



## PLANNING REPORT

# Planning & Zoning Commission

Thursday, July 6, 2023

## PENZONE BASE ONE SIGNS – 22-175MSP

[www.dublinohiousa.gov/pzc/22-175/](http://www.dublinohiousa.gov/pzc/22-175/)

### Case Summary

Address	6671 Village Parkway
Proposal	Proposal for an amendment to a Master Sign Plan (MSP) to permit a ground sign and wall sign for the Base One office building.
Request	Request for review and approval of a MSP under the provisions of Zoning Code Section 153.066, and the Bridge Street District Sign Guidelines.
Zoning	BSD-SCN, Bridge Street District – Sawmill Center Neighborhood
Planning Recommendation	<u>Approval of the Master Sign Plan with conditions.</u>
Next Steps	Upon approval of the MSP, the applicant may file for permanent sign permits and electrical permits through Building Standards.
Applicant	Michael Burmeister, Meyers+Associates
Case Managers	Taylor Mullinax, AICP, Planner I (614) 410-4632 <a href="mailto:tmullinax@dublin.oh.us">tmullinax@dublin.oh.us</a>

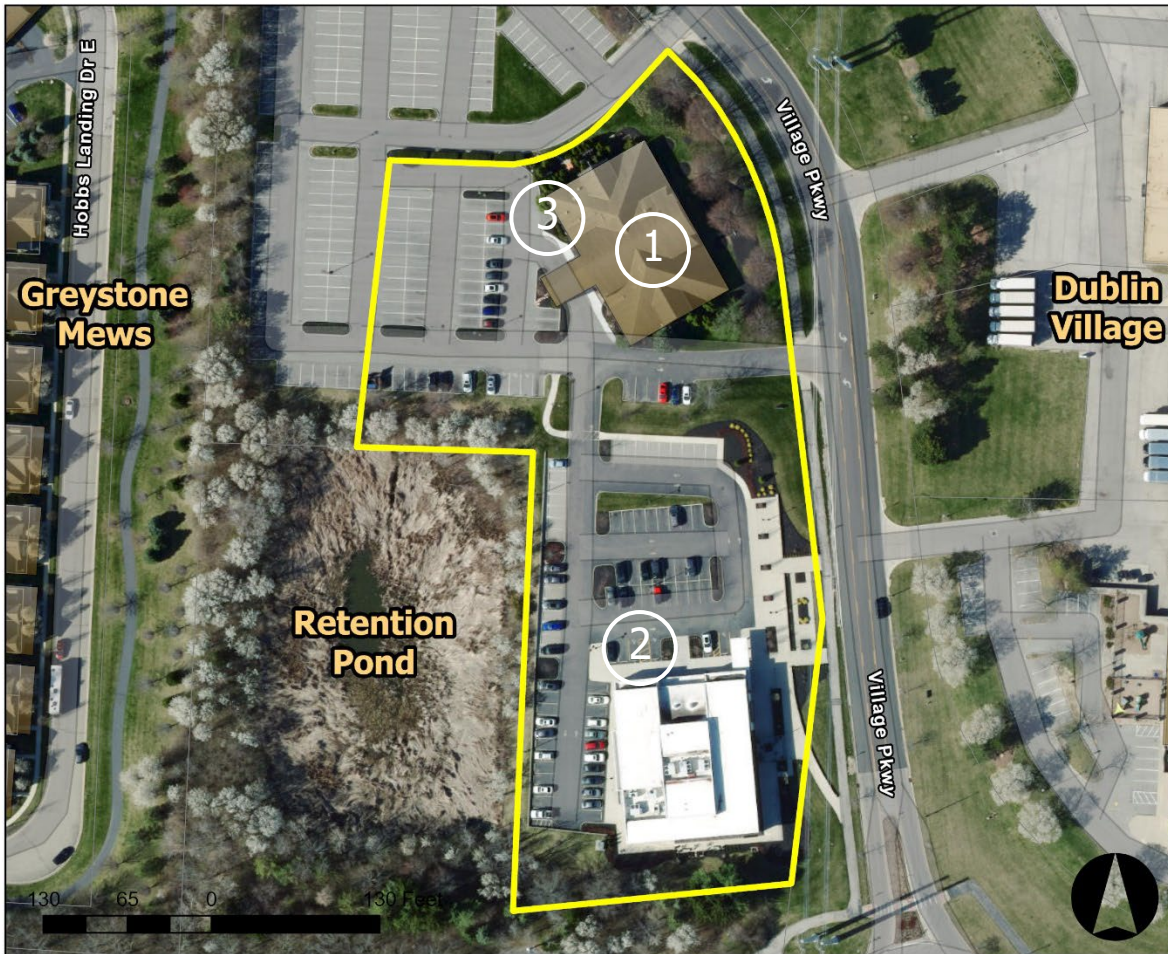
Site Location Map

22-175MSP | Penzone Base One - Signs



Site Features

- 1 Existing Penzone Base One office building
- 2 Existing Penzone Salon & Spa building
- 3 Art studio entry/future canopy



## 1. Background

### Site Summary

The 3.52-acre site is within the Bridge Street District (BSD) and is zoned BSD - Sawmill Center Neighborhood (BSD-SCN), located northwest of the roundabout at Village Parkway and Bridge Park Avenue. The site is developed with two existing buildings, the Penzone Base One office building (13,482 SF), and the Charles Penzone Salon and Spa (12,498 SF), along with parking, sidewalks or shared use paths, patios, and vegetation. The Penzone Base One building was built in 1991 and has received few updates since constructed. The salon building was subsequently built in 2018. Together, the development of the two buildings have grown to become a Penzone campus. 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.

### Site History

#### *March 2023*

The Planning and Zoning Commission (PZC) approved an Amended Final Development Plan (AFDP) for exterior modifications and associated site improvements for the Base One office building (6671 Village Parkway) with four conditions. Landscaping for the proposed monument ground sign was approved through this application.

#### *December 2017*

The PZC approved a MSP for the 12,000-square-foot Charles Penzone Grand Salon (6645 Village Parkway) with two conditions.

#### *November 2017*

The Administrative Review Team (ART) recommended approval of a MSP for the 12,000-square-foot Charles Penzone Grand Salon (6645 Village Parkway) with two conditions.

