



CITY OF DUBLIN, OH

Land Use and
Long Range Planning
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PLANNING REPORT

PLANNING AND ZONING COMMISSION

AUGUST 6, 2009

SECTION I - CASE INFORMATION

**4. Thomas Kohler PCD – Subarea E
09-070AFDP**

**4040 Woerner Temple Road
Amended Final Development Plan**

Proposal: Changes to the approved sign plan for the Emerald Town Center shopping center, located at the southeast corner of Woerner Temple Road and Emerald Parkway.

Request: Review and approval of an amended final development plan under the Planned District provisions of Code Section 153.050.

Applicant: Todd Dillon, Anchor Companies, Owner.

Planning Contact: Claudia D. Husak, AICP, Planner II.

Contact Information: (614) 410-4675, chusak@dublin.oh.us

Case Summary

This is a request for review and approval of an amended final development plan for a formalized sign plan with minor changes to the previously approved signs for the Emerald Town Center shopping center. The proposal complies with the preliminary development plan and applicable review criteria, and Planning recommends approval.

Case Background

The Emerald Town Center shopping center, currently under construction, is in Subarea E of the Thomas-Kohler PCD, Planned Commerce District. The rezoning for the center was approved by City Council on January 4, 1996. A final development plan for the Emerald Town Center development was approved on June 22, 2006 for 31,585 square feet of retail space, including 1,300 square feet of patio space. The Commission last reviewed an application for the shopping center on June 18, 2009 for an outdoor play area for a drop-in daycare.

Site Description

Site Location and Character

This 4.72-acre site is located at the southeast corner of Woerner Temple Road and Emerald Parkway. The site has approximately 675 feet of frontage on Emerald Parkway and 780 feet on Woerner Temple Road. The Cramer Ditch and associated FEMA designated floodplain runs along the southern property line. Construction for the retail buildings has been underway for a considerable time.

Surrounding Zoning and Uses

The site is zoned PCD, Planned Commerce District, as part of Subarea E of the Thomas-Kohler PCD. All surrounding properties are also located within the Thomas Kohler PCD. Retail, restaurant, daycare and other uses are permitted in Subarea E, along with those uses listed in the SO, Suburban Office and Institutional District.

Site Layout

Emerald Town Center was approved for four retail buildings. The main building (Building 4) is located at the intersection of Emerald Parkway and Woerner Temple Road, and is 12,953 square feet. Building 1 is 5,000 square feet and located near the intersection of Woerner Temple Road and Parkwood Drive. To the south, a 9,337-square-foot building (Building 3) is located along Emerald Parkway, and a 3,000-square-foot building (Building 2) is located in the southwest corner of the site along Emerald Parkway.

Parking is centrally located on the site surrounding the buildings. A full service driveway is provided to Woerner Temple Road across from Parkwood Drive. Access to Emerald Parkway is limited to a right-in/right-out driveway at the southwest corner of the site.

Plan Description

Overview

The applicant is proposing a Sign Plan (see attached) to formalize the provisions that were approved as part of the final development plan in 2006, and to make minor changes to the sign materials and add a provision to allow a business that operates two different types of uses from adjoining tenant spaces.

Sign Standards

The approved development text for Subarea E of the Thomas Kohler PCD does not outline specific standards but does require that all signs and graphics conform to the Dublin Sign Code. This includes requirements for setback, placement, area, height, color, copy restrictions, lighting, and landscaping. At the final development plan the Commission altered the specific requirements to permit wall signs on both sides of the retail buildings (facing the street and the parking lot).

Wall Sign Number and Size

As approved in the final development plan, the sign plan permits each tenant one wall sign facing the street and one wall sign facing the parking lot. An approved condition was for the size of the signs at 30 inches by 12 feet for the street side, and 24 inches by 12 feet for the parking lot side.

