

20-056MSP – BRIDGE PARK, BUILDING F1 – SPRINGHILL SUITES

Summary

This is a request for review and approval of a Master Sign Plan (MSP) application for Bridge Park, Building F1 – Springhill Suites.

Site Location

Southeast of the intersection of Bridge Park Avenue and Mooney Street.

Zoning

BSD-SRN, Bridge Street District – Scioto River Neighborhood

Property Owners

SCIOTO TULLER ACQUISITION LLC

Applicant/Representative

Matt Starr, Crawford Hoying

Applicable Land Use Regulations

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

Case Manager

Nichole M. Martin, AICP, Planner II
(614) 410-4635
nmartin@dublin.oh.us

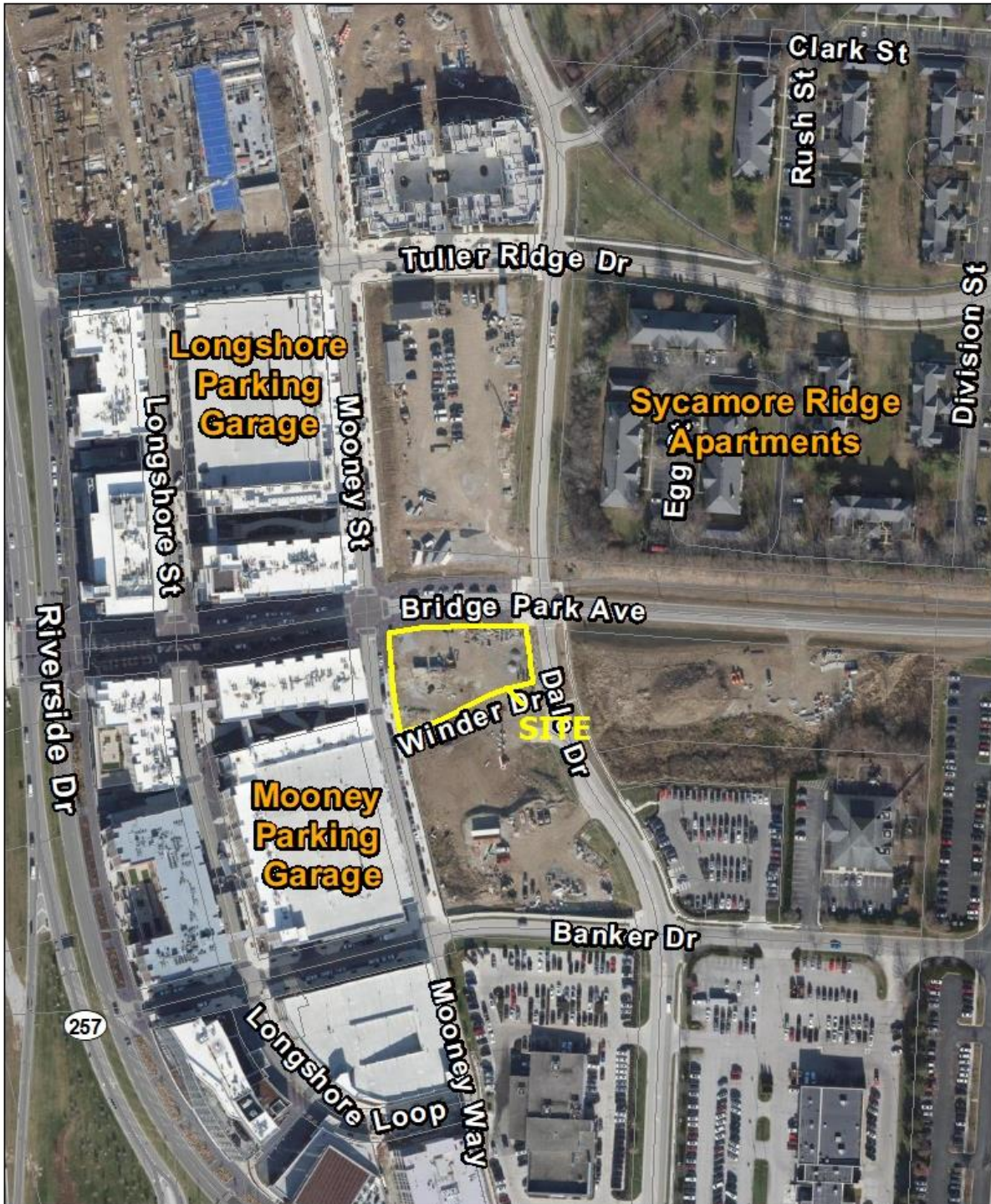
Next Steps

Upon approval of the Master Sign Plan (MSP), the tenant will be eligible to file for sign permits.

