

17-117MSP – DVC, CML SIGNS

Site Location

West of Dublin Center Drive, approximately 1,000 feet northwest of the intersection with Tuller Road.

Zoning

BSD-SCN, Bridge Street District – Sawmill Center Neighborhood District

Property Owner

Stavroff

Applicant/Representative

Alison Circle, Columbus Metropolitan Library

Applicable Land Use Regulations

Zoning Code Sections 153.0065(H)(2)(e), 153.066 and the BSD Sign Guidelines

Request

Approval of a Master Sign Plan (MSP) to permit wall and window signs for a new tenant within the Dublin Village Center development.

Staff Recommendation

Recommendation of approval of a MSP to Planning and Zoning Commission with one condition.

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Case Manager

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Summary

Approval of a Master Sign Plan (MSP) to permit wall and window signs for a library tenant within Dublin Village Center.

Zoning Map

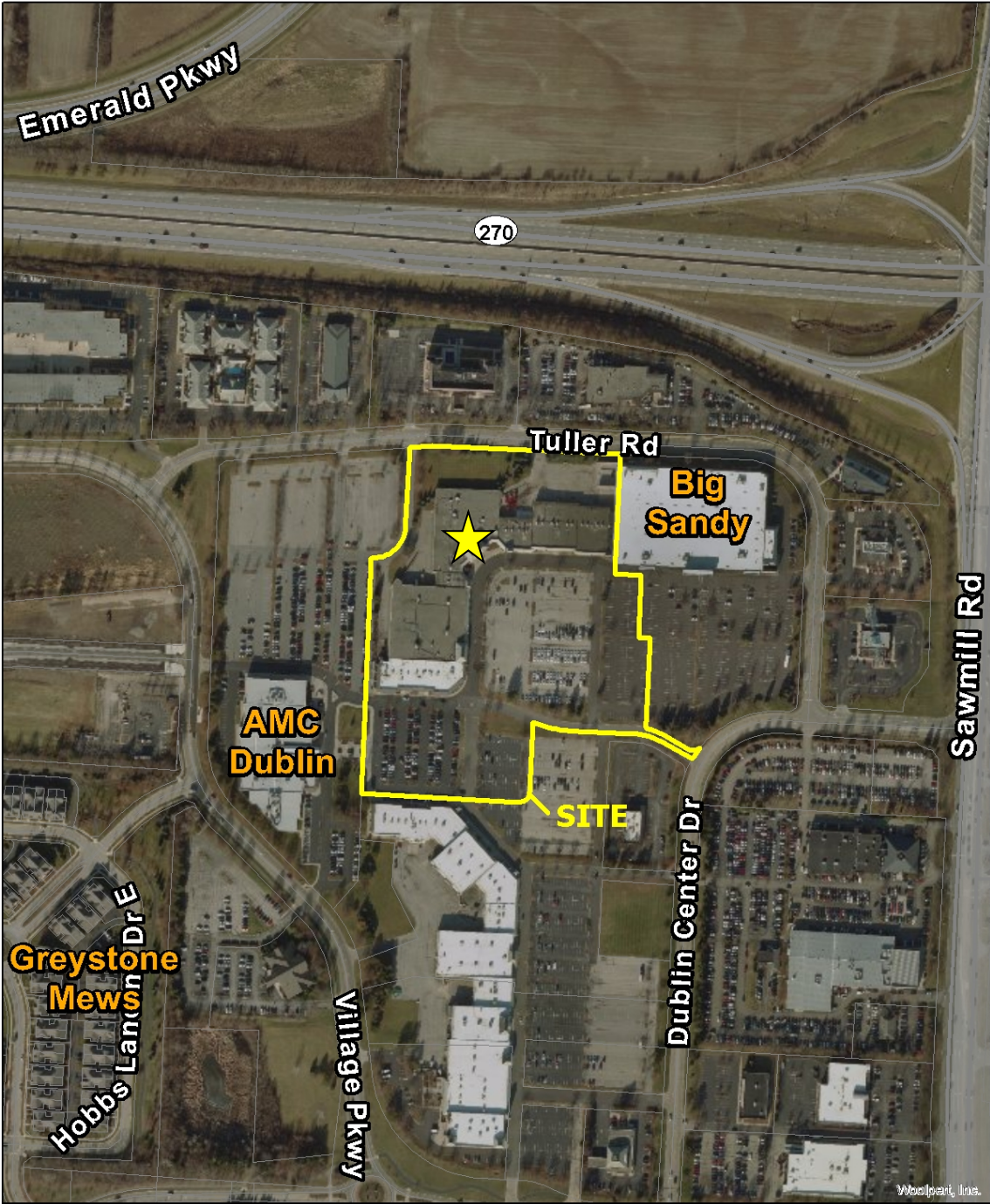


Next Steps

Upon approval of the Master Sign Plan (MSP) from the Planning and Zoning Commission, the applicant can apply for sign permits.