### Process

MSPs are intended to allow for unique and creative sign design and display which employ high quality materials and construction. MSPs allow flexibility to deviate from the standards of the BSD Sign Code provisions. Since the adoption of the BSD Code in 2012, instead of processing a request for a Waiver or a Variance, signs which do not meet Code requirements may be reviewed as a MSP. In all cases MSPs are not simply intended to allow more signs, taller signs, or larger signs without consideration of unique site conditions and creative sign design.

## 2. Zoning Code

### *Bridge Street District Code*

This site has followed the BSD Code since its adoption in 2012. The existing building most closely resembles the Commercial Center building type identified in the BSD Code. The SCN encourages redevelopment while permitting existing uses to continue as conforming to the BSD Code.

The BSD Sign Code requires buildings built prior to 2012 and within the SCN to defer to the Standard Sign Code, which permits one wall or ground sign. A combination of sign types is not permitted unless otherwise approved through a MSP. The size and height of permanent signs are restricted according to use.

### 3. Interim Land Use Principles

As Envision Dublin, the City’s Community Plan update, is developed, City Council has adopted Interim Land Use Principles to guide development during this transition time. The following principles apply to this request:

1. Think Comprehensively. Plan for the Big Picture. *The proposed MSP meets the Sign Code, the BSD Sign Design Guidelines, and contextually aligns with approved signs on site and in the BSD.*
2. Be Distinctly Dublin. *The proposed MSP preserves the high-quality sign design expected throughout the BSD-SCN.*

### 4. Project

#### Project Summary

The applicant is proposing an amendment to an existing MSP for the Penzone site to permit a wall and ground sign for the Base One office building.

#### Sign Details

Where Code deviations occur, proposed signs for a MSP must consider the BSD Sign Design Guidelines and incorporate creative sign design when requesting a greater number of signs. The applicant is proposing to meet the intent of a MSP due to unique site conditions. Site and building modifications to the original Charles Penzone Salon (now office headquarters) and the new salon building have changed how the site is used and accessed. Therefore, additional signs are needed to navigate the campus and to coordinate the design of all signs on the property.

