



PLANNING REPORT

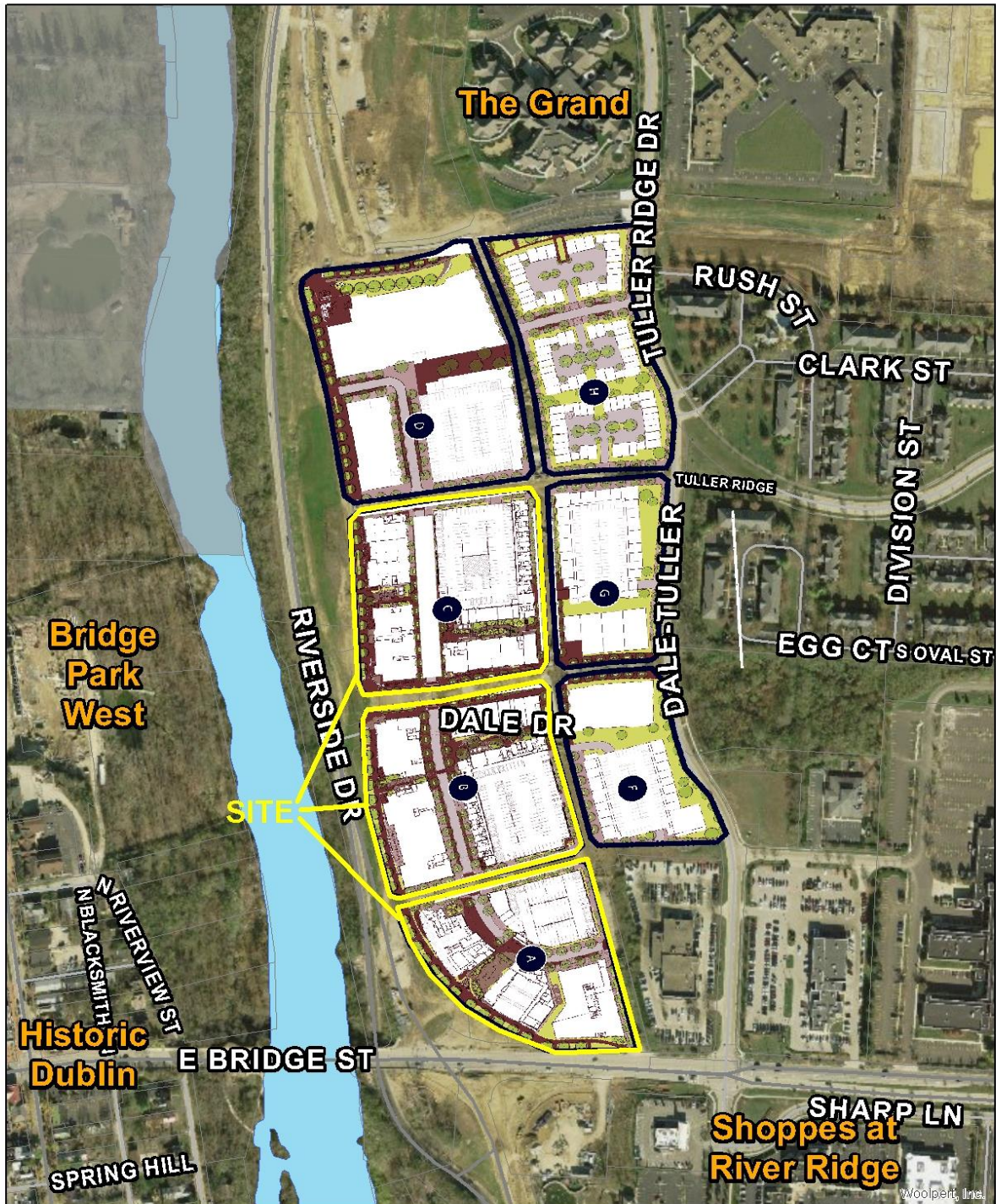
Planning & Zoning Commission

Thursday, June 8, 2017

Bridge Park – Blocks A, B, and C – AMENDED MASTER SIGN PLAN

Case Summary

Agenda Item	4
Case Number	17-045MSP
Proposal	An amendment to the Master Sign Plan for Blocks A, B, and C within the Bridge Park development.
Request	Review and approval of a Master Sign Plan under the provisions of Zoning Code Sections 153.065(H) and 153.066, and the Bridge Street District Sign Guidelines.
Site Location	East side of Riverside Drive north of the intersection with S.R. 161 and West Dublin-Granville Road.
Applicant	Matt Starr, Crawford Hoying
Case Manager	Nichole M. Martin, Planner I (614) 410-4635 nmartin@dublin.oh.us
ART Recommendation	<p>Approval with Conditions</p> <p>The proposal meets the requirements and intent for a Master Sign Plan and is consistent with surrounding signs approved for the Bridge Street District with the following conditions:</p> <ol style="list-style-type: none">1) The Master Sign Plan be revised to eliminate the proposed revisions to the signs related to the event center;2) The proposal be updated to clarify the maximum allowable size of a Logo/Name on Storefront Door is 1 square foot; and,3) The applicant provide a revised, approved Master Sign Plan to Planning prior to the filling of additional sign permits.





City of Dublin

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

0 200 400
Feet



Facts	
Site Area	±12.9 acres
Zoning	BSD-SRN, Scioto River Neighborhood District
Surrounding Zoning And Uses	<p>North: BSD-SRN, Future Mixed-Use Development (Block D, Bridge Park)</p> <p>East: BSD-SRN, Commercial Uses (Acura Dealership)</p> <p>South: BSD-SRN and CC-Community Commercial District, (Vacant Parcel and Wendy's)</p> <p>West: BSD-P, Public (Future Park, Scioto River)</p>
Site Features	<p><i>A Block</i></p> <ul style="list-style-type: none"> Bounded by Riverside Drive along the south and west, Mooney Way to the east, and Banker Drive to the north. AC Hotel and event center located along Riverside Drive. Public Parking Garage north and east of the hotel with access from Longshore Loop and Mooney Way, both private streets. <p><i>B & C Blocks</i></p> <ul style="list-style-type: none"> Bounded by Riverside Drive to the west, Mooney Street to the east, Banker Drive to the south, and Tuller Ridge Drive to the north with Bridge Park Avenue and Longshore Street providing internal circulation to the blocks. Eight mixed-use buildings containing retail, restaurants, office, residential, and parking. Four open space plazas providing an east-west pedestrian connection and a community amenity.
