

20-207FDP/20-208MSP – HEARTLAND BANK

Summary

This is a request for review and approval of a Final Development Plan for exterior modifications and an associated Master Sign Plan for an existing bank on a 0.82-acre site located in the Bridge Street District (BSD).

Site Location

Southeast of the intersection of West Bridge Street and Frantz Road.

Zoning

BSD-C, Bridge Street District – Commercial District

Property Owner

Heartland Bank

Applicant/Representative

Rex Hagerling, Moody Nolan
Ashley Trout, Heartland

Applicable Land Use Regulations

Zoning Code Section 153.066.

Case Manager

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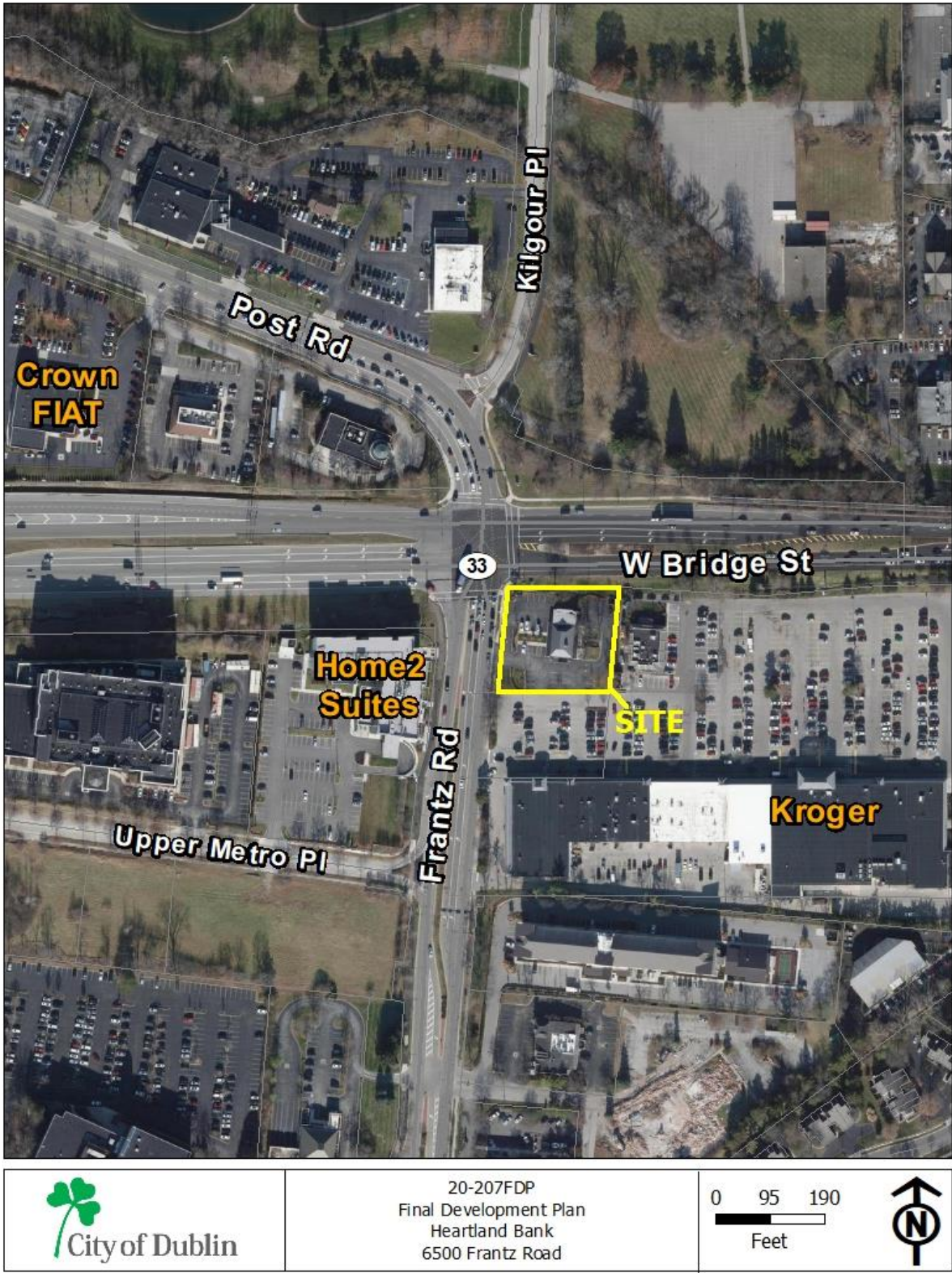
Next Steps

Pending approval of the Final Development Plan and Master Sign Plan, the applicant may submit for necessary building and sign permits through Building Standards.

