



RECORD OF ACTION

Planning & Zoning Commission

Thursday, May 21, 2020 | 6:30 pm

The Planning and Zoning Commission took the following action at this meeting:

1. North Market 19-121MSP

Master Sign Plan

Proposal: An amendment to an approved Master Sign Plan to include provisions for a 34,000-square-foot market on 1.77 acres in Block D of the Bridge Street development.

Location: Southeast of the intersection of Riverside Drive and John Shields Parkway and is zoned Bridge Street District Scioto River Neighborhood.

Request: Review and approval of a Master Sign Plan under the provisions of Zoning Code Sections 153.065(H) and 153.066, and the *BSD Sign Design Guidelines*.

Applicant: Matt Starr, Crawford Hoying Development Partners

Planning Contact: Nichole M. Martin, AICP, Planner II

Contact Information: 614.410.4635, nmartin@dublin.oh.us

Case Information: www.dublinohiousa.gov/pzc/19-121

MOTION: Ms. Kennedy moved, Mr. Fishman seconded, to approve the Master Sign Plan with five conditions:

- 1) That the projecting sign be dimensional, subject to Staff approval at permitting;
- 2) That the final sign fabrication details for the central wall sign and identification wall sign be subject to Staff approval at permitting;
- 3) That the lighting details for all illuminated signs be submitted, subject to Staff approval at permitting;
- 4) That the applicant provide Planning staff with an updated plan reflecting all conditions of approval, prior to issuance of sign permits; and
- 5) That the sign provisions only be applicable to the North Market tenant, and the signs shall be removed should the North Market cease operation.

VOTE: 7 - 0

RESULT: The Master Sign Plan was approved.



**1. North Market
19-121MSP**

Master Sign Plan

RECORDED VOTES:

Jane Fox	Yes
Warren Fishman	Yes
Kristina Kennedy	Yes
Mark Supelak	Yes
Rebecca Call	Yes
Leo Grimes	Yes
Lance Schneier	Yes

STAFF CERTIFICATION

DocuSigned by:

Nichole M. Martin

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Nichole M. Martin, AICP, Planner II





RECORD OF ACTION

Planning & Zoning Commission

Thursday, May 21, 2020 | 6:30 pm

The Planning and Zoning Commission took the following action at this meeting:

2. Springhill Suites 20-056MSP

Master Sign Plan

Proposal: A Master Sign Plan for a 145-room hotel and two tenant spaces on a 0.57-acre site in building F1 within Block F of the Bridge Park development.

Location: Southeast of the intersection of Bridge Park Avenue and Mooney Street and zoned Bridge Street District Scioto River Neighborhood.

Request: Review and approval of a Master Sign Plan under the provisions of Zoning Code Sections 153.065(H) and 153.066, and the *BSD Sign Design Guidelines*.

Applicant: Matt Starr, Crawford Hoying Development Partners

Planning Contact: Nichole M. Martin, AICP, Planner II

Contact Information: 614.410.4635, nmartin@dublin.oh.us

Case Information: www.dublinohiousa.gov/pzc/20-056

MOTION: Mr. Grimes moved, Mr. Schneier seconded, to approve a 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; and
- 2) That the applicant provide Planning staff with an updated plan that incorporates all conditions of approval, prior to issuance of sign permits.

VOTE: 4 - 3

RESULT: The Master Sign Plan was conditionally approved.

RECORDED VOTES:

Jane Fox	No
Warren Fishman	Yes
Kristina Kennedy	No
Mark Supelak	Yes
Rebecca Call	No
Leo Grimes	Yes
Lance Schneier	Yes

STAFF CERTIFICATION

DocuSigned by:

Nichole M. Martin

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Nichole M. Martin, AICP, Planner II





MEETING MINUTES

Planning & Zoning Commission

Thursday, May 21, 2020

CALL TO ORDER

Ms. Call, Chair, called the meeting to order at 6:30 p.m. and provided the following opening remarks: "Good evening and welcome to the May 21 virtual meeting of the City of Dublin Planning and Zoning Commission. We are living in extraordinary times. Both the State of Ohio and the City of Dublin have declared states of emergency. The Ohio Legislature passed several emergency laws to address the pandemic, including the ability for public entities to have virtual meetings. We appreciate this ability to maintain our continuity of government. For the duration of the Stay at Home Order, we will be holding our meetings online and live streaming those meetings on YouTube. You can access the live-stream on the City's website. In order to submit any questions or comments during the meeting, please use the form under the streaming video on the City's website. These questions and comments will be relayed to the Commission by the meeting moderator. We want to accommodate public participation and comment to the greatest extent possible. We welcome your comments on cases, please use a valid name and address when submitting your comments, and please refrain from making any inappropriate comments. This is not a perfect system, but we will do our best in these difficult times. We appreciate your patience."

PLEDGE OF ALLEGIANCE

Ms. Call led the Pledge of Allegiance.

ROLL CALL

Commission members present: Mark Supelak, Rebecca Call, Kristina Kennedy, Leo Grimes, Jane Fox, Warren Fishman, Lance Schneier

Staff members present: Jenny Rauch, Claudia Husak, Nichole Martin, Zachary Hounshell, Aaron Stanford, Thaddeus Boggs

ACCEPTANCE OF DOCUMENTS

Mr. Grimes moved, Ms. Kennedy seconded to accept the documents into the record and approve the minutes of 4-30-20.

Vote: Mr. Supelak, yes; Ms. Kennedy, yes; Ms. Call, yes; Mr. Grimes, yes; Mr. Fishman, yes; Ms. Fox, yes; Mr. Schneier, yes.

[Motion passed 7-0]

Ms. Call stated the Planning and Zoning Commission is an advisory board to City Council when rezoning and platting of property is under consideration. In such cases, City Council will receive recommendations from the Commission. For other cases, the Commission has the decision-

making responsibility, and anyone who wishes to address the Commission on any of the administrative cases must be sworn in.

Ms. Call swore in staff and members of the public who intended to address the Commission on this evening's cases.

CONSENT CASE

Ms. Call stated that Case 3 may be approved by consent if the staff, applicant and the Commission agree on all conditions.

Case 3. Amended Final Development Plan – Tartan Ridge Walkways, 20-079AFDP

Request for modifications to permit alternative materials for private walkways in the Tartan Ridge neighborhood. The 189.57-acre site is northwest of the intersection of McKittrick Road and Jerome Road and zoned Planned Unit Development.

There was no request that the item be moved to the regular agenda for discussion.

Public Comment

The following public comment was received:

Jennifer Storm, 6757 Burnett Lane, Dublin, stated the following:

"As a resident of Tartan Ridge (just a few doors down from the homes in question), I fully support the use of an alternative material for private walkways. The mandated brick pavers are challenging to maintain and I would appreciate an alternative."

Ms. Fox moved, Mr. Fishman seconded to: (1) approve the Minor Text Modification to revise the development text to require private sidewalks be as detailed as in the Amended Final Development Plan, and (2) to approve the Amended Final Development Plan with no conditions.

Vote: Mr. Supelak, yes; Ms. Kennedy, yes; Ms. Call, yes; Mr. Grimes, yes; Mr. Fishman, yes; Ms. Fox, yes; Mr. Schneier, yes.

[Motion passed 7-0]

TABLED CASE

1. North Market, Block D, 19-121MSP, Master Sign Plan

Ms. Call stated that this is a request for an amendment to an approved Master Sign Plan to include provisions for a 34,000-square-foot market in Block D of the Bridge Park development. The 1.77-acre site is southeast of the intersection of Riverside Drive and John Shields Parkway and is zoned Bridge Street District Scioto River Neighborhood.

Staff Presentation

Ms. Martin stated that this is a request for review and approval of a Master Sign Plan (MSP) for Block D of the Bridge Park Development. A number of Master Sign Plans have been approved in the past for this development, including for Block A, B and C, and in February 2019, for the three (3) other buildings in Block D, excluding the North Market. [Showed examples of existing signs throughout the Bridge Park development and streetscape views of Longshore Street.]

There are four buildings in Block D. The Commission has already approved signs for three of the four buildings. Signs for the North Market and parking garage are under consideration this evening. The applicant is seeking approval of 11 signs. When the Commission reviewed the application on February 6, 2020, 12 signs were proposed. The Commission reviewed and approved amendments to the previously approved MSP for Bridge Park to include Block D. At the time, the Commission approved standards for Buildings D1, D2, and D3 consistent with previously approved standards for other blocks of development. As part of the approval, the Commission conditioned the North Market proposal to return to the Commission with revisions for final review and approval. The proposal before the Commission is only for signs associated with the North Market tenant located within Building D4. The applicant has made revisions reducing the sizes of some signs, as well as the number of certain sign types. In response to the Commission's request that these signs be oriented to the pedestrian level, the applicant has revised the signs on the Longshore Street elevation, as shown this evening.

Proposal

The request includes a total of 11 signs:

- Four building mounted signs (2 wall signs, 1 ID sign, 1 projecting sign)
- Three Placemaking Art signs
- Three Placemaking Art metal blades
- One window sign

Building Mounted Sign - Projecting Sign (1)

On the West Façade – North Entry, one circular projecting sign is proposed south of the north entry. The proposed sign will be a 12 square feet, illuminated metal sign. Staff has recommended a condition that the sign face be dimensional, which will be confirmed with the building permit approval.

Wall Signs (2)

On the North Façade – North Entry, a new wall sign is proposed, adjacent to a public plaza. The 24-square-foot sign will be painted on the masonry façade above the entrance and non-illuminated.

On the West Façade – Central Entry, a wall sign is proposed above the central, primary entrance to the Market. The façade will be painted red. A 50-square-foot, illuminated metal sign with individually mounted letters will be affixed to the wall.

ID Sign (1)

On the West Façade – South Entry, a wall ID sign is proposed adjacent to the south entrance. The sign is 12 square feet with individual acrylic letters.

Placemaking Art Signs

At the Central Entry – Rooster Logo (1)

A Placemaking Art sign is proposed to be centrally located on the west façade of the building facing Longshore Street. At the request of the Commission, the size has been reduced from 1,200 square feet to 400 square feet and located within the first story of the building. The circular, vinyl applique sign will be non-illuminated and depict the iconic North Market rooster. The sign will complement the central entry and create a memorable moment for visitors.

Southwest Corner - Rooster with "North Market" (2)

Two complementary Placemaking Art signs are proposed at the southern end of the west façade of the building, at the intersection of Longshore Street and Tuller Ridge Drive. A metal red rooster with painted wordmark will extend onto the west and the south façades of the building. The rooster is perched on the canopy of the southwestern corner, 40 square feet in size and illuminated from below. The non-illuminated, wordmarks are each 120 square feet in size, which has been reduced from the 160 square feet as proposed February 6, 2020.

Placemaking Art Metal Blades (3)

The proposal includes three Placemaking Art metal blades, which are proposed to be distributed across the west façade of the building. Originally, six fabric banners were proposed. The applicant has responded to the Commission's recommendation that the quality of the signs be elevated. The proposed design is perforated metal with individually-mounted letters. The applicant has indicated that the signs are critical given the interior location of North Market and the curvature of Longshore Street. Each blade is proposed to be 80 square feet in size and illuminated at night.

Window Sign (1)

One window sign is proposed on the south elevation, facing Tuller Ridge Drive. It will be a vinyl applique and not illuminated. The sign is a partial logo providing visual interest at the street level. It will cover 30 percent or less of the window, which will provide 70% transparency.

Staff has reviewed the application against the Master Sign criteria in the Code, as well as the Bridge Street District sign design guidelines and recommends approval with four (4) conditions.

Commission Questions

Mr. Grimes inquired if the lights are dimmed or turned off after the businesses close to avoid any issues for residents in the District.

Ms. Martin responded that the applicant will address the operational questions in more detail. Currently, no complaints have been received regarding light levels. As the businesses close at night, the lighting level does decrease. The parking garages, including the building in which the North Market is located, is illuminated throughout the night for safety reasons.

Ms. Fox inquired if staff discussed alternatives for the banner signs. Previously, the Commission had suggested cutouts or a more artistic blade sign.

Ms. Martin responded that staff did not have such a discussion with the applicant prior to this proposal.

Mr. Fishman inquired if the North Market should leave this site in the future, could a condition be added that the signs also disappear, and any future new tenant would need to re-apply for signage.

Ms. Martin responded that such is the anticipation, although a condition could be added as clarification. Mr. Starr will explain in greater detail, but in general, the lease terms require that if a tenant departs, the building and tenant spaces must be restored to their original condition.

Mr. Fishman responded that his concern is based upon previous experiences wherein the new tenant states that the sign terms have already been approved, so they install signs of the same size and number in the same locations. He would prefer a condition be added that if the North Market leaves, a new tenant would be required to re-apply for the appropriate signage.

Ms. Fox stated that previously, the Commission discussed that the vinyl banner be temporary to determine its effectiveness, but would eventually be hand-painted or made of a different material than vinyl. The applicant also had agreed that if paint were to be used, it would be removable and not need to be sandblasted, which would damage the building face. Has that been listed as a condition?

Ms. Martin responded that is not listed as a condition, but the applicant is prepared to describe the paint that is proposed.

Applicant Presentation

Matt Starr, Crawford Hoving Partners, Executive Vice President of Development, 6640 Riverside Drive, Dublin, Ohio stated that it was apparent during their previous presentation that there was a lack of context for what they were attempting to accomplish. The streetscape is important, not only to this neighborhood, but also to this particular location due to the nature of this use. They have prepared a video of the sign proposal incorporated into the streetscape to provide context. [showed video] He stated that when the previous proposal was presented, they did not accurately represent the existing storefront conditions. The project is more developed and impressive now, with bifold doors, tiles of varying patterns and attractive wooden doors with pivot hinges. If the site were to be visited today, the quality of the development is becoming apparent. The last discussion revealed the Commission's desire for quality versus quantity and the importance of the pedestrian experience. This location is on the ground floor of a parking garage and on an interior street, so they have tried to achieve a balance in addressing those needs. They have reduced the quantity of the banners, which are not high-quality blade signs. They have reduced the size of the Rooster graphic at the center entrance, and utilized red paint. They have added a pedestrian-scale element on the north façade. This sign package has been compiled with the whole experience in mind. There is the garage experience -- the second floor and the elevator ties into the North Market. The interior regulatory wayfinding signage provides a complementary experience. Currently, they are working on an environmental package to vitalize this space.

He will try to respond to Commissioners' questions. In regard to Mr. Grimes's question about the lighting, it is anticipated that the illuminated signs will be controlled by a photocell, so that the lights will come on and off automatically with the change between day and night. Mr. Fishman inquired if the signs would be removed if the user were to depart -- these signs are specific to this user. They do not have an issue with that being made a condition for approval. In regard to paint removal, they will commit to using removal methods that would not harm the building materials. They agree that it is important the building materials remain intact, undamaged. Ms. Fox inquired if there were any other considerations for the banner or blade signs. They evaluated many options. They wanted to select a high-quality blade design. The vertical wayfinding blade signs throughout the City are high quality signs. These blade signs will have some of the same characteristics. Because the signs are in an elevated position, they must be able to withstand wind shear. The signs will be perforated metal, which is a more artistic design than a solid panel. The target date for the North Market to open is August 1.

Ms. Fox stated that the original proposal was that the Rooster sign on the glass initially would be vinyl, and possibly hand painted later.

Mr. Starr responded that it will be on glass and probably much easier to execute as vinyl, although potentially, it could be hand-painted. They are considering the incorporation of some painted

elements in the interior package, where more blank canvases are available.

Public Comments

No public comments were received.

Commission Discussion

Ms. Fox stated that she believes the sign package in general is fun. Many of the elements meet the criteria the Commission desires. The video revealed the activation that will occur at the street level, and the painted area around the entrance is attractive. Her remaining concern is with the blade signs. The first concept was colorful, which she really liked; however, there were too many of them. The second concept reflects a higher quality, but it is not as edgy and colorful. A blade sign on that side of the building is valuable – it gives dimension to the space and creates interest down the street. She is not opposed to blade signs. The perforated panel is definitely a higher quality than a cloth banner. Is the Rooster on the blade sign dimensional? She assumes these signs will be illuminated from the lights on the building. However, they do not add as many fun characteristics to the street view as artistic blade signs would. She does like the Rooster at the street level, as that is a fun element.

Ms. Kennedy stated that she loves this sign package, including the blade signs. The applicant has incorporated much of the feedback the Commission provided at the previous review, particularly engaging the public at the pedestrian level. She does not like the circular Rooster at the ground level as much as its previously proposed location. However, she recognizes the intent is to engage the pedestrian level. The video reveal was very helpful. She likes the Rooster on the edge of the corner building, as well as the red section on the building – it looks amazing! In general, her feedback is positive, and she appreciates the applicant's serious consideration of the Commission's previous feedback.

Mr. Fishman stated that his response is equally positive. He is eagerly anticipating the opening of the North Market in August. He reiterated that he does want the condition added that if this tenant departs, the new tenant would have to apply for their own sign package and meet Code. Other than that one concern, the applicant has created a wonderful sign package, and this will be an exciting place to visit!

Mr. Schneier stated that he is appreciative of the challenge with pedestrian traffic in this location having a building with a parking garage in front and on top. However, the applicant has done a wonderful job with this project, and he echoes the other positive comments. He is, likewise, eagerly awaiting the North Market's opening on August 1.

Mr. Grimes stated that the changes made have enhanced the quality of the sign package. The reduction from six banner signs to three blade signs provides the appropriate amount of directional signage. It will be a popular destination, and people will be aware of its location. He likes the large sign more oriented to the pedestrian level. He is happy with this sign package.

Mr. Supelak stated that he would echo many of the other Commissioners' comments. He liked the first MSP proposal and likes this second one, as well. The revised banner signs are an improvement, although he thought the Commission's previous direction was that the revised banner signs be playful, edgy or even quirky elements hanging from the building, which could

become signature elements for the Market and the City. These signs are an improvement over the canvas banners, although there may have been a missed opportunity. He is in agreement with Ms. Kennedy – he preferred the circular Rooster sign location that was higher on the building. However, that may have had some inherent issues. Adjusting it to the pedestrian scale has changed the 1,200-square-foot sign to 400 square feet, and he understands the merit of that. Extending the red color across that pedestrian level is a very nice touch and beneficial to wayfinding. He is generally supportive of the MSP proposal.

Ms. Call requested a straw poll on the blade signs, as there seem to be some varying comments. [Commissioners expressed general support.]

Ms. Fox inquired how the Rooster element is applied to the blade signs. Will it be seen on both sides, and will it be illuminated? Is it vinyl or metal?

Mr. Starr responded that it is a vinyl element with metal on its face.

Ms. Fox inquired if the Rooster and the lettering would be dimensional.

Mr. Starr responded that they would be dimensional and noticeable from ground level. [Reveal video re-shown.]

Mr. Starr stated that the Rooster graphic on the perforated panel is an inch thick. It will be noticeable from ground level. It is located on both sides; the tube runs through the center of the sign.

Ms. Fox inquired how these signs would be illuminated.

Mr. Starr responded that they would be illuminated from either the bottom or the top; they have not worked through the electrical detail yet.

Ms. Fox inquired if there is a blade sign on the side where the entrance is located.

Mr. Starr responded that there is a blade sign at the north entrance. Two blade signs will be north of the pedestrian bridge that connects at the building, and one blade sign to the south.

Ms. Fox stated that she likes the fact that there will be a dimensional element extending from the side of the building. She was anticipating that it would be a more edgy architectural element than a rectangular sign. Other than that, she believes the MSP package will be attractive for the Market and the area.

Mr. Fishman stated that there was an earlier comment about the lights turning off at an appropriate time. He would encourage them to experiment with the lighting levels. A certain amount of lighting is important 24 hours/day in that District, for safety purposes. There are some areas of town, where at 11 pm-midnight, there is no lighting, and the area is black. He understands that is a commercial site, and there are apartments nearby, but he would like to see them experiment with an appropriate level of lighting.

Ms. Call inquired if the signs would be controlled by photocell.

Mr. Starr responded that is the intent. There are streetlights throughout the neighborhood, lights under the canopy and a certain amount of ambient lighting from the parking garages. He does not believe it will be unsafe in this area, but he appreciates the concern about a need for some additional illumination. They will work through that element.

Ms. Kennedy moved, Mr. Fishman seconded to approve the Master Sign Plan with the following

five conditions:

- 1) The projecting sign be dimensional, subject to staff approval at permitting.
- 2) Final sign fabrication details for the central wall sign, and ID wall sign be subject to staff approval at permitting.
- 3) The lighting details for all illuminated signs be submitted, subject to staff approval at permitting.
- 4) The applicant provide Planning an updated plan reflecting all conditions of approval prior to issuance of sign permits.
- 5) The sign plan provisions only be applicable to the North Market tenant, and the signs shall be removed should the North Market cease operation.

Vote: Mr. Schneier, yes; Ms. Fox, yes; Ms. Kennedy, yes; Mr. Grimes, yes; Ms. Call, yes; Mr. Fishman, yes; Mr. Supelak, yes.
[Motion passed 7-0]

NEW CASES

2. Springhill Suites, 4475 Bridge Park Avenue, 20-056MSP, Master Sign Plan

Ms. Call stated this is a request for a Master Sign Plan for a 145-room hotel and two tenant spaces in Building F1 in Block F of the Bridge Park development. The 0.57-acre site is southeast of the intersection of Bridge Park Avenue and Mooney Street and is zoned Bridge Street District Scioto River Neighborhood.

Staff Presentation

Ms. Martin stated that this is a proposal for a Master Sign Plan (MSP) for a new, multi-story mixed-use building housing a Springhill Suites hotel and two tenant spaces in Bridge Park. The application contained images showing that the majority of the signs have a white illumination and individually mounted letters. The building is oriented with Bridge Park Avenue to the north, Dale Drive to the east, Mooney Street to the west, and Winder Drive to the south. Three types of signs are proposed, including:

- Three Wall Signs
- One Placemaking Art Sign
- Regulatory Signs for Future Tenants

Wall Signs (3)

The applicant is proposing three wall signs for the hotel, one each 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 is 3 ft. in height and 23 ft. 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. The north wall sign is approximately 2 ft.-8 in. in height and 18 ft.-10 in. in width, for a total area of approximately 50 square feet, which is 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 letters, halo-illuminated sign. The south wall sign is 3-4 feet in height and 7 ft.-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. This sign is unique due to its vertical orientation, as well as the manner in which it is architecturally integrated into an architectural protrusion in the building façade. The area of the Placemaking Art 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

There are two tenant spaces, each with two frontages. The tenants would be permitted at least one sign for each frontage and the option for a third sign. The tenant would need to select a frame from the four categories identified in the MSP. The tenant will work with the landlord on identifying an appropriate sign package, submit the landlord's letter of approval to the City, and the City will forward the plans to a consultant for a final review of the design before construction. Staff has reviewed the MSP against the applicable criteria and recommends approval with two conditions.

Commission Questions

Ms. Fox inquired if the Placemaking Art sign would be 22 feet larger than Code permits.

Ms. Martin responded affirmatively.

Ms. Fox inquired if it would be a white channel letter illuminated sign.

Ms. Martin responded affirmatively.

Ms. Fox inquired if this type of lettering is consistent with the company brand and consistent at all its locations.

Ms. Martin responded that it is.

Ms. Fox inquired if the sign is illuminated on both the inside and outside of the frame.

Ms. Martin responded affirmatively; it is a two-faced sign and each side is 122 square feet.

Mr. Schneier inquired if the south sign in the drop-off area also was white with individual channel letters, illuminated sign. Is it backlit, or is the lighting incorporated into the letters and consistent with other illuminated letters?

Ms. Martin responded that all four proposed signs are individually illuminated channel letters. Channel letters are illuminated from the inside.

Ms. Kennedy inquired what type of guidance applicants receive in regard to Placemaking Art signs.

Ms. Martin responded that Master Sign Plans are intended to provide signs of quality and creativity. The Placemaking Art sign type was established for the Bridge Park development. The intent was to activate the public experience by creation of memorable visual moments.

Ms. Call inquired if there is a definition of a Placemaking Sign.

Ms. Martin responded that they are not defined in the Code. The sign type was created only for the Bridge Park development and has been used in Blocks A, B, C and D.

Mr. Grimes inquired if pin-mounted letters were not flat to the surface, but rather, pulled away from the building surface.

Ms. Martin responded affirmatively. Staff's recommendation was that the letters be pulled away from the building surface and halo illumination used.

Mr. Fishman inquired if there is a reason for permitting the vertical sign to be 122 square feet, which is larger than Code permits.

Ms. Call stated that although the applicant has requested it, the Commission could disapprove it.

Mr. Fishman inquired if the sign over the door also was larger than Code permits.

Ms. Martin responded that it is 50 square feet, which is consistent with the wall signs that have been approved for other buildings within Bridge Park.

Ms. Fox requested examples of other Placemaking Art Signs within Bridge Park.

Ms. Martin responded that some examples are the Urban Meyer Pint House silo sign, the VASO sign, and Cap City Fine Diner has a Pedestrian Art sign.

Mr. Starr stated that they are measuring the large sign per City Code, which is that a box be drawn around the entire sign including the tagline of Marriott. If a box were to be drawn around only the letters, the size would be 78 square feet, so part of the issue is how the size of the sign is calculated. The other point he would make is this particular sign consists of letters. The architectural component is already there. If these letters are not placed there, that architectural element of the building remains. That element was included in the building approval.

Brian McNally, senior associate, Meyers and Associates Architecture, 232 North Third Street, Suite 300, Columbus, stated that he can speak regarding the sign's relationship to the architecture of the building. Early in the design process of the building, they were aware of the need to design an area for the sign and not try to find a spot for a signage panel afterward. They looked at the uniqueness of Bridge Park, the scale of the buildings and the pedestrian activity. They developed the signage size and placement based upon that information early in the development of the concept. That is how a Placemaking Art sign was identified for this building. The attempt was to bring the vertical element of the building down to the pedestrian level, not necessarily engaging the pedestrian level. As Mr. Starr explained, if a box were to be drawn around the letters only, the square footage is actually under 100 square feet. However, they followed the Code's directive in measuring. The signage construction in general is based on the brand guidelines of Marriott, including text placement, the font and the proximity of the letters to one another. They are internally illuminated channel letters. Each letter has an aluminum frame; inside that frame is white reflective paint with internal LED lights. A white acrylic panel is on the face of the letters, which, during the day, will contrast with the dark façade. At night, it will glow white. All four signs proposed follow the same design, font and channel letters.

Ms. Call inquired the applicant's response regarding staff's recommendation that they be pin-mounted letters rather than channel letters.

Mr. McNally responded that recommendation was for the 50-square foot sign on the north elevation. There is precedence with Marriott to allow that sign type, as well, so it is not out of the question.

Russell Hunter, Crawford Hoying Development Partners, 6640 Riverside Drive, Dublin, Ohio, stated that from their perspective, pin-mounted letters would be fine. They are present throughout the District. In regard to the Placemaking Art sign, it is more difficult to design an artsy form of script, than something artsy for a brewhouse. That has been accomplished, however, with how the sign is integrated with the architecture. It is not simply a blade sign suspended from the wall, but rather it envelopes itself around the entire façade. The form is there, whether or not the sign is there. What is unique is that it is not affixed to the building, but a sign that pays attention to the architecture. In the design process, they look at the entire elevation and identify something that feels “right” within the space.

Commission Questions for the Applicant

Ms. Fox stated that she does not disagree that the architecture lends itself to having signage there, but the reference images are more impressive than the sign itself. The white channel letters look generic. A lighted border or other detail is needed to make the sign more unique than the typical, illuminated, white-channel letters.

Ms. Call inquired if Ms. Fox’s opinion of the interior and exterior views of the sign are the same, as they strike her as different. She agrees the interior view is somewhat lackluster, but she really likes the way in which the exterior view “pops.”

Ms. Fox responded that something is needed to give the sign a more striking uniqueness – add a little interest to it. Perhaps the issue is the white channel letters, which, regardless of the view, are not a very interesting sign type. Was an alternative to white channel letters considered?

Mr. McNally responded that the sign design was entirely based upon the brand standards. Marriott has strict brand guidelines. In regard to the reference images to which she refers, it was difficult to identify relevant vertical reference images, because they are looking at something unique for the Springhill Suites brand. This is not the typical blade sign, which would not mesh or integrate with the architecture. Because they have a good working relationship with Marriott, they were able to obtain their consent for what is a unique sign type for them.

Ms. Fox stated that that she does not know what is possible here, but there needs to be something more to make the sign unique.

Mr. McNally stated that the letters are mounted on an aluminum composite panel that provides some reflectivity. Particularly on the interior face of that sign, there will be some play with the light. That will provide some extra brightness.

Mr. Fishman stated that he is satisfied with his explanation and has no objection to the sign as it is. He believes they have achieved a great design.

Ms. Kennedy stated that the intent of a Placemaking Art sign is to activate the place, and this does not meet that intent. The sign consists of words only. Typically, this type of sign will add a more artistic grid around the word or something more than just the word. This sign does not meet the intent of a Placemaking Art sign.

Mr. Supelak stated that, in general, he is supportive of the MSP. He believes staff’s suggestion that the sign letters on the north façade be pin-mounted is a nice touch. The rendering of the sign, however, seems a little over-scale or crowded. A slight reduction in size could resolve that. He is in favor of the Placemaking Art sign. Integrating it with the architecture is creative; it takes a common building feature, turns it into something different, and creates a different type of

space. The Springhill Suites logo is really their name, not a logo. The sign is compelling and interesting. He agrees that it is somewhat over scale and would prefer a slight size reduction, but will defer to them on that topic. If the proposed illuminated panels were not lit, the sign and the building would be lackluster. It is the lighting integrated with the building and the sign that makes it striking. Overall, this is a nice MSP, and he is supportive.

Mr. Schneier stated that his first impression was that this was a 1940s type of sign reminiscent of the Humphrey Bogart era. He wonders if those staying in the rooms would have an issue if the lights were to remain on all night; however, that is not within the Commission's purview. He likes the signs' consistency with the brand and the illumination; he is supportive of this MSP.

Mr. Grimes stated that he likes the fact that the sign is in proportion with the space in which it is located; he does not mind that it is oversize by a few feet. It is a fine MSP, and he is supportive of it.

Ms. Call stated that the placemaking sign is 122 feet. Is the method of measurement used consistently across all sign applications?

Ms. Martin responded affirmatively.

Commission Discussion

Ms. Fox stated that, in regard to the Placemaking Art sign, she recognizes that a hotel would not have an edgy type of sign. This is a business that operates worldwide and must remain constant with their design. However, if there is a way in which to create a little additional interest, it would be appreciated. There also should be an element of uniqueness with the main entrance sign, although she does appreciate that a glow will be created from behind. Although the other signs are channel letters, the reference images portray more class at the entranceway. Perhaps the same font could be treated differently at the front door.

Mr. Fishman stated that although the Placemaking Art sign is a little larger than Code permits, he is comfortable with this MSP. Early in the development of Bridge Park, there was discussion about ground art. This would be a great opportunity for ground art at the front entrance. The intent was to integrate ground art throughout Bridge Park, but not much of that has occurred.

Ms. Call stated that she struggles with the 122-sq. ft. sign, preferring not to set such a precedent. She also has an issue with permitting a Placemaking Art sign that is simply the brand logo of the business. She appreciates the fact that the sign placement utilizes the architectural element. However, Placemaking Art signs are an exception to Code, and, as such, they are left to the Commission's judgement as to whether they establish or accomplish the intent of that sign type. If the intent was to use only the business logo, it is beautiful, but the intent of a Placemaking Art sign is to create interest. In comparison, the Placemaking Art signs in the North Market MSP have the "wow" factor. A Placemaking Art sign can also be larger than Code permits. She understands that measuring the signs may be handled differently here, but the City does so consistently. Because there are two sides to this sign, the size of the sign is doubled. Other than those two issues, the signs are beautiful. She is in agreement with staff's recommendation that the letters over the entrance on the north facade be pin-mounted.

Ms. Fox inquired about the possibility of approving the MSP with the exclusion of the Placemaking Art sign tonight, and the Placemaking Art sign could be redesigned and brought back to the Commission for review. She understands that the size of the letters may not be able to be reduced

due to the fixed size of the architectural element; it might not look proportionate. However, she would prefer the Placemaking Art sign be revised to add more interest. She has no objection to the other signs with staff's recommendation.

Ms. Kennedy stated that she is agreement with Ms. Fox's comments. A Placemaking Art sign must provide something that warrants the Commission approving something larger than Code permit.

Mr. Fishman stated that he has no objection to the Placemaking Art sign as presented, although if it is going to be redesigned to add more interest, the size also should be reduced to meet Code.

Mr. Grimes stated that this site is at a different end of the development from the North Market. These signs are designed to be appropriate for a hotel, which should reflect more reserve than a market, where the goal is to attract significant foot traffic. In addition, what latitude does the applicant have with the corporate brand logo? For those reasons, he has no objection to the Placemaking Art sign as proposed.

Ms. Call inquired what is the applicant's preference – a vote by the Commission or a request to table to permit the Placemaking Art sign to be reevaluated.

Mr. Hunter responded that the key issue is one word – art. If this were a Placemaking sign, the scale would be sufficient. In regard to the need to be considered "art," he would point out that this is the only sign in the Bridge Park development, but also in the region, that literally hugs the building. Tabling the case may create an issue in regard to the project's timing.

Mr. Starr stated that the cladding of that architectural element is occurring the first week of June, and due to the status of the building, it is difficult to make changes. The earlier images of the signs did not include the brand's tagline, but were added later as part of their brand standards. He has no issue with the pin-mounted letters on the north wall. He also believes that in regard to the corporate brand restrictions, options may be limited. If the brand tagline could be dropped, he is unsure of how to keep the lettering proportionate to the architectural element.

Ms. Call stated that she has no objection to the tagline, "by Marriott;" it is very important to the brand, but perhaps it presents an opportunity to add extra interest in some manner.

Mr. McNally responded that the tagline is very important to the brand. He believes that the definition of Placemaking Art sign appears to be the issue, specifically the word "art." If it is defined as a sign that activates the space, he believes it does accomplish that; particularly, due to the vertical nature of the building, its location and the need for visibility -- there will be another tall building next to this building. If it must also be artful, then that is the issue. If it were called a building ID sign, there would be no issue. Building ID signs are allowed in addition to the typical signs, and the square footage thereof is increased 1/2 square foot per linear foot of the storefront. There is 400 square feet of storefront here, which would permit a 200 sq. ft. sign. It appears that everyone is satisfied with the design; it is the design type that is the difficulty.

Ms. Call inquired about the possibility of changing the identification of this sign from a Placemaking Art sign to another definition. She understands the Commission would still need to approve the size, which exceeds Code.

Ms. Martin responded that the Placemaking Art sign is the largest sign permitted in the Bridge Park general regulations sign matrix, which is 100 square feet for office tenants that have wall signs in upper stories. Ground floor tenants are permitted one square foot per linear foot up to 50 square feet of wall sign.

Mr. Starr inquired if it would be possible to vote on the MSP package, minus the Placemaking Art sign; then vote separately on that sign.

Ms. Call requested Mr. Boggs to respond.

Mr. Boggs responded that the Commission could consider those items separately.

Ms. Call inquired if the other signs were approved tonight, would the applicant be required to submit a new application for that sign.

Ms. Martin responded that she believes Mr. Boggs has indicated that the Commission could consider two separate motions tonight, and the Placemaking Art sign could pass or fail on its own. If disapproved, the applicant would need to submit a new application with a revised sign design.

Ms. Call noted that she recalls previously that Ms. Fox has stated that it is helpful to see all the items together, in context, rather than reviewing items separately and out of context.

Ms. Fox stated that she does not believe the Commission is opposed to the Placemaking Art sign, but is concerned that the design does not meet the criteria regarding interest. Is it possible to approve a sign to be located on that architectural element, but require them to revise the design for review and approval later?

Ms. Call noted that sign consultants have also been utilized in the review process, and the staff ultimately could approve it. The desire here is that the sign design provide more "pop" or interest.

Ms. Call conducted a straw poll; Commissioners expressed the following:

Mr. Fishman indicated that he is in favor of the proposed sign design, particularly if it were to be reduced in size to meet Code, but is supportive of voting for it as is.

Ms. Fox stated that, to her, the issue is not the size; if it were reduced in size, it could be too small for this space. Her concern is the lack of interest, but she likes a sign in the proposed location.

Ms. Call concurred regarding the need for additional interest, but she would also appreciate if the size were decreased to meet Code.

Ms. Kennedy stated that if this sign were to be approved, she would be concerned about setting a precedent that a logo can be considered a Placemaking Art sign. The intent is not that a logo or a company name may suffice as Placemaking Art.

Mr. Schneier stated that he has no objection to the current sign proposal. However, the other commissioners have expressed varying preferences regarding design and size, all of which are mutually exclusive.

Mr. Supelak stated that he likes the sign on this architectural element and is generally supportive of the sign as is.

Mr. Grimes indicated support, as well.

Ms. Call requested the applicant's preference regarding the Commission's consideration.

Mr. Starr requested a vote on the Master Sign Plan package with the condition requested by staff for pin-mounted letters for the north façade wall sign.

Mr. Grimes moved, Mr. Schneier seconded approval of the Master Sign Plan with the following two conditions:

- 1) The north wall sign be revised to a pin-mounted, halo-illuminated sign, subject to staff approval.

- 2) The applicant provide Planning with an updated plan that incorporates all conditions of approval prior to issuance of sign permits.

Vote: Ms. Call, no; Mr. Supelak, yes; Mr. Fishman, yes; Mr. Grimes, yes; Ms. Fox, no; Mr. Schneier, yes; Ms. Kennedy, no.

[Motion approved 4-3]

4. Primrose School, Parcel: 273-009147, 20-014CP, Concept Plan

Ms. Call stated that this is a request for the development of a ±9,200-square-foot, two-story early childhood education facility. The 3.53-acre parcel is south of W. Dublin-Granville Road, ±450 feet west of the intersection with Dublin Center Drive and is zoned Bridge Street District Office.