Case Background	<p><i>2016</i></p> <p>The Commission approved a request for a comprehensive Master Sign Plan (MSP) for Bridge Park Blocks B and C to permit a variety of sign types for retail and office tenants, and for the buildings as part of the development as a whole (address numerals, identification plaques etc.).</p> <p>The Commission subsequently approved an amendment to the approved MSP for Blocks B and C to include parking garage signs for the Longshore and Mooney garages.</p> <p><i>2017</i></p> <p>The Commission reviewed and approved a MSP for Bridge Park Block A. Due to the single use buildings within Block A, the Commission reviewed signs designed specifically for the AC Hotel, event center and garage based on the intent of a MSP and consistency with the BSD Sign Guidelines.</p>

Details	Master Sign Plan
Process	<p>Section 153.066 of the Zoning Code identifies requirements and regulations for Master Sign Plans (MSP) in the Bridge Street District. The following is an analysis by Planning based on those regulations.</p>
Proposal	<p>Amendments to a previously approved MSP for Bridge Park Blocks A, B, and C. The proposal for Block A is for an alternative sign design for the event center, The Exchange at Bridge Park. The proposal for Blocks B and C is to add allowances for sign types and conditions not considered at the time of the original submittal.</p>
Details	<p>A Block</p> <p>In March 2017, the Commission reviewed and approved two signs for the event center (Riverside Drive at 100 sf and Longshore Loop at 40 sf). The ART recommended approval, and the Commission supported the proposed size and design due to the subtle, architecturally-integrated nature of the thin font and lighting accents.</p>  <p><i>Approved – Riverside Drive – 100 sf</i></p> <p>The applicant is proposing two wall signs at the same locations, but slightly larger (Riverside Drive at 103 sf and Longshore Loop at 41 sf). Both signs are proposed as dimensional, pin-mounted, anodized aluminum letters finished in a gray paint (Driftwood Mica Cool). The letters will be internally illuminated with perforated face, backed with white acrylic. The font style is less architecturally integrated with the building.</p>  <p><i>Proposed – Riverside Drive – 103 sf</i></p>

Details

Master Sign Plan

The Code does not allow for MSPs for signs that are simply larger or more visible without additional consideration for unique sign design and display. For single buildings, MSPs are intended to allow for additional creativity and flexibility when the sign design is coordinated with the building.

