



CITY OF DUBLIN.

Land Use and  
Long Range Planning  
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## PLANNING REPORT

### PLANNING AND ZONING COMMISSION

JANUARY 21, 2010

#### CASE INFORMATION

**4. Shoppes at River Ridge – Montgomery Inn 4565 West Dublin-Granville Road  
09-113CDDS Corridor Development District Sign**

Proposal: Add a sign to the main (east) building elevation facing the parking lot. The site is located on the south side of West Dublin-Granville Road, approximately 750 feet east of the intersection of Riverside Drive.

Request: Review and approval of a Corridor Development District Sign Review under the provisions of Code Section 153.115.

Applicant: Evan Andrews, owner; represented by Dean Baumgartner, Ford and Associates Architects.

Planning Contact: Rachel S. Ray, Planner I.

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

#### UPDATE

This case was postponed from the January 7, 2010 Planning and Zoning Commission meeting, which was canceled due to inclement weather. The content of this report has not been changed.

This request was originally part of Case 09-104CDD, a request for a breezeway and a second sign for the Montgomery Inn restaurant, tabled at the December 10, 2009 Planning and Zoning Commission meeting. The Commissioners generally supported the second sign, but thought that it should be proportional to the existing sign, and that the sign height should meet Code. The applicant has separated the sign and breezeway requests into two applications and modified the sign proposal to address the Commission's comments. The breezeway request is also on this meeting agenda (Case 09-104CDD), but will be reviewed separately.

#### Case Summary

This is a request for review and approval of a Corridor Development District application to install a sign on the main façade of the Montgomery Inn restaurant in the Shoppes at River Ridge shopping center. In Planning's opinion, the proposed sign is consistent with the design of the restaurant and the shopping center and approval with one condition is recommended.

#### Case Background

The Shoppes at River Ridge shopping center was approved by the Planning and Zoning Commission on March 17, 2005. The Montgomery Inn restaurant was approved by the Commission in December, 2007, and a conditional use for an outdoor dining patio was approved

by the Commission in October, 2008. Modified fencing around the patio building was approved by the Planning and Zoning Commission on October 8, 2009.

The existing sign plan for the Shoppes at River Ridge was approved in March, 2005 with the rest of the shopping center. The sign plan specified the number, size, design, and colors permitted for tenant signs. On August 9, 2007, the Commission reviewed a revised sign plan that included a modification to allow two signs for several of the tenant spaces, including Montgomery Inn, and a proposal to allow certain tenant spaces an increased sign height due to special architectural considerations. The Commission did not support the proposed modifications and the case was tabled (Case 07-053CDDS) and has not been pursued by the shopping center owner.

## **Site Description**

### *Site Location & Character*

The 14.73-acre Shoppes at River Ridge is located at the southeast corner of West Dublin-Granville Road and Riverside Drive. The center includes a variety of retail and restaurant uses in six buildings located primarily around the perimeter of the site. A seventh building approved for the northwest corner will contain a restaurant.

The Montgomery Inn restaurant is located in the southwestern portion of the center. The rear wall of the building, on which the existing sign is located, overlooks Riverside Drive. The proposed second sign is on the east elevation of the restaurant facing the rest of the shopping center and parking areas.

### *Surrounding Zoning and Uses*

The site and adjacent parcels are zoned CC, Community Commercial District, and are in the CDD, Corridor Development District. A parcel zoned R-12, Urban Residential District, is located to the east.

## **Plan Description**

### *Overview*

The applicant is proposing a 38-square-foot sign on the main (east) building elevation.

### *Shopping Center Sign Requirements*

- Individual tenants are permitted one sign, either a flush, wall-mounted sign above the main entry, or a wall-mounted projecting sign hanging perpendicular to the building above the main entry to the tenant space.
- Signs are permitted one square foot of gross sign area per lineal foot of tenant frontage where the wall sign is located, up to a maximum of 80 square feet, provided that all sign plaques are two feet, three inches in height.
- The sign plan also requires signs to be rectangle plaques with three-inch radius cutouts on each corner. A six-inch border is required above and below all sign copy, and tenants may select from six Sherwin Williams matte finish paint colors for the background.

