

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

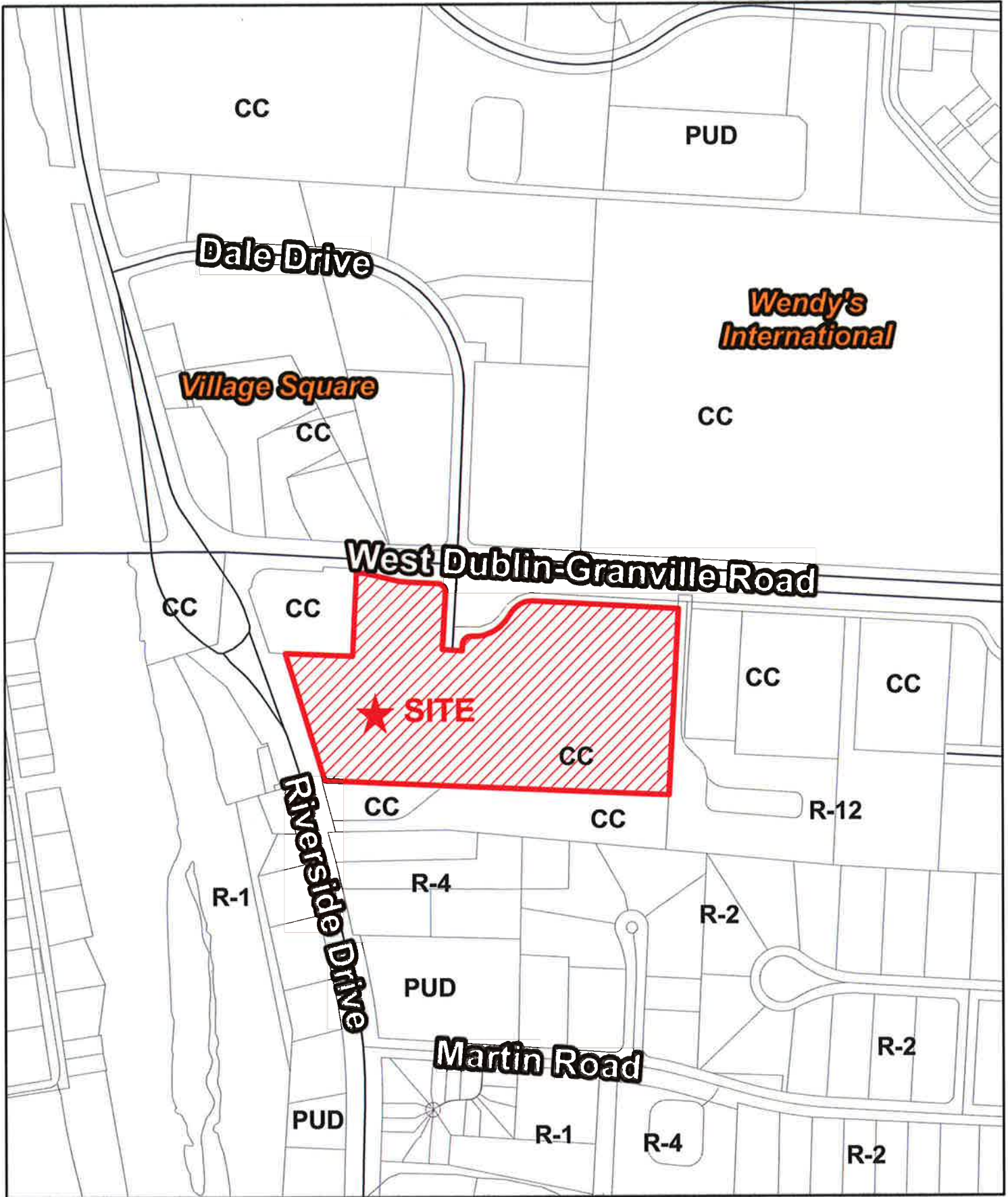
Corridor Development District Review

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

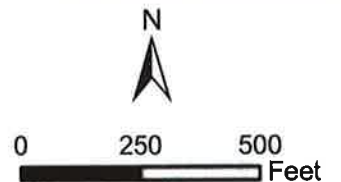
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City of Dublin
Land Use and
Long Range Planning