Staff Presentation

Site

Mr. Hounshell stated that this is a request for review and approval of a Concept Plan for the Primrose School, located within the Bridge Street District. The Concept Plan includes the review of site layout, architecture style, building style, open space, building massing and street network. Concept Plans within the Bridge Street District, unlike those in other areas of the City, require approval before the project may proceed to the Preliminary Development Plan stage. The undeveloped site is located south of W. Dublin-Granville Road, approximately 340 feet west of the intersection with Dublin Center Drive. An AEP easement runs along the western portion of the property, which limits a large portion of the developable land for the entire site. In 2017, the Commission reviewed an application for the construction of a hospital facility; that application has since been withdrawn. On the northeast side of the site is where the connection of a future neighborhood street from W. Dublin-Granville Road (S.R.161) is proposed. The Bridge Street District Street Network Map was developed with the Bridge Street District Code to create a comprehensive network of streets throughout and connecting the entire Bridge Street District. W. Dublin-Granville Road is a principal frontage street, and any development in the District is required to be located along a principal frontage street. The Code requires a neighborhood street connection to that principal frontage street. The proposal of the new neighborhood street re-defines the boundaries of the existing block. The proposed neighborhood street will partially subdivide the existing block defined by State Route 161 to the north, Shamrock Crossing Boulevard to the west, Stoneridge Lane to the south, and the neighborhood street to the east. In the Bridge Street Office District, any one side of a block may not exceed 500 feet in length, and the cumulative total of the perimeter of all sides of block may not exceed 1,750 feet in length. The newly created block will meet length standards for the east and west edges, but will be significantly larger than the maximum block dimensions along the north and south edges. The applicant has not provided information regarding the newly created block. Should the measurements prove to be larger than the maximum permitted, a waiver would be required. Three buildings and site improvements are anticipated on the site; however, the applicant is providing details on the southernmost building. There are no current plans for the northern two buildings along W. Dublin-Granville Road. The applicant is proposing a lot split from east to west. The applicant is proposing a daycare use, which is a permitted use within the BSD-Office District. The daycare use has specific use standards regarding any attached playground, one of which is the requirement that the playground be



RECORD OF ACTION

Planning & Zoning Commission

Thursday, February 6, 2020 | 6:30 pm

The Planning and Zoning Commission took the following action at this meeting:

2. Bridge Park, D Block 19-121MSP

Riverside Drive Master Sign Plan

Proposal: A Master Sign Plan for signs for Bridge Park, D Block building including standards for the North Market tenant space. The site is zoned Bridge Street District Scioto River Neighborhood District.

Location: East of Riverside Drive and north of the intersection with Tuller Ridge Drive.

Request: Review and approval of an amendment to an approved Master Sign Plan to include sign provisions for D Block and to provide a standard for an anchor tenant under the provisions of Zoning Code Sections 153.065(H) and 153.066, and the *BSD Sign Design Guidelines*.

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

Planning Contact: Nichole M. Martin, AICP, Planner II

Contact Information: 614.410.4635, nmartin@dublin.oh.us

Case Information: www.dublinohiousa.gov/pzc/19-121

MOTION: Mr. Supelak moved, Ms. Call seconded, to approve the Master Sign Plan with five conditions:

- 1) That the applicant update Building D1 to permit a maximum of two (2) projecting signs for office tenants with additional sign quality standards, in accordance with the BSD Sign Design Guidelines;
- 2) That the applicant update the General Regulations Matrix to limit Building D2 to a maximum of five (5) signs within the office levels;
- 3) That the applicant provide staff an updated plan reflecting all conditions of approval prior to issuance of sign permits; and
- 4) That the applicant return to the Commission for review and approval of all North Market signs including sign fabrication details.

VOTE: 6 - 0

RESULT: The Master Sign Plan was conditionally approved.



**2. Bridge Park, D Block
19-121MSP**

**Riverside Drive
Master Sign Plan**

RECORDED VOTES:

Victoria Newell	Yes
Jane Fox	Yes
Warren Fishman	Yes
Kristina Kennedy	Yes
Mark Supelak	Yes
Rebecca Call	Yes

STAFF CERTIFICATION


Nichole M. Martin, AICP, Planner II



Ms. Kennedy moved, Mr. Fishman seconded to approve the Final Development Plan with the following five conditions:

- 1) The plans be updated to accurately show the headers for windows on the stone façade;
- 2) The applicant continue to work with staff to relocate the proposed ground sign so that it meets the Code required setback and any encroachment within public easements would require an easement encroachment agreement, subject to the approval of the City Engineer;
- 3) The applicant extend the landscape island immediately south of the dumpster enclosure, subject to staff approval;
- 4) The applicant continue to work with staff to select more appropriate plantings for the site, subject to staff approval; and,
- 5) The applicant continue to work with staff to ensure that the Vehicular Use Area section of the Code is satisfied with the number of trees in and around the parking lot.

Vote: Mr. Supelak, yes; Ms. Call, yes; Ms. Fox, yes; Ms. Kennedy, yes; Mr. Fishman, yes; Ms. Newell, yes.

[Motion passed 6-0]

2. Bridge Park, D Block at Riverside Drive, 19-121MSP, Master Sign Plan

Ms. Newell stated that this application is a request for an amendment to an approved Master Sign Plan to include sign provisions for the Block D development of Bridge Park, including an anchor tenant. The site is southeast of the intersection of Riverside Drive and John Shields Parkway and is zoned Bridge Street District Scioto River Neighborhood.

Ms. Newell swore in staff and members of the public who intended to address the Commission on the case.

Case Presentation

Ms. Martin stated that this is a request for review and approval of a Master Sign Plan for signs for Bridge Park, D Block. Block D is the fourth block of development located within Bridge Park. Bridge Park is located at the intersection of Riverside Drive and W. Dublin-Granville Road. This particular block is the northernmost block and is located at the intersection of John Shields Parkway and Riverside Drive. Previously, sign plans have been approved for Blocks A, B and C.

Background

In 2015, the Commission adopted the original Sign Plan for Blocks B and C, establishing the framework from which all of the other Master Sign Plans are modeled. That approval included the general regulations matrix, which is the backbone of the Master Sign Plan, as well as elevations depicting where signs may be located on a building. The 2015 approval also established the variety of sign types that are unique to this Master Sign Plan as opposed to the regular Code requirements. In 2016, parking garage signs were approved for the B and C Block garages. In

2017, the Commission approved an amendment to the Master Sign Plan (MSP) to accommodate user-specific signage for the AC Marriott and The Exchange events center. In 2018, the Commission approved an addendum to the MSP to permit signs for the A1 office building, which recently opened along W. Dublin-Granville Road at Dale Drive, and a unique sign for the Vaso Rooftop Bar. The latter is an example of a placemaking art sign. The sign is approximately 100 square feet. [Existing examples of canopy edge, projecting, pedestrian art and wall signs within Bridge Park were shown.]

Site

Bridge Park, D Block is comprised of four buildings -- D1, D2, D3 and D4/D5. Building D1 contains first floor retail, second floor office, and residential on floors 3-5. Building D2 contains only office tenants. D3 will be residential use. Building D4/D5 is a parking garage integrated with a mixed-use. In addition to the parking garage, it will contain an anchor retail tenant – the North Market, and residential. D Block will also include the extension of Longshore Street to the north and Larimer Street to the west. Tuller Ridge will be the southern boundary. Longshore Street is one of the primary internal circulators in Bridge Park. [Views of existing streetscape character on Longshore Street shown.]

Master Sign Plan Proposal

The proposal is to permit amendments to the MSP previously approved for Bridge Park, Blocks A, B, and C to incorporate Block D. The approval would not only expand the area of applicability, but also approve signs for the North Market, a tenant with unique conditions.

Buildings D1, D2 and D3 Signs

The sign provisions for Buildings D1, D2 and D3 will be an extension of the existing MSP sign standards for Blocks A, B, and C. Staff has requested one condition for Building D1 -- that the projecting signs on the second story of the building be eliminated as, currently, they are not permitted on level 2 of buildings for other office tenants. 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.

Ms. Fox stated that the guidelines regarding window sign graphics is 20% per window. Has 30% been approved previously?

Ms. Martin responded affirmatively.

Ms. Fox inquired if anything different in that regard has been requested.

Ms. Martin responded that everything is consistent with what has been previously approved.

The plan includes building elevations for each building. The intent is to depict the general locations where a given sign type is permitted.

Building D4/D5 Signs

This one structure 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/D5 is located behind Building D1. The North Market is the only retail tenant space located in Building D4. The tenant's primary frontage is along Longshore Street and the corner of Larimer, where there is a patio. There are 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 proposed signs are exclusively along the Longshore Street elevation. A total of

12 signs is proposed, including three building-mounted signs, which in general, conform with the existing MSP regulations; three placemaking art signs, which generally exceed the existing regulations for those signs; and six placemaking art banners, which are not currently included in the MSP.

North Entrance:

One circular projecting sign is proposed on the north façade of the building at the intersection of Larimer Street and Longshore Street. The proposed sign is 12.25 square feet in size. Staff recommends the size be reduced to 12 square feet to be consistent with the MSP regulation. The wall sign is proposed to be 10 square feet and adjacent to the entry at a pedestrian height.

Central Entrance:

This is the primary entrance of the market. A 60-square-foot, wall-mounted sign is proposed above the entry. Staff recommends that the size be reduced to 50 square feet, which is consistent with first-level wall signs for other blocks in Bridge Park. Also proposed is an iconic North Market logo applique. 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, which exceeds the size of other placemaking signs within the District.

South Entrance:

Two placemaking art signs are proposed. One is a dimensional red rooster with vinyl applique extending onto the façade of the building. The rooster is perched on the canopy of the south entrance. The sign is approximately 36 square feet in size. The second is a North Market wordmark sign that is 160 square feet in size.

Placemaking Art Banners:

The applicant is proposing six placemaking art banners, each to be 84 square feet in size. The banners would be distributed across the west façade of the building to add visual interest along the street and identify the North Market from a distance. The Commission has previously eliminated banner signage in the District.

Ms. Kennedy inquired if the proposed banner signs would be permanent.

Ms. Martin responded that they would be permanent with the opportunity to be changed seasonally.

Parking Garage:

The D5 parking garage signs are consistent with what has been approved for previous blocks. The signs will be illuminated projecting signs that vary in size based on hierarchy of entrance and exit locations. One 32-square-foot parking marquee would be on the south elevation along Tuller Ridge Drive, as well as additional wayfinding signs for entries and exits.

Staff has reviewed the application against the Master Sign Plan (MSP) criteria and the Bridge Street District Sign Design Guidelines and recommends approval with nine conditions.

Commission Questions

Ms. Kennedy inquired if the North Market would be using only the first/ground level.

Ms. Martin responded affirmatively. North Market, which is the retail use, will be on the ground level. In the upper levels -- residential use will be on the north side, and the parking garage will be on the south side.

Ms. Kennedy inquired if parking is located in the space behind the windows on which the large placemaking art sign (the Rooster) is located.

Mr. Ridge noted that the applicant would address her inquiry in his presentation.

Ms. Call stated that it has been indicated that the placemaking signs exceed the requirements for other placemaking signs; however, this is a single tenant building. If this space were divided among multiple tenants, what would be their placemaking art sign allowance?

Ms. Martin responded that with placemaking art signs, the tenant does not have the flexibility to move them. Most buildings do not permit more than two placemaking art signs. Typically, they are limited to the area next to the intersection of two major streets.

Applicant Presentation

Matt Starr, 6640 Riverside Drive, Dublin, Ohio stated that the Master Sign Plan regulations that were put in place for Bridge Park have served the development well and, in general, have successfully restricted tenants to those guidelines. However, because this is a unique building for the City, some unique signs are proposed. In response to the question of what is located behind the window on which the Rooster placemaking art sign is located, it is the stairwell for the parking garage. Five levels of parking are located on the southwestern side of the building. Residential use is located on the southeastern side of the building. The projecting sign on level 2 of Building D1 has been proposed because, architecturally, there are no other opportunities to provide signs for those tenants. This particular floorplate of offices is approximately 25,000 square feet. Although they have been working with four potential tenants, it is anticipated that the space will be divided between two tenants. Having a sign is important to each tenant. Perhaps the signs would not need to be located in the middle on the front elevation, but on the ends of the building. In regard to the D2 building, it will not be office use only. The ground floor will accommodate retail. They recently signed a lease with Hagerty Insurance, which will have a showroom for classic cars on the ground floor. There will be other uses on the ground floor of that building, and their signs would be governed by the sign matrix.

Ms. Fox inquired where the projecting signs on the building would be located.

Mr. Starr pointed out the potential locations; however, he anticipates using no more than two of the potential locations on the office level.

Ms. Martin noted that the general regulations matrix is regulatory. The building elevations shown depict signs in logical locations.

Ms. Fox stated that the projecting sign at Pins Mechanical Company activates the street. Traveling further down Riverside, the signage does not capture the public's interest. As she viewed this sign proposal, there seemed to be a lack of creativity to draw interest at the pedestrian level, such as that provided by the Cap City sign and The Pint Room placemaking sign on the corner. Other than the North Market sign, there are no other interesting placemaking signs in this proposal.

Mr. Starr responded that those signs would be seen later when the users are identified. The architecture will dictate what can occur there to some extent. Much of the pedestrian activity will be on the interior street. That may change very quickly when the pedestrian bridge is opened on

March 13. Most of the signs will be tenant driven, however. For the most part, no storefronts have been incorporated into these buildings, because the intent is that the tenants will personalize that experience. When that begins to occur, it will elevate the interest experience. Recently, they viewed the preliminary drawings for the Hagerty Insurance showroom, which will be spectacular. He believes the Commission's concerns will be addressed.

Ms. Fox inquired if the anticipation is that the flexibility provided by not having defined storefronts would enrich the pedestrian experience. A wall sign, which is a shopping center look, would not do that. The hope was that creativity, texture and uniqueness would begin to occur, but to date, that has been seen in only a few places.

Mr. Supelak stated that one tenant has been identified -- the North Market, so there is a specific sign proposal for them. As more tenants are identified, will they be providing sign proposals, as well?

Ms. Martin responded that would not be the case. The MSP provides flexibility from the Code sign guidelines, but is also intended to expedite sign permitting. Any tenant in A, B or C blocks can submit a sign permit application to the City, along with a letter of property owner approval. The City will forward the permit application to a consultant to review for creativity, fabrication and placement. Any consultant recommendations are provided to the applicant, who after submitting a revised application responsive to the recommendations will receive a sign permit.

Ms. Newell stated that process does not involve the Commission. A good example of that approval process is the Cap City signage, which was not approved by this Commission.

Ms. Martin stated that the MSP proposals that come before the Commission are user specific, such as The Exchange event center, the AC Hotel, the North Market and parking garages.

Mr. Starr clarified that as the applicant, they would have to seek a MSP amendment for anything that was outside the MSP boundaries. However, the MSP boundaries provide sufficient flexibility to enable most tenants to have creative signage that complies with the MSP.

Mr. Supelak inquired if Ms. Fox is advocating for more creativity and potentially fewer wall signs and more projecting signs.

Ms. Fox stated that the applicant has the ability to utilize all the sign types permitted by the MSP in these locations. Now that there is a built environment, the walk down the street needs to have more inviting and interesting signage. Although that has been provided in a few places, as the environment develops, there is the opportunity to make it richer. There has been opportunity to evaluate what works and what does not. She has noticed many wall signs but an insufficient number of creative, textural signs consistent with the sign characteristic calling for "works of art." More of that character is needed to enrich the environment. When the applicant has a MSP, the responsibility lies with the applicant to make that happen.

Mr. Starr stated that to some extent that is true. He can encourage that direction to be taken as much as possible.

Ms. Newell requested clarification of the graphics on the glass.

Ted Orr, Crawford Hoying, 6640 Riverside Drive, Dublin, Ohio, stated that many of staff's questions regarding the North Market signage are specific to the materials. Some of those are not yet known. One of the most iconic signs in central Ohio sits above the current North Market. As they have worked with Rick Harrison Wolfe and his staff on bringing another North Market to Dublin, the intent was to do something equally iconic. That means pushing the boundaries a little.

To that end, they want heirloom quality of materials and finishes with this signage. Because North Market is a public entity, they must be purposeful and judicious with the dollars they invest. They have pushed the boundaries somewhat with what they are asking the Commission to approve. Should the Commission agree with the proposed direction, they would immediately begin engaging with sign vendors who understand what heirloom quality means and work on identifying those materials. They anticipate that much of it will be hand-painted, crisp and clean from Day One. Over time, they will see how it wears and whether the preference is to maintain the hand painting to maintain its quality and attractiveness. They anticipate that vinyl will be an application, depending on the distance that the end user will interface with that sign. That is part of being judicious with the money invested. Vinyl stickers on the window are not the initial preference, but it is necessary to vet the options.

Ms. Newell inquired if the Rooster could be recessed behind the glass to provide a dual perspective along with the painted graphics on the building.

Mr. Orr stated that option was explored.

Ms. Newell stated that she would recommend that a condition be added ensuring that staff is satisfied with the materials that will be used. She has another question in regard to paint. She is excited the North Market is coming to Dublin and certainly anticipates it will succeed. However, if the business does not survive here, there will be painted graphics on the building that will need to be removed. How could they be removed?

Mr. Orr responded that they have explored that issue. He has been assured that the graphics can be permanent until a particular device is used to remove them.

Ms. Newell stated that there are particular cleaners that can be used. She would request another condition be added that the building not be sandblasted to remove the graphics. That process destroys the face of the brick.

Mr. Orr stated that they would be in agreement with that condition.

Ms. Newell inquired about the fun grass that is near the Rooster. Will those be vegetated roofs?

Mr. Orr responded affirmatively. They would be live roofs.

Ms. Newell inquired if this is considered part of the signage package.

Ms. Martin stated that the red awnings and the vegetated roofs were approved as part of the tenant fit-up.

Ms. Newell stated that she asks because she would want to ensure that item occurs.

Mr. Orr responded that there is a load issue that they are attempting to evaluate to determine how best to execute the live roofs.

Ms. Newell stated that suspension cables would help support the awning and the weight load of the vegetated roof.

Mr. Starr responded that the weight load of the soil, water and drainage components are much heavier than may have been anticipated. It may need to be executed with trays or pots.

Ms. Newell noted that there are tray systems that work well for vegetated roofs. Cameron Mitchell has used this type of system.

Mr. Starr stated that if pots are used, they may be hand-watered, but there would not be continuous irrigation.

Mr. Fishman stated that it would be important that the vegetation not be brown during hot summer months.

Ms. Newell stated that vegetated roofs expand through all seasons. If they use a tray system, care will be taken as to which plants are used. This system has succeeded on The EDJE facility, and is a very fun and creative element. The only signs she has an issue with are the banner signs.

She does not believe the Rooster sign on the North Market will be overlooked. The issue with using banners is that too much signage begins to compete with the good signage. Banners are not provided for in the sign code. That said, she very much likes the Rooster, the painted graphics and the vegetated roof. She finds the North Market signage proposal very creative.

Mr. Starr stated that they believe the banner signage is important. This market is located on the ground floor of a parking garage. Looking down the street, the banners will provide wayfinding assistance for pedestrians. A pedestrian entering Bridge Park from the pedestrian bridge and looking for the North Market would see the banners down the street. They have not figured out the angle for the Rooster. The banners can also be rotated seasonally. It is an element that will provide diversity in the neighborhood. They believe they are an important element to add visual interest on that street to describe the pedestrian experience on the street, which is not a straight street.

Ms. Fox stated that the Bridge Street District sign guidelines ask for characteristics geared toward a pedestrian experience. She likes the red awning and the projecting sign. This is a long stretch of street. Would the garage doors be open during the summer months?

Mr. Starr stated that this will be a very vibrant street. There will be a variety of experiences at those door openings. There will be a repeating pattern of bifold doors, exterior counter seating and storefronts.

Ms. Fox stated that she recognizes there will be much happening along that expanse. However, the Rooster applique is flat and high; it is not a sign that pedestrians will notice unless they look up. Signage along the narrow street would add more interest for pedestrians, but banners are not sufficiently creative. She agrees that there should be something that quickly identifies the North Market area, but it should be more creative than banners. The existing North Market signage in the Short North stands out; it is funkier. With the proposed signage, the Rooster is fun, but more is needed.

Mr. Orr stated that they anticipate the Rooster will have a neon, LED lighting component. They believe the pedestrian element down Longshore Street will be interesting. Approximately every second window space will provide vibrancy, including a different tile finish beneath the vendor counters. With the angle of the building, the large Rooster graphic will be visible.

Ms. Fox stated that from the front, that might be the case. However, her concern is that when the doors are closed and the countertops and outdoor seating are not be visible, there will be a straight line with very little visual, pedestrian interest at the street level.

Mr. Supelak inquired if the Commission would be seeing the North Market sign proposal again. There seem to be some issues that are not yet defined, such as the potential neon component and paint versus vinyl materials.

Ms. Martin stated that would be at the Commission's discretion.

Mr. Supelak stated that, in general, he likes this MSP proposal, which is already "above and beyond" the standard signage. However, the Commission is suggesting that they push it even further. Although the Rooster may not be immediately visible from a direct approach, it does have significant presence. He would like the signage to be heavily artistic, using a mix of media, including lighting. The street experience is important. Are there planters and benches that may not be part of the sign package but would add to the total context? Could the sandwich boards be more creative than those depicted in the graphics?

Ms. Martin responded that, in general, they could not. There are fabrication requirements – wood, metal, chalkboard or whiteboard; they may not be fabricated from plastic.

Mr. Supelak inquired about the number of sandwich board signs permitted. The individual vendors will animate the street level. That is a level of information that is currently missing and likely would be even if the applicant returns.

Ms. Martin stated that each vendor with frontage on Longshore Street would be permitted a sandwich board sign.

Mr. Starr noted that sandwich board signs probably would not be permitted. There would be a significant amount of activity occurring along the street, and having a number of those signs along the streets would impede pedestrian traffic.

Mr. Supelak inquired if vendors would have storefront signage.

Mr. Starr responded affirmatively. It would be provided primarily from the inside.

Mr. Fishman inquired how much bigger the Rooster placemaking sign is than is typically permitted. Mr. Orr responded that it is significantly larger – perhaps 20 times larger.

Mr. Fishman stated that if this is approved today, that same type of signage could be placed on any building in Block D.

Ms. Martin stated that there are two components to this package. The first component is extending the regulations that apply in other blocks to the three other buildings in this block. The second component is this building specifically. Theoretically, the Commission could approve signage for three of the four buildings.

Mr. Fishman inquired if in the scenario that the North Market leaves this site in ten years, would the next tenant in this space be permitted to have a sign the same size as this Rooster sign?

Ms. Martin responded that they would not. The approval is tied specifically to this user. For the user specific signs that have been approved in Bridge Park, if the user goes out of business and departs, the new users will be required to submit new sign proposals to the Commission.

Mr. Fishman inquired if the North Market departs, would all of the signs in this proposal cease to be.

Ms. Martin responded affirmatively.

Ms. Kennedy stated that she loves the placemaking art sign, which is amazing. However, it is disappointing that pedestrian bridge users and people traveling down Riverside Drive will not be able to see it. It is such an attractive, impressive sign that it is disappointing that it will not be visible from all directions. From the consumer's perspective, the projecting sign and placemaking art sign will be visible from this end. From the other end – the south end, the red Rooster will be visible. Could that potentially be confused with the Hen Quarter, which is a few blocks down? Overall, she loves the sign proposal. However, this Commission is typically negative regarding sign banners. The number of banners proposed seems excessive, especially if not needed for wayfinding. She believes the number of banners should be reduced or removed completely.

Ms. Call stated that the banners would not provide wayfinding, so she is not particularly supportive of the banners. Previously, Pins had a very interesting sign that they were unable to execute due to cost constraints. With that premise in mind, she does not want to lose the vegetative roof in this signage package due to a similar reason. It is important to find a way to execute that element, perhaps through the tray system described. It is important not to lose the elements that will set these signs and users apart. Although later, vendors will help activate the streetscape, starting

out with these sign features will help facilitate that long-term goal. She requested clarification of the sign request for the Building D1 second floor office tenants.

Mr. Starr responded that the window signs are only for the first floor, retail tenants. There is a need to provide signs for the second floor office tenants. There is only the location in the middle labeled 1B where it might be possible. Residential is located on the level above.

Mr. Orr stated that the two tenants would each take half of that floor. From a wayfinding perspective, putting both signs in the middle would not work. The columns do not allow wall signs.

Ms. Call inquired if currently, no signs are permitted on the second level.

Ms. Martin responded that is correct. Their request is only for Building D1, and only for the elevation facing Riverside Drive. The request is to permit projecting signs within the office level. Currently, projecting signs are not permitted within office floors elsewhere.

Ms. Call requested clarification of how office signs are permitted in Bridge Park.

Ms. Martin stated that as the MSP is currently written, office signs are permitted at the discretion of the landlord, and a maximum number of office signs are permitted for the office buildings in A and C Blocks. For the A1 office building, five signs are permitted; on the C2 office building, four signs are permitted. The applicant has indicated that they would be willing to have a maximum of two office signs on Building D1.

Mr. Starr stated that, currently, they have eight office tenants without signs, so approximately one in three tenants has a sign. Typically, the tenant must have more than 10,000 square feet or a full floor to be eligible for a sign. If they went only by that rule, there would be more than eight, but the signs must be architecturally appropriate and attractive, as well.

Ms. Martin responded that it has been a collaborative effort between the City and the applicant to regulate these signs. The applicant has the first right of refusal, then the application is sent to the City consultant for critique.

Ms. Fox stated that if projecting signs were to be permitted on the second story of D1 on the Riverside Drive façade, they would need to be visually appealing. In Bridge Park, the intent is not to have signage that could be seen anywhere. It must be unique and comply with the required sign characteristics. It is the uniqueness that will set this area apart from Polaris or other areas of Columbus. Having a projecting sign that is not unique on a building across from the Riverside Crossing Park would be a mistake. Similarly, North Market wayfinding signs down Longshore Street should be something more artistic and unique than banners.

Ms. Newell suggested that something creative, such as cutout signage, could have the Commission's support.

Mr. Supelak stated that the banner signs would be vertical signage on the sides of the building. Could another vertical, fun installation – a vertical fork, for instance -- be a possibility?

Ms. Fox stated that something artistic, such as a bicycle design hanging from the building would be more interesting than a banner, although it would not permit a seasonal change. The North Market signage is not where it needs to be yet. The Rooster placemaking and projecting signs are attractive, but the wall sign is not as imaginative as the one on the North Market in the Short North, nor is the signage at the pedestrian level where it needs to be.

Mr. Fishman stated that six banner signs are requested. He likes the whimsical look of fabric banner signs blowing in the wind. However, many signs are proposed, so he agrees that it is important that they be creative. Sign character is preferred over sign clutter. When there is clutter, even a creative sign loses its appeal.

Ms. Newell inquired the applicant's preference regarding the Commission's consideration
Mr. Starr stated that he would prefer that the Commission approve everything but the North Market signs. Those signs would be brought back separately.

Ms. Call requested the Commissioners' preference regarding the second floor office signs. There is a condition to eliminate those signs, as they are not permitted currently by the MSP. She believes that if the Commission permits the two projecting signs, they should be required to have an artistic component.

Mr. Supelak suggested that the conditions clarify that something "a cut above" is expected for those two projecting signs.

Ms. Kennedy suggested that the verbiage request "special character."

Ms. Fox suggested that the condition require a strict adherence to the four or five Bridge Street Sign Design characteristics that should be considered by the City's sign consultant for these two signs.

Ms. Call suggested that the language request "one of a kind," edgy, memorable, eclectic or sophisticated signage. The proposed condition language of "in accordance with the BSD Sign Design Guidelines" would not achieve the extra that is desired. The Commission is looking for something more than what the BSD Sign Design Guidelines require.

Ms. Martin stated that, actually, the characteristics the Commission expressed are from the Bridge Street Sign Design Guidelines, hence the reference to the Guidelines.

Ms. Call stated that she is satisfied with the condition as written, with the specific direction to staff to advise the sign consultant to emphasize those requirements.

Ms. Fox stated that the intent of the Commission needs to be shown, so she shares Ms. Call's concern. There is a difference between a simple projecting sign that may meet the BSD Sign Design Guidelines and a sign that is edgy, one of a kind, eclectic and artistic. The condition should clearly state that the intent is to emphasize those qualities.

Mr. Starr stated that what he could do is include the minutes from this meeting with the lease. That is how the Commission's intent is captured.

Ms. Fox inquired if the applicant had received much resistance to the sign requirements.

Mr. Starr responded that they have lost a couple of tenants due to the size requirements of the sign matrix. Although the requirements are mentioned to prospective tenants early in the process, they often fail to address them until late in the process. Prospective tenants inquire about the rent and the signage requirements. Most tenants expect the sign requirements to be restrictive, as they are elsewhere in Dublin. These requirements are not typical, however, so it is essential to go through the MSP with them. This entire sign package becomes an addendum to the lease, along with additional clarification of the steps involved.

Mr. Orr stated that some tenants have been willing to embrace the sign matrix and developed creative signage, such as Cap City and also Rebol, which is on a prominent corner.

Mr. Supelak stated that in the past, the applicant has put in the storefronts for the tenants. With this proposal, the tenant will add the interest.

Mr. Starr stated that one place they specifically did not add a storefront is the corner of the building near the pedestrian bridge landing. Because it is such an important corner, they have been very sensitive to leasing that space – it has to be the right tenant. He stated that they are pleased with this MSP proposal. There is a significant amount of flexibility for tenants to identify very creative signage, and they will be encouraged to extend effort beyond their comfort zone.

Ms. Call stated that when the North Market signage returns, she concurs with staff on the reducing the size of the projecting sign from 12.25 square feet to 12.0 square feet, and the size of the centrally-located wall sign from 60% to 50%.

Mr. Starr indicated that has been so noted.

Ms. Newell inquired if the applicant is in agreement with the four conditions as shown.

Mr. Starr stated that they are in agreement.

Mr. Supelak moved, Ms. Call seconded to approve the Master Sign Plan with the following four conditions:

- 1) The applicant update Building D1 to permit a maximum of two (2) projecting signs for office tenants with additional sign quality standards, in accordance with the BSD Sign Design Guidelines.
- 2) The applicant update the General Regulations Matrix to limit Building D2 to a maximum of five (5) signs within the office levels.
- 3) The applicant provide staff an updated plan reflecting all conditions of approval prior to issuance of sign permits.
- 4) The applicant return to the Commission for review and approval of all North Market signs including sign fabrication details.

Vote: Mr. Fishman, yes; Ms. Fox, yes; Ms. Call, yes; Mr. Supelak, yes; Ms. Newell, yes; Ms. Kennedy, yes.

[Motion passed 6-0]

COMMUNICATIONS:

- Ms. Husak reminded the Commission that the joint Council-PZC-ARB meeting is scheduled for Thursday, February 13, 2020.

Ms. Fox stated that this is an opportunity to look at how to create a more sustainable system for educating, training and communication between the Commissioners, Council and staff. Consultant Greg Dale will facilitate the joint work session.

Mr. Fishman and Ms. Kennedy reminded the Commission that they had indicated previously that they would be unable to attend a work session on that date due to commitments.

Ms. Newell noted that both members were available the following Thursday, February 20.

Ms. Fox stated that Council has another commitment on that date -- the Council Retreat.

- Ms. Husak noted that the February 20 PZC meeting is cancelled, as no applications will be ready for review. The next PZC meeting will be March 5, 2020.



RECORD OF ACTION

Planning & Zoning Commission

Thursday, August 9, 2018 | 6:30 pm

The Planning and Zoning Commission took the following action at this meeting:

2. BSD-SRN – Bridge Park, Blocks A, B, & C Amendment 18-043MSP **6515 Longshore Loop Master Sign Plan**

Proposal: Amendments to the Bridge Park, Blocks A, B, & C Master Sign Plan, specific to the A1 office building zoned Bridge Street District Scioto River Neighborhood.

Location: East of Riverside Drive, north of the roundabout with SR 161 and West Dublin Granville Road.

Request: Review and approval of amendments to a Master Sign Plan under the provisions of Zoning Code Sections 153.065(H) and 153.066, and the Bridge Street District Sign Guidelines.

Applicant: Matt Starr, Crawford Hoying.

Planning Contact: Nichole M. Martin, AICP, Planner I.

Contact Information: (614) 410-4635, nmartin@dublin.oh.us

Case Information: www.dublinohiousa.gov/pzc/18-043

MOTION: Mr. Miller moved, Mr. Fishman seconded, to approve the Master Sign Plan because it complies with all applicable review criteria and existing development character of the area, with four conditions:

- 1) The applicant update the plan to reflect the total number of signs for Building A1 – Level 2 not exceed 5 signs within Level 2 for separate individual tenants.
- 2) The applicant update the details regarding approval and administration of the Tenant Window Screening sign type to reflect the process.
- 3) Window signs for Building A1 be permitted only for non-office tenants located within the first story.
- 4) The applicant provide an approved MSP containing all approved amendments to Planning, prior to sign permitting.

*Matt Starr agreed to the above conditions.


VOTE: 4 – 0.

RESULT: This Master Sign Plan was approved.

RECORDED VOTES:

Victoria Newell	Absent
Stephen Stidhem	Yes
Jane Fox	Absent
Robert Miller	Yes
Warren Fishman	Yes
Kristina Kennedy	Absent
William Wilson	Yes

STAFF CERTIFICATION


Lori Burchett, AICP
Planner II



**1. ~~BSD SRN – H Block~~
~~18-041WR~~**

**~~PIDs: 273-012751 & 273-012752~~
~~Waiver Review~~**

~~The Vice Chair, Steve Stidhem, said the following application is a proposal to allow an alternative material on the exterior elevations as architectural detailing for Block H of the Bridge Park Development. He said the site is southwest of the intersection of John Shields Parkway and Dale Drive and is zoned Bridge Street District Scioto River Neighborhood. He said this is a request for a review and approval of a Waiver Review under the provisions of Zoning Code Section 153.066.~~

~~The Vice Chair called for a motion to table the Waiver Review at the request of the applicant, prior to the meeting.~~

Motion and Vote

~~Mr. Fishman moved, Mr. Wilson seconded, to table the request for the Waiver Review. The vote was as follows: Mr. Miller, yes; Mr. Stidhem, yes; Mr. Wilson, yes; and Mr. Fishman, yes. (Tabled 4 – 0).~~

**2. ~~BSD SRN – Bridge Park, Blocks A, B, & C Amendment~~
~~18-043MSP~~**

**~~6515 Longshore Loop~~
~~Master Sign Plan~~**

~~The Vice Chair, Steve Stidhem, said the following application is a proposal for amendments to the Bridge Park Development, Blocks A, B, & C Master Sign Plan, specific to the A1 office building zoned Bridge Street District Scioto River Neighborhood. He said the site is east of Riverside Drive, north of the roundabout with SR 161 and West Dublin-Granville Road. He said this is a request for a review and approval of amendments to a Master Sign Plan under the provisions of Zoning Code Sections 153.065(H) and 153.066, and the Bridge Street District Sign Guidelines. He said the Commission has final authority on this application and witnesses will have to be sworn in.~~

~~The Vice Chair swore in witnesses.~~

~~Lori Burchett said the Master Sign Plan (MSP) allows for flexibility to sign regulations based on cohesive sign design for a single building or group of buildings. The plan encourages creative sign design to warrant deviation from the Code. She explained the review process begins with the Administrative Review Team (ART) who makes a recommendation to the Planning and Zoning Commission for a determination. After the MSP has been approved, applicants are eligible to file for a Building Permit Review and any subsequent sign applications would go straight to Building Permitting, provided it met the requirements in the MSP.~~

~~Ms. Burchett presented an aerial view of the site, which encompassed Blocks A, B, and C of the Bridge Park Development for this review. She pointed out the site is south of Tuller Ridge Drive, east of Riverside Drive, west of Mooney Way, and north of West Dublin-Granville Road.~~

~~Ms. Burchett stated the applicant proposed sign locations within two levels on Building A1, which is consistent with the other blocks within the approved MSP. She explained Levels do not correspond to floors, but sections of structures where certain sign allowances are provided.~~

~~Ms. Burchett said Level 2 permits wall signs at a maximum of 60 square feet in size for Building A1 and the ART has recommended that wall signs be limited to a maximum number of five for the building within Level 2. She noted Level 1 permits wall, projecting, and window signs based on the number of frontages and sizes are outlined in the General Regulations Matrix.~~

Ms. Burchett said the proposed amendments include permitting full-coverage vinyl window covers for screening with an approved Waiver. She said this is to satisfy a condition of approval for the Fado application requesting a transparency Waiver as well as any future requests. She said a minor update is requested as well to clarify that window signs may permit metal as a permitted material.

Ms. Burchett presented a graphic of the proposed south elevation to show the general locations of permitted sign types within the two levels facing SR 161. The corresponding table, she noted, outlined the quantity of each of the sign types permitted for this elevation, including window signs that would be permitted for non-office tenants on Level 1.

Ms. Burchett presented a graphic of the proposed east elevation to show the permitted sign types within the two levels facing Mooney Way. She said two fascia/wall signs are proposed for Level 2.

Ms. Burchett presented a graphic of the proposed west elevation that faces the open space plaza where one fascia/wall sign would be permitted on Level 1 and two fascia/wall signs would be permitted on Level 2.

Ms. Burchett presented a graphic of the proposed north elevation that overlooks Longshore Loop. She said one each of fascia/wall, projecting, and window signs would be permitted in Level 1 and no signs would be permitted on Level 2.

Ms. Burchett stated Staff and the ART have reviewed this application against the BSD Sign Design Guidelines and have determined that the intent has been met. Additionally, she said, Staff and the ART have reviewed the MSP provisions outlined in the Zoning Code and have determined that the intent has been met.

Ms. Burchett said approval is recommended for the amendments to the Master Sign Plan with four conditions:

- 1) That the applicant update the Master Sign Plan to reflect the total number of signs for building A1 within Level 2 not to exceed five signs for separate individual tenants;
- 2) That the applicant update the details regarding approval and administration of the Tenant Window Screening sign type to reflect the process;
- 3) That Window signs for building A1 be permitted only for non-office tenants located within the first story; and
- 4) That the applicant provide an approved Master Sign Plan containing all approved amendments to Planning, prior to sign permitting.

Ms. Burchett concluded her presentation by stating she was available to answer any questions as well as the applicant who was present.

William Wilson inquired about the blue bands on the elevations. Ms. Burchett said the blue bands signify general locations for signs that would be permitted within that location but would also have to meet the size requirements. Blue bands on the edge of building elevations, she explained, signify areas for projecting signs.

Claudia Husak said the MSP also has provisions to allow staff to make slight modifications to the locations for the projecting signs.

Steve Stidhem asked why this application could be placed on the Consent Agenda when there is so much content. Ms. Husak answered the Consent Agenda is for when staff is in agreement to the application that has been submitted and with the conditions staff has provided as well as having received agreement from the applicant for the conditions of approval prior to the meeting whereas there is no conflict.

Mr. Stidhem inquired about the yellow highlighted areas in the documents they received for review. Ms. Burchett explained those were the changes proposed. He asked how the signs for the tenants compare to Bridge Street District (BSD) signs in general. Ms. Burchett answered many of the requirements for the BSD are less than what is required for that multi-tenant building; a greater number of signs would be permitted per building but overall it is very consistent with what has been approved as far as the MSP. Mr. Stidhem asked if the square footage would generally be about the same. Ms. Burchett indicated total square footage would be less.

Ms. Husak reported there were several discussions held internally that this is one of the buildings that is very singularly used past the first floor so there is not a single use office building anywhere else yet in the BSD. She said this building is unique in terms of the rest of the BSD and therefore the allowances are slightly different.

The Vice Chair asked the applicant if they had a presentation to which they answered they did not. He then called for public comment [Hearing none] he opened the floor to the Commission's discussion.

Warren Fishman requested clarification on the window signs. Ms. Burchett noted the window signs shown in the south and north elevations, are the general location on the first floor. She explained the window sign/graphic is mainly for two, low-chroma colors permitted and only 30% of the window can be covered.