One unanticipated situation was for a business that operates two different types of uses (e.g. restaurant and retail store) from adjoining tenant spaces not divided by a continuous interior wall. The sign plan would allow a wall sign for each use, provided the businesses operate under separate business names, and are registered with the State of Ohio. In addition, each sign is only allowed to advertise the business associated with the tenant space for which the sign is intended. It further stipulates that each tenant space be accessible from an exterior door that is unlocked and fully functional during business hours.

Wall Sign Colors

Code requires that signs be limited to three colors, including black and white. As previously approved, the sign plan lists the allowed colors for use on the tenant signs. Background and lettering colors include black, navy, green, and cranberry from the Benjamin Moore palette. Additional colors for lettering include an off-white and gold color also from the Benjamin Moore palette.

Wall Sign Design

The applicant is proposing changes to the material and design of the wall signs. The final development plan approval included aluminum signs and the applicant is instead proposing wood signs or signs manufactured out of high density urethane, which appear like wood with routed corners (similar to signs at Town Center I and II in the Historic District, Perimeter Center and the Shoppes at Avery). Additionally, the sign plan includes provisions that limit the proportion of the copy to the total sign area.

Center Identification Sign

Code allows joint identification signs that identify the name of shopping centers with at least three individual occupants, limiting the area to 80 square feet. The Code permits two joint identification signs for shopping centers with an established frontage on two streets. The sign plan includes provisions for two, 50-square-foot monument signs, to be located near the driveways on Emerald Parkway and Woerner Temple Road. The sign plan requires an 18-inch stone base, as required in the final development plan, and beige sign cabinets that match the building trim. The copy will read “Emerald Town Center” and be colored cranberry to match the window and door trim.

Lighting

All tenant and monument signs are to be externally illuminated. Tenant signs mounted in gable peaks will be illuminated with gooseneck lights (Manufacturer: ARK Lighting, Style: Radial Wave) and those mounted directly under roof overhangs will utilize recessed directional lamps. Monument signs will be lit using external ground lights, screened as required by Code. General site lighting will utilize a traditional light fixture (Manufacturer: Kim Lighting, Style: Era Fixture).

SECTION II - REVIEW STANDARDS

Amended Final Development Plan

The purpose of the Planned Unit Development process is to encourage imaginative architectural design and proper site planning in a coordinated and comprehensive manner, consistent with accepted land planning, landscape architecture, and engineering principles. The PUD process consists of up to three stages:

- 1) Concept Plan (Staff, Commission, and/or City Council review and comment);
- 2) Zoning Amendment Request (Preliminary Development Plan; Commission recommends and City Council approves/denies); and
- 3) **Amended Final Development Plan (Commission approves/denies).**

The intent of the amended final development plan is to allow for modifications to an approved final development plan consistent with the purpose of the approved final development plan. The amended final development plan includes all of the final details of the proposed modification. The Commission may approve as submitted, approve with modifications agreed to by the applicant, or disapprove and terminate the process. If the application is disapproved, the applicant may respond to Planning and Zoning Commission's concerns and resubmit the plan. This action will be considered a new application for review in all respects, including payment of the application fee. Appeal of any action taken by the Commission shall be to the Court of Common Pleas in the appropriate jurisdiction. Following approval by the Commission, the applicant may proceed with the building permit process. In the event that updated citywide standards are applicable, all subsequently approved final development plans shall comply with the updated standards if the Planning and Zoning Commission determines that the updated standards would not cause undue hardship.

Evaluation and Recommendation based on Amended Final Development Plan Criteria

Section 153.055(B) of the Code identifies criteria for the review and approval for an amended final development plan. Following is an evaluation by Planning based on those criteria. The criteria are arranged in the following categories and may be in a different order than listed in the Code:

Adopted Policies and Plans (Criteria 1, 3, 9, & 10). The proposed modifications conform to the approved preliminary development plan, have adequate public facilities and open spaces, are carried out in progressive stages, and conform to all other applicable zoning text and Code requirements.

Criteria met. The proposed sign plan continues most of the sign standards and requirements approved at the final development plan and formalizes them in one document. The provisions allowing signs for two uses sharing a tenant space do not permit any more signs than might otherwise be present and avoid blank spaces along the building elevations.