### *Existing Sign*

The Montgomery Inn restaurant has one existing, 50-square-foot plaque sign located on the west side of the building facing Riverside Drive. The existing sign has three colors (*Sherwin Williams Pure White* lettering, *Sherwin Williams Rookwood Red* background, and *Sherwin Williams Tricorn Black* border) and has two logos on each side of the “Montgomery Inn” sign copy. Five gooseneck light fixtures are evenly spaced above the sign. No changes are proposed for this sign.

### *Proposed Sign*

While the existing sign faces Riverside Drive, the view to the sign from the road is limited due to the severe grade change between the road and the building. The applicant is requesting a second, 38-square-foot sign facing east toward the rest of the Shoppes at River Ridge, which will help identify the building for pedestrians and vehicles inside the shopping center.

- Number: The sign plan for the Shoppes at River Ridge permits one sign per tenant. Approval of the proposed sign would allow the Montgomery Inn restaurant (Building D) an additional sign, which is appropriate given the building’s double frontage on both Riverside Drive and the shopping center.
- Dimensions: The proposed sign is 2 feet, 3 inches in height and 16 feet, 10 inches in width to be installed 13 feet from grade centered over the main restaurant entrance, which meets Code and the approved sign plan.
- Area: The proposed sign is 38 square feet on a 36-foot-wide tenant frontage. When combined with the existing 50-square-foot sign, the total sign area would exceed the maximum area of 80 square feet permitted by Code.
- Colors & Design: The proposed sign colors include white lettering (*Sherwin Williams Pure White*) with a red background (*Sherwin Williams Rookwood Red*) and a black border (*Sherwin Williams Tricorn Black*), which will coordinate with the colors used on the existing sign and the approved sign plan. The proposed font is different from the existing sign, and no logos are proposed; however, the font design will coordinate with the design of the existing restaurant.
- Lighting: No sign lighting is proposed.

## **PLANNING ANALYSIS AND RECOMMENDATION**

While Code and the approved sign package permit one sign per tenant, the Commission has consistently approved second signs for shopping center tenants, such as Emerald Town Center, the Shoppes at Avery Place, and Shamrock Crossing, where buildings face a right-of-way and interior-oriented parking lots. Most of the tenant spaces in the Shoppes at River Ridge are visible from both the parking lot and the right-of-way, requiring only one sign. Montgomery Inn is unique in that only the rear of the building is visible from a public right-of-way, Riverside Drive, while the front entrance faces and is clearly visible only from the parking lot. As a result, only one sign is visible from any single vantage point.

Section 153.115(D)(2) of the Code identifies criteria for the review and approval of modifications within the Corridor Development District.

*Signage. Sign material, shape, color, and illumination shall be indicated and consistent with the Dublin Sign Code and other signage in the area. The signage shall take into account architectural style, general design, arrangement, texture, material and color so that the image of Dublin is maintained as a quality community. Evaluation of the appearance of a project shall be based on the quality of its design and its relationship to its surroundings.*

**Criteria may be met with condition:** At their December 10, 2009 meeting, the Planning and Zoning Commission members generally supported a second, east-facing sign for Montgomery Inn, recognizing that interior-oriented signs have been approved in other similarly situated shopping centers. It is Planning's opinion that the design of the proposed sign will coordinate with the design of the existing restaurant. Additionally, the second sign will assist with wayfinding and identification of the restaurant within the center.

The Commission also commented that a second sign could be acceptable provided sign height and area met Code and that the two signs were proportional. Since each tenant is permitted a maximum of 80 square feet of sign area based on the size of the tenant frontage, Planning recommends that the total area for the two signs be limited to a maximum of 80 square feet (Condition).

**Recommendation: Approval with Condition**

The addition of a second sign will coordinate with the Montgomery Inn restaurant and the rest of the Shoppes at River Ridge and is consistent with signs approved for other shopping centers in Dublin. In Planning's opinion, this proposal complies with the Corridor Development District criteria and the existing development standards within the area, and approval of this request is recommended with one condition.