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





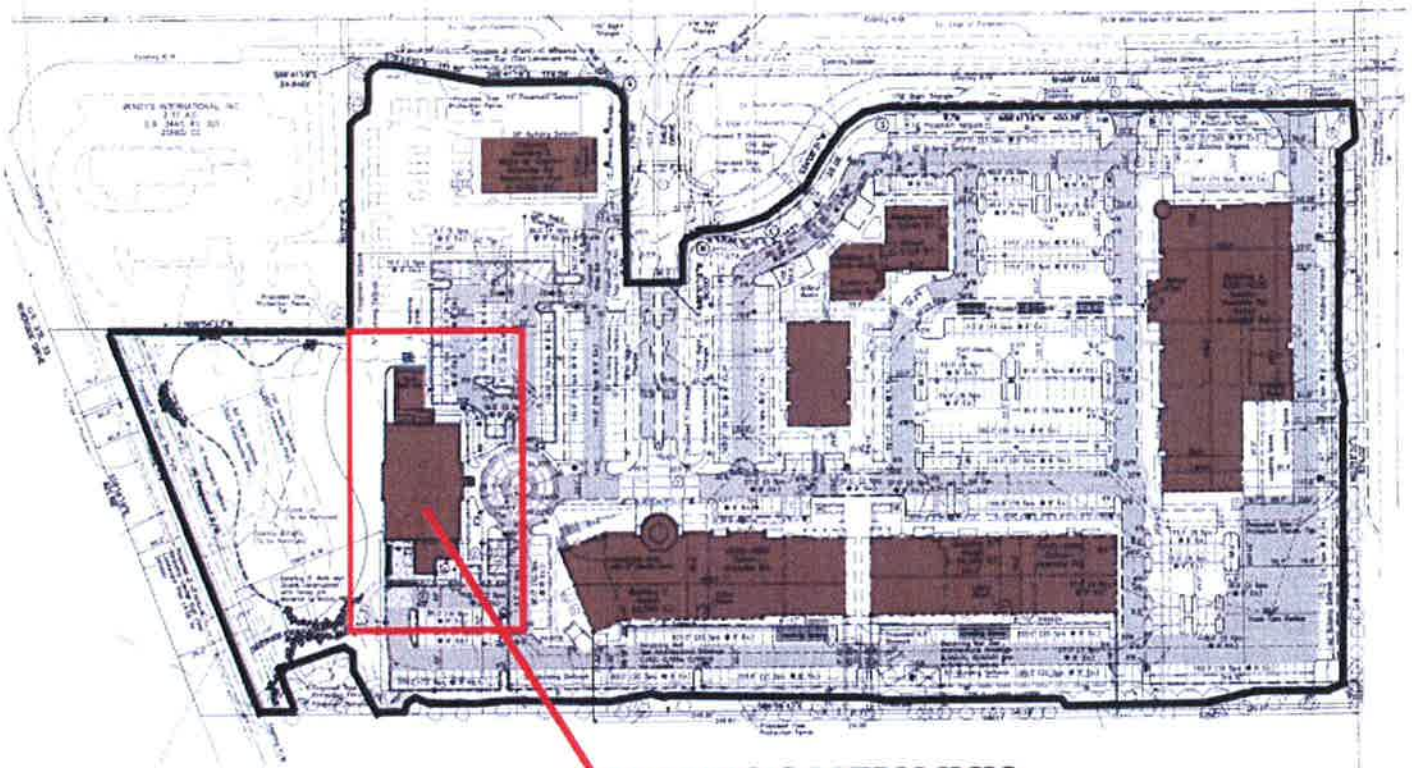
City of Dublin
Land Use and
Long Range Planning

DEVELOPMENT CONTEXT



0 250 500
Feet

SHOPPES AT RIVER RIDGE



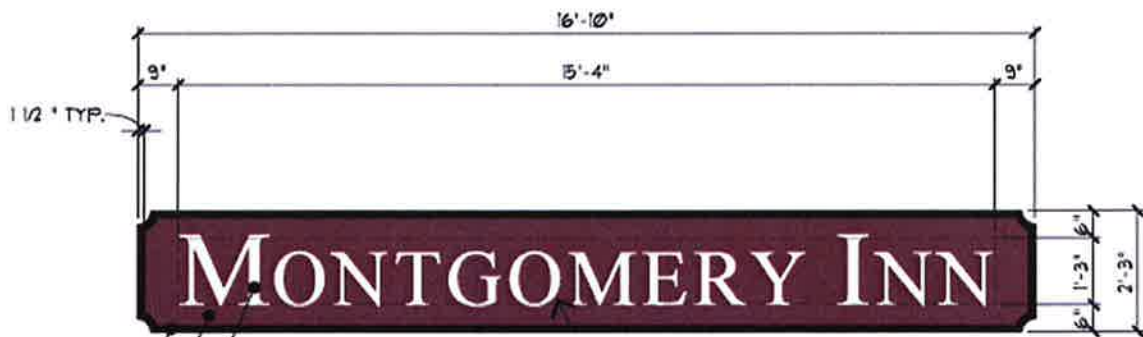
**MONTGOMERY INN
RESTAURANT**



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

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 7005

09-113CDDS
Corridor Development District Sign
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SIGN ELEVATIONS



