



## PLANNING REPORT

# Planning and Zoning Commission

Thursday, May 2, 2024

## BRIDGE PARK, BLOCK F - THE BAILEY MSP 24-049MSP

<https://dublinohiousa.gov/pzc/24-049/>

### Case Summary

Address	4351 Mooney Street
Proposal	An amendment to a Master Sign Plan for a new residential building consisting of 1 wall sign 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

24-049MSP  
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.

### History

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.

In March 2024, PZC reviewed and approved a Master Sign Plan for The Bailey, which included 3 wall signs and 1 ground sign for the primary tenant of the building. Initially included in this proposal were 3 signs for Friendship at Home, an additional tenant of the building. These signs were discussed at a PZC meeting in January 2024, but were removed from the application following concerns from PZC. The concerns were primarily surrounding a wall sign located on a screen wall at the northwest corner of the building. Several Commission members expressed the desire to have the sign removed, with some recommending consideration of a separate sign type.

### 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.

This application serves as an amendment to the approved Master Sign Plan from March. The amendment should be considered within the scope of the entire building, and be reviewed to assure compatible sign types and designs.

## Project

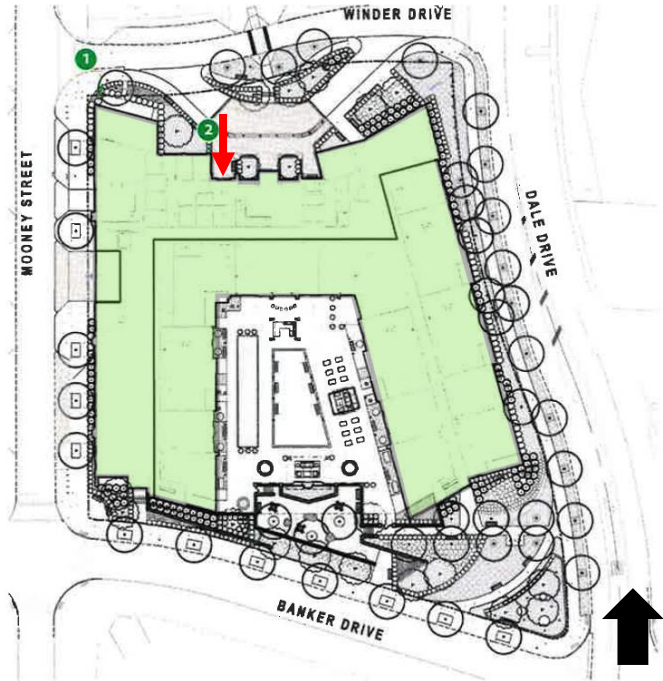
### Project Summary

This is a request for an amendment to an approved Master Sign Plan to add 2 new tenant signs for Friendship at Home. The previously-approved Master Sign Plan includes 4 signs for The Bailey, the primary tenant of the building. Friendship at Home is proposing the additional signs following removal of their previous sign request prior to the approval of the Master Sign Plan.



## Background

The Bailey building is a 6-story residential building that includes only 2 tenants: The Bailey senior housing community and Friendship at Home. Friendship at Home is a member-based service that provides life care in the private residences of its members. The program coordinates wellness and support to allow members to age gracefully in their homes. This business currently has approximately 150 members, with an anticipated goal of 500 members over the next 5 years. The average age of members is 85 years old. As stated, these members do not live inside the building, but would visit the office as needed. Members would be required to park in adjacent parking garages or street parking along Mooney Street.

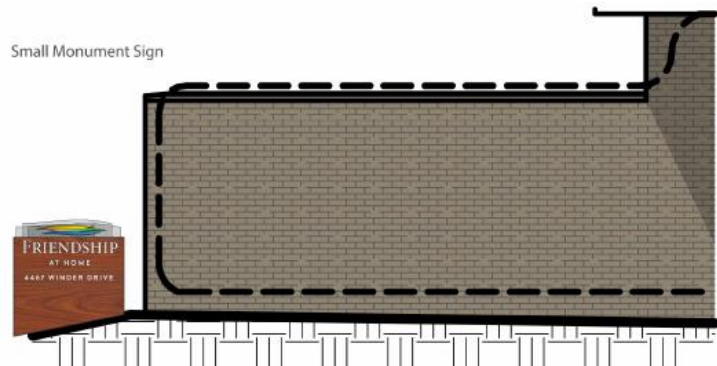


The sole entrance for Friendship at Home is located on the north elevation, west of the entrance to The Bailey. The location of the entrance is unique within the Bridge Park development, as it is set back approximately 45 feet from a private street (Winder Drive), and is entirely shielded from view from Mooney Street by a screened enclosure at the intersection of Winder Drive and Mooney Street. This creates a challenge for members of the business to locate and identify the entrance of the building, especially considering the clientele of the business. The proposed signs are intended to address the need for wayfinding and identification of a challenging building entrance location.

## Proposed Signs

### Ground Sign

The proposed ground sign is approximately 17 square feet in size and would be located near the screened enclosure northwest of the building at the intersection of Winder Drive and Mooney Street. The height of the sign is approximately 50 inches, with a width of 48 inches. The proposed sign mimics the design of the approved ground sign in the northeast corner of the site, designed with white acrylic push-thru copy, routed alumaboard in a wood finish, and illuminated glass 'fins' above the sign. The logo is featured on the front and back fins, which will be lit from within the cabinet of the sign. The proposed sign is shown approximately 1-foot from the property line along Winder Drive, and approximately 4 feet from the property line along Mooney



Street. The location was selected to provide pedestrian visibility and wayfinding for members of the business to locate the entrance of the building from the Mooney Street parking garage.

The applicant will continue to work with Staff to finalize the landscape plan around the base of the ground sign. Additionally, the applicant should update the site plan to accurately represent the setback of the sign from both streets and the building.

*Wall Sign*

The proposed wall sign is approximately 4 square feet in size and located adjacent to the entrance of the tenant space on the north elevation. It would be fixed to a wall approximately 14 feet forward of the entrance for visibility and wayfinding, at a height of 6 feet to the top of the sign. The sign will be constructed of routed alumaboard, matching the approved and proposed ground signs. This sign replaces the previously proposed projecting sign, which typically is used along sidewalks near the street.



## 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 location of the entrance and its lack of visibility from Mooney Street creates a unique situation not replicated in the Bridge Park development. Staff is supportive of the proposed signs as they are consistent with the theme of the approved Master Sign Plan and complement the design of the building. The ground sign shares several design elements with the approved sign package and is necessary for the operations of the business and its members. The applicant should continue to work with Staff to finalize the landscape plan around the base of the ground sign. Additionally, the applicant should update the site plan to accurately represent the setback of the sign from both streets and the building.
2. The proposed signs are appropriately sited and scaled to create a cohesive character that complements the surrounding environment and meets the	<b>Criteria Met.</b> The proposed ground sign is set back from Mooney Street to be in line with the screening enclosure at the intersection. Although these types of signs are not typically seen in Bridge Park, the hidden location of the

Criteria	Review
intent of the architectural requirements of § <a href="#">153.062</a> Building Types.	entrance requires a sign at this intersection to address pedestrian circulation from Mooney Street for the tenant's members.
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 should not conflict with existing utilities or sidewalks.
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, walkable community. The proposed MSP is an example of a pedestrian-focused plan, scaled and located for wayfinding and identification for members.

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

- 1) The applicant continue to work with Staff to finalize the landscape plan around the base of the ground sign; and,
- 2) The applicant update the site plan to accurately represent the setback of the sign from both streets and the building.