



## PLANNING REPORT

# Planning and Zoning Commission

Thursday, January 18, 2024

## BRIDGE PARK, BLOCK F - THE BAILEY MSP 23-115MSP

<https://dublinohiousa.gov/pzc/23-115/>

### Case Summary

Address	4351 Mooney Street
Proposal	Request for review and approval of a Master Sign Plan for a new residential building consisting of 6 wall signs and 1 ground sign.
Request	Request for review and approval of a Master Sign Plan under the provisions of Zoning Code Section 153.066 and the Bridge Street District Design Guidelines.
Zoning	BSD-SRN: Bridge Street District – Scioto River Neighborhood
Planning Recommendation	<u>Approval of Master Sign Plan with conditions.</u>
Next Steps	Upon approval of the MSP, the applicant may file for permanent sign permits through Building Standards.
Applicant	April Koenig, Kessler Sign Company
Case Manager	Zach Hounshell, Planner II (614) 410-4652 <a href="mailto:zhounshell@dublin.oh.us">zhounshell@dublin.oh.us</a>

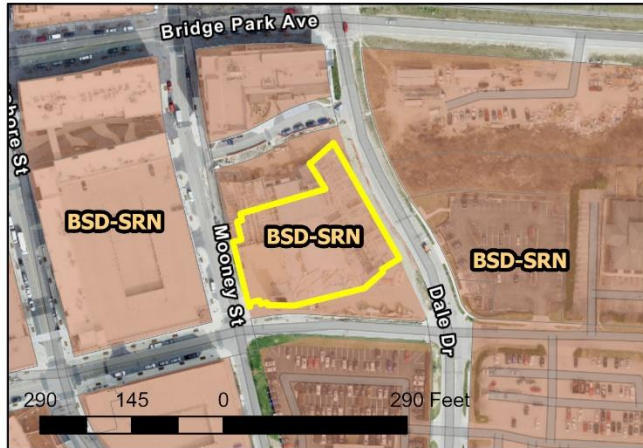
Site Location Map

23-115MSP  
Bridge Park, Block F - The Bailey Signs



Site Features

- 1 Primary Building Entrance
- 2 Public Open Space



## 1. Overview

### Site Background

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. Bridge Park, Block F is comprised of three parcels: a 0.56-acre parcel developed with a six-story, 145-room hotel (Building F1, SpringHill Suites); a 0.22-acre parcel developed with a private, one-way street (Winder Drive); and a 1.77-acre parcel, including the development site and a portion of Banker Drive. Within Block F, SpringHill Suites was approved for a Master Sign Plan in 2020 which included 4 wall mounted signs, and additional sign provisions for future tenants in the building.

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.

### Master Sign Plans

Master Sign Plans 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 BSD Sign Code. MSPs are not intended to allow for a greater number of signs without consideration for unique sign design and display.

The Bridge Street District Sign Design Guidelines identify 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.

## Project

### Project Summary

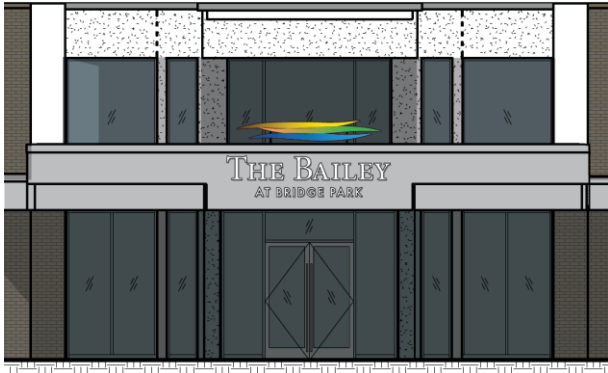
This is a proposal for a comprehensive Master Sign Plan for a new, multi-story podium apartment building in Bridge Park. The applicant is proposing a sign plan with 7 total signs split between 2 separate tenants. The Bailey at Bridge Park is the primary tenant and is proposing 4 total signs, and Friendship at Home is proposing 3 total signs.

### Project Details

#### *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 multi-colored 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.





*North Canopy Sign*

The canopy edge sign is proposed over the primary entrance into the building along 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.

*West Fascia Sign*

The west fascia sign 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.



Planning Staff has concerns regarding the proposed west fascia sign due to its location. 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. Additionally, Planning Staff questions the necessity of this sign, as Friendship at Home is a secondary tenant for the building, and this sign is not located adjacent to the tenant’s primary entrance located on the north elevation. Planning Staff is recommending that the applicant remove the west fascia sign from the sign package due to these concerns.



*Blade Sign (Placemaking Art Sign)*

The placemaking art 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.

Placemaking art signs are sign types typically permitted throughout the Bridge Park development in strategic locations for public and pedestrian engagement. These signs are typically larger projecting signs that offer the tenant more freedom with design and materiality to create a highly unique presence for their location. Creative lighting is typically encouraged with these signs. The proposed sign is consistent with requirements typically provided in other blocks of development in Bridge Park.

*Projecting and Door Sign*

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 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 of the projecting sign 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.



The door sign is a vinyl graphic window sign approximately 1.25 square feet in size. It will be featured on the tenant’s entry door directly west of the main doors on Winder Drive.

*Ground Sign*

The monument 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 accurately represent the location of the ground sign, prior to sign permit submittal.



The 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 should continue to work with Staff to finalize the landscape plan around the base of the sign, subject to Staff approval.

## 2. Plan Review

### Master Sign Plan

Criteria	Review
1. The MSP is consistent with the Community Plan, BSD Special Area Plan, BSD Design Guidelines, and other adopted city plans and policies.	<b>Criteria Met with Conditions.</b> The intent of a Master Sign Plan is not to simply allow large or more visible signs, but to create a flexible framework that allows for creativity in sign design and display. The proposed allowances are requested to permit additional flexibility in sign location, size and number due to the unique primary user and size of the building. The sign package is similar to previously-approved primary-tenant buildings in Bridge Park. The applicant should update the plans to accurately represent the location of the ground sign, prior to sign permit submittal; and, additionally, the applicant should continue to work with Staff to finalize the landscape plan around the base of the sign, subject to Staff approval.
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 § <a href="#">153.062</a> Building Types.	<b>Criteria Met with Conditions.</b> The majority of the proposed signs are appropriate in scale, architecturally integrated, and consistent with previous approvals for MSPs in the district. However, Staff is recommending that the applicant remove the west fascia sign from the sign package due to the location and practicality of the sign as well as its impact on the architectural details of the structure.
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 with Conditions.</b> The proposed signs should not conflict with existing utilities or sidewalks. The applicant should install the projecting sign with a minimum height of 8 feet from the bottom of the sign to the sidewalk
4. The MSP responds to the requirements of § <a href="#">153.063</a> Neighborhood Standards, as applicable.	<b>Criteria Met.</b> The intent of the BSD-Scioto River Neighborhood District is to allow for a mix of uses and building types to create a vibrant,

Criteria	Review
	walkable community. The proposed MSP is an example of a pedestrian-focused plan, while also providing adequate wayfinding for motorists

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

- 1) The applicant remove the west fascia sign from the sign package;
- 2) The applicant install the projecting sign with a minimum height of 8 feet from the bottom of the sign to the sidewalk;
- 3) The applicant update the plans to accurately represent the location of the ground sign, prior to sign permit submittal; and,
- 4) The applicant continue to work with Staff to finalize the landscape plan around the base of the ground sign, subject to Staff approval.