



CITY OF DUBLIN

Land Use and
Long Range Planning
5800 Shier-Rings Road
Dublin, Ohio 43016-1236

Phone/ TDD: 614-410-4600
Fax: 614-410-4747
Web Site: www.dublin.oh.us

PLANNING REPORT

PLANNING AND ZONING COMMISSION

NOVEMBER 12, 2009

SECTION I – CASE INFORMATION

3. Ohio Health Campus 09-092AFDP

7450 Hospital Drive Amended Final Development Plan

Proposal: Addition of signs and building modifications for the Dublin Methodist Hospital Campus, located on the south side of Perimeter Drive, at the southwest corner of the intersection with Hospital Drive.

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

Applicant: OhioHealth Corporation; represented by Paul Ghidotti, Daimler Group.

Planning Contact: Tammy J. Noble-Flading, Senior Planner.

Contact Information: (614) 410-4649, tnoble-flading@dublin.oh.us

Summary

This is a request for review and approval of an amended final development plan for additional signs and exterior building modifications for the Dublin Methodist Hospital Campus located within the OhioHealth Dublin Medical Campus PUD, Planned Unit Development District. The proposal includes adding two signs for the Dublin Methodist Hospital, three signs to the Medical Office Building, and constructing a doorway and canopy on the eastern portion of the Medical Office Building.

Background

The PUD rezoning for the OhioHealth Dublin Medical Campus was approved by the Planning and Zoning Commission on December 2, 2004 (Case #04-150Z), and City Council on February 7, 2005. This rezoning approved the Dublin Methodist Hospital and associated infrastructure. The Planning and Zoning Commission approved an amended final development plan on November 2, 2006 which permitted the construction of the medical office building adjoining the existing hospital and associated improvement.

Site Considerations

Location

The 49-acre site is located on the south side of Perimeter Drive, west of Avery-Muirfield Drive, and north of US33/SR161. The site is irregularly shaped with approximately 3,400 feet of

frontage on Hospital Drive, 1,200 feet of frontage along Avery-Muirfield Drive, and 535 feet of frontage along Perimeter Drive.

Character

The site contains the Dublin Methodist Hospital, a 309,118-square-foot building located in the center of the site, with the main parking area to the south along Hospital Drive. The site also contains a 99,280-square-foot Medical Office Building (MOB) located east of the hospital with parking to the north, south, and east. Access to the MOB is provided through a driveway running north and south through the parking area. A delivery and drop-off turn-around is located on the south side of the building near the main entrance with a second entrance on the north side.

Surrounding Zoning and Uses

The site is currently zoned PUD, Planned Unit Development District and is part of the OhioHealth Dublin Medical Campus PUD. To the west and northwest of the site is the existing Pacer Global Logistics site and land zoned PCD, Planned Commerce District, as part of the Perimeter West PCD. Northeast of the site, across Perimeter Drive is land within the Riverside PCD North, Planned Commerce District. To the east is the Avery Square shopping center zoned PCD as part of the Riverside PCD plan.

Existing Signs

- *Medical Office Campus*

A sign package for the campus was approved as part of the final development plan and coordinates with the architecture of the buildings. A majority of the signs include three colors; blue, white, and gray, with the exception of the “Emergency” copy. Signs associated with the emergency room are permitted by the approved text to use red as part of their sign face, allowing four colors as part of the sign package.

The sign plan approved two monument signs at the eastern entrance engraved in a prominent stone gateway. The plan approved wall signs for three sides of the hospital building, one stating the name of the hospital and two illuminated “H” panel signs on the west and east sides. Emergency room signs have been incorporated into the western portion of the building for the trauma and the emergency room entrances. These are integrated in the atrium feature of the entryway and are located above the west, south and east sides of the doorways. The signs are white and red based on universal colors associated with emergency service.

- *Medical Office Building (MOB)*

The campus sign plan was revised on November 2, 2006 to include minor additions to the sign package for two address wall signs and three directional signs. The wall signs display the numeric address of the medical office building “7450” on the north and south elevations above the main entrances. The directional signs are located at the two entrances of the site and one on the interior. The signs include information directing users to the entrance of the MOB, hospital, emergency room, additional parking, and the Avery Road/State Route 33 interchange. These signs remain consistent with the general objective of the sign plan which is to direct users to the appropriate entrance as efficiently as possible.

The sign plans also proposed three visitor parking directional signs that met Code and not reviewed by the Planning and Zoning Commission.

Plan Description

Overview

The sign plan is being modified to include five new signs, two additional signs for the Hospital, and directional signs permitted by Code (Signs 2 through 5 on the enclosed attachment). The plan includes three additional signs for the Medical Office Building to identify new tenants, including Nationwide Children's Hospital, Urgent Care, and Close to Home.

The applicants are also proposing modifications to the east exterior wall of the MOB for a new entry door, cantilevered canopy directly above the doorway and a free-standing canopy that is similar to the architectural design of the existing entrances.

Proposed Signs

- *Medical Office Campus*

The development text states that all primary identification signs be of appropriate size and adequate exposure on contiguous rights-of-way to allow passing traffic to easily identify and locate the campus. The applicant is proposing two additional signs that promote the objective of efficient circulation. Signs 1 and 6 are illustrated on the enclosed attachment. Sign 1 is a 19-square-foot monument sign with the name of the building, address, and the OhioHealth logo. The design will match the previously approved signs on the site. Sign 6 is a wall sign of approximately 4 square feet with blue acrylic letters stating "Hospital Entrance," located immediately above the main entrance. All signs are non-illuminated.

