

# 17-125ARB-MSP – LIBRARY AND PARKING GARAGE SIGNS

## Site Location

West of North High Street, approximately 250 feet northwest of the intersection with North Street.

## Zoning

BSD-HTN: Historic Transition Neighborhood

## Property Owner

Columbus Metropolitan Library Board of Trustees

## Applicant/Representative

Tracy Perry, NBBJ

## Applicable Land Use Regulations

Zoning Code Section 153.066 and 153.170, and the *BSD Sign Design Guidelines*.

## Request

A Master Sign Plan (MSP) for permanent signs for the library and the parking garage, and signs for the temporary construction fence.

## Staff Recommendation

Approval of Master Sign Plan with 1 condition.

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## Case Manager

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## Summary

A proposal for a Master Sign Plan for the Columbus Metropolitan Library, Dublin Branch and Downtown Dublin Parking Garage.

## Location Map



## Next Steps

Upon recommendation of approval from the Administrative Review Team (ART), the case will be presented to City Council for review and approval.

1. Context Map

The site is located west of North High Street and north of North Street.



## 2. Overview

### A. Background

The site previously contained a ±21,300 square-foot, brick, one-story civic building (library), constructed around 1980 as a replacement to the previous library building demolished in the 1970s. The 1980 library building was located in the northeastern portion of the site with off-street parking located to the south and west of the building. The site was approved for demolition by the Architectural Review Board (ARB) on June 28, 2017.

City Council approved the Basic Plan for the Library and Parking Garage on April 24, 2017. City Council approved the Development and Site Plan for the Downtown Dublin Parking Garage on August 28, 2018 and the Development and Site Plan for the Library on September 11, 2017.

City Council approved a development agreement with the Columbus Metropolitan Library to facilitate the construction of the library, parking garage and adjacent streets in February, 2017. The approved development agreement provided allowances for the library regarding the garage entrance, parking spaces and sign provisions. The proposed Master Sign Plan (MSP) incorporates the designated sign provisions and has been reviewed and approved by CML.

The ART reviewed the proposal at three meetings, November 30, 2017, January 4, 2018, and May 3, 2018. The ART encouraged the library incorporate a different ground sign that is more vertical and contemporary in design. ART also requested the proposed construction fence graphics be reduced in size. Additionally, the ART asked for more detailed information about the proposed garage signs, including dimensions, colors, materials, and lighting; and recommended the size of the numbers in stairwells be reduced. All of these items have been addressed with the resubmission or through attached conditions.

### B. Site Characteristics

#### 1) Natural Features

There is significant grade change across the site, with the largest change from west to east along the northern boundary.

#### 2) Historic and Cultural Facilities

There are no historic or cultural facilities present on this site.

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

- North: BSD-P: Public (Dublin Veterans Park)
- East: BSD-HC/HTN: Historic Core/Historic Transition Neighborhood (Mixed use development and public plaza)
- South: BSD-HC: Historic Core (Commercial Uses)
- West: BSD-P: Public (Indian Run Elementary School)

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

The site includes two parcels for the library and the parking garage. The site has frontage along four rights-of-way: future Rock Cress Boulevard, N. High Street, North Street, and future Franklin Street extension. Pedestrian and bike facilities are provided with the street network improvements.



5) **Utilities**

The site will be served by public utilities, including sanitary and water. Electrical and gas are also provided on site.

C. **Proposal**

1) **Summary**

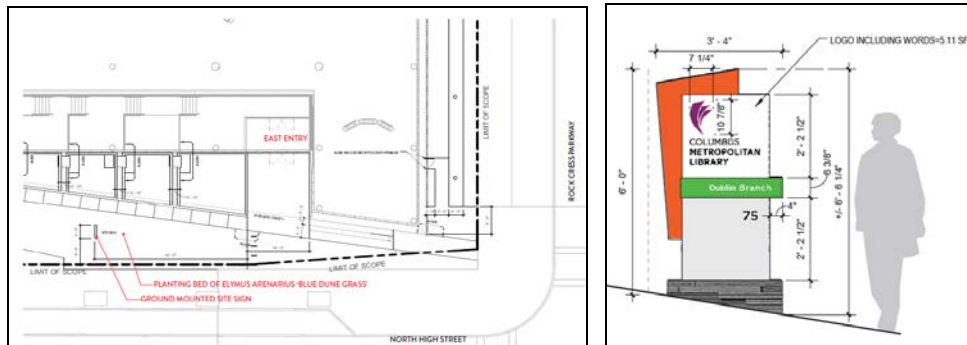
The proposal is a MSP for permanent signs for the Columbus Metropolitan Library, Dublin Branch and the Downtown Dublin Parking Garage, and signs for the temporary construction fence.

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 or adopted MSP standards.

