

~~Mr. Way responded that he understands the difficulty, which is the reason he is not referring to it as retail. Once the street connection occurs, it will be a game changer for the site. This is a pioneer project, but it could be set up so it would accommodate those future uses. In the short term, perhaps there is a live-work type of unit that can be leased and converted later. Visitors to the park would be interested in taking advantage of certain services.~~

~~Ms. Call stated that the concern is valid. Council is interested in a mixed-use development in this area. As the applicant has pointed out, having the north-south connector is critical to that happening. The Commission will share his comments with Council, and perhaps it can be prioritized in the CIP budget.~~

~~Mr. Supelak stated that as Mr. Way suggested, there is opportunity for flex space that would eventually accommodate that future vision.~~

~~Mr. Chivini referred to the Commission's comments about parking. He clarified that it is not financially feasible in any way for structured or underground parking to be included in this project without significant public contribution. They have attempted to avoid a sea of parking by creating trays of parking. We are looking at the operational end of the two neighboring buildings. Having those trays of parking will add a buffer. Landscaping is important; they look at the exterior as much as they look at the interior. They build all their projects with the perspective that they may own them forever. Although no vote is taken at this time, they are looking for the Commission's support for moving forward with this proposal. He reiterated that no structured or underground parking would be possible without significant public contribution. They have reviewed the proposed parking with their property management company, and they were satisfied with the proposed parking ratio.~~

~~Mr. Way stated that he believes the applicant has achieved a good balance of open space, parking and building. The project would need to have greater density to make a parking structure affordable. However, this is the correct scale for a project located on the Cosgray open space.~~

~~Ms. Call thanked the applicant for their presentation and indicated that the Commission looks forward to their future application for a rezoning and Preliminary Development Plan.~~

2. Case 23-115MSP, Master Sign Plan – The Bailey

Request for review and approval of a Master Sign Plan for a new residential building consisting of 6 wall signs and 1 ground sign. The 1.77-acre site is zoned Bridge Street District Scioto River Neighborhood and is located northwest of the intersection of Dale Drive and Banker Drive.

Applicant Presentation

Adam Kessler, Kessler Sign Company, 1564 Arlington Avenue, Columbus, stated that he is working with Crawford Hoying on this new development in Bridge Park. The Bailey is located at 4351 Mooney Street. He reviewed the 7 proposed signs in the Master Sign Plan. A 26-sq.ft. ground-level, internally illuminated monument sign is located on the northeast corner of the building. On the north façade, there is a canopy sign at the main entrance on Winder Street. There is a flag sign at the entrance of Friendship at Home, a tenant in the Bailey. There are vinyl door signs, a 7.25-sq.ft. sign on the south façade, a 41-sq.ft. internally illuminated-blade sign on the west side, and a cabinet-style, internally illuminated wall sign on the northwest corner.

Commission Questions for the Applicant

Mr. Schneier inquired if the issue with the cabinet sign is because the wall area is not flat. Mr. Kessler responded affirmatively. Every 6 inches, there are brick headers that extend 1 inch, so whatever sign is placed on that wall would need to extend at least 2 inches.

Mr. Chinnock inquired about the ribbon graphic. Is that calculated in the sign's total square footage? Mr. Kessler responded affirmatively.

Staff Presentation

Mr. Hounshell stated that this is a request for review and approval of a Master Sign Plan (MSP) for a new residential building consisting of 6 wall signs and 1 ground sign on The Bailey building, which is located at 4351 Mooney Street in Bridge Park, Block F. The 1.77-acre site is zoned Bridge Street District, Scioto River Neighborhood and is located northwest of the intersection of Dale Drive with Banker Drive. The site has frontage on Dale Drive, Banker Drive, Mooney Street, and Winder Drive. In March 2022, The Planning and Zoning Commission (PZC) approved a Preliminary Development Plan and Final Development Plan for the construction of The Bailey, a six-story podium apartment building consisting of 87 units and intended for residents 55 and older. The use is tied with the Friendship Village development located further south along Riverside Drive. MSPs are intended to allow for one-of-a-kind, whimsical, unique signs that employ the highest quality materials and construction while allowing flexibility to deviate from the standards of the Bridge Street District (BSD) Sign Code. MSPs are not intended to allow for a greater number of signs without consideration for unique sign design and display. The BSD Sign Design Guidelines state that signs within the District should contribute to the vibrancy of the area, should be pedestrian focused while simultaneously provide wayfinding for vehicles and cyclists, and should assist with navigation and identification of businesses.