Site Safety and Circulation (Criteria 2 & 5). The proposed modifications provide for safe and efficient pedestrian and vehicular circulation and provide adequate lighting for such uses.

Criteria met. The proposed modifications do not affect the pedestrian or vehicular circulation of this site.

Development Details (Criteria 4, 6, 7, & 8). The details of the development are sensitive to the natural characteristics of the site, include appropriate landscaping and signs, and provide adequate storm drainage.

Criteria met. The proposed sign locations are appropriate to the architectural characteristics of the site.

SECTION III – PLANNING OPINION AND RECOMMENDATION: Approval

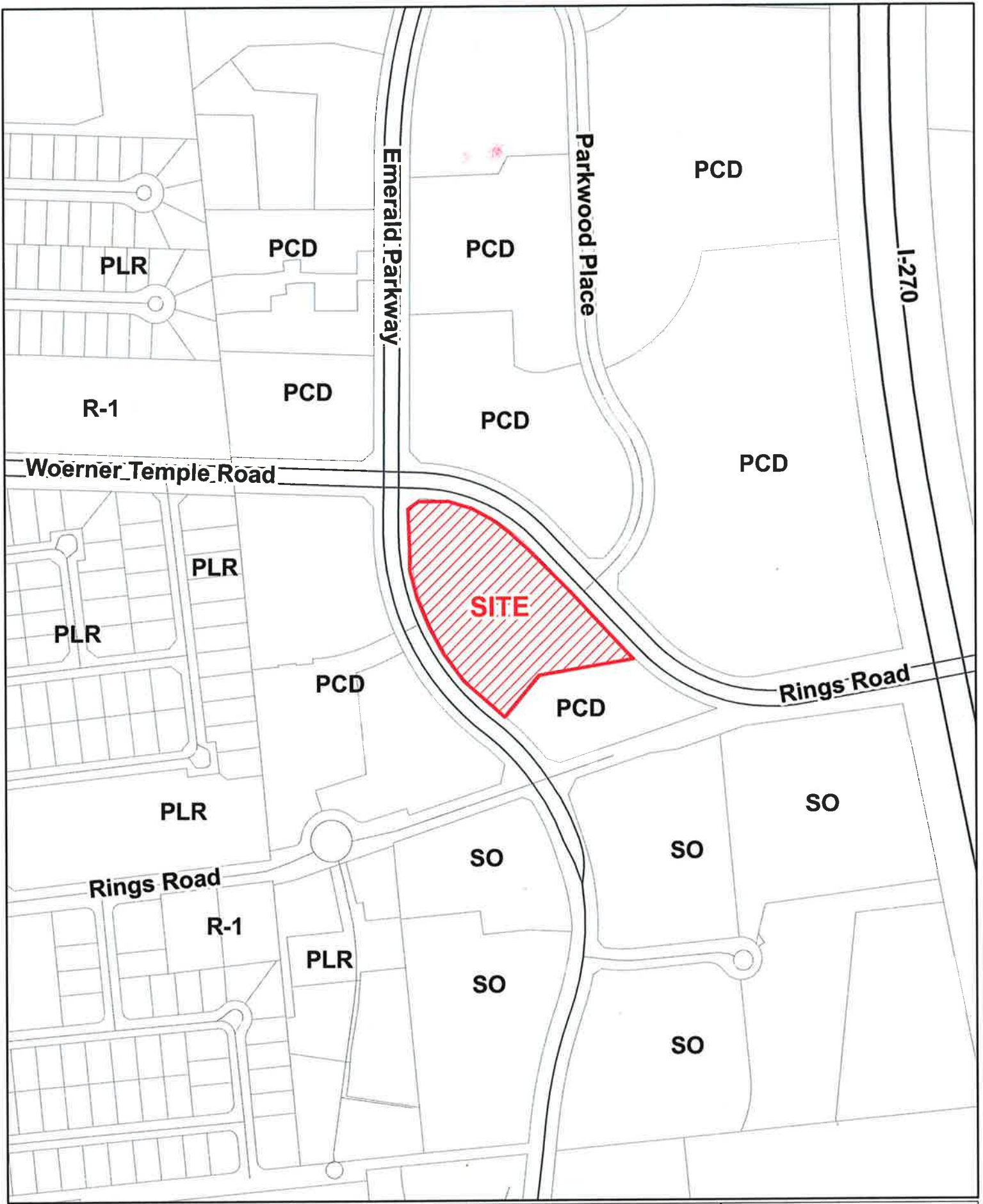
In Planning's opinion, the amended final development plan is consistent with the amended final development plan criteria set forth in Section 153.050 of the Dublin Zoning Code and Planning recommends approval of the request.

