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DOWNTOWN COMMISSION RESULTS

Tuesday, September 24, 2019 - 8:30 AM

111 N. Front Street, Michael B. Coleman Government Center
Hearing Room (Second Floor)

I. Attendance

Present: Steve Wittmann (Chair); Tedd Hardesty; Robert Loversidge; Mike Lusk;
Jana Maniace; Danni Palmore; Tony Slanec

Absent: Otto Beatty, Jr.;

City Staff: Daniel Thomas; Steve Schoeny, Luis Teba, Ashley Senn, Mark Dravillas

Introduction of Luis Teba, staff successor to Daniel Thomas who is retiring in
January.

II. Approval of the August 27, 2019 Downtown Commission Meeting Results

(RL – acting Chair) Motion to approve (6-0)

III. Requests for Certificate of Appropriateness – Old Business

Case #1 19-9-1

5:00

Location: West Nationwide Boulevard – Address to be determined

Applicant: Crew SC Stadium Company LLC c/o Phil Dangerfield

Property Owners: NWD 500 Nationwide LLC

Attorney: Thompson Hine LLP

Design Professionals: MKSK on behalf of HNTB, EMH&T, Henderson, Osborn

Request:

Certificate of Appropriateness for new Crew Stadium. Review and final approval
of architecture, site and landscape design. CC3359.05(C)1

*The entire Confluence Village was presented last month and the Downtown
Commission granted a Certificate of Appropriateness for the demolition of buildings
on the City of Columbus's Central Outpost property. See attached Results from the
August 2019 meeting.*

Discussion (SW arrives) Crew – HSG – It's been about a year since it was
announced that HSG would work with City, County and others on new stadium. One
element to MLS was a new stadium. Introduction of partners - consultants.
Background on stadium. Crew – first team of MLS, first team with soccer specific
stadium. Being first takes risks. Columbus as upward, smart – need for Columbus
soccer brand to meet this. Modern, iconic, future focused. Everything tied into this.

JP (MKSK) – packet mostly technical details. Today will be an illustrative

Presentation. Master plan – contextual. Nationwide Blvd. and three major sports venues. Overall 25 acre site had been dealt with last month – stadium, and private development to the west and north. New roads.

JP – main entry and event plaza on eastern Nationwide approach – with flexible use potential for non-game events. Concerts, events, food festivals, etc. Grade changes. Streetscape in line with the rest of the western Arena District in terms of brick sidewalk, trees, etc. Landscape experience helps deal with mass of stadium. Other entrances discussed. In response to RL – the service road is a “dead end” (not thru to Nationwide) with ability to turn around and ability to access plaza.

Gerardo Prado (HNTB) – stadium description. 85% design development – brought technical drawings. Design has been evolving over several months. Illustrations shown, bird’s eye, stadium. Articulating exterior and breaking up. Inviting, porosity, openness, welcoming. Concourse has been designed to be wider than most others. Breaking scale of façade, creating dynamic – rhythm – invoking speed and modernism. Crew haus opens up to downtown and is open at other times. Bar, restaurant, events such as receptions.

GP - Materials brought, perforated screening. Changes with time of day – night. Critical soccer related elements in interior. Wrap around canopy roof. Directs noise towards pitch. Suites on upper. Supporter section on north. Unique design of lighting. Two video board screens. NE and SE corners. Portions of stadium (SE) opens up to downtown.

GP - Close attention to detailing of material such as dark grey metal panel – fiber cement. Burnished block on the interior of concourse. SW – try to establish operation during non-game times. GP – we also hope that some of the new mixed used development in the area will help activate. There will be an open terrace at the stadium along Nationwide. TS – how will you be dealing with snow, rain & ice with the perforated screening? GP – still being looked at with design and is a significant concern. We could come back with additional details. The western side of the stadium has more of a curtain wall system because of the luxury suite nature of this side.

RL- I know this is outside of the stadium but what is the contextual intent of the remaining development to the west? Will it be like the red brick of the Arena District or some other expression? JP – good question, but we’re not there yet. A – our mindset is to be respectful of the district but create something new. It probably won’t be as iconic as the stadium, however. RL – I would hope you take the rest of the Arena District under consideration and also take the Municipal Light Plant into consideration. Your streetscape is already tying the Arena District into it. Part of the discussion that should be taking place.

