

## 20-107MSP – CHASE BANK

### Summary

This is a request for review and approval for a Master Sign Plan associated with the construction of a new bank located on a ±0.84-acre site located within the Bridge Street District (BSD).

### Site Location

West of Sawmill Road, northwest of the intersection with Banker Drive.

### Zoning

BSD-O, Bridge Street District – Sawmill Center Neighborhood District

### Property Owner

Dogwood Enterprises Limited Partnership

### Applicant/Representative

The Architects Partnership

### Applicable Land Use Regulations

Zoning Code Section 153.066

### Case Manager

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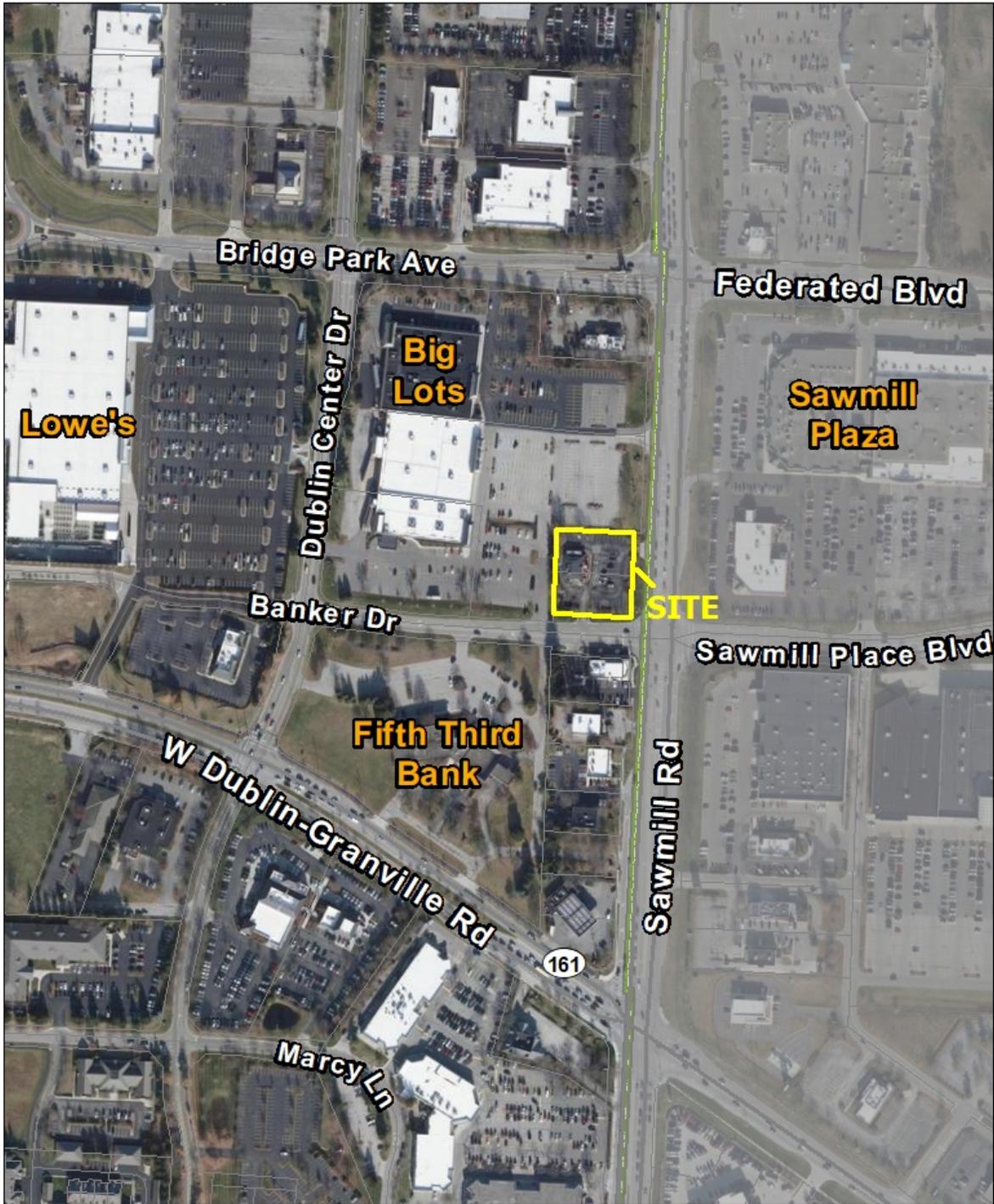
### Next Steps

Following the review of the Master Sign Plan, the applicant may proceed to Building Standards to obtain sign permits or revise the signs and submit another Master Sign Plan.