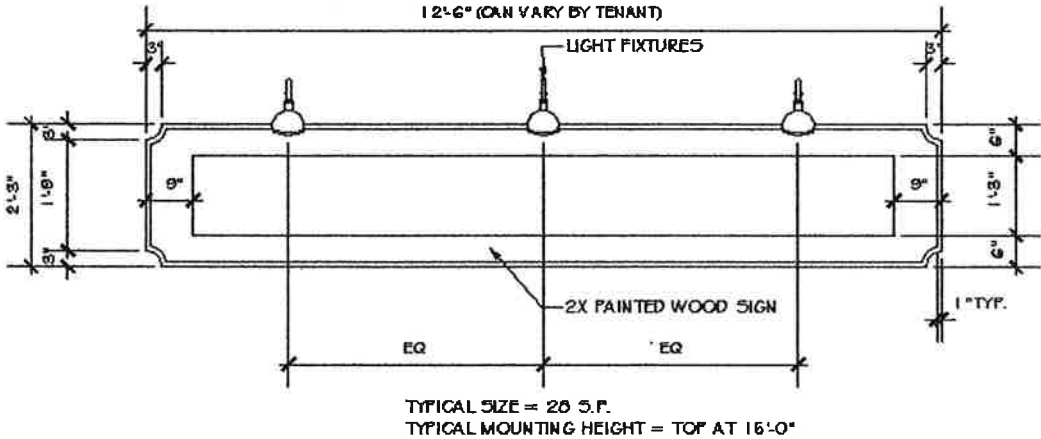
**Proposed Sign
(East Elevation)**



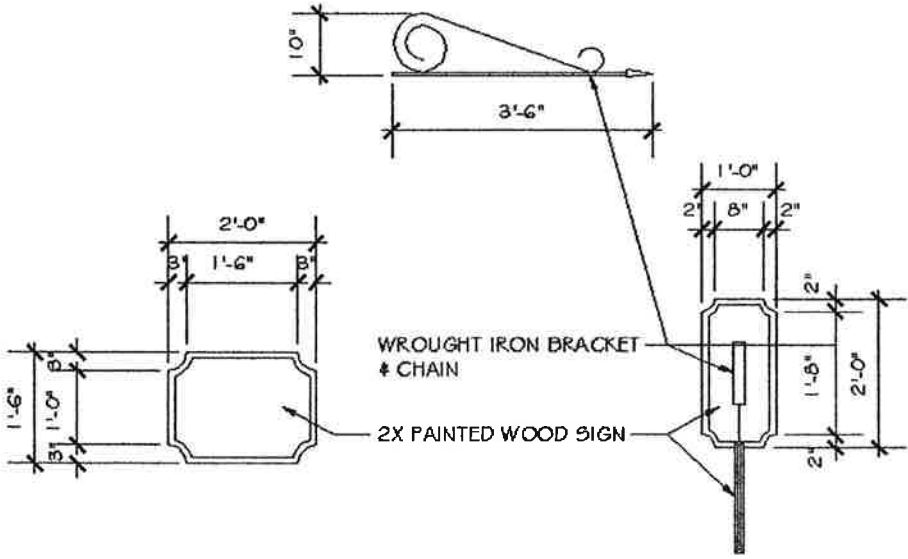
**Existing Sign
(West Elevation)**

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

APPROVED SIGN PLAN



Wall Mounted Signage – Required for all tenants



Wall Mounted Bracket Signage - optional



CASE HISTORY

PLANNING AND ZONING COMMISSION

RECORD OF ACTION

DECEMBER 10, 2009

CITY OF DUBLIN,

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

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Creating a Legacy

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

**6. Shoppes at River Ridge – Montgomery Inn 4565 W. Dublin-Granville Road
09-104CDD Corridor Development District Review**

Proposal: Architectural modifications to add a temporary awning and a permanent breezeway to connect the existing restaurant and the patio structure and to 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 for modifications within the Corridor Development District under the provisions of Code Section 153.115.

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

Planning Contact: Rachel S. Ray, Planner I.

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

MOTION: To table this Corridor Development District application at the request of the applicant, Evan Andrews.

VOTE: 7 – 0.

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

**6. Shoppes at River Ridge – Montgomery Inn
09-104CDD**

**4565 W. Dublin-Granville Road
Corridor Development District Review**

Warren Fishman disclosed that he had recently spoken with the applicant, Evan Andrews, but had not discussed this application.

Chair Chris Amorose Groomes introduced this Corridor Development District (CDD) application for architectural modifications to add a temporary awning and a permanent breezeway to connect the existing restaurant to the patio structure and to add a sign to the main, east-facing building elevation. She said the site was located on the south side of West Dublin-Granville Road, approximately 750 east of the intersection with Riverside Drive. She swore in those who intended to speak in regards to this case, including the applicant and City representatives.

Rachel Ray presented this application that consists of three requests; approval of a permanent breezeway, a temporary awning until the breezeway can be constructed, and a sign on the main building elevation facing the parking lot and the rest of the shopping center.

Ms. Ray said a durable canvas awning is proposed to be constructed between the two structures, which will include clear vinyl drop curtains, drop panels on the sides, and a required emergency egress. She said that if approved, the breezeway would form a permanent, fully enclosed connection between the main building and the patio structure. She explained that approval of the structure in October 2008 was for a CDD application for the design of the structure, and a Conditional Use application for its use. She said the CDD application remains valid, but as a result of the proposed connection between the main building and the patio structure that fully encloses the space, the Conditional Use has been voided.

Ms. Ray presented a photograph showing the existing sign on the west elevation of the building, facing Riverside Drive that met Code and the approved sign plan for the shopping center in terms of design, sign height, and size. She said the applicant is requesting an additional sign on the east building elevation, facing the shopping center to enhance wayfinding and identification. She said while Code and the approved sign plan limits one sign per tenant, the Commission has approved second tenant signs in similarly situated shopping centers such as Emerald Town Center and the Shamrock Crossing development, since those centers have tenant spaces that face both a right-of-way and a parking lot. Ms. Ray said the Montgomery Inn building has more in common with those developments than the rest of the tenants in this shopping center, and therefore a second sign could be warranted for this development.

Ms. Ray noted that in 2007, an application for a modified sign plan for this shopping center was reviewed by the Commission that included a request for an increased sign height and additional signs for certain tenant spaces, but that application was tabled without further pursuit by the property owner.

Ms. Ray presented the five sign options submitted with this application, none of which complied with the approved shopping center sign plan. She said the applicant's preferred sign was Option 1, which was 23 feet from grade, exceeding the Code height maximum of 15 feet. Ms. Ray said that Planning feels that the sign is appropriate for the building, given the historic design of the building, but the Commission has previously denied requests for increased sign heights.