Zoning Map



1. Context Map



20-056MSP
Master Sign Plan
Bridge Park, Block F – Springhill Suites
4475 Bridge Park Avenue

0 85 170
Feet

A scale bar showing 0, 85, and 170 feet. To the right is a north arrow pointing upwards, with a circled number '2' below it.

2. Overview

Background

In February 2020, the Commission approved a request for a comprehensive MSP for Bridge Park Block D to permit a variety of sign types for retail and office tenants, as well as for the buildings themselves. The portion occupied by the North Market has not yet been approved and will require another round of PZC review.

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.

Site Characteristics

Natural Features

No natural features are present on the site.

Surrounding Land Use and Development Character

North: BSD-SRN – Scioto River Neighborhood: Undeveloped

East: BSD-SRN – Scioto River Neighborhood: Undeveloped

South: BSD-SRN – Scioto River Neighborhood: Undeveloped

West: BSD-SRN – Scioto River Neighborhood: Mixed-Use Commercial/Residential

Road, Pedestrian and Bike Network

The site has frontage on three public streets (approximately 210 feet on Bridge Park Avenue, 142 feet on Mooney Street and 82 feet on Dale Drive) and one private street (approximately 212 feet on Winder Drive). Sidewalks are located along each frontage and a shared-use path is located along Bridge Park Avenue.

Utilities

The site is served by public utilities.

Proposal

This is a proposal for a comprehensive Master Sign Plan for a new, multi-story mixed-use building housing a Springhill Suites hotel and two tenant spaces in Bridge Park. The applicant is proposing a sign plan with three elements. Specifically, the request includes:

- Three Wall Signs (Hotel)
- One Placemaking Art Sign (Hotel)
- Tenant Signs (Future Tenants)

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 assist with navigation and identification of businesses.

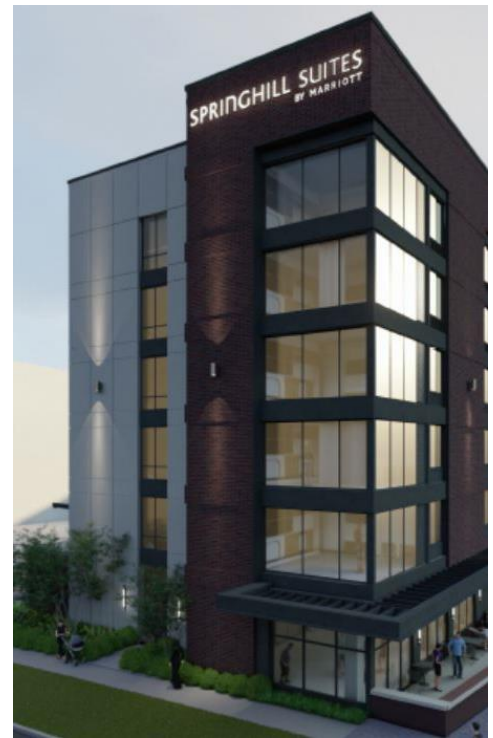
Wall Signs (3)

Per previously approved Bridge Park MSPs, wall signs are permitted to be 1 square foot in size per linear foot of building or storefront width, up to a maximum of 50 square feet.

The applicant is proposing three wall signs for the hotel, one on the north, south and east sides of the building. Each wall sign is constructed of aluminum channel letters with aluminum backs. The channel letter returns and trim cap are proposed to be black. The sign faces will be a white acrylic. The channel letters will appear white during the day and will illuminate white at night with white LEDs.

The east wall sign, indicated by the letter 'A' on the site plan is 3 feet in height and 23 feet in width, for a total area of 69 square feet. The sign faces Dale Drive and is situated in the top-right corner of the elevation, approximately 72 feet in height.