Zoning Map



1. Context Map



2. Overview

Background

This request is to modernize an aging building and site. The site, which was remodeled in the 1990s, is located south of West Bridge Street, southeast of the intersection with Frantz Road. At the time of construction, the site was originally zoned CC, Community Commercial District, and subsequently was rezoned to BSD-C: Bridge Street District, Commercial District in 2012. The applicable development standards for building modifications, site modifications, parking and signs are those in the Bridge Street District Code, except in cases where full compliance is not required for existing sites and buildings.

Both West Bridge Street and Frantz Road are Corridor Connector Streets and Principal Frontage Streets, as identified in the Bridge Street District (BSD) – Street Network Map.

Case History

At the July 9, 2020 Planning and Zoning Commission (PZC) meeting, PZC members reviewed and provided feedback on a Concept Plan for this site. PZC members were generally in favor of the modernization and of the proposed updates, but had concerns about the proposed aluminum exterior material selection. PZC members agreed that the number and size of the proposed signs were excessive.

At the October 15, 2020 PZC meeting, the Commission reviewed a Preliminary Development Plan for the site, which was largely unchanged from the Concept Plan. The PZC approved three waivers, as well as the PDP, with four conditions. The three waivers were to allow a parapet taller than Code permits, to allow a lower percentage of primary materials on each façade than Code requires, and to allow a lower percentage of transparency than is required per Code on each façade. The four conditions addressed drainage and grade concerns, excess parking on the site, transparency calculations, and selecting an exterior cladding material. The applicant has continued to work with Staff on finalizing the plans, and has since satisfied all four conditions.

Process

The Zoning Code pertaining to the Bridge Street District was revised in Spring 2019 and became effective on May 8, 2019. The revisions centered on the Review and Approval Process (Chapter 153.066) and eliminated the requirement of a review and recommendation from the Administrative Review Team (ART).

The three-step development process is as follows:

- Step 1 – Concept Plan
- Step 2 – Preliminary Development Plan
- Step 3 – Final Development Plan

Site Characteristics

Natural Features

The site is fully developed and no significant natural features exist.

Surrounding Zoning and Land Use

North: BSD-IRN, Indian Run Neighborhood District (Open space)
East: BSD-C, Commercial District (Commercial)
South: BSD-C, Commercial District (Commercial)
West: BSD-C, Commercial District (Hotel/Commercial)

Road, Pedestrian and Bike Network

The site has frontage on West Bridge Street (±195 feet) to the north and Frantz Road (±183 feet) to the west. There are sidewalks located along Frantz Road for pedestrian access.

Utilities

The site is serviced by public utilities.

Proposal

This is a request for review and approval of a Final Development Plan for exterior modifications and an associated Master Sign Plan for an existing bank located on a 0.82-acre site zoned Bridge Street District – Commercial District.

Use

The Heartland Bank branch will remain. Banks are permitted within the Bridge Street District, Commercial zoning district. There are no additional use-specific standards for a bank in the Bridge Street District. Further, all uses that were permitted or conditional uses under the zoning of a property immediately prior to its rezoning into a BSD zoning district shall continue to be allowed as permitted or conditional uses on the property.

Streets, Lots, and Blocks

- The Code provides a hierarchy of requirements for establishing a gridded street network. The proposed site has one identified street type as referenced in the Street Network Map, part of the Thoroughfare Plan:
 - Corridor Connector (West Bridge Street and Frantz Road).

As is the case here, Corridor Connectors are often designated as Principal Frontage Streets. Principal Frontage Streets are designated to ensure a continuous, pedestrian-oriented block.

The proposal does not significantly impact the existing site layout, and does not impact the dimensions of the existing block (Dublin Plaza), which is bound by West Bridge Street, Frantz Road and Corbins Mill Drive.

Site Layout

The site is 0.82-acre in size and is an outparcel to the Dublin Plaza shopping center. The Heartland Bank site contains 27 parking spaces, including two ADA accessible spaces. Sidewalk access is provided along Frantz Road and terminates at the intersection with West Bridge Street. No pedestrian access is provided along West Bridge Street, which is limited access right-of-way for US 33/SR 161.

Neither the location of the principal structure nor the general site layout are proposed to be modified with this application. The bank is centrally located on the site, with a right-in/right-out vehicular access point on the along Frantz Road. There are also two vehicular access points located on the south side of the site, connecting to the surface parking lot to Dublin Plaza to the south.