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 based on the approved design's responsiveness to the architecture as required for MSPs for a single building.

More importantly, as part of the review Guide Studios, a sign graphics consultant used by Planning, reviewed the proposal. Its feedback noted that the proposal is not responsive to the geometric lines and architecture of the building. They noted that script fonts are less legible than more modern alternatives, despite the size of the sign. Additional recommendations were provided with respect to lighting and sign construction.

B & C Blocks

The modifications to the provisions for Blocks B and C are intended to address unanticipated requests or conditions that have come up through the leasing and sign permitting processes. The proposal is to permit two additional sign types: Tenant Leasing Window Cover and Logo/Name on 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, as described below.

Tenant Leasing Window Cover: These signs are intended to build excitement for new tenants prior to opening. It is a vinyl window covering with a solid background, with graphics not permitted to exceed 30% of the window area. The signs may be up to three colors, do not require a sign permit, and are proposed to be permitted for 180 days or less.

Logo/Name on Storefront Door: The sign type is proposed to be consistent with the language already in the BSD Code permitting a one square foot window signs on public entrances to tenant spaces provided that the sign is a single low-chroma color.

Tenant Licensee: The intent is to permit a tenant with a subtenant to abdicate no more than one of their permitted signs. The total number of signs, permitted locations, and design standards are all proposed to remain the same.

Analysis	Master Sign Plan
Process	Section 153.065(H)(2)(e) of the Zoning Code identifies the purpose of a Master Sign Plan. The following is an analysis based on the standards outlined in the Bridge Street District Code.
1) <i>Allow a greater degree of flexibility in sign design and display.</i>	Criterion met: The proposed sign plan utilizes the flexibility of the master sign plan to create unique and visually appealing signs that complement the sign character throughout the district.
2) <i>Intended for multiple signs for a single building or a group of buildings to ensure the requested signs work in coordinated fashion.</i> <i>Conditions 2 and 3</i>	Criterion met with Conditions: The sign plan is for multiple buildings being developed under the Bridge Street District requirements. The plans will need to be updated to address any inconsistencies, and a complete, approved sign plan will need to be provided to Planning for all the Blocks included in this application.
3) <i>Not intended to simply permit larger or more visible signs, or additional signs without consideration for unique sign design and display.</i> <i>Condition 1</i>	Criterion met with Conditions: The sign plan responds to visibility and wayfinding needs of the uses while working within the Bridge Street District sign standards. The applicant will need to revise the sign package to eliminate the event center from the proposal as it does not meet the intent for a MSP.
4) <i>Maintains the purpose and intent of the sign and graphics standards for the applicable BSD Zoning District.</i>	Criterion met: The proposal adheres to a number of the Bridge Street District sign standards while deviating to work with the architecture and location. Elements were included such as the wall sign, to add character. The deviations promote creative and unique sign designs and meet the intent of the Bridge Street District and BSD Sign Guidelines.

Recommendation	Master Sign Plan
Approval	<p>The proposed modifications to Blocks B and C meet the requirements for a Master Sign Plan and are consistent with surrounding signs throughout the Bridge Street District. The proposal for the event center is not consistent with the intent of the MSP or the BSD Sign Guidelines. ART recommends approval to the Planning and Zoning Commission with three conditions:</p>
Conditions	<ol style="list-style-type: none">1) The Master Sign Plan be revised to eliminate the proposed revisions to the signs related to the event center; and,2) The proposal be updated to clarify the maximum allowable size of a Logo/Name on Storefront Door is 1 square foot; and,3) The applicant provide a revised, approved Master Sign Plan to Planning prior to the filling of additional sign permits.