- *Medical Office Building (MOB)*

The MOB is proposing three additional wall signs illustrated in the enclosed attachment. The signs will be used to identify new tenants that are relocating portions of their operations to the medical campus. Individual identification for other tenants will not be permitted on the exterior of the building unless approved by the Planning and Zoning Commission.

The primary sign that identifies Nationwide Children's Hospital is located on the south elevation of the building and identifies all three of the new tenants. The sign is 30 square feet with blue letters on a gray panel background that is internally illuminated. Children's Hospital is proposing to include their logo on the wall signs. Red was originally permitted in the Final Development Plan for the hospital but was limited to signs that identified, or directed the public to the Emergency Room. Planning's opinion is that red is incidental to the overall appearance to the signs and will not distract or mislead visitors from the function or purpose of the signs associated with the Emergency Room. Furthermore, red is used in the existing sign plan and will not be out of character with the existing signs. All proposed signs contain three colors per sign face and will not appear cluttered or detract from the appearance of the building.

The applicants are also proposing two wall signs on the eastern elevation, one directly above the entranceway and one directly to the north side of the doors. The sign directly above the entranceway will be approximately nine square feet with blue lettering on a gray panel background. The sign states the name of the primary tenant and “Entrance.” The second sign to the north of the door is a cabinet sign with a brush metal face and the tenant “Urgent Care” is backlit with white acrylic letters.

Below the tenant’s name is information indicating when the facility is open or closed. The words “Open” and “Closed” are routed white acrylic letters, backlit in red to describe the status of the facility. The objective of the sign is to direct patients to the Emergency Room if the Urgent Care is not open. Planning would recommend that the backlight used to emphasize “Open” or “Closed” be white to coordinate with the tenant name and limit the color red to the logo.

Exterior Building Modifications - Medical Office Building

The text states that the architecture is urban in nature, but reflects the residential tones typically associated with development in the City of Dublin. The scale and style of the facades vary from residential to contemporary and create a noticeable presence in the community. Glass and natural finish materials are important part of the architectural style of the building and attempt to integrate nature from the exterior to the interior. The proposed entranceway will expand on these architectural themes by using the same materials found throughout the building. The proposed doorway will be an aluminum frame with clear vision glass. The entranceway replaces three existing windows.

The proposed cantilevered canopy will have a wall sign (described above) that identifies the entrance of the Nationwide Children’s Hospital. The entranceway will be further emphasized by a freestanding canopy that will consist of a metal, linear arch with a natural stone base. The canopy is consistent with other architectural elements of the building’s entrances and will provide additional dimension to the building.

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 with text modification. The proposed signs conform to the approved sign plan that was adopted as part of the final development plan and are consistent with the approved colors and materials. The applicant is proposing a deviation to the City of Dublin Code to allow a combination of wall and freestanding monument signs, which requires a text modification. This deviation was previously approved as part of the final development plan but not included in the text, and is based on promoting predictable circulation patterns within a campus environment.

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 use of the site is unique in the sense that wayfinding is essential to the users of this facility. Clear and concise directions are imperative in a medical emergency. The signs proposed as part of the amended final development plan promote this efficient circulation for both vehicular and pedestrian traffic and aid in directing patients to the appropriate portion of the site. Planning recommends that an updated master sign plan be submitted to the City of Dublin, to ensure that all signs are installed based on the Commission's decision (Condition 1).

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 modifications do not impede the natural characteristics of the site and are in keeping with the overall appearance. Planning recommends that the back light used for the wall sign for the Urgent Care, emphasizing "Open" or "Closed" be white to coordinate with the tenant's name (Condition 2) and that other tenants not be permitted signs on the exterior of the building unless specifically approved by the Planning and Zoning Commission (Condition 3).

SECTION III – PLANNING ANALYSIS AND RECOMMENDATION: Approval with Text/Code Modifications and Conditions

Code Section 153.053(E)(2)(b)(4)(B) permits the Commission to approve deviations from the development text and Zoning Code. The modification that deviates from the Zoning Code includes allowing a combination of wall signs and free-standing monument signs.

This modification may be approved by the Commission provided that the following findings are made:

- (i) The Planning and Zoning Commission determines that, for this PUD, modification ensures that the PUD is consistent with the Community Plan and is compatible with existing, approved, or planned adjacent development; and
- (ii) The Planning and Zoning Commission determines that the proposed modification does not significantly alter the list of permitted or conditional uses, cause an inappropriate increase in density or cause inconsistencies with the Community Plan;
- (iii) The proposed modification results in a development of equivalent or higher quality than that which could be achieved through strict application of the requirement(s);
- (iv) The principles of § 153.052(B) are achieved; and
- (v) The development, as proposed on the amended final development plan, will have no adverse impact upon the surrounding properties or upon the health, safety or general welfare of the community.

Text Modification Recommendation

While this proposal fails to comply with the City of Dublin Zoning Code by allowing a combination of wall signs and freestanding monument signs, Planning supports this text modification based on the fact that deviations to these portions of the Code were previously approved as part of the final development plan and are consistent with this previous approval. Furthermore, based on the use of the site and the complexity of the campus environment, these text modifications promote safe and efficient circulation throughout the site.