09-113CDDS

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

Ms. Ray said that Planning has reviewed and evaluated this application based on the review criteria for CDD applications for signs and building additions, and it is Planning's opinion that the criteria have been met, and approval is recommended with four conditions:

- 1) That the breezeway is constructed and ready for use by May 1, 2010, or the temporary awning must be removed;
- 2) That the temporary awning utilize a color that coordinates with the design of the Montgomery Inn building, such as Sunbrella® "Wheat" or "Heather Beige;"
- 3) That the temporary awning meet all requirements of the Ohio Building Code, including fire suppression and emergency exit doorway hardware; and
- 4) That sign Option 2, utilizing the sign panel and design approved for the Shoppes at River Ridge, be installed on the main building elevation.

The applicant, Evan Andrews, 4565 West Dublin-Granville Road, said he was going to request up to one year to install the permanent breezeway because the breezeway may not be built until July or August since the plans had not been submitted or released for bid. He said the temporary awning was necessary to take customers from the main building to the patio building. He stated that they were not using drop curtains, but they planned to use rigid panels. He added that the emergency exit would be on a soft closing piano hinge so he did not think there would be any need for emergency hardware. He said the self-closing door would look like a glass panel.

Ms. Amorose Groomes invited public comment regarding this case. [There were none.]

Amy Krumb said she disapproved of the sign because it did not meet the requirements for this shopping center. She did not know of any place in Dublin where patios are open in December, so the fact that the patio could not be used in December was not a hardship to her. Ms. Krumb said she was okay with permanently enclosing the patio and making it part of the building, extending it as a space that can be used all year, but she was not okay with the temporary awning.

Richard Taylor pointed out that the reason customers cannot be taken out to the patio in the winter was because that was never the intention. He referred to the December 2007 meeting minutes where it was called a "*future outdoor dining area*" and to the July 2008 meeting minutes, "*Mr. Andrews said although he would like to use the patio all year, he realized that eight or nine months a year would be more realistic due to the weather. Mr. Andrews also said that they were not going to use permanent rigid snap panels; it would make the patio look like a greenhouse.*" He pointed out that at the same meeting, it was called a "*partially enclosed patio*" under a conditional use.

Mr. Taylor recalled that when the Commission approved the patio, two Commissioners said that they were not comfortable with it being enclosed as a glass structure. He said there was a false impression that the Commission required that it be enclosed. He said it no longer fits the definition of an outdoor service structure, and connecting it to the building exacerbates that condition considerably. He said if attached to the building, it would need to coordinate with the architecture of the main building.

Mr. Andrews asked if Mr. Taylor was saying that the patio should be rebuilt. Mr. Taylor clarified that he did not think the patio structure meets the architectural quality of the main building. He said he was very uncomfortable with how this has crept from an open patio to more and more an enclosed, attached building addition and more dining space.

Mr. Andrews said they took the Commission's guidance on not using drop curtains. He said his comment about using the patio for eight or nine months out of the year was made prior to the Commission's recommendation of enclosing the structure, and now, he has the opportunity to use it all year.

Mr. Taylor said that was not how this structure was originally presented, and the windows were suggested as an alternative to the curtains for sound control, not to make it into a heated building.

Mr. Zimmerman said the reason he suggested the glass was because there have been problems with sound traveling down the Scioto River and disturbing residents.

Mr. Anderson said he understood the glass was to protect the customers from the elements.

Kevin Walter said if the Commission proceeds with approving this application, eliminating the conditional use, the Commission will eliminate the previously approved conditions limiting noise. He said he could see no reason to support any of these requests.

John Hardt said the structure did not meet the City's definition of an "outdoor service structure," which is defined as *an area that is not fully enclosed by solid walls and a roof*. He expressed concern taking any action tonight, undoing the previous conditions and careful consideration.

Mr. Hardt said that the architecture was designed specifically to resemble a facility that had been added to over many years, so therefore the patio structure not matching the main building does not bother him. He said he was not prepared to vote on this proposal tonight because they had not discussed how the Commission's concerns could be alleviated. He said he needed to hear a clear explanation of how the Commission could structure an application and a potential approval that would not have all the impacts of undoing the conditional use and conditions. He asked how they should deal with an application that effectively is a building addition, and no longer a patio and an outdoor service structure.

Jennifer Readler explained that this application originally was clearly a patio and it has gotten to the point with the breezeway attaching it to the building where it would lose that classification. She said the site is in the Corridor Development District, and so the only type of approval a new building structure would need is Corridor Development District approval. She said an interpretation has been made that it was an outdoor service facility and it was pursued as such by the applicant. She stated that there is nothing in the CDD review that gives the Commission the capacity to require some of the noise commitments to be included in this application. Ms. Readler said the applicant could work with the City to achieve some sort of mechanism where the noise requirements could be applied through a separate "development agreement" that the City enters into with the property owner. She said the application would need to be tabled to look at presenting an agreement that would achieve some of those same commitments.

Mr. Anderson said he had no plans to amplify music in this structure, and there was no outdoor speaker system, so that would not be an issue. He asked how he could get his customers during into the facility during inclement weather.

Ms. Amorose Groomes asked if Mr. Andrews preferred a vote on this application tonight or if he would like to request a tabling, which would provide an opportunity to work out the development agreement that would maintain the conditions attached to the use of the structure.

Mr. Anderson said if he had known that there was no way for him to be able to cover the patio, he would not have done what he did. He said he was not trying to be deceitful, he was just trying to do what he was led to believe was the right thing to do. He said he was sorry for not asking the Commission.

Mr. Fishman asked how long the illegal sign had been on the building. Mr. Anderson said he had it installed about nine weeks ago to provide identification.

Mr. Fishman suggested that the sign facing Riverside Drive be installed on the front of the building, making sure that it met Code. Mr. Zimmerman said he could be supportive of that arrangement.

