

19-121MSP – BRIDGE PARK, D BLOCK MSP

Site Location

East of Riverside Drive north of the intersection with Tuller Ridge Drive.

Zoning

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

Property Owner

Crawford Hoying LLC

Applicant/Representative

Matt Starr, Executive Vice President of Development and Lynne Sulc, Tenant Coordinator

Applicable Land Use Regulations

Zoning Code Section 153.065(H) and 153.066, and the *BSD Sign Design Guidelines*

Request

Approval of amendment to an approved Master Sign Plan (MSP) to include sign provisions for D Block and to provide standard for an anchor tenant.

Case Managers

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Summary

A proposal for a Master Sign Plan for signs for Bridge Park, D Block building including standards for the North Market tenant space.

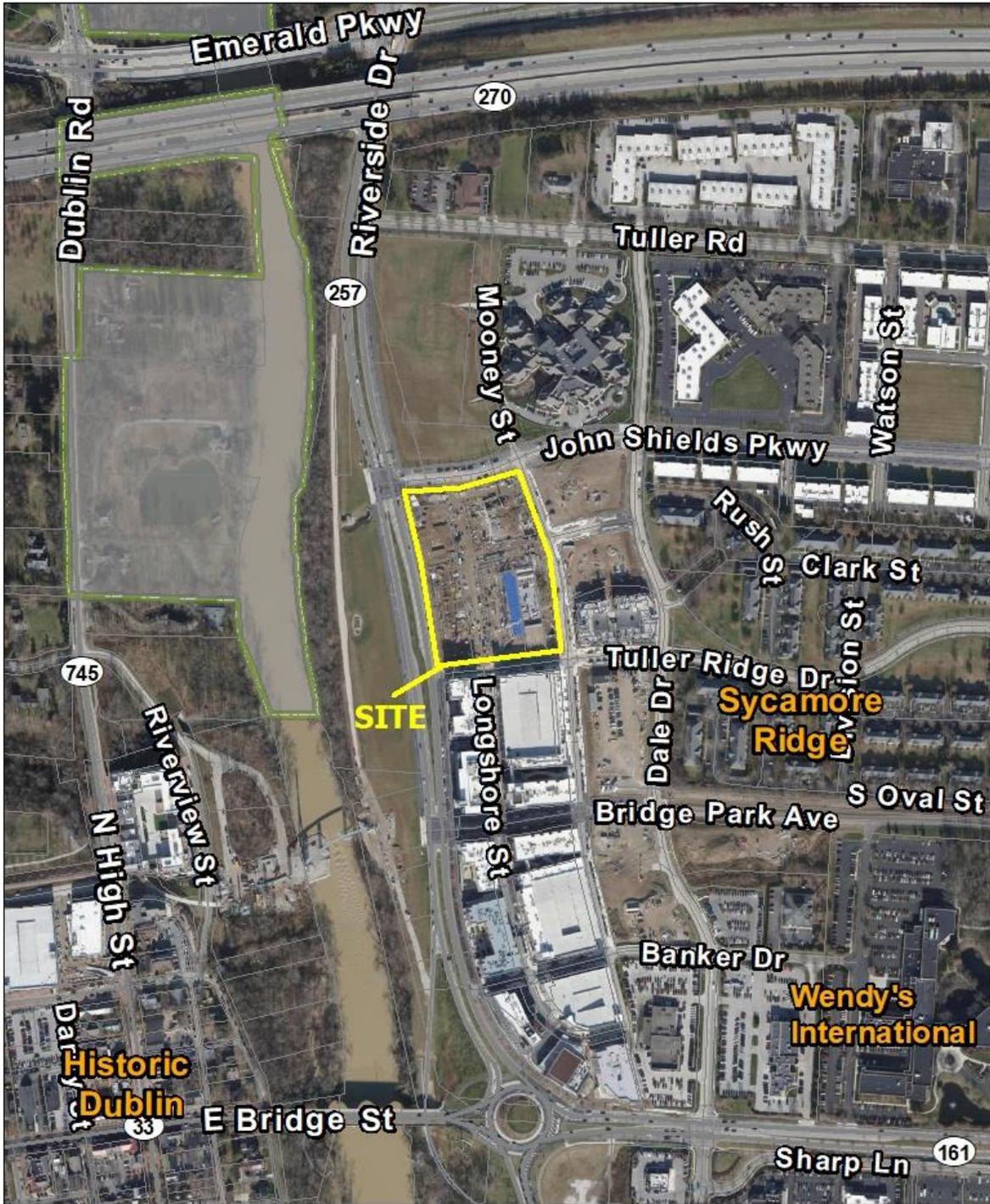
Zoning Map



Next Steps

Upon final review and approval by the Planning and Zoning Commission, the applicant will be eligible to submit for sign permits.