Amended Final Development Plan Recommendation

The proposal provides a consolidated sign plan that complements the design elements, and the essential functions of the buildings. The signs aid vehicular and pedestrian traffic and ensure that the public identifies their appropriate destination in a timely and efficient manner. Planning recommends approval because it complies with the amended final development plan criteria with three conditions.

Conditions

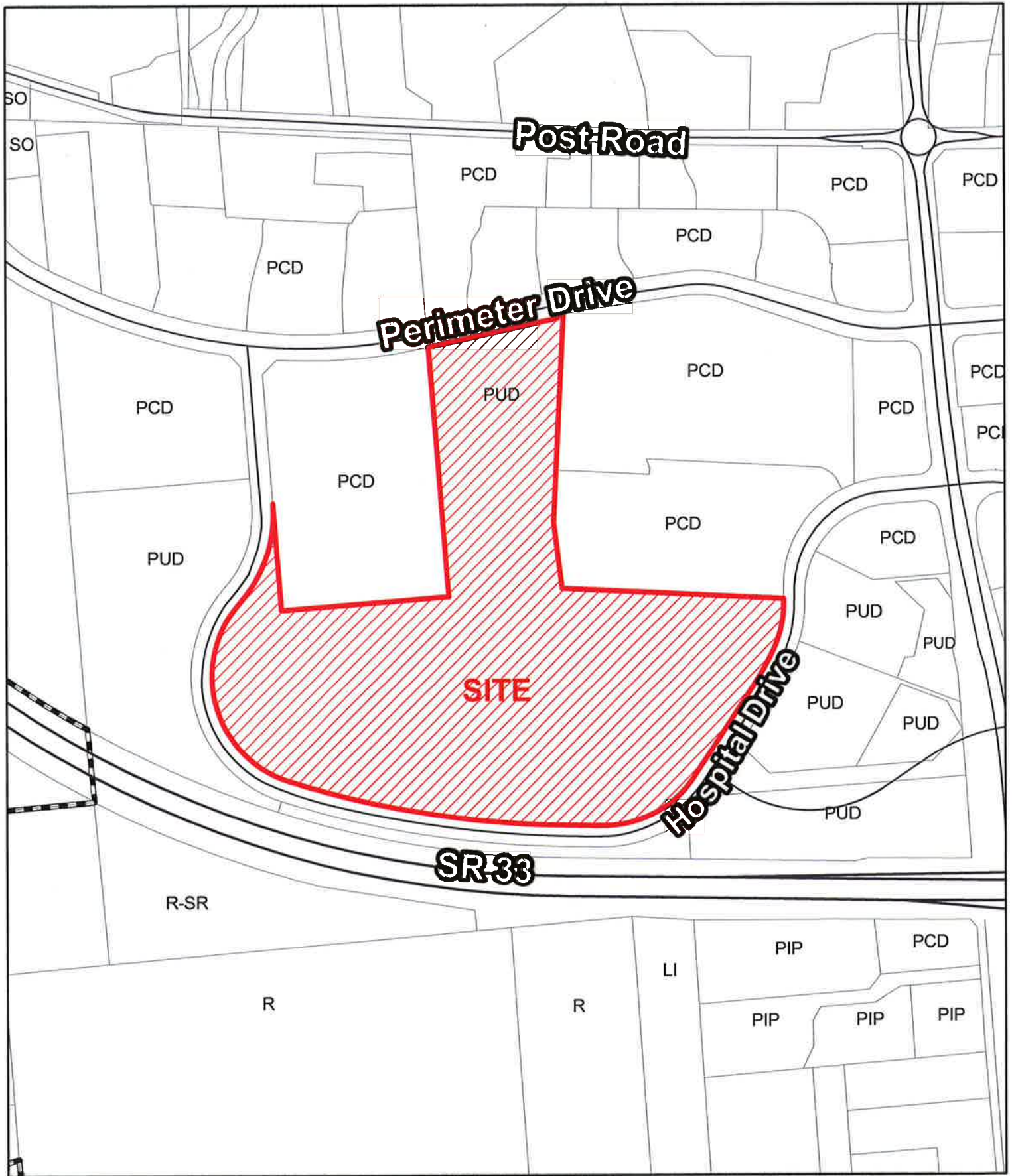
1. An updated master sign plan be submitted to the City of Dublin prior to the approval of sign permits.
2. The back light used for the wall sign for the Urgent Care, emphasizing “Open” or “Closed” be white to coordinate with the tenant’s name; and
3. That any other tenants not be permitted signs on the exterior of the building unless specifically approved by the Planning and Zoning Commission.

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:

