

# 17-046ARB-MSP – Bridge Park West

**Site Location**

East of N. High Street, approximately 200 feet north of North Street.

**Proposal**

Master Sign Plan (MSP) for existing and future mixed-use buildings located within Bridge Park West.

**Zoning**

BSD-HTN, Bridge Street District – Historic Transition Neighborhood

**Property Owner**

Dublin West A LLC, and Dublin West B LLC

**Applicant/Representative**

Matt Starr, Crawford Hoying

**Applicable Land Use Regulations**

Zoning Code Sections 153.065(H), 153.066, and 153.170; and, the Historic Dublin Design Guidelines, and the BSD Sign Guidelines.

**ART Recommendation**

A. Approval with two conditions

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**Case Manager**

Nichole M. Martin, Planner I  
(614) 410-4635  
[nmartin@dublin.oh.us](mailto:nmartin@dublin.oh.us)

**Summary**

Amendments to an existing MSP to permit modifications to regulations and to provide regulations for a future mixed use building.

**Zoning Map**

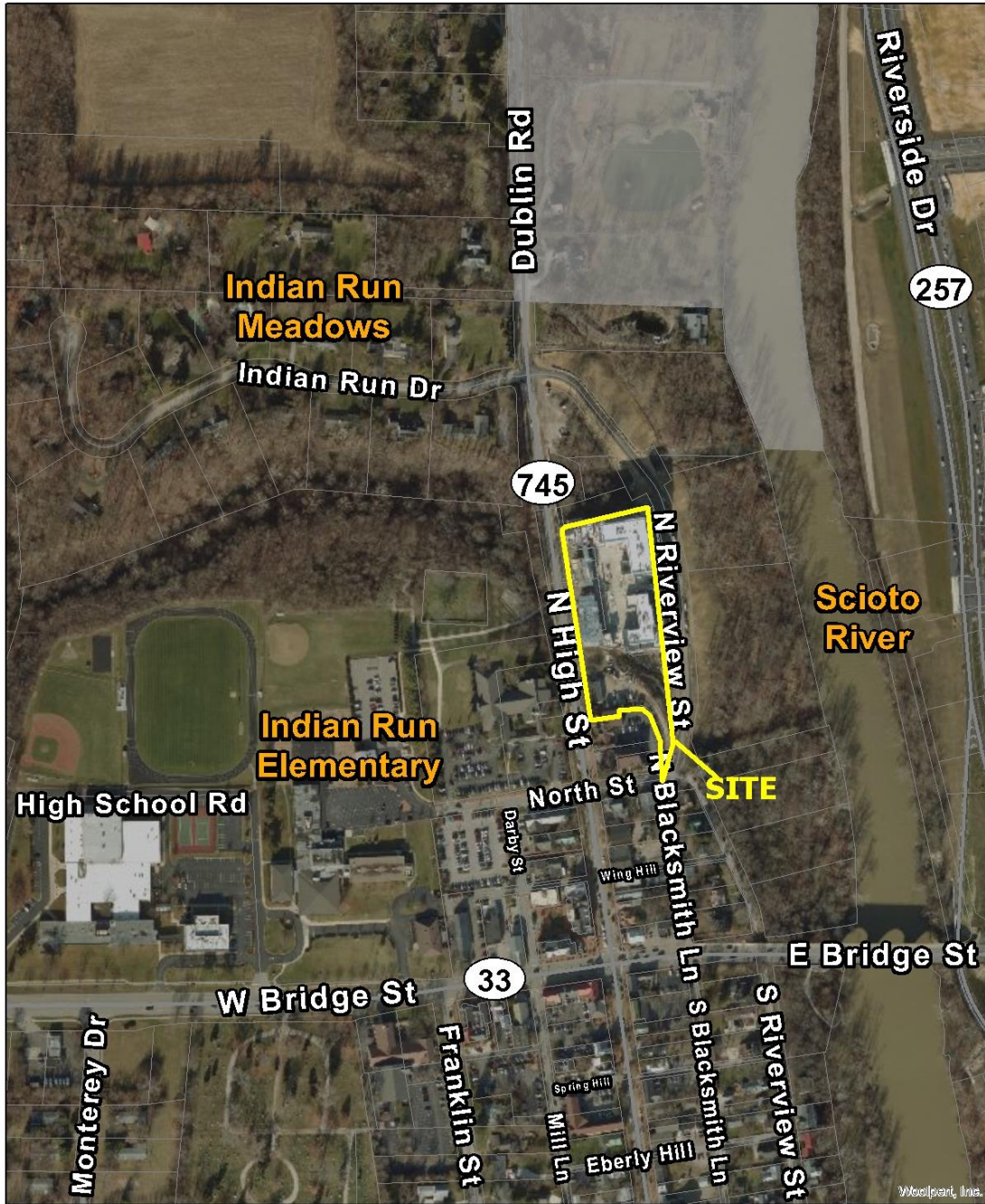


**Next Steps**

Upon approval by the Architectural Review Board (ARB) all future tenants will be eligible to file sign permits for signs meeting the provisions of the plan.