A – Beer Garten on the north side facing future development, next to north stands – the primary team supporters. JP - Review of new streets, which will all be public. New pedestrian / bike bridge across Olentangy (a City project). Lighting shown. JM – plaza material? JP – architectural finished concrete. JM - opportunity to do something interesting in terms of scoring or some other alternative treatment. JP – the plaza area can probably handle about 2,000 people. This area also includes most ticketing. ADA ramps have been integrated into plaza and other street features. Wheelchair access also on the west side. SW – signage and lighting? JP – we’ll come back to you for these. RL – when we approved the master plan for the arena district years ago, we were hoping for a vibrant part of town. Then we got the ballpark. Adding this to the mix makes for an incredible rebuilding of an entire quadrant of downtown. Very exciting when you consider it has brought the Crew staying. SW – we’ve look at earlier iterations of uses in this area – this system of roads is much better. RL – I move approval with the condition that they come back for approval of signage and lighting. DP – 2nd.

Results – Motion to approve (7-0)

Case #2 19-9-2M

Address: 60 E. Spring Street

41:12

Applicant: Orange Barrel Media B has done a good job with the challenges of the four panel design.

Attorney: Michael B. Coleman

Property Owner: JSD Spring LLC

Request: Approval of dimensional change to previously approved ad mural. CC3359.05(C)1\

Change from four to two mural surfaces to allow for more workable dimensions. External size of murals will be brought in so that the total area does not change. Remains two dimensional, lit, vinyl mesh banners.

Reconsideration - attached are Results from December 2018 (vote 2-2) and July 2019 (vote 3-3) meetings.

Discussion – DJT – this is the third time this location has come back with a request, albeit, it has been modified. The total area of the joined mural will be reduced. In both earlier cases the vote was split. The Nationwide Metal Health mural was approved earlier with instruction that future joined murals come back to the Commission for approval. MC – we are requesting that we be allowed to go from four panels to two. The footprint would be slightly reduced. The current arraignment creates design challenges. The square footage of the two images together would be less than the combined images as they are now. RL – do we have a drawing of what is there now and what would be proposed? MC – yes. SW – I can't really tell the difference. I don't like the proposal because it becomes a massive mural, which I think is a problem to be avoided. I think OB has done a good job with the four panel designs. ML – are you asking to have the option of having either two or four panels? MC – yes. SW – originally, there were spaces for graphics in the wall.

JM – what I've always liked about this location is that it was unique in that it was broken down which makes it less massive and easier. Most of the prior designs have worked very well. The proposal would be a little overwhelming as opposed to what is there now – more artistic and in scale. RL – the one that is up there right now (4 panels) works because it is clever. I don't have a big problem with the addition of flexibility. Would like a drawing. MC – 200 sf smaller. DP – would like to commend OB – they have gone to extensive lengths to make this site creative and innovative. I think mural is appropriate. How much is the adjacent iPhone ad down the street X ? DJT – that site is much larger. TH – it's a large graphic no matter if it is 2 or 4 panels. OB has demonstrated it can do a lot with the 4. It could also work with 2 as well. Be specific about the square footage. RL, TH – this has generally been a good site. ML – to be creative with this location you don't need your hands tied, be it 2 or 4. TS – I can tell with the reduction just by the outline of the building. Allow for flexibility. RL – I have a procedural question, I'm prepared to make a motion. However, how many times can an applicant return? SW – I think you can come back. DJT – with enough returns it could become an appeal issue. This location has seen slight modification with each of the three submissions. RL – I make a motion to approve. DP – 2nd. Joe Motel. – from here on out there will probably only 2 panels. SW – will the smaller side panels be pulled in? A – yes. Commends both Crew stadium and North Market.

Results – Motion to approve (5-2) Wittmann, Maniace - no

IV. Requests for Certificate of Appropriateness – New Business

Case #3 19-9-3

57:50

Address: 15 W. Cherry Street

Applicant and Architect: Mode Architects / Ryan Keener / Mark Ours

Property Owner: 15 West Cherry, LLC

Request:

Certificate of Appropriateness for renovation. CC3359.05(C)1

Discussion – DJT – since 2012 this address has been the site of Apple ad murals on the south and east elevations. These elevations are black and the continuation of ad murals are expected. The Crawford Hoying project is adjacent to the north and is currently under construction. 15 W. Cherry is being used for a construction office for this project. Most of the rest of the quarter block the building is on with the exception of the Main Bar, is used for surface parking. The building property is limited to the site itself. The steel and concrete 15 W. Cherry St. building had been used as an adjunct shoe warehouse.

MO – new owners looking to redevelop the property. Building is being used as construction office, but is largely vacant. Goal is to improve the exterior. The building is zero lot in all directions, there is no ability to expand. Set up first floor as a retail / commercial use – no tenant at this time so would come back for signage. Office tenants above. Small roof deck proposed. Windows would be reconditioned. Existing exterior will be painted. Building owners are trying to purchase half of vacant and convert to patio. We'll be back should we be successful in acquiring – this is not part of today's application. Retail is accessible – there is quite a grade change along Cherry. We also need relief from bicycle parking requirements since we have zero lot lines.