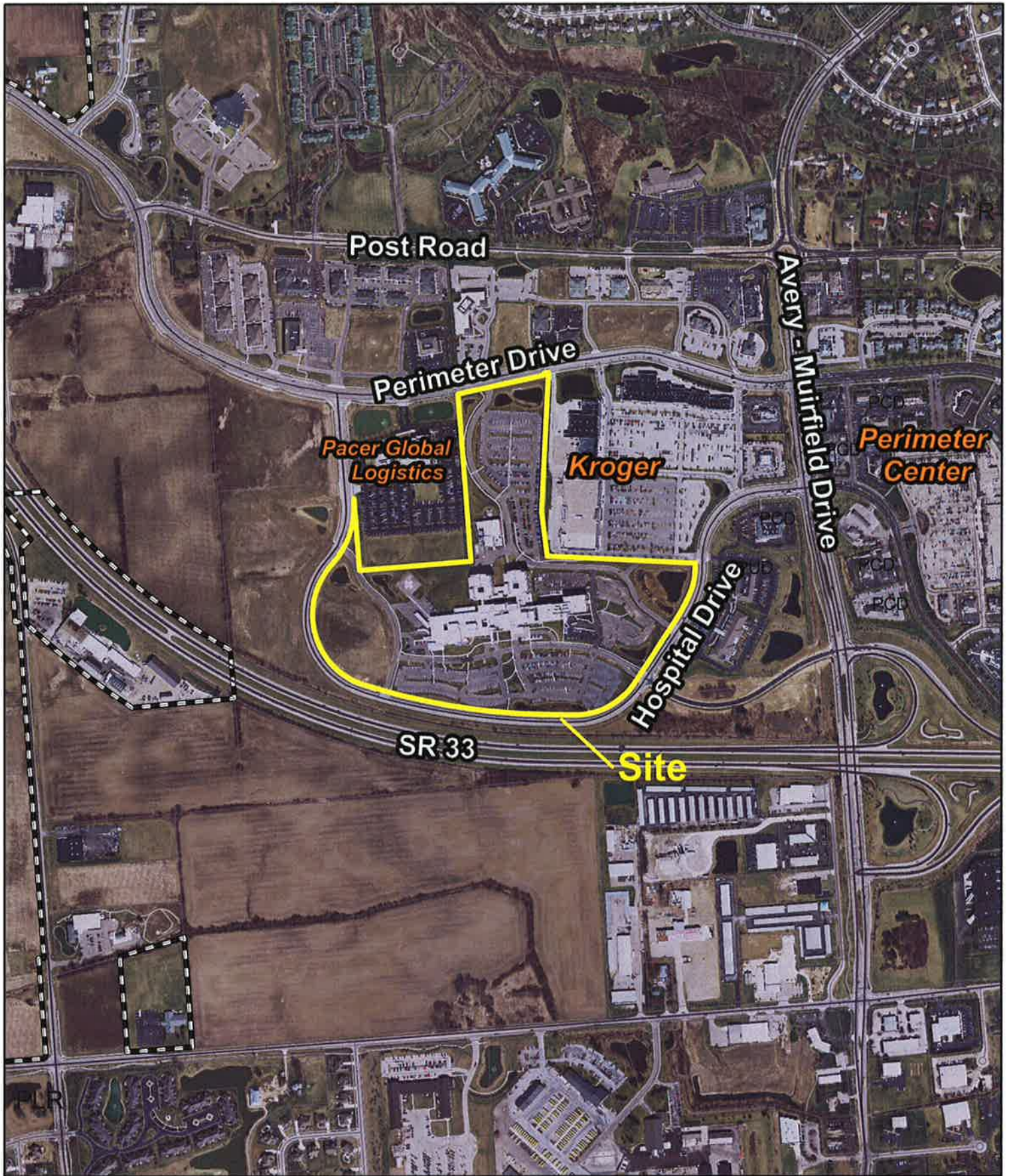
- 1) The plan conforms in all pertinent respects to the approved preliminary development plan provided, however, that the Planning and Zoning Commission may authorize plans as specified in §153.053(E)(4);
- 2) Adequate provision is made for safe and efficient pedestrian and vehicular circulation within 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.



City of Dublin
Land Use and
Long Range Planning

09-092 AFDP
Amended Final Development Plan
Ohio Health
Sign Plan & Building Modifications
7450 Hospital Drive