Mr. Hounshell reviewed the signs proposed in the Master Sign Plan.

South Fascia Sign: The south fascia sign is the primary identification sign, and located on the southeast portion of the building. The sign is 72.25 square feet in size and approximately 56 feet in height to the top of the sign. The sign features 3-inch deep channel letters with white acrylic faces, and a 3-inch deep multicolored logo above the white copy. The sign will be internally illuminated. It is positioned on the south elevation for primary vehicular identification from W. Dublin-Granville Road.

Monument Sign: This ground sign is located in the northeast corner of the site approximately 9 feet from Dale Drive to the east and 12 feet from Winder Drive to the north. The sign sits diagonally on the site to provide visual interest from both Dale Drive and Winder Drive. However, some of the provided plans vary in the final location of the sign. The applicant should update the plans to represent accurately the location of the ground sign, prior to sign permit submittal. This ground sign is 26 square feet in size and approximately 2.50 feet in height. The sign features many components, starting with a 14-inch deep monument base clad in Hazelnut Brown Alumaboard. The copy of the sign is 0.50-inch push-thru white acrylic letters. Above the cabinet of the sign are 3 separate clear glass panels alternating in a wave motion. On the two outer glass panels, transparent vinyl logos will be applied in identical locations. Both the glass and the copy

will be internally illuminated. The applicant will need to finalize the landscape plan around the base of the sign.

Placemaking Sign: This blade sign is located along the west elevation above the parking entrance on Mooney Street. The sign is approximately 41 square feet in size and approximately 32 feet in height to the top of the sign. The base of the sign starts at the second story of the building, which is consistent with similar placemaking art signs in the Bridge Park development. The sign is constructed of a 22.50-inch deep metal cabinet clad with routed Alumaboard in a Hazelnut Brown finish, and .75-inch white push-thru acrylic for the sign copy. The sign features a printed translucent vinyl on the western face of the sign that mimics the colors of the logo in lieu of the logo on the sign. The wave of the logo is mimicked along the outward edge of the sign. Both the white copy and translucent colored vinyl will be internally illuminated.

Cabinet Sign: This sign on the west elevation is intended to provide identification for the second tenant of the building, Friendship at Home, and is located in the northwest corner of the building. The sign is 21 square feet in size and approximately 5.50 feet in height to the top of the sign. The sign is constructed of a 4-inch deep aluminum cabinet with 0.50-inch push-thru white acrylic copy and logo. The sign cabinet is intended to match the color of the brick the sign would be mounted to, which is Driftwood Gray. It is proposed to be placed on a screening wall for a transformer enclosure, and the façade of the enclosure was approved with a unique brick design that provides varying dimension to the face of the structure. The wall features brick headers that are pulled forward 1 inch from the face of the brick veneer at 16-inch intervals. Installing a cabinet sign on this façade would detract from the architectural features approved for the screening wall. Although Friendship at Home is a secondary tenant for the building, this sign is not located adjacent to the tenant's primary entrance on the north elevation and does not provide wayfinding. Due to its location, staff recommends this sign be removed.

Projecting and Door Signs: Both the projecting and door signs are located in close proximity to each other on the north elevation of the building. These signs are intended to identify the primary building entrance for Friendship at Home. The tenant's entrance is immediately adjacent to The Bailey main entrance on the north elevation of the building. The projecting sign is approximately 4 square feet in size; the height has not been provided. The applicant should install the projecting sign with a minimum height of 8 feet from the bottom of the sign to the sidewalk. The sign consists of 0.50-inch push-thru white acrylic graphic and lettering with a translucent vinyl applied to the graphic. Like the blade sign, the copy and logo are on a Hazelnut Brown Alumaboard routed aluminum sign face. The sign will be non-illuminated.

