



20-178MSP – DUBLIN PLAZA

Summary

Request for a review and approval for revisions to a previously approved Master Sign Plan (MSP) for an existing shopping center on a 9.17-acre site.

Site Location

The site is located southeast of the intersection of West Bridge Street and Frantz Road.

Zoning

BSD-C: Bridge Street District – Commercial District

Property Owner/Applicant

Dublin Plaza LP

Representative

Charlie Fraas, Casto

Applicable Land Use Regulations

Zoning Code Section 153.066

Case Managers

Kenneth Ganter, Planning Assistant
(614) 410-4504

kganter@dublin.oh.us

Nichole M. Martin, AICP, Planner II
(614) 410-4635

nmartin@dublin.oh.us

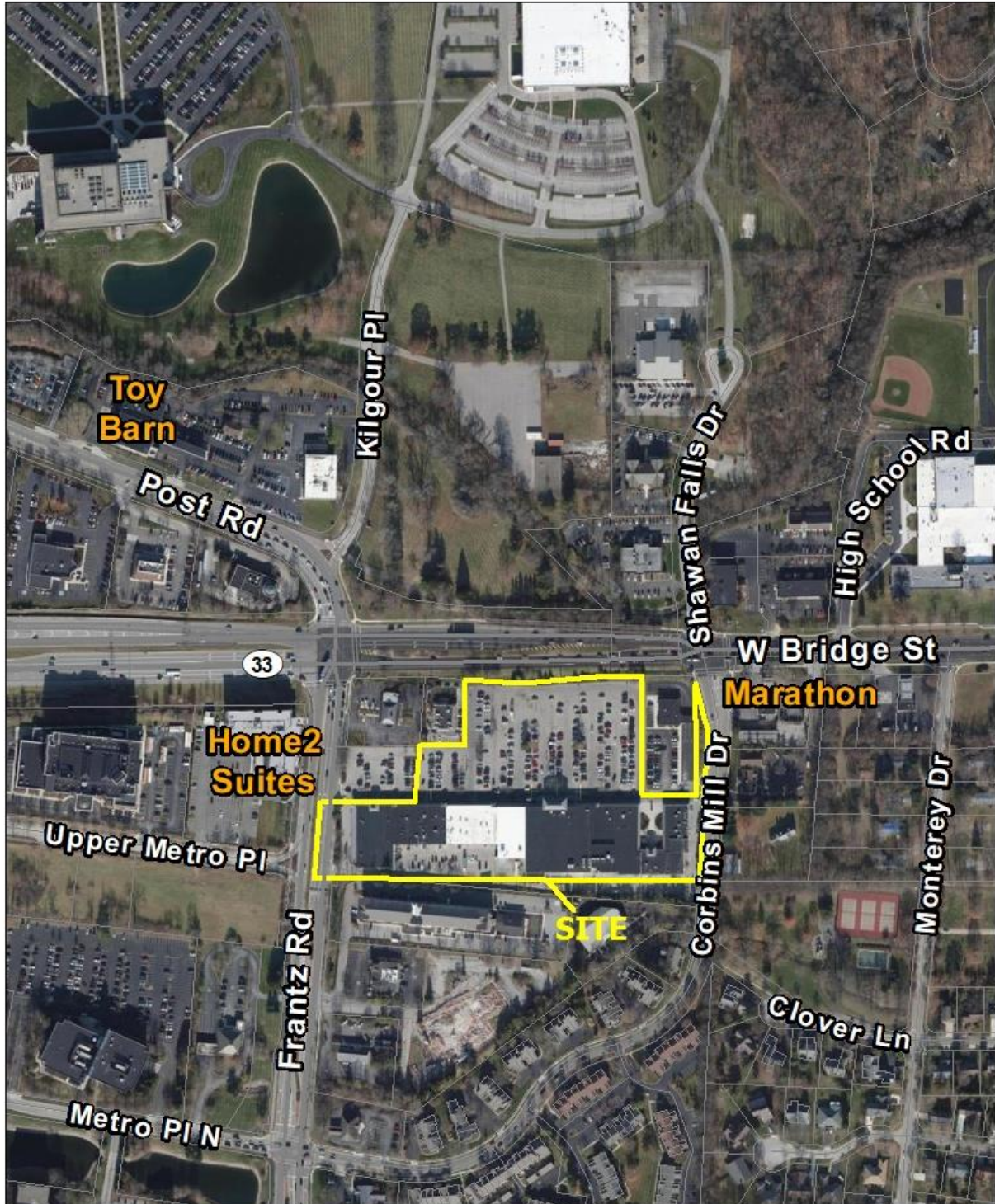
Next Steps



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

Zoning Map



1. Context Map



 <p>City of Dublin</p>	<p>20-178MSP Master Sign Plan Dublin Plaza 225 W. Bridge Street</p>	<p>0 155 310 Feet</p> 
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2. Overview

Background

In December 2015, the Commission approved a Master Sign Plan (MSP) that enabled signs throughout the center to remain consistent in design. Prior to the site being rezoned to the Bridge Street District in 2012, Dublin Plaza historically had uniform sign standards for tenants within the center. The requested revisions to the approved MSP is to address an unforeseen circumstance detected a sign permitting. All other standards of the adopted MSP are proposed to remain unchanged including sign design details and lighting.

Site Characteristics

Natural Features

No natural features are present on the site.

Surrounding Land Use and Development Character

North: BSD-IRN: Indiana Run Neighborhood District (Commercial/Office)

East: BSD-C: Commercial District (Commercial/Office)

South: CC: Community Commercial District (Multi-Family Residential)

West: BSD-C: Commercial District (Office)

Road, Pedestrian and Bike Network

The site has frontage on three public streets (approximately 890 feet on W. Bridge Street, 530 feet on Frantz Road and 617 on Corbin Mills Drive. Sidewalks are located along each frontage and a shared-use path is located along Frantz Road and W. Bridge Street.

Utilities

The site is served by public utilities.

Proposal

The applicant is requesting review and approval of an amendment to an existing Master Sign Plan for the Dublin Plaza shopping center. The proposal is to amend the wall sign size for a 'Non-Anchor In-Line Tenants' to establish a minimum size. Specifically:

"In no case shall a non-anchor in-line tenant wall sign panel be required to be less than 20 square feet in size."

Presently, wall signs are permitted at a size of 1 square foot per lineal foot of store frontage not to exceed 80 square feet. Sign panel length is required to be less than or equal to 85% of the store frontage. The unintended consequence is that for the two smallest tenant spaces, with 15 feet of frontage, the maximum sign size is 15 square feet. The next smallest tenant space has 25 feet of frontage with the majority of tenants having 30 feet of frontage. This results in the majority of signs being twice the size of the two smallest tenants, which creates a visually incongruent appearance. The intent of the sign plan is to maintain consistency in sign design across all tenant spaces. In order to maintain this intent, the addition of a minimum sign size is requested.

3. Criteria

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 design of the shopping center that pre-dates the Bridge Street District.
- 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 amendment is appropriate and is architecturally consistent with the established character of the existing shopping center.
- 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.
Not Applicable. The shopping center is not located within a Neighborhood District as identified in the Bridge Street District Code.

4. Recommendation

Planning recommends the Planning and Zoning Commission **approve** the Master Sign Plan amendment with no conditions.