### 1. Context Map

The site is located east of N. High Street approximately 200 feet north of North Street.



 <p>City of Dublin</p>	<p>17-046ARB/MSP Master Sign Plan Bridge Park West 94-100 North High Street</p>	<p>0 150 300 Feet</p> 
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## 2. Overview

### A. Background

In 2015, the ARB reviewed and approved a MSP for the Bridge Park West development – Building Z1. The MSP established sign regulations for future tenants consistent with the architectural character of the building, and transitional nature of the northern portion of the Historic District. At the time, there was discussion regarding size, construction/design quality, and number of signs. The following two conditions were added at the meeting:

- 1) That the document be revised to clarify the window sign allowances that include the entire window area and not individual window panes; and
- 2) That the second floor tenants are permitted only a single projecting sign.

In May 2017, the ART reviewed a limited scope of modifications to the MSP tailored to address tenant specific requests. ART urged the applicant to comprehensively consider modifications and the construction of the future Z2 mixed-use building. In December 2017, the applicant resubmitted an application holistically considering modifications to the sign plan.

### B. Site Characteristics

#### 1) Natural Features

The site is located on the west side of the Scioto River within the Bridge Park West Development. It contains Building Z1 (a mixed use building), and will include the future pedestrian bridge landing and associated plaza and the future site of Building Z2. No natural features are present on the site; however, the site is in close proximity to the Scioto River and (future) Riverside Crossing Park,

#### 2) Surrounding Land Use and Development Character

- North: BSD-Historic Transition Neighborhood, mixed use building (Z1)
- East: BSD-Historic Transition Neighborhood, Riverside Crossing Park
- South: BSD-Historic Core, restaurant and retail businesses
- West: BSD-Public/ BSD-Historic Transition Neighborhood District, Dublin Veterans Park and Columbus Metropolitan Library Dublin Branch

#### 3) Road, Pedestrian and Bike Network

The site has frontage on North High Street. A pedestrian bridge and associated plaza is being constructed between Building Z1 and (future) Building Z2. The pedestrian bridge will complete a key link implementation of the BSD cycle track and bicycle network.

#### 4) Utilities

The site is served by public utilities with water and sanitary sewer along North High Street and the future Riverview Street extension.



### 3. Proposal

#### 1) Summary

The proposal includes modifications to a previously approved MSP for Bridge Park West, Block Z, to allow for additional flexibility within the MSP, and to incorporate Building Z2.

As tenants have applied for sign permits, it has become clear that the approved plan is unintentionally complex, unclear in certain cases, and challenging to administer for the Landlord and the City.

MSPs are intended to allow for one-of-a-kind, whimsical, unique signs that employ the highest quality materials and construction while allowing for flexibility to deviate from the standards of the BSD Sign Code provisions.

#### 2) Amended MSP Standards

Modifications are proposed to the overall design standards of signs, sign type definitions and supporting graphics, permitted lighting, and the General Regulations Matrix. Elevations for Building Z2 are included to illustrate permitted signs locations. Final sign locations will be determined at sign permitting subject to Staff approval.

To enhance the creativity and diversity amongst signs within the Bridge Street District, in keeping with the BSD Sign Guidelines, the proposal allows additional latitude and creativity in sign design to create a visually interesting and unique place while still maintaining limits on size, color, height, and design as defined within the General Regulations Matrix.

In detail, the following modifications are proposed to existing sign type and new signs types are proposed:

- **Leasing Window Cover:** Indented to provide full coverage of a tenant space during turnover. A Crawford Hoying or Bridge Park graphic is permitted to cover 30 percent or less of the window, which is consistent with the Window Sign regulation in the plan.
- **Tenant Leasing Window Cover:** A new sign type to build excitement for new tenants a maximum of 180 days prior to opening. It is proposed to be full coverage to screen construction activity. It may be a maximum of three colors and graphic area may not exceed 30 percent of the window area.
- **PED Art Sign:** New sign type intended to allow for select tenants with over 50 feet of frontage on a public right-of-way to request this sign type at the discretion of the Planning Director. The sign type is explicitly not intended to permit a larger, or more visible projecting sign. The type allows for a sign meeting all the design requirement of a Placemaking Art Sign to



be located within the first level of the building at a size not exceed 25 square feet, measured by summing three of the four sides of the sign.