Matt Starr, 6640 Riverside Drive, Ste. 500, Dublin, said window signs/graphics would be vinyl and are intended for if a restaurant tenant lands in Building A1. Ms. Husak added the window graphic requirement covers what is unique to Bridge Park as well as the development on the west side of the Scioto River. She said it is not necessarily a sign per se that states "Starbucks" for example. She noted The Avenue did outlines of the windows, which were also considered to be window graphics, not necessarily a sign that states "The Avenue." She said a coffee shop may have a coffee bean or a coffee cup on their windows. She said that is the intent of why staff limited window graphics to non-office tenants..

Mr. Stidhem said Fado was mentioned. He asked for clarification that what the PZC is reviewing will cover Fado's issues. Ms. Burchett explained this sign type would be combined with a Waiver for transparency. Mr. Starr indicated they wrote the regulations in the MSP in such a way so he cannot approve it; the PZC would have to approve it. Mr. Stidhem said if an applicant wanted to block off the whole window with some graphic - that was concerning him as well.

Mr. Fishman indicated what he pictures are graphics with no background. Mr. Starr answered generally yes but not exclusively. Ms. Husak said it is not the type of window signs seen in the windows of Giant Eagle or Kroger, where they are advertising their weekly sales. Mr. Starr explained he is the first line of defense and he would not allow those types of graphics to go to permitting.

The Vice Chair asked if there were any more questions or discussion needed [Hearing none.] he called for a motion to approve the amendments to the Master Sign Plan.

Motion and Vote

Mr. Miller moved, Mr. Fishman seconded, to approve the request for amendments to the Master Sign Plan with the four conditions as presented.

- 1) That the applicant update the Master Sign Plan to reflect the total number of signs for building A1 within Level 2 not to exceed five signs for separate individual tenants;
- 2) That the applicant update the details regarding approval and administration of the Tenant Window Screening sign type to reflect the process;
- 3) That Window signs for building A1 be permitted only for non-office tenants located within the first story; and
- 4) That the applicant provide an approved Master Sign Plan containing all approved amendments to Planning, prior to sign permitting.

The vote was as follows: Mr. Wilson, yes; Mr. Stidhem, yes; Mr. Fishman, yes; and Mr. Miller, yes. (Approved 4 - 0)

3: PUD, Perimeter Center, Subarea L – Panera Bread Roofing Modification **6665 Perimeter Loop Road** **18-047AFDP Amended Final Development Plan**

~~The Vice Chair, Steve Stidhem, said the following application is a proposal for the replacement of the existing cedar shake shingles with replica asphalt shake shingles on an existing restaurant zoned Planned Unit Development District, Perimeter Center, Subarea L. He said the site is west of Perimeter Loop Road, approximately 350 feet northwest of the intersection with Mercedes Drive. He said this is a request for a review and approval of an Amended Final Development Plan under the provisions of Zoning Code Section 153.050. He said the Commission has final authority over this application and witnesses will need to be sworn in.~~

~~The Vice Chair swore in witnesses that intended to address the Commission with regard to this case.~~

~~J.M. Rayburn said the Perimeter Center Planned Commerce District initially was adopted and passed in 1988 and the Final Development Plan was approved in 2001. He said tonight the Amended Final Development Plan is being reviewed to replace the existing cedar shakes with asphalt shingles. He presented an aerial view of the site that is south of the Shell and Get-Go stations, southeast of Walgreens, and east of the Dublin Methodist Hospital.~~

~~Mr. Rayburn said Staff has documented the existing conditions with photographs for each elevation, which he presented. He said the applicant said the roof is in need of repair. Due to maintenance issues, he said, the applicant is proposing to replace the existing cedar shakes with a light color chestnut presidential shake that is an asphalt shingle design made to look like cedar shingles. He said the shingle preservations state 355 pounds per square foot, which exceeds the 325-pound weight requirement specified in the development text.~~

~~Mr. Rayburn reported Staff has concluded that this proposal is consistent with all the applicable review criteria; therefore, approval is recommended for the Amended Final Development Plan Review with no conditions. He concluded by stating the applicant was present to answer any questions.~~



RECORD OF ACTION

Planning & Zoning Commission

Thursday, May 3, 2018 | 6:30 pm

The Planning and Zoning Commission took the following action at this meeting:

**3. Bridge Park, Blocks A, B, & C – Vaso Amendment
18-020MSP**

**Riverside Drive
Master Sign Plan**

Proposal: An amendment to the Master Sign Plan for the Vaso Rooftop Bar located in Block A, Building A2 of the Bridge Park Development, zoned Bridge Street District - Scioto River Neighborhood.

Location: Southeast of the intersection of Riverside Drive and Banker Drive.

Request: Review and approval for amendments to a Master Sign Plan under the provisions of Zoning Code Sections 153.065(H) and 153.066, and the Bridge Street District Sign Design Guidelines.

Applicant: Russell Hunter, Crawford Hoying Development Partners.

Planning Contact: Nichole M. Martin, Planner I.

Contact Information: (614) 410-4635, nmartin@dublin.oh.us

Case Information: www.dublinohiousa.gov/pzc/18-020

MOTION: Mr. Stidhem moved, Mr. Fishman seconded, to approve this Master Sign Plan because the proposal complies with all applicable review criteria and existing development character of the area, with one condition:

- 1) The applicant provide an approved MSP containing all approved amendments to planning, prior to sign permitting.

*Russ Hunter agreed to the above condition.

VOTE: 7 – 0.

RESULT: This Master Sign Plan was approved.

RECORDED VOTES:

Victoria Newell	Yes
Stephen Stidhem	Yes
Jane Fox	Yes
Robert Miller	Yes
Warren Fishman	Yes
Kristina Kennedy	Yes
William Wilson	Yes

STAFF CERTIFICATION

Nichole M. Martin
Planner I



~~contractor that works with Dublin and any other municipality – whether it is electrician, general contractor, or someone who lays concrete, they all have to be registered within the City and this is very commonplace.~~

~~Mr. Stidhem said in this case, it will be easier for the small business owners because now they can lean on the sign contractors to actually know the rules and it sounds like the scenarios we have now, the small business owner is expected to know the rules. He said with this amendment, they can be informed by the contractor.~~

~~Mr. Papsidero added the cost of the bond is quite small. Ms. Husak explained it is a percentage of the entire amount. Mr. Papsidero indicated this change will save the small business owner or retail tenant money.~~

~~Ms. Newell said she was very supportive of this proposed amendment. She asked how the City is addressing the individual tenants making their own signs, especially in the Historic District. She said once one person does it, many tend to follow suit. Mr. Papsidero reported that was a chronic issue throughout the City of Columbus. He said this gets to having to obtain a sign contractor to prepare your sign. Ms. Newell asked what is being done to the tenants that are creating their own cardboard signs and placing them in the windows. Mr. Papsidero explained the Zoning Inspectors have done at times, at a variety of locations like the shopping centers, to cycle through on a regular basis in terms of dealing with window signs because they get out of control and do not meet Code. He added staff will specifically deal with folks but try to be gentle in the approach trying to strike a careful balance but some folks are chronic offenders so it is an on-going situation.~~

Motion and Vote

~~Mr. Stidhem moved, Mr. Fishman seconded, to recommend approval to City Council for an Administrative Request for a Code Amendment with no conditions. The vote was as follows: Ms. Newell, yes; Ms. Fox, yes; Mr. Miller, yes; Mr. Wilson, yes; Ms. Kennedy, yes; Mr. Fishman, yes; and Mr. Stidhem, yes. (Recommended for Approval 7 – 0)~~

3. Bridge Park, Blocks A, B, & C – Vaso Amendment 18-020MSP

Riverside Drive Master Sign Plan

The Chair, Victoria Newell, said the following application is a proposal for an amendment to the Master Sign Plan for the Vaso Rooftop Bar located in Block A, Building A2 of the Bridge Park Development, zoned Bridge Street District - Scioto River Neighborhood. She said the site is southeast of the intersection of Riverside Drive and Banker Drive. She said this is a request for review and approval for amendments to a Master Sign Plan under the provisions of Zoning Code Sections 153.065(H) and 153.066, and the Bridge Street District Sign Design Guidelines.

The Chair swore in anyone wishing to address the Commission in regard to this case.

The Chair asked if the applicant was in agreement with the one condition:

- 1) That the applicant provide an approved Master Sign Plan containing all approved amendments to planning, prior to sign permitting.

Russ Hunter agreed to the above condition.

Motion and Vote

Mr. Stidhem moved, Mr. Fishman seconded, to approve the amendments to the Master Sign Plan with one condition:

- 1) That the applicant provide an approved Master Sign Plan containing all approved amendments to planning, prior to sign permitting.

The vote was as follows: Ms. Newell, yes; Ms. Fox, yes; Mr. Wilson, yes; Ms. Kennedy, yes; Mr. Miller, yes; Mr. Fishman, yes; and Mr. Stidhem, yes. (Approved 7 - 0)

4. BSD-SRN — Fado Irish Pub 18-026WR

6652 Riverside Drive Waiver Review

~~The Chair, Victoria Newell, said the following application is a proposal for the reduction in transparency on the east and south elevations for a restaurant located in Building C1, Block C, zoned Bridge Street District - Scioto River Neighborhood. She said the site is on the east side of Riverside Drive, approximately 300 feet north of the intersection of Bridge Park Avenue. She said this is a request for a review and approval of a Waiver Review under the provisions of Zoning Code Section 153.066.~~

~~The Chair swore in anyone intending to address the Commission on this case.~~

~~Lori Burchett presented an aerial view of the site. She explained a Waiver Review allows for flexibility to zoning regulations in the Bridge Street District (BSD) based on individual proposals and can include transparency, building materials, and setbacks, etc. She said the Administrative Review Team (ART) makes a recommendation to the Architectural Review Board (ARB) or the Planning and Zoning Commission (PZC) for their review. She then presented a graphic to show additional review processes that may come before the Commission sometime in the future.~~

~~Ms. Burchett restated the Waiver Review this evening is regarding transparency for the east and south elevations for a tenant space in Building C1. She recalled Fado Irish Pub received a previous approval for a patio use and some minor site improvements related to this request through a Minor Project Review by the ART. She said the applicant is requesting to place window film on certain windows due to the operations on the interior of the space. She explained the glass would remain and window film would be installed. She noted that per Code, adding window film affects the transparency requirements. She said a reduction of transparency is being requested for the street façade on the east elevation. She said 70% is required by Code and the applicant is requesting 50% for the entire elevation. She presented the east elevation graphics to show the approximate location for the film. She said the applicant is also requesting a reduction in transparency for a non-street facing façade. She presented the south elevation and highlighted the areas for film to be installed reducing transparency from the required 15% to 13%.~~

~~Ms. Burchett said staff and the ART have reviewed this proposal against the Waiver Review Criteria and found the criteria has been met. Therefore, she said, approval is recommended to the Planning and Zoning Commission with the following condition:~~

- ~~1) That the applicant use a window film color that is complementary to the darker window frame of the building to keep it a consistent aesthetic.~~

~~Ms. Burchett said the applicant is present to also answer any questions.~~



RECORD OF DETERMINATION

Administrative Review Team

Thursday, April 19, 2017

The Administrative Review Team made the following determination at this meeting:

4. BSD SRN – Bridge Park, Amendment to MSP for VASO Rooftop Bar
18-020MSP **6540 Riverside Drive**
Master Sign Plan

Proposal: An amendment to the Master Sign Plan for the VASO Rooftop Bar located in Block A of the Bridge Park Development, zoned Bridge Street District Scioto River Neighborhood.

Location: Southeast of the intersection of Riverside and Banker Drives.

Request: Review and recommendation of approval to the Planning and Zoning Commission for an amendment to the Master Sign Plan under the provisions of Zoning Code Sections 153.065(H) and 153.066, and the Bridge Street District Sign Guidelines.

Applicant: Russell Hunter, Crawford Hoying Development Partners.

Planning Contacts: Nichole M. Martin, Planner I.

Contact Information: 614.410.4635, nmartin@dublin.oh.us

Case Information: <http://dublinohiousa.gov/pzc/18-020>

REQUEST: Recommendation of approval to the Planning and Zoning Commission for an Amendment to a Master Sign Plan with the following condition:

- 1) That the applicant provide an approved Master Sign Plan containing all approved amendments to Planning, prior to sign permitting.

Determination: This application was forwarded to the Planning and Zoning Commission with a recommendation of approval.

STAFF CERTIFICATION



Vince A. Papsidero, FAICP
Director of Planning



integrated into the design of the western elevation of the patio and is proposed to feature a custom copper filigree to match the accent detail on the patio canopy cover.

Ms. Burchett presented the dimension plan view to show the patio in relation to the sidewalk and cycle track and the street planters. She reported the patio was found to be fully within the private property and will not encroach the right-of-way.

Ms. Burchett presented a rendering of the proposed southern elevation of the patio addition and pointed out the filigree on the front of the canopy and the steel planters in coordinated copper proposed that will help define the patio space below. Furniture selections for the patio were presented and consisted of solid wood tables (studio wise design with a rustic byre fuse hardware top and jet base); Florida chairs (Wa-01S with a walnut frame and espresso seat/back); and wicker and teak lounge chairs (Restoration Hardware Malibu Lounge Chair in grey all-weather). She also presented the celestial lighting (120V Exterior LED string light) proposed for along the interior of the covered patio.

At last, Ms. Burchett presented the east elevation that shows the Hen Quarter sign on the canopy over the main entrance to the restaurant, the patio, and the design wall incorporating a chicken planned for the western wall.

Ms. Burchett indicated that sign dimensions and compliance with the Master Sign Plan have not been reviewed as part of this application being reviewed today but all signs will need to be designed to meet the approved Master Sign Plan for Blocks B and C and will require review and approval of sign permits, prior to installation.

Ms. Burchett said approval is recommended for the Minor Project Review with two conditions:

- 1) That the applicant clarify if a Fire Pit is proposed and work with Washington Township Fire to safely locate it; and
- 2) That the applicant clarify if the patio is enclosed with a gate and work with Planning and Building Standards to ensure all applicable Code requirements are met.

Vince Papsidero inquired about the design wall on the west elevation. Ms. Burchett indicated there were concerns that this wall might be considered a sign since it was designed like their logo so the applicant changed the design by removing the text "Hen Quarter" leaving just a chicken. Brian Sell, Moody Nolan, explained they wanted to get away from the full body chicken, which is in their logo as they just intend for this to be a decorative element.

The Chair, Mr. Papsidero, asked if there were any further questions or concerns regarding this application. [There were none.] He asked the applicant if he agreed to the two conditions of approval for the Minor Project Review, which he answered affirmatively. He called for a motion. Ms. Gilger motioned, Mr. Krawetzki seconded, to approve the Minor Project Review. The Chair called for a vote and the Minor Project was approved unanimously.

4. SRN – Bridge Park, Amendment to MSP for VASO Rooftop Bar 6540 Riverside Drive 18-020MSP Master Sign Plan

Nichole Martin said this is a proposal for an amendment to the Master Sign Plan for the Bridge Park Development for the VASO Rooftop Bar located in Block A of the Bridge Park Development, zoned Bridge Street District Scioto River Neighborhood. She said the site is southeast of the intersection of Riverside and

Banker Drives. She said this is a request for a review and recommendation of approval to the Planning and Zoning Commission for an amendment to the Master Sign Plan under the provisions of Zoning Code Sections 153.065(H) and 153.066, and the Bridge Street District Sign Guidelines.

Ms. Martin presented an aerial view of the site and noted this bar is on the roof of the AC Hotel on the northwest corner of the building.

Ms. Martin reported the Commission approved amendments to the Master Sign Plan for Bridge Park Blocks A, B, & C to permit additional flexibility for creative sign designs within the pedestrian realm. However, she said, it is not possible to contemplate all creative sign designs; therefore, it is necessary to allow for 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. 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 for flexibility to deviate from the standards of the BSD Sign Code provisions or adopted MSP standards.

Ms. Martin said in this case the applicant is requesting an addendum to the approved plan to permit an architecturally integrated wing wall fabricated with a three-inch dimensional aluminum storefront frame and powder-coated to match the building set atop a patio platform with the sign integrated in the center. She said that part of the panel will have pin-mounted, dimensional, face-lit letters with the text "VASO" made of perforated day-night vinyl to match the copper color that will glow white at night and the text "Rooftop Bar" beneath "VASO" will be flush mounted metal dimensional letters to be painted the same copper color. She said the four precision cut aluminum panels have an ornate logo motif finished in a copper color. An approximately 28-square-foot sign dual-sided, aluminum sign panel, she said, is centrally located within the wing wall with dimensional perforated letters for a halo-illuminated effect. She added the secondary copy is proposed as a flush-mounted metal letter in a copper color. Additionally, she said, two 2.3-square-foot logo and business name signs are proposed in a single low-chroma color on the entry doors to the rooftop elevator on the north side of the building that provides direct access to the rooftop bar. She concluded these signs meet the general direction that had been envisioned.

Based on the design and high quality material proposed, Ms. Martin said, the applicant was encouraged to move forward with the addendum to the Master Sign Plan.

Ms. Martin said approval is recommended to the Planning and Zoning Commission for an amendment to the Master Sign Plan with the following condition:

- 1) That the applicant provide an approved Master Sign Plan containing all approved amendments to Planning, prior to sign permitting.

The Chair, Vince Papsidero, asked if there were any further questions or concerns regarding this application. [There were none.] He asked the applicant if they agreed to the condition of approval for the amendment to the Master Sign Plan and they answered affirmatively.

Mr. Papsidero said the proposal will be forwarded to the Planning and Zoning Commission with a recommendation of approval.



RECORD OF ACTION

Planning & Zoning Commission

Thursday, November 9, 2017 | 6:30 pm

The Planning and Zoning Commission took the following action at this meeting:

**3. Bridge Park, Blocks A, B, & C – Amendment to MSP
17-107MSP**

**Riverside Drive
Master Sign Plan**

Proposal: An amendment to the Master Sign Plan for Blocks A, B, and C within the Bridge Park Development, zoned Bridge Street District Scioto River Neighborhood.

Location: East of Riverside Drive, north of the intersection with SR 161 and West Dublin-Granville Road.

Request: Review and approval for amendments to a Master Sign Plan under the provisions of Zoning Code Sections 153.065(H) and 153.066, and the Bridge Street District Sign Guidelines.

Applicant: Matt Star, Crawford Hoying Development Partners.

Planning Contact: Nichole M. Martin, Planner I.

Contact Information: (614) 410-4635, nmartin@dublin.oh.us

MOTION: Ms. Salay moved, Ms. De Rosa seconded, to approve amendments to the Master Sign Plan with the following condition:

- 1) That the applicant provide an approved Master Sign Plan to Planning containing all approved amendments, prior to sign permitting.

VOTE: 7 – 0.

RESULT: The Master Sign Plan amendments were approved.

RECORDED VOTES:

Victoria Newell	Yes
Stephen Stidhem	Yes
Amy Salay	Yes
Cathy De Rosa	Yes
Robert Miller	Yes
Deborah Mitchell	Yes
Warren Fishman	Yes

STAFF CERTIFICATION



Nichole M. Martin, Planner I



Zac Romer-Jordan, BBCO Design, 2445 Bristol Road, said the new dumpster enclosure will use part of the existing building as one wall so just one wall will be visible and the rest will be encompassed into the addition.

Amy Salay noted the landscape buffer and if the Commission could see it from I-270 they might have a different opinion. She said it appears to be on the overgrown right-of-way and if ODOT would decide to cut down a lot of landscape, there would not be anything left as a buffer.

Warren Fishman said he drove by the site today and he was hoping to catch a trailer on Tuller Road delivering cars. Because the site is so tight, he said, the trucks can be found delivering or picking up along Tuller Road and as they can be three trucks long; it is really a hazard. He asked if restrictions could be imposed that the cars need to be delivered on site. He said they sit there on the road a long time.

Mr. Romer-Jordan said this is the used car lot so this is going to be used for service and maintenance so just the addition of this is not going to increase, decrease, or change the way the cars are dropped off on site.

Mr. Fishman asked if there was a way to change that.

Phil Hartmann indicated that information would be passed along to Code Enforcement to monitor.

Victoria Newell indicated it is a common problem with a number of Dublin's auto dealerships.

Motion and Vote

Mr. Stidhem moved, Mr. Miller seconded, to approve an Amendment to the Conditional Use for the expansion of an existing auto-oriented use. The vote was as follows: Ms. Mitchell, yes; Ms. De Rosa, yes; Ms. Salay, yes; Ms. Newell, yes; Mr. Fishman, yes; Mr. Miller, yes; and Mr. Stidhem, yes. (Approved 7 – 0)

3. BSD SRN –Bridge Park, Blocks A, B, & C – Amendments to the MSP Riverside Drive 17-107MSP Master Sign Plan

The Chair, Victoria Newell, said the following application is a proposal for Amendments to the Master Sign Plan for Blocks A, B, and C within the Bridge Park Development, zoned Bridge Street District - Scioto River Neighborhood. She said the site is east of Riverside Drive, and north of the intersection with SR 161/West Dublin-Granville Road. She said this is a request for a review and approval for amendments to a Master Sign Plan under the provisions of Zoning Code Sections 153.065(H) and 153.066, and the Bridge Street District Sign Guidelines. She concluded the Commission has final authority on this application and witnesses will need to be sworn in.

The Chair swore in anyone intending to address the Commission on this case.

Nichole Martin noted this MSP has been before the Commission in the past and the intent this evening is to address some of the unintended consequences and complexities that have arisen in the administration of the MSP. She said this is the largest MSP to date. She said the City has strived to promote very creative and unique signs that cannot be found elsewhere in the City. But in doing so, sometimes you may not get it right with the first pass so this is an attempt to correct some of those issues the applicant and the City have learned along the way.

Ms. Martin provided a summary of the proposed modifications this evening:

- Overall Design of Signs

- Signs Types
 - PED Art Sign
 - Canopy Edge Sign
- Lighting
- General Regulations Matrix
- MSP Administration

With respect to overall design of signs, Ms. Martin said, as staff and the landlord have administered this sign plan, it is actually layered on top of the BSD Sign Code so in many cases, tenants are subjected to not only the Code requirements for colors, logo size, secondary image, or secondary copy size for all of the ancillary items included on signs, but also layered on top of regulations are the MSP, specifically the general regulations matrix, which sometimes results in sign designs that are maybe not as creative as we would have desired or are overly cumbersome for the applicant to meet all the conditions, which are at odds with each other.

Ms. Martin said a new sign type is proposed, which is the PED Art sign. She explained the intent behind this sign type is not simply to permit larger projecting signs but really to permit highly creative sign designs at a pedestrian scale. She said a definition and additional sign image examples are provided in the sign plan. She said the Ped Art sign type would be administratively designated by the Planning Director and the sign location would be finalized at building permitting.

Ms. Martin noted that additional clarity is provided for the Canopy Edge sign to allow the sign to be mounted on top of the canopy, on the face of the canopy, and beneath the canopy. She presented graphics of each and noted the underneath mount was the only one not previously permitted.

Ms. Martin added the lighting is also further clarified in the MSP to align with the BSD Sign Design Guidelines, which were adopted by City Council. She said the MSP does not clearly permit or prohibit exposed neon or neon-like signs and there has been a lot of desire to have this sign type in the BSD specifically, the Bridge Park Development. She said staff believes exposed neon or neon-like signs are appropriate given the number of example images that were approved by the Commission and Council.

Ms. Martin presented the General Regulations Matrix Modifications:

- Projecting Sign: Must be within Level 1 and less than or equal to 12 square feet.
- PED Art Sign: Less than or equal to 50 square feet. Must have 50 feet of frontage on a public right-of-way.
- Canopy Edge Sign: Permitted underneath the canopy.
- Sandwich Board Signs: Must be located in front of the tenant space it relates to as well as a minimum of 6 feet of distance between the sidewalk and the curb.

Ms. Martin said if the tenant modifies a building façade to create an additional leasing area, signs can be added, provided they conform to all applicable guidelines.

Ms. Martin explained the modifications have been weighed against the BSD Sign Design Guidelines and the guidelines have been met. The modifications were also reviewed against the Code, which provides intent statements with respect to the MSP and the ART found all of these proposed modifications were to enhance the district, create opportunities to get more vibrant signs, allow additional flexibility, and does not simply permit larger, more visible signs.

Ms. Martin said approval is recommended for the Master Sign Plan with the following condition:

- 1) That the applicant provide an approved MSP containing all approved amendments to Planning, prior to sign permitting.

Cathy De Rosa referred back to the sign with the big sunglasses. She asked how many signs have come to staff that have been rejected in terms of creativity. She indicated her frustration is that this document could be changed all day long but the City is not seeing creativity.

Ms. Martin said there have been a lot of creative proposals that do not meet the MSP and Cap City Diner is an example of a sign that in no way meets the MSP; therefore, a sign permit has not been obtained because the MSP does not allow for it and it does not meet the requirements for a projecting sign because it is too large.

Ms. De Rosa said she thought those signs would have been brought to the PZC so they could talk about them and they would have passed.

Ms. Martin said the guidelines are not the problem, it is the zoning. She indicated it is everyone's goal to get more creative signs. Ideally, she said, we had hoped that tenants would plan ahead and come to Planning early and often and ask staff about what they believe is a great sign design. But in reality, everyone cannot get their businesses open soon enough or their signs up fast enough. Tenants are actually putting up signs before they have an opportunity to obtain sign permits, to work with staff, or an opportunity to come back to this Commission. She said some of this is to address issues staff is witnessing in the field and some of this is just to allow a mechanism to get more creative signs so the City does not have to turn-down creativity. She said the signs that are being declined just do not fit in the box the City has created.

Deborah Mitchell said the City team is great in many situations offering a consulting-like voice to help people in navigating through challenges and how to meet Code or meet the zoning requirements. In her experience, she said, when it comes to branding and signage in particular, a lot of folks on the development side do not have expertise in that area. In particular, if they are in a hurry, she said, they just want to get their business open as Ms. Martin had just said. She indicated that "creative" is not in their working vocabulary when it comes to things like signs. She asked if anyone in the City has the graphic design background or commercial design background, to at least position the City to say "Hey, we have expertise, we will help you with branding/signage" and have more of a dialogue around it. She suggested that the City is not going to get what we are looking for if we are just waiting for it to come to us.

Vince Papsidero said the City uses a consulting firm, Guide Studio, to review designs and provide feedback but we have to have a clear wall between the City as an administrator of the Code and the private sector who proposes signs for approval. He explained the City cannot provide them guidance to help them create a brand or create a sign that we feel meets our intent. He added we can review and provide feedback and then the proposal could be resubmitted. He emphasized there is a fine line as to what our role has to be. In truth, he said, we have had very few, if any, creative signs of this nature submitted; Cap City Diner has been it. He said tenants have not chosen to do that and frankly that is their right; we can only encourage them to think more creatively but we cannot demand three-dimensional signs. He said size can be defined but design is more subjective and therein lies the challenge.

Ms. Mitchell said she hoped she was not sounding critical to staff as that was not her intent. She indicated she has run up against this in her own work. She said people that are in design are gifted as not everyone can think that way. She said she understands we have to have that line that Mr. Papsidero was referring to but asked what can be done so we can direct people to where they can connect with the right kind of people. She clarified she would like to help them expand their horizons without getting into their business, literally and figuratively.

Mr. Papsidero said it starts with the landlord, not with the City.

Ms. De Rosa said she questions when reading the MSP modifications on the first page, how this document is going to get us creativity.

Amy Salay said it is really disappointing to see all the cool signs we do not have. She indicated it would be really nice if the landlord could say we really want some cool signage, show the images, and encourage the applicant. She said the signs would come at a cost but if people were impressed they could grow their business by attracting more people, possibly, versus these ho-hum wall signs. She said she did not know how to legislate this unless the landlord said..."the business shall have a cool PED Art sign if wanting to be in Bridge Park...".

Warren Fishman said he did not think changing this document was going to do that. He suggested we make this really simple and then if someone comes forward with a really cool sign and it does not meet Code, they can come before the PZC and they will not turn it down.

Claudia Husak said one of the problems are that the City does not have a process in the Code for people to come to the Commission with a one-off sign, when there is a Master Sign Plan in place.

Ms. Martin indicated that the fear of staff would be they will continue to get uncreative and uninspired signs because people do not want to come to the PZC and spend \$890 to see the Commission. Mr. Fishman asked if the City could waive the cost. Ms. Salay said we cannot define 'a really cool sign'. She added she is comfortable with the Planning Director approving those signs. She asked the developer what the City might be doing wrong.

Matt Starr, Crawford Hoying Development Partners, 6640 Riverside Drive, Suite 500, thanked Claudia, Vince, and Nicki because they have been meeting with them a lot on this and have been very helpful, working together. He said they have been working on processes and procedures to try and get this to work the right way. He cited Pins as an example as they are under construction and will be open in a few weeks and they have an unbelievably cool sign they want to install on the Riverside Drive façade, which is a Place making Art sign. He described it as seven pinball flippers – one side spells out "pinball" and the other side spells out "duck pin". He said it was very expensive and at the time, we could not figure out how to make it work structurally where it must be located. He agreed, some people are not as creative. He said they have a tenant right now under construction with a brand and a logo and that is what we will get. He said it can be applied differently whether it is on the wall or projected but it is dictated by the type of businesses we have. He said it might come down to the type of tenant we have and that will continue to evolve. He indicated there is about a dozen tenants under construction that have not come forward with signs and there is another 8 – 10 in the design phase. He said they encourage creative signs because they want to see those really cool signs that are found in other places. The thing about administering this MSP, he said, is they take that document and attach it as an amendment to the lease, making it part of that document but no one has read a page of it. He said it is their own fault, where he meets with them and discusses this. He said one thing that has been difficult to administer with that plan is the locations and size issues.

Ms. Mitchell asked if there is a document that is the brand platform for Bridge Park, and what it means to be a tenant in Bridge Park. She said people that are entrepreneurs or not part of a big chain are going to be very sensitive to cost. She suggested they emphasize to the tenants that if they spend more on their branding and the signage, this is how it is going to pay off.

Mr. Starr reported that early on, they did a branding exercise with Kolar, who the City has worked with as well for Bridge Park but that document probably has to be updated at this point. He stated the tenants meet with them at their office in Bridge Park and when they come there, they know what Crawford Hoying is about and they also know that they are not the cheapest game in town, either; there are certainly other places they can go. A lot of times, he indicated, he is not sure if money is the factor either, but it is about continuing to challenge the tenants to do better. He said that falls on Crawford

Hoying and he said he would take responsibility for that because he sits in all those meetings and he hopes more of those creative Art Placement signs will come forward.

Ms. De Rosa asked if it is possible to say “we expect” or “we require” a piece of art to go along with the sign package. She cited the sign that looks like glasses as an example. She suggested that tenant would probably also want the name of the business on their door or wall, too. She asked if there are ways for the City to make it a requirement if we want this done.

Mr. Starr said that it might not be impossible but it is hard because they have tenants of all different sizes all different budgets and they want to see more independent merchants and creative merchants that might not have the budget to afford that sign.

Ms. De Rosa again questioned how the City should do this because she is not certain changing the language on this document is going to meet the objective.

Mr. Papsidero stated this modification will permit smaller art signs in the Master Sign Plan that were not permitted before so that is a positive step. He suggested encouraging key tenants because we would not want every single tenant to have art placement signs or they would all compete with each other. But maybe a marquee tenant makes more sense or one that fits their product. He said Ram and the silo really work well as an example. He said some cities provide a grant to encourage this sort of thing but he is not sure Dublin would want to get in that business but cities do this when they want to create an incentive.

Ms. Martin indicated this predicament is a result of when the City and Crawford Hoying devised this MSP in 2015 as they had no precedent elsewhere in the City to use as a model for the plan. She said she knew the values of Dublin and as a staff member tried to encourage and incorporate those conservative values. She said looking back, maybe for this development, it was too conservative.

Mr. Stidhem said what we are trying to do now is address that, to which she confirmed.

Mr. Starr said as the landlord, they are trying to have these conversations with tenants earlier because tenants do not think about this initially. He said instead they are focusing first on the space, getting their floor plan, and then the architecture. When construction is ready to begin, he said they are ready to talk about signs and that might be 90 days out and they plan to open in 90 to 120 days. He said if they get into a process where a sign is not approved or the applicant has to come back, which pushes the timeline back further, the tenant risks the chance of not having that sign when they open, which is a legitimate concern for them.

Ms. Mitchell said that was her point - the landlord and tenants need to have these conversations during the very first meeting where brand, look, and feel is discussed; otherwise, it is always at the end and rushed. She emphasized that brand should be at the front, not the end.

Mr. Starr said they do talk about that at the beginning when they are negotiating because the tenant wants to know how many signs they can have and how large they can be. He said the design is thought about later. Ms. Mitchell clarified that ‘signs’ are not ‘brand’ but rather signs are a reflection of the brand. She said Mr. Starr can do tenants a huge service by having formalized and structured conversations about the signs and their business.

Mr. Stidhem said it is a challenge to try to codify “interesting and creative”; he said, this is a great step towards making it easier and less cumbersome. He said what caught him by surprise was the allowance of neon.

Ms. Mitchell recalled an applicant that brought art in even before the City asked for it because they knew they wanted to be cool so it is not like that scenario has never happened.

Mr. Fishman indicated he thought they were “throwing out the baby with the bath water”. He noted it takes 3 months or 6 months to build a space and if we come at the side with the signs it puts staff at the firing line and the Commission should be at the firing line. He asked Ms. Salay that if the Commission does not approve of a sign, if the applicant can appeal to City Council.

Mr. Papsidero said if the applicant has a MSP, they would be starting over. He indicated that no matter what staff tries to do or Mr. Starr tries to do, there is still a window of opportunity in the process. He reported the City has had businesses open with signs without permits. Mr. Starr added it would mean he would have to be in front of the Commission a lot more often.

Ms. De Rosa said it seems these modifications remove some of the restrictions but does not get us where we want to go.

Mr. Papsidero stated these changes will improve the situation, which will enable the opportunity for more creative signs. He suggested if the City, as a policy, wanted to put money where its mouth is, to make a statement that would apply here as well as historic Dublin as the City’s broader downtown to encourage those sorts of creative, artisan designs, even hand-assembled signs as an outcome they need to create a grant program to do that.

Mr. Starr said the tenant finds the spot that may work for them but every building has different architecture so certain signs do not work very well in certain locations so that is a challenge, also.

Ms. Newell said she had remained silent because this is like regulating architecture in a form based code; it is so difficult to do that in a fair way. She said in both instances, it makes it really complicated and it should not be. She said holding up a business that needs to come and get a sign, should be a simple process but it has gotten even more complicated. She said while we are trying to simplify it, we are also opening ourselves up for risk. She said at some point, we have to think how we are going about it. Just like Preliminary Reviews that were introduced to the process so the applicant could come in and do a quick review to see if they were headed in the right direction. She said it would have been nice to see the creative signs that did not meet Code, even if it was staff that brought them forward as a presentation to get feedback from the Commission rather than shutting them down right away.

Ms. Salay said this is Planning’s idea to make things better and increase the chance that the City will get really cool signs to which Mr. Papsidero affirmed. She said she is considering taking that risk; there has been so much discussion over the years (at least two and a half years) talking about this and exchanging photos, looking at images, we should do what staff is suggesting and give that a chance. We know what we are doing now is not working. Absent any other idea, this would be the way she would go, she said.

Ms. De Rosa said she wanted to make sure she was understanding what is being requested before she voted. She confirmed the only changes are the items highlighted in yellow on the MSP.

Motion and Vote

Ms. Salay moved, Ms. Mitchell seconded, to approve Amendments to the Master Sign Plan with the following condition:

- 1) That the applicant provide an approved Master Sign Plan to Planning containing all approved amendments, prior to sign permitting.

Ms. Martin said everything that is in there is a “requirement” and nothing is a “guideline”.

The vote was as follows: Mr. Stidhem, yes; Mr. Miller, yes; Mr. Fishman, yes; Ms. Newell, yes; Ms. De Rosa, yes; Ms. Salay, yes; and Ms. Mitchell, yes. (Approved 7 – 0)

Communications

~~Claudia Husak said staff has received a request from Verizon's representative to not have their St. John application on the agenda this evening and that is a legal requirement they have to go through to not be subject to the timelines in place. She stated staff is continuing to work with Verizon to explore alternative locations.~~

~~The Chair asked if there were any additional comments. [Hearing none.] She adjourned the meeting at 8:56 pm.~~

~~As approved by the Planning and Zoning Commission on January 4, 2018.~~



RECORD OF DETERMINATION

Administrative Review Team

Thursday, November 2, 2017

The Administrative Review Team made the following determination at this meeting:

**4. Bridge Park, Blocks A, B, & C – Amendments to MSP
17-107MSP**

**Riverside Drive
Master Sign Plan**

Proposal: Amendments to the Master Sign Plan for Blocks A, B, and C within the Bridge Park Development, zoned Bridge Street District Scioto River Neighborhood.

Location: East of Riverside Drive, north of the intersection with SR 161 and West Dublin-Granville Road.

Request: Review and recommendation of approval to the Planning and Zoning Commission for amendments to a Master Sign Plan under the provisions of Zoning Code Sections 153.065(H) and 153.066, and the Bridge Street District Sign Guidelines.

Applicant: Matt Star, Crawford Hoying Development Partners.

Planning Contacts: Nichole M. Martin, Planner I.

Contact Information: 614.410.4635, nmartin@dublin.oh.us

Case Information: <http://dublinohiousa.gov/pzc/17-107>

REQUEST: Recommendation of approval to the Planning and Zoning Commission for Amendments to a Master Sign Plan with the following condition:

- 1) That the applicant provide an approved Master Sign Plan containing all approved amendments to Planning, prior to sign permitting.

Determination: This application was forwarded to the Planning and Zoning Commission with a recommendation of approval.

STAFF CERTIFICATION



Jennifer M. Rauch, AICP
Planning Manager



Matt Earman asked the applicant what decibel level can be expected. He said if sound cannot be plainly audible past 50 feet, if 50 decibels would be the expected level. Wayne Schick, Cameron Mitchell Restaurants, answered the noise will be louder but no more than 85 decibels and maybe even closer to 80 decibels. He added that their patios are generally quieter but he does not know the precise levels. He said he is fine with the regulation of 'plainly audible'.

Staff contemplated that speakers cannot be used during special events on the West Plaza and if a condition should be added for approval. Mr. Earman indicated that noise on the West Plaza will also be an issue if two different types of music are being played from the two buildings Z1 and Z2 at once. He added that there could be a competition between the two buildings to attract patrons but he did not know of a way to enforce that.

Mr. Schick said Cameron Mitchell Restaurants like to create energy with sound but at the same time, they want to be a great neighbor. Mr. Earman said, personally, he wants the music but is concerned if many people/customers complain to the City and how that should be handled.

Jennifer Rauch suggested a trial period be set like what was required for patio screens whereby the applicant would come back to the Board after an agreed upon evaluation period. Mr. Earman said he would support the earlier suggestion of adding a condition of approval be that limits music from businesses when a program has been planned on the West Plaza; that programming should take precedence.