**Condition:** That the total area for the two signs be limited to a maximum of 80 square feet.

## **CORRIDOR DEVELOPMENT DISTRICT SIGN REVIEW**

### **REVIEW STANDARDS**

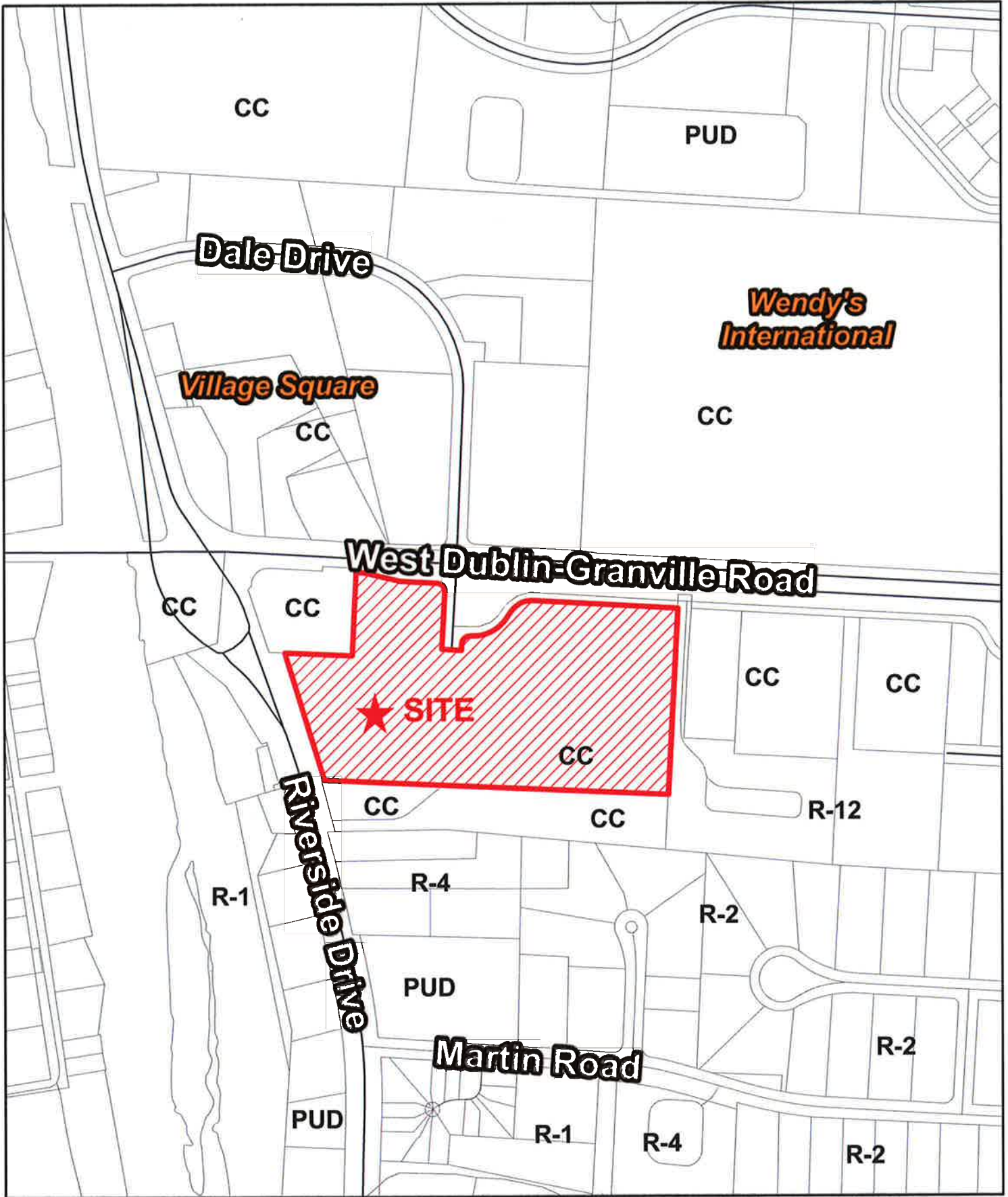
#### **Corridor Development District Review**

The Planning and Zoning Commission is responsible for reviewing all site plans, exterior construction, building additions and modifications within the Corridor Development District overlay under the provisions of Code Section 153.115. The Commission is to make a recommendation within 30 days. If the application is disapproved, the Commission should state its reasons for doing so. A disapproval or approval with modifications may be appealed to the Board of Zoning Appeals in accordance with the provisions of Section 153.235.

