

18-043MSP – BRIDGE PARK, BLOCKS A, B, & C AMENDMENTS

Site Location

East of Riverside Drive north of the intersection with SR 161/W. Dublin-Granville Road

Zoning

BSD-SRN, Bridge Street District - Scioto River Neighborhood District

Property Owner

Crawford Hoying LLC

Applicant/Representative

Crawford Hoying

Applicable Land Use Regulations

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

Request

Approval of amendment to an approved Master Sign Plan (MSP) to include sign provisions for Building A1 and to clarify existing regulations.

ART Recommendation

Approval of a MSP to Planning and Zoning Commission with three conditions.

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Case Manager

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Summary

Amendment to an approved Master Sign Plan (MSP) to include Building A1 and to clarify existing regulations.

Zoning Map

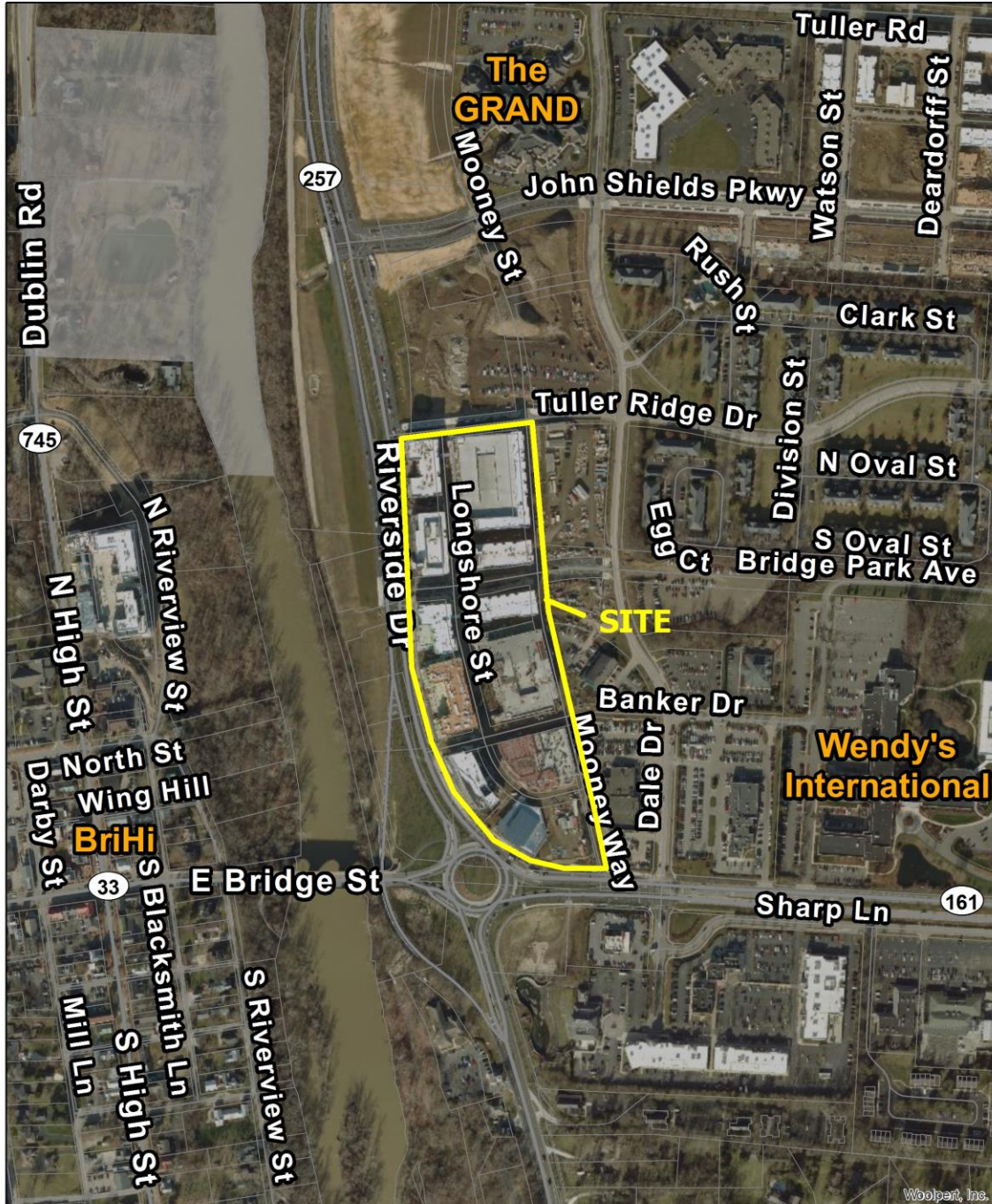




Next Steps

Upon approval the Master Sign Plan (MSP) City Staff will administer the plan in coordination with the landlord, and the tenant will be eligible to file for sign permits

1. Context Map

The site is located east of Riverside Drive at the intersection with SR 161/W. Dublin-Granville Road.



 <p>City of Dublin</p>	<p>18-043MSP Master Sign Plan Bridge Park Block A, B, C Master Sign Plan 6515 Longshore Loop</p>	<p>0 190 380 Feet</p> 
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2. Overview

A. Background

In 2018, the Commission approved an addendum to the MSP to permit a unique sign for the Vaso Rooftop Bar.

Previously, the Commission approved amendments to the Bridge Park Blocks A, B, & C MSP to permit addition flexibility for creative sign designs within the pedestrian realm. However, it is not possible to contemplate all creative sign designs. Therefore, it is necessary to allow for the Commission to review and approve addendums to the plan for signs meeting the intent of the BSD Sign Design Guidelines as place-making elements.

In 2017, the MSP was amended to incorporate Block A. Given the single-use buildings within Block A; specifically, a hotel, an event center, a parking garage, and an office the Commission reviewed and approved sign designs. In June 2017, an amendment was approved by the Commission for an alternate sign design for the event center due to an alternate branding direction.