The existing drive-thru component is located immediately north of the primary structure, along West Bridge Street, which is proposed to remain. There is a landscape feature immediately west of the primary structure, with utilities and utility enclosures located east of the primary structure. The dumpster and dumpster enclosure are located in the northeast corner of the site along West Bridge Street. At the PDP stage, the applicant removed the dumpster enclosure from the site altogether, which is consistent with their other sites in the area. This has not changed for the FDP.

Landscaping/Site Modifications

The applicant has submitted a landscape plan as part of the FDP, which is largely unchanged from the PDP. The landscape plan improves upon existing landscaping, while providing additional outdoor seating for visitors and employees. The applicant is proposing a significant increase in landscaping in the northwest and southwest corners of the site. New plantings here include trees such as Red Jade Crabapple and Sentinel Crabapple, as well as plants such as Daylilies, Viburnums, and Shastadaisies. At the main entry to the building, the applicant is proposing a brick paver patio (Belden Brick, Belcrest 500) with benches and a stone seat wall to replace the existing landscaping and hardscaping in the area. The stone seat wall is a dry-laid stone wall, 20-inches in height. The applicant has also increased landscaping around the existing utility structure behind the primary building, at the request of Staff. The proposed landscaping meets all applicable Code requirements.

Parking Plan

Per Code, banks are required 2.5 parking spaces per 1,000 square feet of area. This site is required a minimum of 12 parking spaces, with a maximum of 15 parking spaces permitted. The site currently contains 27 parking spaces. The applicant is removing 6 spaces, bringing the site closer to compliance with Code. The removal of 6 spaces leaves 21 parking spaces remaining. Given the site layout and connection to parking to the south, as well as the current need, the applicant desires to retain the 21 spaces, which requires approval of a Parking Plan to permit the deviation from Code.

Building Modifications

The applicant is proposing a modernization and remodel to the entire exterior of the existing building while retaining the structure within. The renovation replaces the combination of flat and hipped roofs with a simplified flat roof system. The proposal includes the replacement of the existing overhang with a new overhang and screening system clad in a Trespa Meteon High-Pressure Compact Laminate (HPL) material in a contemporary wood finish. The existing white columns which support the overhang are proposed to be replaced with steel I-beams to complement the contemporary wood aesthetic.

Per the BSD Code, permitted primary materials include, but are not limited to, stone, manufactured stone, full-depth brick, and glass. Permitted secondary materials include

fiber reinforced gypsum, wood siding, fiber cement siding, metal, and exterior architectural metal panels and cladding. Code also requires that each façade visible from a street or adjacent property be comprised of a minimum of 80-percent primary material. The applicant is not meeting this requirement on any façade. However, the PZC approved a waiver to this requirement at the PDP stage of review. The applicant is proposing that at least 59 percent of each façade be clad in a secondary material (metal panel) or the Trespa Meteon HPL material.

Per Code, high-quality synthetic materials may be approved as permitted primary or secondary materials by the Commission. At the PZC meeting on October 15, 2020, PZC members were supportive of the Staff recommended condition of approval that the applicant continue to work with Staff to select an appropriate exterior cladding material. The PZC members were not opposed to the applicant using the Trespa material proposed by the applicant, but wanted further research to be conducted to ensure the most appropriate material was to be used. The applicant considered other materials including Nichiha, which has been used elsewhere in the City. In their research, none of the alternative materials would allow for the quality installation and design that the Trespa material provides, given the unique design and installation pattern of the product on this building.

The applicant has provided product samples for review and information on the product's durability in comparison to similar products, as well as a written statement describing Trespa's superior installation and design quality. The Trespa material will be installed in a combination of two wood finishes, Milano Sabbia and Elegant Oak.

In addition to the new overhang and screening, the applicant is proposing to install a new aluminum storefront system which ultimately increases transparency from its current state. The remaining brick will be painted dark gray to complement the modern aesthetic. The elevations are largely unchanged from the PDP stage of review.



Perspective, as viewed from the Frantz and 33/161 intersection

3. Master Sign Plan

Proposal

In association with the renovation and modernization of the existing bank, the applicant is proposing new signs for the site. Because this site does not contain a building which meets the BSD Building Types standards, sign regulations for the site default to standard Code. The proposed signs do not meet one or more of the Code requirements, ultimately requiring a Master Sign Plan. This request is to permit one additional sign than is permitted by Code, to permit a combination of sign types, and to permit a wall sign to be installed at a height which is taller than Code permits.