Ms. Martin suggested the following condition:

- 3) The use of outdoor speakers be prohibited during City sanctioned special events or programming in the Riverside Crossing Park – West Plaza.

Ms. Rauch asked if there were any further questions or concerns regarding this application. [There were none.] She called for a vote, the motion carried, and the Conditional Use was recommended for approval with three conditions to the Architectural Review Board, as well as the Planning and Zoning Commission.

4. Bridge Park, Blocks A, B, & C – Amendment to MSP 17-107MSP

Riverside Drive Master Sign Plan

Nichole Martin said this is a proposal for Amendments to the previously approved Master Sign Plan for Blocks A, B, and C within the Bridge Park Development, zoned Bridge Street District Scioto River Neighborhood. She said the site is east of Riverside Drive, north of the intersection with SR 161 and West Dublin-Granville Road. She said this is a request for a review and recommendation of approval to the Planning and Zoning Commission for amendments to a Master Sign Plan under the provisions of Zoning Code Sections 153.065(H) and 153.066, and the Bridge Street District Sign Guidelines.

Ms. Martin presented an aerial view of the site, highlighting the three blocks included in this application. She said Master Sign Plans are intended to allow for one-of-a-kind, whimsical, and unique signs that use the highest quality materials and construction while allowing for flexibility to deviate from the standards of the BSD Sign Code provisions. In the case of Bridge Park, she said it has become clear that neither Staff nor the Landlord can account for every variable within the approved plan; therefore, unforeseen circumstances and unintended consequences have resulted. Additionally, she noted tenants have been challenged with the interpretation of the regulations.

Ms. Martin explained that by staff enforcing what was approved in the matrix for the Master Sign Plan and the regulations per the Zoning Code along with the Bridge Street District Sign Guidelines, the City has not attained signs as desirable and creative as they could have been, due to the compounding regulations.

The amendments, she said, are for the overall design of signs to provide additional flexibility; therefore signs should not be limited or restricted in:

- Colors;
- Secondary image size;
- Logo size; or
- Secondary copy size.

Ms. Martin explained that currently, Code permits canopy signs mounted on the face or on the canopy and having them permitted underneath the canopy is being requested. She presented graphic samples for reference. Additionally, she said exposed neon is permitted for internal and external illumination and provided examples of those signs as well.

Ms. Martin said an update will be made to the general matrix to include a new sign type – PED Art Sign. She provided the definition: A smaller Placemaking Art Sign that offers more freedom with sign design and form; and requires additional detail, high quality materiality, and unique lighting. This sign type is not intended to permit larger or more visible projecting signs.

- Sign location and design must be administratively approved by the Planning Director, prior to the sign permitting submittal;
- Building must have a minimum of 50 feet on the right of way;
- Sign must be located within the first level of the building at a height not to exceed 15 feet; and
- Size of the sign is limited to 50 square feet.

Ms. Martin presented multiple examples of signs desired and summarized the general regulations matrix modifications:

- **Projecting Sign:** Must be within Level 1 and are less than or equal to 12 square feet in size.
- **PED Art Sign:** Less than or equal to 50 square feet in size and must have 50 square feet of frontage on a public right of way.
- **Canopy Edge Sign:** Now permitted underneath the canopy.
- **Sandwich Boards:** Must be located in front of the tenant space within a distance of 6 feet and be located between the sidewalk and the curb.

Ms. Martin added if a tenant modifies the building façade to create an additional leasing area, signs can be added, provided it conforms to all applicable regulations. She said applicants will need to demonstrate every side of the elevations and sign types to specifications. She indicated that permitting locations of signs to be finalized with the sign permitting process will provide design flexibility as staff works with tenants.

Ms. Martin concluded the applicant has met the criteria with one condition; therefore, approval is recommended to the Planning and Zoning Commission for the Master Sign Plan Amendments with the following condition:

- 1) That the applicant provide an approved Master Sign Plan containing all approved amendments to Planning, prior to sign permitting.

Matt Starr, Crawford Hoying Development Partners, said he agreed with the reduction in size from 16 square feet to 12 square feet for projecting signs. He said he has not reviewed all the projecting signs currently installed and but the Cantina meets that size. He reported their Master Sign Plan is an addendum to their leases.

Jennifer Rauch suggested a caveat for signs already installed.

Donna Goss said City rule trumps what may be in a lease agreement.

Ms. Martin suggested the solution could be to make these amendments applicable to applications going forward.

Mr. Starr said he provides a Landlord Approval Letter to his tenants.

Ms. Rauch asked how conflicts could be avoided. Ms. Martin indicated there should be a finite number of conflicts. Claudia Husak said we all need to be strict about enforcing the Master Sign Plan.

Ms. Rauch asked if there were any further questions or concerns regarding this application. [There were none.] She called for a vote, the motion carried, and the Master Sign Plan Amendments were recommended for approval to the Planning and Zoning Commission.

**5. BSD-C — Smiths Medical — Sign
17-109MPR**

**5200 Upper Metro Place
Minor Project Review**

Nick Badman said this is a proposal for a 100-square-foot corporate office interstate wall sign for an existing office building, zoned BSD-C Bridge Street District Commercial. He said the site is on the southeast corner of the SR 161 and the I-270 interchange. He said this is a request for a review and approval of a Minor Project Review under the provisions of Zoning Code Section 153.066.

Mr. Badman presented an aerial view of the site that has approximately 650 feet of frontage on I-270 and 150 feet of frontage on Upper Metro Place. He said there is a single access point on Upper Metro Place and a shared use path connection along the north side of Upper Metro Place.

Mr. Badman reported the BSD Sign Code was amended on March 29, 2017, whereas:

- Only applicable to existing buildings in select BSD zonings
- 'Existing buildings' are those that do not comply with BSD form-based building types
- Signs for these buildings/tenant spaces will comply with the 'Standard' Sign Code until they are redeveloped
- Ensures signs are consistent with the style of development
 - Auto-oriented — fewer, larger signs
 - Pedestrian-oriented — more, smaller signs

Mr. Badman presented the single proposed 100-square-foot wall sign the applicant is requesting to be installed onto an existing corporate office on the southwest corner of the SR 161 and I-270 interchange. He explained the wall sign that will be flush mounted contains blue, internally illuminated, LED channel letters. The sign, he said, will be mounted within the fourth story of the building at an overall height of 40 feet, 4 inches.

Ms. Martin explained that a Conditional Use request in the Historic District requires a review by the ARB before being reviewed by the PZC. She suggested the following timeline: ART review in early November, ARB review November 15, and PZC review in December.

Vince Papsidero asked if there were any further questions or concerns regarding this application. [There were none.]

**6. Bridge Park, Blocks A, B, & C – Amendment to MSP
17-107MSP**

**Riverside Drive
Master Sign Plan**

Nichole Martin said this is a proposal for an Amendment to the Master Sign Plan for Blocks A, B, and C within the Bridge Park Development, zoned Bridge Street District Scioto River Neighborhood. She said the site is east of Riverside Drive, north of the intersection with SR 161 and West Dublin-Granville Road. She said this is a request for a review and recommendation of approval to the Planning and Zoning Commission for a Master Sign Plan under the provisions of Zoning Code Sections 153.065(H) and 153.066, and the Bridge Street District Sign Guidelines.

Ms. Martin presented an aerial view of the site highlighting the three blocks included in this proposal. She explained the amendments requested are to address unforeseen circumstances. She said there have been challenges with the interpretation of the regulations by tenants. She stated the Landlord has proposed amendments to make it easier on everyone and presented three proposed modifications:

1. Permit Canopy Edge Signs underneath the canopy.
2. If a tenant modifies the building façade to create an additional leasing area, signs can be added, provided it conforms to all applicable guidelines.
3. Sign locations will be finalized and documented with the sign permit application.

Ms. Martin explained that currently, Code permits canopy signs mounted on the face or on the canopy and having them permitted underneath the canopy is being requested. She presented graphic samples for reference.

Ms. Martin said permitting locations of signs to be finalized with the sign permitting process will provide design flexibility as staff works with tenants. Applicants will need to demonstrate every side of the elevations and sign types to specifications.

Once patios or canopies are approved, Ms. Martin said, there is a request to permit leasable area signs that could be added, potentially. She questioned if this change could be approved administratively.

Ms. Martin said the next steps are the ART's recommendation on November 2 to the Planning and Zoning Commission to be reviewed at their meeting November 9.

Besides the above proposed amendments, Ms. Martin said, a recent site visit evoked further possible amendments. She suggested that additional flexibility be permitted for creative signs on the first level of these buildings that may not meet any current category and perhaps a new sign type could be established. She indicated these signs would be creative and cited Cap City Diner as an example. She said staff recommends character images of exposed neon; these are shown in the BSD Sign Guidelines.

Ms. Martin added per the site visit, she questions whether projecting signs are too large. For context, she said 12-square-foot signs are permitted in the Short North area, which is a sub neighborhood of Columbus,

Ohio. She said clarity needs to be added to the text for Sandwich Board Signs because she found these signs erected a long way away from the tenant space. She said Sandwich Board Signs should be in front of a tenant space while maintaining a walkway on the sidewalk; these are not permitted on cycle tracks or the greenway.

In any case, Ms. Martin said, the MSP refers to the BSD Sign Code and it is complex. It states specific requirements for secondary image copy that include colors, etc. She said staff proposes that the secondary image logo and copy not apply and open this up in a small part of the City to gain more creativity.

Matt Starr, Crawford Hoying Development Partners, noted one tenant had the correct signs but failed to get the building permits. He said complexity elevates the frustration for the tenants and he would like to improve the process with the tenants. He suggested the process be cleaned up and streamlined. He clarified he is not asking for more or larger signs.

Vince Papsidero asked if there were any further questions or concerns regarding this application. [There were none.]

Ms. Martin concluded a determination be made by the ART on November 2 so the applicant could go before the PZC November 9.

**7. BSD-SCN - Infiniti - Addition
17-085MPR/CU**

**3890 Tuller Road
Minor Project Review/Conditional Use**

Nichole Martin said this is a proposal for an addition for three new car detail bays and one new drive-thru car wash on the 4.57-acre site zoned Bridge Street District Sawmill Center Neighborhood. She said the site is north of Tuller Road, approximately 750 feet north of the intersection with Dublin Center Drive. She said this is a request for a review and approval of a Minor Project Review; and, a review and a recommendation of approval to the Planning and Zoning Commission for a Conditional Use under the provisions of Zoning Code Sections 153.066 and 153.236.

Ms. Martin presented an aerial view of the site that is on the curve of Tuller Road and has a small amount of frontage on Sawmill Road but is better aligned with the I-270 ramp to Sawmill Road heading south. She zoomed in on the aerial graphic to show there were two structures on site. She said the structure involved in this application is the one furthest back from Sawmill Road. She presented the proposed site plan and stated the Minor Project Review portion of this application is for a 1,200-square-foot addition that includes: three new car detail bays; one new drive-through car wash; and relocation of the existing dumpster enclosure.

Ms. Martin said the additional 50-foot-setback has been met and the materials to be used include a brick veneer that match the existing structure.

The Conditional Use portion of this application, she explained, is for the expansion of auto-oriented services, which are listed as Conditional Uses in the Code. She said the BSD Code can be challenging with older buildings that are auto-oriented businesses. She asked if a compromise could be reached.

Ms. Martin noted the next steps:

1. October 26 — General Staff Review (GSR) Final Review & Final Planning Report Comments.



RECORD OF ACTION

Planning & Zoning Commission

Thursday, June 8, 2017 | 6:30 pm

The Planning and Zoning Commission took the following action at this meeting:

**4. Bridge Park, Blocks A, B, & C – Master Sign Plan
17-045MSP**

**Riverside Drive
Master Sign Plan**

Proposal: An amendment to the Master Sign Plan for Blocks A, B, and C within the Bridge Park development. The site is located on the east side of Riverside Drive north of the intersection with S.R. 161 and West Dublin-Granville Road.

Request: Review and approval of a Master Sign Plan under the provisions of Zoning Code Sections 153.065(H) and 153.066, and the Bridge Street District Sign Guidelines.

Applicant: Matt Starr, Crawford Hoying.

Planning Contact: Nichole M. Martin, Planner I.

Contact Information: (614) 410-4635, nmartin@dublin.oh.us

MOTION: Mr. Brown moved, Mr. Miller seconded to approve this Master Sign Plan because it consistent with surrounding signs approved for the Bridge Street District and complies with the requirements for a Master Sign Plan, with three conditions:

- 1) That the event center signs be revised to permit a 100-square-foot sign along Riverside Drive and a 40-square-foot sign along Long Shore Loop;
- 2) The proposal be updated to clarify the maximum allowable size of a Logo/Name on Storefront Door is 1 square foot; and,
- 3) The applicant provide a revised, approved Master Sign Plan to Planning prior to the filling of additional sign permits.

*Matt Starr agreed to the above conditions.

VOTE: 3 – 2.

RESULT: This Master Sign Plan was approved.

RECORDED VOTES:

Victoria Newell	No
Amy Salay	Absent
Chris Brown	Yes
Cathy De Rosa	No
Robert Miller	Yes
Deborah Mitchell	Absent
Stephen Stidhem	Yes

STAFF CERTIFICATION

Nichole M. Martin
Planner I



Motion and Vote

~~Ms. De Rosa moved, Mr. Miller seconded, to approve this Minor Text Modification to allow for the office building, existing at the time of this application at 4890 Bradenton Avenue in Llewellyn Farms PUD, to be parked at the general office rate of one parking space per 250 square feet of gross floor area. The vote was as follows: Ms. Newell, yes; Mr. Brown, yes; Mr. Miller, yes; Mr. Stidhem, yes; and Ms. De Rosa, yes. (Approval 5 – 0)~~

Motion and Vote

~~Mr. Brown moved, Mr. Miller seconded, to approve the Amended Final Development Plan with one condition:~~

- ~~1) That the applicant provide one additional parking space to comply with the general office parking requirement.~~

~~*Aaron Greene agreed to the above condition.~~

~~The vote was as follows: Ms. Newell, yes; Ms. De Rosa, yes; Mr. Stidhem, yes; Mr. Miller, yes; and Mr. Brown, yes. (Approval 5 – 0)~~

**4. Bridge Park, Blocks A, B, & C – Master Sign Plan
17-045MSP**

**Riverside Drive
Master Sign Plan**

The Chair, Victoria Newell, said the following application is a request for an amendment to the Master Sign Plan for Blocks A, B, and C within the Bridge Park development. She said the site is on the east side of Riverside Drive, north of the intersection with SR 161 and W. Dublin-Granville Road. She said this is a request for a review and approval of a Master Sign Plan under the provisions of Zoning Code Sections 153.065(H) and 153.066, and the Bridge Street District Sign Guidelines.

The Chair swore in anyone intending to address the Commission in regard to this case.

Nichole Martin said the MSP for A Block is specifically for the approval of those signs and the MSP approved for B & C Blocks was more general in nature and addressed the character of the mixed-use building types in a holistic manner.

Ms. Martin said the proposal this evening is for amendments to the A Block sign design. She said the signs originally approved by the Commission in May 2017, were supported by the ART and approved by the PZC at 100 square feet and 40 square feet respectively for Riverside Drive and Longshore Loop. She explained the reason why the ART supported the larger sizes was due to architectural integration of the design of the sign as it related to the building. She presented the graphic for the approved sign for The Exchange, which is a thin, modern font that speaks to the clean lines of the character of the structure. She said the sign the applicant is proposing this evening is a more fluid serif cursive font at 103 square feet. She said the BSD Code with respect to the MSP clearly emphasizes they are not simply intended to allow for larger signs without consideration of creativity and integration, especially when signs are being approved specifically for single buildings as they are in A Block.

Ms. Martin said the proposed sign on Longshore Loop is 41 square feet, which is slightly larger than the approved sign. She reported the ART and staff shared this proposal with a graphic consultant that the City has used on previous applications within the BSD; furthermore, they reviewed the Building Permit MSP documents in B and C Blocks and they noted the more fluid font is less legible from a distance than the alternative modern font; therefore, the increased size is required with the more fluid font as the legibility is diminished.

With respect to the B and C Blocks' MSP, Ms. Martin said, these modifications are proposed more as a clean-up; these are items that have been discovered through the leasing process as well as the sign permitting process. She said the proposal is to add to additional sign types as well as provide more flexibility in the MSP. She said a new sign type, a leasing window cover, is proposed to generate excitement as new businesses come in; currently, they are not permitted to have any sort of identification during their tenant fit-up period. She noted this sign type would be consistent with the leasing window covers that Crawford Hoying is permitted to have on the ground story. She said the size of the logos permitted would be consistent at less than 30% of each window, there would be a maximum of three colors, and the background would be required to be a solid color. The example the landlord has provided happens to be gray, she said, but this could be any color consistent with that tenant's brand. She said these signs would be permitted no longer than 180 days and would not require a sign permit.

Ms. Martin said a logo or name on a public entrance to a tenant space is proposed to be permitted. She pointed out this is language directly out of the BSD Code; the landlord is just choosing to memorialize it in the MSP as it is an addendum to the lease of these tenants and a one-stop-shop reference as they work through sign permitting. She said one staff condition is that the document be amended to clarify that these signs will only be one-square-foot whereas in another column in the Code it states the sign will cover less than 30% of the window.

Ms. Martin said the last provision is that a tenant is permitted to license a sign of theirs to a tenant that is located within their tenant space. An example of that would be if a gym had a coffee shop and they wanted to give one of their signs to the coffee shop. She said the actual physical tenant space would be permitted no more signs than the MSP already stipulates and all numerical sign requirements would need to be met but the sign could serve as identification for a business located within a business.

Ms. Martin restated the Code identifies some intent statements for the MSP and it is that they are intended to allow for additional flexibility and creativity in sign design and display but she reiterated it is not simply to permit larger signs, more visible signs, or additional signs. She said the intent is to maintain the standards of the BSD zoning as well as the sign guidelines adopted by City Council. She stated signs are to be pedestrian oriented and remain focused on bicycle traffic; although in some cases, the signs will need to be visible by motor vehicles but really emphasizing the pedestrian-oriented nature of the BSD.

Ms. Martin reported the ART reviewed this application and is recommending approval to the Commission this evening with three conditions:

- 1) That the Master Sign Plan be revised to eliminate the proposed revisions to the signs related to the event center;
- 2) That the proposal be updated to clarify the maximum allowable size of a Logo/Name on Storefront Door is 1 square foot; and,
- 3) That the applicant provide a revised, approved Master Sign Plan to Planning prior to the filing of additional sign permits.

Ms. Martin said based on the Code requirement for architectural integration of this sign, the ART found that the revised design did not meet the criteria in the same fashion and requested a greater size, even though it is only slightly greater. The support for the original increase in size was because the sign met the intent of the MSP and this design does not.

The Chair invited the applicant to come forward.

Matt Starr, Crawford Hoying Development Partners, 6604 Riverside Drive, Suite 500, said the clean-ups in blocks B and C are just some things they have started to see as they talked with tenants throughout the process. He said the leasing window covers are just a miss. He said if you have visited the site, you have

seen the covers on spaces that are either not yet leased or the tenants are not ready to get started with their construction because they are in the design and permitting process. He said the example shown was one that they would have put up before this was approved but he said he had not thought of it so here they are, asking to do the same thing. He indicated leasing window covers will create more visual interest as more people come into the site, especially with tenants opening up soon.

Mr. Starr said the second modification is just a clarification on the door and getting the tenant's name and logo on the door. As Ms. Martin mentioned, he said when they put these in the sign plans they were a complete exhibit to a one-stop-shop, but people review that as being one of the signs when it is clearly allowed on the door.

Mr. Starr said the final modification was the license tenant. He said Mesh Fitness has a Bubbles Tea and Juice Company in there now so that was permitted as part of that permit set. He noted that under the MSP, Mesh Fitness would be permitted four signs and they only put up three so they could give one of those signs to Bubbles Tea and Juice Company. He indicated there is another circumstance where they are seeing this type of request and thinks they will continue to see this as retail evolves over the years where tenants are co-branding. He emphasized the number of signs would be no more than what the main tenant would be allowed otherwise.

Mr. Starr concluded he sees these requests as minor in nature and they help create clarity for their tenants. He addressed the A Block request as they just recently had that approved. He said the revised sign is the logo of the business so this will be on the marketing materials. He said this is the preferred sign of their operator, who is here to speak to that, if necessary.

Chris Brown said he attended their Open House and at a quick glance, noticed they changed their logo. He said he does not have a problem with the revised sign but requested that the sign be reduced from 103 square feet to 100 square feet to which Mr. Starr agreed.

Mr. Brown inquired about the 180-day limitation on the vinyl. He said as it is presented at the Cap City Diner, it is great and descriptive. He indicated he is a little fearful of "up to three colors" and asked for clarification. Mr. Starr answered first there would be a solid background color and the logo would be on top of that. Ms. Martin added "up to three colors" was to obtain some diversity in the streetscape and also to be consistent with the sign Code in the BSD and throughout the City that would typically permit up to three colors for a sign. She stressed that she had a conversation with Mr. Starr to make sure the signs would not be overwhelming.

Mr. Starr asked if more colors would be permitted if a registered logo or trademark were used. Ms. Martin answered a logo can count as a single color.

Mr. Brown said as he looks at this big long storefront on the bottom of the building and it is orange and that is not subtle. He indicated it is important to build excitement and tell people what is coming but he does not want to see this big brand orange, yellow, or bright red stripe on an otherwise non vibrant streetscape. He said there should be a compromise like what they did for the unleased or pre-tenant space with just the subtle gray vinyl with the logo as it still appears very good. He clarified there should be moderation and does not want these signs to overwhelm any other good architecture or tenant spaces that are open for business.

Victoria Newell said that was a fair comment by Mr. Brown.

Cathy De Rosa said she disagrees because one of the nice things about it is there is a limit of 180 days and it creates excitement and interest. In urban settings, she said, there are going to be pops of color, which is really important. She said neon colors are not right but most tenants are not necessarily going to want to do that. She said if all the signs have black or gray backgrounds, that excitement is not going to

be achieved. She concluded that for 180 days on a very big building, this is acceptable to build interest and excitement.

Mr. Starr addressed the orange color issue as Orange Theory Fitness is going into the Kroger Plaza and they have that on the door. He indicated he would never have paid attention to the new business if that sign was not there.

Ms. De Rosa affirmed that people are very excited to see what is coming into these spaces. She said the whole co-branding issue is going to be an important element in the future as retail struggles to attract people in a service world. She indicated retail matched with food will be seen in a much bigger way so it makes sense to recognize that.

Ms. De Rosa asked to see again the sign that was previously approved for the event center. She recalled that the emphasis to the Commission was that the sign integrated so well with the architecture and the Commission was sold that that sign was going to be really terrific and she agreed. She indicated when she looks at the revised sign as it is the brand's logo, it becomes more of a challenge. Aesthetically, she stated there is no comparison between those two signs. She said one feels like it is exactly current and belongs there and the other one not so much. She pointed out that the intent of the Code is to create scale when excitement and variety happens; she does not see it so much in the revised sign. She added she has trouble reading the font.

Steve Stidhem said he can support either version. He stated the Commission approved 100 square feet based on that font, layout, and materials but asked what the Code requirement was before they did that. Ms. Martin answered without a MSP approval, the Code would permit a half a square foot per linear foot up to a maximum of 50 square feet. Mr. Stidhem said the Commission approved the sign to be twice the size that Code allows because of the font and the way it looked. Now, very quickly after that, he said the applicant decided to completely change the font and size because that is what their branded logo. He asked why the Commission did not see this font when the application was presented before when the applicant was trying to get the size of the sign to 100 square feet to begin with.

Mr. Starr said that was a fair question by Mr. Stidhem. He said as they talked about it after the fact and looked at the sign in context with the hotel, they are trying to create a separate and distinct brand for the event center to let people know it is not part of the hotel but rather a stand-alone operation. He said the operators will work together as premier events will be sold together but one business can run without the other.

Mr. Stidhem suggested that if the applicant proposed the revised sign at 100 square feet, it might not have passed so that is why he is struggling with this in general. He stated he is fine with everything else except neon yellow on the temporary signs.

Bob Miller said he is okay with all of it. He encouraged the applicant to bring the revised exchange sign down to 100 square feet. He said the original sign was more appealing but that is a personal preference.

Steve Weiss, Cameron Mitchell, said the revised sign design has been their logo for about a year and a half and they have been promoting it, it is on their website, and it has always been their focal point. He said he does not know how the first design ever appeared so they are asking why the original sign proposal happened and the Commission is asking why the revised sign is being proposed. He said he was not here for the first proposal and was caught by surprise. He agreed that the architecture on the building contains a lot of linear lines but the building actually curves and the hotel curves and he agrees that in this rendering, this revised sign might be harder to read. He stated they have built over 85 restaurants and the hardest part is to name a restaurant, event center, or name anything so this was a really long and difficult process. He explained that once they landed on the name "The Exchange", they were concerned that it would come across as too much of a business. He said they believe the first

proposal, since it is so linear, will not appeal to people that want events such as weddings and believe more fluidity would be better. He apologized for the misunderstanding and wanted to ensure the Commission realized what their real intent is and that they are trying to do the right thing by using something they have been using for some time now.

Mr. Brown asked if the makeup of the sign was going to be the same color of metal and if it is still backlit.

Earl Lee, Moody Nolan, 2879 Ashcreek Avenue, Columbus, Ohio, 43219, said the revised sign will have the exact same structure with a perforated face that allows the light to come through the face.

Mr. Brown said how the sign scales on the building has always been important to him and always will be. He said vehicles will be coming around that roundabout, looking for a place that they do not normally go to and they have to be able to find it. He said GPS or not, he does not care, they still want that visual when fighting that traffic circle.

Ms. De Rosa recalled how convincing Earl Lee was with the first proposal. She said the word “the” is much smaller than the main brand and that creates a visual interest.

Mr. Starr said they discussed the tag line “the Events at Bridge Park” amongst themselves and how the whole sign is measured, which allows it to become bigger but they still want to keep it in line with that railing for architectural symmetry.

Ms. De Rosa said the Commission is trying to get a more interesting sign and that is why they were so excited about the first proposal. She said this is going to be a marquee building in a really prominent location to which Ms. Newell agreed. Ms. De Rosa said she understands the applicant wants to use the brand but asked if they could make it as dynamic as the first sign since this is a premier location.

Mr. Brown asked if the cool sculptural element is going on in that plaza. Mr. Starr indicated they are engaging with Dublin Arts Council to come up with a solution there. Mr. Brown said he likes the one they have and Mr. Starr said that one is very, very expensive. Mr. Brown said he bets that it is but it is cool and that is what they want – something cool in a prominent location. Mr. Starr indicated they are going to achieve something pretty spectacular there and will have a great story to tell.

Mr. Stidhem said he is not going to argue with the logo. He said he was frustrated with the sign designs but if the applicant gets the signs to the size they voted on the first time, he would vote yes.

Mr. Starr apologized to the Commission for causing any frustration.

Ms. De Rosa said she is seeing a lot of head nodding here to making this sign a little more creative. She asked the applicant if this is something they would be open to doing. Mr. Starr answered he absolutely would.

The Chair asked Mr. Starr what he would like to do this evening. She said if the applicant is talking creativity, they will have to sell the creativity. She said there is something in place that received a consensus of the Commission to double the square footage of the sign Code and it will not be fair to staff to make this a condition to try to have more creativity within the sign.

Ms. De Rosa said she thought the head nodding meant that the Commission wants the applicant to come back with some variation on that theme but with more creativity.

Mr. Starr said he is happy to come back but there is a little bit of a timing issue – the sign will not be installed until after the building is finished.

Mr. Brown asked what the reason is for rejection and said that needs to be stated. He said if the applicant reviews the BSD Sign Guidelines that has cool elements such as the structural bicycles going up and down the building - that is what this Commission keeps waiting to see. He referred to a cool sign/sculpture he saw in another city where there is a fish that is diving through a corner of a building and the bricks kind of half explode on the outside of this real sculptural element so you know that is a place to get some seafood. He emphasized that is what the Commission is looking for.

Mr. Brown explained that when the applicant brought the first sign and the Commission saw the linear patterns and the fact that it reflected the architecture, to him, the reason for the increased size was that it blended in with the architecture, but it had to be bigger because the font was so tiny to which the Chair agreed. Mr. Brown said he is not opposed to the revised logo at all, but the Commission is still searching for something creative, particularly at that corner that starts to set the benchmark for Bridge Park as one approaches from the south or the west. He emphasized, that is the first thing they are going to see as they round the corner so it is important to the Commission. He concluded he would be a yes vote if the sign was 100 square feet but there are five Commissioners present.

Phil Hartmann clarified, with five Commissioners present, the applicant would need three out of the five yes votes for approval.

Mr. Brown said the sculpture was mentioned; he said an investment is needed there. He said Dublin is all about landscaping and trees but at some point, the City needs to have some elements, some excitement and dynamic pieces that say this is Bridge Park, this is Dublin; this city is unique and special and it will take more than just that (future) pedestrian bridge to get tenants in and draw people in to make this whole thing work. He said that would include sculptures, signs, and character through and through. He indicated he was even disappointed with the bike racks that are just circles repeated one after the other.

Ms. De Rosa said she saw some willingness to do that and she wanted to make sure that while the sign will not be installed before the building is finished, it would be installed before the business is open.

Mr. Starr said the first event is September 5th but he does not know at this point the sequencing of the construction of this building including where they would need to get electric to for the sign installation.

Ms. De Rosa said most logos have horizontal, vertical, different variations on how they present themselves.

Mr. Lee said the Commission needs to consider the façade creating that logo versus a sign creating a logo. In this case, he said considering the face of that building, since it is a cursive font, and kind of starts to be reminiscent of art. He said to do that at a scale where it does not look like a solid wall, it is going to be well above 100 square feet because then it becomes part of the building. He indicated he was not sure this is being understood without a visual.

Mr. Lee inquired about the sculpture or piece that might go in the roundabout as he has not seen it. He said he would hate to make a piece on the outside of the roundabout that starts to complement the hierarchy between what goes in that center. Mr. Brown said the sculpture they were speaking of is actually for the plaza. Mr. Lee said if the size of this logo is kept within a proximity of 100 square feet or so then installing it by that timeline would be possible. He said changing the design will all depend on making sure it is approved on time and how in depth it is going to go with construction on whether they could still meet their deadline.

Ms. De Rosa said Mr. Lee convinced the Commission how well the first sign would be integrated but if this logo is kept and within this size, she is not convinced he can make it the dynamic statement that warrants 100 square feet.

The Chair again asked the applicant what they would like to do this evening.

Mr. Starr asked if there is a way they can get the B and C Blocks' vote achieved but table A Block, even though it is part of one application.

Ms. Martin said the application before the Commission this evening is for a comprehensive package.

Mr. Starr said he is going to ask for a vote this evening and deal with the consequences as a result of the vote.

Ms. Husak said the condition needs to be revised that the size of the event center signs would be as approved previously at 100 and 40 square feet respectively.

The Chair cautioned the applicant is not before a full Commission and that could negatively impact how this vote comes out.

Mr. Starr clarified that if the vote does not pass, he will have to resubmit and come back.

Ms. Husak said the applicant also has the option of requesting reconsideration by the Commission and a Commission member would have to vote to reconsider so at the next meeting. Mr. Hartmann clarified that a member voting against this application would have to request that it be reconsidered again.

Mr. Brown asked the applicant if he was in agreement with the condition that the sign be limited to 100 square feet to which he answered affirmatively. Mr. Starr said he was in agreement with all of the conditions.

Ms. Martin said she modified the first condition to state "The Master Sign Plan be revised to limit the event center signs to 100 square feet for Riverside Drive and 40 square feet for Longshore Loop". She said conditions two and three would remain the same.

Mr. Brown said 50 square feet as written in the Code for that location is just wrong and this is our opportunity to amend that. Ms. Newell disagreed. She said we are to look at these signs individually and it is the purpose of the sign code to charge the applicant with convincing the Commission on creativity to make concessions. She said in this instance, she is looking at what they were presented with before and what they are presented with now and she believes they are getting something less this time. She said she understands they want to keep their logo but the effort should have been made to bring that in at the original submission.

Mr. Starr asked for a vote.

The Chair asked that the Master Sign Plan guidelines be put back on the screen.

Motion and Vote

Mr. Brown moved, Mr. Miller seconded, to approve the application for amendment to the Master Sign Plan for Blocks A, B, and C within the Bridge Park Development as stated with the three conditions:

- 1) That the Master Sign Plan be revised to limit the event center signs to 100-square-foot sign for Riverside Drive and 40-square-foot sign for Longshore Loop;
- 2) That the proposal be updated to clarify the maximum allowable size of a Logo/Name on Storefront Door is 1-square-foot; and,
- 3) That the applicant provide a revised and approved Master Sign Plan to Planning, prior to the filling of additional sign permits.

*Matt Starr agreed to the above conditions. The vote was as follows: Mr. Stidhem, yes; Ms. De Rosa, no; Ms. Newell, no; Mr. Miller, yes; and Mr. Brown, yes. (Approval 3 – 2)

The Chair asked if there were any additional comments. [Hearing none.] She adjourned the meeting at 10:19 pm.

As approved by the Planning and Zoning Commission on August 10, 2017.





MEETING MINUTES

Administrative Review Team

Thursday, June 1, 2017 | 2:00 pm

ART Members and Designees: Vince Papsidero, Planning Director; Jeff Tyler, Building Standards Director; Donna Goss, Director of Development; Colleen Gilger, Director of Economic Development; Shawn Krawetzki, Landscape Architect; Aaron Stanford, Senior Civil Engineer; and Mike Altomare, Fire Marshall.

Other Staff: Lori Burchett, Planner II; Logan Stang, Planner I; Nichole Martin, Planner I; Tammy Noble, Senior Planner; Lia Yakumithis, Planning Assistant; Cameron Roberts, Planning Assistant; Mike Kettler, Planning Technician; and Laurie Wright, Administrative Support II.

Applicants: James Peltier and Matt Poindexter, EMH&T (Case 2).

Vince Papsidero called the meeting to order at 2:01 pm. He asked if there were any amendments to the May 18th meeting minutes. The minutes were accepted into the record as presented.

Mr. Papsidero noted the following Minor Modifications:

Darree Fields Shade Structures – Other modifications deemed appropriate by the Planning Director.

DETERMINATIONS

1. BSD SRN - Bridge Park East, Blocks A, B, & C 17-045MSP

Riverside and Dale Drives Master Sign Plan

Nichole M. Martin said this is a request for an amendment to the Master Sign Plan for Blocks A, B, and C within the Bridge Park Development. She stated the site is on the east side of Riverside Drive at the intersection with Bridge Park Avenue. She said this is a request for a review and recommendation of approval to the Planning and Zoning Commission for a Master Sign Plan under the provisions of Zoning Code §153.066.

Ms. Martin pointed out there were two components to this proposal. The first she said is for a sign modification for the Event Center in block A and the other is for blocks B & C to add allowances for sign types and conditions not considered at the time of the original Master Sign Plan submittal.

Ms. Martin explained the applicant is requesting to modify the sign design for "The Exchange at Bridge Park". The ART and the Planning and Zoning Commission had reviewed and approved the original two signs in March 2017 she noted (100-square-foot sign facing Riverside Drive and a 40-square-foot sign facing Longshore Loop) but now a 103-square-foot sign with a fluid font design and a 40-square-foot sign with matching font at the same locations as the previously approved signs are being proposed. She said the proposed size and designs of the original signs were supported due to the subtle, architecturally-integrated nature of the thin font and lighting accents. She described the new signs proposed as dimensional, pin-mounted, anodized aluminum letters finished in a gray paint (Driftwood Mica Cool) that will be internally illuminated with a perforated face, backed with white acrylic. She said the font style is less architecturally integrated with the building and presented graphics of the approved and proposed signs for comparison.

Ms. Martin said staff shared the revised proposed signs with Guide Studios, a sign graphics consultant for the City and their feedback noted that the proposal is not responsive to the geometric lines and architecture of the building and the script fonts are less legible than more modern alternatives, despite the increased



size of the sign. She added the proposed design does not meet the intent of the MSP provisions as it is proposed at a size in excess of the total area granted in the Code based on the approved design's responsiveness to the architecture as required for MSPs for a single building. She emphasized that MSPs are intended to allow for additional creativity and flexibility when the sign design is coordinated with the architecture.

Ms. Martin indicated that the modifications requested for blocks B & C are more technical in nature to address the unanticipated requests or conditions that have surfaced through the leasing and sign permitting processes. She explained the proposal is to permit two additional sign types: Tenant Leasing Window Cover and Logo/Name on a Storefront Door, and one alternative allowance for a Tenant Licensee to permit a tenant to grant a subtenant one or more of their allowed signs (without permitting more signs than originally permitted).

Ms. Martin said approval is recommended to the Planning and Zoning Commission for a Master Sign Plan as the proposed modifications to blocks B and C meet the requirements for a Master Sign Plan and are consistent with the surrounding signs throughout the Bridge Street District but the proposal for the Event Center signs is not consistent with the intent of the MSP or the BSD Sign Guidelines, therefore, three conditions have been recommended:

- 1) That the Master Sign Plan be revised to eliminate the proposed revisions to the signs related to the Event Center;
- 2) That the proposal be updated to clarify the maximum allowable size of a Logo/Name on a Storefront Door that is one square foot; and
- 3) That the applicant provide a revised, approved Master Sign Plan to Planning prior to the filing of additional sign permits.

Ms. Martin said the applicant was not present and she had not received any feedback prior to this meeting for the materials she sent to the applicant demonstrating the conditions of the recommendation.

Jeff Tyler inquired about the sign permit application for Bubbles Tea as they are moving into the Mesh Fitness space. He indicated the Master Sign Plan would need to be approved before the request for the Bubbles sign could be issued. Ms. Martin responded affirmatively and explained that Mesh Fitness would need to give up one of their permitted signs but indicated that would not be an issue given that they have not installed the total number of permitted signs.

Vince Papsidero asked if there were any further questions or concerns regarding this application. [There were none.] He confirmed a recommendation of approval for the Master Sign Plan will be forwarded to the Planning and Zoning Commission.

**2. ~~BSD SRN – RAM Restaurant and Brewery~~
~~17-047MPR~~**

**~~6632 Longshore Street~~
~~Minor Project Review~~**

~~Lori J. Burchett said this is a request for a patio, accessory structure, and associated site improvements for a tenant space in the Bridge Park Development. She stated the site is on the northeast corner of the intersection of Bridge Park Avenue and Longshore Street. She said this is a request for a review and approval of a Minor Project Review under the provisions of Zoning Code §153.066.~~

~~Ms. Burchett explained the proposal includes accessory use for a patio space that has frontage on Bridge Park Avenue along the south elevation of building C3 of Block C of the Bridge Park Development. She noted~~



RECORD OF ACTION

Planning & Zoning Commission

Thursday, April 6, 2017 | 6:30 pm

The Planning and Zoning Commission took the following action at this meeting:

**1. BSD-SRN – Bridge Park, Block A 6520 & 6540 Riverside Drive
17-012MSP Master Sign Plan**

Proposal: An amendment to an approved Master Sign Plan for Bridge Park Block A for wall signs for the AC Hotel. The site is located at the intersection of East Bridge Street and Riverside Drive.