In 2016, The Commission approved a request for a comprehensive MSP for Bridge Park Blocks B and C to permit a variety of sign types for retail and office tenants, and for the base buildings as part of the development (address numerals, identification plaques etc.). The Commission subsequently approved an amendment to the approved MSP for Blocks B and C to include parking garage signs for the Longshore and Mooney garages.

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-SRN, Mixed use – Undeveloped Land
- East: BSD-SRN, Acura Dealer, and (Future) Block F and Block G
- South: ROW – SR 161/W. Dublin-Granville Road
- West: BSD-P – Park – (Future) Riverside Crossing Park

4) Road, Pedestrian and Bike Network

The development has frontage on Tuller Ridge Drive to the north, Mooney Street to the east, SR 161/W. Dublin-Granville Road to the south, and Riverside Drive to the west. Pedestrian facilities are provided throughout the site. A pedestrian activated 'Shopping Corridor' is designated along Bridge Park Avenue. A bikeway is also located along Bridge Park Avenue providing a connection to the (future) pedestrian bridge.

5) Utilities

Public utility service is provided via Riverside Drive and West Dublin Granville Road including water, storm sewer, and sanitary sewer. Sanitary also extends through the development via Bridge Park Avenue.

C. Proposal

1) Summary

The proposal is to permit amendments to the previously approved MSP for Bridge Park, Blocks A, B, and C to allow signs for Building A1, and to further clarify existing regulations.

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.

In the case of Bridge Park, the MSP provides a framework for tenants to work within by providing clear expectations and guidance on the character, types, number, and location of appropriate signs throughout the development.

The Planning and Zoning Commission is the final reviewing body for any expansion of geography, modifications to existing regulations, or addendums for signs with special conditions not meeting the provisions of the plan.