The north wall sign, indicated by the letter 'B' on the site plan, is approximately 2'-8" in height and 18'-10" in width, for a total area of approximately 50 square feet – consistent with the maximum size permitted by throughout Bridge Park. The sign faces Bridge Park Avenue to the north, and is situated immediately above the entry into the hotel lobby. Staff is concerned that the channel letter design is not of an appropriate design quality at street level, and recommends that the design of this pedestrian-oriented sign be revised to an individually pin-mounted, halo-illuminated sign, subject to Staff approval.



The south wall sign, indicated by the letter 'C' on the site plan, is 3'-4" in height and 7'-9" in width, for a total area of approximately 26 square feet. The sign is located at the southern entry to the hotel lobby, within the designated drop-off and pick-up area accessed from Winder Drive.

Placemaking Sign (1)

In addition to the three proposed wall signs, the applicant is proposing a Placemaking Art sign on the north façade of the building. Similar to the wall signs, the Placemaking sign is constructed of aluminum channel letters with an aluminum back. The sign face will be a white acrylic, with the exterior finished in black. The channel letters will appear white during the day and will illuminate white at night with white LEDs.

The Placemaking Art sign is vertically oriented and is situated on the north façade affixed to an architectural protrusion in the building façade. The channel letters are 30 inches in height and the total length of the sign is 49 feet. The area of the Placemaking sign is approximately 122 square feet. While larger than the maximum permitted size of 100 square feet, Staff is supportive of the sign as it contributes to the diversity of signs in Bridge Park and adds a unique vertical element.



Tenant Signs

The provisions for the Building F1 commercial tenant spaces are an extension of standards that were previously approved with the MSP for Blocks A, B, C and D. The intent is for signs to remain consistent across the Bridge Park development while allowing 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 commercial tenants; Signs with Special Conditions are sign types not applicable to an individual tenant, but rather are for leasing signs and building addresses; Signs not Requiring a Permit are signs that are temporary or movable in nature.

Tenants are only permitted building mounted signs. The number of signs per tenant is based on frontages. Commercial 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, canopy edge signs should be located on a canopy, projecting signs should be located within a tenant's frontage, and window signs should be centrally located within the windows.

3. Criteria

BSD Sign Design Guidelines

- 1) *Signs and graphics should contribute to the vibrancy of the area.*

Criteria Met with Condition. 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. However, Staff recommends that the north wall sign be revised to be a pin mounted, halo-illuminated sign, subject to Staff approval.

- 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 of signs strategically located helps to identify the primary user of the building, as well as to identify the tenants located on the western portion of the building. The sign locations assist with navigation from various access points to the buildings.

Master Sign Plan [153.066]

- 1) *The MSP is consistent with the Community Plan, BSD Special Area Plan, BSD Design Guidelines, and other policies adopted by the City.*

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, size and number due to the unique primary user and challenging positioning of various entrances to the building.

2) *The proposed signs are appropriated sites and scaled to create a cohesive character the complements the surrounding environment and meets the intent of the architectural requirements.*

Criteria Met. The requested signs are of an appropriate scale and are architecturally integrated and are consistent with previous approvals for similar uses in the district.

3) *The proposed signs are not in conflict with public streets, open spaces, utilities, or rights-of-way, and do not impede the provision of services.*

Criteria Met. The proposed sign plan does not conflict with public streets, open spaces, utilities, or rights-of-way. No ground signs are permitted with this sign plan. The proposed sign allowances to do impede the provision of services.

4) *The MSP is responsive and maintains the intent of the Neighborhood Standards, as applicable.*

Criteria Met. The intent of the BSD-Scioto River Neighborhood District is to allow for a mix of uses and building types to create a vibrant, walkable community. The proposed MSP is an example of a pedestrian-focused plan, while also providing adequate wayfinding for motorists.

4. Recommendation

The Commission **approve** the Master Sign Plan with two conditions:

- 1) That the north wall sign be revised to a pin-mounted, halo-illuminated sign, subject to Staff approval.
- 2) That the applicant provide Planning with an updated plan that incorporates all conditions of approval prior to issuance of sign permits.