Mr. Anderson confirmed that the square footage of the sign was correct. He asked if the size of the lettering within the sign was limited. Ms. Ray said it had to meet the sign plan and the Code.

Mr. Hardt said he would not approve a 23-foot high sign. He said the sign should match what is already there, comply with Code, and should not be any of the five options presented.

Mr. Zimmerman thought that this proposal should be reviewed with the rest of the sign plan modifications that had been tabled by the developer.

Ms. Husak said that Planning had no indication that the developer would be willing to pursue the sign plan application. She said there had been quite a few tenants asking for better signage and they had been given the answer that the developer's application was open to do that.

Mr. Anderson asked how to get permission for a second sign.

Mr. Taylor said the sign should be brought into compliance and he did not care if it was on the rear or front of the building. He thought that the sign request should be a separate application.

Ms. Amorose Groomes said it was appropriate to identify the restaurant on two sides of the building, and the existing sign facing west was difficult to read. She suggested that the signs be in the same vain as the rest of the center signs and should complement each other. Ms. Amorose Groomes said the two signs would not have to be identical.

Mr. Hardt referred to his earlier comment about the signs needing to match. He said he was referring to colorization and style, not necessarily dimension.

Ms. Amorose Groomes said Option 4 was an appropriate sign in her opinion, but the scale should be different facing west.

Mr. Walter said he thought the sign was a little large.

Mr. Zimmerman asked for clarification regarding the tabled sign plan application.

Jennifer Rauch said the original approval for the development included sign requirements for the entire center. She said when the sign plan was revised, Montgomery Inn was included, but since nothing happened, the originally approved sign plan was still valid for the center.

Mr. Zimmerman asked if approving two signs would set a precedent for other tenants.

Mr. Hardt said he could be supportive of two signs based on the fact that this specific building is a two-sided building, and other tenants would have to argue their own merits.

Ms. Rauch said Building GH is a freestanding building that is two-sided. She said it had frontage on Dale Drive and to the parking lot, but they were allowed only one sign per tenant.

Ms. Amorose Groomes said the shopping center's sign problem had to be fixed, but if the developer is not willing to pursue the tabled application, she did not think it was the City's burden. She noted that Montgomery Inn is a stand-alone restaurant with four-sided architecture and she thought it appropriate to view their building separately and to encourage the other tenants to work with the developer to fix the sign problem.

Mr. Fishman pointed out that the rear sign was illegible only because the whole sign was not used. Ms. Husak said a different font could be used.

Mr. Anderson said the font had nothing to do with it. He said that to take the sign off the rear and move it to the front would be expensive, and he hoped to live with the existing illuminated existing sign on the rear of the building.

Mr. Taylor said a conforming sign on the rear, whether it is the existing one or a new one, and a new sign on the front that is conforming would probably be supported by the Commission.

Ms. Amorose Groomes asked that the Commissioners discuss the breezeway and the temporary solution.

Ms. Kramb said that she was okay with the breezeway, but she was against the proposed temporary awning.

Mr. Walter said he was opposed to the temporary awning and he did not have enough information about the proposed breezeway.

Mr. Taylor said that until an application that was properly and legally structured was submitted, he had no opinion of the awning or the breezeway.

Ms. Amorose Groomes said she did not find the breezeway problematic, if the development agreement properly addressed the conditions that are currently in place. She said she had no issue

with the temporary awning, although she could not imagine that it would take a year to build a breezeway. She said she would give it six months to be built.

Mr. Fishman said if all the conditions of the patio remained intact, he would not have any trouble with the breezeway. He agreed that six months was plenty of time to construct the breezeway.

Mr. Anderson said his intention would be to avoid modifying the patio structure. He said they spent approximately \$14,000 to soundproof the interior, and once they realized they could use the structure 12 months a year, they added the fireplace and the HVAC system, but they always planned on covering the dining area.

Mr. Zimmerman said that he could not vote for the breezeway that would connect the patio with the main restaurant.

Mr. Hardt said architecturally, he had no problem with this proposal. He said his concerns were procedural in making sure that the conditions put in place in the past would remain. He said he did not like the temporary awning, and he did not accept that it would take a year to build a 130-square-foot breezeway.

Ms. Ray asked what information the Commissioners needed before they could vote. Mr. Walter said he wanted to see a separate, full application before he could vote.

Claudia Husak confirmed that if the applicant were to choose the route of taking the breezeway and the awning off of this application and move forward with the signs only, it would require meeting the deadlines with a new application and fee.

Mr. Anderson asked if the sign issue could be resolved this evening. Ms. Husak said it sounded like there were too many outstanding issues that needed to be addressed, and it was Planning's advice that the whole application be tabled.

Mr. Anderson asked for confirmation that the Commission would support a second sign. Mr. Walter said there was general agreement that a second sign could be approved.

Mr. Taylor asked that as much latitude as possible could be given to the applicant so that he could bring this back as quickly as possible.

Mr. Anderson agreed to a tabling of this application.

Motion and Vote

Mr. Walter made the motion to table this Corridor Development District application. Mr. Taylor seconded the motion.

The vote was as follows: Mr. Zimmerman, yes; Mr. Hardt, yes; Ms. Amorose Groomes, yes; Mr. Walter, yes; Ms. Kramb, yes; and Mr. Taylor, yes. (Tabled 7 – 0.)



PLANNING AND ZONING COMMISSION

RECORD OF ACTION

AUGUST 9, 2007

CITY OF DUBLIN.