Amended Final Development Plan

Review Criteria

In accordance with Section 153.055(B) *Plan Approval Criteria*, the Code sets out the following criteria of approval for a final development plan:

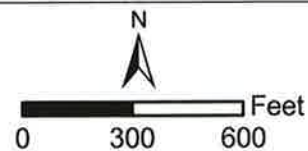
- 1) The plan conforms in all pertinent respects to the approved preliminary development plan provided, however, that the Planning and Zoning Commission may authorize plans as specified in §153.053(E)(4);
- 2) Adequate provision is made for safe and efficient pedestrian and vehicular circulation within the site and to adjacent property;
- 3) The development has adequate public services and open spaces;
- 4) The development preserves and is sensitive to the natural characteristics of the site in a manner that complies with the applicable regulations set forth in this Code;
- 5) The development provides adequate lighting for safe and convenient use of the streets, walkways, driveways, and parking areas without unnecessarily spilling or emitting light onto adjacent properties or the general vicinity;
- 6) The proposed signs, as indicated on the submitted sign plan, will be coordinated within the Planned Unit Development and with adjacent development; are of an appropriate size, scale, and design in relationship with the principal building, site, and surroundings; and are located so as to maintain safe and orderly pedestrian and vehicular circulation;
- 7) The landscape plan will adequately enhance the principal building and site; maintain existing trees to the extent possible; buffer adjacent incompatible uses; break up large expanses of pavement with natural material; and provide appropriate plant materials for the buildings, site, and climate;
- 8) Adequate provision is made for storm drainage within and through the site which complies with the applicable regulations in this Code and any other design criteria established by the City or any other governmental entity which may have jurisdiction over such matters;
- 9) If the project is to be carried out in progressive stages, each stage shall be so planned that the foregoing conditions are complied with at the completion of each stage; and
- 10) The Commission believes the project to be in compliance with all other local, state, and federal laws and regulations.