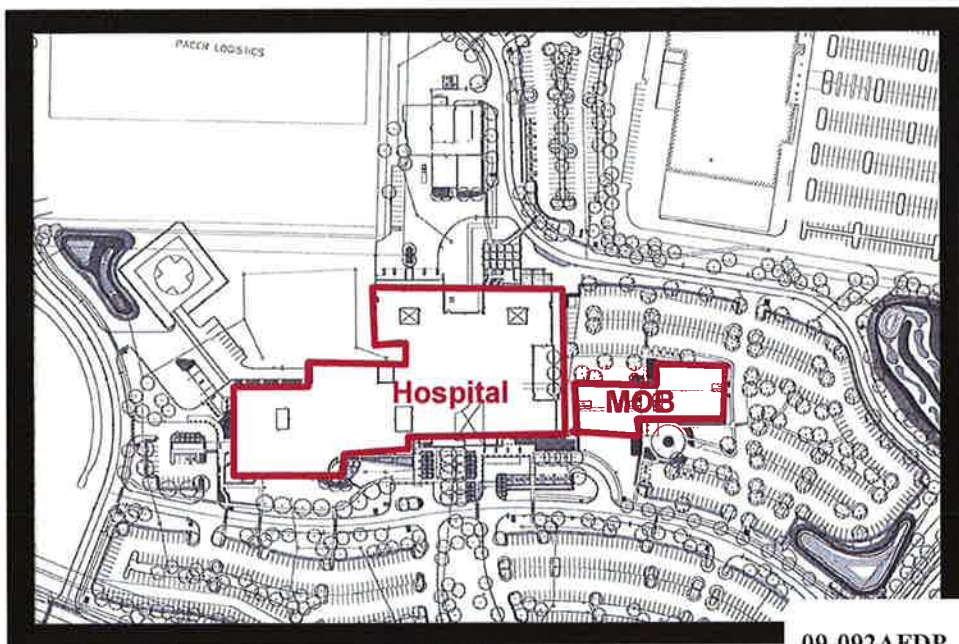
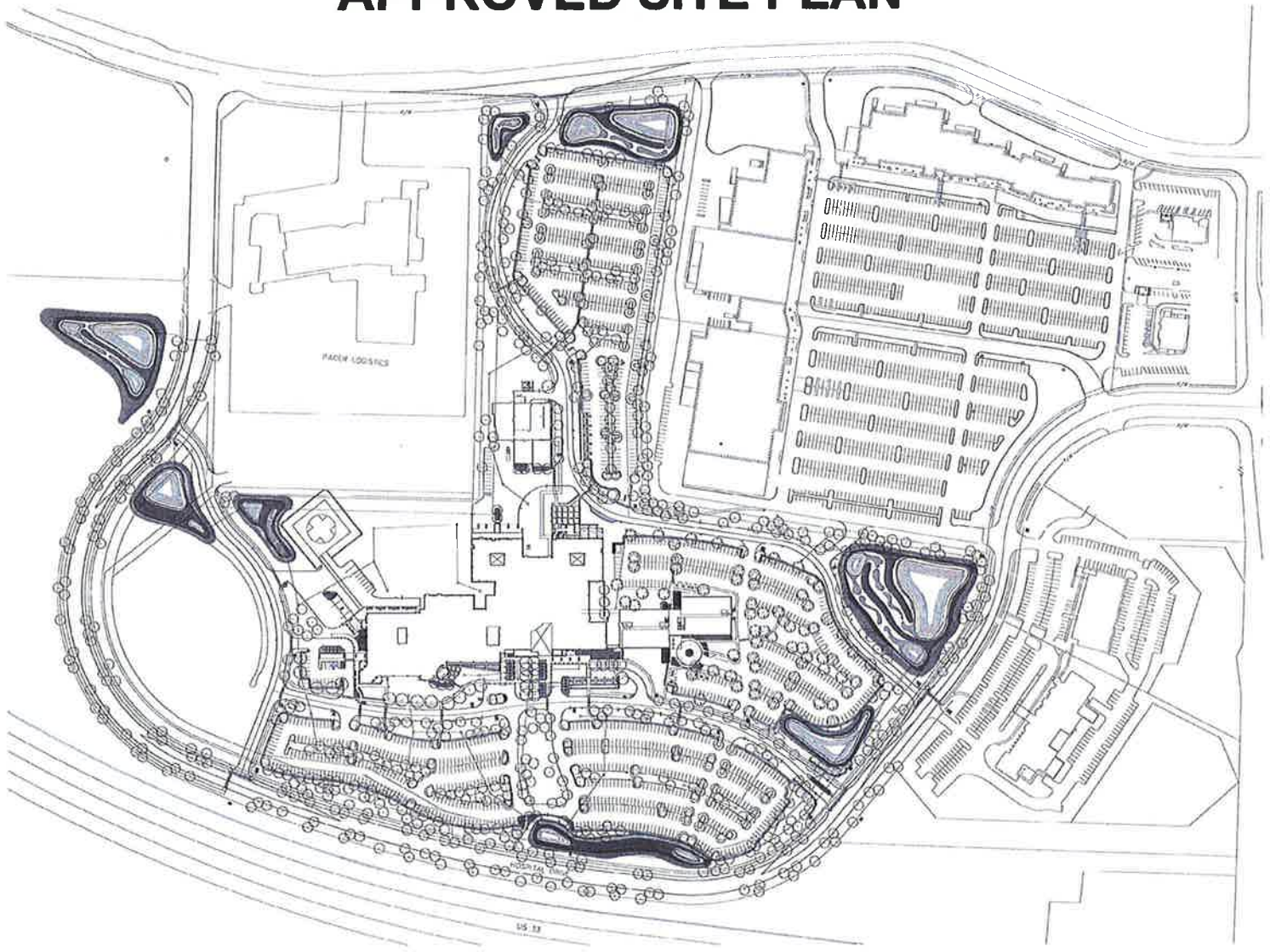
City of Dublin
Land Use and
Long Range Planning

