



## RECORD OF ACTION

# Planning & Zoning Commission

Thursday, March 16, 2023 | 6:30 pm

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

**MOTION:** Mr. Supelak moved, Mr. Way seconded, to accept the documents into the record.

**VOTE:** 6 – 0.

**RESULT:** The documents were accepted into the record.

### RECORDED VOTES:

Lance Schneier	Yes
Rebecca Call	Yes
Mark Supelak	Yes
Kim Way	Yes
Warren Fishman	Absent
Jamey Chinnock	Yes
Kathy Harter	Yes

### STAFF CERTIFICATION

DocuSigned by:

*Jennifer Rauch*

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Jennifer M. Rauch, AICP  
Planning Director





## RECORD OF ACTION

# Planning & Zoning Commission

Thursday, March 16, 2023 | 6:30 pm

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

### 1. Penzone Base One at 6671 Village Parkway 22-169AFDP

### Amended Final Development Plan

Proposal: Exterior modifications and associated site improvements for an existing building on a 3.52-acre site zoned Bridge Street District, Sawmill Center Neighborhood.

Location: Northwest of the roundabout of Village Parkway and Bridge Park Avenue.

Request: Request for review and approval of an Amended Final Development Plan under the provisions of Zoning Code Section 153.066.

Applicant: Mike Burmeister, Meyers+Associates

Planning Contact: Taylor Mullinax, Planner I

Contact Information: 614.410.4632, tmullinax@dublin.oh.us

Case Information: www.dublinohiousa.gov/pzc/22-169

**MOTION 1:** Mr. Supelak moved, Mr. Way seconded, to approve the following Waiver:

§153.062 (E)(1)(c, d) Permitted Secondary Materials – Simulated wood cladding is not permitted.  
Request: To permit Trespa Meteon simulated wood cladding panels as a secondary building material.

**VOTE:** 6 – 0.

**RESULT:** The Waiver was approved.

#### RECORDED VOTES:

Lance Schneier	Yes
Rebecca Call	Yes
Mark Supelak	Yes
Kim Way	Yes
Warren Fishman	Absent
Jamey Chinnock	Yes
Kathy Harter	Yes

**MOTION 2:** Mr. Supelak moved, Mr. Schneier seconded, to approve the Amended Final Development Plan with four (4) conditions, as modified:

- 1) The applicant work with staff to provide updated plans including all materials depicted on pages 19 and 20, subject to staff review and approval, prior to building permitting;
- 2) The applicant continue to work with staff to provide additional details for the removal of the existing wooden stairs outside of the exit door on the northeast elevation, subject to staff review and approval, prior to building permitting;



**1. Penzone Base One at 6671 Village Parkway  
22-169AFDP**

**Amended Final Development Plan**

- 3) That all existing landscaping that is in poor condition, or has been missing and not replaced, shall be brought into compliance with the proposed landscape plan, subject to staff review and approval, at building permitting; and
- 4) The applicant continue to work with Engineering to provide positive drainage across all impervious surfaces away from the building, to the satisfaction of the City Engineer.

**VOTE:** 6 – 0.

**RESULT:** The Amended Final Development Plan was approved.

**RECORDED VOTES:**

Lance Schneier	Yes
Rebecca Call	Yes
Mark Supelak	Yes
Kim Way	Yes
Warren Fishman	Absent
Jamey Chinnock	Yes
Kathy Harter	Yes

**STAFF CERTIFICATION**

DocuSigned by:

*Taylor Mullinax*

D9CF1A1C484149E

Taylor Mullinax, Planner I





# MEETING MINUTES

## Planning & Zoning Commission

Thursday, March 16, 2023

### CALL TO ORDER

Ms. Call, Chair, called the meeting to order at 6:30 p.m. and welcomed everyone to the March 16, 2023 Planning and Zoning Commission meeting. She stated that the meeting also could be accessed at the City's website. Public comments on the cases were welcome from meeting attendees and from those viewing at the City's website.

### PLEDGE OF ALLEGIANCE

Ms. Call led the Pledge of Allegiance.

### ROLL CALL

Commission members present: Rebecca Call, Jamey Chinnock, Lance Schneier, Kathy Harter, Mark Supelak, Kim Way

Commission members absent: Warren Fishman

Staff members present: Jennifer Rauch, Thaddeus Boggs, Taylor Mullinax, Heidi Rose

### ACCEPTANCE OF DOCUMENTS/APPROVAL OF MINUTES

Mr. Supelak moved, Mr. Way seconded acceptance of the documents into the record.

Vote: Mr. Chinnock, yes; Mr. Schneier, yes; Ms. Harter, yes; Ms. Call, yes; Mr. Supelak, yes; Mr. Way, yes.

[Motion approved 6-0.]

Ms. Call stated that the Planning and Zoning Commission is an advisory board to City Council when rezoning and platting of property are under consideration. In such cases, City Council will receive recommendations from the Commission. In other cases, the Commission has the final decision-making responsibility. Anyone who intends to address the Commission on administrative cases must be sworn in. Ms. Call swore in meeting attendees intending to provide testimony on the cases on the agenda.

### NEW CASES

1. **Penzone Base One at 6671 Village Parkway, 22-169AFDP, Amended Final Development Plan**

Exterior modifications and associated site improvements for an existing building on a 3.52-acre site zoned Bridge Street District, Sawmill Center Neighborhood, located northwest of the roundabout of Village Parkway and Bridge Park Avenue.

## **Case Presentation**

Ms. Mullinax stated that this is a request for review and approval of an Amended Final Development Plan (AFDP) for the existing Charles Penzone Base One office building. Upon review and approval of the AFDP by the Planning and Zoning Commission (PZC), the applicant may proceed to Building Standards for building permitting. The site is developed with two existing buildings, the Penzone Base One office building, built in 1991 and the Charles Penzone Salon and Spa, built in 2018, along with parking, sidewalks or shared use paths, patios, and vegetation. The site is surrounded by the Greystone Mews neighborhood to the west and the Dublin Village shopping center to the east. There is a retention pond directly to the southwest of the site. In May 2018, the Administrative Review Team (ART) approved a Minor Project Review (MPR) for a 430 SF patio and associated site improvements for the Charles Penzone Salon and with two conditions. Similar improvements are now proposed for the existing office building. Staff has received and answered several public comments regarding this application concerning open space, accessibility and patio design. Those comments and responses were provided in the Commission's meeting packet. To clarify, the two buildings on this site were constructed at different times. The Salon and Spa building was approved in 2018, after the adoption of the Bridge Street District (BSD) Code in 2012. The Base One office building was approved and built in 1991, prior to the adoption of the BSD Code; therefore, the proposed patios for the office building are considered an accessory use and site improvement. The BSD Code open space standards are not applicable to the existing development. If it were a new development, the patios would be required to meet those requirements.

The applicant is proposing an AFDP for exterior modifications for the existing site and office building to enhance the overall appearance and to align with the adjacent salon and spa building. The proposed improvements are listed as follows:

### Site Modifications

- Construct three paver patios;
- New patio furniture including chairs, benches, tables, fire pit;
- Install fencing surrounding two patios;
- Install a limestone retaining wall; and
- Install new site landscaping to be mixed with existing landscaping.

### Building Modifications

- Remove and replace the asphalt shingle roof;
- Paint existing stucco and soffits;
- Paint existing brick with a semi-transparent stain;
- Remove and replace existing stucco with a simulated wood panel cladding;
- Construct two new canopies; and
- Remove and replace the existing light fixtures with new decorative wall sconces.