In detail, the applicant is proposing three signs: one ground sign and two wall signs, which is one sign in excess of what Code would permit. Per Code, this site would be permitted either two wall signs or two ground signs, given that the site has at least 100 feet of frontage on two public right-of-ways. Code does not permit a combination of sign types. Wall signs are limited to one-square-foot in size per linear foot of the elevation to which it is attached, up to 80 square feet. A single ground sign is permitted to be a maximum of 50 square feet in size and 15 feet in height. Two ground signs, when combined, are permitted to be a maximum of one-and-one-third the permitted height and area of a single ground sign for the use.

Sign Details

Ground Sign (1)

The applicant is proposing a single monument ground sign at the intersection of Frantz Road and 161/33. The proposed ground sign would replace the existing four-sided pylon sign located in the same location.

The proposal calls for a 32.5-square-foot sign, mounted onto a stone monument. The sign, containing only the name "Heartland Bank" without a logo, is constructed using a routed HDU (High Density Urethane) material, painted white. The sign will be



halo-lit, illuminated using white LEDs. The letters are proposed to be 20-inches in height and are centered on the stone monument. The dimensions of the stone monument are not provided. The applicant should update the Master Sign Plan to provide the total height, length and width of the monument, subject to Staff approval, prior to submitting for a permanent sign permit through Building Standards. Given the ground sign's location near the intersection and the ground, Staff is concerned that a wood product like HDU may not be the most appropriate material, and is recommending that the applicant utilize a metal or similarly durable and high-quality material for the fabrication and construction of the sign, subject to Planning Staff approval.

The stone monument is clad in a Connecticut Whiteline Granite, which features a mix of grays, blues, and tans, along with its characteristic white lines. The sign is proposed to be installed behind the required eight-foot setback from the right-of-way, and does not interfere with any easements or utilities.

Wall Signs (2)

The applicant is proposing to install two wall signs. The first sign is located on the north elevation of the building, facing S.R.161/U.S. 33. The sign is a white channel letter sign constructed using an HDU material. The sign is halo-illuminated using white LEDs, and is proposed to be 41.5 square feet in size, where Code would permit a sign of approximately 54.5 square feet for this elevation. Given the unique design of the overhang, the sign is proposed at 18 feet in height, centering it on the upper band of the bank's drive-thru overhang. Code permits wall signs to be installed at a height of 15 feet. The applicant provided renderings with the sign at 15 feet in height and 17.5 feet in height for reference. The sign, at 17.5 feet in height, does not appear centered on the upper band and crowds the bottom of the band. At 15 feet in height the sign, as designed, would not be able to be located on this elevation as shown.



Proposed Wall Sign - North Elevation

The applicant is also proposing to install a wall sign on the west elevation of the building, facing Frantz Road. The sign is a white channel letter sign constructed using an HDU material. It is halo-illuminated using white LEDs, and is proposed to be 74.4 square feet in size, where Code would permit a sign of 80 square feet for this elevation. The sign is proposed at 15 feet in height, meeting the Code requirement for height. This sign is proposed to include the company logo at approximately 16 square feet in size, which meets Code.

Finally, the applicant is proposing an ATM sign on the south elevation. This sign is proposed at less than one-square-foot in size which, per Code, does not require a permit. The applicant is showing this in the MSP for information only. Staff is recommending that all ATM and directional signs planned for the site meet Code.



Proposed Wall Sign - West Elevation

4. Criteria

Parking Plan

153.065(B)(2) — Required Vehicle Parking

Requirement: A minimum of 12 parking spaces are required and a maximum of 15 are permitted for this site, based on the use.

Request: A total of 21 parking spaces for the site.

Final Development Plan §153.066

- 1) *The proposal is consistent with the approved Preliminary Development Plan.*
Criteria Met. This application is largely consistent with the approved Preliminary Development Plan and existing development pattern.
- 2) *The development is consistent with the Community Plan, BSD Special Area Plan, BSD Design Guidelines, other adopted city plans, and related policies.*
Criteria Met. The proposal is largely consistent with all adopted plans and policies. The applicant obtained approval of three waivers at the PDP stage, which allow for a unique design and project.
- 3) *The proposed land uses align with all applicable requirements and use specific standards.*
Criteria Met. The proposal is for a bank use, which is permitted in this zoning district. There are no use specific standards.