JM – windows? MO – Clear glass, they will be repaired and painted. TH -Motion to approve, RL – 2nd. Parapets will be capped with metal. Window panes and storefronts will be black. RL – is there a bicycle parking requirement but no car?

Results – Motion to approve (7-0) Recommendation to waive (3) bicycle parking spaces.

V. Conceptual Review

Case #4 19-9-4C

1:05:37

Address: 180 E. Broad Street

Property Owners: 180 E. Broad St., LLC c/o Debi Pair
TerraFunding Continental Plaza LLC

Applicant: Hexion c/o John Garner

Attorney: Douglas Johns, Esq

Design Professional: DaNite Sign Co. / Michael Cox

Request:

Corporate signage on skyscraper: 1.) mid-level logo (sign) covering vent; and 2.) sign above entrance on first floor CC3359.05(C)1).

Discussion – DJT – some confusion as to whether this case would be final or conceptual. It is conceptual. Hexion Corporation branding – Hexion used to be Borden. 180 E. Broad was built in 1974 as part of skyscraper growth in Columbus in that era. Location of proposed sign is at mid-

level. There are also a4 pylon signs in the plaza, one of which has Hexion name and logo. There will be no sign on the roof. H – company goes back to the 1880’s. Company has been at this location, as first tenant, since 1975. Global headquarters. Best kept secret in Columbus – but trying to change that.

RL – how will the sign be placed over the louvers? A – this is a mechanical intake. The presentation is conceptual – we are still trying to figure out how this will work – we will be working with the building engineers but we wanted to come to you first. That will be the next step. Will be able to accommodate window washing (rig). MC –a panel is anticipated to go over the louvers which will give a field to work with. An illuminated background is proposed. There would be four segments of background. The panels would be close to being flush.

SW – my first impression is that this is jarring. Maybe have letters that are almost metallic. A little more subtle. ML – could the background be perforated? MC – the intent is to have the background illuminated. RL– I’m not comfortable with that. It would be a huge white screaming thing. I do think that this is a clever place to put the sign, I have no problem with that. I am also not comfortable with the height of the letters.

MC – we started with it on the roof where there was an equipment screen. But that was set back too far. TH – your channel letters on the first floor – could the same sort of concept be applied here? Back lit and hovering. SW – you already have a screen. MC – there’s a lot going on there with different lines – horizontal and vertical. RL – having a screen is fine, I just don’t think it should be backlit. TS – maybe a different color screen? SW – maybe a metallic scree with backlit letters. Halo with brushed aluminum. MC – halo lit would impact the effectiveness of the sign. RL – the letters being black is part of the identity? MC – yes. RL - Could the letters be black with some form of readability at night? MC – something like perforated vinyl might work. Other materials might also work. We would want to keep the signage true to the identity. I would also like to get an understanding on size and location. TH – I wouldn’t object if you came back with something at the top a corner, which would be consistent with what others have done. I do think the letters as shown are too large. I wouldn’t want to be so fixated on the vents in the middle that it drives the design solution. JM – in the middle of the building that could work but I don’t like the white background. The background doesn’t have to be so pronounced. The sign could be more subtle and work with the building. Also try it on the top. And try it smaller too. An aerial view might also be an option. RL – scale – these letters are too big. They don’t need to be 12 ft. to be read.

MC – we did look at the top – there are structural issues. RL – I like the mid-level location. SW - I do too, particularly because of the void. MC – what if we come back with the letters in the 10 ft. range, there are not a lot of letters. RL – looks bigger because they are all block and capital – massive – 8 or 9 ft. might be better. MC – if we kept the background, I’m concerned that the 8 ft. letters would not be proportional with the field.

Results – Conceptual only- no vote taken

Case #5 19-9-5C

1:27:20

Address: 59 Spruce St. - North Market

Applicant: NM Developer LLC,

Property Owner: City of Columbus (Steve Schoeny)

Attorney: Ice Miller c/o Greg Gorospe

Design Professionals: NBBJ c/o Dan Ayars

Request:

Conceptual review for new mixed-use project at the North Market

Discussion – DJT – RFP a couple of years ago, the current iteration has changed. SS –new job in Upper Arlington. Thanking Downtown Commission – many of his projects have come here. The process has worked well. Reference to Crew Stadium project. NM is a fantastic project. Attention to street and context, pedestrian scale. Making NM work better too. Rockbridge and hotel are a major element. Wholehearted support. Was also presented to the Historic Resources Commission (HRC) last week. Possible joint meeting in the future.

