

## PLANNING REPORT

# Planning and Zoning Commission

Thursday, March 19, 2026

## Bridge Park, Block J MSP 26-009MSP

<https://dublinohiousa.gov/pzc/26-009/>

### Case Summary

Address	4445 Bridge Park Avenue, 4437 Bridge Park Avenue, 6545 Colwell Street
Proposal	Master Sign Plan for a 5.37-acre site in the Bridge Street District.
Request	Review and approval for Master Sign Plan (MSP) under the provisions of Zoning Code Section 153.066.
Zoning	BSD-SRN, Bridge Street District - Scioto River Neighborhood
Planning Recommendation	<u>Approval of the Master Sign Plan.</u>
Next Steps	Upon approval of the MSP, tenants are eligible to submit for permanent sign permits.
Applicant	James Peltier, Crawford Hoying
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### Community Planning and Development



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Site Location Map

26-009MSP - Bridge Park, Block J



- Site Features**
- 1 J1 (Office Building)
  - 2 J2 (Residential Building)
  - 3 J3 (Parking Structure)
  - 4 Future Residential Building



# 1. Request and Process

The applicant is requesting review and approval of a comprehensive Master Sign Plan (MSP) for a new, mixed-use site in Bridge Park. The proposed standards are extensions of a previously-approved MSP. The plan allows for signs to remain consistent across the Bridge Park development.

## Process

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 BSD Sign Code provisions.

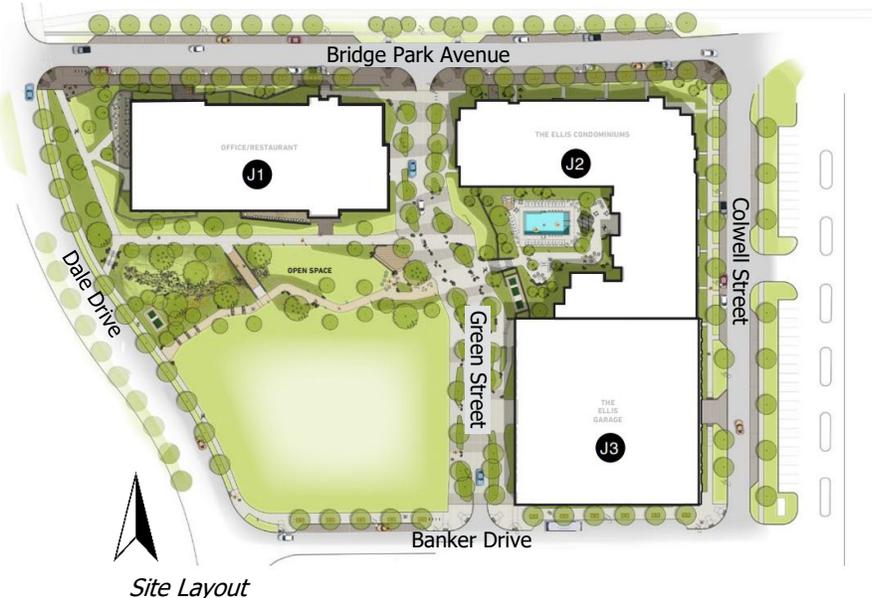
PZC is the final reviewing body for new MSPs. Tenants are required to comply with the approved MSP and are eligible to submit sign permits.

# 2. Background

## Site Summary

The combined ±5.37-acre site is zoned BSD-SRN, Scioto River Neighborhood, located southeast of Dale Drive and Bridge Park Avenue. The site features significant increase in grade from Dale Drive to Colwell Street (previously Dave Thomas Boulevard).

Bridge Park, Block J is comprised of three buildings: J1 (office/restaurant), J2 (residential), and J3 (parking structure). A future residential building will be located at the southwest corner of the site. Office and retail tenants within building J1 have frontage along Bridge Park Avenue and Dale Drive. The main entrance for the office spaces is on Bridge Park Avenue, with the rear of the building acting as an entrance for employees coming in from the parking garage. A restaurant space occupies the western half of the first floor of the building and has its own separate entrance. The parking garage has a main entrance on Colwell Street and a secondary one on Green Street. The condominiums front Bridge Park Avenue and Colwell Street with several entrances throughout. Green Street bisects the site, between the office building and the condominium/garage structures.