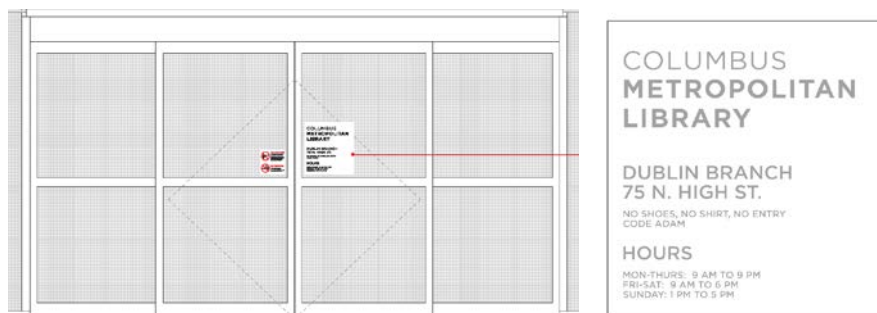
2) **Permanent Signs – CML Dublin Branch**

The sign provisions for properties zoned Bridge Street District - Historic Transition permit two different sign types, including ground and building-mounted signs for each street-facing building façade or frontage. For buildings with more than one street frontage, one additional sign is permitted, not to exceed three.

The proposal includes one ground sign for the library, located in the landscape area along North High Street. Code permits an eight-square-foot ground sign, six feet in height and located eight feet from the right-of-way. The proposed sign is 16 square feet in area and 6.5 feet tall. The sign is an internally-illuminated, metal sign cabinet, incorporating the Columbus Metropolitan Library colors and logo.



The proposal includes two, 1.89-square-foot window signs at the two main entrances to the library. The window signs are gray text on a white background. Window signs are permitted to be 20% of the surface area of the window, not to exceed 8 square feet. The proposed signs meet this requirement.

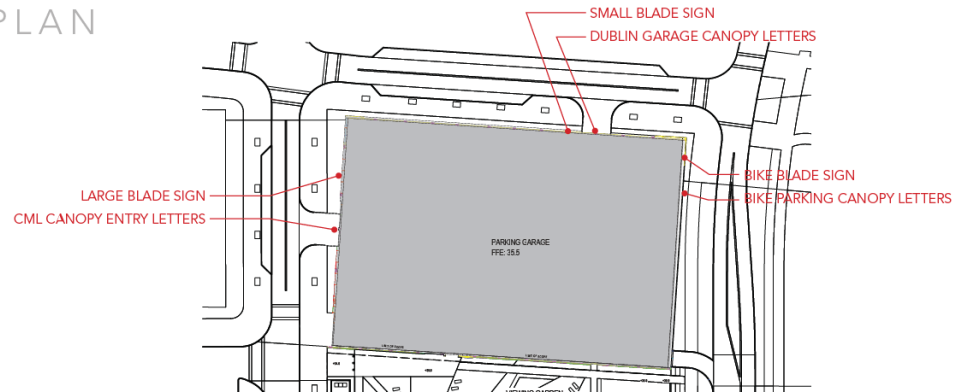


### 3) Permanent Signs – Parking Garage

The sign provisions for properties zoned Historic Transition within the Bridge Street District Code permit two different sign types, including ground and building-mounted signs for each street-facing building façade or frontage. For buildings with more than one street frontage, one additional sign is permitted not exceed three.

The proposal includes one projecting sign and one canopy sign on each street facing façade of the garage building, total of six signs.

#### PLAN



#### North Street

The North Street (south) elevation includes a 151-square-foot projecting sign and a 23-square-foot canopy sign. The proposed projecting sign includes a metal sign cabinet with open face, illuminated, channel letters for the "PARK" text and the standard parking symbol mounted on a silver background; and silver, pin mounted letters on a black background for the "Dublin Parking Garage" text. The projecting sign is located along the North Street elevation, west of the vehicular entrance. The proposed projecting sign is similar in design to the proposed parking garage signs in the Bridge Park development.



The proposed canopy edge sign include orange, internally-illuminated, channel letters for the "Library Parking" text. The canopy sign located above the vehicular entrance canopy along North Street.



The proposed sign plan indicates additional graphics located within the interior of the garage at the North Street entrance. Planning understands these graphics may change over time and recommends an additional sign type be added to the Master Sign Plan to allow for these internal graphics visible from the public right-of-way.

## Franklin Street

The Franklin Street (west) elevation includes a 31.5-square-foot projecting sign and an approximately 30-square-foot canopy sign. The proposed projecting sign includes a metal sign cabinet with open face, illuminated, channel letters for the standard parking symbol mounted on a silver background; and silver, pin mounted letters on a black background for the "Dublin Parking Garage" text. The projecting sign is located along the Franklin Street elevation, south of the vehicular entrance.



The proposed canopy edge sign includes blue, internally-illuminated, channel letters for the "Public Parking" text and the standard circular parking symbol. The canopy sign is located above the vehicular entrance canopy along Franklin Street.



## Rock Cress Boulevard

The Rock Cress Boulevard (north) elevation includes a 27-square-foot projecting sign and an approximately 30-square-foot canopy sign. The proposed projecting sign includes a metal sign cabinet in the shape of a bicycle to indicate the location of the bike hub area in the parking garage. The projecting sign is located along the Rock Cress Boulevard elevation, at the bike hub entrance.