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

Phone: 614-410-4600
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The Planning and Zoning Commission took the following action at this meeting:

- 9. **Shoppes at River Ridge Sign Plan** **West Dublin-Granville Road**
07- 053CDDS **Corridor Development District Sign Review**

Proposal: A sign plan for the Shoppes at River Ridge development, located southeast of West Dublin-Granville Road and Riverside Drive.

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

Applicant: Jim Kramer, TSARR, LLC.

Planning Contact: Jennifer M. Rauch, AICP, Planner

Contact Information: (614)410-4690, jrauch@dublin.oh.us

MOTION: To table this Corridor Development District Sign Review application at the request of the applicant.

VOTE: 6 – 0.

RESULT: This Corridor Development District Sign Review application was tabled.

STAFF CERTIFICATION


 Jennifer M. Rauch, AICP
 Planner

~~yes; Mr. Fishman, yes; Ms. Amorose Groomes, yes; Mr. Zimmerman, yes; and Mr. Gerber, yes.
(Approved 5 – 0.)~~

**9. Shoppes at River Ridge Sign Plan
07- 053CDDS**

**West Dublin-Granville Road
Corridor Development District Sign Review**

Jennifer Rauch presented this request for review and approval of a sign plan for the Shoppes at River Ridge Development located within the Corridor Development District (CDD). She stated that the 14-acre site is located on the southeast corner of SR 161 and Riverside Drive, wrapping around an existing Wendy's Restaurant parcel. She said the site is a straight-zoned CC, Community Commercial District, as are all the adjacent parcels to the north, east, south, and west. Ms. Rauch said this development does not have a development text associated with it. She said the site and all surrounding parcels are also located within the CDD.

Ms. Rauch said with the original approval of the overall shopping center details in March 2005, preliminary signs were provided to the Commission, prior to their review/purview within the CDD. She said with that original approval, any deviations to the original details required approval from the Commission. She said Sunflower Market was presented to the Commission recently and met with some favorable feedback from the Commission, but also with concern about approving something different than the previous sign details and without any knowledge or understanding about what might happen to the other tenants within the development.

Ms. Rauch said the applicant has proposed a detailed sign plan that includes the sign type, location, color, size and number for each individual tenant and the proposal establishes sign guidelines that will provide a streamlined approval process by providing coordinated sign requirements and guidance for the tenants.

Ms. Rauch said based on the pedestrian/vehicular nature of the site, the applicant is proposing to permit all tenants a flush-mounted wall sign as well as a projecting blade sign which is appropriate and has been utilized and approved in similar developments such as Village Square and the Trader Joe's Center. Ms. Rauch said Code permits one sign per use or building, unless the building has 100 feet of frontage on two rights-of-way, which this site does with Riverside Drive and SR 161. She said the applicant is proposing two signs for the tenant on the northwest corner of Building A as well as the two restaurant tenants in Buildings D and E, and also the six tenants located in Buildings F and GH.

Ms. Rauch said the proposed signs are appropriately integrated into the four-sided architecture and are similar to what was approved at Emerald Town Center and Shamrock Crossing, as well as the Shoppes at Avery.

Ms. Rauch said Code allows one square foot of signage for tenant space up to 80 square feet. She said the proposed square footage for each tenant space varies, but they are between 12 and 70 square feet, which meet Code. She said two wall signs would have to be within that 80-foot maximum as well.

Ms. Rauch said the proposed location of each sign is provided on the elevations for each building. She said the projecting signs will be located above the main entrances to the tenant spaces. She said Building A accommodates signs on their northeast and west elevations. Ms. Rauch said Buildings B and C have them only on the north side.

Ms. Rauch said Code permits a maximum sign height of 15 feet. She said the proposed tenant sign plan indicates that all sign locations are at 15 feet or less, except for one tenant space, located within Building C. She said this portion of that building incorporates a significant architectural feature and limits the potential sign location. However, Planning believes it is appropriate and it was also shown at the time of the original approval. Ms. Rauch said for Building F, signs are proposed on the east, south, and west elevations, and Building GH shows signs on all four sides to accommodate those tenant spaces.

Ms. Rauch said the all tenants will be required to utilize external illumination for the wall-mounted signs and details have been provided. She said the proposed sign plan also indicates a two-tone color combination. She presented a slide showing the proposed colors for the sign backgrounds, border, and lettering.

Ms. Rauch said in Planning's opinion, the proposed sign coordinates with the architectural design of the buildings and provide appropriate identification for the anchor tenant while maintaining the design standards approved for this development. She said the proposal complies with the applicable review criteria, and Planning recommends approval with the following two conditions as listed in the Planning Report:

- 1) That the final details of the tenant signs for the restaurant uses located in Buildings D and E be approved with the CDD approval for those buildings; and
- 2) The total area of the two wall signs for the tenant spaces located within Buildings D, E, F, GH and the northwest tenant space within Building A should not exceed the maximum square footage permitted by Code.

Jim Kramer, K2 Group, said they were back before the Commission because at the time of the initial approval, the judgment was made to go to a baseline sign package, recognizing that at the time because this was a speculative project it made more sense to come back when they had their arms around the project and really understood how it might lease and to find the sign needs of the project.

Mr. Kramer said the primary consideration for allowing two signs for Buildings F and GH was to provide the vertical improvement out to SR 161 or Sharp Lane. He said these buildings have four-sided architecture with parking virtually on all sides. He said there will be pass thrus in terms of the walk-in traffic on either side of the buildings. He said the building design created a challenge for tenants with only one plaque sign per storefront if traffic is coming from Sharp Lane. He said another consideration with the project is making a pedestrian-friendly center.