Request: Review and approval for a Master Sign Plan under the provisions of Zoning Code Section 153.066.

Applicant: Earl Lee, Moody Nolan.

Planning Contact: Lori Burchett, AICP, Planner II.

Contact Information: (614) 410-4656, lburchett@dublin.oh.us

MOTION: Mr. Brown moved, Mr. Miller seconded to approve a Master Sign Plan with Option 2 for the hotel wall signs (Building ID sign without the frame at 80 square-feet on the south elevation and 70 square-feet on the north elevation) because the proposal meets the requirements for a Master Sign Plan and is consistent with surrounding signs approved for the Bridge Street District, with two conditions:

- 1) That the applicant reduce the size of the Building ID sign on the south elevation to be 80 square feet.
- 2) That the applicant work with staff after installation of the sign, to ensure lighting levels are appropriate for adjacent residents

*Earl Lee agreed to the above conditions.

VOTE: 5 – 2

RESULT: The Master Sign Plan was approved.

RECORDED VOTES:

Victoria Newell	Yes
Amy Salay	No
Chris Brown	Yes
Cathy De Rosa	Yes
Robert Miller	Yes
Deborah Mitchell	No
Stephen Stidhem	Yes

STAFF CERTIFICATION

Lori Burchett, AICP,
Planner II



Motion and Vote

~~Ms. De Rosa moved, Ms. Mitchell seconded, to re-elect Victoria Newell to serve as Chair for the Planning and Zoning Commission. The vote was as follows: Mr. Miller, yes; Ms. Salay, yes; Ms. Newell, yes; Mr. Brown, yes; Mr. Stidhem, yes; Ms. Mitchell, yes; and Ms. De Rosa, yes. (Approved 7 - 0)~~

Motion and Vote

~~Ms. De Rosa moved, Mr. Brown seconded, to accept the documents into the record. The vote was as follows: Ms. Salay, yes; Ms. Newell, yes; Mr. Miller, yes; Ms. Mitchell, yes; Mr. Stidhem, yes; Ms. De Rosa, yes; and Mr. Brown, yes. (Approved 7 - 0)~~

Motion and Vote

~~Mr. Brown moved, Mr. Stidhem seconded, to approve the February 16, 2017, meeting minutes. The vote was as follows: Ms. Mitchell, yes; Mr. Miller, yes; Ms. De Rosa, yes; Ms. Newell, yes; Ms. Salay, yes; Mr. Brown, yes; and Mr. Stidhem, yes. (Approved 7 - 0)~~

~~The Chair briefly explained the rules and procedures of the Planning and Zoning Commission. She said the Riviera case this evening was eligible for the Consent Agenda but it was pulled at the request of the Commissioners. She determined the cases would be heard in the order they were published in the agenda.~~

**1. BSD-SRN – Bridge Park, Block A
17-012MSP**

**6520 & 6540 Riverside Drive
Master Sign Plan**

The Chair, Victoria Newell, said the following application is an amendment to an approved Master Sign Plan for Bridge Park, Block A for wall signs for the AC Hotel. She said the site is at the intersection of East Bridge Street and Riverside Drive. She said this is a request for a review and approval of a Master Sign Plan under the provisions of Zoning Code Section 153.066.

The Chair swore in anyone intending to address the Commission in regards to this case.

Lori Burchett said the case tonight focuses on the north and south locations for the two Building ID Wall signs. She reported the applicant has removed the hotel bar sign proposed for the upper story, west-facing elevation from this application. She explained there are two options: 1) for a 144-square-foot ID sign with a frame around the letters; and 2) ID signs without the frame around the letters at 100 square feet for the south elevation and 70 square feet for the north elevation.

Ms. Burchett said the applicant stated the renderings did not accurately represent the color and character of the signs at the PZC meeting on March 16, 2017, and the colors are more similar and less drastic than the renderings portrayed so renderings have been revised for a more accurate representation. She presented Option 1 on the screen (with the frame) that is intended for the north elevation. She explained the rendering on the left was submitted as part of the package reviewed by the Commission at their previous meeting and the rendering on the right depicts a more true color against the paneling on the hotel. She added these are 144 square feet in size for both the north and south elevations. She then presented the south elevation revised rendering (with the frame). She presented Option 2 for both the north and south elevations with the old renderings on the left and the color corrected renderings on the right. She added the north elevation size is intended at 70 square feet and the one for the south would be 100 square feet in size.

Ms. Burchett reported the ART prefers and recommends the Option 2 version without the frame. She said they reviewed the application against the Master Sign Plan criteria and finds the proposal consistent. In addition, she stated the ART also finds the proposal consistent with the BSD Sign Guidelines in that it contributes to the vibrancy of the area, is pedestrian focused, and assists with navigation and

identification. She concluded her presentation by stating she and the applicant are available for questions.

Earl Lee, Moody Nolan, 300 Spruce Street Columbus, Ohio, passed the sample sign material around to the Commission.

Amy Salay asked how the signs would be illuminated. Mr. Lee answered the signs would be internally illuminated with a perforated face. He explained that in the daytime, one could not tell there was any difference; the sign would appear as a monolithic, metal-framed sign but at night, the light from inside would be dialed up or dialed down for appropriate brightness that would appear through the perforations so it looks like it has face-lit letters.

Ms. Salay referred to the Master Sign Plan criteria #3 stating it does not meet the criteria as the sign is not unique but just large and high.

Ms. Burchett explained the ART and staff reviewed these signs against what was permitted generally with AC Marriott Hotels and how this varies from a corporate logo that we generally see. She said it is at the discretion of the PZC to really judge the criteria.

Ms. Salay said with the Dublin Northwest Marriott signs in mind, she inquired as to the size and if the circular logo is back-lit. She recalled it was 75 square feet permitted for freeway visibility. Chris Brown recalled that sign is 80 square feet in size.

Mr. Lee asked if the Commission has seen the typical brand standard for this AC Hotel. Ms. Salay said she did a Google search and found it to be large and aqua blue. Mr. Lee agreed the applicant did not want to put up such a bold sign for this area. He explained they have scaled back what they would have done per their documents – branding to provide thinner letters; clean, crisper appearance; and a contrast between the building and the actual letter face closer together for more subtlety while still staying within their brand. He noted the AC Marriott would not allow them to stray too far from their branding design.

Cathy De Rosa referred to a rendering in the Commission's packet that showed scale somewhat and asked if Staff could state how large the sign should be to still be effective. Ms. Burchett said the applicant provided a chart as part of the sign package.

Mr. Lee answered, realistically, the sign is undersized, given the revised subtlety of color. He said they ran the numbers and the outcome is due to the contrast being less, which makes the sign not as strong. He said one will be able to make out the "AC" but the other letters will be less distinguishable. Ms. De Rosa asked if there is latitude for the size of "AC" from where it is today because the letters are still pretty large. Mr. Lee replied he would certainly not go any smaller because of the thin width of the letters but based on the architecture, he would not go any larger, either. He explained the other letters in the sign will be most visible at night.

Ms. Salay said she drove south on Riverside Drive and did not see how any sign would be seen on the north elevation no matter how large it was, given the position of the building to the road, etc.

Deborah Mitchell reported she had several students drive by going north and south on Riverside Drive to look at that building in context while considering different approaches; the experiment was to distinguish wayfinding and they found it is a very distinctive building in relation to those adjacent. She added that students noticed there was a visible difference between traveling northbound versus southbound. She said she had students state the building would not need a sign because it is so distinctive, which is not the only criteria to consider. She indicated the typical need for wayfinding was not applicable given the unique area/situation.

Ms. Salay said when the Commission has considered large and high hotel wall signs in the past, it has always involved freeway frontage and now we have this different area in our city that happens to be much more pedestrian oriented. She concluded a sign of this size and height is not wayfinding but more of just a billboard and suggested the signs be brought down to the auto and pedestrian levels.

Mr. Brown said he did some research and found that 8 of the 12 renderings in the previous packets had signs and they were 257 square feet; he is glad they are not proposing that size because it is extremely large. He said he likes that the applicant made the signs more subtle but still does not like the box frame around the letters.

Mr. Brown said he appreciates the need for wayfinding but this new neighborhood is designed to bring a "sense of place", which means having landmarks. He said the Commission and our community will all know what the AC Marriott is but strangers and guests to our city do not. He indicated we are trying to build a landmark. He recalled it has been said that this building could be famous. If people do not know what the building is, he said it will not be famous because they will not know how to refer to it. He noted this is inherently a guest establishment and everything we are building in the Bridge Park Development is to attract people to the restaurants, night-life, community, park, and pedestrian bridge.

Mr. Brown agreed with Ms. Salay that this is a billboard as an advertisement for AC Hotel Marriott but it is not a bad thing for a business to be able to identify themselves and be a proud member of the community and part of the neighborhood. He suggested that everything the Commission is doing is a balance and they need to also consider consistency. The Crawford Hoying sign is up in Bridge Park he reported and it is a billboard as well as Mesh Fitness. In a way, he suggested that every sign is a billboard in a sense for that business to build an identity to inherently build upon their success. He indicated his view of signs has changed since serving on the Commission to where now he prefers smaller and more subtle signs but every business the city tries to attract and retain in this community, needs a way to identify and become a landmark entity within the community. If someone is building a wonderful featured prominent building that we all say "is really cool that we are getting that" he stated, the business should be proud of it and state what they are. He said he would rather hear people say "wow, that's a hotel and not an office building and that is where I want to stay next time!" He said they are going to frequent the restaurants in the area, will be out in the street, walking in the park, and visiting Old Dublin. He reiterated that we are trying to create a "sense of place" and he is all for the sign without the box frame.

Ms. De Rosa asked to consider the height. She reported she has driven up and down that stretch of road as well and if the sign is for wayfinding, what is the thought of lowering the height of those signs. Mr. Lee answered there are many different purposes for signs. He said he has been doing this for 22 years and explained the sign works at a wayfinding level that is nowhere near the base of the hotel. He asked the Commission to consider how many times they have found themselves in their car at a base of a hotel in downtown Columbus where they would not be looking for a sign on top of the building because the roof of the car is blocking the sightline. He said this sign is actually for acknowledgement that the hotel is here from a distance. He said it is a way to say it is a viable entity to use in the Dublin area. He said if the sign is not there and one never goes through that roundabout, they might not know that it even exists so they would never go there; they would go to the Marriott by the freeway because that is the only one they ever saw. He emphasized that is the premise for why the sign is proposed where it is. He said if the sign were to be lowered, it would be hidden by the surrounding development driving from the north to the south and currently it gets confusing as to what is what in the area because the condominiums look like they could be hotels. He added a sign like this is not needed in the roundabout, it is more for the distance driver and serves as a place marker and not a wayfinding element 500 feet away from the door.

The Chair invited the public to speak with regard to this application. [Hearing none.]

Ms. Newell stated she is definitely not in favor of the sign with the box around it. She said the location of the sign complements the architectural style of the building. She indicated she is struggling because of the residential property across the street and the amount of residents in Historic Dublin that will have a very clear view of this sign but there needs to be equity amongst all of our businesses and also considered the Marriott by the freeway.

Claudia Husak confirmed the "M" on the existing Marriott sign is 25 square feet with the text "Marriott" behind it, which is 35 square feet so in total it is 60 square feet in size and is 65 feet high.

Ms. Newell continued that when one is driving down the freeway, that sign is highly visible. She said the sign proposed is still going to be visible at a smaller size in the day and also at night when illuminated, especially when the proposed sign is not going to be viewed from the freeway; it will be viewed coming down SR 161, across the bridge at Bridge Street along Riverside Drive, and equally in close proximity to residential properties.

Ms. Newell referred to the criteria the signs need to be reviewed with and one of the reasons for allowing flexibility with signs in this area is also associated with the creativity associated with signs. She said the proposed sign is not quite meeting the appropriate creativity level when the applicant is trying to hang onto the corporate logo. She encouraged the applicant to come up with a better compromise. She restated she would accept the height because it fits here with the architecture.

Mr. Brown referred to the original records which proposed the sign at 257 square feet and now proposed at 100 square feet, which architecturally did not significantly impact it. He indicated the decrease in size did not diminish the overall look of the building so possibly the sign could be decreased another 20%. He restated how "hotel" text is not needed. Mr. Lee affirmed the text is the brand logo. He added that through this process with Dublin, AC Marriott is trying to figure out how to best represent themselves and the brand is in flux right now.

Mr. Lee tried to put the "M" from the other Marriott in perspective with the "A" in the proposed sign. He stated this new building is higher, the letter "A" in the proposed sign is thinner and smaller than the "M" for the other hotel.

Ms. Newell asked staff what the square footage of the proposed sign was without the box around it. She recalled Mr. Lee said the text "Hotels" is not always used so when one of the words is dropped out of that sign, the way it is measured, the sign is back closer in square footage without having to adjust the size of the "AC".

Ms. Salay asked if the sign read "AC Dublin", if the sign would get smaller. Mr. Stidhem said he questioned that because he was struck by the hotel in Barcelona, Spain where the sign reads "AC Barcelona". Ms. De Rosa noted the sign at the roundabout contains text "AC Dublin". Mr. Lee confirmed they have established that text for other signs at the base of the building; they do not follow their logo standard for their brand standards.

Allison Srail, 6640 Riverside Drive, said she is here on behalf of Crawford Hoying Development Partners. She noted on this sign in particular, we have strayed away from their brand in terms of color and thickness and she said she is concerned that if they go back to AC Marriott again, trying to take even more away from the brand that Marriott is not going to be happy. She said the compromise for removing the box and condensing the lettering is as far as Crawford Hoying can push Marriott. She affirmed AC Dublin was used at the ground level but she is not sure that is an option for at the top of the building.

Ms. Newell said she is not trying to control how the signs are branded. She said she agreed with Mr. Brown in that a businesses should be proud to display themselves.

Mr. Lee explained from a design sense, what is in the square footage has to be considered. He said they are not just trying to get a bigger sign but for it to be legible and to balance what is actually going to be on the building from a field/actual surface area standpoint as well as what the architecture calls for.

Mr. Stidhem asked for confirmation on the sizes for each of the south and north signs. He asked Mr. Lee if he was trying to maintain the ratio coverage. Mr. Lee said they are also trying to size it up per the location of the windows and where the breaks for the metal panels are going to be; a lot of alignment had to be considered as well as making it aesthetically pleasing. Realistically, he said he most cares about whether the "AC" is visible.

Mr. Brown said he has never disputed the negative space versus what is on the actual sign. He explained that since more creative signs are what is expected for Bridge Street, the Commission is here to judge every sign on how it actually presents itself and not just on technical dimensions.

Ms. Newell said she agrees 100%; the second option is more discreet than the first option. She added she is having to compare this to another Marriott Hotel that struggled with signage in our community albeit a while ago, none the less, we have other hotels that have faced the same issues. She emphasized how much she loved the building and how happy she is to have it here. She indicated it is going to be a great amenity within the city of Dublin but she wants everything equal between businesses. In this instance, she said it would be unfair to the other business to grant more square footage to this hotel for their signs.

Mr. Brown said that was a valid point. He said he has considered the lighting levels for the sign on the north side that is adjacent to apartments. He asked if a condition of approval could be added so the applicant works with staff on the lighting levels once the sign is in place.

Ms. Newell asked if this sign proposed has LED lighting. Mr. Lee confirmed all signs in this package are dimmable and if this sign is too bright, it will look like a laser beam due to the thin letters. He reiterated that the sign can be 'dialed up' or 'dialed down' depending on the effect desired.

Ms. Newell said she was happy to hear that because some of the LED lighting they have worked with has really been intense when over illuminated and they become hard to look at and could become temporarily blinding. Mr. Lee said he intends for this sign to have more indirect lighting because it will be coming through a perforated piece of metal and a frosted white acrylic lens. He added perforated metal will cut down almost 50% of the light.

Ms. De Rosa referred to the AC Barcelona picture that was included in the Commission's packet. Ms. Srail asked if Ms. De Rosa was going to request a similar sign that states AC Dublin. Ms. De Rosa referred back to the discussion about the Marriott still deciding how to define their brands. She said she is not advocating for a sign of this size but it is just different and has character. Ms. Srail remarked she thought this was the Marriott's first hotel. She said now one of the elements they have started to define is that their top sign on a building is their logo. While they are still being playful with how it is expressed, she said they are leaning more towards this box sign and we have already tried to take away from that.

Ms. De Rosa asked if the "AC Dublin" sign was explored with Marriott. Mr. Lee answered they did not explore it with them because by looking at one of their last hotels, the direction they are going with their brand is the clean box.

Ms. Mitchell indicated she did not see Marriott ever permitting a logo that did not state Marriott.

Mr. Stidhem said he is a loyal Marriott guy and the box says more that it is Marriott to him than without. He said he likes the way this looks on the north side because it is 70 square feet in size. He said he could get behind this proposal if the south version was also 70 square feet or something considerably smaller

than it is right now. If the sign at 70 square feet on the north side is big enough, he noted then it should be big enough on the south side, too. He explained that if he is walking around Shanghai, China and needs to find his Marriott, he is looking up to find it. He realizes there is a difference between there and Dublin, Ohio. He suggested that the sign not be as pronounced.

Mr. Brown said he concurs to have signs without the box and at 70 square feet each.

Mr. Miller said he has been quiet through this and to be fair to the applicant, they need to know where he stands. He said he is a very big fan of Option 2; signage is part of the character and personality of Bridge Park and he does not see this as a deterrent in any way, shape, or form. He said he believes it is part of the wayfinding system. He described two trips recently where he had GPS running in the car, and he wished he had the ability to visually pick off the hotel; it would have made their life a little easier. He said he could support this proposal at any sizes between 100 and 70 square feet.

Ms. Husak pointed out that the garage signs that were approved are at a maximum size of 100 square feet and the tenant wall signs for upper levels within the MSP approved for Bridge Park were at a maximum square footage of 80.

The Chair asked the applicant what the Commission should do this evening. She said the case could be tabled, the applicant could rethink the sign and come back with another option, or a formal vote could be taken this evening. She said if the decision is not to approve this, the applicant could not come back with this and the sign would have to fit within the current standards.

Mr. Brown said if 80 square feet is the standard then 80 on the south side would be fine and 70 for the north, with the adjustable lighting as a condition. Again, he said he is all for Option 2.

Mr. Stidhem said he would agree with that.

Ms. Newell said she thought the 80/70 option was a good suggestion with the condition.

Ms. De Rosa said she could get behind that.

Mr. Miller asked what the option is for the applicant if the Commission votes and there is a determination of "no". Ms. Husak answered the applicant could appeal that decision to City Council or they could file a new application and have it come back to the PZC.

Mr. Lee said this is a city we all want to be proud of and to be able to look at this and not feel like we made a mistake on anything in any way. He indicated the box or no box is his client's brand so he is a little biased on that but if the Commission believes the sign will be more beautiful without the box, he wants to know that.

Mr. Brown stated the architecture is very box-like and this sign without the box complements it; with the box around it, because of the architecture, or where it might work on some other buildings starts to fight some of those nice clean, crisp lines.

Ms. Newell said she agreed with that explanation.

Mr. Stidhem said he is pretty confident he is the only one that likes the box.

Mr. Miller said he really liked the box at the previous meeting but as he thought about this and the more he looks at the building, it seems better without the box and his reasoning is it is "in the eye of the beholder".

Mr. Lee clarified he would be comfortable with 70 square feet for the size of the sign proposed on the north side and 80 square feet on the south, and both designed without the box.

The Chair requested to see the conditions written.

Ms. Mitchell clarified she is not anti-signage; all the comments she made this evening have been in context with this building.

Ms. Burchett presented the conditions:

- 1) That the applicant reduce the size of the Building ID sign on the south elevation to be 80 square feet; and
- 2) That the applicant work with staff after installation of the sign, to ensure lighting levels are appropriate for adjacent residents.

Mr. Lee agreed to the above conditions.

Motion and Vote

Ms. Brown motioned, Mr. Miller seconded, to approve the Master Sign Plan with Option 2 for the hotel wall signs (Building ID sign without the frame at 80 square-feet on the south elevation and 70 square-feet on the north elevation) with two conditions:

- 1) That the applicant reduce the size of the Building ID sign on the south elevation to be 80 square feet; and
- 2) That the applicant work with staff after installation of the sign, to ensure lighting levels are appropriate for adjacent residents.

*Earl Lee agreed to the above conditions.

The vote was as follows: Ms. Mitchell, no; Ms. Salay, no; Ms. De Rosa, yes; Mr. Stidhem, yes; Ms. Newell, yes; Mr. Brown, yes; and Mr. Miller, yes. (Approved 5 – 2)

2. PUD - Riviera, Section 4-1 & 4-2 17-016FDP/FP

8205 Avery Road Final Development Plan/Final Plat

~~The Chair, Victoria Newell, said the following application is a proposed subdivision and development of 48 single-family lots on 34.4 acres as part of Sections 4-1 and 4-2 of the Riviera Planned Unit Development. She said the site is on the west side of Avery Road, north of the intersection with Memorial Drive. She said this is a request for a review and approval of a Minor Text Modification and a Final Development Plan under the provisions of Zoning Code Section 153.050 of which the Planning Commission is the final authority so the parties will need to be sworn in. She added this is also a request for a review and recommendation of approval to City Council for a Final Plat under the provisions of the Subdivision Regulations.~~

~~The Chair swore in anyone intending to address the Commission in regard to the Final Development portion of this case.~~

~~Claudia Husak presented the last section of development for Riviera and noted the sections in the southern portion of the Riviera development, adjacent to the vacant 15 acres that were not included in the development that is near the high school. She explained Section 4, Part 1 contains 28 lots (138~~



RECORD OF ACTION

Planning & Zoning Commission

Thursday, March 16, 2017 | 6:30 pm

The Planning and Zoning Commission took the following action at this meeting:

**2. BSD SRN – Bridge Park, Block A
17-012MSP**

**6540 Riverside Drive
Master Sign Plan**

Proposal: A Master Sign Plan for the AC Hotel, Event Center, and Hotel Garage located within Bridge Park, Block A at the intersection of SR161 and Riverside Drive.

Request: Review and approval of a Master Sign Plan under the provisions of Zoning Code Section 153.066.

Applicant: Earl Lee, Moody Nolan.

Planning Contact: Lori Burchett, AICP, Planner II.

Contact Information: (614) 410-4656, lburchett@dublin.oh.us

MOTION: Mr. Miller motioned, Ms. Mitchell seconded, to approve a Master Sign Plan with three conditions:

- 1) That the applicant provide the height of all signs on the site plan;
- 2) That the applicant continue to work with staff to ensure all sign information and references are consistent among the Master Sign Plans; and
- 3) That the applicant eliminate the three proposed wall signs on the upper story of the AC Hotel.

VOTE: 6 – 0

RESULT: The Master Sign Plan was approved.

RECORDED VOTES:

Victoria Newell	Absent
Amy Salay	Yes
Chris Brown	Yes
Cathy De Rosa	Yes
Robert Miller	Yes
Deborah Mitchell	Yes
Stephen Stidhem	Yes

STAFF CERTIFICATION


Lori Burchett, AICP, Planner II



The vote was as follows: Ms. Salay, yes; Mr. Stidhem, yes; Mr. Miller, yes; Mr. Brown, yes; Ms. De Rosa, yes; and Ms. Mitchell, yes. (Approved 6 – 0)

**2. BSD SRN – Bridge Park, Block A
17-012MSP**

**6540 Riverside Drive
Master Sign Plan**

The Vice Chair, Chris Brown, said the following application is a Master Sign Plan for the AC Hotel, Event Center, and Parking Garage located within the Bridge Park Development, Block A, that includes a variety of signs. He said this is a request for a review and approval of a Master Sign Plan under the provisions of Zoning Code Section 153.066.

Lori Burchett presented an aerial view of the Bridge Park Development and noted the various Blocks. She stated this is a Master Sign Plan for three buildings in Block A, which has frontage on Riverside Drive and Banker Drive -both public streets, and also on Longshore Loop a private road. She said the AC Hotel is at the northwest corner of the block with frontage on Riverside Drive and Banker Drive. The Events Center she said is to the south of the hotel and the parking garage is to the east.

For the AC Hotel, Ms. Burchett said the applicant is proposing seven signs on three different elevations. She noted the main entrance off of Longshore Loop includes three signs she presented: a 28-square-foot Canopy Edge sign; a 9-square-foot internally lit fascia/Wall sign; and a 15-square-foot Window Graphic. She stated the style, design, and type are all similar to the approved Master Sign Plan (MSP) for Bridge Park, Blocks B and C. She presented a rendering of the proposed signs as they would appear together at the hotel entrance along Longshore Loop. She said the applicant is proposing a 30-square-foot Canopy Edge sign on a street wall fronting Riverside Drive and presented a rendering of said sign in both daylight and evening. She added the Wall sign is proposed to be internally lit with aluminum channel letters, painted to match the wall. She continued that the applicant is proposing an 88-square-foot, internally illuminated fascia/Wall sign at the top level of the hotel facing Riverside Drive and the sign is proposed to be ±100-feet from grade to the top of the sign. She presented a graphic during the evening hours. For the Building ID signs visible from Riverside Drive, she said the applicant is proposing two options for the Commission's consideration: Option 1 is proposed to be a 144 –square-foot fascia/Wall sign with a frame around the logo on the north and south elevations; and Option 2 is proposed to be a 100-square-foot Wall sign on the south elevation with a 70-square-foot Wall sign on the north elevation. She presented graphics of each option. She explained both options consist of perforated, face-lit, illuminated channel letters painted "Status Bronze". She pointed out that the applicant prefers Option 1; however, the Administrative Review Team has recommended approval of Option 2.

Ms. Burchett said a future Hotel Bar is associated with the hotel; the MSP proposes general locations for the future bar signs of which she presented graphics. She explained for Area A1 - Canopy Edge sign; for Area B1 - Window Sign; and for Area C1 - Projecting sign. Only two building mounted signs would be permitted for this Hotel Bar she reported and all signs would need to be consistent with the size, area, color, and style that was approved as part of the MSP for Blocks B and C of Bridge Park. She described each sign that could be selected:

- Canopy Edge: less than 50 square feet, individual channel or pin-mounted letters in basic graphic element, with overall height less than 36 inches
- Window graphic: less than 30% coverage of each window
- Projecting: Less than 16 square feet between 8-15 feet in height

Ms. Burchett presented the two fascia/Wall signs proposed for the Events Center, which would be placed at the east and west entries of the structure. She explained the sign for the west elevation facing Riverside Drive would be 100 square feet in size and the one for the east elevation facing Longshore Loop would be 40 square feet in size. She said both signs would be internally-illuminated with aluminum dimensional, pin-mounted letters.

Ms. Burchett said the third structure in Block A is the Hotel Parking Garage and she presented the three proposed Blade signs and two Canopy Edge signs. She explained the Blade signs are of the same design approved as part of the amended MSP for Blocks B and C. The two 22-square-foot Canopy Edge signs she said would be located at the vehicular entrances on Mooney Way and Longshore Loop. She presented a graphic showing the locations of the three Blade signs at locations off of Banker Drive, Longshore Loop, and Mooney Way and the rendering also shows the proposed Blade sign.

Similar to the proposal for the Hotel Bar, Ms. Burchett said the applicant is requesting approval for general locations for specific sign types permitted for the Garage Tenant spaces, of which there are two tenant spaces - one at the west/north corner and one at the northerly location. She said A1 - Canopy Edge signs; B1 - Window signs; and C1 - Projecting signs and each tenant space would be permitted a total of three signs. Address identification is also included for the entrances on Longshore she added. She specified that all signs would be consistent with the size, area, color, and style that was approved as part of the MSP for Blocks B and C of Bridge Park and with the proposed Hotel Bar signs, described previously.

Ms. Burchett reported the Administrative Review Team has reviewed the application against the Master Sign Plan criteria and finds the proposal consistent as follows:

1. Allow a greater degree of flexibility and creativity in sign design and display;
2. Intended for multiple signs for a single building or group of related buildings to ensure the requested signs work in a coordinated fashion;
3. Not intended to simply permit larger signs or more visible signs, or additional signs without any consideration for unique sign design and display; and
4. Maintains the purpose and the intent of the sign and graphics standards for the applicable BSD Zoning District.

Ms. Burchett added the ART has reviewed the proposal against the BSD Sign Guidelines and finds it is consistent and that it contributes to the vibrancy of the area, is pedestrian focused, and assists with navigation and identification.

Ms. Burchett concluded approval is recommended from the ART with two conditions:

- 1) That the applicant provide the height of all signs on the site plan; and
- 2) That the applicant continue to work with staff to ensure all sign information and references are consistent among the Master Sign Plans.

Matt Starr, Crawford Hoying Development Partners, 664 Riverside Drive, Dublin, thanked the Staff for all the hard work and thought that all the work that was put into the B & C Blocks made the process for this application much easier. Seeing some of these signs coming to life that they have put into the MSP including addressing happening on the garage and their buildings, he said he is really excited about it all. He noted there are not a lot of tenant signs yet but Crawford Hoying and Mesh Fitness signs are up.

Mr. Starr indicated that this block has a different context to it and so he would really like to see it stand on its own. He said this block is going to be primarily visitor oriented, people that are not used to coming to our community whether it is for a wedding, business conference, or hotel stay because they are visiting Wendy's or Cardinal Health, etc. He emphasized identification is going to be critical on this block. He said they also considered the pedestrian experience as well as the vehicular experience. He added all these approaches need to be satisfied while dealing with four-sided buildings. He concluded the signs are all high quality and Moody Nolan is here with some samples.

Mr. Starr addressed the Marriot's needs; it is typical for this brand to have a green box but he had the team come up with a sign that was appropriate with the architecture but would also maintain the box, which is the Marriot's preference, to retain some as semblance of that logo but without the colors.

Mr. Starr reported they are still working through some logo development for the rooftop bar. He indicated the sign for the rooftop is not completely settled yet and there should be some samples in the Board's packet of either internally-illuminated or halo-lit letters up there because there is concern about people sitting up there and having the experience of the sign; they plan to do further analysis to understand it better.

The Vice Chair invited public comments. [Hearing none.]

Deborah Mitchell indicated she liked a lot of the signs including the concept of the Canopy Edge signs, the way that is being executed. She said she really has a problem with the big signs up top. She said this is an iconic building in a very unique location so there is not a functional need for those kinds of signs and the signs detract from the beauty and the impact of the building. In Chicago she noted, there is not a big sign on the Hancock Building that states "Hancock"; people just know it is the Hancock Tower as it is iconic. She said there is a hotel near there (she could not recall the name), and it is made to look like the city opera house sails on a sailboat; the name of the hotel is not on the building, people just know what hotel that is. Therefore, the signs proposed for this application at the top of the hotel are not needed and is overkill she said.

Amy Salay said she agreed completely with Ms. Mitchell. She said the types of signs to "glow" over the guests is being considered and she said there should not be any signs up there. She said she appreciates all the ground level signs but the upper signs are gratuitous and she could not be supportive. She said the people enjoying the rooftop bar will know where they are. She stated the residents in Historic Dublin should be considered as they have welcomed all of the development across the river with a lot of trepidation and rightfully so. Through their experience looking out at the river, she noted they will now see a whole new neighborhood. She indicated that this hotel's architecture is gorgeous and the location is such that signs are not needed all over the walls; it will be a beautiful building essentially without billboards all over it.

Cathy De Rosa said she has researched the AC Hotels around the world and she has even stayed in a few of them – they are lovely. She understands that the box is an important element to the brand. She agreed with her fellow Commissioners that people will know where they are going.

Ms. De Rosa inquired about the window graphics. She said she is so underwhelmed and finds there has been some creativity in what happens for other AC Hotels. From the ground floor walking in from the parking garage, she suggested this is an opportunity to create some interest. She said from a brand perspective that happens.

Ms. De Rosa called out the Events Center sign and was surprised that it appears bland. Again, she stated there is a lot of room for creativity and this sign can barely be seen. She said she is not opposed to the design but suggested more intrigue in that sign, especially the license given in this part of the development.

Ms. Salay stated she liked the halo aspect of that.

Steve Stidhem said the big sign on top of the hotel will be visible in Plain City; it is way too large. He said the box around the AC signs looks classier but still a little too big. As a frequent traveler, he indicated he likes to look up and see where his hotel is but in this case, he would look up and see exactly where the hotel is without a sign. He said if he has to choose an option, he would opt for Option 1.

Bob Miller said he is not a fan of the bar sign and does not have a problem with Option 1 or 2. He said he could go back and forth, which is not helpful for the applicant. He stated he is opposed to the bar sign but the rest below are very appropriate.

Chris Brown said he likes all the lower signs and does not like the one over the rooftop bar as it dominates the location and the AC Hotel has an identity of its own. He said he prefers Option 2 for the end cap signs; he does not like the box at all. He indicated he is not opposed to the signs but putting the text "hotel" on there, appears redundant.

The Vice Chair called for comments on the Garage or the Event Center.

Mr. Brown asked the applicant why "Hotel Garage" is used. He said if he needs to go to the Event Center, will he know it is okay to park in the Hotel Garage. Mr. Starr indicated there has been a long debate over garage naming as they are all on the same street.

Ms. Salay asked if this garage is also for the Event Center and free to the public. The applicant answered that it was.

Mr. Brown asked if the proposed signs on the garage are within our standards. Ms. Burchett answered they would be within the same standards that were allowed as part of the MSP for Blocks B & C with some minor variations from BSD zoning.

Ms. De Rosa said one of the challenges as a traveler is to know where to park for the Hotel. She said she understands why the parking is for everybody but questioned how the traveler knows where to park when arriving at night. She emphasized hotel guests need to know that.

Ms. De Rosa asked the applicant if they entertained other options for the Event Center. Earl Lee, Moody-Nolan, 300 Spruce Street Columbus, Ohio, said they looked at different options for that sign and because of its location, they did not want to overwhelm that roundabout with too many graphics because it is already a challenge for some to make it around to reach the intended destinations. He said they wanted a sign large in scale so they are messing the stone with an actual reflective metal panel for contrast. He explained it is not very high but contains five-foot, very thin letters. He described the sign as light, airy, with a very modern clean feel to go with the hotel. He said there is an internal light and the face of the letters are perforated. He said the sign will not be 'in your face' but it goes well with the architecture of the building, while being big and legible. He said the size was determined by aligning it with some of the mullions, the glass, and the edge of the stairway to feel 'in place'. Originally, he said it was a lot larger, which also worked, but this size aligns with a lot of the lines in the building, is scalable for pedestrians, and not a distraction for drivers in the roundabout.

Mr. Brown commented it is a 'driving situation' but he likes the fact that the letters are so minimalistic that it balances the overall size by treading lightly on what is a large sign. He said he understands that elevation needs something.

Mr. Lee explained with that metal at different angles it is going to undulate its contrast depending on the light. He added there will be a drop shadow and contrast to the building and push it off a little further. Technically, he said it is not an entry whereas one would stop in the roundabout and get out.

Ms. De Rosa said the materials for the sign sound more dynamic than it appears in the rendering.

Mr. Lee said the same would actually happen for the hotel sign letters at the top. He said the renderings make it appear a lot more intrusive than it is actually going to look when you see the materials proposed. He explained the sign would fade a lot further back into the architecture and will not appear as bold. He added with letters that have a perforated face, the perforation will not appear in the daytime, one will

only see the metal but at nighttime, the light actually comes through the perforation and trumps the metal, and all that is seen is the light. He indicated they plan to undulate the light on the Event Center signs so some parts will be brighter than others; the horizontal bars will be 100% but the rest of the letter will feel like a whisper versus a bright, beaming sign as one passes.

Mr. Brown stated that was a nice solution for the Event Center signs because the Commission is always debating sign size. He added the design balances the thickness, size, and subtlety in a nice way.

Mr. Brown requested to see materials proposed for the Hotel sign.

Mr. Lee explained the top of the sign was not face-illuminated originally so they would prefer to halo light it. He said they are considering the same on the end cap Hotel signs. Obviously, the Marriott standard is the big box lighted he noted so they are considering the rim of 3 inches. He presented the materials to the Commission of the metal panel of the building and the metal panel of the letters, which show a difference in contrast. He emphasized it is not as strong as it appears in the renderings in its own reflection and contrast will trump it so it will not appear as bold; it will fade a whole lot better and give a great crescendo to the top at that scale. He said at the height of 7 or 8 stories, contrast levels are going to start to minimize themselves very quickly but it is all about it being a whisper at the top of the building and not a bold stamp. In the evening, the sign will be internally illuminated similar to the other signs with the perforated face so the brightness can be dialed in per the elevation.

The Vice Chair asked if those descriptions changed any of the Commission's minds on any of the signs or if a compromise be reached or suggestions made for the applicant. He indicated three members support the plan and three are opposed.

Ms. Mitchell said, with high level signs, a whisper is not needed but appreciates that a whisper was proposed and not a shout. She restated people will know this building and do not need to see it from the road, or Westerville, or Plain City.

Mr. Starr stated he does not know that people will know this building, necessarily.

Ms. Salay said every single person that is going to be staying in that hotel is going to have a GPS, which will guide them turn by turn to the address and when they get close, they will see the ground signs. She suggested adding a sign lower on the southern exposure wall at driver height; this is just billboards at that height and not for the person driving in. She reiterated the building is just too beautiful, cool, and iconic.

Ms. Salay noted in downtown Columbus, once one business put up a huge sign, many others followed and now she only sees signs and cannot appreciate the architecture of the buildings for all the sign clutter.

Mr. Brown agreed they are "billboard-ish" but that is what is allowed on every other hotel and building and it seems we are punishing the applicant for finally giving us a really pretty building and he hates that.

Mr. Starr asked if there were just the signs in the north and south elevations and not one on the west elevation, if that would be acceptable. He asked if that would change any of the Commissioner's perspectives.

Ms. Salay indicated the members are all in agreement that the sign on the bar is not going to happen, to which the Vice Chair agreed.

Ms. Mitchell indicated this building will become famous; and people will identify it as the glass building right on the turn. She added it will be as iconic as the footbridge over the river and one of the defining

elements in Dublin. She concluded people will not mistake this for Home2 Hotel or some other hotel in Dublin. She restated, the high signs are not functionally needed and at that point it is just advertising and not helping wayfinding.

Mr. Brown expressed part of his issues with the whole thing is that through all the preliminary approvals of the building, even though there was not a sign package, signs were always represented on those sides of the building. Ms. Salay said she cannot remember seeing signs. Mr. Starr added he cannot recall if signs were there or not.

Ms. De Rosa confirmed there is a contrast now on these two materials and the contrast appears significant. She said there is no way for the Commission to see how light will have an impact on that sign because at this level she agrees that it's overwhelming to the gorgeous buildings. She said she did not know if what they are seeing is actually a true representation.