The applicant is proposing to construct three Wausau paver patios within a landscape area along the northeast/Village Parkway façade of the building. The patios will be open and the two end patios will be enclosed with a black aluminum fence enclosure for private events, which could include the sale or use of alcohol. The third, middle patio space is designated for public use. The patios will contain a variety of patio furniture as mentioned in the summary and will be accented

with planters, side tables, fire pits, and string lighting. New walkways will connect the patios to the existing shared use path along Village Parkway and between the Penzone Base One office building and the Penzone Salon. The neighborhood standards are met with this application, which encourage redevelopment to promote active, walkable destinations through improved access. The application meets lot coverage and setback requirements. A feasibility assessment was provided, which indicates positive drainage for the new, impervious patios and the walkway. New landscaping will be added to bring the landscaping into compliance with the BSD Code. Three trees will be removed and replaced by more than what is required by Code. A limestone retaining wall will be added near the south patio to reduce the impact to the critical root zone of the existing trees. The asphalt shingle roof will be replaced, and all building façades will be renovated by painting the existing stucco grey and black; the existing brick a semi-transparent white stain; and the soffits and trim white. In the Bridge Street District, a precedent for painting brick was established by the PZC approval for First Watch in July 2022. Minimal amounts of existing stucco on each elevation will be replaced with Trespa Meteon simulated wood-panel cladding for accent purposes. In the BSD Code, simulated wood cladding is not a permitted material; therefore, a waiver would be required. Mark Ford, Ford & Associates Architects, has provided a material review, which was included in the meeting packet. The renovation also will include the addition of canopies, updated light fixtures and replacement of the existing wooden stairs at the main entrance. Staff recommends approval of the waiver with no condition and the AFDP with four conditions, one of which is that the outdoor furniture be the same design, material and color, as required by Code.

### **Commission Questions for Staff**

Ms. Harter inquired if the enclosing fence would have a lock.

Ms. Mullinax responded that it would have a gate, but not a lock.

Ms. Harter inquired if the Fire Department would consider it a safety hazard if a lock were to be added.

Ms. Mullinax responded that what is proposed is similar to the patio improvements that were made for the Salon and Spa, which has no locking mechanism; however, staff can look into it further, if the Commission desires.

Ms. Rauch stated that, typically, such items are handled as part of the Building Permit process.

Ms. Harter inquired if protective fencing would be provided for the trees intended to be retained to ensure they are not damaged.

Ms. Mullinax responded that all trees that will be retained would be protected during construction.

Ms. Call inquired about the image of the Trespa material on p. 7 of the consultant's review, which shows two exposed fasteners at the windowsill. Are there some situations in which the installation requires exposed fasteners?

Ms. Mullinax deferred to the applicant to respond to the question.

### **Applicant Presentation**

Mike Burmeister, Meyers+Associates, 1500 West First Avenue, Columbus, OH 43212, representative for the applicant, stated that he is available to answer questions.

### **Commission Questions for the Applicant**

Mr. Chinnock inquired if the installation of the Trespa material would be of planks or panels.

Mr. Burmeister responded that typically, it involves large, stacked planks. In regard to the earlier question about exposed fasteners, typically, the detailing in their process does not result in any visible screws, as that would be considered a failure point.

Mr. Chinnock inquired if the planks would be butted against each other, with no gaps between the planks.

Mr. Burmeister responded affirmatively. It is a lapped siding approach, essentially, a rainscreen product, which enables water to flow behind the material and drain out.

Ms. Call requested Mr. Burmeister to respond to the image of the exposed fasteners shown.

Mr. Burmeister stated that it appears to be a situational issue. The fasteners should be behind the corner bead or fastened to the trim piece behind or at the top before the next plank laps over it.

Mr. Way stated that in the material provided, there is a reference to materials installed on curved surfaces. How does that relate to this project?

Mr. Burmeister responded that they do not have a curved surface in the plan, but there is an arch.

Mr. Way stated that the south elevation is the only area where the material will be used. Is it on the roof of the arch, as well? Is it used any other place?

Mr. Burmeister responded that is used on the roof of the arch. There are two locations with that type of archway; there is one on the north façade, as well.

Mr. Way stated that the architectural drawing on page 6 of the graphic document shows a different material than is shown in the color drawing. The horizontal section does appear to be wood.

Mr. Burmeister responded that the graphic is not showing it correctly; the section will be wood.

Mr. Way stated that the information provided indicates that the fencing around the patio would be aluminum picket, but the drawing description indicates it is steel.

Mr. Burmeister responded that the intent is that it will be the same aluminum product used on the other Penzone properties.

Mr. Way stated that on the material plans, the landscape lighting and planter were missing material descriptions.

Ms. Mullinax responded that there are some discrepancies in the labeling, and a condition of approval has been added that the applicant work with staff to correct those labels/descriptions to provide clarity.

Ms. Call inquired if that item is reflected in Condition #1.

Ms. Mullinax responded that Condition #1 addresses the patio furniture design and color compatibility.

Mr. Chinnock inquired if the wood section to which Mr. Way referred was Trespa simulated wood.

Mr. Burmeister responded that where wood is referenced in the information, it is simulated wood.

Ms. Harter inquired if the existing artwork would be retained.

Mr. Burmeister responded affirmatively, and the intent is to add more to the property. As they develop the plan regarding location of art in the project, they would involve staff in the discussions.

Ms. Harter inquired if a stucco paint would be used and how often the stucco would need to be repainted.

Mr. Burmeister responded that the paint that will be used is compatible with stucco; those paint products typically have a 10-15 year warranty. Stucco repairs would be made before painting occurs.

### **Public Comments**

There were no additional public comments.

### **Commission Discussion**

Mr. Supelak pointed out that in the past, the Commission has not been supportive of the use of simulated wood. He has some experience with the Trespa product, and it weathers well. The past issue with the product has been with its aesthetics, or its questionable appearance as real wood. These products are continually improving, and the image shown in the materials has a real wood appearance. Since the proposal is to use the product in a limited manner as a secondary material, he believes this is an opportunity for a pilot for the City.

Mr. Schneier stated that he is supportive of the project. The only issue he has is with the interpretation of the Code in regard to furniture selections. The applicable Code Section 153.059 concerns outdoor dining and seating furniture for a restaurant. He does not believe the serving of food or alcohol on private property is the same situation. The type of furniture the applicant places in their office patio does not fall within the purview of the Commission; therefore, he would recommend the reference to furniture selections be eliminated from the condition.

Ms. Call requested legal clarification of the Code requirement in regard to exterior dining furniture in an open space of a commercial property.

Mr. Boggs responded that in General Definitions, Section 153.002, outdoor dining and seating is defined as an area accessory to an eating and drinking facility or a retail business in which food and beverages are served, offered for sale, or are available for consumption outside of the principal structure. What is proposed is an area exterior to the principal structure, a retail business, where beverages are contemplated to be served or offered for sale or consumption. In Section 153.059 (G)(1), the reference is to outdoor dining and seating areas and furniture. Subsection (G)(4) indicates that dining furniture shall be of the same design, material and color for all furniture associated with the use. It addresses dining furniture, rather than dining and seating furniture. Therefore, this would be a matter of interpretation. Is it the Commission's preference to be strictly textual or to take an interpretative view?

Ms. Call stated that the Commission's decision on this question would have a greater impact than with this application only. She inquired if the applicant was willing to work with staff to meet the furniture selection criteria.

Mr. Burmeister responded affirmatively.