DEVELOPMENT CONTEXT



0 600 1,200
Feet

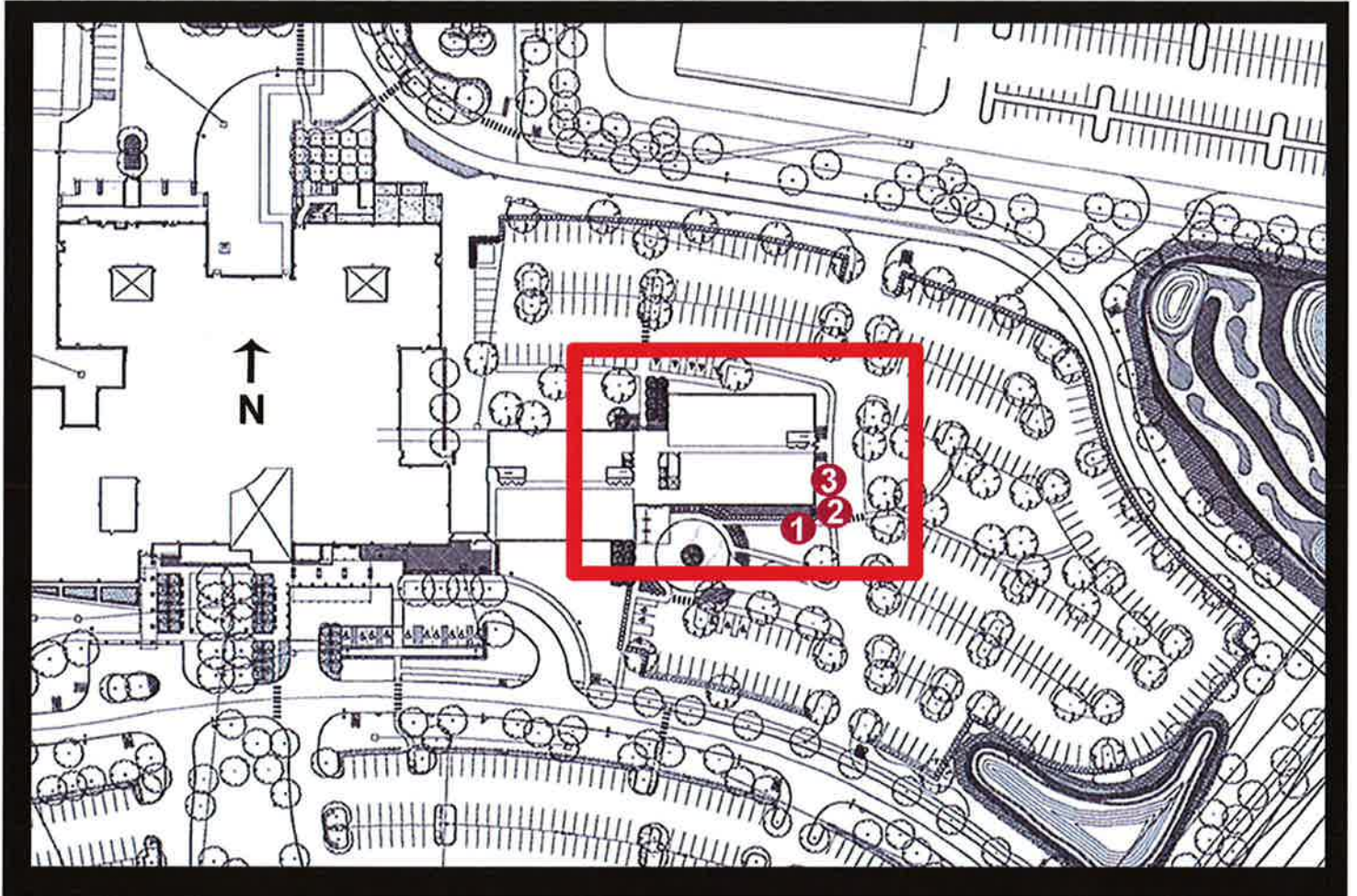
APPROVED SITE PLAN



Site Plan Detail

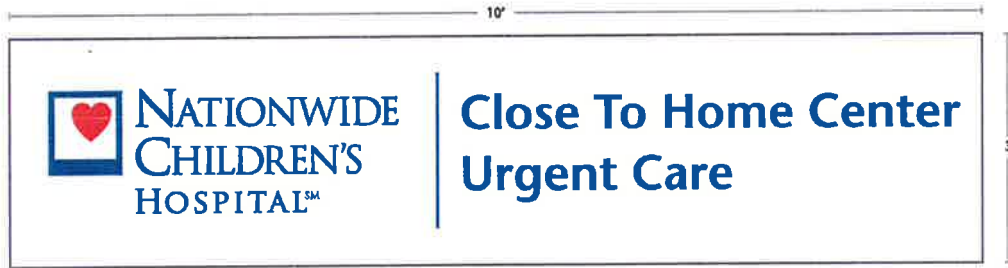
09-092AFDP
Amended Final Development Plan
Ohio Health
Sign & Building Modifications
7450 Hospital Drive