## Case History

In 2016, PZC approved a comprehensive sign plan to permit a variety of sign types for retail and office tenants, residential buildings, and parking structures within Bridge Park. Since then, the Commission has approved MSPs for each block of Bridge Park development (A, B, C, D, F, and G). The initial plan established a framework of qualitative and quantitative standards to encourage unique sign design. Subsequent sign plan approvals in 2017, 2018, 2020, 2021, and 2022 amended the original document. This request is a continuation of that process.

## 3. Project

### Signs

#### *Sign Types*

Previously approved MSPs established provisions for proposed sign types, sizes, and locations which will continue to apply in Block J. They can be found in the General Regulations Matrix on page 17 of the MSP document provided in the meeting packet. The matrix has three overarching sign categories: *Building Mounted Signs*, *Signs with Special Conditions*, and *Signs not Requiring a Permit*. *Building Mounted Signs* are permanent sign types allowed for retail and office tenants; *Signs with Special Conditions* are sign types not applicable to individual tenants, but rather the building names, addresses, and leasing; *Signs not Requiring a Permit* are signs that are temporary or movable in nature.

Consistent with previously-approved Blocks, Block J permits the following permanent sign types: Wall Signs, Projecting Signs, Canopy Edge Signs, Window Signs/Window Graphics, Awning Signs, and Placemaking Art Signs/Ped Art Signs, which are defined in the plan. Block J also permits the following temporary signs: Sandwich Board Signs, Bridge Park Leasing Window Covers, and Tenant Leasing Window Covers. Sandwich Board Signs are only permitted for retail tenants.

#### *Number of Signs*

The number of signs per tenant is based on location – first floor or upper floors. First floor tenants are permitted signs based on the number of street frontages. Tenants with one street frontage are permitted two building-mounted signs. Upper story tenants are permitted a maximum of one wall sign at landlord discretion as architecturally appropriate.

#### *Location of Signs*

The request includes building elevations for each building depicting the general locations where a given sign is permitted. The plan establishes that, generally, wall signs should be located above an entry, canopy edge signs should be located on a canopy, projecting signs should be located within a tenant's frontage, and window signs and window graphics should be located on a window. The elevations also depict Placemaking Art sign locations. Placemaking Art sign locations depicted are regulated, including number and location. All final sign locations require both City and landlord approval.

#### *Guidelines/Lighting*

The submittal establishes sign design guidelines on pages 7-16, which are consistent with previously-approved blocks. These guidelines permit internal, external, and halo illuminated signs. The document shows images of high-quality signs including ones previously-approved within Bridge Park as inspiration.

### Building J1 (Office/Restaurant)

It is anticipated that the majority of the signs will be located along Bridge Park Avenue and Dale Drive given the visibility. Signs are also permitted along Green Street and on the southern building façade adjacent to the public open space. The plan identifies 6 possible upper story locations to choose from, pending landlord approval. A Placemaking Art Sign is proposed on the east side of the north elevation. Staff is satisfied with this proposal.

### Building J2 (Residential)

The Ellis building has primary street frontage on Bridge Park Avenue and Colwell Street, with its main entrance on Bridge Park Avenue. Given the high visibility, a canopy edge sign above the entrance and upper story wall sign are shown on the proposal. Additional signs are permitted along Colwell Street and on the rear of the building, facing building J1 and the public open space. The plan identifies an additional upper story wall sign location on each of these façades. Staff is satisfied with this proposal.

### Building J3 (Parking Structure)

The Ellis garage has its main entrance on Colwell Street and a secondary entrance on Green Street. Each entrance is identified by a Placemaking Art Sign located on the third floor, consistent with previous approvals, and a wall sign located within the first floor. The Placemaking Art Sign design matches previously-approved blocks, and staff supports this approach.

## 4. 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>Criterion Met:</b> The proposal is consistent with the Community Plan, BSD Special Area Plan, BSD Design Guidelines, and all other adopted City plans and policies.
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>Criterion Met:</b> The proposed signs are appropriately sited for the buildings' character and size and are consistent with Bridge Park overall. All proposed signs will be reviewed and approved by the City and Landlord to ensure all signs are cohesive and complement the character of the surrounding environment.
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>Criterion Met:</b> The proposed signs do not conflict with public streets, open spaces, utilities, or provision of services.

- 4. The MSP responds to the requirements of § 153.063 Neighborhood Standards, as applicable.

**Criterion Met:** The proposed signs contribute to the vibrancy of the district and create a high-quality environment with effective graphics.

**Recommendation**

**Planning Recommendation:** Approval of the Master Sign Plan.