A – complex and important project, been working on it for a while. Ground floor – working with market, plaza and other elements. DA – presenting preview. Existing NM as important piece of urban fabric. Experiencing ground level. Expanding market, giving the area more density. Getting to the site and moving. Functionality and design working at high level. Middle part of building with hotel and views to the city. Main residential tower above. Addition to the skyline.

DA -Visibility to the existing market is crucial. Repeating saw tooth elements of existing market and carrying them forward into main public atrium space. Open and inviting area. 5 story parking garage, 3 stories of office above that. Hotel with amenity deck (accessible to office, hotel and residents) on top of hotel. Ballroom on the 8th floor for use by hotel. Roof decks with dog parks and other activities. Wall St. to become a more active drop off zone. This will also include parking garage access. Parking garage connects from second level right to the market. This will also better activate that level.

DA – Elevations and materials. Brick – relating to surrounding context; maximizing glass and balancing with brick. Main residential with greyer brick. Different material patterns on both upper and lower levels – metal, glass, etc. Creating some relief and texture in facades.

Access points shown. Main pedestrian entrances on Vine St., vehicular on Wall. Still studying vehicular circulation. TH – concern with Vine St. – with high vehicular service volumes and pedestrian interaction. Already narrow. Also with existing Vine St. garage. SW – you do have the option of widening or other design. A – the garage is slightly set back. SW – you have a clean slate. Same thing with Spruce St. A – we’re trying to make this whole northern side, including the plaza, work as an integrated urban space. We’re still working on the details of this space – trees, planters, movability, etc. Looking for a certain amount of flexibility. Grade changes exist currently and some form of viewing “stage” (for eating meals, etc.) is being looked at.

SW – east side of Wall St. and the triangle there – do you have any plans? A – Improving views from High St. There are opportunities. That whole area of streetscape on all of these streets, including street paving material, is being looked at. SW – the east of the building is important.

Audience – Joe Motil – concerns with process issues. May of 2017 presentation to HRC. Height has come down from then but I still think that it has too much scale and density. The City has already signed an economic development agreement, which locks in program. The HRC has virtually been removed from this decision making.

Results – Conceptual only- no vote taken

VI. Business / Discussion

2:00

Report on deviation from CoA (261 S. Front – Matan)

- 311 report, code investigation. Concerns raised about superseding Downtown Commission authority. Will follow up

Public Forum

Harrison Smith Award

November and December meeting dates –

Thanksgiving and Christmas and conflict with Hearing Room being open

- Wednesday, November 20
- Wednesday, December 18

Personnel Changes

- Director Schoeny leaving to become City Manager of Upper Arlington
- Daniel Thomas retiring in January
- Luis Teba coming on

Staff Certificates of Appropriateness have been issued since last notification July 18, 2019

Ad Mural – ***Bold & Italics***

1. ***A19-8-21M - 34 N High S - 13th Floor – OB***
2. ***A19-8-22M 260 S Fourth-Hellman's – OB***
3. A19-8-23 400 W Broad - Reno - Agora Ministries
4. ***A19-8-24M 8 E Long Nationwide Children's Hospital – OB***
5. ***A19-8-25M 65 S Fourth-Mid-Ohio Food Bank – OB***
6. ***A19-8-26M - 66 S Third - ABC – OB***
7. ***A19-8-27M - 274 S Third - ABC – OB***
8. ***A19-8-28M - 123 E Spring - Corona OSU – Outfront***
9. ***A19-9-1M - 82 N High - Wexner Center OB***
10. A19-9-2 S Grant – Banner
11. A19-9-3 240 N Fifth – Vents
12. A19-9-4 406 E Main - Dogtopia Sign
13. A19-9-5 155 W Nationwide - Zoup Sign
14. ***A19-9-6M - Huntington Park – Pepsi***
15. A19-9-7 W Nationwide - Lot Split – Crew
16. A19-9-8 501 E Broad – Banner – Methodist Church - HRC
17. ***A19-9-9M - 55 E Spring - Haunt – Outfront***
18. A19-9-10 One Nationwide – Roof
19. ***A19-9-11M 15 W Cherry Apple - OutFront – Copy***
20. ***A19-9-12M - 43 W Long St - Apple OB***
21. ***A19-9-13M - 263 N Front - Apple – OB***
22. ***A19-9-14M - 56 E Long St - Apple***
23. A19-9-15 145 S Front - Lot Split - State of Ohio
24. A19-9-16 12 W Gay – Rental Banner

Next regular meeting will be on October 22, 2019, the fourth Tuesday of the month (four weeks away).

If you have questions concerning this agenda, please contact Daniel Thomas, Urban Design Manager, Planning Division at 614-645-8404

2:13:30