PROPOSED SIGNS FOR MOB

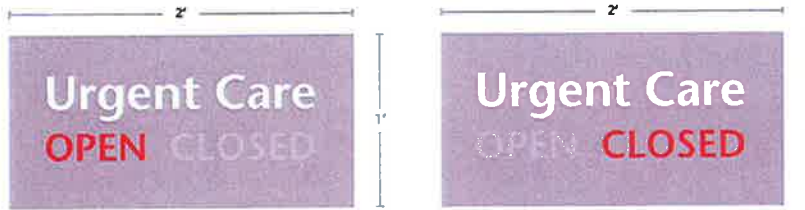


PROPOSED SIGNS FOR MOB

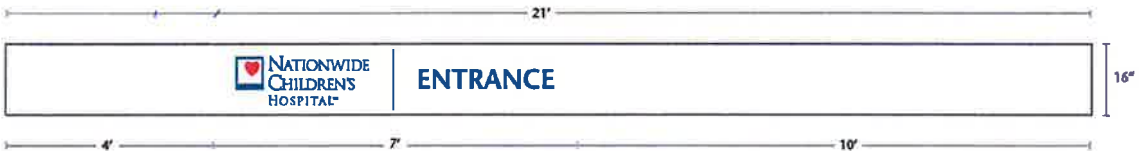
1



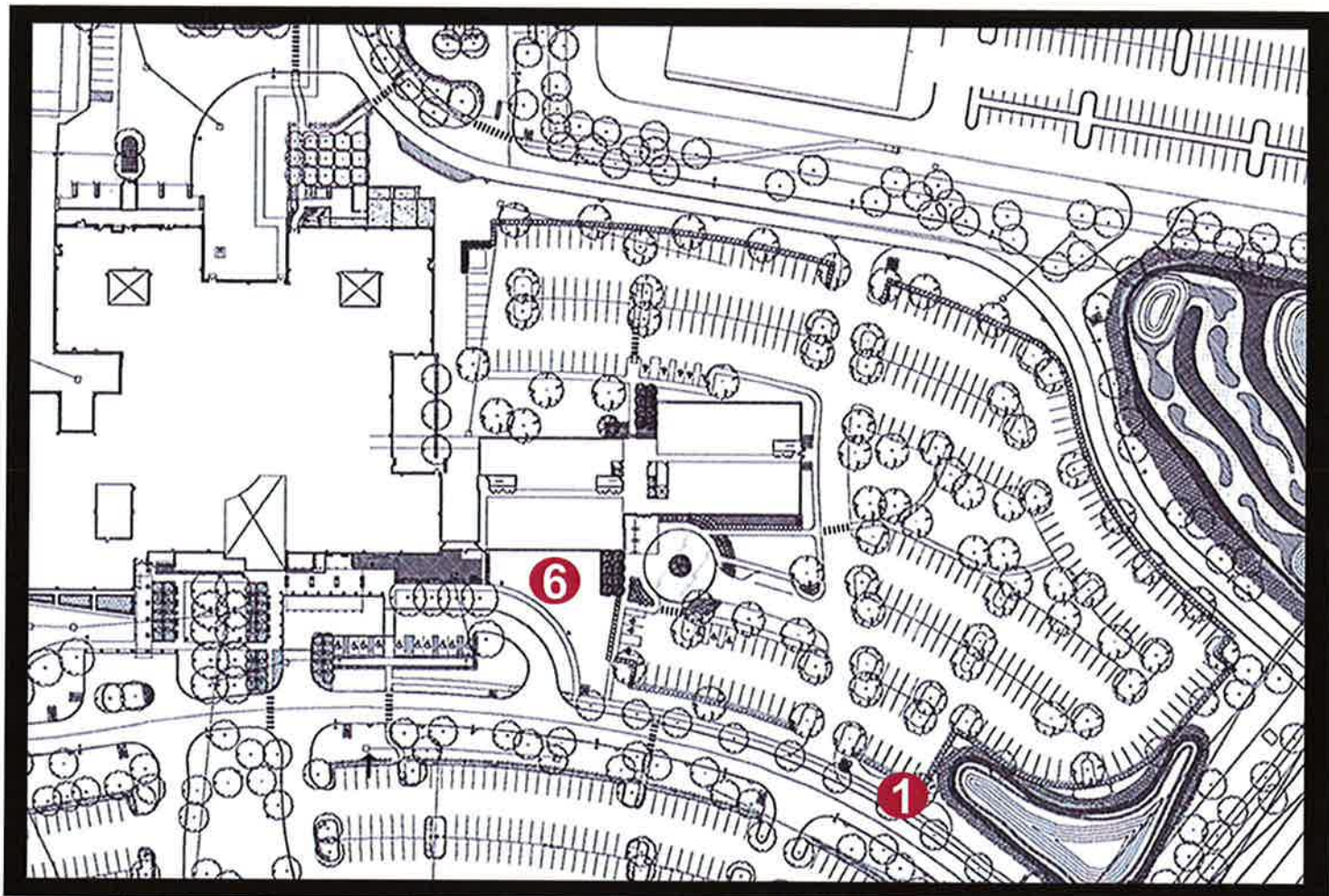
2



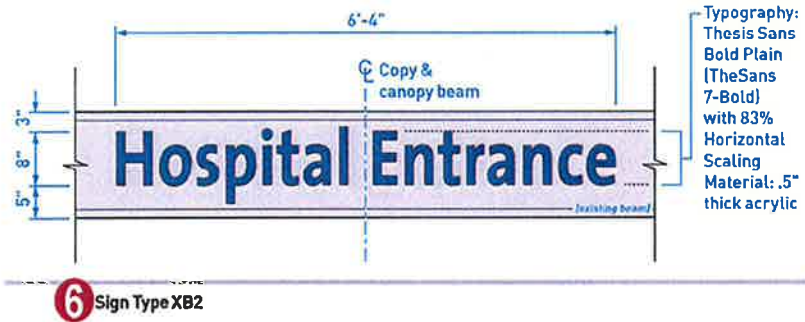
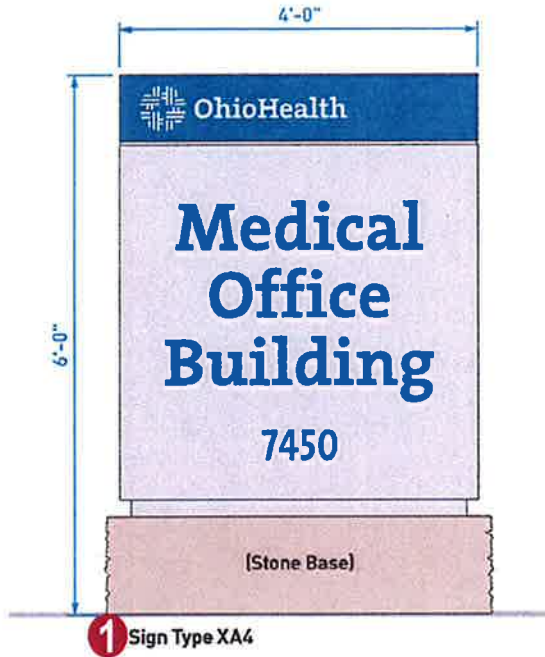
3