Ms. Call stated that although this applicant has no concerns with working with staff on the selection, the Commission has identified a section of Code that is ambiguous. It is important to know if Council agrees with the Commission's interpretation, which is that the Code refers to outdoor dining areas and outdoor seating areas as two different elements. If Council is in agreement, a Code amendment could be recommended for adoption.

Ms. Rauch responded that staff would consider the best manner to address this issue going forward.

Ms. Call stated that in this case, the applicant has no objection to the condition as worded.

[Discussion of the wording of the condition continued.] Commission consensus was that the language of Condition 1 be revised to use the word “all materials” instead of furniture and to insert the page numbers (19 and 20) on which the items are depicted.

Mr. Way, Ms. Harter and Mr. Chinnock indicated support of the application.

Mr. Chinnock stated that he agrees that the use of Trespa should be considered on a case-by-case scenario. With this project, Trespa may be better than wood, as the modern element brings an updated look to the building. He likes the use of Trespa as a secondary or tertiary material and supports its use for this project.

Ms. Call stated that she is also supportive of its use for this project. The Commission has reviewed several previous applications for use of the material, and they were not approved. The City prides itself on having buildings with longevity, which reflects the quality of building materials used. City Code does not permit wood-clad materials, primarily as there are no cases of its proven experience. Because the previous applications proposed use of the material in prominent locations and on buildings that had not been modified in 30 years, the Commission was not supportive. At this point, the Commission is still not supportive of adopting the use of this material as a primary or secondary material, due to its lack of experience. The City will be looking closely at the limited use and quality of installation in this case. The Commission must do its due diligence, however, in calling out to the applicant that this is an unproven material for Dublin, in the event the applicant needs to replace it in a few years.

Mr. Supelak moved, Mr. Way seconded approval of a Waiver to City Code Section 153.062 (E)(1)(c, d) - Permitted Secondary Materials to permit Trespa Meteor simulated wood cladding panels as a Secondary Building Material.

Vote: Ms. Harter, yes; Mr. Schneier, yes; Mr. Chinnock, yes; Ms. Call, yes; Mr. Supelak, yes; Mr. Way, yes.

[Motion approved 6-0.]

Mr. Supelak moved, Mr. Schneier seconded approval of the Amended Final Development Plan with the following four (4) conditions as modified:

- 1) The applicant work with staff to provide updated plans including all materials depicted on pages 19 and 20, subject to staff review and approval prior to building permitting;
- 2) The applicant continue to work with staff to provide additional details for the removal of the existing wooden stairs outside of the exit door on the northeast elevation, subject to staff review and approval, prior to building permitting;
- 3) That all existing landscaping that is in poor condition, or has been missing and not replaced, be brought into compliance with the proposed landscape plan, subject to staff review and approval, at building permitting; and
- 4) The applicant continue to work with Engineering to provide positive drainage across all impervious surfaces away from the building, to the satisfaction of the City Engineer.

Vote: Mr. Chinnock, yes; Ms. Harter, yes; Mr. Supelak, yes; Ms. Call, yes; Mr. Schneier, yes; Mr. Way, yes.

[Motion approved 6-0.]

## COMMUNICATIONS

- **Envision Dublin – Community Plan Update**

Ms. Rauch presented an overview of the City's Community Plan Update process, which was initiated in late 2022. She has provided a detailed presentation of the process to City Council and would like to provide the same to the Commission.

The Community Plan is a vital policy document that influences development growth and infrastructure expansion. The existing Community Plan was last updated in 2013. It was a minor update and was provided in an interactive, electronic format to allow for more engagement and for incorporation of Area Plan amendments. The last comprehensive review of the Community Plan was in 2007. The update now being undertaken also will be a comprehensive review, including traffic modeling, utilities and fiscal analysis. The intent is that the new update will be user friendly.

The City has completed or is engaged in significant projects and studies, throughout various divisions of the City, including curbside management, railway/passenger rail, SR161 Corridor visioning, Parks and Recreation Master Plan and economic development strategies. Those studies will help in setting the framework for the Community Plan update. In 2022, Planning issued an RFP and selected Houseal Lavigne to be the consultant lead on the project.

Task 1, Project Initiation, will involve data collection; meeting with department leaders and elected officials; community education; review of relevant studies; project branding; fiscal modeling; innovative technology including 3D modeling and urban GIS.

Task 2, Public Engagement, is a key component for everything the City does, particularly the Community Plan, because it impacts everyone in the City. The project management plan includes public engagement throughout. The process will involve a steering committee, various tasks and the use of many strategies. At the recent State of the Community, there was opportunity for the community to have a first look at the anticipated Community Plan process. Map.Social, an interactive mapping system, will allow the community to identify, map and comment on geographic areas of the community.

Some important dates in the Community Plan Update process are:

- March 9, 2023 - State of the Community [completed]
- April 17, 2023, 6-8:00 p.m., Council Chamber – City Council, Boards and Commission Work Session
- April 18, 2023 – First Steering Committee meeting
- April 18, 2023, 6-8:00 p.m., Council Chamber - Public Meeting

The proposed composition of the Steering Committee is as follows:

- (2) Members of City Council
- (2) Members of the Planning and Zoning Commission
- (1) Member of the Architectural Review Board
- (1) Member of City Administration
- (1) Member representing Washington Township
- (1) Member representing the Dublin and Hilliard School Districts (Administration)
- (1) Member representing the Historic District
- (2) Members representing the development community
- (2) Members representing the corporate resident community

- (1) Member of the Community Inclusion Advisory Committee
- (1) Member representing the Dublin and Hilliard School Districts (youth)
- (1) Member representing sustainability efforts
- (2) Members at large

Task 3, 4 and 5 – These tasks take an in-depth look at the existing conditions analysis and needs assessment, the Community Vision and goals, and the development of three land use scenarios based on fiscal, transportation and utility impacts.

Tasks 6, 7 and 8 – These tasks involve refinements of Subarea Plans; development of a draft Preliminary Land Use Plan; final recommendations and policy direction; and a final draft of the updated Community Plan for approval.

Ms. Rauch stated that the goal is to complete the Community Plan Update process by the end of First Quarter 2024.

Ms. Call inquired about the representation in the planning process, and suggested involving representation from past Citizen Academies.

Ms. Rauch responded that they work closely with Ms. Nardecchia and her team. Individuals can be trained to have related discussions with their neighborhoods. The intent is to involve previously engaged residents. There are many ways in which to involve the greater City population.

Mr. Way inquired if the joint meeting on April 17 would be facilitated, have an agenda, and if there would be homework involved.

Ms. Rauch responded that the meeting will be facilitated by the consultant. There will be an agenda and the Commission will know beforehand what the meeting expectations will be.

Mr. Way stated that the Commission has grappled with several land use-related issues in the time he has been a member. Would it be appropriate to bring those up at this first meeting with the consultant, or will it primarily be an introduction to the process?

Ms. Rauch responded that the format of the meeting has not yet been finalized, but she believes it would be appropriate to point out any key issues the Commission believe should be addressed.

Ms. Call suggested that, as homework, Commissioners should email staff any topics on which they would like the Community Plan Update to provide more direction.

Ms. Call stated that the list of proposed steering committee members includes Washington Township, but not Franklin, Union or Delaware counties or the Police Department.

Ms. Rauch responded that the goal is to look at the local level impact, and Washington Township provides emergency and fire services. The City has agreements with them, so we want to ensure we understand their needs. The Police Department is part of the City structure, so they are already engaged in the process. However, there will be stakeholder groups involved, so there will be opportunity to meet with County parties to ensure we understand their perspective and concerns.