1. Context Map



 <p>City of Dublin</p>	<p>19-121MSP Master Sign Plan Bridge Park, Block D Riverside Drive</p>	<p>0 190 380 Feet</p> 
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2. Overview

A. Background

In 2018, the Commission approved an addendum to the Master Sign Plan (MSP) to permit signs for the A1 office building and a unique sign for the Vaso Rooftop Bar.

In 2017, 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 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.

Previously, 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 building, 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. Process

For Master Sign Plans (MSP), the Planning and Zoning Commission is the final reviewing body for new plans or for modifications to existing plans including to regulations, geography and addendums for signs with specials conditions.

MSPs 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 and adopted MSP standards.

C. Site Characteristics

1) Natural Features

The site contains no natural features

2) Surrounding Land Use and Development Character

North: BSD-SRN, Undeveloped Land

East: BSD-SRN, Bridge Park, H Block

South: BSD-SRN, Bridge Park, C Block

West: BSD-P – Park – (Future) Riverside Crossing Park

3) Road, Pedestrian and Bike Network

The development has frontage on Tuller Ridge Drive to the south, Mooney Street to the east, John Shields Parkway to the north, and Riverside Drive to the west. Pedestrian facilities are provided throughout the site.

D. Site Layout

Bridge Park, D Block is comprised of four buildings: D1, D2, D3, and D4/D5, which contain retail, office and residential uses. D Block also includes the extension of Longshore Street to the north and Larimer Street to the west. Additionally, an integral piece of the John Shields Greenway was provided with D Block, and a pocket plaza was also established between Buildings D1 and D2.



E. Proposal

The proposal is to permit amendments to the previously approved MSP for Bridge Park, Blocks A, B, and C to incorporate Block D.

Specifically, the request is to expand the area of applicability, and to approve signs for the North Market, a tenant with special conditions. 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.

1) Buildings D1, D2, and D3

The provisions for the D1, residential; D2, office; and, D3, residential are an extension of standards that were previously approved with the MSP for Blocks A, B, and C. The intent is for signs to remain consistent across the Bridge Park development while allowing for creative signs that are responsive to architectural character and activate the pedestrian experience.

In detail, the previously approved MSP establishes provisions for proposed sign types, sizes, and locations in the General Regulations Matrix. The matrix has three overarching sign categories *Building Mounted Signs*, *Signs with Special Conditions*, and *Signs not Requiring a Permit*. Building Mounted Signs are permanent sign types allowed for retail and office tenants; Signs with Special Conditions are sign types not applicable to an individual tenant, but rather the garages and building names and addresses; Signs not Requiring a Permit are signs that are temporary or movable in nature.

The previously approved Blocks permit the following permanent sign types:

- Wall Signs
- Projecting Signs
- Canopy Edge Signs
- Window Signs/Window Graphics
- Awning Signs
- Placemaking Art Signs/Ped Art Sign

The same sign types with the same numeric standards are proposed to be permitted within Block D.

The previously approved Blocks permit the following temporary sign types:

- Sandwich Board Signs
- Leasing Window Cover
- Tenant Leasing Window Cover

Tenants are also permitted to post 1-square-foot business name/logo or hours of operation on their primary entry. Building address numerals and names are also permitted.

Tenants are only permitted building mounted signs. The number of signs per tenant is based on use – retail versus office. Office tenants are permitted up to one wall sign at landlord discretion as architecturally appropriate. Retail tenants are permitted signs based on the number of street frontages. Tenants with one street frontage are permitted two building mounted signs. Tenants with two and three frontages are permitted up to three and four building mounted signs, respectively.

