommendation of approval to the Planning and Zoning Commission for a Master Sign Plan under the provisions of Zoning Code Section 153.066.

Ms. Husak presented parts of the Crawford Hoying MSP submittal. She asked the applicant to integrate the following changes in a revised submission:

- Clarify text and graphics.
- Create ways to insert and expand this document so all the information can be included in one document going forward.
- Expand the introduction for the MSP and note the intentions after.
- Continually note the process for permitting as signs come forward.
- Provide examples on the same page that sign types are described.
- Create generic drawings.
- Create an example for each building and show how it is measured - height from grade level is measured to the top of the sign.
- Include the information of the variances and deviations from the Code in the footnotes.

Matt Starr, Crawford Hoying Development Partners, asked if the look should be similar to the BSD Sign Guidelines. Ms. Husak answered affirmatively.

Vince Papsidero said the current MSP was a broad view from the ART's perspective and asked that the applicant make it as clear and tight as they can for easy evaluations for any reviewing body.

Mr. Papsidero asked the applicant to provide an explanation of the methodology of measuring three-dimensional signs like the 'copper pots' sign/sculpture example in the plan. He said measurements should be determined as it fits into a box or rectangle and to state the widest part of the sign/sculpture. He emphasized that how objects are measured needs to be clear.

Jeff Tyler suggested that the applicant provide a clear understanding of the MSP keeping the end-user in mind. He said this could include sign fabricators, reviewing bodies, or future applicants.

Joell Angel Chumbly, Kolar Design, said the applicant started with the BSD Code for meeting requirements but explained there are a lot of variables.

Ms. Husak referred to the chart in Crawford Hoying's MSP regarding streetscape elements and asked why it is part of the MSP. She said kiosks will be part of the city-wide approach to wayfinding signs. She encouraged the applicant to remove the table, chairs, and patio amenities. She explained patio umbrellas would only need to be included in a MSP if a tenant is requesting signs printed on the umbrellas.

Ms. Chumbly said the three pedestrian kiosks are installed for urban spaces in the BSD, which were included in this sign package but she said they can be removed. She said the applicant is also working with the City on other locations. She described the kiosks as modular systems in the same basic structure for all of the BSD under one mapping system. She explained there would be a temporary panel in place until a full system was in place. She said then the universal map would be owned by the City, used city-wide, and updated by the City.

Mr. Papsidero asked if a permit applies to the kiosks.

Ms. Chumbly said they would be placed on private property and not in the right-of-way.

Mr. Papsidero asked how the program would be regulated and if it would fall under the PZC's purview. Mr. Starr responded on-site approval, originally.

Mr. Papsidero said the kiosk cannot be commercial and used for tenant advertising.

Donna Goss said the kiosks serve more like a directory.

Mr. Tyler indicated the kiosks would be similar to the use in the Historic District of Dublin from a graphic standpoint.

Ms. Chumbly said the pedestrian kiosks will have a LED edge and that the applicant is working with EMH&T to get the right electric installed originally. She indicated this is part of the CIP package. Mr. Papsidero said he would clarify that.

Ms. Husak questioned allowances for the number of signs for tenant spaces that front along three streets.

Jennifer Rauch asked why window signs are not counted as one of the tenant signs. Russ Hunter, Crawford Hoying Development Partners, said that is true for both sides of the river. Ms. Rauch asked the ART if they were okay with that.

Mr. Papsidero said window sign descriptions had to be better defined in the MSP if they were going to be more for decoration than advertising. He asked if it could be a graphic.

Ms. Chumbly said the window signs would be connected to the brand. She asked if examples needed to be added to the MSP.

Ms. Rauch said all pieces should be brought together.

Ms. Husak said the allowance is 40% so it is possible the applicant could have more.

Mr. Tyler asked if there was going to be a difference between the two environments.

Ms. Husak asked why residential buildings are not contemplated as having identifiers. Mr. Hunter replied the residential building will be identified by address.

Mr. Starr said the addresses will be placed on the canopies located at the lobby entrances.