Canopy Sign: This canopy edge sign is proposed over the primary entrance into the building on Winder Drive. The sign is approximately 67 square feet in size and approximately 16 feet in height to the top of the logo. The copy of the sign features 3-inch deep channel letters with white acrylic faces and is mounted directly to the face of the approved canopy. The logo is located above the edge of the canopy and is mounted to 2 vertical steel posts.

Staff has reviewed this application against the applicable criteria and recommends approval with 4 conditions.

Commission Questions for Staff

Mr. Chinnock inquired the reason for the number of signs proposed; 7 signs seems excessive.

Mr. Hounshell responded staff is recommending that one of the signs for Friendship at Home be removed. However, the number of signs proposed for two separate tenants is consistent with previous such applications.

Mr. Chinnock inquired if the monument sign was necessary or if it could be replaced with landscaping.

Mr. Hounshell responded that monument signs are infrequent in Bridge Park. There is one in Block A within the plaza area; however, other sites typically do not have enough greenspace to accommodate a monument sign. There is sufficient space for a monument sign on this site, and it will be integrated with the approved landscaping and lighting. The sign is creative and accommodates the design of the logo and the branding of the business. Staff believes it is appropriate in this location.

Mr. Chinnock stated that on the edge of the blade sign, there is an LED-colored band, which is close to being neon. What is staff's perspective on that detail?

Mr. Hounshell responded that staff has worked with the applicant to modify this sign. Previously, the banding was on both the top and bottom edges, which potentially could impact any residents living there. The look is achieved by film over the white light, which is not neon. Staff is not concerned, particularly since there is a parking garage on the other side. Once installed, it will be inspected. The amount of lumens projected in the lighting can be adjusted, if need be.

Mr. Fishman stated that there are only a small number of non-conforming signs in the District, which is fine. However, as we consider more signs, it will be important to take the total number of non-conforming signs into consideration to avoid changing the look of the District.

Ms. Harter inquired if the Commission did not approve a sign, the applicant could return with a revised proposal.

Mr. Hounshell responded that if the Commission were to approve all but one sign, the applicant would need to come back with an amended Master Sign Plan for approval of the revised sign.

Mr. Way requested the reason for the differentiation between The Bailey and Friendship at Home. Isn't the intent to provide signage for this project, which is The Bailey?

Rita Doherty, Ex. Director, Friendship Village of Dublin, 6000 Riverside Drive, Dublin, stated that Friendship at Home is a component of the Friendship Village family. Friendship Village has a partnership with Crawford Hoying to develop The Bailey, a 55+ community facility, but Friendship at Home is a completely separate company. The Friendship at Home concept is essentially life care without borders. They provide life care to residents out in the community, who live in their homes or elsewhere. Previously, they had a Friendship at Home location on High Street in Old Dublin, understanding that space would be built within The Bailey to have a more cohesive partnership. They closed their office on High Street and moved it temporarily to the Friendship Village facility with the understanding that it would be permanently located within The Bailey. While they are separate entities, they are intended to work together. Currently, they have approximately 200 Friendship at Home residents with an anticipated growth of 500 in the next 3-5 years. There will be 7 offices in the building. Visitors parking across the street must be able to identify where Friendship at Home is. The Bailey consists of 87 residential units. The first floor of The Bailey is occupied by a commercial tenant, Friendship at Home.

Public Comment

Scott Haring, 3280 Lily Mar Ct., Dublin, stated that his home is located on the Martin Road corridor, not far from Bridge Park. This building fills one City block, and many City blocks are approximately 400 feet in length on all four sides, 1,600 linear feet – more than a ¼ mile. He does not believe 7 signs is excessive for a building the size of a City block.

Commission Discussion

Mr. Chinnock stated that he understands the argument about the size of the building, but he believes 7 signs is excessive. There is much occurring within Bridge Park, and adding more sign is not the best idea. He agrees with staff's recommended removal of the sign on the west fascia. He does not see the need for the monument sign, which seems to be over designed, especially if the landscaping will cover most of it. Other than that, he has no objections to the proposed plan.

Ms. Harter stated that she would be supportive of the sign proposal with staff's recommendation, including the removal of the sign on the west fascia.

