

**STAFF REPORT
GRAPHICS COMMISSION
CITY OF COLUMBUS, OHIO
MAY 19, 2020**

05. Application No.: **GC20-001**
Location: **3700 EASTON MARKET (43219)**, located at the intersection of Easton Market and Morse Crossing, (010-238255, Northeast Area Commission).
Existing Zoning: L-M, Manufacturing and L-C-4, Commercial District
Request: Graphics Plan(s) to Section(s):
3382.07(H), Graphics plan.
To repeal and replace an existing Graphics Plan.
Proposal: To increase the number of tenant panels for an existing ground sign from 12* to 16.
Applicant(s): The TJX Companies, Inc.
770 Cochituate Road
Framingham, MA 01701
Property Owner(s): Easton Market, LLC
3300 Enterprise Pkwy
Beachwood, OH 44122
Attorney/Agent: LiTech Lighting Services, c/o Stanley W. Young, III
3549 Johnny Apples Court
Columbus, OH 43231
Planner: Jamie Freise, (614) 645-6350, JFFreise@Columbus.gov

BACKGROUND

- The 41 +/- acre site is developed with the Easton Market Shopping Center.
- There is an existing Graphics Plan (VG96-007) allowing four large (45 foot tall, 424 square foot) ground signs and three smaller (5 foot tall, 27 square foot) identifiers; the applicant wishes to amend Sign A; the request is to add an additional cabinet and increase the number of tenant panels from 12 to 16.
- 3382.07(H), Graphics plan- All general procedures required for the application for and approval of a graphics plan shall be required for any amendment to said approved graphics plan.
- The existing ground sign contains two cabinets with 4 tenant panels. There are no permits or amendments to the original Graphics Plan to allow this.
- The Northeast Area Plan (2007) does not address the number of tenant panels on ground signs.
- The Northeast Area Commission recommends approval of this request.

CITY DEPARTMENTS' RECOMMENDATION: DISAPPROVAL

SUMMARY OF POSITION AND OUTSTANDING ISSUES, IF ANY: Staff is concerned that adding a third cabinet resulting in additional tenant panels will cause the sign to be "unreadable". This violates key objectives found in the Statement of Purpose of the Graphics Code, specifically but not limited to: encourage public and private signs that are readable; to reduce visual clutter by controlling the number,

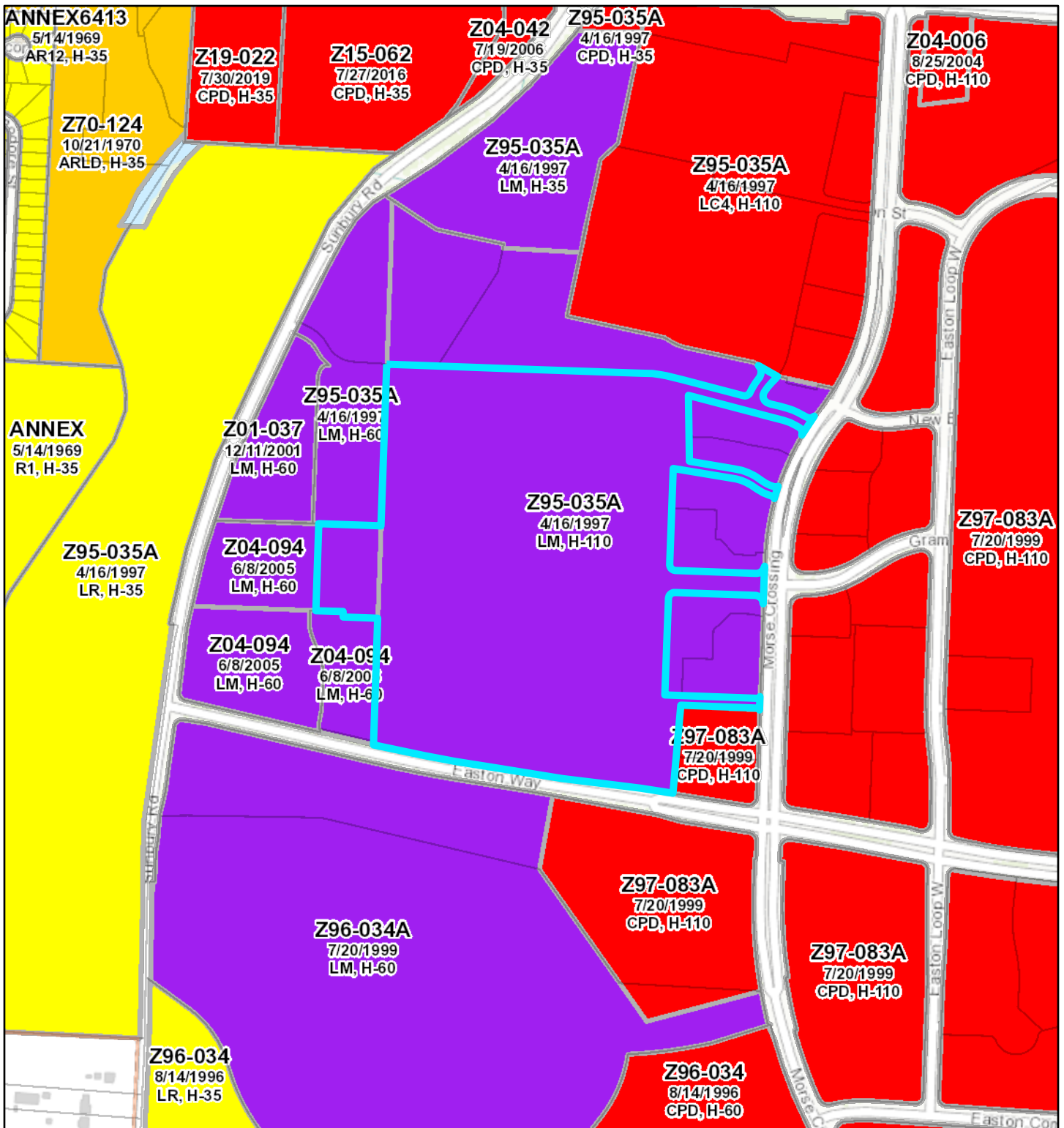
size and location of private signs; to regulate private signs so that they do not obstruct vision or interfere with the functions of drivers.