The plan includes building elevations for each building. The intent is to depict the general locations where a given sign type is permitted. The plan establishes that, generally, wall signs should be located above an entry, canopy edge signs should be located on a canopy, projecting sign should be located within a tenant's frontage, and window signs and window graphics should be located on a window. The elevations also depict Placemaking Art sign locations. The Placemaking Art sign locations are regulatory including number and location. All elevations should be revised to clarify that first floor tenants are not permitted to have a projecting sign within the second story, with the exception of designated Placemaking Art signs, and that office tenants are not permitted to have projecting signs in any case. The applicant should update the east elevation of Building D1 to eliminate unlabeled sign types.

Building D1

Building D1 contains first floor retail, second floor office, and floors 3-5 are residential. It is anticipated the majority of the signs will be located along Riverside Drive and Longshore Street as the primary tenant entrances for retail and office are located along Longshore Street.

Building D2

Building D2 contains only office tenants. There are two other office only buildings within Bridge Park – Building C2 and Building A1. The office buildings permit signs at the top of building for select tenants with landlord approval. The opportunity for 9 wall signs within levels 4 and 5 should be reduced. Staff recommends a maximum of 5 signs for Building D2 within levels 4 and 5. The General Regulations Matrix and building elevations should be updated to note the maximum permitted number of wall signs within levels 4 and 5.

Building C2 permitted a maximum number of 4 wall signs at the top of the building to be distributed across three elevations. Building A1 is permitted a maximum of 5 wall signs at the top of the building to be distributed across all four elevations.

Building D3

Building D3 contains first floor retail along Longshore Street. All remaining levels are residential. Due to the grade change and combination of uses, signs are only proposed to be permitted along Longshore Street and Larimer Street. All signs are proposed to be located within the first story.

2) Buildings D4/D5 (North Market and Parking Garage)

Signs for special tenants, similar to the A/C Hotel, and for parking garages are reviewed “as shown” as the signs are generally more creative and highly specific to the user.

Building D4/D5 is one structure; however, the building has two designations due the form based building type requirements. D4 is the retail and residential portion of the structure and D5 is the parking portion of the structure.

Building D4 – North Market

The North Market is the only retail tenant space located in Building D4. The tenant’s primary frontage is along Longshore Street and turns the corner onto Larimer where there is a patio. The tenant’s loading dock is located along Tuller Ridge Drive. The tenant has three primary entrances along Longshore Street: one located to the north, one centrally located, and one located to the south. There are three secondary entrances as well as garage doors to provide a connection between the street and the merchants.

The applicant is proposing a total of 12 signs including three building mounted signs, three Placemaking Art signs, and six Placemaking Art banners. Three decorative door handles are also proposed. In detail (north to south):

- *Projecting Sign*

One circular projecting sign is proposed on the north façade of the building at the intersection of Larimer Street and Longshore Street. The plan indicates that the sign is 10 square feet in area; however, it is calculated incorrectly. The proposed sign is 12.25 square feet in size. The sign should be reduced in size to 12 square feet to be consistent with the maximum size for projecting signs throughout Bridge Park. The sign is located within the first floor of the building, which complies with permitted sign locations.



- *Wall Sign – North Entry*

A wall is proposed adjacent to the north entrance. The sign is 10 square feet in size. The sign is pedestrian oriented in scale and height. The sign details are not provided. The plan should be updated to indicate the sign fabrication including materials and lighting.



- *Wall Sign – Central Entry*

A wall sign is proposed above the central entrance. The sign is proposed to be 60 square feet in size and located within the first floor of the building. Sign fabrication details are not provided; however, the sign appears to be internally illuminated channel letters. The applicant should update the plan to reduce the size of the wall sign to 50 square feet with a letter height not to exceed 36 inches consistent with the maximum size for all other first story wall signs in Bridge Park. The applicant should also update the plan to indicate sign fabrication details including materials and lighting.



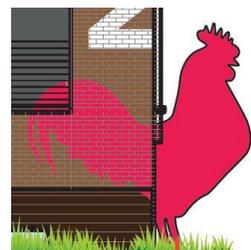
- *Placemaking Art Sign – Logo*

A Placemaking Art sign is proposed to be centrally located on the west façade of the building facing Longshore Street. The sign will be screened from Riverside Drive by Building D1. The sign fabrication details are not provided; however, the sign appears to be a vinyl window and building sign. The sign is circular and depicts the iconic North Market rooster. The sign is proposed to have a diameter of 36 feet and an overall area of 1,296 square feet. Typically, Placemaking Art signs are limited to 100 square feet in size although the plan does not contemplate this type of application. Staff supports the application of this unique sign for an anchor tenant as it contributes to the diversity of signs throughout Bridge Park and promotes the success of a unique anchor tenant.