Mr. Supelak stated that Dublin is developing to the northwest into a neighboring jurisdiction. Is that entity privy to or a participant in this conversation?

Ms. Rauch stated that there are many municipalities and entities on the City of Dublin's border, which will be impacted. Historically, we have reached out to them to understand their future land use plans. The City is engaged in regional participation, including, for example, with LUC (Logan-Union-Champaign) Regional Planning Commission, the NW 33 Innovation Corridor Council of Governments, and the Delaware Regional Planning Commission. We will solicit their input and

perspective in our Community Plan Update process. The Land Use scenarios would be impacted by the City's negotiated service areas. Future Land Use is shown outside City boundaries, and the goal is to work cooperatively.

Mr. Way stated that he believes Plain City will be initiating a Community Planning process, as well. Ms. Rauch stated that the City of Dublin has a good working relationship with neighboring entities.

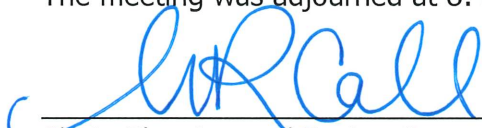
- **Upcoming Meeting Dates**

Ms. Rauch reminded Commissioners of the following:

1. 2023 APA National Conference will be held April 1-4 in Philadelphia, PA. Commissioners interested in attending should contact Ms. Beal.
2. Community Plan Update Work Session is scheduled for 6-8 pm, Monday, April 17 in Council Chamber. City Council, Planning & Zoning Commissioners and Architectural Review Board members will participate.
3. Community Plan Update Public Meeting is scheduled for 6-8 pm, Tuesday, April 18 in Council Chamber.
4. The next regular meeting of PZC meetings are scheduled for 6:30 pm, Thursday, April 6 and April 20, 2023.

## **ADJOURNMENT**

The meeting was adjourned at 8:45 p.m.

  
\_\_\_\_\_  
Chair, Planning and Zoning Commission

  
\_\_\_\_\_  
Assistant Clerk of Council



## RECORD OF ACTION

# Planning & Zoning Commission

Thursday, December 7, 2017 | 6:30 pm

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

### 2. BSD SCN – Charles Penzone – The Grand Salon 17-097MSP

### 6645 Village Parkway Master Sign Plan

Proposal: A Master Sign Plan for the 12,000-square-foot Charles Penzone Grand Salon on a 1.8-acre parcel, zoned Bridge Street District, Sawmill Center Neighborhood.

Location: West of Village Parkway, north of the roundabout with Shamrock Crossing Boulevard.

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

Applicant: Christopher Meyers, AIA represented by; James Herbeck, Charles Penzone Grand Salon.

Planning Contact: Lori Burchett, AICP, Planner II.

Contact Information: 614.410.4656, lburchett@dublin.oh.us

**MOTION:** Mr. Stidhem moved, Mr. Miller seconded, to approve a Master Sign Plan with two conditions:

- 1) That the applicant provide an approved MSP containing all approved signs, locations, dimensions, lighting, and colors to Planning, prior to sign permitting; and
- 2) That the applicant remove the existing ground sign at the time of installation of the proposed ground sign.

**VOTE:** 7 – 0.

**RESULT:** The Master Sign Plan was approved.

#### RECORDED VOTES:

Victoria Newell	Yes
Stephen Stidhem	Yes
Amy Salay	Yes
Cathy De Rosa	Yes
Robert Miller	Yes
Deborah Mitchell	Yes
Warren Fishman	Yes

#### STAFF CERTIFICATION

\_\_\_\_\_  
Lori Burchett, AICP, Planner II



**1. BSD HTN – Bridge Park West – Building Z2 & Bridge Landing 88 North High Street  
17-086PP/FP Preliminary Plat/Final Plat**

The Chair, Victoria Newell, said the following application is a proposal for the subdivision of 2.57 acres into four lots for Building Z2 of Bridge Park West, the bridge landing and the associated plaza. She said the site is located east of North High Street, approximately 200 feet northeast of the intersection with North Street. She stated this is a request for a review and recommendation of approval to City Council for a Preliminary Plat and a Final Plat under the provisions of the Subdivision Regulations.

The Chair left this case on the Consent Agenda so no formal presentation is needed. She said there is one condition of approval:

- 1) That the applicant ensures that any minor technical adjustments to the plat are made prior to City Council submittal.

Logan Stang said the applicant was in agreement with the condition.

**Motion and Vote**

Mr. Stidhem moved, Ms. Mitchell seconded, to recommend approval to City Council for the Preliminary and Final Plats with the following condition:

- 1) That the applicant ensures that any minor technical adjustments to the plat are made prior to City Council submittal.

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

**2. BSD SCN – Charles Penzone – The Grand Salon 6645 Village Parkway  
17-097MSP Master Sign Plan**

The Chair, Victoria Newell, said the following application is a proposal for signs for the 12,000-square-foot Charles Penzone Grand Salon on a 1.8-acre parcel, west of Village Parkway, north of the roundabout with Shamrock Crossing Boulevard. She stated this is a request for a review and approval of a Master Sign Plan under the provisions of Zoning Code Section 153.066. She said the Commission has final authority on this case and witnesses will have to be sworn-in.

The Chair swore in anyone intending to address the Commission on this case.

Lori Burchett presented an aerial view of the site and she noted the salon is located south of the existing salon on the west side of Village Parkway, just north of the roundabout with Shamrock Blvd. The proposed site plan was presented. Ms. Burchett pointed out the locations of each sign. She stated the Master Sign Plan will allow for four signs including two wall signs, one ground sign, and a new sign type—a canopy edge sign. She said that the Canopy edge sign has been used in other areas in Bridge Park. She noted one wall sign will face Village Parkway and the other wall sign would face the main parking area on the north elevation.

Ms. Burchett presented the north and east elevations of the building to show the two proposed wall signs. She said the proposed sign on the north, which faces the parking lot is proposed as a ±34-square-foot sign, which is internally illuminated with individual white channel letters and black returns at a height of 16 feet, 6 inches from grade to the top of the sign. As proposed this sign meets the BSD Code requirements, she said, which permits a 50-square-foot sign located within the first story of the building. She said the second wall sign on the east elevation is proposed at ±66 square feet and it would be a

white sign, channel-cut, back lit letters mounted on a 230-square-foot black metal panel cabinet that is lit around the edges. She added the letters are mounted 12 feet from grade within the panel. She presented a close-up of the sign as proposed on the east elevation. She noted the letters are mounted 12 feet above grade within the panel. The metal cabinet is  $\pm 14$  feet, 4 inches from grade to the top of the cabinet. The metal cabinet will conceal gas meter mechanical equipment and the illumination light source equipment for the individual white channel letters with black returns mounted vertically on top of the metal cabinet.

The south and west elevations were presented next. Ms. Burchett said the south elevation would contain a canopy edge sign, which is 34 square feet in size, at a height of 20 feet from grade to the top of the sign. She said this sign is internally illuminated with white channel letters with black returns and is the same size as the sign on the north elevation.

Ms. Burchett said the applicant is also requesting a ground sign that will be located south of the access entrance from Village Parkway. The sign, she described as a  $\pm 18$ -square-foot monument sign with a painted black metal enclosure with white channel cut back lit letters. She said the sign is 4 feet high from grade to the top of the sign and each letter is approximately 1 foot, 4 inches in height. The base, she said, is a cultured stone to match the material used in the principal structure. She said the sign is setback 19 feet from the western property line. She concluded the BSD Code allows for one ground sign per street frontage at a maximum of 24 square feet in size, 8 feet in height, and setback 8 feet from the required building zone; therefore, the sign as proposed would meet those requirements.