#### **Review Criteria**

Section 153.115(D)(2) of the Code identifies criteria for the review and approval of modifications within the Corridor Development District.

(h) *Signage*. Sign material, shape, color, and illumination shall be indicated and consistent with the Dublin Sign Code and other signage in the area. The signage shall take into account architectural style, general design, arrangement, texture, material and color so that the image of Dublin is maintained as a quality community. Evaluation of the appearance of a project shall be based on the quality of its design and its relationship to its surroundings.

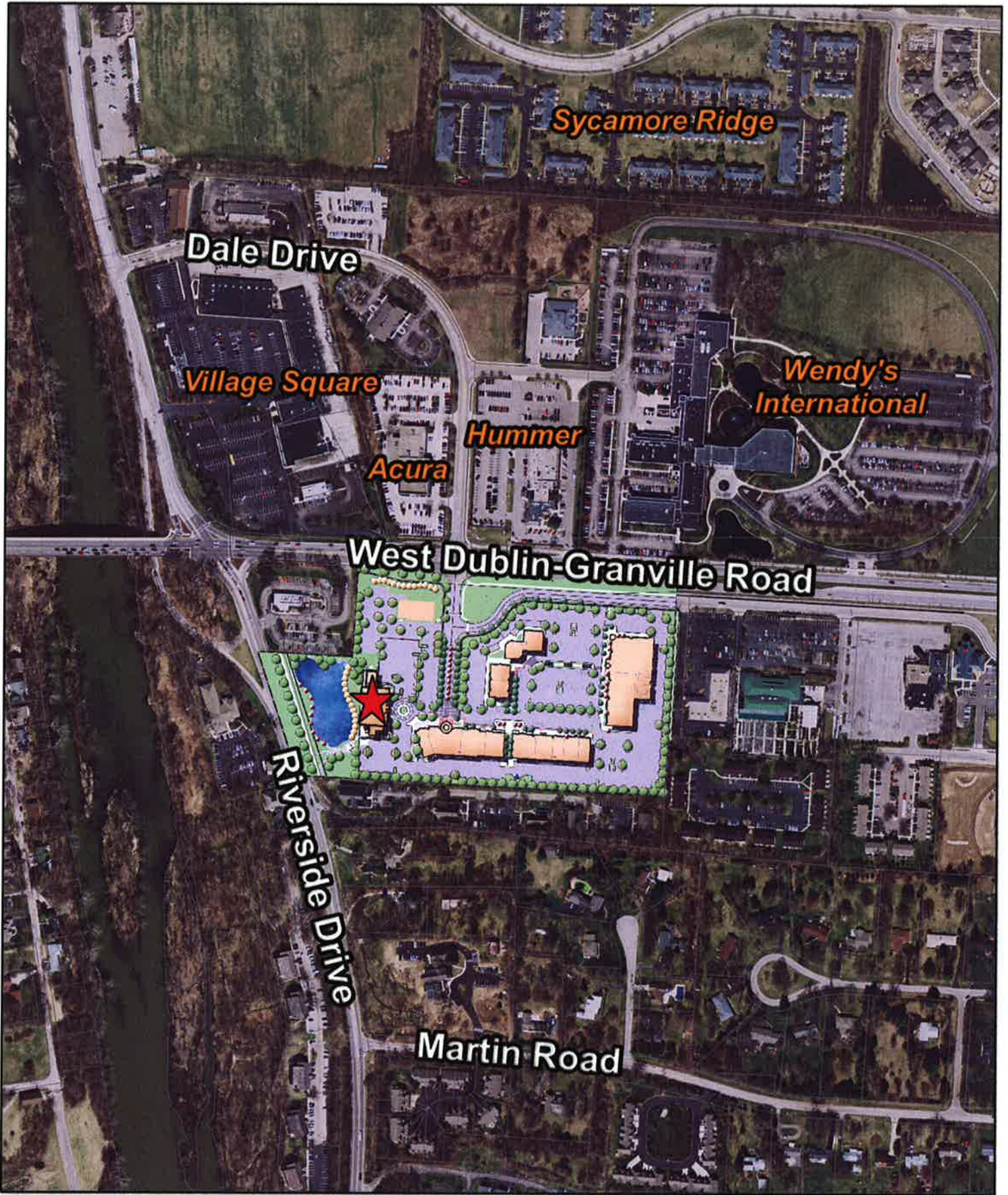


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09-113CDDS  
Corridor Development District Sign  
Shoppes at River Ridge - Montgomery Inn  
4565 West Dublin-Granville Road



0 250 500  
Feet



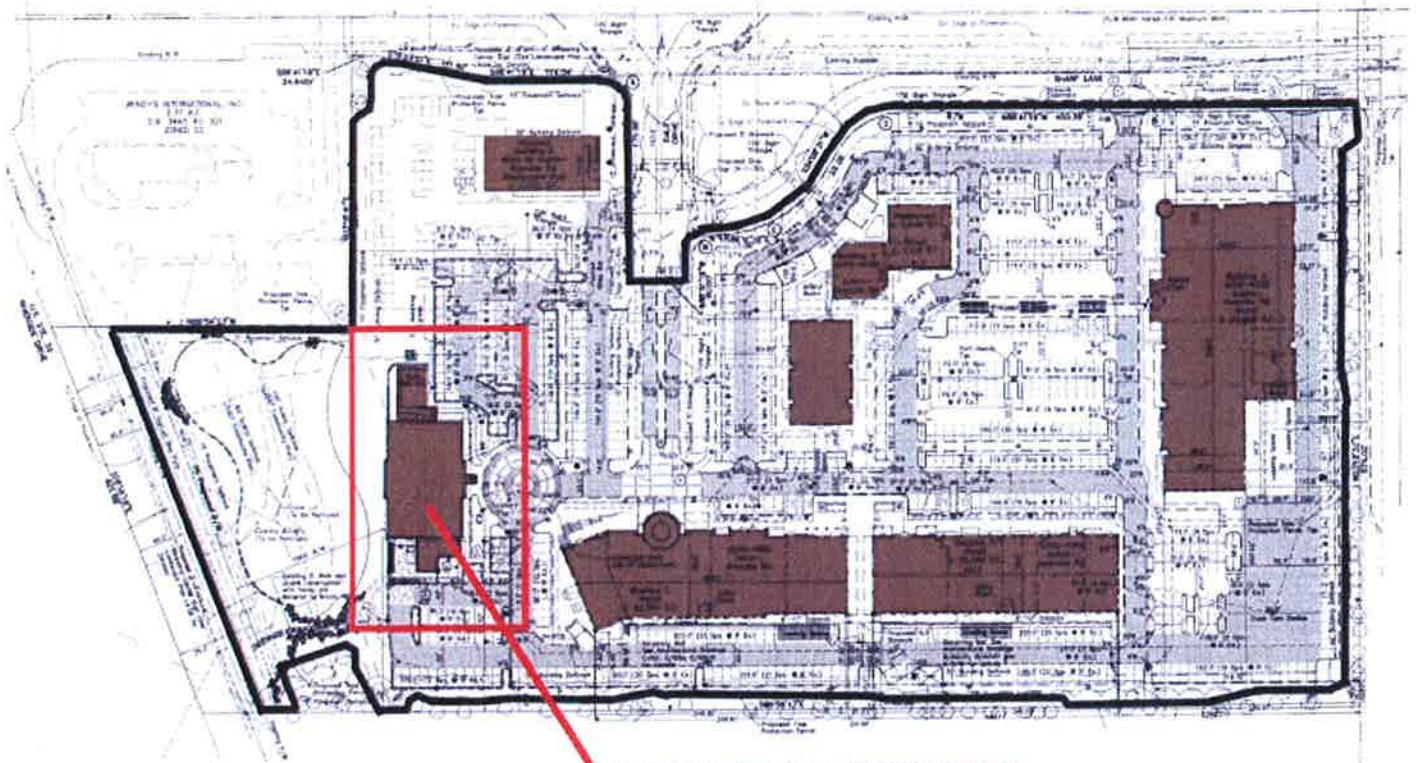
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## DEVELOPMENT CONTEXT