Mr. Lee said the sign is going to look different on different projections and different screens just like everything looks different on a different print. Mr. Lee presented material samples to the commission. He offered to bring bigger samples of materials and take them out in the sun so the Commission can see how close they are going to move together. He said they could also bring the colors even closer together so it feels like you are actually pushing and pulling the material itself architecturally; at those color levels the applicant believes it is going to do that already because of the sheen and shine. He indicated that here it looks old and older than the two materials in front of the Commission. He stated that the Marriott wanted one sign at the top of the building and the applicant was trying to do bookends and where they should be placed, architecturally.

Ms. Salay requested the dimensions of the signs. Ms. Husak said sign 1, facing north, is 70 square feet and 70 feet high and the sign on the south side is 100 square feet. She concluded that was too big.

Mr. Lee said a lot of that is the added box.

Ms. De Rosa said the idea of the sign actually being pushed from the building, so it feels as if it is part of the building or molded from the building, so if the contrast got very close, it is going to have a feel and not satisfy any sort of wayfinding criteria. But if added dimension to the building that was artistic in that regard, that could be interesting but she is not sure how that is accomplished.

Mr. Lee explained if the darker metal was taken down another level that it will still be visible but it is going to feel like it is almost the same material either pushed or pulled in the actual context so it will not be as bold. He said when that is out in the daylight with a larger piece the Commission would not notice a lot of contrast difference. He added ADA standards call for 70% and anything less than that a person may not see it. He said they are probably not even at 50 or 40% so the idea of getting below that for a logo this large, these illustrations should probably be re-rendered and with a couple of options for comparison.

Mr. Lee said several Commissioners have stated people will know what this building is. In the context of a lot of large buildings, to someone that has never been in the area, and as one that had trouble finding his new office, they may not know which building is the hotel. He said we can assume this building will be iconic but realistically, people coming into this area in a wayfinding sense, are not looking for iconic; they are looking for a sign.

Ms. Salay restated the travelers will have GPS that will guide them turn by turn to this location to which Mr. Lee answered – "sometimes". Ms. Salay stated everyone has this technology and everyone uses it. She added that people that are going to be staying in this hotel that are used to using that technology. She said she understands the Marriott wanting a sign up somewhere in the skyline but this is Dublin and

this will be one of our signature buildings. She recalled it was a stretch for a lot of folks to approve a building this tall in Bridge Park.

In the context of these signs, Mr. Lee said for any building above six stories is not for wayfinding when you are at the base of it. The context is for when you are just trying to find it and locate it because you might be a half-mile away or just trying to quickly scan to find the building coming down Riverside Drive seeing big building after big building questioning which building is the correct destination.

The Vice Chair asked the applicant what he would like the Commission to do. Mr. Starr answered that he would like to take a vote and the Vice Chair affirmed the applicant did not want to table the application. The Vice Chair said Option 1 or Option 2 have to be chosen before the vote of up or down.

Ms. Salay said if she has to vote on the whole sign package, she has to vote no. She said it appears the applicant has support for the sign package with the exception of the three signs at the top of the building.

Ms. Husak answered, unless the applicant would agree to eliminate those three signs, facing north, south, and the bar wall sign, she does not see a way to disseminate this motion into pieces.

Mr. Brown asked if the applicant chose to eliminate those now, if they could bring them back as a different case at a later date to which Ms. Husak answered affirmatively.

Mr. Starr indicated they would have the same discussion if they brought it back. Mr. Brown said the presentation may be slightly different using different colors, etc. and there would be seven Commissioners voting instead of six and who knows which way that seventh person would go. Mr. Starr said the suggestion by Mr. Brown was acceptable to leave those three signs out of this application.

Ms. Husak explained the Commission's motion would be to approve the Master Sign Plan with the elimination of the three wall signs for the Hotel at the upper level, to which the applicant agreed.

Mr. Starr asked if he would need to bring the three signs back as a new case or as an amendment to this application. Ms. Husak answered she was not 100% sure but would work with the applicant.

Matt Starr agreed to the three conditions as revised.

Motion and Vote

Mr. Miller motioned, Ms. Mitchell seconded, to approve the Master Sign Plan with three conditions:

- 1) That the applicant provide the height of all signs on the site plan;
- 2) That the applicant continue to work with staff to ensure all sign information and references are consistent among the Master Sign Plans; and
- 3) That the applicant eliminate the three proposed wall signs on the upper story of the AC Hotel.

The vote was as follows: Mr. Stidhem, yes; Ms. Salay, yes; Mr. Brown, yes; Ms. De Rosa, yes; Ms. Mitchell, yes; and Mr. Miller, yes. (Approved 6 – 0)



RECORD OF DETERMINATION

Administrative Review Team

Thursday, March 9, 2017

The Administrative Review Team made the following determinations at this meeting:

3. BSD SRN – Bridge Park, Block A 17-012MSP 6540 Riverside Drive Master Sign Plan

Proposal: A Master Sign Plan for the AC Hotel, Event Center, and Hotel Garage located within Bridge Park, Block A at the intersection of E. Bridge Street and Riverside Drive.

Request: Review and recommendation of approval to the Planning and Zoning Commission for a Master Sign Plan under the provisions of Zoning Code §153.066.

Applicant: Earl Lee, Moody Nolan

Planning Contact: Lori Burchett, AICP, Planner II; (614) 410-4656, lburchett@dublin.oh.us

REQUEST: Recommendation of approval to the Planning and Zoning Commission for a Master Sign Plan with two conditions:

- 1) That the applicant provide the height of all signs on the Site Plan; and
- 2) That the applicant continue to work with staff to ensure all sign information and references are consistent among the Master Sign Plans.

Determination: This application was forwarded to the Planning and Zoning Commission with a recommendation of approval.

STAFF CERTIFICATION



Vincent A. Papsidero, FAICP
Planning Director

- 4) That the applicant continue to refine the architectural details and Building Type requirements, as part of the Site Plan;
- 5) That the applicant provide the final details regarding landscaping, lighting, utilities, and stormwater with the Site Plan;
- 6) That the design not require the construction of Darby Street between North Street and Rock Cress Parkway as reflected on the Street Network Map and for staff to update the Street Network Map accordingly;
- 7) That the applicant continue to work with Engineering to refine the geometry of the book drop exit onto Rock Cress Parkway; and
- 8) That the applicant continue to work with staff on the internal circulation and dimensions within the garage.

Vince Papsidero asked if there were any further questions or concerns regarding this application. [There were none.] He confirmed the ART recommended approval to City Council for 11 Waivers and 8 Conditions as part of the approval for a Basic Plan Review.

**3. BSD SRN – Bridge Park, Block A
17-012MSP**

**6540 Riverside Drive
Master Sign Plan**

Lori Burchett said this is a request for a Master Sign Plan for the AC Hotel, Event Center, and Hotel Garage located within Bridge Park, Block A at the intersection of E. Bridge Street and Riverside Drive. She said this is a request for a review and recommendation of approval to the Planning and Zoning Commission for a Master Sign Plan under the provisions of Zoning Code §153.066.

Ms. Burchett presented the proposed site plan for Block A. She stated the applicant is proposing five sign types within the approved Master Sign Plan for Blocks B and C with this proposal. She presented signs proposed and locations.

Hotel:

One Canopy Edge Sign (±28 square feet: east elevation); Two Fascia/Wall (Building ID) Signs (70 square feet: north elevation; 100 square feet: south elevation); One Fascia/Wall (Rooftop ID) Sign (±90 square feet: West elevation); Window Graphic (Vinyl Wall Decal) (±15 square feet: east elevation); Fascia/Wall Sign (9 square feet: east elevation); One Address Numerals (.5 square feet: east elevation); and Canopy Edge (Street Wall) Sign (30 square feet: west elevation).

Hotel Bar:

To meet requirements consistent with the approved MSP for Blocks B and C in locations shown on the plan for canopy, window, and projecting signs.

Events Center:

Two Fascia/Wall (Entry Logo) Signs (100 square feet: west elevation; and 40 square feet: east elevation) and Two Address Numerals (±9 square feet: east elevation; and 0.5 square feet west elevation).

Hotel Garage:

Parking Marquee (Blade) Sign (±33 square feet at east, northwest, and west elevations); Two Canopy Edge Signs (22 square feet: east entry; 22 square feet west entry); Two Address Numerals (3 square feet west/north elevation and north/north elevation); and two Identification Plaques (±1 square feet

at two stair entries). She noted the three blade signs and two canopy signs have already been approved in the MSP for Blocks B and C.

Hotel Garage Tenant:

To meet requirements consistent with the approved MSP for Blocks B and C, in general locations shown on the plan for canopy, window, and projecting signs but no specifics or designs are determined.

Ms. Burchett said the Code does not provide specific criteria for the approval of Master Sign Plans. She reported that Staff has reviewed this application based on the intent and purpose outlined in the Code for a Master Sign Plan, as follows:

1. Allow a greater degree of flexibility and creativity in sign design and display;
2. Intended for multiple signs for a single building or group of related buildings to ensure the requested signs work in a coordinated fashion;
3. Not intended to simply permit larger signs or more visible signs, or additional signs without any consideration for unique sign design and display; and
4. Maintains the purpose and the intent of the sign and graphics standards for the applicable BSD Zoning District.

Ms. Burchett explained some signs met the criteria but others can only be met through a MSP due to the requests for height and quantity. She stated staff found the signs creative and consistent with surrounding signs throughout the Bridge Street District.

Ms. Burchett said a recommendation of approval to the Planning and Zoning Commission is recommended for the Master Sign Plan with two conditions:

- 1) That the applicant provide the height of all signs on the Site Plan; and
- 2) That the applicant continue to work with staff to ensure all sign information and references are consistent among the Master Sign Plans.

Ms. Burchett recalled the ART's comments about the Building ID signs on the north and south elevations; they preferred to have the box around the text removed but the applicant still prefers to have the box.

Vince Papsidero inquired about the various components of the signs with regard to illumination. Earl Lee, Moody Nolan, explained the text and box that are bronze are illuminated similar to pin mounted lettering.

Ms. Burchett clarified that option 2 proposes the sign on the south elevation at 100 square feet in size and the one on the north elevation at 70 square feet. She said the ART can recommend their preference to the PZC but the applicant will also present their preference with the box. The ART had consensus on recommending option two, which removes the box from the AC Hotel wall signs and shows a 70 square foot sign on the north elevation with a 100 square foot sign on the south elevation.

The ART had discussed with the applicant modifying the sizes of the signs for the Event Center in the past. The resolution is for the sign on the front entry on Riverside Drive to be 100 square feet in size and the sign on the rear entry/east elevation to be 40 square feet in size.

Ms. Burchett explained that sign height is measured from grade to the top of the sign and that those details need to be included since the applicant is requesting them in specific locations.

Vince Papsidero asked if there were any questions or concerns regarding this application. [There were none.] He said the ART recommended approval to the Planning and Zoning Commission for a Master Sign Plan with the aforementioned two conditions and the second option for the hotel wall signs.

INTRODUCTION

4. BSD HTN – Riverside Park, Phase 1 – West Plaza 17-019ARB-SPR

North High Street Site Plan Review

Jennifer Rauch said this is a request for the first phase for the City of Dublin Riverside Park, West Plaza and associated site improvements based on the approved Master Plan. The West Plaza site is on the east side of N. High Street, approximately 400 feet north of North Street. She said this is a request for a review and recommendation of approval to the Architectural Review Board for a Site Plan Review under the provisions of Zoning Code §153.066 and the *Historic Dublin Design Guidelines*.

Ms. Rauch presented an aerial view of the site and two phases of the Basic Plan and highlighted the West Plaza. She reported after internal meetings of discussing public art etc., challenges with grade and the need for ADA compliance were discussed. She explained the seating and planters all in one will be permanent elements and that they are contemporary in nature, not historical.

Ms. Rauch noted that a Development Plan is needed for the West Plaza and the Z2 building. She said she is hesitant to go before the ARB for an Informal Review without a Development Plan.

Ms. Rauch explained outside seating can be permitted for building Z1 but there needs to be an allowance of 5 feet clearance for around the bench planters. She added there will be some sort of marker to contain seating for liquor consumption, a defined barrier that is seasonal without a gate. She suggested maybe planters could be used as dividers. She pointed out that a water connection can be made from the north side of the Z2 building after discussions with Crawford Hoying.

Ms. Rauch pointed out the tiny dots on the plan and explained this is where the bollards are intended to be placed but the design of the bollards has not been determined. She indicated bike racks need to be noted on the plans as well.

Ms. Rauch presented the wall stone abutment. She presented different views shown from the perspective of the pedestrian level with lighting included.

Vince Papsidero asked if there were any questions or concerns regarding this application. [There were none.] He said the ART is scheduled to make a recommendation to the Architectural Review Board on April 13, 2017, for the meeting on April 26, 2017.

ADJOURNMENT

Vince Papsidero asked if there were any additional administrative issues or other items for discussion. Claudia Husak announced there is going to be a change in the ART meeting schedule and the changes will be rolled out, later in the month. She explained the process is to become more streamlined by accepting applications on Tuesdays and conducting a more thorough review at the beginning. She indicated that starting in April, the ART will only meet on a bi-weekly basis and agenda items will be consolidated. Her plan is for the ART to meet the first and third Thursdays and conduct a General Staff meeting on opposite weeks for more internal review of all cases. She explained an agenda will be distributed earlier in the week so if there is not anything one finds interesting then one would not have to attend and/or other designees could attend.

At the April Work Session, she said it will be announced that the ART will only review MPR and the rest of

CASE REVIEW

1. BSD SRN – Bridge Park, Block A 17-012MSP

6540 Riverside Drive Master Sign Plan

Lori Burchett said this is a request for a Master Sign Plan for the AC Hotel, Event Center, and Hotel Garage located within Bridge Park, Block A at the intersection of E. Bridge Street and Riverside Drive. She said this is a request for a review and recommendation of approval to the Planning and Zoning Commission for a Master Sign Plan under the provisions of Zoning Code §153.066.

Ms. Burchett presented the changes as a result of the previous week's ART meeting. She said the ART had requested the AC Hotel signs at the top of the building on each end have the box removed. She presented several options along with night renderings. The consensus of the ART was for the signs with no box but are proportional in size to the north and south elevations.

Matt Starr, Crawford Hoying Development Partners, said it was relayed from Marriot that they preferred the option with the box as this is their logo and that this is a placeholder and may be redesigned. Claudia Husak encouraged the applicant to adjust square footage numbers.

Ms. Burchett showed the option requested by the ART for halo lighting for the hotel rooftop ID sign and the consensus of the ART was that it did not show as well as the internally illuminated letters first presented and the latter would also be consistent with other Crawford Hoying signs.

Ms. Burchett presented the Parking "P" sign with the text "HOTEL" added to it vertically. This sign with other possible options was discussed briefly.

Ms. Burchett presented several sign options on the event center named The Exchange. After a brief discussion, the ART decided 100 square feet for both signs (front and back elevations) was appropriate.

Ms. Burchett presented the rooftop bar sign at the street level entrance with the text "Vaso" but the applicant is still deciding on type of sign, locations, and design.

Jeff Tyler asked if there were any questions or concerns regarding this application. [There were none.]

ADJOURNMENT

~~Jeff Tyler asked if there were any additional administrative issues or other items for discussion. [There were none.] He adjourned the meeting at 3:34 pm.~~

~~As approved by the Administrative Review Team on March 9, 2017.~~



MEETING NOTES

Staff Technical Review

Thursday, February 23, 2017

Attendees: Vince Papsidero, Planning Director; Donna Goss, Director of Development; Jeff Tyler, Building Standards Director; Matt Earman, Director of Parks and Recreation; Aaron Stanford, Senior Civil Engineer; Shawn Krawetzki, Landscape Architect; Mike Altomare, Fire Marshall; Claudia Husak, Senior Planner; Logan Stang, Planner I; Lori Burchett, Planner II; Nichole Martin, Planner I; and Laurie Wright, Administrative Support II.

Applicants: Matt Starr, Crawford Hoying Development Partners; and Earl Lee and Teri Umbarger, Moody Nolan (Case 1).

Vince Papsidero called the meeting to order at 2:18 pm, immediately following the Administrative Review Team meeting.

INTRODUCTION

1. BSD SRN – Bridge Park, Block A 17-012MSP

6540 Riverside Drive Master Sign Plan

Lori Burchett said this is a request for a Master Sign Plan for the AC Hotel, Event Center, and Hotel Garage located within Bridge Park, Block A. She said some tenant spaces would be included in the hotel garage. The site is at the intersection of E. Bridge Street and Riverside Drive. She said this is a request for a review and recommendation of approval to the Planning and Zoning Commission for a Master Sign Plan under the provisions of Zoning Code §153.066.

Ms. Burchett said there are a total of 8 signs proposed for the AC Hotel:

1. Entry Door Vinyl – exterior elevations along Longshore Loop and Banker Drive with text “AC HOTEL DUBLIN DUBLIN AC HOTEL” spanning across the center of the entry door glass and adjacent windows. The signage area is 14.6 square feet with a light gray background and white letters.

Ms. Burchett presented an example from the brand’s Birmingham Hotel.

2. Entrance Logo – one located on the east entrance elevation/Longshore Loop mounted left of the doors at a mounting height to align with the top of the door frame. This is a 9-square foot mirror polished stainless steel LED internally illuminated sign cabinet with 1/8” thick clear solar grade polycarbonate face with second surface applied translucent vinyl graphics. “AC HOTELS” text shows white with a square turquoise background and the text “MARRIOTT” appears white over a gray background rectangle underneath.

Ms. Burchett presented examples of the sign that are used at their other hotels.

3. Canopy Address Numbers – east exterior elevation/Longshore Loop at 0.5 square feet in size. The text example “6520” are laser cut acrylic numbers 5-inch height by 1/2-inch depth painted silver on all sides and mounted flush to the first surface glass transom.

Ms. Burchett presented an illustration.



4. Canopy Letters – Longshore Loop and text reads “AC HOTEL DUBLIN” at 27.5 square feet in size mounted so letters appear to float above entrance canopy. The letters are mirror polished stainless steel.

Ms. Burchett presented an illustration of the proposed sign as well as photographs of this sign used at their other hotel locations.

5. Building ID signs are building mounted wall signs at 144 square feet for each end of the building at the top corner of the panel sections. The perforated face-lit (white) illuminated channel letters and line are 7 inches thick.

Ms. Burchett presented a rendering of the proposed signs during the day as well as illuminated at night and added this will be the most visible sign from the roundabout. Earl Lee, Moody Nolan, added the dimensional channel letters will appear as bright white letters at night. The consensus of the ART was to recommend removing the line box around the text so it would present cleaner and allow for larger text. The ART agreed the 144-square-foot sign is in scale and appropriate for this size of building.

6. Rooftop ID sign text “AC HOTEL DUBLIN” all in one line is for the façade facing Riverside Drive at 88 square feet in size. The aluminum two-foot, six-inch channel letters to be painted white with halo-lit LED lights mounted two feet, five inches from the top of the building.

Ms. Burchett presented graphics. Mr. Lee said this sign is halo lit because there will be seating right below it for the rooftop bar. Matt Starr, Crawford Hoying Development Partners, indicated a sign for the rooftop bar has yet to be determined but it might be a small wall sign or a blade sign. The rooftop bar will incorporate a separate branding and will need a sign for the express elevator. He said no designs have been determined as yet. Mr. Papsidero encouraged the applicant to include a generic design now without specific text.

7. Wall ID sign text “AC HOTEL DUBLIN” will be mounted on top of the street wall as a visual for pedestrian traffic on Riverside Drive. The size is 30 square feet and the aluminum constructed channel letters to be painted and clear coated to match aluminum grey are one-foot, six inches tall.

Ms. Burchett presented renderings for both daytime and nighttime, which the ART supported favorably.

Ms. Burchett said there are a total of 4 signs proposed for the Event Center named “The Exchange”:

1. West Entry Logo – west elevation on Riverside Drive is 136 square feet in size. The text “THE EXCHANGE” anodized pin mounted letters to be internally illuminated and have perforated face backed with white acrylic are much larger than the text “EVENTS AT BRIDGE PARK”, which is underneath. There are three thin bars running horizontally that help make up the letters that have a center bar. They are aluminum rectangle dimensional pin mounted with a brushed finish.

Ms. Burchett presented graphics to show details and daytime and nighttime renderings with pedestrian traffic to provide size comparisons. She added the design compliments the AC Hotel. She stated only 50 square feet is permitted per Code but 136 square feet is requested.

Mr. Lee said the daytime view is close to the stone bronze color so it is not so “in your face” since it is at the pedestrian level. He said the letters are almost five feet in height but extremely thin to fade into the brick but is still visible. He noted the overall size of the sign is larger to accommodate the text “Events at Bridge Park” and are installed just barely off the wall and the bronze color will shine in the daytime. He indicated the lighting at night will be at a “whisper” level because it is at pedestrian level and the thin letters help to accomplish that effect. Additionally, he said the thin bars through the letters are brushed aluminum and a brighter light to have a crescendo effect between the bars and the letters with the material

and the lighting. Teri Umbarger, Moody Nolan added the size was to also act as a sculptural effect to help cover this blank wall.

Donna Goss stated all the elements of the sign provide a balance to the architecture so the size is appropriate.

Shawn Krawetzki indicated the event center sign was a little too large in comparison to the size of the pedestrians in the rendering.

The ART encouraged the applicant to consider a sign at approximately 100 square feet for example purposes at least. Ms. Umbarger said the applicant will have renderings provided at the next review showing the adjusted sizes.

2. East Entry Logo – east elevation on Longshore Loop is 102 square feet in size but the letters and mounting are all the same as the west entry.

Ms. Burchett presented graphics to show the sign up close as well as in context with the full façade. Mr. Lee pointed out the east entry sign is smaller – letters are 3.5 feet tall and the letters on the west side are 5 feet tall.

3. Address numbers for west elevation – Laser cut acrylic, five-inch numbers are painted silver and mounted flush to the first surface glass transom over the door with adhesive.

Ms. Burchett provided a gray scale illustration.

4. Address letters and numbers for the east elevation – The 1-foot, 6-inch numbers are aluminum channel numbers with a brushed finish. The cutout acrylic five-inch letters text "RIVERSIDE DRIVE" are painted silver and secured flush to the canopy with adhesive.

Ms. Burchett provided an illustration in gray scale.

Ms. Burchett said there are a total of 10 signs proposed for the Hotel Garage:

1. 3 Blade signs that contain the "circle P" were previously approved as part of the wayfinding system for Bridge Park and located on Banker Drive, Mooney Street, and Longshore Loop.
2. 2 Address number signs are to be located above the doors on Longshore Loop and Banker Drive. These were also part of the wayfinding system previously approved.

Address letters for the west-north retail entry elevation with text "Longshore Loop".
Address letters for the north-north retail entry elevation with text "Longshore Loop".

Ms. Burchett presented illustrations and explained the laser cut acrylic letters are painted silver and mounted flush to the first surface with adhesive.

3. 2 Number Plaque wall signs – to be located at the stair entries and are 0.72 square feet for pedestrian activity.
4. 2 Vehicular Entry signs at 22 square feet in size with text "HOTEL GARAGE" to be located on the east garage entry and the west garage entry. These are aluminum channel letters at a depth of 3 inches with a brushed finish and horizontal grain on face and painted dark gray and clear coated.
5. 1 Kiosk sign is tentatively proposed for the corner of Banker Drive and Longshore Loop. Again, part of the approved wayfinding system for Bridge Park but Mr. Starr requested some latitude on location.

Ms. Burchett presented graphics for all the signs above. She said there will be limited tenant space in the hotel garage but no detail has been determined but general locations could be provided.

The ART encouraged the applicant to include formatting for Blocks B & C to show consistency. Mr. Starr noted there are three garages on the same street but how this block is different than the others as it will attract out-of-towners as both vehicular and pedestrian traffic.

Vince Papsidero inquired about the naming for the garages. Mr. Lee said to add the street names in the black vertical box portion of the "circle P" signs, the street names would not be legible as they are too long. It was suggested that maybe just writing "HOTEL" vertically on these for Block A.

Nichole Martin encouraged the applicant to use the framework previously set up for the Master Sign Plan for Bridge Park and asked the applicant to consolidate some of the signs like the vinyl window graphics but the hotel signs need to be approved. She said tenant signs need to follow the previously approved Master Sign Plan, exactly.

Jeff Tyler agreed that seeing multiple signs on a façade help support each other. Mr. Papsidero cautioned that signs cannot detract from the architecture. Ms. Husak indicated the sizes of signs need to speak to vehicular and pedestrian traffic. She said the size numbers should correlate to the numbers in the Block B & C MSP if possible that were previously approved.

Mr. Starr said he would have no problem taking a sign that was proposed at 88 square feet down to 80, for example but a sign proposed at 150 square feet reduced in size to 100 square feet would put the sign out of scale with the building. He agreed to try and fit as many signs as possible in the previous classifications.

Ms. Umbarger pointed out Block A is unique compared to Blocks B & C, given the types of buildings to be constructed. Ms. Husak agreed the AC Hotel is very tall and has a unique design. Mr. Lee explained signs are designed for the aesthetic height of the canopy locations even if the text is not as visible understanding the size is best for the architecture.

Mr. Tyler indicated these were the design responses he was looking for from the applicant that will dictate construction.

The next steps were discussed. Mr. Papsidero asked if there were any further questions or concerns. [There were none.]

ADMINISTRATIVE

Vince Papsidero asked if there were any additional administrative issues or other items for discussion. [There were none.] He adjourned the meeting at 3:02 pm.

PLANNING AND ZONING COMMISSION

RECORD OF ACTION

MAY 5, 2016

The Planning and Zoning Commission took the following action at this meeting:

**2. BSD SRN – Bridge Park East, Blocks B & C
16-028MSP**

Riverside Drive and Dale Drive Master Sign Plan

Proposal:	An amendment to a previously approved Master Sign Plan to include parking garage signs for a new 8.2-acre, mixed-use development east of Riverside Drive, ±430 feet north of the intersection with West Bridge Street, and south of the intersection with (future) Bridge Park Avenue.
Request:	Review and approval for a Master Sign Plan under the provisions of Zoning Code Section 153.066.
Applicant:	Matt Starr, Crawford Hoying Development Partners.
Representative:	Joell Angel-Chumbley, Kolar Design, Inc.
Planning Contact:	Nichole Martin, Planning Assistant.
Contact Information:	(614) 410-4635, nmartin@dublin.oh.us

MOTION: Ms. Mitchell moved, Mr. Stidhem seconded, to approve a Master Sign Plan with two conditions:

- 1) That the applicant provide an approved MSP containing all approved signs for Blocks B and C to Planning, prior to sign permitting including an updated General Regulations Matrix, sign location elevations, and approved parking garage marquee signs; and
- 2) That the applicant provide additional lighting for the interior of the primary sign in design #1.

VOTE: 5 – 0.

RESULT: The Master Sign Plan was approved.

RECORDED VOTES:

Victoria Newell	Absent
Amy Salay	Yes
Chris Brown	Yes
Cathy De Rosa	Absent
Robert Miller	Yes
Deborah Mitchell	Yes
Stephen Stidhem	Yes

STAFF CERTIFICATION


Nichole Martin, Planner I

Mr. Stidhem said he noticed that the City had land there. He stated he appreciated the public comments. He said the City does a tremendous job with parks and open space.

Mr. Miller said when he was on the property, there were a couple of guys fly fishing on the river. He noted when he came down the hill, the view was like what could be found in a movie.

Mr. Miller asked if there were any further questions or comments. [Hearing none.] He called for a motion to approve the Final Development Plan with two conditions:

- 1) That the applicant pay a tree replacement fee for outstanding caliper inches prior to submitting for building permitting; and
- 2) That the applicant and Staff work with adjacent residents to field-locate tree protection fencing and coordinate minimizing the impacts on trees adjacent to existing properties.

Mr. Close agreed to the conditions.

Motion and Vote

Ms. Salay moved, Mr. Stidhem seconded, to approve the Final Development Plan with two conditions. The vote was as follows: Ms. Mitchell, yes; Mr. Miller, yes; Mr. Stidhem, yes; and Ms. Salay, yes. (Approved 4 = 0)

Motion and Vote

Ms. Salay moved, Mr. Stidhem seconded, to recommended approval to City Council for Preliminary and Final Plats with the following condition:

- 1) That the applicant ensure any minor technical adjustments to the plat are made prior to City Council submittal.

The vote was as follows: Mr. Miller, yes; Ms. Mitchell, yes; Mr. Stidhem, yes; and Ms. Salay, yes. (Approved 4 = 0)

2. BSD SRN – Bridge Park East, Blocks B & C 16-028MSP

Riverside Drive and Dale Drive Master Sign Plan

The Vice Chair, Mr. Brown, said the following application is a proposal for an amendment to a previously approved Master Sign Plan to include parking garage signs for a new 8.2-acre, mixed-use development east of Riverside Drive, ±430 feet north of the intersection with West Bridge Street and south of the intersection with (future) Bridge Park Avenue. He said this is a request for review and approval for a Master Sign Plan under the provisions of Zoning Code Section 153.066.

The Vice Chair swore in anyone intending to address the Commission regarding this case.

Nichole Martin said the applicant has a presentation of their own but would be happy to answer any questions the Commission may have.

Joell Angel-Chumbley, 1176 Overlook Avenue, Cincinnati, Ohio, 45238, said with the two options, she wanted to give a background on the changes since they last presented to the PZC. She said there is a primary Parking Marquee sign on Longshore Street at the C4/C5 buildings and on Banker Drive on buildings B4/B5, and secondary Parking Marquee signs to coordinate.

Ms. Angel-Chumbley presented the sign location map to note they will be showing a video of the approach on Longshore Street from a car view.

Chris Brown noted the biggest concern before was the overall size of the PARK sign so he suggested she dwell on that during her presentation.

Ms. Angel-Chumbley said they reduced the size of the primary Parking Marquee signs from 150 square feet to 100 square feet. She said the secondary Parking Marquee signs were reduced from 42 square feet to 32 square feet on the one option and from 42 square feet to 28 square feet on the other. She said they have eliminated the text "PARK" and focused on the circle "P".

Ms. Angel-Chumbley indicated they added whimsy to the design. She presented the interior of the parking garage to show the graphic package; the pattern was inspired by the (future) pedestrian cable bridge. She said the grid represents a typographic view of Dublin and the triangles represent the assets of the City. She said Bridge Park is an integrated neighborhood inside of downtown so the graphic system developed with Crawford Hoying and the City for the parking experience reflects the design. She said the interior pattern is reflected in the exterior pattern linking the inside to the outside.

Ms. Angel-Chumbley presented design option #1, which is also the recommended design of the ART. She pointed out the primary and secondary signs that differ in size/scale. She noted the circle "P" is the primary message, especially when illuminated at night with LED lighting. She said lighting has been added so the word "Longshore" can be read from a distance. She said they performed research to show how much light would actually be radiated from the interior of the parking garage and discovered there is a lot more shadowing than anticipated so they believe it is important to light the signs as much as they are.

Ms. Angel-Chumbley presented design option #2, where the lighting is more contained to the face of the sign. She noted there is less pattern and the design is more about the identification of the circle "P" and the text "Longshore". She said the pattern is more secondary in this option. She described the sign as being a wedge coming off the edge of the building. She said there is no edge light on this design but will be lit front and back, illuminating the blue vertical striping that is seen in the daylight.

Ms. Angel-Chumbley presented the city-wide comprehensive wayfinding system that they are connecting back to aesthetically. She presented the new design for the façade of the parking garage along with the family of other signs to show the relationship within the whole comprehensive wayfinding system.

Ms. Angel-Chumbley presented the video and pointed out the signs approaching the Longshore Street garage. She said the series of wayfinding signs will align with the other architectural elements in the streetscape.

Mr. Brown inquired about light pollution for the apartments across the street. Ms. Angel-Chumbley said the light will not be really bright; it will be more of an edge glow and the fabricator can adjust the amount of light.

At the conclusion of the applicant's presentation, Ms. Martin asked to go through the ART's recommendation.

Ms. Martin reported that the ART's recommendation is design #1. She explained the way design #2 would play out in the environment is not necessarily the way it is depicted on the screen. She said design #2 is rather dark and the way the streets are oriented and the shadows that are going to be cast by the garage, both during the day and at night, the ART determined that design #1 is most appropriate. She

said there are strengths to each design but #1 really incorporated both the city-wide wayfinding, the Bridge Park wayfinding, and the placemaking element.

Ms. Martin said approval is recommended for the Master Sign Plan with two conditions:

- 1) That the applicant provide an approved MSP containing all approved signs for Blocks B and C to Planning, prior to sign permitting including an updated General Regulations Matrix, sign location elevations, and approved parking garage marquee signs; and
- 2) That the applicant provide additional lighting for the interior of the primary sign in design #1.

Mr. Miller asked the applicant which design they preferred. Ms. Angel-Chumbley answered there are strengths to both designs. She indicated the first design will be a little bit more obvious during the daytime and will have more vibrancy at night due to the lighting of the parking garage. The second design she said the circle "P" would be seen from a distance more than anything else about the sign. She said if the circle "P" is what you want to focus on, design #2 is best but if you want to pull the pattern from the interior to the exterior, it helps tie the city system with the Bridge Park experience, therefore design #1 is the choice. She indicated the graphics planned for the inside of the garages are really cool to welcome the visitor to the garage. She said they want the garage to be an experience, in spite of it being a garage and the beautiful murals should help with that also building on the grid pattern for the City. She said the ART's recommended choice is probably the applicant's preference.

Deborah Mitchell said design #1 is great from a branding perspective. She indicated that everything that Ms. Angel-Chumbley said, she immediately picked up upon. She reiterated that she is a big fan of design #1.

Mr. Stidhem said he asked for feedback in his workplace and it was a 50/50 split. He said even additional designs were suggested. He said the second design is easier to see if he is not a frequent visitor of the area. He inquired about the LED lighting; it can be really harsh.

Blake Kishler, 807 Broadway Street, Cincinnati, Ohio, 45202, said the light will be diffused.

Matt Starr, Crawford Hoving Development Partners, 555 Metro Place, added context to the signs.

Mr. Stidhem inquired about color coding. Ms. Angel-Chumbley said even from the outside, one can see the colored levels. She said blue is the parking color but it is also the Bridge Park brand color. She said the first level will be the blue level as the welcome level. She indicated a lot of thought went into developing the brand out as a connective element to the existing city brand and experience. She said they talked about Bridge Park being a neighborhood asset to the City, part of a mosaic of a broader experience. She said the iconic (future) pedestrian bridge was an inspiration.

Mr. Stidhem said his concern was which entrance he should enter. He said if one is not familiar with the area and might have been turned around by shopping etc, will one be able to identify which garage they came out of.

Ms. Angel-Chumbley said the outside will be identified through nomenclature so on the canopy of the garage there will be 18-inch letters that state "Longshore Street" along the canopy so at street level it will be visible in/out as well as the vertical marquee sign. She said the garages will not be differentiated by color but instead by nomenclature.

Mr. Stidhem said he was impressed with all the thought that went into this proposal. He said it was a great idea to tie-in with the design of the (future) pedestrian bridge.

Ms. Salay inquired about the lighting that was added for design #1. Ms. Martin explained there was discussion at the ART with respect to how the two sign packages were similar/different, and strengths/weaknesses of each. She said Engineering had noted that it was critical that people be able to identify which garage they were coming in/out of. She said the two garages straddle two of the same streets so they are both located in between Mooney Street and Longshore Street. She emphasized the visibility of the name for each garage was important. She said due to the light study, it was determined that not enough light would be cast onto the sign from the interior deck of the parking garage, hence the request for additional lighting.

Ms. Angel-Chumbley said the applicant built on the ART's recommendation before presenting to the PZC this evening.

Ms. Salay stated she really likes design #1, especially the way it is being illuminated at night with the triangles lit and likes the lighting on the side as long as it is subdued. She agrees the parking garage needs to be identified but she does not want it to be blinding if one is in their office or adjacent residence. She said she was excited about this sign package and she does not get excited about signs very much.

Ms. Angel-Chumbley stated the goal is to make sure that the sign integrates well with the architecture and the applicant does not want it to be about the sign but by the holistic building and if the signs fit thoughtfully with other elements in the streetscape.

Ms. Mitchell said she thought the sign package that was a functioning element is very artful and welcoming.

Mr. Brown described the sign package as sophisticated and eclectic.

Mr. Miller said he likes design #1 and thanked the applicant for their diligence because the PZC slowed down the process.

Mr. Brown said he liked design #1 much better. He said he has to memorize why the grid and the triangles exist so he can explain it to all the guests. He noted it was interesting that the triangles act like arrows pointing down to the entrance but our (future) iconic bridge is kind of an up arrow design.

Mr. Brown asked if any of the Commissioners had any issues with the sizes as they have dwelled on that a lot in the past.

Ms. Salay said she believes they got it right.

Mr. Brown said adequate lighting is needed for safety but at the same time, if one looks up from a street level into the lights shining down, it becomes glaring. He said he hopes the interior lighting of the garages are carefully placed with consideration of that so lighting does not read heavily from the street.

Mr. Starr reported extensive photometric tests have been conducted and they have met the Code; they are not excessive in any way. He said they have debated painting the ceiling white because it could make the garage feel bigger and safer but they have not landed on that yet; that would make it brighter from the outside as well.

Mr. Brown suggested it is important to have a dynamic element on the outside of the garage. He said he comes from the Indianapolis area where they incorporated banners. He said Dublin has annual festivals

etc. where we get concerned about signs. He said a garage engages the street. He encouraged adding banners for the Memorial Tournament or the Irish Festival to add life and vitality.

Mr. Stidhem said he likes design #1 as did Ms. Salay and Mr. Miller.

Ms. Mitchell said she loves the plan as it has come a long way and she never thought she would be so excited about parking signs.

Mr. Brown called for a motion to approve a Master Sign Plan with two conditions:

- 1) That the applicant provide an approved MSP containing all approved signs for Blocks B and C to Planning, prior to sign permitting including an updated General Regulations Matrix, sign location elevations, and approved parking garage marquee signs; and
- 2) That the applicant provide additional lighting for the interior of the primary sign in design #1.

Motion and Vote

Ms. Mitchell moved, Mr. Stidhem seconded, to approve the Master Sign Plan with two conditions. The vote was as follows: Mr. Miller, yes; Mr. Brown, yes; Ms. Salay, yes; Mr. Stidhem, yes; and Ms. Mitchell, yes. (Approved 7 – 0)

Planning Items

Ms. Husak said, based on the work session City Council conducted in April for the Bridge Street developments going on (Riverside Park Master Plan) it is now the intent to have the Master Plan for the park be scheduled for adoption by Council as a resolution at their meeting on May 23rd. She said as part of that, we are going to have to amend the Community Plan afterwards to show land that currently is not shown as parkland in that area so that is something the Commission can expect to see. She said that would call for a recommendation to City Council to adopt the future land use map of the area plan in the Historic District to include additional land in the Master Plan for the park. She indicated then Council will start the review of the Basic Plan for parks pieces.

Ms. Husak said staff wrote a follow-up memo and materials to Council included in their packet which also answered the Commission's questions as a follow-up. She indicated as soon as Council has received that information, it will be shared with the Commission.