Ms. Burchett reported that Staff and the Administrative Review Team (ART) has reviewed this application against the BSD Sign Design Guidelines as well as the intent of the Master Sign Plan. Therefore, she concluded both recommend approval with two conditions:

- 1) That the applicant provide an approved MSP containing all approved signs, locations, dimensions, lighting, and colors to Planning, prior to sign permitting; and
- 2) That the applicant remove the existing ground sign at the time of installation of the proposed ground sign.

Warren Fishman asked for the total number of signs being requested to which Ms. Burchett answered four signs. He reported he visited the site today and since the building is under construction it is hard to visualize the signs. He asked how many signs a person in a vehicle driving by would see at one time. Ms. Burchett deferred to the applicant's representative but it would depend on the perspective. She said from a corner, she thought perhaps two signs could be visible. He said that when he drove by today, he thought at least two signs could be visible at a time from either direction. He indicated he did not have any problem with any of the signs, he has a problem with the number of signs which is producing sign clutter in that area.

Amy Salay said she agreed with Mr. Fishman and affirmed she too did not have any trouble with any of the individual signs and she likes the sign on the east elevation. She said the existing building has a ground sign. She asked if there was signage on the north side of that building. Ms. Burchett said the only sign associated with the existing facility is the ground sign.

Mr. Fishman confirmed there would be four new signs and no signs associated with the existing building.

Victoria Newell asked if the applicant was proposing more signs than are permitted in the BSD. Ms. Burchett said the applicant is proposing one more sign than is permitted based on the single frontage; also having an additional wall sign where they would only be permitted one wall sign. She clarified the applicant is permitted a wall sign and a ground sign.

Ms. Salay said a canopy edge sign is also proposed along with the additional wall sign.

The Chair invited the applicant to speak.

Chris Meyers, architect, said Ms. Burchett covered everything about the designs. He said the sign at the front door it is actually set back quite a ways, about 12 feet back from the front façade of the building. He explained the placement is to address the pedestrians approaching and parking in the front. He said when the applicant viewed the different vantage points while driving, they thought that front sign would tuck back into the building. He said when driving the roundabout from east to west, there is a lot of vegetation in the way that is not being shown on these graphics as it is not part of their property. He said people would just catch a glimpse of the canopy sign as they turned the corner. He said the locations were not intended to be visible, two at a time.

Ms. Salay recalled a conversation about a potential styling school in the building that is a salon now. Mr. Meyers answered there have been conversations when they were requesting the initial approval as part of the Master Plan. He said nothing is official at this point but what he is hearing is the existing building might be converted to become their corporate offices. Other outbuildings for the rest of the campus have not been thought through and does not recall a styling school. However, he said, Ms. Penzone just started another endeavor which is a yoga and wellness studio in the Italian Village. He said that might be a good addition for this property but they have not taken any steps towards that.

Cathy De Rosa confirmed there would only be one entrance into the property. She asked if there would be any signs for patrons that are used to going to the existing building or was the intent of the signs proposed supposed to be enough. Mr. Meyers stated that when these new signs go in, the identity of the existing building as the salon is wiped away. He said the existing monument sign in its position is sort of on the front edge of the new building but this old sign would be replaced with a new sign.

Ms. De Rosa recalled some conversations when this application first came in to do some art work in front of the building. She indicated the sign proposed is quite a dominant sign so she is curious how that would work with an art piece. Mr. Meyers recalled one of the challenges they had was the electrical easement and there are some overhead powerlines. He indicated that Mr. Penzone has been communicating with a couple different sculptors to propose some concept. He said anything of substantial size or made of metal because of the electricity would be a problem. He said there are conversations as to where an art piece would go. He said as the existing building gets modified or converted, part of the effort with that would be any sort of landscaping and external sculpture within that area to enhance that portion of the site but also to avoid the electrical easement.

Ms. De Rosa said sculptures could be made of other materials than metal. She said with the curved corner there is an opportunity for interesting art work so she is hopeful that is the case. She inquired about the canopy edge sign on the south side of the building to better understand it. She said the sign is very interesting and adds to the plain facade. As an architect, Mr. Meyers said they always like showing the building and there will be a lot of landscaping added there.

Ms. De Rosa indicated this site is far enough away from Bridge Park but here we are still trying to create that interesting identity on this side of the park. She said the Commission wants an interesting artistic feel at this corner and not be rigid necessarily in how much signage we have if the intent is to create some interest. Mr. Meyers responded that the signs are all different, they are on different applications on the building and they tie into whatever feature they sit upon on the building. He said the monument sign is the mark of the beginning of the whole Penzone campus. He said as they proceed into the next phases, that monument sign can serve the building as it sits today but also could serve a bigger complex with multiple buildings. He indicated that any buildings in the future will not be as signage dependent.

Mr. Fishman reiterated that his fear is sign clutter. He said when Mr. Penzone puts in an aerobic studio for example, he is going to request another sign. He indicated the next guys bring in a proposal and state they deserve four signs also because that is what is on this building. He explained that sign clutter begins

when more than one sign can be seen at one time. However, he does not see any sign that he does not like and the applicant did a marvelous job. He suggested we think of the future. He reported he has seen it so many times where an applicant states they will not be asking for another sign and then the building gets sold off and then the next guy says he is not 'Penzone' he is 'Jenzone' and he needs a sign. He stated this is a low density area. He said once people have reached the property they will know that is the Penzone building. He suggested a little sign on the glass door if they want reassurance for people but the big sign over the door is not necessary since there are signs on the other sides of the building along with the ground sign. He said all signs are supposed to do is get the patrons there. He said a beautiful sculpture there would be a nice replacement for the sign. Many times, he said, sculptures identify a building. He emphasized he was really against having this many signs.

The Chair invited the public to speak [Hearing none.]

Deborah Mitchell said she agrees with Mr. Fishman as there should never be a need for more than one sign per vantage point and even then, and sometimes a literal sign is not necessary because it is all about identification. If the architecture is beautiful or distinctive, she said, that can be a signifier. She said this building is proposed to be too cluttered with all these words. She emphasized the point of a sign is to identify a location and there are many creative ways to achieve that. She said she worries that multiple signs can be seen at once at this location.

Ms. Salay said she agreed with her fellow Commissioners and Mr. Fishman's point about setting a precedent for the future development.

Bob Miller said he was taking a different perspective. He agrees with staff. He explained the way these signs are positioned on this building for him, become part of the architectural character of the building. He said since the building is what we are discussing tonight, all four signs fit extremely well. He emphasized he is in agreement with what staff is recommending.

Steve Stidhem said he was caught up in the niceness of the façades of the building because all the signs look great, each by themselves. He said he can understand the position of his fellow Commissioners on the quantity however, each one satisfies a need based on the location. The only one he can see not being in existence would be the one on the north elevation but in a package, it still looks very nice and could approve this application as is.

Victoria Newell said there is too many signs, especially with the ground sign. She said people are going to see that at the same time as the other signs of the building. She indicated she really liked the applicant's creativity of hiding the gas meter with the metal box and back lighting it; it will look very nice. She restated four signs are not needed for this location. She said she does not object to the design of any sign but he does object to the number of signs. She said she agreed with Mr. Fishman, it is only going to start a cycle of people wanting to have that many signs as well.