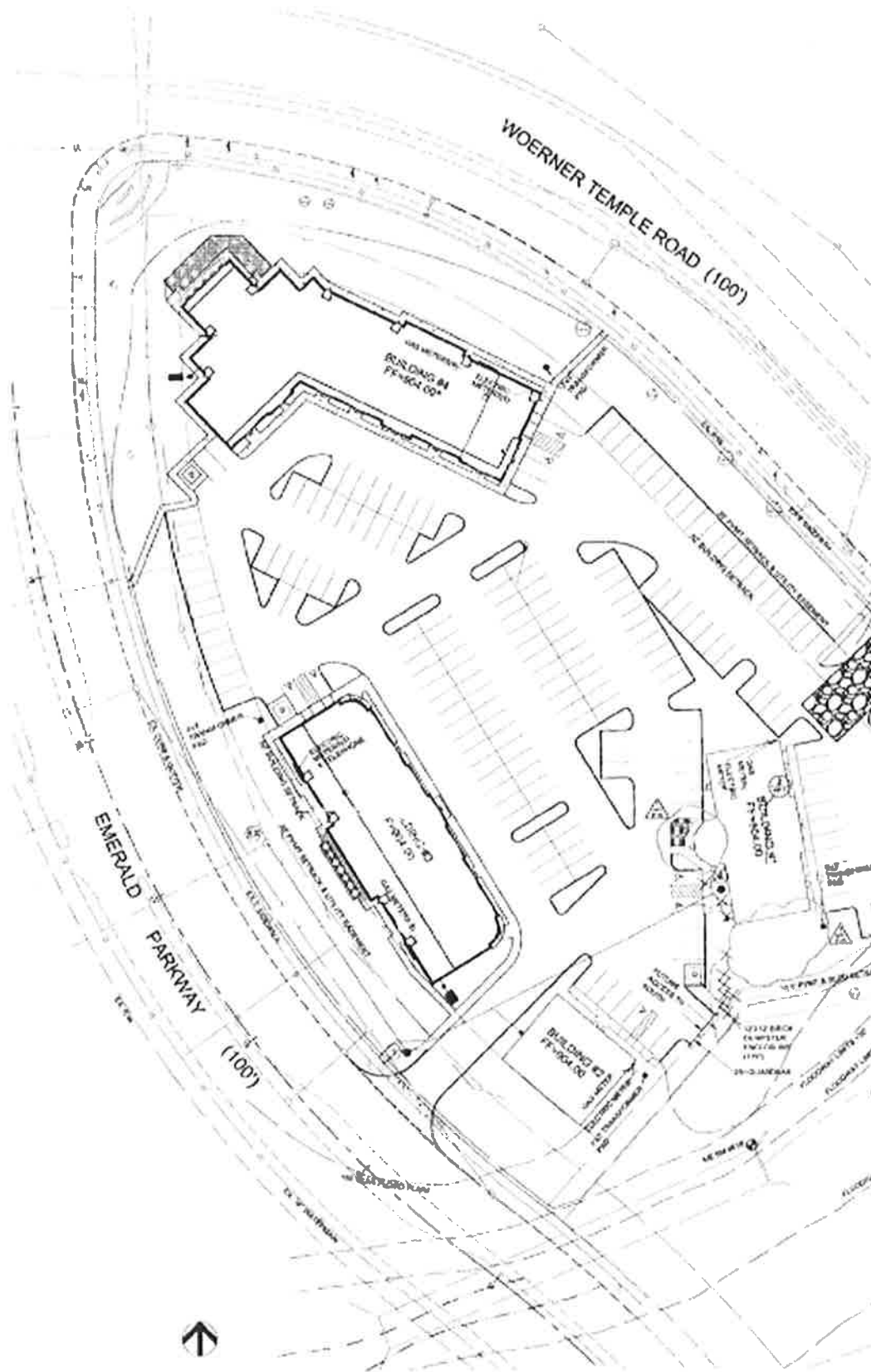


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EXISTING SITE PLAN



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Proposed Sign Plan Layout



Retail Center - Front



Retail Center - Rear



Location Map

Street Facing Sign

Allowable sign size: 12'-0" long x 2'-6" high
Letter size: 1'-2" max.



Parking Area Facing Sign

Allowable sign size: 12'-0" long x 2'-0" high
Letter size: 1'-0" max.



Detail - Typical Sign
Emerald Town Center

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Emerald Town Center - Sign Plan
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PROPOSED SIGN PLAN

Master Sign Plan

Thomas Kohler Planned Commerce District, Subarea E - Emerald Town Center

Purpose

This sign plan is intended to outline sign standards and requirements for the Emerald Town Center shopping center within the Thomas Kohler Planned Commerce District, located at the southeast corner of the intersection of Emerald Parkway with Woerner Temple Road. The approved development text for the Thomas Kohler PCD does not outline specific standards for signs for this Subarea (Subarea E). On June 22, 2006, the Dublin Planning and Zoning Commission approved a final development plan for the shopping center that included a sign package. This document serves as a supplement to formalize and illustrate the approved sign package.