Communications

Ms. Husak said there is only one planning application for the PZC to review on May 19th, which is the next section of Riviera. She said Staff would like to use the available time for presentations: 1) Economic Development – by Rachel Ray in her new capacity as an Economic Administrator; and 2) Engineering – by Tina Wawzkiewicz to provide an overview of the street network in the Bridge Street District as well as safe biking in the City.

Ms. Husak said Greg Dale will provide training to all the Boards and Commissions as a consolidated evening on June 23rd. She said the training would be held at the 5800 building on Shier Rings Road to provide dinner and a more informal platform. She said Chair and Vice Chair training would be offered from 5:00 pm to 6:00 pm, dinner at 6:00 pm, and training provided by Mr. Dale would begin at 6:30 pm. She encouraged the Commission to suggest training ideas that could be incorporated.

Steve Stidhem said he would like to talk about more of the planning side and solar panels - how they can be incorporated into our planning as a City. He said he is seeing it on a few houses but it is the exception rather than the rule and it is one of the things he is passionate about.

Bob Miller asked if training with City Council was still slated for May 16th. He said on May 19th, he will be attending AIA and will not be available for that evening's training.

Amy Salay said City Council and the Commission used to get together several times a year to talk about a subject or the various development happening in the City but also to get better acquainted on a personal level. She suggested green initiatives could be discussed at a dinner beyond May 16th because that is one of Council's goals for 2016. She said there are two things she hopes to get accomplished on May 16th. She said one topic is the ART; Council wants to learn how their process works, what is working/what is not, and when it comes into play as it has been around for a few years. Mr. Papsidero confirmed the ART began in 2012. Ms. Salay said the second topic for May 16th is to discuss signs and architecture overall. Ms. Husak said she would coordinate the logistics with Anne Clarke as it would be held at City Hall and a dinner is included.

Chris Brown inquired about a broader issue - for every single-family residence built there is a net cost or gain of dollars. Ms. Salay said Council had discussed that topic and they prefer that the PZC not consider the economic development component when reviewing applications.

Mr. Brown said the other part of what Mr. Stidhem brought up was sustainability including types of materials and methods, etc., which is near and dear to his heart. He indicated there is a life-cycle cost to every building but recognizes that some buildings are not meant to last 200 years and some are not meant to last just 3 years but that is a case by case analysis of the structures.

Mr. Stidhem inquired about traffic and if Frantz and Post Roads could be included in the presentation by Engineering.

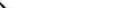
Vince Papsidero said along with the Intersection Study that is going to be starting soon there is also the Western Roads Alignment Study on the north side of Bridge Street and of course the Framework Study, which can all be part of that conversation.

Mr. Miller inquired about the cut-thru road in Riviera that is bothering him because the developer does not want it but it is going to happen. Phil Hartmann recommended that topic not be discussed this evening. Ms. Husak said it is going to get addressed in the materials provided to the Commission for the meeting on May 19th because the application for Section 3 includes that road that connects to Firenza, which was conditioned in the rezoning - that the connection not take place until the Hyland-Croy connection is in place.

Mr. Miller asked if that road could be eliminated at this stage. Ms. Husak answered no.

~~Mr. Brown called for any further questions or comments. [Hearing none.] He adjourned the meeting at 7:51 p.m. and said the next meeting for the Commission will be May 19, 2016.~~

~~As approved by the Planning and Zoning Commission on May 19, 2016.~~


Jennifer M. Rauch, AICP
Planning Manager



ADMINISTRATIVE REVIEW TEAM

MEETING MINUTES

APRIL 28, 2016

ART Members and Designees: Jennifer Rauch, Planning Manager; Jeff Tyler, Building Standards Director; Donna Goss, Director of Development; Colleen Gilger, Director of Economic Development; Aaron Stanford, Senior Civil Engineer; Alan Perkins, Fire Marshal; and Mike Altomare, Deputy Fire Marshall.

Other Staff: Lori Burchett, Planner II; Claudia Husak, Senior Planner; Logan Stang, Planner I; Nichole Martin, Planning Assistant; and Laurie Wright, Administrative Support II.

Applicants: Matt Starr, Crawford Hoying Development Partners and Joell Angel-Chumbley, Kolar Design, Inc. (Case 1).

Jennifer Rauch called the meeting to order at 2:02 pm. She asked if there were any amendments to the April 21, 2016, meeting minutes. The minutes were accepted into the record as presented.

DETERMINATION

1. BSD SRN – Bridge Park East, Blocks B & C 16-028MSP

Riverside Drive and Dale Drive Master Sign Plan

Nichole Martin said this is a request for an amendment to a previously approved Master Sign Plan to include parking garage signs for a new 8.2-acre, mixed-use development east of Riverside Drive, ±430 feet north of the intersection with West Bridge Street, and south of the intersection with (future) Bridge Park Avenue. She said this is a request for review and recommendation of approval to the Planning and Zoning Commission for a Master Sign Plan under the provisions of Zoning Code Section 153.066.

Ms. Martin presented the proposed parking garage marquee signs for the primary and secondary entrances and noted their locations on the site layout. She said the primary marquee signs are located mid-block above the primary garage entrances for the B Block Garage and the C Block Garage on Banker Drive and Mooney Street, respectively. She said the B Block Garage's secondary marquee signs are located adjacent to the secondary entrances on Mooney Street and Longshore Street and the C Block Garage's secondary marquee sign is located adjacent to the secondary entrance on Tuller Ridge Drive.

Ms. Martin explained that based on ART's feedback, the applicant has submitted two designs for the ART to review today and asked ART to recommend one design for Planning and Zoning Commission review and approval. The sign descriptions are as follows:

Design 1

Primary Sign ~ 100-square-foot maximum

A charcoal sign with a lighter diamond patterned silver inset and associated teal blue triangle accents. A full circle 'P' with a white LED chain light. Silver pin-mounted letters differentiate the garages by name. The sign will have a halo effect along the outer edge at night.

Secondary Sign ~ 35-square-foot maximum

Coordinated with the design of the primary marquee; it will feature a circle 'P' with a hierarchically proportional garage name.

Design 2

Primary Sign ~ 100-square-foot maximum

A diamond patterned silver sign with triangle accents. A charcoal panel with a circle 'P' and teal blue accents add dimension and visual interest to the sign. Silver pin-mounted letters differentiate the garages by name. At night, a white LED chain light accents the circle 'P' and a subtle halo effect occurs along the outer edge.

Secondary Sign ~ 35-square-foot maximum

Coordinated with the design of the primary marquee; it will feature a circle 'P' with a hierarchically proportional garage name.

Ms. Martin presented the Bridge Park Garage Interior Design to show the inspiration for the patterns used on the signs, which completes the wayfinding experience and adds a source of whimsy. She also presented the street perspective for the primary marquee signs from both packages.

Joell Angel-Chumbley, Kolar Design, Inc., explained that in addition to the presentation to the Planning and Zoning Commission on May 5th, there will be animation to show a significant amount of the wayfinding experience. She said every sign type will be included in the presentation to show how they are all interconnected. She said the "Longshore" name will appear on a primary parking marquee sign but will not on the secondary sign as there was not enough space. She indicated a night perspective as well as the ambient lighting from the parking garage openings will be shown. She said the lighting will show the circle 'P' as a beacon experience from a distance. She said the murals created for the interior of the garages will be shown to make sense of the experience from a design perspective as the signs are part of a comprehensive system.

Matt Starr, Crawford Hoying Development Partners, explained the geometric design patterns represent the cables planned for the suspension of the pedestrian bridge.

Ms. Angel-Chumbley said there was a lot of discussion in-house that was derived from the elegant bridge notes and signs were built off of the broader city initiative.

Donna Goss asked what the expectation is for people to park if they are visiting the Riverside Park. Mr. Starr replied the first inclination would be to park on the street. He said all the parking garages are public so it will depend on the time of day and the type of activity people are seeking as to where they may park, which could also be a parking garage on the west side and walk over the pedestrian bridge to gain access to the east side. Ms. Angel-Chumbley added the wayfinding system is meant to guide people to parking but then encourage their experience on foot.

Ms. Goss indicated that conversations have started about possible events that could happen in Bridge Street.

Jeff Tyler indicated he likes the larger and broader approach to parking, which would incorporate more of the district versus targeting a certain garage or lot for a specific event. He said this would be consistent to what happens in Historic Dublin.

Mr. Tyler asked if these same signs would be used on the west side of the river. Mr. Starr answered the large parking marquee signs would not be used but there will be black, 9-foot vertical kiosks at the corners with the circle 'P' to accommodate both the vehicular and pedestrian experience.

Ms. Rauch requested feedback on the signs as part of the selection process.

Mr. Starr said he prefers Sign Design #1 because the first garage to open will be on Longshore Street where there is not a lot of sunlight so this first design would be more visible and it also ties in with the inside mural designs better.

Aaron Stanford said he liked Sign Design #2 because he liked the lighting that could be more visible at night. He asked if the lighting could be enhanced on Design #1. He emphasized the garage name should be easily read.

Ms. Angel-Chumbley indicated that was a possibility but cost was a factor, although adding lighting would not be a significant cost.

Ms. Martin recalled the request from last week for the circle 'P' to be a full circle on the second design. Mr. Tyler said he was not in attendance last week but he likes the dimensionality that it brings and that he prefers design #2. He said if the internal theme in the garages change then the signs would not match and that design #1 could be a dated look. He concluded he could support either choice as they are both good schemes.

Ms. Angel-Chumbley said design #2 is more modern and the black will disappear more which could be seen as a benefit for those concerned about size. She indicated at night, package one would be interesting.

Colleen Gilger chose design #2 for the same reasons Mr. Tyler had voiced.

Ms. Goss liked #1 as it would read better. Ms. Husak agreed with that assessment. Ms. Gilger conceded that if the sign would not see a lot of sun then perhaps #1 would be better.

Ms. Gilger suggested the applicant's choice could be the tie-breaker. Mr. Tyler agreed with Ms. Gilger that the applicant could have the final word.

Ms. Angel-Chumbley offered to provide one lighting option for each package for the Commission next week.

Ms. Martin said approval is recommended to the Planning and Zoning Commission for a Master Sign Plan with two conditions:

- 1) That the applicant provide an approved MSP containing all approved signs for Blocks B and C to Planning, prior to sign permitting including an updated General Regulations Matrix, sign location elevations, and approved parking garage marquee signs; and
- 2) That the applicant provide additional lighting for the interior of the primary sign in design #1.

Ms. Rauch asked if there were any further questions or concerns regarding this case. [There were none.] She confirmed the ART's recommendation to the PZC for their meeting on May 5th.

ADMINISTRATIVE

~~Jennifer Rauch asked if there were any additional administrative issues or other items for discussion. [There were none.]~~

~~Ms. Rauch adjourned the meeting at 2:30 pm.~~

~~As approved by the Administrative Review Team on May 5, 2016.~~

PLANNING AND ZONING COMMISSION

RECORD OF ACTION

FEBRUARY 18, 2016

The Planning and Zoning Commission took the following action at this meeting:

1. **BSD SCN- Bridge Park East, Blocks B & C** **Riverside Drive and Dale Drive**
15-099MSP **Master Sign Plan**
- Proposal: A Master Sign Plan for a new 8.2-acre mixed-used development on the east side of Riverside Drive, ±430 feet north of the intersection with West Bridge Street and south of the intersection with (future) Bridge Park Avenue.
- Request: Review and approval of a Master Sign Plan under the provision of Zoning Code Sections 153.065 and 153.066.
- Applicant: Matt Starr, Crawford and Hoying Development Partners.
- Planning Contacts: Nicki Martin, Planning Assistant and Claudia D. Husak, AICP, Senior Planner.
- Contact Information: (614) 410-4600, nmartin@dublin.oh.us or chusak@dublin.oh.us

MOTION: Ms. Brown moved, Mr. Miller seconded, to approve a Master Sign Plan with four conditions:

- 1) That the MSP be updated to reflect that a Leasing Window Covering is a sign type not requiring a permit;
- 2) That the applicant correct all page references and provide the revised approved MSP to Planning, prior to sign permitting;
- 3) That the proposed Placemaking Art sign on the west façade of building C2 be eliminated; and
- 4) That the provisions for all garage parking signs be eliminated.

VOTE: 7 – 0.

RESULT: The Master Sign Plan was approved.

RECORDED VOTES:

Victoria Newell	Yes
Amy Salay	Yes
Chris Brown	Yes
Cathy De Rosa	Yes
Robert Miller	Yes
Deborah Mitchell	Yes
Stephen Stidhem	Yes

STAFF CERTIFICATION



Claudia D. Husak, AICP, Senior Planner



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PLANNING AND ZONING COMMISSION

MEETING MINUTES

FEBRUARY 18, 2016

AGENDA

1. **BSD SCN – Bridge Park East, Blocks B & C** **Riverside Drive and Dale Drive**
15-099MSP **Master Sign Plan (Approved 7 – 0)**
2. **BSD SRN – Capitol Cadillac – Sign** **4300 W. Dublin-Granville Road**
15-096MSP **Master Sign Plan (Approved 7 – 0)**
3. **BSD SCN – Bridge Park, Block A** **Riverside Drive and Dublin-Granville Road**
16-001DP-SP **Development Plan – Site Plan Reviews (Approved 7 – 0)**

The Chair, Victoria Newell, called the meeting to order at 6:32 p.m. and led the Pledge of Allegiance. Other Commission members present were: Amy Salay, Robert Miller, Cathy De Rosa, Deborah Mitchell, Christopher Brown and Stephen Stidhem. City representatives present were: Philip Hartmann, Vince Papsidero, Alan Perkins, Claudia Husak, Marie Downie, Nicki Martin, Logan Stang, Aaron Stanford, Matt Earman, and Laurie Wright.

Administrative Business

Motion and Vote

Ms. Newell moved, Mr. Brown seconded, to accept the documents into the record. The vote was as follows: Ms. Salay, yes; Ms. De Rosa, yes; Mr. Miller, yes; Ms. Mitchell, yes; Mr. Stidhem, yes; Mr. Brown, yes; and Ms. Newell, yes. (Approved 7 – 0)

Motion and Vote

Mr. Newell moved, Mr. Brown seconded, to approve the January 7, 2016, meeting minutes. The vote was as follows: Mr. Stidhem, yes; Ms. Mitchell, yes; Mr. Miller, yes; Ms. De Rosa, yes; Ms. Salay, yes; Mr. Brown, yes; and Ms. Newell, yes. (Approved 7 – 0)

The Chair briefly explained the rules and procedures of the Planning and Zoning Commission. She read the case procedures and determined that Cases 1 and 2 are eligible for consent but she has pulled Case 1 per the request of several Commission members. She said the case order in the minutes reflects the agenda.

1. **BSD SCN- Bridge Park East, Blocks B & C** **Riverside Drive and Dale Drive**
15-099MSP **Master Sign Plan**

The Chair, Ms. Newell, said the following application is a proposal for a Master Sign Plan for a new 8.2-acre mixed-used development on the east side of Riverside Drive, ±430 feet north of the intersection with West Bridge Street and south of the intersection with (future) Bridge Park Avenue. She said this is a request for review and approval of a Master Sign Plan under the provisions of Zoning Code Sections

153.065 and 153.066. She stated the Commission is the final authority on this application and anyone intending to address the Commission will need to be sworn-in.

The Chair swore in witnesses that intended to address the Commission regarding this case.

Nicki Martin presented the aerial view of the site. She said the Master Sign Plan was reviewed with the Bridge Street District Code and the BSD Sign Guidelines. She said once this plan is approved, any signs not meeting the plan would need to return to the PZC for further review. She indicated the ART is able to review minor modifications under the BSD Code.

Ms. Martin said this plan text is generally consistent with the Bridge Street District Code and the BSD Sign Guidelines. She said the contents of the plan remain largely unchanged and updates were to address the Commission's concerns and questions from their previous meeting.

Ms. Martin said the applicant is required to designate a shopping corridor for this district as part of the Site Plan approval. She noted the shopping corridor areas in blocks B & C along Riverside Drive and Bridge Park Avenue. She stated the MSP is not just for the shopping corridor but all signs in blocks B & C to allow for a consistent and cohesive sign package. She said the initial application was concurrently reviewed with the MSP for Bridge Park West that was approved by the Architectural Review Board in December 2015 but this application was tabled at the January 7th PZC meeting at the request of the applicant.

Ms. Martin said the applicant has since addressed the PZC's concerns with respect to size, location, and detail. She said the applicant resubmitted their application and received a recommendation of approval from the Administrative Review Team.

Ms. Martin went through each of the updates. She said the applicant has eliminated the 'Anchor Tenant' provision. She explained retail tenants are eligible for signs based on frontage:

- 2 Signs – one frontage
- 3 Signs – two frontages
- 4 Signs – three frontages

Ms. Martin said the signs for office tenants remains unchanged, whereas one sign is permitted at the landlord's discretion. She explained the BSD Code allows for ground signs for any tenant but no ground signs are permitted in this case.

Ms. Martin said the following sign types are permitted in the BSD:

- | | |
|--------------------|---------------------------------|
| • Wall | • Building Directory |
| • Projecting | • Canopy Edge |
| • Awning | • Placemaking Art |
| • Window | • Parking Marquee |
| • Canopy Edge | • Leasing Window Cover |
| • Sandwich Board | • Umbrella |
| • Address Numerals | |

Ms. Martin said the Umbrella signs/graphics and Building Directory signs were eliminated and new Leasing Window Cover signs were added as requested by the Commission. She said the applicant has proposed gray vinyl to mask the tenant spaces as they turnover with a graphic with either the Crawford Hoving or Bridge Park logo at a size of up to 30% of the window area to be consistent with the window signs size permitted in this plan.

Chris Brown inquired about the size of the window graphic shown in the illustration because he thought it appeared less than 30%. Ms. Martin confirmed it was 30% for each of the five windows. Mr. Brown asked if there is a limitation on what can be Bridge Park logos versus Crawford Hoying logos. Ms. Martin answered the graphic would just need to be consistent with an approved logo. She said specifically, the City asks the applicant to provide a trademark so it would have to be a trademark logo. Mr. Brown said the illustration was a nice representation of three Bridge Park logos for five consecutive windows. He indicated he did not want to see Crawford Hoying painted over every vacant space but thought there might also be room for a phone number, which would be logical. He asked if that would be permitted.

Claudia Husak said a phone number is not permitted.

Ms. Martin said the applicant has finalized Address Numeral and Parking Marquee signs. She said the brushed metal letters will appear centered above individual tenant spaces for retail tenants. She stated the address numerals meet the fire Code, permitted to be 2 square feet in size, and does not count towards the total number of signs a tenant is permitted. She presented an example of the proposed Parking Marquee signs, meant to be consistent with the city-wide wayfinding plan, also produced by Kolar Designs, Inc. She said some will be Projecting signs and others will be Canopy Edge signs.

Ms. Martin said the way wall sign size, height, and location is regulated has remained unchanged but the applicant has provided additional details. She explained wall signs are regulated by use – Office versus Retail.

Wall sign size with a context sensitive approach by Level:

Level 1 – 50 SF Max.; Letter height $\leq 36''$

Level 2 – 60 SF Max.; Letter height $\leq 36''$

Level 3 – 80 SF Max.; Letter height $\leq 48''$ – only occurs on building C2 and 4 signs are permitted.

Ms. Martin said sizable signs are going to be quite expensive so it is unclear at this time if all four of the Level 3 signs will ever be utilized.

Ms. Martin presented a Canopy Edge Address sign that is only permitted over entrances to public lobbies. She said a retail tenant would be permitted to just have their business name.

Ms. Martin said the applicant has included graphics, which depict a variety of sign types. She explained Canopy Edge signs must be mounted flush with the top of Level 1 and the bottom of Level 2 to anchor it just above the retail tenant space it is associated with. She presented an example of a restaurant Placemaking Art sign that may not extend any taller than 20 feet into Level 2.

Ms. Martin reviewed the Master Sign Plan Criteria to:

- a) Allow a greater degree of flexibility and creativity in sign design and display.
- b) Ensure sign work is in a coordinated fashion to meet the general intent of signs in the District.
- c) Not intended to permit larger signs, more visible signs, or additional signs than permitted, without any consideration for unique sign design and display.

Ms. Martin said the BSD Sign Guidelines also provide some guidance ensuring that the signs in a MSP should provide direction and be pedestrian focused but remain visible to those traveling by other modes – bicycle on a cycle track, car on Riverside Drive.

Ms. Martin said approval is recommended for the Master Sign Plan with two conditions:

- 1) That the MSP be updated to reflect that a Leasing Window Covering is a sign type not requiring a permit; and

- 2) That the applicant correct all page references and provide the revised approved MSP to Planning, prior to sign permitting.

The Chair invited the applicant to come forward to present.

Matt Starr, Crawford Hoying Development Partners, 555 Metro Place N, #600, Dublin, Ohio, 43017, recalled the great feedback received at the last meeting with the PZC. He stated the letter height was incorporated into the plan confirming the first and second levels are permitted three feet and for the third level, four feet is permitted. He said they included a disclaimer that in some cases, that may be limited by the architecture. He noted the building rendered for the Commission's packets that provided examples of signs appropriate for different tenants. He said he brought images to show size and context, specifically the 80-square-foot sign permitted for building C2 on Level 3 that would happen 50 feet above grade. He presented the Columbia Gas sign visible from I-270, which is 90 square feet at 50 feet above grade. He also presented sign types from Grandview Yard.

To address the question about phone numbers being permitted on Leasing Window Covering signs, Mr. Starr said it would be nice to include phone numbers but he is fine with what he is permitted.

Mr. Brown said a small phone number could be incorporated gracefully at the pedestrian level. He made it clear he is not anti-Crawford Hoying but this is a Bridge Park development and an occasional Crawford Hoying phone number would be fine; he does not want to see Crawford Hoying repeated over and over in a row.

Deb Mitchell asked if there were guidelines about the usage of the Bridge Park logo versus Crawford Hoying's logo. Mr. Starr answered there are guidelines.

Ms. Husak encouraged the applicant to be careful about regulating what the signs actually state. Phil Hartmann noted the recent Supreme Court case.

Mr. Starr said they decided this area is to be considered a neighborhood, and as such, the buildings would just have addresses as a simple identifier rather than building names, and the directories were moved inside for a cleaner look. He indicated they envisioned the first time someone wants to visit, they would look up the address on a Google map and walk to the lobby. He asked Joell Chumbly to address the questions about parking signs.

Joell Angel-Chumbly, Kolar Design, Inc., 807 Broadway, 5th Fl, Cincinnati, Ohio, 45202, said they have been working with the City on developing a comprehensive wayfinding program for Dublin. She stated it has been approved and close to fabrication on the signs that is part of the broader system. She explained the parking sign is an extension of the vehicular experience so upon disembarking the highway, there is a series of sign types that will guide the visitors to the parking garages. She said "Parking" is a message on all the wayfinding signs with the circle "P" being an identifier for public parking. She said the circle "P" is used for the entire wayfinding system for the City as well as the Bridge Park development, which leads drivers to parking garages or the lots that already exist in the Historic District. She said the word "PARK" will stylistically look dimensional with a LED chain light on the inside of the open channel and on others, the LED chain lighting will be on the edge so it gives it a glowing light blue effect when illuminated at night. She said there is a smaller scale version on the secondary entrances to the garages but the personality of the sign is the same.

Ms. Salay questioned the office buildings being permitted four signs. She asked if this would be from the same tenant or different tenants.

Ms. Martin emphasized the additional level - Level 3, only occurs on building C2. She said between all four elevations, there are only four sign locations that occur on Level 3. She noted the large majority of this MSP does not permit wall signs up to 80 square feet.

Mr. Starr explained there are only two locations on the front; he said Crawford Hoying is likely to have their sign on one and another tenant close to signing would have the other. He said the other two places remain for signs on the north and south elevations. Ms. Salay confirmed there would be two signs on the western elevation of building C2.

Mr. Starr said Crawford Hoying would probably have a horizontal sign on the top band.

Mr. Brown said the only sign he objects to on building C2 is the Placemaking Art sign on the south of that glass tower. He said that glass band element was an architectural element being highlighted so he is surprised to see a Placemaking Art sign in front of it, which appears out of place with the character of the building. He said it also shows up on the western elevation as a potential sign location, which he also thought was odd; he assumed there would be one or the other, not both.

Mr. Starr recognized that as well. He said potential locations were identified but not all will be utilized. He said they are working with a specific tenant on that at the north end of the building, the west elevation. He indicated they may choose to use it, they may not. He said Mr. Brown's comment is fair on the Window sign.

Mr. Brown said the Commission spent some time on that particular element and would hate to see it covered up, particularly with something that large along with all the other things that might occur on that building as far as signs are concerned.

Victoria Newell said she agreed with Mr. Brown's point.

Ms. Salay inquired about the Placemaking Art sign location because it appeared to be tucked back. She said if it is a glowing vertical sign like the parking sign, she would not like it but if it is an art piece, it might be ok.

Ms. Martin said there is an option for two Placemaking Art signs but it would be up to the landlord's discretion and one tenant would not have two of them. Mr. Starr said you are really only going to have one of those locations.

Cathy De Rosa said it could be interesting, not knowing what it is. She indicated part of this is to give a little serendipity.

Ms. Mitchell said the location would not be appropriate for a literal sign with letters but perhaps it would be okay for a piece of art.

The Chair said she was concerned about eliminating that sign altogether because she wants flexibility for the applicant. Mr. Brown suggested taking it out of the landlord's hand by eliminating it; they could still bring it back.

Mr. Starr said if he was approached with a good sign, he would bring it back to the PZC for review.

Ms. De Rosa questioned permitting Parking Marquee signs up to 150 square feet. Ms. Martin confirmed 150 square feet is permitted but not all of these sign types are going to be 150 square feet. She said what was demonstrated in the illustrations would be permitted.

Mr. Starr said the largest sign proposed is 150 square feet.

Ms. De Rosa referred back to the criteria for which to evaluate sign designs. She indicated the parking sign is not as attractive as it could be and drivers might have trouble reading Longshore Way, etc. She stated she is not enthusiastic about the signs at all. She said she understands the goal is standard wayfinding so if every sign in the City is to look like that, the Commission is struggling with that design. She said it appears very large and full of light and not as aesthetically pleasing as the other examples presented.

Mr. Starr said from a size standpoint, this is one of the few signs that have to be visible from a vehicle. Ms. De Rosa said people understand the meaning of a circle "P". Ms. Mitchell again asked if the word "PARK" has to be spelled out because the circle "P" is the universal sign for parking.

Mr. Starr said it was an interesting design element with the lighted letters to bring vibrancy to the sign. He said there are two parking garages both on Longshore and Mooney Streets and they are named as such. Ms. De Rosa said it makes more sense to focus on the name of the garage instead of the word "PARK".

Mr. Brown asked what happens on the next blocks, across the street and would the lighted sign be outside someone's bedroom window. He said "PARK" is really large. He agreed circle "P" is the universal sign for parking.

Ms. Salay said the "PARK" sign comes under the City's purview, not Crawford Hoying's. Mr. Starr said Crawford Hoying had some input into the design of the "PARK" sign.

Ms. De Rosa said all you really see any more in other communities are the circle "P"s.

Mr. Starr said Crawford Hoying is spending a lot of money to make the garages look nice so just using circle "P" signs would do a disservice to the architectural design on the structure. He offered to look at alternatives to coordinate with the wayfinding efforts. He said he likes the "PARK" sign but is not going to fall on the sword for that particular sign.

Ms. Salay said the City's consultant, Ms. Chumbly, if she understood what the Commission was saying in terms of aesthetic and the naming of the garages.

Ms. Chumbly explained the large marquee sign is meant to be visual from a distance, calling out the entrance to the garage but the primary identifier are the tin-mounted, 18-inch letters at the entries to the garages that are dimensional and state the name of the garage, ex. Longshore or Mooney. She emphasized that becomes the primary identifier for knowing which garage the driver is coming in and out of. She said the sign "PARK" with the arrow is for a retail garage. She indicated the difference is incorporating a more functional system that supports both the private and public entity in terms of how the user understands the navigation. She said the whole premise of wayfinding is to get people out of their cars. She said they enforced and were mindful of how the wayfinding messaging guides the visitor to the front door of some destinations if parking exists there but also trying to get people into the surface lots or parking garages, out of their cars and on their feet. She said they created a system that had continuity, functionality, and an aesthetic where the user was clear that this was part of the overall system. She offered to explore other solutions but this was meant to be a classic design that is also functional, with personality through the fabrication method including dimension, beautiful lighting, and integration with the architecture. She said a "festive" design would be a completely different philosophy.

Mr. Brown said to put it into perspective, the Placemaking Art signs are limited to 20 feet above the second floor line whereas the parking signs can go beyond that, which he is not comfortable with. He indicated he understands it is appealing to the driver but chances are there will be residential across the street.

Ms. Chumbly responded these are only on Longshore Street; they were mindful of residential areas. She said on the C Block garage, there is no residential above on that side of the building. She said the same is true on the Mooney garage; the sign is placed where the residential units do not face out. She indicated if a person is in the hotel, the light pollution might be an issue. She said they tried to avoid light beams on residential balconies. She said for buildings C5 and B5, the large marquee signs are placed in areas that would not happen. She said the smaller marquee signs are on secondary entrances. She said the height is 21 feet but she asked if Mr. Brown's concerns were in part of how the sign hangs on the building.

Mr. Brown said overall size is an issue along with the dimension of the stubs that hold it out. He said part of it is the Longshore Street element. He agreed a sign on Longshore avoids some of the residential areas but for Mooney and Block F, it is unknown what will be placed there in the future and that is what the PZC has to anticipate.

Ms. Mitchell said this really troubles her because she does not understand why we have to tell people in big letters, where there is parking. She said she works in a place where parking is at a premium but none of the garages have this kind of signage. She indicated this is very artful and she appreciates what Kolar Design has done but does not understand why a big sign that states "PARK" is needed.

Ms. Chumbly said the signs were viewed as Placemaking Art signs on Longshore because that is going to be a primary retail, restaurant corridor and the sign adds life and vibrancy to the streetscape. She said the large letters are a graphic expression on the marquee type sign for more personality. She restated alternatives can be explored.

Ms. Martin said from a staff perspective, they were supportive of the larger signs to cast shadows to add interest to the large blank walls.

Ms. De Rosa suggested then that creative exploration be encouraged and 150 square feet is too large.

Mr. Brown said he did not think it was that big but certainly larger than anything else, which does bother him. He said he understands trying to make it a more enticing area but it is a parking garage that looks like a parking garage.

Bob Miller said he appreciates the Parking Marquee signs to help people navigate and likes the "idiot proof" route. He said if you are used to the area, this is overkill but if you are coming in from out-of-town, this has value but would like to see some other creative ways to make the signs smaller as 150 square feet seems too large.

Mr. Starr said these signs are not for the locals like himself; they are for all the out-of-towners we hope to attract, generated by the event center and hotel. He offered to bring the signs back with different designs and sizes for the PZC to review as well as additional examples.

Mr. Miller noted that was a good idea. He said he did not intend to slow down the developer but this is worth taking a little extra time for.

Mr. Starr said 50% of the garage is built so the applicant needs to get these signs fabricated to be installed later this summer or early fall. He asked for approval of the MSP with the exception of the parking signs that could be brought back later.

Ms. Martin said it could be an amendment to this MSP.

The Chair asked also for the limitation of that sign in the one location on building C2.

Ms. Salay asked if the parking signs for the City's wayfinding system would all be the same or would the different neighborhoods have a different "flavor".

Mr. Papsidero said he would assume the City would have a consistent wayfinding system. He said there is a separate issue regarding the management of on-street parking as well as the City-owned garages that Staff has been working on to review with City Council in the near future to discuss options. He stated in terms of wayfinding, it should be consistent across the board to provide clarity for the public.

Ms. Salay said her point is we are selecting signs for these garages but we are also then determining a flavor for the entire Bridge Street District, including all parking garages.

Ms. Chumbly said the system is designed so all the garages in the Bridge Park development would have the same sign and just the name of the garage would change (per the location). She said even the one by the library would have a similar design as part of the system.

Ms. Salay said Staff needs to think about that as we all come together at City Council.

Ms. Chumbly said Kolar Designs, Inc. could provide some nice benchmarks from other cities that have done parking systems as their wayfinding system. Ms. Salay said that would be helpful as City Council is considering parking authorities and such. Ms. Chumbly said the examples would be more in line with what they are doing versus every garage having a different flavor.

Ms. Salay indicated a tone is being set for the future.

Mr. Papsidero said there could be flexibility so a sign could be somewhat unique given the location like in Historic Dublin. He said the character could be a little different based on the architecture of the building but still in this system "family".

Ms. Salay said we have to think beyond just Bridge Park.

Ms. Martin said she had prepared two conditions but two more are added per tonight's discussion.

Motion and Vote

Mr. Brown made a motion, Mr. Miller seconded, to approve the Master Sign Plan with four conditions:

- 1) That the MSP be updated to reflect that a leasing window covering is a sign type not requiring a permit;
- 2) That the applicant correct all page references and provide the revised approved MSP to Planning, prior to sign permitting;
- 3) That the proposed Placemaking Art sign adjacent to the tower element of the west façade of building C2 be eliminated; and
- 4) That the provisions for all garage parking signs be eliminated to be brought back at a later date.

*Matt Starr agreed with the conditions.

The vote was as follows: Ms. Mitchell, yes; Mr. Stidhem, yes; Ms. De Rosa, yes; Ms. Newell, yes; Ms. Salay, yes; Mr. Miller, yes; and Mr. Brown, yes. (Approved 7 – 0)



ADMINISTRATIVE REVIEW TEAM

RECORD OF DETERMINATION

FEBRUARY 11, 2016

The Administrative Review Team made the following determination at this meeting:

**3. BSD SRN – Bridge Park East, Blocks B&C
15-099MSP**

Riverside Drive and Dale Drive Master Sign Plan

Proposal: A Master Sign Plan for a new 8.2-acre mixed-use development on the east side of Riverside Drive, south of the intersection with Tuller Ridge Drive.

Request: Review and recommendation of approval to the Planning and Zoning Commission for a Master Sign Plan under the provisions of Zoning Code Section 153.066.

Applicant: Matt Starr, Crawford Hoying Development Partners.

Planning Contacts: Nicki Martin, Planning Assistant; (614) 410-4635, nmartin@dublin.oh.us and Claudia D. Husak, AICP, Senior Planner; (614) 410-4675, chusak@dublin.oh.us

REQUEST: Recommendation of approval to the Planning and Zoning Commission of this request for a Master Sign Plan with two conditions:

- 1) That the MSP be updated to reflect that a Leasing Window Covering is a sign type not requiring a permit; and
- 2) That the applicant correct all page references and provide the revised approved MSP to Planning, prior to sign permitting.

Determination: This application was forwarded to the Planning and Zoning Commission with a recommendation of approval.

STAFF CERTIFICATION

Jeffrey S. Tyler, AIA, LEED AP BD+C
Director of Building Standards/Chief Building Official

**3. BSD SRN – Bridge Park East, Blocks B&C
15-099MSP**

**Riverside Drive and Dale Drive
Master Sign Plan**

Nicki Martin said this is a request for a Master Sign Plan for a new 8.2-acre mixed-use development on the east side of Riverside Drive, south of the intersection with Tuller Ridge Drive. She said this is a request for review and recommendation of approval to the Planning and Zoning Commission for a Master Sign Plan under the provisions of Zoning Code Section 153.066.

Ms. Martin presented the aerial view of the site and explained each of the updates that the applicant has made to the MSP:

- Added conceptual rendered elevations and replaced some illustrative images
- Added New Leasing Window Cover to permitted sign types
- Eliminated 'Anchor Tenant' provision, umbrella signs/graphics, and Building Directory signs
- Finalized sign details for Address Numerals and Parking Marquee signs
- Clarified Canopy Edge sign and Placemaking Art sign locations
- Addressed Wall sign size with context sensitive approach by Level
 - Level 1 – 50 square feet maximum
 - Level 2 – 60 square feet maximum
 - Level 3 – 80 square feet maximum (new addition to this application/only permitted on building C2)

Ms. Martin reviewed the proposed number of signs per tenant. She said the proposed sign size, height, and location were regulated by: Use – Retail versus Office; Level; and Graphics.

Ms. Martin noted lighting for signs:

- External, internal, and indirect illumination permitted
- Illumination should be architecturally appropriate
- Awnings, umbrellas, and sandwich board signs are not permitted to be illuminated

Ms. Martin noted the additional details:

- Review Process
- Size Computation
- Prohibited Sign Designs

Ms. Martin presented examples for tenant signs: rendering of the West Elevation (Riverside Drive) of building C2; parking garage exterior signs – marquee; and address numerals.

Ms. Martin asked the applicant to address the issue of the letter height constraint. Matt Starr, Crawford Hoying Development Partners, said the three-foot letters can be changed to meet appropriateness of architecture. He presented the IGS sign that has four-foot letters, and the Ernst & Young sign that is just under four feet in height at Grandview Yard where it is much lower than in Bridge Park which will be closer in height to 80 square feet. He presented examples of signs from Easton to show the small signs are illegible (Dental Center) and how the letters in a small area do not read well to give context. He emphasized these were not the best signs, he was presenting them to show scale.

Ms. Martin indicated that there needs to be further clarification in the MSP and Mr. Starr said he could complete the revisions by the end of the day, most notably the clarification for Leasing Window Covers used during vacancies. He explained the covers will be opaque from the outside but transparent from the inside and the logo and text will only cover 30% of the entire window.

Ms. Martin said a recommendation to the Planning and Zoning Commission for approval is recommended for the Master Sign Plan to permit for a consistent sign package of an appropriate design and scale of the Bridge Park development, and the approved shopping corridor along Bridge Park Avenue and Riverside Drive, with two conditions:

- 1) That the MSP be updated to reflect that a Leasing Window Covering is a sign type not requiring a permit; and
- 2) That the applicant corrects all page references and provide the revised approved MSP to Planning, prior to sign permitting.

Jeff Tyler asked if there were any further questions or concerns regarding this case. [There were none.] He confirmed the ART's recommendation of approval to the Planning and Zoning Commission of the Master Sign Plan for their meeting on February 18, 2016.