Mr. Way stated that he likes the signage package; it is very attractive. He understands the need for separate identification for the tenant. Visitors for Friendship at Home will not be parking near the building but in the parking garage across the street. He does not understand the need for the west fascia sign on the corner, as there is a blade sign and a door sign. He is supportive of staff's recommendation to eliminate that sign, but he has no concerns with the remainder of the package.

Mr. Supelak stated that he believes this is a nice signage package, including the monument sign. He does not believe the location on the corner is incorrect, but agrees that 3 signs for one tenant seems excessive. He finds the proposed west fascia cabinet sign lackluster. What is proposed is literally the brand in several locations. He believes the sign that is located high on the south fascia of the building could be much more than is proposed. The City is looking for creativity and uniqueness in the signs for this District, and there is a great opportunity to do something marvelous with the sign on that wall. The canopy sign could be much more, as well. Friendship is a great word; take advantage of that. Turn it vertically; perhaps place it in the garden – a unique sculptural sign at a height greater than one story. They could replace a forgettable cabinet sign with a very memorable sign, and that sign could be an asset for the City and the tenant. He would encourage the applicant to think more creatively about two of the signs.

Mr. Fishman stated that he has no objection to the proposed Master Sign Plan package with staff's recommendation for removal of the one sign. He agrees there is opportunity to make a couple of the signs more exciting.

Mr. Schneier stated that he does not believe the proposed number of signs is too much. Bridge Park is in the area where signage is part of the energy created in the District. There is a vast difference between the brown signage in Muirfield and Times Square; he believes the signage in Bridge District should lean more toward Times Square. Rather than removing the one Friendship at Home sign, he would recommend staff and the applicant work together on revising the sign for that area.

Ms. Call stated that she is supportive of staff's condition for the removal of one of the three signs. Typically, the Commission would not approve 3 signs for one tenant, which are in close proximity to each other. The applicant has received a variety of feedback from the Commission, including

Mr. Schneier's support for 7 signs, with the one sign being revised. Ms. Call inquired if the applicant had any objection to staff's recommendation to remove the one sign, or if he would prefer it to be included.

Justin Metzler, Crawford Hoying, 6640 Riverside Drive, Dublin, stated that they were seeking the Commission's feedback, particularly regarding the cabinet sign for the transformer screen wall. They realize that the design of the building makes it difficult to place a sign on that fascia for the Friendship at Home tenant, but there are only two potential locations. They would have no objection to moving forward with the other signs, with the exception of this one. They could work with staff and create a different sign design, such as Mr. Supelak was suggesting.

Mr. Supelak inquired if the applicant would be willing to consider reassessing the large wall sign on the south fascia, as well.

Mr. Metzler responded affirmatively.

Ms. Call stated that the applicant has two options: approve the proposed sign package with staff's recommendation, and in the future, the applicant could return with a request for approval of an Amended Master Sign package for the one revised sign, or table the proposal and return with one or two amended sign designs.

Mr. Boggs pointed out that the submission of an Amended Master Sign Package would be a new application with a new fee.

Mr. Metzler requested that the application be tabled to permit them to make modifications to the two signs and return with a revised sign package.

Mr. Supelak moved, Mr. Fishman seconded that the Master Sign Package be tabled.

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

[Motion approved 7-0]

3. Case 23-121CP – Concept Plan - Upper Metro Place Mixed-Use Building

Applicant Presentation

~~Mark Costandi, Costandi Studio, Sinton Avenue, Cincinnati~~, stated that in July 2022, the Commission approved a Concept Plan for this project. In moving to the Preliminary Development Plan, they were faced with some issues, including financial. The plan has been revised to make the project more feasible, some of which – size and parking -- will be to Dublin's advantage. He presented slides comparing the previous plan and the revised plan. There is an underground stormwater utility that bisects the site, which they had previously intended to relocate. Because it was cost prohibitive, the footprint of the building has been revised from 175 units to 159 units with five stories instead of four. There are 227 parking spaces, including parking for a 3,500-sq.ft. restaurant on the corner facing Frantz Road. Commercial space remains on the ground level facing Frantz Road; moving west on Metro Place, all levels are residential. There is a look of two separate buildings connected with a link. The total project would be completed in two phases. Phase 1 is the primary use, the residential building and the commercial space facing Frantz Road, and the associated open space. In a future Phase 2, they are considering a 2-level boutique office building