The proposed canopy edge sign includes blue, internally-illuminated, channel letters for the "Bicycle Parking" text and a circular bicycle graphic. The canopy sign is located above the bike hub entrance canopy along Rock Cress Boulevard.



## Stairwell Graphics

The proposal includes painted graphics in the garage stairwells with corresponding number and garage floor color. The proposed graphics vary in height from 9-foot, 7-inch to 13-foot. ART expressed concern about the height and color during their review and recommended the height be reduced to 6-foot to be more in scale with patrons and minimize the visual distraction externally.



## 4) Temporary Signs – Construction Fence Signs

Code permits one, 32-square-foot temporary development sign per street frontage, up to two signs. The proposal includes two, 96-square-foot signs located along North Street and North High Street on the existing construction fence.

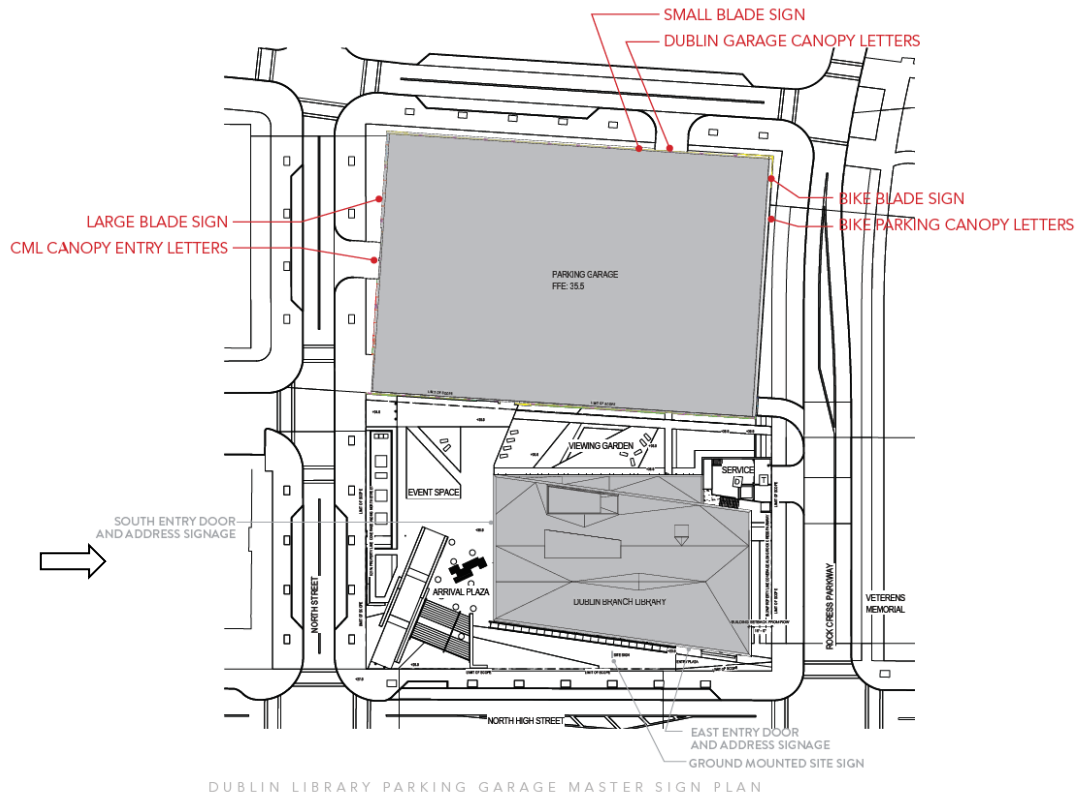
## North High Street



## North Street



## 3. Sign Plan



## 4. Criteria Analysis

### A. BSD Sign Design Guidelines

- 1) **Signs and graphics should contribute to the vibrancy of the area.**  
Criteria Met with Conditions. 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. The stairway numbers should be reduced to a maximum of 6 feet in height. An additional sign type should be provided in the sign plan to allow the internal wall graphics visible from the right-of-way at the North Street entrance.
- 2) **Signs should be highly pedestrian-focused while remaining visible to those traveling by car or bicycle.**  
Criteria Met. The signs are proposed 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 signs are located appropriately at the vehicular and bicycle hub entries. They are placed for maximum visibility for both vehicles and pedestrians.

#### **B. 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 allowances are requested to permit additional flexibility in location as to meet the need for wayfinding throughout all aspects of the site.

- 1) **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 proposed sign plan coordinates sign needs between the new Dublin Branch of the Columbus Metropolitan Library and the Downtown Dublin Parking Garage in a cohesive manner.

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

Criteria Met. The flexibility requested is appropriate given the developmental needs and complexity of the site components.

- 3) **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 South and BSD Sign Design Guidelines are upheld through the proposed sign plan.

## **5. Recommendation**

### **Staff Recommendation**

The proposed Master Sign Plan is consistent with all of the applicable review criteria.

**Approval** is recommended with two conditions:

- 1) That the applicant reduce the height of the proposed stairway numbers to six feet in height.
- 2) That the applicant include an additional sign type to allow the internal wall graphics at the North Street entrance.