**4. ~~BSD SCN — Bridge Park, Block A~~ ~~Riverside Drive and W. Dublin-Granville Road~~
~~16-001DP-SP~~ ~~Development Plan/Site Plan~~**

~~Marie Downie said this is a request for the third phase of development within Block A of the Bridge Park development, including a 107,043-square-foot hotel, 19,104-square-foot event center, a 468-space parking garage, privately owned/maintained reserves for private drives, and 2,570 square feet of open space. She said the site is located at the northeast corner of the Riverside Drive and Dublin-Granville Road intersection. She said this is a request for review and recommendation of approval to the Planning and Zoning Commission for Development Plan, Site Plan, and Waiver Reviews under the provisions of Zoning Code Section 153.066(E)-(F).~~

~~Ms. Downie discussed the Development Plan request with three conditions:~~

- ~~1) That a mid-block pedestrianway between the event center and office be provided with the development of Lot 7;~~
- ~~2) That signs be posted indicating Mooney Way as a fire lane meeting the requirements of Dublin Fire Code Section D103.3; and~~
- ~~3) That any inconsistencies on the plans be revised and a final version be submitted for final Staff review and approval.~~

~~Jeff Tyler asked if there were any questions or concerns of the Development Plan conditions. [There were none.] Ms. Downie said a recommendation of approval of the Development Plan to the Planning and Zoning Commission with the three conditions above is recommended.~~

~~Ms. Downie discussed the 18 conditions for the Site Plan Review:~~

- ~~1) That any inconsistencies on the plans be revised and a final version be submitted for final Staff review and approval;~~
- ~~2) That Conditional Use applications be approved by the Planning and Zoning Commission for the proposed parking structure and event center;~~
- ~~3) That patio and outdoor dining details be reviewed and approved by Staff. Any modifications to the site or building will require Minor Project Review prior to installation;~~



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PLANNING AND ZONING COMMISSION

RECORD OF DISCUSSION

JANUARY 7, 2016

The Planning and Zoning Commission took the following action at this meeting:

**2. BSD SCN – Bridge Park East, Blocks B & C – Master Sign Plan Riverside Drive
15-099MSP Master Sign Plan**

Proposal: A Master Sign Plan for a new 8.2 acre mixed-use development on the east side of Riverside Drive, south of the intersection with (future) Bridge Park Avenue.

Request: Review and approval for a Master Sign Plan under the provisions of Zoning Code Section 153.066.

Applicant: Matt Starr, Crawford Hoying Development Partners.

Planning Contact: Claudia Husak, AICP, Senior Planner and Nicki Martin, Planning Assistant

Contact Information: (614) 410-4675, chusak@dublin.oh.us and (614) 410-4635, nmartin@dublin.oh.us

MOTION: Ms. Newell moved, Mr. Stidhem seconded, to table this Master Sign Plan application at the request of the applicant.

VOTE: 7 – 0.

RESULT: The Master Sign Plan was tabled.

RECORDED VOTES:

Victoria Newell	Yes
Amy Salay	Yes
Chris Brown	Yes
Cathy De Rosa	Yes
Robert Miller	Yes
Deborah Mitchell	Yes
Stephen Stidhem	Yes

STAFF CERTIFICATION

Claudia D. Husak, AICP
Senior Planner

**2. BSD SCN – Bridge Park East, Blocks B & C – Master Sign Plan
15-099MSP**

**Riverside Drive
Master Sign Plan**

The Chair, Ms. Newell, said the following application is a request for a Master Sign Plan for a new 8.2 acre mixed-use development on the east side of Riverside Drive, south of the intersection with (future) Bridge Park Avenue. This is a request for review and approval for a Master Sign Plan under the provisions of Zoning Code Section 153.066. The Commission is the final authority on this application and we will need to swear-in.

The Chair, Ms. Newell, swore in anyone intending to address the Commission with regard to this case.

Nicki Martin said this is a request for a Master Sign Plan for the Bridge Park development, Blocks B & C located off Riverside Drive. She said there are two documents to review Master Sign Plans the Bridge Street District Sign Code Section 153.065(H)(E) and the newly adopted Bridge Street District Sign Guidelines which provides some direction on Master Sign Plans. She said the Administrative Review Team has made a recommendation of approval to the Planning Zoning Commission. She said the ART recommended that the applicant make some changes to the final document prior to their submission to the Commission and the changes were highlighted in the staff report. She said after the Commission's determination the approved Master Sign Plan will be administered by City staff and at a staff level they have discussed having a standing staff review meeting to process these sign permits as they come forward.

Ms. Martin said the site is located north of West Dublin-Granville Road and east of Riverside Drive. She said they are specifically talking about Block B to the south and Block C to the north. She said the applicant is required to designate a shopping corridor as part of their Site Plan approval, which has been done. She said Master Sign Plans are required for designated shopping corridors which is why they are requesting this Master Sign Plan. She said in addition, they are looking to having a cohesive sign plan for both Blocks B & C in their entirety which why all signs for these blocks are included in this proposal.

Ms. Martin said the application was submitted to the ART for concurrent review with the Bridge Park West Master Sign Plan, which was recently approved by the Architectural Review Board on December 16th.

Ms. Martin said the text is generally consistent with the Bridge Street District Code as well as the BSD Sign Guidelines and generally there are definitions and illustrative examples as well as lighting and prohibited designs and a regulation matrix. She said there are building elevations that are included for each building in Blocks B and C.

Ms. Martin said the signs are permitted based on use of each tenant, retail tenants are permitted signs based on the number of frontages. She said retail tenants with one frontage would be permitted two signs, two frontage equals three signs, and three frontage equals four signs. She said only building mounted signs are permitted in the Master Sign Plan where as in the normal Bridge Street District Code would also permit ground signs for all tenants. She said office tenants in this Master Sign Plan are only permitted wall signs and not every office tenant is permitted a wall sign - it is at the discretion of the Landlord. She said that there is a provision in the Master Sign Plan allowing anchor tenants an additional sign at the Landlord discretion and the ART is recommending that this provision be removed from the Master Sign Plan as anchor tenants are not specifically defined.

Ms. Martin said the building elevations call out proposed locations and heights of the signs and designate levels. She said the graphics and the boxes shown in the plan generally show where signs are to be permitted on the buildings. The boxes show all the permitted sign locations and not the total permitted signs for a given tenant space. She said the levels do not correspond to the floor levels, such as the ground story is in level one, but how large level two is based on the use, whether it be residential or office. The levels also dictate the height at which the sign is appropriate. She said the only sign types

allowed in level two are office tenant wall signs or place making art signs which are permitted for retail tenants only.

Ms. Martin said there are three sign types with three regulatory categories: signs with special conditions, building mounted signs, and signs not requiring a permit. She said the signs with special conditions are signs for a building and are non-tenant specific and are only related to building information including address numerals and building directory or a parking marquee sign which would be used for a parking garage. She said buildings would be permitted a canopy edge sign in the event that they wanted to have an address or a building name. She said the remaining signs are generally tenant signs and are permitted for retail tenants with wall signs being the only sign type permitted for office tenants. She said the building mounted signs would require sign permits and for tenants just the building mounted signs would require sign permits excluding the window graphics which does not required a sign permit.

Ms. Martin said the signs that are building signs are address numerals, building directory and parking marquee signs which do not exist within the Bridge Street District Code. The applicant is proposing sign sizes and locations for these sign types. She said the parking garage signs are permitted to be 150 square feet maximum, the building directory signs are permitted next to the entrances of an office or apartment building and are permitted not to exceed six square feet and the address numerals are not exceed two square feet and are required by the Fire Department.

Ms. Martin said the office tenants are permitted up to one sign at Landlord discretion so not every office tenant will have a sign. She said the office tenants are permitted signs in level two up to a maximum of 80 square feet where the Bridge Street District Code would only allow signs within the first level at a size up to 50 square feet.

Ms. Martin said retail tenant signs include new sign types including place making art signs and canopy edge signs which currently do not have a definition in the Bridge Street District Code. She said the retail tenant permanent signs include fascia/wall sign which the text states is to be a layered construction and high quality materials. She said retail tenants are permitted one square foot per lineal foot of frontage which is more than what is permitted within the Bridge Street District Code and up to a maximum 80 square feet where 50 would be permitted in the Bridge Street District. She said retail tenant signs are generally only permitted within level one which is consistent of the Bridge Street Code. She said projecting and awning signs are provided definitions as well as illustrative examples for tenants to use as guidance when submitting sign permits. She said the regulations for projecting signs and awning signs are consistent with the Bridge Street District Code.

Ms. Martin said the window signs and window graphics are also included in the application and the distinction is between a window sign and a window graphic is that a window sign includes a business name or logo and a graphic, which is a new sign type, is not permitted to include a business name or logo. Window graphics as the examples show are simply a feature connecting multiple windows, stating business hours or featured products. She said Planning is requesting the applicant clarify the difference in the Master Sign Plan between a window sign and a window graphic as they are in the same category for the general regulations matrix and in the sign permitting process it would not be clear how much area is devoted to each type. She said the applicant is proposing that window signs and window graphics not exceed 30 percent of the window area, where in the Bridge Street District Code they would be permitted 20 percent of the window area at a maximum of eight square feet.

Ms. Martin said the place making art signs is intended to contribute to the character of the street. She said this sign type is permitted for retail tenants only but the sign would be permitted at a height in level two. She said these signs are at the Landlord discretion so not every retail tenant would be permitted this sign type it would be only in cases that they are truly unique and appropriate to the streetscape. She said these are permitted at a maximum of 100 square feet.

Ms. Martin said canopy edge signs is a new sign type that the Bridge Street District Code does not consider and are for retail tenants, parking garages, and apartment address numerals. She said a maximum of 50 square feet is permitted and based on architectural character it would be less in some cases and in that case staff would refer to the graphics included in the Master Sign Plan.

Mr. Brown asked if the address sign should be two square feet and would that relate to canopy edge signs.

Ms. Martin said the distinction is that if the address is on the canopy it would be considered a canopy edge sign whereas if the address numeral sign is simply to identify an individual tenant space and not the entire building it would be an address numeral sign required by the Fire Department for fire safety. She said they would be permitted to put an address numeral on the building at the size of two square feet with pin mounted letters, but if they were identifying an entire apartment building the applicant would be permitted to do something similar to the street number and the street name and they would sum those characters to get the entire area of the canopy edge sign.

Ms. Husak said in this example they have the canopy edge sign in the illustration and below the example there is an illustration of an address sign in the sign plan.

Ms. Newell said it was not clear in the packet in the way it is presented in the sign package that there is a distinction or that the area was to be summed.

Ms. Martin said the text in the Master Sign Plan and the elevation graphics are designed by the applicant to go hand in hand and equally regulate the Master Sign Plan so one cannot stand without the other and it will require Staff to reference both during the reviewing process.

Ms. Martin said retail tenant temporary sign: sandwich board signs and umbrellas signs are called out in the Master Sign Plan. She said sandwich board signs are existing in the Bridge Street District Code and the applicant is asking that these not require a permit and be double hinged, professionally designed in a dark color. She said umbrellas signs are a new sign type not existing in the Code and would also not require a permit and would be at the Landlord discretion. Only 20 percent of the umbrella awning would be permitted to have a logo on it and would be required to be brought inside in the evening and stored while not in use.

Mr. Miller said he read that sandwich boards are allowed within six feet of the building and who enforces that placement.

Ms. Martin said that Code Enforcement works with the tenants and in some instances draws a box with chalk on the sidewalk temporarily for the proper placement. The intent is to have the sandwich board signs close enough to the retail tenant that is operating the sign and to maintain a clear distance on the sidewalk for pedestrian use.

Ms. Husak said they had discussions with the applicant that as a Landlord they are going to have to be vigilant to help with adherence to the requirements that they have set forth in the lease agreements. She said there are two Code Enforcement officers on staff and it is not realistic that their entire day will be spent on enforcement sandwich board sign placement.

Ms. Martin said that the applicant will address the reason for the Master Sign Plan and tenants will be agreeing to the Master Sign Plan set forth upfront so many of the regulations will be known to them when the leases are signed.

Ms. Martin said there are a variety of lighting options that are permitted for tenants. External, internal, and indirect illumination are all permitted. She said the Master Sign Plan strongly encourages modern

lighting that is architecturally appropriate and discourages any vintage or “cutesy” lighting. She said awnings, umbrellas, and sandwich boards are not permitted to be illuminated. She said the Master Sign Plan includes additional details regarding the review process for their tenants and how to commutate size of signs and also gives a few examples of prohibited sign types.

Ms. Martin said the applicable Master Sign Plan Criteria are as follows:

- a) Allow a greater degree of flexibility and creativity in sign design and display.
- b) Ensure sign work is in a coordinated fashion to meet the general intent of signs in the District.
- c) Not intended to permit larger signs, more visible signs, or additional signs than permitted, without any consideration for unique sign design and display.

Ms. Martin said the applicant is requesting this Master Sign Plan because of their shopping corridor provision as well as the unique location, scale and architecture of the buildings they have had approved.

Ms. Martin said the Bridge Street District Guidelines review criteria is as follows:

- a) Signs and graphics should contribute to the vibrancy of the area
- b) Should be highly pedestrian-focused while remaining visible to those traveling by car or bicycle
- c) Placement of signs and graphics should assist with navigation, provide information, and identify businesses

Ms. Martin said the Administrative Review Team used the guideline criteria to shape their analysis. She said the applicant has touched on contributing to the vibrancy of the area and there are a variety of options to activate the streetscape. Additionally, the Master Sign Plan assists with navigation providing information that identifies the buildings and businesses.

Ms. De Rosa asked if banner and flag signs are permitted.

Ms. Martin said anything that is not covered in this Master Sign Plan would revert to the Bridge Street District Sign Code and therefore anything not permitted in the Code would also not be permitted in this Master Sign Plan.

Ms. Martin said ART recommended approval to the Planning and Zoning Commission and recommended the applicant make a few modifications prior to their appearance before the Commission and that any remaining conditions be forwarded on to the Commission for their review. She said the conditions are as follows:

- 1) The general regulations matrix outlining the sign types and allowances should be updated to include all applicable sign type regulations;
- 2) The MSP should be updated to:
 - a. Delete the provision for additional signs for Anchor Tenants;
 - b. Include additional sign type definitions and examples including address numerals, building directory, and umbrella signs;
 - c. Include that window graphics require landlord approval; and, to differentiate window graphics and window signs in the general regulations matrix; and
- 3) The applicant provide the revised approved MSP to Planning, prior to sign permitting.

Ms. Martin said the applicant has a presentation and she is happy to answer any questions regarding the ART analysis and recommendation.

Matt Starr, 555 Metro Place, Dublin, said he doesn't have a presentation other than the package. He said his role at Crawford Hoying is Director of Development and most of his time is spent working with tenants to sign leases. He said this is one of the first questions that comes up with prospective tenants. It is location, rate, and signage opportunities. He said it is important to address these questions up front and create some certainty for them. He said they have worked on this for many months, nearly a year in

collaboration with Kolar Design who is working with the City on the City wide way finding efforts. It made a lot of sense for them to work with Kolar on the sign package so there is cohesiveness of thought and how they approach this plan.

Mr. Starr said they are trying to meet the needs of everyone especially pedestrians and automobiles. He said they have to create a balance with the four sided buildings and they thought about that when they created this package. He said they did their best to identify where they thought all the spaces were and where the signs would want signs knowing that all the spaces have not been leased there will be changes. He said the most important is the quality of signs and this plan shows to people and they understand what is expected. He said they have been giving the plan to people for the rules they will have to follow to get a permit. He said if they have something creative and outside the box they will have to come back and amend the document.

Mr. Starr said they may have not identified all the places and in his review he realized they missed a sign that they want to make sure they add as a condition which is the garage sign on the B garage and is very similar to the sign on the C garage on page 48 or 49 of the plan. He said the sign location 2A in the C garage has similar signs to the B garage as well as parking marquee along Banker Drive and a smaller sign on the Long Shore side and they will identify them on the final document.

Mr. Starr said the canopy edge sign is seen as identifiers for the buildings and mainly residential and office lobbies and that is how those buildings will be identified. He said the tenant signs would most likely be above the door or to the right of the door depending on the approach. He said the sandwich boards will be monitored every day because their offices will be there and they will be making sure those are where they should be as close to the door as possible.

Ms. Newell asked if anyone from the public would like to address the Commission. [Hearing none.]

Mr. Brown said that he hopes everyone speaks up and speaks their mind on this application. He said he likes the package as a whole. He said the way the Commission reacted to the first go around on some of the images and elements presented they loved the creative and outside the box and understands that people are trying to bring things to the table that can be expedient and passed through easily. He wondered what methods they can use to encourage people to be creative and not feel like they have a huge cost of presentation and drawings so that they can put some money into some creative elements and unique and bring it for review that is not costing a fortune.

Mr. Brown said he doesn't want this to be generic vanilla development where there is no urban excitement and they fail if that occurs and he thinks Crawford Hoving recognizes that but it is not always the easy and expedient method, but would encourage staff to figure out a someway to make it expedient and economical for someone that is signing a lease to bring something creative to the table.

Matt Starr said they did not arrive there quickly and they started with the base code because it is what was put into place and there are some deviations.

Ms. Newell said since they are making a deviation between the 20 percent window signage and they have come up with 30 percent. She asked why the increase.

Mr. Starr is was because of the scale of the first floor. He said Building C1 there is a 20 foot clear height so there a larger window. He said standard is 16 feet and this building has 20 feet. He said Building C3 and B3 that climb up the hill at the lower level is close to 20 feet so there are large windows and to get the appropriate scale they ended up with 30 percent.

Ms. Newell said it was physically analyzed and are they able to present or provide information with better pictorial graphics.

Mr. Starr said they did have Building C2 rendered but it was not included in the package.

Ms. Newell asked that they clarify the difference the window graphics and the window signs in the 30 percent limitation if it covers both of those components.

Mr. Starr agreed it is 30 percent in total.

Ms. Newell said she is more comfortable with 30 percent total.

Mr. Brown said it is interesting in the way they define signs and the size of signs but part of it is the opacity of any given sign. He said the pie whole and the makers café have a much more solid sign and there are some with hours and the surf club there is a very light opacity and asked how they gauge that because you can see through more of it, it is more acceptable than if it is a big block of white.

Mr. Starr said they do not distinguish but they are only covering 30 percent of the window and there is an enormous amount of opacity coming through the window and all the signs that are reflected in the package are well done even they have the different characteristics as described.

Ms. Newell said the artistic place making signs are being put in the second level but could not see them extending to the top of the second level especially when they are to be more pedestrian oriented and would be more comfortable if there was a maximum elevation defined as it relates to each of the buildings because they are envisioning signage at the top of each of the buildings.

Mr. Starr said he envisioned the bottom of the signs is at the floor of the second levels.

Ms. Newell said it needs to be defined at that level. She said each tenant with a street frontage is allowed two of any type of sign, so if they have an art place making sign that would count as one sign.

Mr. Starr said it would be correct but it is not likely that a tenant that has one street frontage would have a place making sign and agreed it would be one of the two signs.

Ms. Newell said the umbrellas signage graphics is not necessary to put signage on umbrellas in addition to all the other signage that they get with the buildings. She said no one is going to want to see fast food logos on umbrellas and would like to have it eliminated. She asked if the parking signs are defined in the package and if they know what they want they will begin to set the precedence for the creativity and would like them finalized within the sign package.

Mr. Starr said they are at the development level of the parking signs and analyzing the costs because the Parking Garage B and C are financed through the City they have to fit within the context and will include them in the sign package.

Ms. Newell said the building directory signs should be uniform throughout the buildings especially with locations on the buildings as a point of wayfinding.

Mr. Starr said they will be next to the doors and it made sense to have consistency.

Ms. Martin said the Text requires that they are located on the exterior wall next to the entrances.

Ms. Newell asked what their review process will be for the tenant graphics.

Mr. Starr said Russ Hunter and himself will be reviewing the signs as part of the sign package and have been giving the document to tenants upfront so they are aware of the rules as part of the design of their

space and the signs will be submitted to them and it will be reviewed for quality, color, adherence to the plan before any permits are submitted.

Ms. Martin said the City will require a letter from the landlord with every sign permit application.

Mr. Miller asked if the number of signs on the offices is at the discretion of the landlord and for examples of the office signs.

Mr. Starr agreed and said examples were in the package.

Mr. Miller asked if every tenant could have a sign on one side of the buildings.

Mr. Starr said there are specified locations for the signs and the locations are limited and there will be more tenants in the buildings than exterior sign locations.

Ms. Salay said she echoed Ms. Newell's opinion about umbrellas signs and multiple tenants with lots of patios it can be busy with a lot of graphics on the umbrellas and is not necessary with all the other opportunities for signage.

Ms. Husak asked if it could be considered as a sign option out of all the permissible options or do they want to eliminate it completely.

Ms. Salay said it should be eliminated altogether because umbrellas could be designed separately or in groups at varied sizes and coverage of them could get out of control.

Ms. Mitchell said many of the alcohol manufacturers provide umbrellas with their logos on them which are tacky.

Mr. Starr said they would not allow those types of umbrellas.

Ms. Martin said that the Text requires the graphics to be an approved corporate logo for the business approved by the landlord.

Ms. Newell said it is cleaner to eliminate umbrellas signage.

Mr. Brown agreed.

Mr. Stidhem agreed and asked to see the Bridge Street Sign Code verses to proposed master sign plan variances.

Mr. Starr said the variances are the windows and a wall sign type combination is a total of 80 square feet and is what is architecturally appropriate and the size of the sign and the scale of the building and balancing the pedestrian and the auto views, especially considering it's a new development. He said the other variance is the number of signs and the quality of signs.

Ms. Martin said the number of signs for each tenant within the Bridge Street District Code tenant within the first story of any structure is permitted two building mounted signs of a different types, plus one additional building mounted sign should they have an entrance to a public parking space to the rear or the side of their building, which up to three building mounted signs for a tenant. She said across the board within the Bridge Street District any tenant is permitted one ground sign per street frontage up to two signs. She said this applicant is not permitting any ground signs. She said the most consistent guideline is the retail with two frontages would be permitted three building mounted signs which is similar to what is permitted within the Bridge Street District today. She said for three frontage it would

take a large tenant especially within this type of building to meet that requirement and in that case staff felt it appropriate to permit four building mounted signs because this development does not permit any ground signs. She said that the ART is recommending that the anchor tenant provision be eliminated because it is unclear and difficult to enforce.

Mr. Stidhem asked to clarify the 50 feet versus the 80 feet wall signs.

Ms. Martin said the wall signs within the Bridge Street District tenants are permitted at a sign area of ½ a square foot per lineal foot of frontage and this application is proposing one square foot per lineal foot of frontage which is consistent with the standard City Sign Code. She said the maximum size of a permitted wall sign in the District is currently 50 square feet which the applicant is proposing 80 square feet which is consistent with the standard City Sign Code and the height of the signs is consistent across the board with the Bridge Street District Code.

Mr. Stidhem asked why they dialed the Bridge Street District back and if logical why they are deviating that from that in this package.

Ms. Martin said the idea for signs within the Bridge Street District is that more signs are permitted but they would be smaller and in more diverse combinations than the standard City Code would permit and in this case given the scale of the buildings with respect to height and number of stories it is unique from any other redevelopment project in the City and the additional sign size is appropriate.

Ms. Newell said the proposed 80 square foot sign would fit the span of the tenant spaces and she is comfortable with the size.

Ms. Martin said the building architecture, especially the tenants not on the end cap, would limit sign size because they would not have enough frontage to max out the 80 square feet size regulation and just the second story office tenants are the main tenants that will be hitting the maximum and they are elevated off the road and is not meant to be a pedestrian scale.

Ms. De Rosa said there was a lot of dialog about size, dimension, fit, and feel and makes her concerned to make that big a jump from 50 to 80 square feet. She said you can't get the scale or context in this particular illustrations.

Mr. Starr said it is true with the renderings and they will not know until the buildings are up. He said the buildings are deep at around 100 feet deep and for frontages of a certain size the tenant will not be able to max the size out.

Mr. Brown asked who governs Crawford Hoving signs for location and size and when there is an empty store front and there is advertisement for space. He asked what will be put in the windows or the doors or during tenant improvements but he understands that they have the opportunity to advertise the space is for lease.

Ms. Martin said the applicant will occupying a tenant space in one of these buildings and will have an office tenant appropriate wall mounted sign and the temporary signage is governed by the Bridge Street District Code and in no case are temporary signs permitted to exist longer than 30 days, so those would have to be changed out and they would have to file for a temporary sign permit through the City with a Certificate of Zoning Plan Approval. She said the tenant spaces changing out has not been considered.

Mr. Starr said they would defer to the Code.

Mr. Brown said there are going to be empty store fronts and there will be a level of advertisement for lease and at what level of opacity and covering a space that is no longer there maybe there should be a package that covers the windows in a respectful non-attention calling manner.

Mr. Papsidero said it would be a good topic to address in the Master Sign Plan. He said there have been issues Downtown with the way the empty storefronts have been treated with plywood and the graphics that are attached to them has caused some issues and by that example it makes sense to try and figure it out as part of this package.

Mr. Stidhem said he thinks the wall signs are too big. He said the examples of huge gaudy signs on the sides of the buildings in Dayton and he fears there will be big gaudy tacky signs on the sides of these buildings.

Ms. Newell said in the areas the signs are proposed and developing the 80 square feet is by the length of someone's name so if there are a lot of letters in the name of the company the square footage would be longer or shorter based on the letters. She said they could put a limitation on the height of the text or control it because any square foot sign would be 8 x 10, but the building is not designed to support 8 foot of width of a sign, which is why she was comfortable with the 80 square foot in this instance.

Ms. De Rosa said they could dial it back and if there are exceptions bring them in because there are other ways to do it and thought the size makes them uncomfortable because it is hard to envision.

Ms. Mitchell said it is a big increase and 80 square feet could look different depending upon the orientation horizontally or vertical and is hard to say it can be bigger without the text.

Mr. Stidhem said the sign package has great work and commended the time that has been involved in the Master Sign Plan stating it represents awesome work.

Mr. Brown said there are elevations of every building and they have defined given areas and he agrees 80 square feet is big if it is tall and not long, but it is about proportion and aesthetics and asked that they show these examples on the buildings indicated the permitted areas.

Ms. De Rosa said they should still push back on the dimensions because that will create the conversation and it will be difficult if one is approved. She said they want signs that are smaller and more interesting and diverse and not take normal signage and place on the building. She said they want to encourage diversity and there are ways to do that and they will get more of the conversations they just had with a previous case.

Ms. De Rosa said she loves the examples in the plan and asked for the parking garage slide to be displayed. She said they have an opportunity with the parking garage to set an example and not sure what is proposed sets the example with the large round circle with a letter "P" nor do they have to spell out the word parking. She said they have not arrived at the example they really want to set and encourage them to take the opportunity to do something unique.

Ms. Salay said they can do more with the buildings with the types sign and need to do something that is unique and more interesting and make it worth it with quality and detail and not glowing plastic letters on a building. She said the signs should be depending on the other graphics along the block and what the tenant are achieving.

Mr. Starr said this case is a new development and is a new place with structured parking behind so the identification for the tenants are important and the branding they are going to have to push for creativity. He said he hears them being uncomfortable with 80 square feet and thought 50 square feet is too small.

Ms. Newell said there is potential with the limitation of the height of the graphics in terms of placement on the buildings. She said the point of the deviation is to get creativity in exchange for the larger sign and suggested they do more presentation work showing how the height of the sign will fit within the area on the buildings.

Mr. Starr said they will bring more dimensions of signs and images from other places that will help show the appropriateness on the buildings.

Ms. Mitchell said people learn and recognize brands and not based on the size of the logo or sign but by the distinctiveness and certain elements that are creative. She said the size is not the determining factor of what makes a great sign and they should find a way to think about other dimensions other than just size that would be very helpful.

Mr. Stidhem said they should keep the signs at 50 square feet and then if they go outside the 50 square foot they would come back for further approval.

Ms. Husak said the Bridge Street District provisions were conservative on purpose. She said they are not here asking for a sign plan for bigger signs they are required to come to the Commission with a sign plan because the Code has built that into the Shopping Corridor that has been designated for their location. She said the 50 square foot they were being conservative to the sign provisions knowing that there are certain areas it was too conservative and knew that there was another layer of scrutiny added to those provisions.

Ms. Newell asked what action the applicant would like them to do with the application.

Mr. Starr asked to table the application and come back with information to address the questions that have been brought forth.

Motion and Vote

Ms. Newell moved, Mr. Stidhem seconded, to table this Master Sign Plan application at the request of the applicant. The vote was as follows: Mr. Miller, yes; Ms. Mitchell, yes; Ms. De Rosa, yes; Mr. Brown, yes; Ms. Salay, yes; Mr. Stidhem, yes; and Ms. Newell, yes. (Tabled 7 – 0)

3. MAG PUD and Perimeter Center, Subarea D – MAG, Land Rover, Jaguar, Porsche 15-113Z/PDP 6335 Perimeter Loop Road Rezoning/Preliminary Development Plan

The Chair, Ms. Newell, said the following application is a request for a Rezoning for approximately 30 acres from Planned Unit Development District (Midwestern Auto Group plan) and PCD (Perimeter Center, Subarea D) to PUD for the expansion of the Midwestern Auto Group (MAG) campus to incorporate an additional 5.4 acres into the PUD to accommodate the construction of a combined showroom for the Jaguar and Land Rover brands. She said this is a request for review and recommendation of approval to City Council for a rezoning with preliminary development plan under the provisions of Zoning Code Section 153.050.

Ms. Husak said she could do a presentation but it seemed there might be a few questions that would not require a full presentation.

Ms. Salay said she wanted to talk about architecture.

Ms. Husak said this is a rezoning and preliminary development stage and they are looking at an entire site that is now 30 acres by trying to incorporate 5.5 acres of vacant land on the eastern side of the

Vincent A. Papsidero, FAICP
Planning Director

**4. BSD SRN – Bridge Park East, Blocks B&C
15-099MSP**

**Riverside Drive and Dale Drive
Master Sign Plan**

Nicki Martin said this is a request for a Master Sign Plan for a new 9.2-acre mixed-use development on the east side of Riverside Drive, north of the intersection with West Bridge Street. She said this is a request for review and recommendation of approval to the Planning and Zoning Commission for a Master Sign Plan under the provisions of Zoning Code Section 153.066.

Ms. Martin presented the site and addressed issues with specific sign types in the report. She presented a table to illustrate the comparison between what is permitted in the BSD and what is being requested as part of this MSP and noted the number of signs permitted per tenant. She noted the proposal permits 'Anchor Tenants' one additional sign and Staff recommends this provision be eliminated from the MSP since a definition is not provided. She said the MSP illustrates how the locations and height are regulated by level and requested clarification as the two "levels" do not coincide with stories or floors. She indicated the height of signs varies based on the sign type. She said the placemaking art signs will be at a height of at least 15 feet, but wall signs are limited to the first floor for retail tenants. She added Staff has concerns with the definition of levels as they vary based on the building elevation within the blocks, which are not consistent. She requested clarification on plans and suggested this be completed in order to avoid having to amend the MSP in the future.

Claudia Husak said the text and the graphics in the MSP do not match and asked that the applicant clarify the discrepancies.

Ms. Martin said the applicant is proposing new sign types in the MSP that included: placemaking art; parking marquee; canopy edge; and umbrella signs. For the sign types not already detailed in the MSP, she asked the applicant to provide definitions and examples in the document. She said other proposed permitted sign types include: wall; projecting; awning; window; address numerals; building directory; and sandwich board. She said Staff recommends permitted sign types be reorganized to provide additional clarity. Staff suggests address numerals, building directory, and parking marquee signs be considered 'Signs with Special Conditions' and not be counted toward an individual tenant's total allotted signs since these sign types would not include tenant specific information or branding. She said Staff also suggests a category be created for 'Temporary Signs' to include sandwich board and umbrella signs where these sign types would be permitted by the landlord not the City like Temporary Signs in the rest of the City.

Ms. Martin said Staff recommended that window signs be counted toward the total number of signs permitted. The ART discussed and decided that there should not be numerous business name or logo window signs permitted, but those that are simply graphics could be on the windows as part of the design. Jeff Tyler requested a definition be added for "window graphics" which would differ from window signs and ultimately be part of a tenant's graphics package, but not count toward their total number of permitted signs.

Ms. Martin said the materials permitted in the MSP for wall signs provide a very narrow scope that only include wood and metal. She said Staff suggested that the list of permitted materials be expanded and specific awning materials be listed so amendments are not needed in the future.

Ms. Martin said the MSP also includes additional details: review process; size computation; and prohibited sign designs. She said Staff is recommending that additional details regarding review process be finalized prior to sign permitting. Ms. Husak said zoning review will take place at Staff level and the current thinking is that a multi-departmental team will be formed meeting weekly to review signs for compliance with the MSP.

Ms. Martin said the purpose of the Master Sign Plan is:

- a) To allow a greater degree of flexibility and creativity in sign design and display.
- b) To ensure sign work is in a coordinated fashion to meet the general intent of signs in the District.
- c) Not intended to permit larger signs, more visible signs, or additional signs than permitted, without any consideration for unique sign design and display.

Ms. Martin said approval is recommended to the Planning and Zoning Commission for a Master Sign Plan to permit a consistent sign package of an appropriate design and scale of the Bridge Park development and the approved shopping corridor along Bridge Park Avenue and Riverside Drive with three conditions:

- 1) That the general regulations matrix outlining the sign types and allowances should be updated to clarify the permitted building mounted sign types from other sign types, subject to approval by Staff;
- 2) That the graphics should be updated to:
 - a. Clarify they are part of the MSP's regulatory framework
 - b. Provide definitions for Level 1 and Level 2;
 - c. Denote where Level 2 signs are permitted for Level 1 tenants; and
- 3) That the MSP should be updated to:
 - a. Delete the provision for additional signs for Anchor Tenants;
 - b. Clarify the number of signs counting toward the total number of signs permitted per tenant;
 - c. Include additional sign type definitions;
 - d. Add permitted materials to allow for greater flexibility and creativity; and
 - e. Revise the zoning review timeline graphic to accurately reflect the review and permit process following the approval of the MSP.

Ms. Husak said when three or four building mounted signs are permitted for tenants with two and three frontages, they have to be of at least two different types so she questioned the permitted signs presented in the MSP for Level 2 tenants. She said the MSP allows for the possibility of an additional sign for anchor tenants, however, no definition is provided for anchor tenants, which may result in up to five signs for such a tenant if there is frontage along three streets. She said the provision should be eliminated.

Matt Starr, Crawford Hoying Development Partners, explained how the levels were used in the MSP and said he would provide clarification for retail, restaurant, and office use. He stated the General Regulations Matrix is primarily for ground floor tenants. He stated the number of signs per tenant is only intended for retail and restaurant tenants and office tenants will only be permitted one wall sign – if any at all, which will be at the discretion of the landlord. He stated that the intent of the MSP is to be consistent with the character of Dublin and to not permit too many signs or too large signs.

Mr. Starr said the MSP was prepared differently for the Historic District as the signs would be smaller in nature – consistent with the BSD Code. He reported the ARB determined not to count window signs toward the total number permitted because a sign might have a graphic not associated with identification.

Mr. Starr said the ARB realized they are not going to see individual signs like they do in the rest of the District after approval of the MSP, which they were not fully comfortable with. He said the MSP process of “after the applicant met the letter of the law would be permitted to go directly to sign permitting” was met with consternation. He explained the MSP is part of the lease agreement. He indicated the MSP makes it easier for tenants to comply. He said this document has been shared already with prospective tenants, even in its draft stages.

Mr. Starr said he is only envisioning placemaking art signs for Level 1 tenants in Level 2 and the "sign" has to be unique. He said he did not want to place a restriction that they are permitted only for tenants with 5,000 square feet or above, but wanted it to be at the discretion of landlord and requiring a sign permit from the City meeting the MSP regulations. He indicated he does not envision any office tenants having a placemaking art sign; it would be meant for retail tenants. Ms. Husak asked the applicant to note that in the MSP. Ms. Husak asked if it would be appropriate for a tenant on a corner.

Mr. Starr said he had told the ARB that the applicant tried to find all the logical locations for signs but that may change as tenants come on board. He emphasized that this exhibit is included in the lease. He said other floors could have 3, 4, or 5 tenants and they would not be permitted to have signs.

Ms. Martin asked for clarification about parking marquee signs as it is not denoted in the plan. Mr. Starr responded for each garage, there is a primary and a secondary sign. He said the primary sign would be ±8 feet by 15 feet and the text would read "PARK" and would include "Longshore Street" or "Mooney Street". He described the secondary sign as a "P" letter only. Ms. Husak suggested that each have a clear definition. Mr. Starr said parking marquee signs are to enhance wayfinding.

Ms. Husak said the MSP could be recommended for approval today if the applicant agreed to the conditions.

Vince Papsidero said he wanted to limit window signs as he did not want to see multiple logos. He asked that window signs be separate and distinct from window graphics.

Jeff Tyler recommended that the applicant define "window graphics".

Donna Goss asked how all this sign information is articulated in the lease agreement. Mr. Starr said the MSP is an exhibit to the lease. He said it was discussed at the ARB meeting how there is a refresher allowance, particularly for awnings and window signs. He said one of the lease provisions is a 'refresh of the sign' every three years that the tenant would pay for new signs. He said the reality is these tenants will probably turn over every ten years and they could replace the sign at that time also.

Mr. Tyler asked the applicant to consider super graphics. Mr. Starr indicated the applicant was not bold enough to present that idea. He said the north side of building C1 has the opportunity for a super graphic. He said it is a blank wall today but when building B gets developed the wall will be less visible. Mr. Tyler said the super graphic could be art oriented or a mural to liven up the architecture. He indicated super graphics were pretty unique but did not want the applicant to change this document now.

Rachel Ray asked the applicant that when he is having a discussion with the tenants about signs, how he is encouraging them to be innovative.

Mr. Starr said the tenants first ask about the rent and then what kind of signs they are permitted. So far, he said this MSP has been received really well and that the tenants understand that high quality signs are required. He agreed that broadening the scope of materials was needed. Ms. Ray said natural durable materials such as thick acrylic is suggested in the *BSD Sign Guidelines*. Mr. Papsidero said super graphics could be made out of foam or other materials and act as public art.

Mr. Starr agreed to clarify the General Regulations Matrix. He said it is possible he could have a tenant that leases a whole building, which would prompt them to request more signs but this would happen in the future and he would come back to request revisions to the MSP at that time.

Ms. Martin asked the applicant how he was administering this document and how Staff would know when Level 2 office tenants are permitted a sign. Mr. Starr said the sign language will be in the lease and all tenants will provide the City with a landlord approval during sign permitting.

Ms. Martin questioned how Staff should respond when asked about signs from a tenant when we may not know the specifics. The ART determined the answer is to "defer to the landlord".

Mr. Starr noted building C2 has an opportunity for four signs total and three have been spoken for by different office tenants. He indicated signs will be an economic decision even if the tenants are permitted a sign.

Ms. Husak indicated a question may come from the PZC about how the applicant will be able to encourage and achieve the edgy, clever, unique, and creative signs desired in the BSD.

Mr. Starr indicated the opinion of whether a sign is good or bad is not as subjective as for architecture for example.

Ms. Husak asked the applicant if he approved of the conditions 'as is' and asked that the MSP be revised per comments and recommendations in preparation for the PZC meeting on January 7, 2016. She said the materials will need to be received by December 29th for Staff's review and to be distributed on December 31st.

Vince Papsidero asked if there were any further questions or concerns regarding this case. [There were none.] He confirmed the ART's recommendation to the PZC for the January 7, 2015, meeting.

ADMINISTRATIVE

Vince Papsidero asked if there were any additional administrative issues or other items for discussion. [There were none.]

Mr. Papsidero adjourned the meeting at 2:50 pm.

As approved by the Administrative Review Team on January 7, 2016.