CONDITION(S) RECOMMENDED:

If approved, staff requests that the elevations and site plan be stamped.

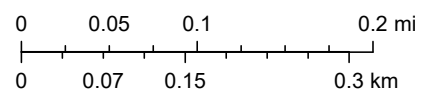
SUBJECT TO COMPLIANCE WITH ALL CITY CODES.

GC20-001: 3700 EASTON MARKET



1/27/2020, 1:43:49 PM

1:9,028



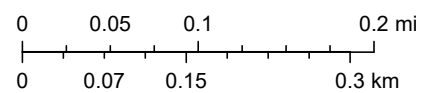
City of Columbus GIS, Franklin County, OH, West Virginia GIS, Esri, HERE, Garmin, INCREMENT P, USGS, METI/NASA, EPA, USDA

GC20-001: 3700 EASTON MARKET



1/27/2020, 1:44:47 PM

1:9,028



City of Columbus GIS

Graphics Commission Application

111 N Front Street, Columbus, Ohio 43215

Phone: 614-645-4522 • ZoningInfo@columbus.gov • www.bzs.columbus.gov

STATEMENT OF HARDSHIP

APPLICATION #

Any request for a Variance from this Graphics Code shall be heard and decided by the Graphics Commission as provided by the Graphics Code.

3382.05 Variance

- A. The Graphics Commission shall have the power, upon application, to grant a Variance from one (1) or more provisions of this Graphics Code. No Variance shall be granted unless the Commission finds that a hardship exists, based upon special physical conditions which:
1. Are due to exceptional shallowness, shape, topographic conditions or other extraordinary situations peculiar to the premises itself; or
 2. Differentiate the premises from other premises in the same zoning district and the general vicinity; or
 3. Prevent a reasonable return in service, use of income compared to other conforming premises in the same district; and
 4. Where the result of granting the Variance will not be injurious to neighboring properties and will not be contrary to the public interest or to the intent and purpose of the Graphics Code.
- B. In granting a Variance, the Graphics Commission may impose such requirements and conditions regarding the location, character, and other features of the *graphics* as the Commission deems necessary to carry out the intent and purpose of this Graphics Code and to otherwise safeguard public safety and welfare.
- C. Nothing in this Graphics Code shall be construed as authorizing the Commission to affect changes in the Zoning Map or to add to the uses permitted in any district.

List all sections of Code to be varied and explain your reasoning as to why this request should be granted.

PLEASE NOTE: It is the applicant's responsibility to identify all variances required for the project. If any necessary variances are not included, a new application (and applicable fees) will be required.

I have read the foregoing and believe my application for relief from the requirements of the Zoning Code contains the necessary hardship, will not adversely affect surrounding property owners and will comply with the variance(s) requested as detailed below (use separate page if needed or desired):

Please see new Graphics Plan

Signature of Applicant

Stanley W. Young III

Date

1-11-2020

PLEASE NOTE: Incomplete information will result in the rejection of this submittal.

Applications must be submitted by appointment. Call 614-645-4522 to schedule.