Mr. Kramer said Building E was going to be a free-standing restaurant which would be brought back to the Commission for review and approval when they find a user. He requested that signs on two sides of the restaurant be considered. He referred to the Building D along the Riverside Drive frontage and said it seemed reasonable to have sign on both sides of that building.

Mr. Kramer said to make this project as pedestrian-friendly as possible, a blade sign for any tenant in addition to their plaque sign does a nominal, but yet nice thing to create more streetscape and interest.

Mr. Walter said he was not a Commissioner when this was originally approved. He asked if the main identification was as approved at this time, because he did not like the cursive letters with a wooden placard against a very large background. Mr. Walter said he would like Code Enforcement to look at it if it was not as intended.

Mr. Phillabaum said the sign was approved as part of the original development; however, one aspect of that sign that did not get approved was the font on “The Shoppes at” portion of the sign. Mr. Walter interjected that was the part he did not like. Mr. Phillabaum said when this sign was reviewed for permits it was approved in err, but understanding that otherwise, the placard, the pin-mounted individual letters below, colors were consistent. Mr. Walter asked if the same script was contemplated for general signs throughout this development. Mr. Phillabaum said no specific font had been specified for the rest of the center, it was on a user basis.

Mr. Zimmerman said the Commission had already decided and spent much time on the Sunflower Market sign review and now it is being seen in a different context within a big package. He did not want to rehash the Commission’s decision these on signs.

Mr. Gerber asked Mr. McCash to articulate what City Council intended with respect to sign review in a Corridor Development District. He said he thought they were going to go building by building and they are coming back again. He said the Commission will not see the rest of the signs because this would be a carte blanche for all signs, and he did not think that was what the Council intended.

Mr. McCash said that he thought City Council wanted the Commission to review all the signs in the Corridor Development District. He said he looked at this center as one giant building, although it was multi-tenant. He said if there was a sign criteria reviewed under the Corridor Development District, it would be fine. He said he was concerned with Sunflower Market, Coldwater Creek and others individually wanting to do something different on signs which made no sense. He said one cohesive sign criteria package should be set and developed for this particular site so that the Commission does not have to hash it over and over. He said the building signs need to be looked at as where they are placed and incorporated into the architecture and not overlapped over architectural elements.

Ms. Amorose Groomes said she recalled that the Commission was hesitant to give Sunflower Market the second sign because of the precedent it would set for other tenants. She thanked staff for pursuing to get one sign package. She said she did not want to deal with each sign individually because it was difficult to be consistent and to remember what was approved. She said she thought it was a great opportunity for the Commission to enhance the look of this development by having consistency in signs.

Mr. Gerber said he was convinced, but he did not like the idea that previously, Sunflower Market did not get the second sign.

Mr. Kramer said he had not had any conversation with Sunflower Market about this. He said it was being revisited in the context of the goal to establish a template for the entire center.

Gary Gunderman said Planning thought the Commission very clearly expressed, with the Sunflower Market case, the need for a sign plan for the entire development. He said it was discussed at that meeting that there was no game plan for the other buildings within the shopping center. Mr. Gunderman said a similar notion of a sign plan was also approved for the Trader Joe's Center and Dublin Village Square.

Mr. Kramer said most of these tenants are likely to be franchisees or local, as opposed to the national tenants, so from his standpoint a consideration should be give those who may not have the branding of a national tenant. He said signage, tastefully done, on both sides of the building when ingress and egress and parking on both sides is considered would be a benefit.

Mr. Walter asked about the optional blade signs. Mr. Kramer said the blade sign would be in addition to the wall sign and is about three square feet in area.

Ms. Amorose Groomes said she was not at all in agreement with the blade signs. She said in some shopping centers where there are huge overhangs and the top of the building cannot be seen from the sidewalk, it is appropriate so that you do not have to step out onto the roadway to see them. However, she said this is not the case. She said she walked the site extensively, and there is absolutely no problem seeing the signs above the door from the pedestrian areas. She said she would like to remove the blade signs right now and move onto other issues they have to deal with.

Mr. Walter said he was okay with eliminating blade signs because he did not think they were needed.

Ms. Amorose Groomes asked if any of the Commissioners felt blade signs were important or necessary.

Mr. McCash said he did not think it should be a requirement that every tenant have a blade sign. He said he thought it might need to be an option, because there are elevations where the proposed wall sign is not incorporated into the design. He said there were places in Building C that the wall sign is plastered on or forced onto the elevation. He said maybe they do not get a wall sign, but they have a blade sign instead. Mr. McCash said overall, he thought the sign package was nice to have, but when he looked at the sign locations on the buildings and how they are incorporated, there was no place for them in the design and they are plastered on for the tenant.

Mr. Walter said he would have liked to see the wall sign locations more thought out.

Mr. McCash noted that in the slides shown of Building C, the north elevations were different than the elevations included in the Commission packets because a roof sign was shown. Ms.

Rauch said the plans included in the packets were correct and there were no roof signs proposed on the buildings.

Ms. Amorose Groomes said she had no opposition to signs on the interior portion that would only be viewed from the parking area.

Mr. Walter said he would condition to eliminate a second sign.

Mr. McCash asked why Coldwater Creek and Sunflower Market signs came before the Commission for approval.

Mr. Phillabaum said they were in instances in the original approval of a sign that did not meet Code and a condition of approval was added requiring those signs to return for Commission approval. He said Coldwater Creek exceeded the height limitation and Sunflower Market requested two signs.