- *Placemaking Art Sign – Rooster*

A Placemaking Art sign is proposed at the southern end of the west façade of the building. The sign is proposed to be a dimensional red rooster with vinyl applique extending onto the façade of the building. The rooster is perched on the



canopy of the southern entrance. The sign is approximately 36 square feet in size; however it is unclear if the body of the rooster is 2D or 3D. The sign details are not provided. The plan should be updated to indicate the sign fabrication including materials and lighting.

- *Placemaking Art Sign – North Market*
A second Placemaking Art sign is proposed at the southern end of the west façade of the building. The sign fabrication details are not provided; however, the sign appears to be a white vinyl building applique. The sign is 160 square feet in size and provides a unique vertical element.
- *Placemaking Art Banners*
The applicant is proposing six Placemaking Art banners, which are proposed to be distributed across the west façade of the building. Each banner is proposed to be 84 square feet in size. The banners are intended to have the flexibility to change with the seasons although will always incorporate a limited number of colors and words, which adhere to brand standards of the market. The Commission has previously eliminated banners proposed for light poles in a parking lot. In addition, no banners have been included in any previous MSPs for the Bridge Park Development. However, banners, as proposed for this tenant, will allow seasonal interest and additional identification for this sizeable building. The applicant should update the plan to include details on the banner fabrication and attachment.



Building D5 – Parking Garage

Parking garage signs are intended to indicate the entrance to public parking facilities. The parking signs are consistent with the City-wide wayfinding efforts and with the parking garage signs approved for Blocks A, B, and C. The signs will be illuminated projecting signs that vary in size based on hierarchy of entrance and exit locations. One parking marquee is proposed on the south elevation along Tuller Ridge Drive. The sign is proposed to be 32 square feet in size consistent with other blocks of development. Additionally there will be entry and exit signs mounted to façade of the building as well as lobby identification providing access to elevators and stairwells.

3. Criteria Analysis

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 sign location and number due to the unique positioning of various multi-tenant entrances and a desire to promote creative signs that enhance the Bridge Street District.

- 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 signs are for multi-tenant buildings, and are coordinated with the design of the both the Bridge Park development and the building architecture.
- 3) *Not intended to simply permit larger or more visible signs, or additional signs without consideration for unique sign design and display.*
Criteria Met with Conditions. The proposed sign plan permits signs that, by size, exceed the established standards for Bridge Park, and allow for additional signs due to the prominence of North Market anchor tenant; however, the number of signs exceeds a number compatible with the development. The flexibility requested is appropriate given the development history of the site and a desire to promote the continued success of Bridge Park.
- 4) *Maintains the purpose and intent of the sign and graphics standards for the applicable BSD Zoning District.*
Criteria Met with Condition. The intent of the BSD Sign Design Guidelines are upheld in the design of the proposed sign. The applicant has not provided the necessary sign fabrication details to evaluate the quality of the proposed North market signs.

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 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 combination signs are proposed to be strategically located to assist with navigation from various access points and buildings.

4. Recommendation

Staff Recommendation

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

Approval is recommended with nine conditions:

- 1) The applicant update all elevations to clarify that first floor tenants are not permitted to have a projecting sign within the second story, with the exception of designated Placemaking Art signs, and that office tenants are not permitted to have projecting signs in any case.

- 2) The east elevation of Building D1 be updated to eliminate all unlabeled signs.
- 3) The applicant update the General Regulations Matric to limit Building D2 a maximum of 5 signs within levels 4 and 5.
- 4) The applicant reduce the North Market projecting sign to 12 square feet in size to be consistent with all Bridge Park projecting signs.
- 5) The plan be updated to provide the sign fabrication details, including materials and lighting, for all North Market signs.
- 6) For the centrally located North Market wall sign, the applicant update the plan to reduce the size of the wall sign to 50 square feet with a letter height not to exceed 36 inches consistent with the maximum size for all other first story wall signs in Bridge Park.
- 7) For North Market, the plan be updated to correctly calculate the area of all circular signs.
- 8) The applicant provide Planning an updated plan reflecting all conditions of approval prior to issuance of sign permits.
- 9) The applicant update the plan to include details on the banner fabrication and attachment.