1. General Sign Criteria

- 1.1 All signs shall maintain a consistent appearance be appropriately located on the building.
- 1.2 All signs shall conform to the Dublin Sign Code unless otherwise stated herein.

2. Wall Signs

2.1. *Number and Location:* Wall signs shall be permitted on the sides of the retail buildings fronting public roadways and interior parking areas, provided that no more than two wall signs are permitted for any tenant space.

2.1.1. In the event that a business operates two different types of uses (e.g. restaurant and retail store) from adjoining tenant spaces not divided by a continuous interior wall, each tenant space may be permitted a wall sign as outlined in this subsection, if all of the following apply:

- a) The business must operate under two different names, registered with the State of Ohio business names under the same ownership.
- b) Each sign shall advertise only that business associated with the tenant space for which the sign is intended.
- c) Each tenant space must be accessible from an exterior door that is unlocked and fully functional during business hours.

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PROPOSED SIGN PLAN

- 2.2. *Size:* Signs facing the street shall be 30 inches tall and 12 feet long and signs facing the interior parking area shall be 24 inches tall and 12 feet long.
 - 2.3. *Colors:* The following may be used as background or lettering colors:
 - a) Black (Coronado Paints #8253 Kitty Kitty or equivalent)
 - b) Blue (Benjamin Moore #HC155 Newburyport Blue or equivalent)
 - c) Green (Benjamin Moore #HC134 Tarrytown Green or equivalent)
 - d) Red (Coronado Paints #AC127 Red Raisin or equivalent).
 - e) (Lettering only) White and gold from the Benjamin Moore palette (#HC03 Bone White and #HC22 Blair Gold or equivalent).
 - 2.4. *Design:* Letters should not exceed 14 inches for signs facing the public street and 12 inches for signs facing the interior parking area.
3. *Joint Identification Signs*
 - 3.1. *Number:* As provided in the Dublin Zoning Code.
 - 3.2. *Location:* Each sign shall be located adjacent to the driveways on Emerald Parkway and Woerner Temple Road.
 - 3.3. *Size:* Each sign shall be no greater than 50 square feet in area and no higher than six feet.
 - 3.4. *Design:* Each sign shall include a minimum 27-inch stone base and a beige sign cabinet to match the building trim. *The sign copy shall read "Emerald Town Center" and be colored maroon to match the window and door trim, approved with the final development plan .*
4. *Lighting.* Signs shall be externally illuminated.
 - 4.1 Tenant signs mounted in gable peaks shall be illuminated with gooseneck lights (Manufacturer: ARK Lighting, Style: Radial Wave or equivalent fixture). Signs mounted directly under roof overhangs shall use recessed directional lamps.
 - 4.2 The joint identification signs shall be lit using external ground lights screened as required in the Zoning Code.
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PROPOSED SIGN PLAN

Signature of Property Owner

May include something like this after talking to Dave:

- 1) Except as provided below, all replacement signs on the sign band will consist of letters, logos and secondary images that will be no more than 18 inches high.
- 2) An exception will be allowed when a logo or the first letter of each word is enlarged, or ascending and descending letter strokes (such as a script lower case letter "j") are used, in which case the overall height of the enlarged lettering, logo or letter stroke will not exceed 24 inches.

Comment [PSL1]: Does this belong with this or did I look at for no reason???

Comment [PSL2]: Don't know what this is.

Comment [PSL3]: What sign band?

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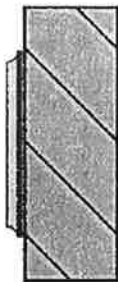
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Tenant Wall Sign

Street Facing Sign



Parking Area Sign



Specifications Sign

- SIGN PANELS= SINGLE FACED, 1.5" THICK REDWOOD OR HIGH DENSITY URETHANE
- BORDER= MACHINE ROUTED 1" WIDE PERIMETER DETAIL
- INSTALLATION= SIGNS INSTALLED FLUSH TO WALL W/ COUNTERSUNK 5/16" HILTI STYLE EXPANDING ANCHORS

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