Mr. McCash asked if the signs were approved as part of the original Corridor Development District review for this case, because under the CDD regulations, any sign has to come back to the Commission for review and approval.

Mr. Phillabaum said at the time this was approved, the CDD sign ordinance was not in effect. Mr. McCash said it was, but if the sign is not up, the law still applies. He said if there is no sign, nobody has a sign application and a new law is passed, they have to comply with the new law which means any new sign would have to be reviewed by the Commission under the new law.

Mr. Fishman said he was in favor of one sign per tenant and if a blade sign was wanted, the other sign should be eliminated. He said he did not want to see a clutter of signs. He suggested that the signs be softened with more trees.

Mr. Walter said he agreed with one sign per tenant and a that blade sign would replace it with the exceptions of on Buildings GH and F where they should have the ability to have two signs with the same overall square footage. He said he did not want to have this conversation again about the buildings on the north side of the site and he thought the applicant should be asked to include that into this package as well so that it is resolved. He said he disagreed with putting a sign on the back of the building on Riverside Drive. He said the color palette was fine. Mr. Walter agreed that the Sunflower Market second sign was a difficult issue.

Ms. Amorose Groomes said this accomplished a little bit of why Sunflower Market's second sign was disapproved. She said something holistic and inclusive of the entire center was needed. She said it was expressed to Sunflower Market that it was the Commission's desire to see this as sign package. She said otherwise, she agreed with everything else said.

Mr. Fishman asked if Ms. Amorose Groomes was agreeing that Sunflower Market should have two signs.

Ms. Amorose Groomes said because there is no sign visible when driving through, the space almost looked vacant on the end. She said she was in favor of them having a second sign if the total square footage did not change.

Mr. Walter agreed with Ms. Groomes Amorose about the additional signage for Sunflower Market.

Mr. McCash said he thought the additional sign for Sunflower Market adds to the blending of the whole environment across SR 161 and would continue it.

Ms. Amorose Groomes said the two sign total square footage permitted should not exceed the Sign Code. Mr. Gerber agreed.

Mr. Walter asked about the restaurant not included in this application. Ms. Amorose Groomes asked if that issue could be accomplished through a condition.

Ms. Rauch said she thought their intention was to bring those sign details and the permanent locations back with the review of those two buildings. Mr. Gunderman added that those two buildings had to come back to the Commission anyway.

Mr. McCash said a note on this plan talks about them having two signs. Ms. Rauch said the colors and numbers would apply to them, but the location and details would come back with the review of the buildings.

Mr. McCash noted that Building C proposed a 23-foot high sign for which he saw no reason because it could be located elsewhere.

Mr. Kramer confirmed that this conceptual sign location was shown in their original approval. He said they were not requesting anything new tonight relative to that sign.

Mr. Phillabaum added that the original sign details presented and approved in 2005 were conditioned that any sign not meeting a Code requirement would come before the Commission before it went to the Board of Zoning Appeals.

Steve Smith, Jr. confirmed that the position of the sign shown on Building C would be set if this application were approved.

Ms. Amorose Groomes said the conditions on this application could be many and it might be appropriate to look at a tabling. She said the applicant had heard the Commissioners concerns.

Mr. McCash suggested that there was enough uniqueness in the architecture where just one sign type does not fit that a different sign is needed, which should be provided somewhere.

Mr. McCash questioned why some of the existing signs did not come before the Commission, following the change to the Code regarding sign review in the CDD.

Mr. Smith clarified that several signs did not come before the Commission. He said the CDD was changed and it was specific that signs came back to the Commission as part of the review; however they have always interpreted the CDD, even before the change was made, as requiring signs to come to the Commission. He said as part of the original approval, if a sign met Code, it did not have to come back for approval and it was done as part of the original approved in 2005. He said that was how the signs were put up without coming to the Commission for approval.

Mr. McCash said it was a straight zoned district, but to deviate from Code, it would have to be done through a rezoning. Ms. Rauch said those two signs met Code. Mr. McCash said however, they did not come to the Commission as part of the CDD review. He said they probably did not look at the text on that sign during the original review. He said according to the Code, the sign layout would have to come through as part of the CDD review for each individual sign. He said they would have had to come in for each individual sign, and that is why the whole discussion about bringing a sign package in for this whole center came about.

Mr. Smith requested time to look at this situation further. Mr. Gerber agreed and suggested a tabling.

Mr. Fishman said the tabling was requested to see a complete sign package, based on the suggestions made tonight, plus a condition that the existing signs return to Commission and be included in the new sign package. He said in other words, they make the signs meet whatever is approved by the Commission in the new sign package.

Ms. Amorose added that it would be acceptable to this body to only have one sign, with the exception of the outparcel buildings that the Commission has already delineated. She said the Commission would like to see the signs on the building, and when it is not possible, maybe they would go with the blade sign.

Mr. Kramer requested that it be specified which signs had to come back to the Commission for review, as they may have already been put in place.

Mr. Smith referred to page four of the Planning Report in the italicized sign language, which stated that signs were included in the 2005 approval, and this is the reason why it was believed that they did not have to come back for review of the signs are already up in the development.

Mr. McCash said this is not a planned district, so if the Code changes, then the new code would apply. He said the law for CDD signs changed to address a particular situation and all future sign applications would have to comply with that requirement, unless there was a development text for this site.

Mr. Smith said instead of the word “changed,” he would probably say the law in the CDD has been “clarified” to be consistent with the interpretation that the City has always had with signage in the CDD. He said the argument has always been made that they are under the CDD, and signs were part of it.