#### *General sign requirements*

Signs shall be designed to coordinate with building architecture and display the business name text. Logos or additional text, graphic, or imagery is considered a secondary image and shall not exceed 20 percent of the maximum permitted sign face area. Signs are limited to three colors, where black and white are considered colors. Per the BSD Sign Guidelines on materials, a minimum .125-inch aluminum material is recommended for spans greater than 3 feet to avoid rippling of sign faces. Sign illumination is permitted for cabinet signs provided high quality materials are used and lettering is dimensional.

The proposed ground and wall signs meet sign size, height, and setback requirements. Each sign will be constructed with a 1/8-inch solid black aluminum metal sign face with 1/2-inch internally illuminated dimensional text with a white acrylic background. The proposed signs meet the Standard Sign Code, the BSD Sign Guidelines, and staff is supportive of the proposed signs. Further sign details are listed below per sign type.

#### Wall sign

Wall signs are permitted for any business or use not identified by a ground sign, unless otherwise approved by the PZC through a MSP. Wall signs may be attached to a canopy that projects beyond the building provided no portion of the sign extends beyond the canopy or roof of the building. The Standard Sign Code permits wall signs to be a maximum of 50 square feet, mounted at a maximum height of 15 feet from grade to the top of the sign.

The proposed 8.67-square-foot wall sign for the art studio entrance will be mounted by threaded rods into the canopy structure on the southwest elevation. The canopy was previously approved by PZC through the AFDP application. The additional “art studio” is considered a secondary image and does not exceed 20 percent of the maximum permitted sign face area.

Monument ground sign

Ground signs are permitted when the use contains no wall signs visible from the public right-of-way or adjacent property, unless otherwise approved by the PZC through a MSP. The number of ground signs is limited to one per lot or multiple lots if devoted to one specific use or user, unless otherwise approved by the PZC through a MSP. The Standard Sign Code permits ground signs to be a maximum of 50 square feet and set back at a minimum of 8 feet from the public right-of-way. Additionally, the maximum permitted height is 15 feet measured from grade to the top of the sign. Exposed sign foundations are required to be finished with a masonry material or be screened with evergreens. Lastly, the base of all ground signs are required to be landscaped with plantings at least 3 feet beyond the foundation in all directions.

The proposed 30.36-square-foot ground sign will face Village Parkway and be setback approximately 41 square feet from the public right-of-way. Additionally, the ground sign contains two identical features to align with the approved ground sign for the existing salon building: a masonry Eldorado Modern Series cultured stone base and a sign face reveal from the masonry base.

Directional sign

Permanent directional signs are not subject to PZC purview and do not require a permanent sign permit. The applicant has coordinated with staff to ensure the Standard Sign Code’s permitted size maximums are met. If illuminated, an electrical permit through Building Standards shall be obtained.

## 5. Plan Review

### Master Sign Plan

Criteria	Review
1. The MSP is consistent with the Community Plan, BSD Special Area Plan, BSD Guidelines, and other adopted City Plans and policies.	<b>Criteria Met:</b> The proposed wall and ground signs meet the requirements of City plans and policies, except the number of permitted signs per the Standard Sign Code. Where deviations occur, a MSP must consider the BSD Sign Design Guidelines and incorporate creative sign design when requesting a greater number of signs. While the sign design is simple, high quality elements are incorporated such as dimensional sign lettering, illumination, materials which meet the BSD Sign Design Guidelines, and a sign reveal.

Criteria	Review
2. The proposed signs are appropriately sited and scaled to create a cohesive character that complements the surrounding environment and meets the intent of the architectural requirements of 153.062 Building Types.	<b>Criteria Met:</b> The proposed wall and ground signs are appropriately scaled for the site and create a cohesive character with surrounding signs on site and adjacent properties.
3. The proposed signs are not in conflict with public streets, open spaces, utilities, or rights-of-way, and do not impede the continued provision of services required by the City or other public agency.	<b>Criteria Met:</b> The proposed signs do not conflict with public streets, sight triangles, open spaces, utilities, rights-of-way, or provision of services.
4. The MSP responds to the requirements of 153.063 Neighborhood Standards, as applicable.	<b>Criteria Met:</b> The MSP meets the requirements of the BSD-SCN standards. The proposed signs contribute to the vibrancy of the district through their dimensionality, illumination, and design.

## Recommendation

**Planning Recommendation:** Approval of the Master Sign Plan with condition:

- 1) The applicant apply for and obtain permanent sign permits for the proposed signs.