### Zoning Map



# 1. Context Map



 <p>City of Dublin</p>	<p>20-107MSP Master Sign Plan Chase Bank 6515 Sawmill Road</p>	<p>0 135 270 Feet</p> 
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## 2. Overview

### Background

The site is located west of Sawmill Road, northwest of the intersection with Banker Drive. Sawmill Road is a Corridor Connector Street as identified in the Bridge Street District (BSD) – Street Network Map, while Banker Drive is identified as a Neighborhood Street. A majority of the surrounding properties were developed prior to the Bridge Street District being implemented. Piada and Sleep Number, located south of this site, are the only properties adjacent to the site that were developed after the implementation of the Bridge Street District. The site was originally occupied by Boston Market, but has since become vacant.

### Case History

In August 2020, Planning and Zoning Commission approved a Preliminary/Final Development Plan with Conditional Use and Parking Plan for an approximately 4,200-square-foot bank on the 0.84-acre site. However, the Commission tabled a Master Sign Plan application for the approved bank. The applicant proposed three wall-mounted signs and one window transom sign. Commission members requested more diversity in the proposed signage, and for the signs to more closely adhere to the Bridge Street District sign requirements.

In May 2020, Planning and Zoning Commission approved a Concept Plan for the site redevelopment with the 4,200-square-foot bank. The Commission reviewed both the building and the potential signage for the building.

### Site Characteristics

#### *Natural Features*

The site is fully developed with a vacant restaurant building on the west portion of the property. The site has minimal landscaping surrounding the existing building and parking lot.

#### *Historic and Cultural Facilities*

No historic or cultural facilities are present on the site.

#### *Surrounding Zoning and Land Use*

North: BSD-SCN, Sawmill Center Neighborhood District (Commercial Shopping Center)

East: City of Columbus

South: BSD-SCN, Sawmill Center Neighborhood District (Piada)

West: BSD-SCN, Sawmill Center Neighborhood District (Commercial Shopping Center)

#### *Road, Pedestrian and Bike Network*

The site has frontage on Sawmill Road ( $\pm 200$  feet) to the east and Banker Drive ( $\pm 180$  feet) to the south. The site has one full access vehicular access point to the south along Banker Drive and another vehicular access point to the east along Banker Drive that is Right-in/Right-out. There are currently no pedestrian pathways located on the site.

#### *Utilities*

The site is serviced by public utilities. There is a 20-foot electric easement that runs along the southern property line, as well as a 10-foot easement that runs along the western property line.

## **Proposal**

This is a proposal for a Master Sign Plan for a new, single-story Chase Bank in the Sawmill Center Neighborhood. Bridge Street Zoning Code permits this location two ground signs (one per frontage) and two wall signs (one per frontage). The applicant is proposing three building-mounted signs and one ground sign. The original proposal included three wall signs and one window transom sign.

### *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.

### *Sawmill Center Neighborhood Standards*

The Sawmill Center Neighborhood District is intended to accommodate a wide variety of building types and uses to create vibrant, mixed use shopping and entertainment districts. Signage and graphics proposed in this neighborhood shall contribute to the vibrancy of the district and the creation of a high quality environment with effective graphics intended for navigation, information, and identification primarily for pedestrians and secondarily for vehicles.