Mr. Fishman told the applicant he did a marvelous job on every sign and building. He said he was glad to not see the trees in the graphics because he will never live long enough to see them as big as they would be shown.

The Chair asked the applicant what he would like the Commission to do on this case this evening.

Mr. Meyers commented that it seems like the Commission is close to being done with the discussion and since signage is part...he asked if there can be a straw poll.

The Chair asked if it was legal to do that.

Ms. Newell said she could support the application if the number of signs was decreased. She said the ground sign could be the one that is removed from the application.

Mr. Meyers said he is really good at reading facial reactions and he thinks he has four who disapprove and three that approve. He said he would like to maintain the priority of the eastern sign since they have to cover the gas meter and two is the entry sign because the applicant believes that will mark the entire development, three is the edge canopy sign because it really is the identifier coming from Bridge Park, and the fourth he would say the north sign. He said he could come to a compromise if they eliminated the fourth but kept the others as proposed. He said the gun shots in the background are really intimidating.

Ms. De Rosa asked the applicant what he thought about using art work as the visual identifier. Mr. Meyers said he agrees but the challenge is the pace of an artist and coming up with a concept and implementing it and figuring it all out, it just has not been able to happen as quickly as contractors are building the building. He said what they struggled with on this project from the beginning is the timing of the approvals and the construction and the pricing and getting all of these things to match up perfectly moving towards an opening date. He said he and Mr. Penzone think art work is a great idea but artists work at a different pace.

Ms. Newell said if the applicant kept the ground sign and the box sign she could support it.

Ms. Mitchell said she would support the ground sign and the box sign and because the building is so interesting and unique, people will know what it is with just the two signs.

Ms. De Rosa said eliminating the sign over the doorway makes perfect sense. She said the channel letters are an interesting artistic design.

Mr. Miller said he is confused at where the Commission is at here and what the applicant wants at this point. Ms. Newell said the applicant prioritized his signs and the one over the front door was the lowest priority. Mr. Meyers said he liked the monument sign, the box sign, and the canopy sign and would be in agreement with the condition to remove the existing ground sign at the time of the installation of the proposed ground sign.

Ms. Salay said she likes the two sign idea as proposed by Ms. Newell and Ms. Mitchell.

Mr. Fishman said the two sign idea meets the Code. He said precedent is really dangerous.

Mr. Meyers said one of the items we had resolved as part of the initial approval was the oddity of this site and the frontage being the east but also the south and recognition of dealing with the roundabout. He said people coming from the west to the east will pass up the building if there is not one on the south so that is why they put value on the canopy edge sign. He said the subtle approach puts a mark on the brand without necessarily overpowering the elevation.

Mr. Stidhem said he completely agreed with Mr. Meyers on that. He said it is extremely important as one is going west to east. He said they will see a very nice looking building on the left and hopefully they know what that is but if one is cruising through that roundabout one could easily end up on Sawmill Road without having seen it.

Mr. Miller added as we think and talk about Bridge Park they discussed signs being part of the character of Bridge Park. He emphasized he is not a sign guy but all of these signs fit within the architecture of the building, and it is kind of an entry way into Bridge park and it says "you have arrived." He said the building itself is just fantastic so that is why he is not hung up on the number of signs. He restated it fits well, it makes a statement – "you have arrived in a different part of Dublin" and that is Bridge Park.

Mr. Meyers he would like all four signs.

Ms. Newell said she could be comfortable with the wall sign on the awning, the box wall sign, and the ground sign with the removal of the sign over the front main entry because then she does not think two signs would be visible at the same time. She said she can understand the ground sign as marking where to go into the building. She said she could support that if a condition was added to eliminate the sign over the entry.

Mr. Fishman said he could support three signs.

Ms. Burchett added the third condition:

- 1) That the applicant provide an approved MSP containing all approved signs, locations, dimensions, lighting, and colors to Planning, prior to sign permitting;
- 2) That the applicant remove the existing ground sign at the time of installation of the proposed ground sign; and
- 3) That the applicant eliminate the north elevation wall sign from the MSP.

The Chair asked the applicant if he was in agreement with all of the conditions. Mr. Meyers answered affirmatively.

#### **Motion and Vote**

Mr. Stidhem moved, Ms. Salay seconded, to approve a Master Sign Plan with three conditions:

- 1) That the applicant provide an approved MSP containing all approved signs, locations, dimensions, lighting, and colors to Planning, prior to sign permitting;
- 2) That the applicant remove the existing ground sign at the time of installation of the proposed ground sign; and
- 3) That the applicant eliminate the north elevation wall sign from the MSP.

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

### **3. PUD, Metro III – Sign 17-112AFDP**

### **475 Metro Place South Amended Final Development Plan**

The Chair, Victoria Newell, said the following application is a proposal for a ground sign along Metro Place South for an existing office building, north of Metro Place South, approximately 1,000 feet west of the intersection with Frantz Road. She stated this is a request for a review and approval of an Amended Final Development Plan under the provisions of Zoning Code Section 153.050. She concluded the Commission has final authority on this application and witnesses will need to be sworn in.

The Chair swore in anyone intending to address the Commission on this case in case there are any questions raised to which the Assistant Law Director agreed.

The Chair said there was one condition of approval:

- 1) That the applicant continue to work with staff to find an appropriate location for the address numbers, prior to the issuance of a sign permit.

Logan Stang reported the applicant was in agreement with the above condition.



# RECORD OF DETERMINATION

## Administrative Review Team

Thursday, November 30, 2017

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

**1. BSD SCN – Charles Penzone – The Grand Salon  
17-097MSP**

**6645 Village Parkway  
Master Sign Plan**

Proposal: A Master Sign Plan for the 12,000-square-foot Charles Penzone Grand Salon on a 1.8-acre parcel.

Location: West of Village Parkway, northwest of the roundabout with Shamrock Crossing.

Request: 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.

Applicant: James Herbeck, Charles Penzone Grand Salon; represented by Christopher Meyers, AIA.

Planning Contact: Lori Burchett, AICP, Planner II.

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

Case Information: <http://dublinohiousa.gov/pzc/17-097>

**REQUEST:** Recommendation of approval 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, locations, dimensions, lighting, and colors to Planning, prior to sign permitting; and
- 2) That the applicant remove the existing ground sign at the time of installation of the proposed ground sign.

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

### STAFF CERTIFICATION

Vince Papsidero, FAICP  
Planning Director





## MEETING MINUTES

# Administrative Review Team

Thursday, November 30, 2017 | 2:00 pm

**ART Members and Designees:** Vince Papsidero, Planning Director; Donna Goss, Director of Development; Colleen Gilger, Director of Economic Development; Matt Earman, Director of Parks and Recreation; Aaron Stanford, Senior Civil Engineer; Shawn Krawetzki, Landscape Architect; Mike Altomare, Fire Marshal; and Tim Hosterman, Police Sergeant.

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

**Applicants:** Christopher Meyers and Tony Coalt, Meyers and Associates (Case 1).

Vince Papsidero called the meeting to order at 2:02 pm. He asked if there were any amendments to the November 16 meeting minutes. The minutes were accepted into the record as presented.

### DETERMINATIONS

**1. BSD SCN – Charles Penzone – The Grand Salon  
17-097MSP**

**6645 Village Parkway  
Master Sign Plan**

Lori Burchett said this is a proposal for a Master Sign Plan for the 12,000-square-foot Charles Penzone Grand Salon on a 1.8-acre parcel west of Village Parkway, northwest of the roundabout with Shamrock Crossing. 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 Section 153.066.