The request is for expansion of the area of applicability to incorporate Building A1 and to modify existing regulations to provide additional clarity. Any future modifications to the plan or request of a tenant unable to meet the MSP is required to come before the Commission with a new application for review and approval.

2) MSP Amendments

- Modifications to incorporate Block A – Building A1. Building A1 is an office building located within the Bridge Park development. The office has frontage on SR 161/W. Dublin-Granville Road (public) to the south, Mooney Way (private) to the east, Longshore Loop (private) to the north, and publically accessible private open space to the west.

The applicant has provided elevations to designate general locations where sign types are appropriate for the structure. As the ART may recall, the sign types and sizes are determined Level. Levels do not correspond to floors, but rather sections of structures where certain sign allowance are provided. The details, by Level, are provided below from vehicular oriented to pedestrian oriented signs.

In Level 2, Fascia/Wall signs are permitted in designated locations (south, east, and west elevations) within the fourth story of the building as depicted in the plan. Wall signs within Level 2 are permitted to be a maximum of 60 square feet in size. A maximum of 6 signs are permitted within Level 2 for office tenants as allocated by the landlord prior to review and approval by the City. Staff anticipates vehicular traffic will more easily identify with an office building brand/name versus individual tenants from SR 161/W. Dublin-Granville Road frontage. The maximum number of signs within Level 2 for Building A1 should be updated to reflect two of six are require to be Building signs.

In Level 1, Fascia/Wall signs, Projecting signs, and Window signs/graphics are permitted in designated locations (north, south, east, and west elevations) within the first story of the building as depicted in the plan. Wall signs in Level 1 are permitted to be a maximum of 50 square feet in size based on 1 square foot per linear foot of frontage. Projecting signs within Level 1 are a maximum of 12 square feet in size, and Window signs are a maximum of 30-percent of each window.

- Modifications to create a provision based on a condition of approval for an application (Case 18-026WR) approved by the Planning and Zoning Commission permitting full window coverage exceeding the building transparency requirement for Building C1.

The Tenant Window Screening sign is defined as a Signs with Special Conditions. Tenant Window Screening is permitted provided that it provides screening to a 'back-of-house' operational area. The tenant is required to submit the coverage request and associated graphics for approval by the required reviewing body. These details should be clarified in the General Regulations Matrix.

- Minor update to provide clarification metal is a permitted material for window signs.

Except the aforementioned items, no modifications are proposed to the overall design standards of signs, sign type definitions and supporting graphics, permitted lighting, and the General Regulations Matrix within the MSP.

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 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 with Condition. The proposed amendment to permit signs for an additional building and minor clarifications as needed remain pedestrian oriented while realizing the need for wayfinding at a variety of scales. The total number of signs for Building A1 – Level 2 should be updated to clarify 2 signs within Level 2 provide building identification, and 4 signs within Level 2 may be designated for individual tenants.
- 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.

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 amendment is an example of a high-quality, creative sign in keeping with the intent of the BSD and Bridge Park 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 amendment is consistent with quality and character required for signs throughout the development. An updated plan reflecting the approved changes must be submitted to the City prior to issuance of additional sign permits. The details regarding approval and administration of the Tenant Window Screening sign type be updated to reflect the process.
- 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 request does 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-Scioto River Neighborhood District, and BSD Sign Design Guidelines are upheld with the proposed amendments as they will ensure that creativity is fostered through additional flexibility.

4. Recommendation

Master Sign Plan

The proposal complies with all applicable review criteria and existing development character of the area. ART is recommending **approval** with three conditions:

- 1) The applicant update the plan to reflect the total number of signs for Building A1 – Level 2 not exceed 2 signs within Level 2 for building identification, and 4 signs within Level 2 for separate individual tenants.
- 2) The applicant update the details regarding approval and administration of the Tenant Window Screening sign type to reflect the process.
- 3) The applicant provide an approved MSP containing all approved amendments to Planning, prior to sign permitting.