### *Permitted Signs*

Chase Bank is permitted, per the Bridge Street Sign Code, to have a maximum of two wall signs and two ground signs, one of each to be located on the Sawmill Road frontage and the Banker Drive frontage. Each sign type is only permitted to be located on a frontage street. Wall signs within the Bridge Street District are required to be no taller than 15 feet in height and are allowed 0.5 square feet per each lineal foot of building wall on the façade, not to exceed 50 square feet. Ground signs within the Bridge Street District are required to be no taller than 8 feet in height, be placed a minimum of 8 feet from the street right-of-way, and be no larger than 24 square feet.

### *Wall Signs*

The applicant originally proposed three wall signs, all the same size (39.6 square feet) and design (halo-illuminated channel letters), on the north, east, and south elevations. The applicant has revised the signs since the August PZC meeting and while still proposing three wall-mounted signs, the new proposal offers more variety in size, location, and design.

Located on the east elevation, the applicant is proposing a 25-square-foot wall-mounted logo sign, which meets the size requirements per the Code. The sign is 18 feet – 10 inches in height, which exceeds the maximum permissible height of 15 feet. The 8.5-inch deep blue aluminum sign is proposed to be internally illuminated with blue LEDs. The bridge between the illuminated portions of the sign are proposed to be painted to match the wall color.



East Elevation

Located on the south elevation, the applicant is proposing a 20.6-square-foot wall-mounted channel letter sign, which meets the size requirements per Code. The sign is 14 feet – 6 inches in height, which meets the maximum permitted height. The channel letters are constructed of 3-inch deep aluminum returns with white faces and are internally illuminated. The octagon “Chase” logo is design similarly to the logo on the east elevation. The logo is 4.5 inches deep and internally illuminated with blue LED lighting.



South Elevation

The applicant is proposing a 36.9-square-foot sign located at a height of 13 feet – 7.5 inches on the entry door canopy. While the height and size of the sign meet Code, there is no provision currently in the Code for canopy signs. Within the District, Master Sign Plans have been approved for this sign type and staff supports the location and creativity of the proposed canopy sign. The design and depth of the canopy sign is similar to the sign on the south elevation. The canopy sign will be mounted approximately 3.75 inches above the canopy, with the octagon logo being mounted directly to the canopy. The sign is proposed to be internally illuminated.



West Elevation

### Ground Sign

The applicant is proposing a Code-compliant, 6-square-foot monument sign at the entrance of the site from Sawmill Road. The sign is 4 feet in height and is setback 20 feet from Sawmill Road. The monument sign cabinet will be constructed of aluminum panels in a “Chase Nickel” gloss finish. The sign mounted to the cabinet includes approximately 1.80-inch deep internally illuminated channel letters with the octagon logo, both similar in design to the wall signs on the

south and west elevations. The base of the sign is proposed to compliment the materials of the building, with an illuminated blue acrylic strip separating the cabinet and base of the monument. The applicant is proposing to surround the sign with a selection of shrubs, perennials, and ornamental grasses.



*Building Illumination*

With this revised sign package, the applicant has provided building illuminations with the proposed signage. The applicant is proposing linear blue downlights that run continuously along the east, west, and south elevations of the building. The blue lights are proposed to be concealed within a custom channel attached under the roof cornice. The applicant is also proposing to illuminate the southeast corner of the building blue, which will be contained between the aluminum panels on the south and east elevations of the building. The lighting concepts would be illuminated at night and are proposed to compliment the proposed signage and define particular architectural elements of the building. The applicant will work with Staff to provide a photometric plan and lighting details prior to the submittal of a sign permit.

**3. Criteria**

*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. These signs are in line with the branding of Chase Bank.

- 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. From a highly vehicular-oriented corridor like Sawmill Road, the signs are designed appropriately to help navigate to the site and identify the business.

*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 with Condition. 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 newly proposed sign package creates a diverse profile of signage on the site, with the incorporation of building lighting to enhance the sign package. The applicant will work with Staff to provide a photometric plan and lighting details prior to the submittal of a sign permit.

- 2) *The proposed signs are appropriated sited 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 for the Sawmill Corridor and are architecturally integrated with the proposed building.

- 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.

- 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

Planning recommends **approval** of the Master Sign Plan with one condition:

- 1) The applicant work with Staff to provide a photometric plan and lighting details prior to the submittal of a sign permit.