0 250 500  
Feet

# SHOPPES AT RIVER RIDGE



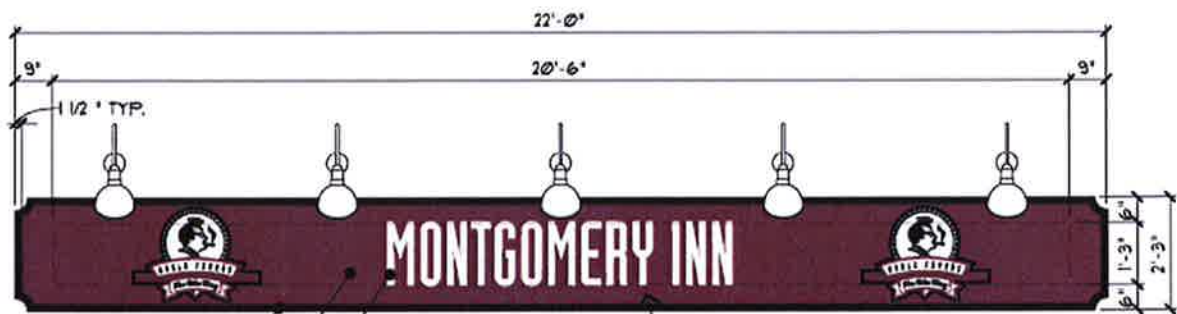
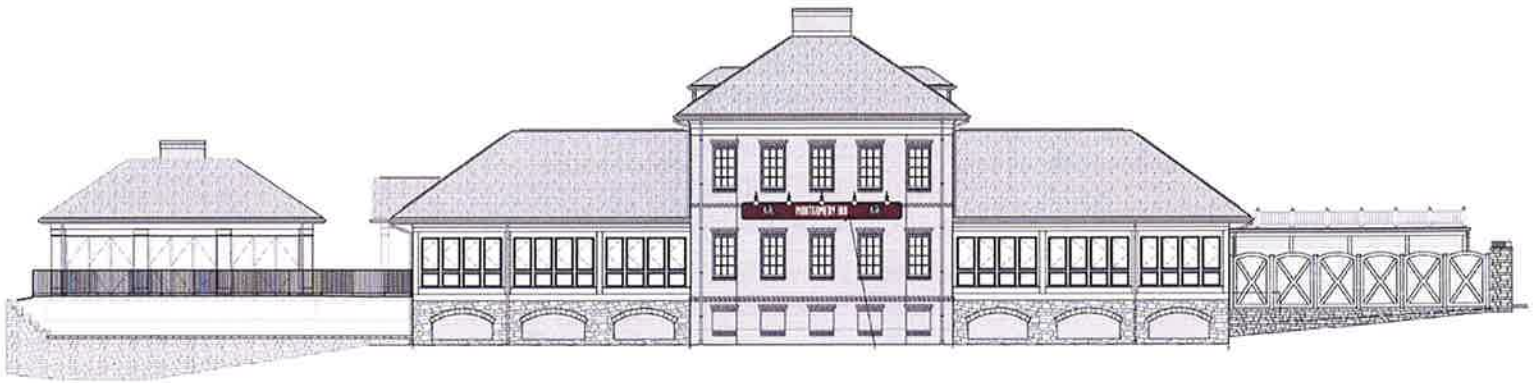
**MONTGOMERY INN  
RESTAURANT**