1. Context Map

The site is located west of Dublin Center Drive, approximately 1,000 feet northwest of the intersection with Tuller Road.



2. Overview

A. Background

In February 2017, City Council approved amendments to the Bridge Street District (BSD) sign provisions (Ord. 13-17) for existing structures in the BSD. As part of an existing structure in the BSD, signs are required to comply with regulations set forth within Section 153.150 of the Zoning Code until the space is redeveloped.

In April 2012, City Council approved Ordinance 08-12 to rezone the parcel to BSD – Sawmill Center Neighborhood as part of a larger BSD area rezoning. The property was developed in 1988 under Community Commercial zoning.

B. Site Characteristics

1) Natural Features

No natural features are present on the site.

2) Historic and Cultural Facilities

No historic and cultural facilities are present on the site.

3) Surrounding Land Use and Development Character

- North: BSD-SCN, Sawmill Center Neighborhood (Infiniti Dealership)
- East: BSD-SCN, Sawmill Center Neighborhood (Commercial)
- South: BSD-SCN, Sawmill Center Neighborhood (Commercial)
- West: BSD-SCN, Sawmill Center Neighborhood (AMC)

4) Road, Pedestrian and Bike Network

The site has frontage on Dublin Center Drive.

5) Utilities

Not applicable.

C. Proposal

1) Summary

The proposal is to approve a Master Sign Plan for variations to the permitted signs for a library tenant within the existing Dublin Village Center development. The applicant is requesting a wall sign and window signs for their tenant space.

2) MSP Request

Code limits signs for libraries to a maximum of 20 square feet, eight feet in height for wall signs, with no window signs allowed. The library's temporary location is within an existing shopping center where commercial tenants would be permitted a maximum of 80 square feet, based on the length of the tenant space, with a 15-foot maximum height. Window signs, per window, are permitted with a maximum of 10 square feet or 10% of window area, whichever is less. The total sign area for all signs per tenant (wall and window) would be not permitted to exceed the maximum area, or 80 square feet in this instance. Staff recommends using the sign provisions for commercial uses as a starting point for the Master Sign Plan review for this application to provide consistency throughout the center.

The applicant is requesting to install a wall sign within the existing sign band located above the tenant space entrance. The wall sign is 27 square feet and includes cut white vinyl letters to be installed on the sign band, consistent with existing tenants within the shopping center. The height of the proposed sign is 14 feet to the top of the sign band.

Additionally, the applicant is requesting window graphics within three windows located south of the tenant space entrance. The proposed signs include graphics of the new library building and opening dates mounted on white panels located within the tenant space windows. The proposal includes three signs at 24 square feet each, totaling 72 square feet.

Staff recommends the applicant reduce the size of the three window graphics to 45 square feet total. Code would permit each window to contain an approximately four square foot window sign based on the window size, or a total of 45 square feet across all the 11 windows. Staff supports of the window graphics consolidated within three windows in lieu of 11 smaller window signs across the length of the tenant space.

3. Criteria Analysis

A. 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.
- 2) **Signs should be highly pedestrian-focused while remaining visible to those traveling by car or bicycle.**
Criteria Met with Condition. 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. The reduction of the proposed window graphics will be more appropriately scaled and the consolidated location of the window signs will eliminate the potential sign clutter along the tenant frontage.
- 3) **Placement of signs and graphics should assist with navigation, provide information, and identify businesses.**
Criteria Met. The proposed Master Sign Plan will allow the library tenant a consistent wall sign location to other tenants within the center.

B. Master Sign Plan [153.066]

- 1) **Allow a greater degree of flexibility in sign design and display.**
Criteria Met with Condition. The proposed MSP aides in creating a flexible framework that demands high-quality, creative signs in keeping with the intent of the BSD and Dublin Village Center.
- 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. The requested Master Sign Plan ensures the library tenant signs are treated in a cohesive and coordinated fashion with the rest of the center.

- 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 proposed MSP allows flexibility and consistency for this tenant within the existing shopping center.

4. Recommendation

Master Sign Plan

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

- 1) The total area of the three window signs not exceed 45 square feet.