Ms. Burchett presented an aerial view of the site as well as the proposed site plan, which notes the specific locations of the four new signs proposed: two wall signs, a new sign type that is the “canopy edge” sign and one ground sign for the new salon building. The existing ground sign facing Village Parkway for the existing salon, she said, will be removed at the installation of the new ground sign. She explained the MSP has been requested to allow for more signs than are permitted by Code, for one sign to exceed the maximum size permitted, and the addition of a new sign type.

The proposed wall sign for the north elevation was presented, which faces the parking lot. Ms. Burchett described it as a ±34-square-foot, internally illuminated sign with individual white channel letters and black returns at a height of 16 feet, 6 inches from grade to the top of the sign. She stated this sign meets the BSD Code requirements, which permits a 50-square-foot sign located within the first story of the building.

The second proposed wall sign was presented, which is for the east elevation. Ms. Burchett said this is a ±66-square-foot sign with channel-cut, back lit letters mounted on a 230-square-foot black metal panel cabinet, which is lit around the edges. She explained the letters are mounted 12-feet from grade within this large metal cabinet and the top of this cabinet is 14 feet, 4 inches from grade. She said this sign cabinet will also serve to conceal gas meter mechanical equipment as well as the equipment for the illumination light source. She explained a hinged access door for the gas meter is located at the lower right corner of this cabinet and is designed of the same material so it is not visible as a separate cabinet.

Ms. Burchett said the proposed sign for the southern elevation, which she presented, is a Canopy Edge Sign, which consists of internally lit, individual three feet tall, white channel letters with black returns



mounted vertically on top of the shade structure with the text "PENZONE", which covers an area of  $\pm 34$  square feet. She explained this sign will be at a height of 20 feet from grade to the top of the sign.

Ms. Burchett said the fourth sign proposed is a ground sign to be located south of the access entrance from Village Parkway and is set back 19 feet from the western property line. She stated the BSD Code allows for one ground sign per street frontage at a maximum of 24 square feet in size, 8 feet in height, and a setback of 8 feet from the required building zone. The base must be of masonry or a material used in the principal structure, she noted. She presented a graphic of the sign and described it as a  $\pm 18$ -square-foot monument sign with a painted black metal enclosure with white channel cut, back-lit letters on a cultured stone base to match the building. The sign is 4 feet high from grade to the top of the sign, she said, and each letter is approximately 1 foot, 4 inches in height. She concluded the proposed sign meets the BSD requirements.

Ms. Burchett added there are no signs proposed for the west side.

Ms. Burchett said approval is recommended to the Planning and Zoning Commission for the MSP with two conditions:

- 1) That the applicant provide an approved MSP containing all approved signs, locations, dimensions, lighting, and colors to Planning, prior to sign permitting; and
- 2) That the applicant remove the existing ground sign at the time of installation of the proposed ground sign.

Vince Papsidero asked if the placement of the canopy edge sign could be mounted in the center of the wall. Christopher Meyers, Meyers and Associates, said that placement had been considered but with the drive approach from the west of the roundabout, it is skewed, and puts it as off the building.

Claudia Husak asked the applicant to explain the reason for the location of the gas meter enclosure. Mr. Meyers said he had to coordinate with the gas company because mechanicals, utility, and the restrooms are behind the wall. He said the actual meter is about the size of a quarter and located one foot off the lower side of this cabinet. He indicated the sign size and scale may seem large or tall, but when one drives by, the size is appropriate. He said the gas company no longer employs meter readers that need to walk around the neighborhoods but now can be read by a sensor while driving by. This final design resolved the gas meter access issue and also caught the sense of grandeur that Mr. Penzone was after.

Mr. Meyers agreed to the two conditions as stated. He invited the ART to walk the site to see how it is coming along quickly.

Vince Papsidero asked if there were any further questions or concerns regarding this application. [There were none.] He called for a vote, the motion carried, and the Master Sign Plan was recommended for approval to the Planning and Zoning Commission, which will be reviewed at their meeting on December 7, 2017.

- 1) That the use of the outdoor speakers be limited to the tenant's hours of operation and not to exceed one hour past closing;
- 2) That the sound emitted from the outdoor speakers reach a decibel level no greater than 50dB at 50 feet from the building; and
- 3) That speakers are only permitted for the patio; and therefore, must be removed at the entry on Longshore Drive.

Wayne A. Schick, Cameron Mitchell Restaurants, reiterated that the speakers are inserted into the ceiling. He indicated these have been installed already and sound is not an issue for this distance. He said the two over the front door are just to provide some ambiance but if the ART does not want to permit them then he can pull them out.

Ray Harpham explained that the Conditional Use is for outdoor dining and seating and the entry does not fit into that category. He encouraged the applicant to just unwire them for the moment as the Code may change.

Vince Papsidero asked if there were any questions or concerns regarding this application. [There were none.] He called for a vote, the motion carried, and the Conditional Use was recommended for approval to the Planning and Zoning Commission with the three stated conditions.

## **CASE REVIEW**

### **3. BSD SCN – Charles Penzone – The Grand Salon 17-097MSP**

### **6645 Village Parkway Master Sign Plan**

Lori Burchett said this is a request for a Master Sign Plan for the 12,000-square-foot Charles Penzone Grand Salon on a 1.8-acre parcel. She said the site is west of Village Parkway, northwest of the roundabout with Shamrock Crossing. 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 Section 153.066.

Ms. Burchett said this MSP application was introduced at the previous meeting. Both the Planning Staff and the ART have reviewed this she said and question whether it meets the criteria in the sign guidelines for a MSP. She said the purpose and intent of the MSP is to allow greater flexibility and creativity in sign design and display. Master Sign Plans, she emphasized, are not intended to be used simply to permit larger or more visible signs, or additional signs than may be permitted without any consideration for unique sign design and display.

Ms. Burchett went on to say this application is without the unique aspect/character and creativity needed in order for the reviewing bodies to consider more signs than are permitted on the site and/or to consider much larger signs. The ART said unique features of a specific site and brand could be incorporated to create visual interest. The consensus of the members was that the font was fine but encouraged the applicant to work with different lighting and backgrounds perhaps to create more interest. Referring to the BSD Sign Guidelines, signs should be as varied and unique as the business being represented. Signs are a critical ingredient in establishing a unique sense of place and should be designed to be experienced by pedestrians at close range while remaining visible to those traveling by car or bicycle. Ms. Burchett said signs should be memorable, which means they should be photo worthy in and of themselves as stated in the guidelines.

Ms. Burchett reported she had encouraged the applicant to review the BSD Sign Guidelines, which serves as a guide for applicants in understanding and applying the specific design and quality-related sign requirements of Zoning Code Section 153.065(H).

Ms. Burchett said Penzones has been going through a new branding process and they state their name "PENZONES" is their logo. She suggested the ART to maintain the interest of the applicant so they can meet their brand standards while meeting the Code. She presented the signs that are part of a new logo/brand redesign, she restated. No signs are proposed for the rear of the structure she said and all the signs are similar in font and style, wherever they are proposed to be located.

Tony Colt, Meyers and Associates, asked if there were any concerns with the sizes of the signs.

Vince Papsidero inquired about the applicant's design approach.

Chris Meyers, Meyers and Associates, explained that this new salon will serve as the flagship of six salons. He said the new brand will be updated in all locations and on the marketing materials and website etc. He indicated the font was designed based on the detail of the architecture.