- 4) *The proposed buildings are appropriately sited and scaled to create a cohesive development character that complements the surrounding environment, and conforms to the requirements of § 53.062 Building Types and §153.065 Site Development Standards.*
Criteria Met. This proposal is for the modernization of an existing building. The proposal is appropriately scaled and complements the surrounding environment.
- 5) *The proposed lots and blocks conform to the requirements of §153.060 Lots and Blocks.*
Criteria Met. The proposal does not alter the existing lot or block.
- 6) *The proposed street types conform to the requirements and standards of §153.061 Street Types, including the general pattern of streets, blocks, and development reflected on the BSD Street Network Map and the conceptual locations of access points to surrounding streets to avoid adverse impacts on surrounding neighborhoods and traffic infrastructure.*
Not Applicable. The proposal does not significantly alter the streets, blocks or existing access points.
- 7) *The proposed design of the internal circulation system, driveways, and any connections to the public realm provide for safe and efficient access for pedestrians, bicyclists, vehicles, and emergency services.*
Criteria Met. The proposal does not significantly alter the circulation system, access points or connections to the public realm. The site layout provides adequate access for visitors to the site.
- 8) *The proposed design of buildings conforms to the BSD Code and is consistent with the BSD Design Guidelines, while integrating with nearby development.*
Criteria Met. The applicant obtained approval of a Waiver to allow for the use of a cladding material that is not an approved primary material. However, PZC members recommended that the applicant continue to research the proposed cladding material (Trespa) and others to ensure the most appropriate material was utilized. After further research, Staff and the applicant determined that the originally proposed Trespa material is the most appropriate cladding material for the intended design.
- 9) *The proposed open spaces are appropriately sited and designed to conserve or enhance natural features as appropriate, enhance the community both within and outside the proposed development, and conform to the requirements of §153.064 Open Spaces.*
Criteria Met. The proposed open spaces are appropriately sited and designed. The landscape design enhances the existing site. Additional outdoor seating is proposed.
- 10) *The scale and design of the proposed development allows for the adequate provision of services currently furnished by or that may be required by the city or other public agency including, but not limited to, fire and police protection, public water and sanitary sewage services, recreational activities, traffic control, waste management, and administrative services.*
Criteria met. The proposal allows for the adequate provision of services.

11) *The proposed development conforms to the requirements of §153.063 Neighborhood Standards, as applicable.*

Not Applicable. The proposal is not located in an area subject to Neighborhood Standards.

12) *The proposed development provides adequate stormwater management systems and facilities that comply with the applicable regulations of this code and any other applicable design criteria or regulations as adopted by the city or required by other government entities.*

Criteria Met. The proposal provides adequate stormwater management.

13) *The proposed development can be adequately serviced by existing and/or planned public or private infrastructure consistent with the city's most recently adopted capital improvements program.*

Criteria Met. The proposal can be adequately serviced by existing infrastructure.

14) *If the development is to be implemented in phases, each phase has adequate infrastructure to serve the development without the need for further phased improvements.*

Not Applicable. The proposal will not be phased.

15) *The proposed development demonstrates consistency with the recommendations, principles, and intent of all applicable design standards and guidelines, including but not limited to buildings, open spaces, and streetscapes.*

Criteria Met. The proposal is largely consistent with the recommendations, principles, and intent of all design standards.

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 proposed MSP removes an existing, undesirable, four-sided pylon sign in favor of two wall signs and a ground sign. The MSP is to allow for the combination of wall and ground signs, to allow one more sign than Code permits, and to allow for a higher installation height for the north elevation wall sign than Code permits.

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

Criteria Met with Condition. The requested signs are of an appropriate scale for the surrounding environment and are architecturally integrated with the proposed building. Staff is recommending that the ground sign be constructed using metal or a similarly durable material, subject to Planning Staff approval. Staff is also recommending that all ATM and directional signs meet Code. Finally, Staff is recommending that the applicant provide the dimensions of the monument for the ground sign prior to submitting to Building Standards for sign permits, subject to Planning Staff approval.

- 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 site is not located in an area with additional Neighborhood Standards.

5. Recommendations

Parking Plan

Planning recommends **approval** of a Parking Plan with no conditions.

Final Development Plan

Planning recommends **approval** of the Final Development Plan with no conditions.

Master Sign Plan

Planning recommends **approval** of the Master Sign Plan with three conditions:

- 1) The applicant update the plans to provide the dimensions of the monument structure (ground sign), subject to Planning approval, prior to submitting for permanent sign permits through Building Standards.
- 2) The applicant ensure that any additional directional or ATM signs meet Code.
- 3) The applicant utilize a metal or similarly durable and high-quality material for fabrication and construction of the ground sign, subject to Planning Staff approval.