Please make checks payable to the Columbus City Treasurer

New Graphics Plan

Location: 3700 Easton Market, Columbus, Ohio 43219, a 41+-acre development known as Easton Market, located on the south side of Morse Road, Morse Crossing, Easton Way on the west side of Morse Crossing.(Northeast Area Commission).

Request: Repeal and replace existing VG96-007 approved on 6/21/1996.

Proposed Use: A set of (3) three existing ground signs as documented on VG96-007 site plan described as follows:

Sign A: PID #010-238255 , Corner of Morse Crossing and Easton Market. An existing 45 foot tall 421 square foot, double face , internally illuminated ground sign installed at a minimum 25' set-back from Morse Crossing. This sign displays Easton Market identity at the top of the sign 100 square feet, and (2) two 160.5 square feet tenant cabinets displaying (12) twelve tenants. Proposal is to add an additional 160.5 square feet tenant cabinet below the existing tenant cabinets and display (4) four additional tenants for a total of (16) sixteen tenants for this site.

Sign B: No sign 'B'.

Sign C1: PID #010-242692, Corner of Morse Crossing and Seton Street. An existing 45 foot tall 421 square foot, double face, internally illuminated ground sign installed at a minimum 25' set-back from Morse Crossing. This sign displays Easton Market at the top of the sign 100 square feet, and (2) two 160.5 square feet tenant cabinets displaying (2) two tenants Target and Lowe's. No proposed changes planned for this sign.

Sign C2: PID # 010-233782, Corner of Morse Crossing and Morse Road. An existing 45 foot tall 421 square foot, double face, internally illuminated ground sign installed at a minimum of 25' set-back from Morse Road and Morse Crossing. This sign displays Easton Market at the top 100 square feet , and (2) two 160.5 square feet tenant cabinets displaying two tenants Target and Lowe's. No proposed changes for this sign.

Sign D: Five (5) single faced 27 square feet externally illuminated, displaying the name "Easton Market" , to be installed on a monolithic curved brick and limestone base with an over-all height of 5' and set-back 5' from each street r.o.w. These signs are located at the corner of Morse Crossing and Easton Way & Morse Road & Morse Crossing. No graphics at this date....brick bases only at this time. Graphics may be added per this text. No proposed changes for these signs.

Additional requirements: 1. Ground signs A,C1,C2,&D shall be in compliance with the submitted site plan. The size and designs are existing , colors and typefaces on the tenant panels shall not be limited.

- 2. Each driveway to Easton Market complex may be identified with a ground sign no more than 10' high and 20 square feet in area as provided in Section 3377.38(e). Driveway signs shall utilize the same design configuration, typographic layout and finish materials as sign types A, C1 and C2.*
- 3. Each outparcel situated along Morse Crossing may display one ground sign no more than 10' high and 50 square feet in area. Outparcel ground signs shall be limited in design to sign*

monument style brick.

- 4. Except for driveway signs described in condition 2 above no ground signs shall be displayed along Easton Way, west of the proposed outparcel at the northwest corner of the intersection of Morse Crossing and Easton Way.*

Applicant: The TJX Companies, Inc., 770 Cochituate Road, Framingham, MA 01701.

Property Owner: Easton Market 3300 Enterprise Pkwy, Beachwood, Ohio 44122.

Agent: Stanley W. Young, III, LiTech Lighting Management Services, 3549 Johnny Appleseed Court, Columbus, Ohio 43231.

Respectfully Submitted,



*Stanley W. Young, III
Agent, LiTech Lighting Management Services.*

January 11, 2020



City of Columbus
Mayor Gregory S. Lashutka

Department of Trade and Development Development Regulation Division

1250 Fairwood Ave.
Columbus, Ohio 43206-3372

BOARD ORDER

GRAPHICS COMMISSION
CITY OF COLUMBUS, OHIO
JUNE 18, 1996

2. Application No:
Location:

VG96-007

3695 Morse Road (43219), the 41± acre development area to be known as Easton Market, located on the south side of Morse Road and bounded by proposed Morse Crossing and Easton Way, and existing Sunbury Road. (Northeast Area Commission)

Request:

Variances to the following Sections:

1. Section 3377.37(a), which Section requires a ground sign identifying a commercial complex, and which displays tenant panels or changeable copy, to utilize no less than 50% of the total graphic area to identify the entire complex, which prohibits displaying more than four tenant panels on said sign, and which requires the street address of the complex to be displayed on said sign.

2. Section 3377.38(a), which Section prohibits installing in a regional shopping center more than two ground signs for any one street frontage, which prohibits installing a regional shopping center secondary ground sign that exceeds 35 feet in height, or exceeds a graphic area of 300 square feet, and which prohibits installing a regional shopping center ground sign less than 25 feet from any street r.o.w. line or less than 250 feet from a side lot line.