Ms. Burchett asked the applicant if they could incorporate some contextual or artistic designs into the signs; not to change the brand but highlight the surface areas more. She emphasized the BSD Sign Guidelines calls for signs to be clever, sophisticated, and memorable.

Mr. Meyers indicated that is incredibly difficult to translate as design is subjective. He explained the applicant took a year to study and evolve the branding and graphics, with the help of marketing consultants, as it has taken over 40 years to rebrand. He added the end product is memorable to the Penzones.

Mr. Meyers said the reason for the increase in size requested for the east side of the building is they are set back due to the overhead electric easement and they want to get their name visible to the street corner. He indicated if they designed the sign size to meet Code, the sign would be out of scale as it is almost 50 feet back from the roadway and that setback was forced on the location due to the easement. He stated the sign at the south end on the shade canopy meets Code.

Claudia Husak said the sign attached to the canopy would not meet Code for a wall sign as the applicant has proposed because all wall signs need to be attached directly to the wall.

Ms. Husak emphasized the ART is not criticizing the brand. Mr. Meyers asked how they come to a definition. Mr. Papsidero said the final approval will rest with the Planning and Zoning Commission (PZC) and staff and the ART are projecting their understanding of the signs. He said this can be challenging to interpret and is subjective but this falls under the PZC's purview and staff knows what they have approved or disliked in the past. He emphasized the applicant needs to provide the execution of the signs, color, etc. and show innovative and creative designs in order to demonstrate the need for larger signs.

Mr. Meyers asked if the ART could make a recommendation. Mr. Papsidero answered it is not the ART's charge to solve or dictate sign design. Mr. Meyers said he is looking for dialogue.

Ray Harpham suggested the argument is that the design is so simple and the requirement for larger signs precludes design.

Ms. Husak asked Ms. Burchett if she could cover the permitted size and numbers as required in the Zoning Code as compared to this proposal specifically.

Ms. Burchett stated the permitted maximum size for signs is 50 square feet and the applicant is requesting 100 square feet for this elevation. She said the ground sign, which had a similar design, exceeds the maximum size permitted, and is almost directional. She stated two wall signs are permitted under the Code and three are being requested besides the additional ground sign that is also not permitted.

Ms. Burchett said the property does not have frontage on Shamrock Boulevard and part of Mr. Meyers' comments about requesting a larger sign stems from the location of the structure, as it is being set back and that is out of his control.

Mr. Harpham said he could see wanting a larger sign per the distance from the street larger and when one drives by, the size will be relatively the same so he could see the justification for a Waiver. He suggested maybe the sign needs to be increased in size so it is not out of proportion. He indicated he can understand that kind of logic from Penzones' perspective from road. For pedestrian traffic, the letters will seem huge. Ms. Burchett indicated the PZC may consider the larger sign but it will need to meet Code review criteria. Per the PZC's review, they want to see interesting signs on the building as they were excited about the signs that were presented. She recalled they even said public art pieces could be installed in front of that long blank wall. She cautioned the applicant that the PZC may use their comments from that earlier review as part of their conversation for this review.

Ms. Husak asked what the plans are for signs on existing buildings, such as the one on this site because it is not a separate parcel. Mr. Meyers answered adding the new branding sign to that building would be the next phase of the project. Ms. Burchett encouraged the applicant to include that information.

Shawn Krawetzki again suggested the applicant consider something creative for the background to provide more interest.

Deborah Penzone said the consultants recommended a more modern, futuristic brand as a lot of research has gone into this project. Mr. Krawetzki said he does not have a problem with the modern font. Considering the background, he asked, if the sign is going to have the gray or black background color. Mr. Colt said the sign would be installed over the white linear stone.

Charles Penzone asked if the ART was suggesting the applicant add an element to the text. Aaron Stanford pointed out the secondary logo they had before this rebranding.

Mr. Penzone reiterated they have already spent a year deciding on the branding and have spent a lot of money. Mr. Papsidero emphasized the ART is not criticizing the signs but if they want approval for a Master Sign Plan as proposed, they have to take the design a step further; they cannot just make signs larger.

Mr. Meyers wanted to clarify that the brand itself is not issue. He said they could then consider a variation in the background. Mr. Papsidero said the ART needs justification for permitting larger signs; therefore, the applicant should describe special standards for sign quality, fabrication/construction detail, installation methods, illumination, etc. where the requirements exceed the provisions of Zoning Code Section 153.065(H)(4)(e). He said the ART is not being told if the signs will have pin-mounted letters so they stand off the background or other techniques to represent the brand in the best light. Mr. Papsidero said the ART still does not know how the signs will be illuminated, what materials are proposed, or colors, etc. Mr. Meyers said throughout this review with the ART, he now knows that they are headed in the right direction and that the locations are okay but they need to return with refinement to the signs. He suggested the applicant could continue to study the overall design. He said he was still concerned if this is a critique of the brand. The ART responded they are concerned with the application of the signs.

Ms. Burchett said three signs total are permitted on site per the BSD Code requirements and the applicant is requesting a total of five. Mr. Meyers asked the ART to remember there will be future phases as this site becomes a Penzone campus. He said they need simple wayfinding that will be shared with additional buildings and with that, additional parking.

Mr. Papsidero noted the building is so striking that people should realize where they are so all that wayfinding will not be necessary.

Mr. Meyers pointed out the roundabout is past the building and visitors will need to get to the entrance on the other side. He expressed interest in a ground sign at the entry point/corner.

Mr. Papsidero said the monument sign can come as more buildings are added and the sign on the south elevation is redundant. Mr. Meyers agreed they could install the sign later when more activity commences on the back of the site.

Ms. Husak asked if the ground sign on the corner would be internally illuminated. She asked if the letters would be pin-mounted or routed. Mr. Meyers answered the sign would be internally illuminated, the letters routed and the materials would match the same feature stone. Aaron Stanford asked if the ground sign will be constructed outside of the AEP easement to which Mr. Meyers answered affirmatively.

Mr. Meyers concluded he received a lot of clarity from the ART today.

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

**4. BSD SRN — Bridge Park, Block A (A1 Office Building)  
17-102SPR**

**PID: 273-012721  
Site Plan Review**

~~Lori Burchett said this is a proposal for a four-story, 80,000-square-foot office building and associated site improvements on a 0.77-acre site zoned Bridge Street District Scioto River Neighborhood District. She said the site is northeast of the intersection of Riverside Drive and W. Dublin-Granville Road. She said this is a request for a review and recommendation of approval to the Planning and Zoning Commission for a Site Plan Review under the provisions of Zoning Code Section 153.066.~~

~~Ms. Burchett presented an aerial view of the site as well as an overview of Block A as a whole. She noted this office building is adjacent to The Exchange Event Center with the AC Hotel on the other side of the event center aligned with Riverside Drive.~~

~~Ms. Burchett presented the proposed landscape plan and noted there is frontage on Longshore Loop. She highlighted the multiple entrances and landscape beds. She pointed out the required pedestrian way that was previously approved. She presented complimentary street amenities such as a seating wall and benches.~~

~~The south and northeast perspective renderings were shown and Ms. Burchett said the materials are similar to the AC Hotel. She presented additional renderings as the building would be visible from all four directions. She reported staff has reviewed this proposal as it has been revised following the PZC Informal. She reported the PZC had provided detailed feedback and their general concern about the proposal was that it was too typical of a suburban office in terms of mass, scale, and façade features. She added the Commission had specific comments for mimicking the curvature of the street like the AC Hotel. Street level interaction~~