- **Window Sign/Graphic:** Window signs were permitted under the original approval; however, tenant have expressed desire to have graphics that complement the theme of their brands, but are not explicitly signs. Window graphics are not permitted to include name or logo, may cover up to 30 percent of the window area, and do not count toward a tenant's total number of allowable signs.
- **Awning:** Sign type is clarified to be consistent with BSD Sign Code to permit 20 percent of the surface area of the awning to be printing up to a maximum of 8 square feet.
- **Canopy Edge Sign:** Sign type clarified to permit the sign to be located on top, on the face of, or below the canopy, and to be permitted at a maximum size of 1 square foot/linear foot of frontage up to a maximum of 12 square feet.
- **Logo/Name on Storefront Door:** Regulation proposed to be consistent with the BSD Sign Code provision for a one square foot, one low chroma color sign on a store front door. A permanent sign permit is not required and it does not count toward a tenant's total number of permitted building mounted signs.

Additionally modifications to number of signs by level, clarification on lighting, and abdication of a sign to subtenant is proposed, specifically:

- **Number:** Level 2 tenants are proposed to be permitted two projecting signs if the whole office suite is occupied by one tenant. Allowance of only one projecting sign per second floor tenant was a condition of the original approval therefore Staff is unsupportive of modifications to this regulation.
- **Color/Logos:** Signs are limited to three colors in all cases. The logo can be an unlimited number of colors, but counts as one color toward the total number of colors permitted. There is not a limitation on the percentage of the sign that can be logo or tag line.
- **Lighting:** The plan is clarified to prohibit neon.
- **Tenant Licensee Sign:** Tenants are allowed to grant a permitted sign to a tenant within their tenant space. The total number of signs permitted per tenant space remains the same. The intent is to allow flexibility for small businesses within the District to gain exposure.

In ART's review of the application, the team understood the applicants request for a second projecting sign for the southern Level 2 tenant if a single tenant occupies the entire space. ART determined based on ARB's discussion in 2015 it is most appropriate for the Board to reconsider the applicant's request.

## 4. Criteria Analysis

### A. Historic Dublin Design Guidelines – Sign Guidelines Appendix

#### 1) Multiple-Occupant Buildings

Criteria Met. The proposal is consistent with the purpose and intent stated within the Historic Dublin Sign Guidelines Appendix for multiple tenant buildings. The developer has comprehensively considered the unique qualities of the buildings and sites within the context of Historic Dublin and the City as a whole through creation of a MSP.

### B. BSD Sign Design Guidelines

#### 1) Signs and graphics should contribute to the vibrancy of the area.

Criteria Met. The proposal is consistent with the purpose and intent of the BSD Sign Design Guidelines to create a vibrant, walkable mixed use district by allowing additional flexibility and creativity in sign design.

#### 2) Signs should be highly pedestrian-focused while remaining visible to those traveling by car or bicycle.

Criteria Met. The proposed modifications permit additional flexibility allowing tenants to locate signs in a manner that is pedestrian oriented while realizing the need for wayfinding at a variety of scales.

#### 3) Placement of signs and graphics should assist with navigation, provide information, and identify businesses.

Criteria Met. The proposed modifications to the sign plan does inhibit or limit tenants from locating signs in a manner and design the aides with navigation or business identification.

### A. Master Sign Plan [153.066]

#### 1) Allow a greater degree of flexibility in sign design and display.

Criteria Met. 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 modifications to the plan aide in creating a flexible framework that demands high-quality, creative signs in keeping with the intent of the BSD and Bridge Park West development.

#### 2) Intended for multiple signs for a single building or a group of buildings to ensure the requested signs work in coordinated fashion.

Criteria Met with Conditions. The requested modifications to the Master Sign Plan ensure the buildings are addressed in a cohesive and coordinated fashion. Only one sign should be permitted for Level 2 tenants in keeping with the BSD Code allowances. An updated plan reflecting the approved changes must be submitted to the City prior to issuance of additional sign permits.

#### 3) Not intended to simply permit larger or more visible signs, or additional signs without consideration for unique sign design and display.

Criteria Met. The proposed modifications do not permit larger or more visible signs without consideration for unique, one-of-a-kind sign design, materials, and lighting.

**4) Maintains the purpose and intent of the sign and graphics standards for the applicable BSD Zoning District.**

Criteria Met. The intent of the BSD-Historic Transition Neighborhood, BSD Sign Design Guidelines, and Historic Dublin Design Guidelines are upheld with the proposed amendments as they will ensure that creativity is fostered through additional flexibility.

## 5. Recommendation

### **ART Recommendation**

The proposal complies with all applicable review criteria and existing development character of the area. **Approval** with two conditions:

- 1) The applicant provide an approved MSP containing all approved amendments to Planning, prior to sign permitting; and,
- 2) Level 2 tenants be permitted only one projecting sign.