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# EXISTING SIGN

## West Elevation Facing Riverside Drive



SHERWIN WILLIAMS  
TRICORN BLACK  
\*SW 6258

SHERWIN WILLIAMS  
ROOKWOOD RED  
\*SW 2802

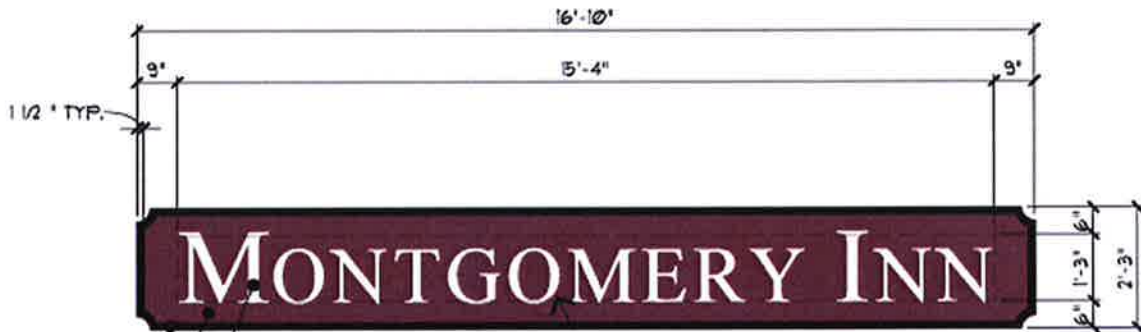
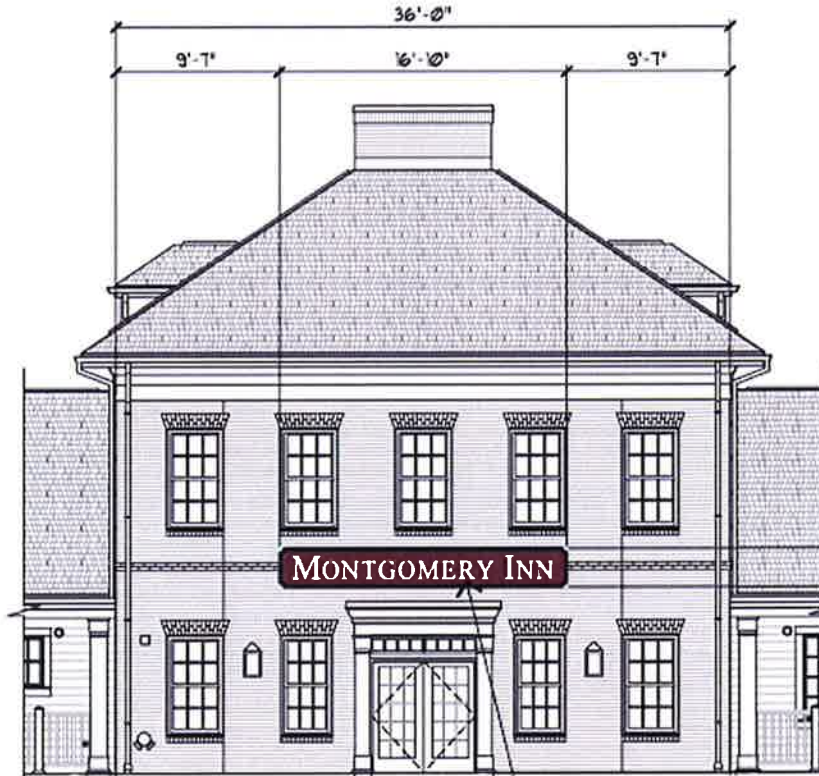
SHERWIN WILLIAMS  
PURE WHITE  
\*SW 1005

09-113CDDS

Corridor Development District Sign  
Shoppes at River Ridge - Montgomery Inn  
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# PROPOSED SIGN

## East Elevation Facing Shoppes at River Ridge



- SHERWIN WILLIAMS  
TRICORN BLACK  
#SW 6258
- SHERWIN WILLIAMS  
ROOKWOOD RED  
#SW 2802
- SHERWIN WILLIAMS  
PURE WHITE  
#SW 1005

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# SIGN ELEVATIONS



**Proposed Sign  
(East Elevation)**



**Existing Sign  
(West Elevation)**

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