

19-072INF – DUBLIN VILLAGE CENTER MSP

Summary

This is a request for an Informal Review and feedback of a future Master Sign Plan (MSP) application. The proposal is for a comprehensive sign plan addressing Dublin Village Center.

Site Location

West of Dublin Center Drive, approximately 1,000-foot west of the intersection with Sawmill Road.

Zoning

BSD-SCN, Bridge Street District - Sawmill Center Neighborhood

Property Owners

DVC ASSOCIATES LLC
BARKLEY HOLDINGS LLC
SCF RC FUNDING IV LCC

Applicant/Representative

Kevin McCauley, Stavroff

Applicable Land Use Regulations

Zoning Code Section 153.066

Case Manager

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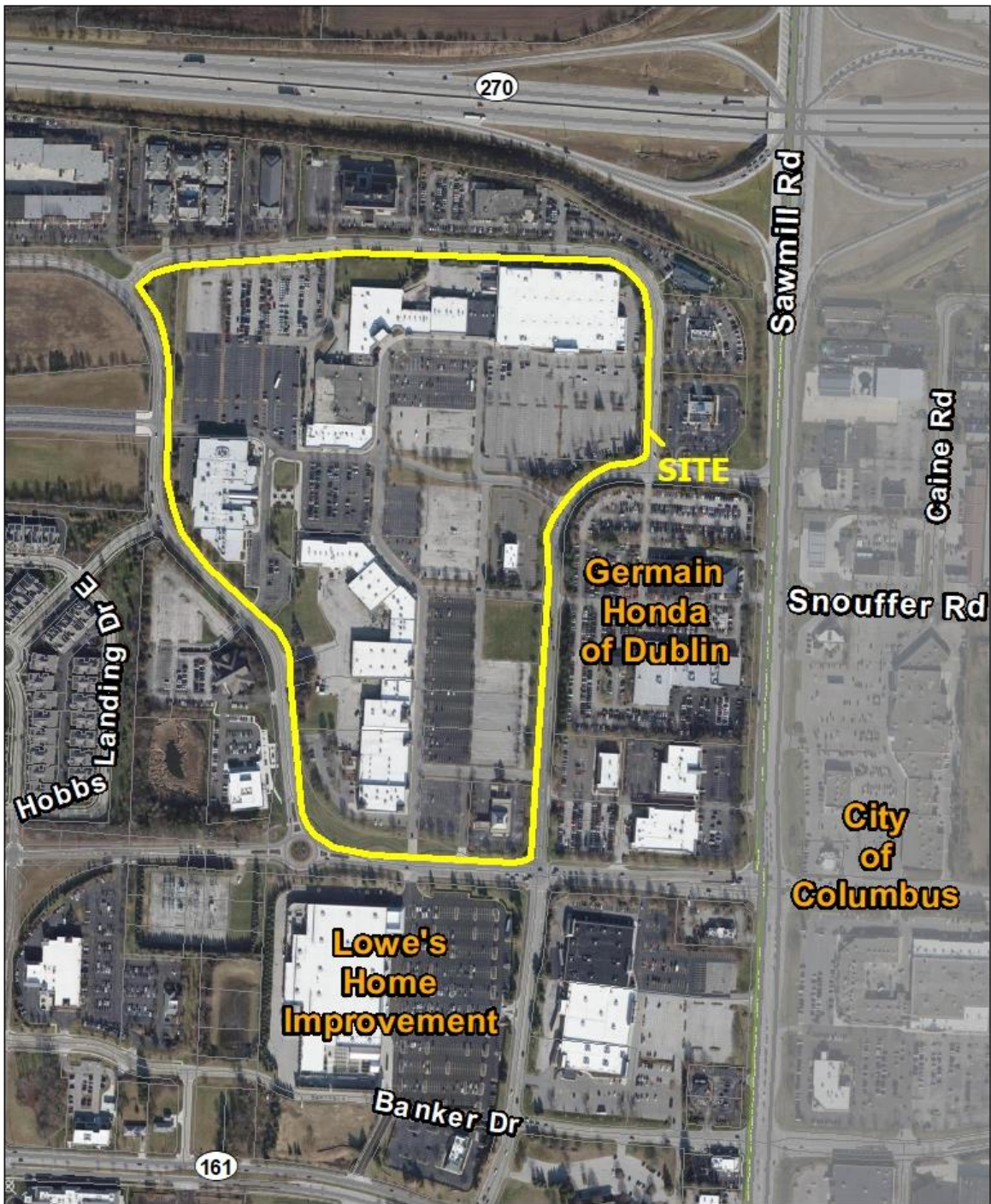
Next Steps

Upon informal review and non-binding feedback from the Commission, the applicant will apply the feedback to the formal application for a Master Sign Plan (MSP).

Zoning Map



1. Context Map



2. Overview

Background

The shopping center originally developed in the late 1980s. When the shopping center was developed there was an agreement between the City and the developer to create a consistent approach to signs. Overtime with changes in center ownership, the Zoning Code, and City review processes, the signs throughout the center have become inconsistent. Today, the intent is to invest in the center by establishing an updated set of standards that are universally applicable to the center signs and tenants signs.

Site Characteristics

Natural Features

No natural features are present on the site.

Surrounding Land Use and Development Character

North: BSD-SCN – BSD – Sawmill Center Neighborhood: Commercial – Vehicle Sales, Hotel

East: BSD-SCN – BSD – Sawmill Center Neighborhood: Commercial – Vehicle Sales, Bank, Restaurant

South: BSD-SCN – BSD – Sawmill Center Neighborhood: Commercial – Retail

West: BSD-SCN – BSD – Sawmill Center Neighborhood: Commercial – Retail, Undeveloped

Road, Pedestrian and Bike Network

The shopping center has approximately 1,500 feet of frontage on Dublin Center Drive; 2,250 feet of frontage on Tuller Road; 2,000 feet of frontage on Village Parkway; and, 750 feet of frontage on Bridge Park Avenue.