Ms. Chumbly said this is to achieve more neighborhood integration at the pedestrian level.

Mr. Starr added this is how they will market each building.

Mr. Hunter explained they did not want to give names to the buildings. He said people want to live in Bridge Park, not at the "Carlisle at Bridge Park in the Bridge Street District". He said it will make sense down on the ground.

Ms. Chumbly said the purpose is to guide people to the garages and then once they are walking, they will discover different places from the pedestrian level.

Mr. Tyler emphasized the need for signs to be large enough for the Fire Department to find. Alan Perkins added the minimum height is four inches.

Ms. Chumbly said the heights are 18 inches.

Sign size for scale purposes was discussed.

Ms. Husak indicated allowances could be made for a major tenant or an anchor tenant. Mr. Hunter said those tenants would be easy to identify by quantifying the square footage.

Ms. Chumbly referred back to the pots/pans projection sign. She noted the distance from the building and said it could be considered a sculpture rather than a sign. She said these types of installations would be determined by what feels right for the building as a placemaking element.

Mr. Papsidero agreed that if it was not defined as a sign but as a public art installation of an object it would require a permit. He said 80 square feet limits creativity.

Mr. Starr referred to the "bikes on the wall" example in the BSD Sign Guidelines and said it was an example larger than 80 square feet.

Ms. Chumbly indicated she would like to conduct more research. She asked if maybe the applicant could be given a range to stay within and base the size on the appropriateness of the structure. She suggested

a range such as 100 - 120 square feet may be more appropriate so the applicant would not have to come back each time.

Mr. Hunter said 100 – 140 square feet would be a really good idea.

Signs for parking garages were discussed.

Ms. Husak concluded that the applicant should send a mark-up of the changes requested to her and Staff will return their feedback to review. To allow time for this exchange of changes, she said the applicant would not have to return to the ART next week. She recommended the applicant return to the ART for Case Reviews on November 12th and plan on the ART's recommendation to the Planning and Zoning Commission on November 19th for the PZC meeting on December 3, 2015.

**5: BSD-HTN – Bridge Park West
15-100ARB/MSP**

**94-100 North High Street
Master Sign Plan**

~~Jennifer Rauch said this is a request for a Master Sign Plan for a new mixed-use development on the east side of North High Street, approximately 280 feet north of the intersection with North Street. She said this is a request for review and recommendation of approval to the Architectural Review Board for a Master Sign Plan under the provisions of Zoning Code Section 153.066 and the *Historic Dublin Design Guidelines*.~~

~~Ms. Rauch said she had the same comments that Ms. Husak had on the 15-099MSP Bridge Park East, Blocks B&C case.~~

~~Ms. Rauch noted the submitted MSP does not permit internally illuminated signs. She said Code permits internally illuminated and halo-lit signs and asked the applicant if they were limiting themselves. The applicants said they just wanted the "P" illuminated as a projecting sign for parking. Ms. Chumbly said halo illumination is desired.~~

~~Vince Papsidero said the applicant needs to produce examples that fit their desires with graphics to match.~~

~~Ms. Chumbly requested illumination be discussed further with the applicant.~~

~~Ms. Rauch asked the applicants to clarify when and where signs are permitted for tenants with corner frontage. She said she wants to the document to be clear as to what is defined as "corner frontage". She asked that the graphics demonstrate the allowances as well. Mr. Starr agreed to clarify.~~

~~Ms. Rauch noted there are graphics for projecting signs on the upper levels that are not listed in the table. She encouraged the applicant not to limit themselves and to be very clear about what is permitted in the MSP. She said the tenants they are lining up now for the various spaces might change later.~~

~~Russ Hunter, Crawford Hoying Development Partners, suggested being as flexible as possible.~~

~~Ms. Rauch questioned why some numbers and sizes differ while others are similar – projecting signs appear to be in line with the Code but the window signs and wall signs are permitted to be larger than Code permits. Ms. Chumbly answered various factors were considered: Code, scale of façade, architectural scale, and the distance the building was set back from the frontage. She asked if this was the right direction to which Ms. Rauch answered affirmatively.~~