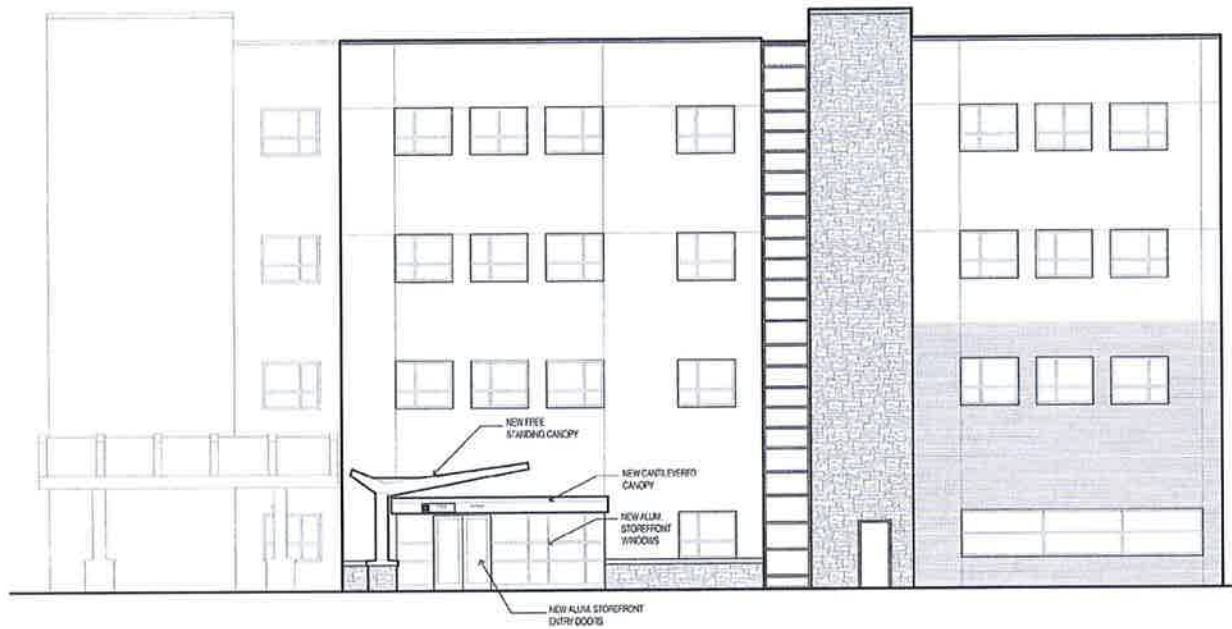
PROPOSED SIGNS FOR MEDICAL CAMPUS



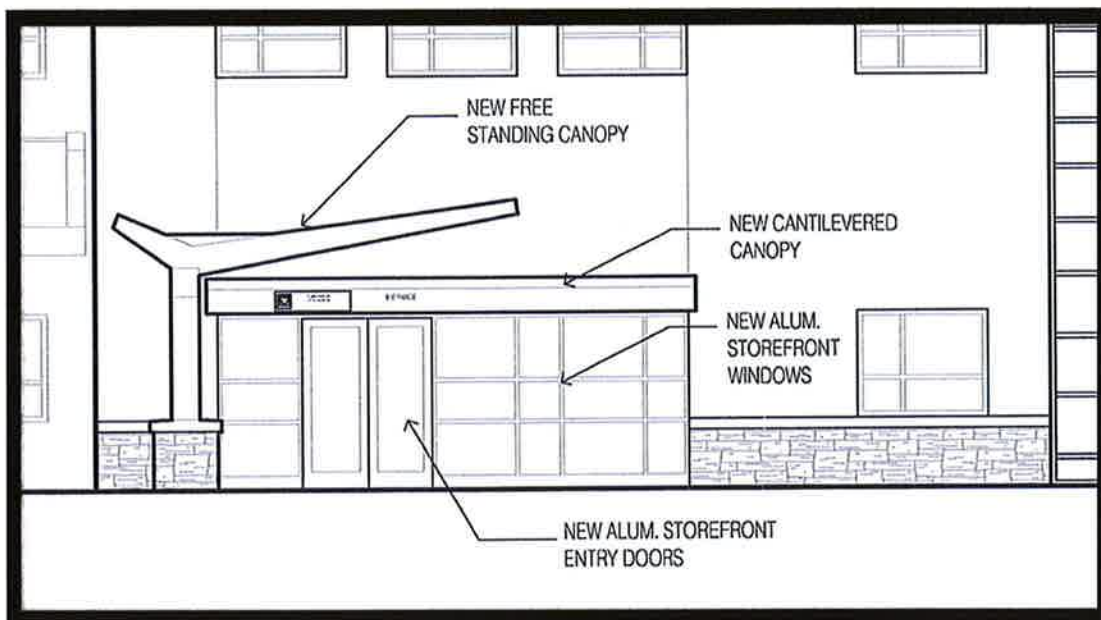
PROPOSED SIGNS FOR MEDICAL CAMPUS



PROPOSED BUILDING MODIFICATION



East Elevation



Proposed Canopy