There are five major access points: one on Dublin Center Drive; one on Tuller Road; two on Village Parkway; and one on Bridge Park Avenue. The two primary entrances are Dublin Center Drive and (future) Johns Shields Parkway Extension; and, John Shields Parkway and Village Parkway. There is an off-site entry feature (Clock Tower) located at Sawmill Road and Bridge Park Avenue.

There are limited pedestrian and bicycle facilities along the margins of the site; and no pedestrian or bicycle facilities located within the site.

Utilities

The shopping center is served by public utilities.

Proposal

The is a request for Informal Review and non-binding feedback for a future Master Sign Plan application for an existing, auto-oriented shopping center. The applicant has indicated a desire to elevate the center by rebranding, clearing visual clutter, and creating cohesive, creative sign standards. The applicant is seeking feedback on:

- Brand Vision
- Sign Design and Character
- Sign Number and Locations
- Public Art and Placemaking
- AMC Anchor Tenant

Additional details will be provide when this application formally moves forward including sign areas, heights, and locations, and inline tenant standards.

MSP Intent

Master Sign Plans 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. MSPs are not intended to allow for a greater number of signs without consideration for unique sign design and display.

The Bridge Street District Sign Design Guidelines identify that signs within the District should contribute to the vibrancy of the area, should be pedestrian focused while simultaneously provide wayfinding for vehicles and cyclists, and should assistant with navigation and identification of businesses.

Brand Vision

The applicant is proposing a new brand standard for Dublin Village Center (DVC) that is intended to elevate the center and align with the community character. According the proposal, the design attributes that are the inspiration for the sign package are authentic, adaptive, sustainable, community, evolving, eclectic, reinvigorated, and gathering place. The attributes are distilled into a four-prong vision:

- 1) Weaving Community
- 2) Dublin/Celtic
- 3) Center
- 4) Distinctive Friendly.

The resulting brand logo is a Circular Celtic Knot with DVC simplified to Dublin Center.



Sign Design/Character, Number, and Locations

The applicant has provided a System Overview, which includes a sense of how the brand vision is incorporated into the sign designs to create consistent, cohesive design standard for the center. It is the intent that both the inline shopping center tenants and outparcel tenants would follow the same standards.

All existing center sign faces are proposed to be updated to a dark gray and cream color scheme with halo illumination. The existing brick monuments are proposed to be retained. The new brick monuments for outparcel tenants are proposed to match the existing brick monuments.



There are four existing signs that are proposed to undergo major refurbishment. Specifically, the clock tower, two large monument entry signs, and one raised monument directional sign. The most significant changes are proposed to the clock tower, which include a new roof, new logo, new name band, new tenant panels, refurbished ironwork, and new landscaping.

There are six new interior directional signs proposed. The directional signs are proposed to have a brick monument with swooped metal sign face in dark gray. The sign design incorporates the new Celtic knot logo and general direction of major tenants.

Ten new aisle banners are proposed. The banners are all proposed interior to the site. The applicant has indicated the intent is to guide traffic along the main drive versus through various circuitous routes. The banners are proposed as dark gray with the Celtic knot logo.

The proposal also provides an example of a typical outparcel ground sign. The sign uses the same design elements as the proposed directional signs and is similarly accented with halo illumination.



Public Art and Placemaking

The proposal includes activation of the existing green space in front of the theatre. The proposal envisions an orb with a basket weave design that takes cues from the intertwining of the Celtic knot. The applicant is also proposing to enhance select tower features throughout the center with updated paint and logo scheme for enhanced continuity.



AMC Anchor Tenant

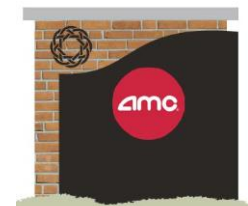
The applicant is also proposing updates to the AMC signs as part of this application. The AMC is the anchor tenant located in the western portion of the Center south of the intersection of John Shields Parkway and Village Parkway.

AMC parking areas are located south, east, and north of the building. The main access point for the theatre is from the intersection of John Shields Parkway and Village Parkway, with secondary access from Tuller Road to the north and Village Parkway to the south. Alternatively, patrons coming from Sawmill Road may traverse the parking lot, east to west, to visit the theatre. The applicant has indicated that because of the variety of directions from which the theatre may be accessed it is essential the property have multiple smaller signs on a number of frontages given the nearly 800,000 visitors per year.



Today, the theatre has a total of two wall signs on two different frontages: one above the main entrance centrally located on the east façade, and one on the south elevation facing Village Parkway. Additionally, there are two 'Theatre Parking' ground signs located along Tuller Road.

The proposal is to retain the existing wall signs and add two new AMC logo signs: one wall sign at the northeast corner and one projecting sign at the northwest corner. The applicant has indicated the two small logos will provide visibility for visitors traveling east to west. The areas and heights of



the signs are not specified at this stage. Additionally, the two ground signs along Tuller Road are proposed to be replaced with new outparcel tenant signs. A third outparcel tenant sign is proposed at the southern AMC entrance off Village Parkway.

3. Discussion Questions

Informal Review

- 1) Does the proposed Brand Vision complement the Center and the community?
- 2) Is the Commission supportive of the proposed sign design, character and quality?
- 3) Does the proposed sign plan creatively address an existing development with new signs?
- 4) Is the Commission supportive of proposed anchor tenant signs; specifically, number, types, and locations?
- 5) Other considerations by the Commission.

4. Recommendation

The Commission provide the applicant an informal review and non-binding feedback regarding a proposed (future) Master Sign Plan application.