Proposed Use:

A set of ground signs, as documented in the owner's plan for ground signs for the subject site submitted with this variance request, and described as follows:

A. A 45 foot high, 424 square foot, double face, internally illuminated ground sign to be installed at a 15 foot setback from the Morse Crossing r.o.w. line, and displaying the Easton Market identity (100 sq. ft.) and no more than 6 tenant panels (324 sq. ft.)

B. A 45 foot high, 424 square foot, double face, internally illuminated ground sign to be installed at a 15 foot setback from the Morse Crossing r.o.w. line, and displaying the Easton Market identity (100 sq. ft.) and no more than 10 tenant panels (324 sq. ft.)

C.1. A 45 foot high, 424 square foot, double face, internally illuminated ground sign to be installed at a 15 foot setback from the Morse Crossing r.o.w. line, and displaying the Easton Market identity (100 sq. ft.) and no more than 2 tenant panels (324 sq. ft.)

C.2. A 45 foot high, 424 square foot, double face, internally illuminated ground sign to be installed at a 15 foot setback from the Morse Road r.o.w. line, and displaying the Easton Market identity (100 sq. ft.) and no more than 2 tenant panels (324 sq. ft.)

D.1. A 27'-square foot externally illuminated ground sign, displaying the name "Easton Market," to be installed on a monolithic curved brick and limestone base, with an overall height of 5 feet, and set back 5 feet from each street r.o.w. line at the southeast corner of the subject site.

D.2. A 27'-square foot externally illuminated ground sign, displaying the name "Easton Market," to be installed on a monolithic curved brick and limestone base, with an overall height of 5 feet, and set back 5 feet from each street r.o.w. line at the northeast corner of the subject site.

Applicant:

The Limited, Two Limited Parkway, P.O. Box 182199, Columbus, Ohio 43218.

Property Owner:

Morson Holding Company, c/o Limrea Properties L/P, Two Limited Parkway, P.O. Box 182199, Columbus, Ohio 43218.

Attorney:

Jeffrey L. Brown, Smith & Hale, 37 West Broad Street, Suite 725, Columbus, Ohio 43215.

RESULTS:

PASSED, as AMENDED and with CONDITIONS.

AMENDMENT:

Signs A, B, C1 and C2, listed in the Proposed Use section above, shall be set back no less than 25 feet from any abutting street right-of-way line.

CONDITIONS:

1. All ground signs on the subject site shall be in compliance with the submitted plan, as documented in the Staff Report. The design configuration, typographic layout, finish materials and colors (red brick, limestone, weathered copper) shall be consistent with the buildings on the subject site, as indicated in exhibits showing sign types A, B, C and D, except that the layout, colors and typefaces to be utilized on tenant panels shall not be limited.
2. Each driveway to the Easton Market complex may be identified with a ground sign no more than 10 feet high and 20 square feet in area, as provided by Section 337.33(e). Driveway signs shall utilize the same design, configuration, typographic layout and finish materials and colors as sign types A, B and C.
3. Each outparcel situated along Morse Crossing may display one ground sign no more than 10 feet high and 50 square feet in area. Outparcel ground signs shall be similar in design to sign types A, B and C, and be comprised of an elongated octagon signface to be installed on a monument-style brick base.
4. Except for driveway signs described in condition 2 above, no ground signs shall be displayed along Easton Way west of the proposed outparcel at the northwest corner of the intersection of Morse Crossing and Easton Way.

"This ruling pertains to the above referenced sections of the Zoning Code. It does not modify any other obligation you may have under other existing City or State codes."

RESULTS: PASSED, with conditions.

CONDITIONS:

1. All ground signs on the subject site shall be in compliance with the submitted plan, as documented in the Staff Report.
2. Any regional shopping center primary identification sign utilized (sign type C) shall be located within the southernmost one-fourth of the subject site.
3. No other ground signs shall be displayed on the site, except that the proposed parcel situated along the west side of High Cross will not be part of the Crosswoods AMC 30 complex and, therefore, shall be permitted to display any sign that complies with the provisions of the underlying zoning and the Graphics Code.

"This ruling pertains to the above referenced sections of the Zoning Code. It does not modify any other obligation you may have under other existing City or State codes."

MEMBER:	VOTE:	Signature of STAFF MEMBER in attendance,
Thompson (Chair)	Yes	certifying that the outcome of this case is as reported
Bender	Yes	above:
Golonka	Yes	
Machinski	Yes	
Navarro	Yes	
Palmer	Yes	
Wilson	Yes	

Name _____ Date _____

BOARD ORDER
JUNE 18, 1996

VG96-007
Page 3.

MEMBER:

Thompson (Chair)
Bender
Golonka
Machinski
Nayarro
Palmer
Wilson

VOTE:

Yes
Yes
Abstain
Yes
Yes
Yes
Yes

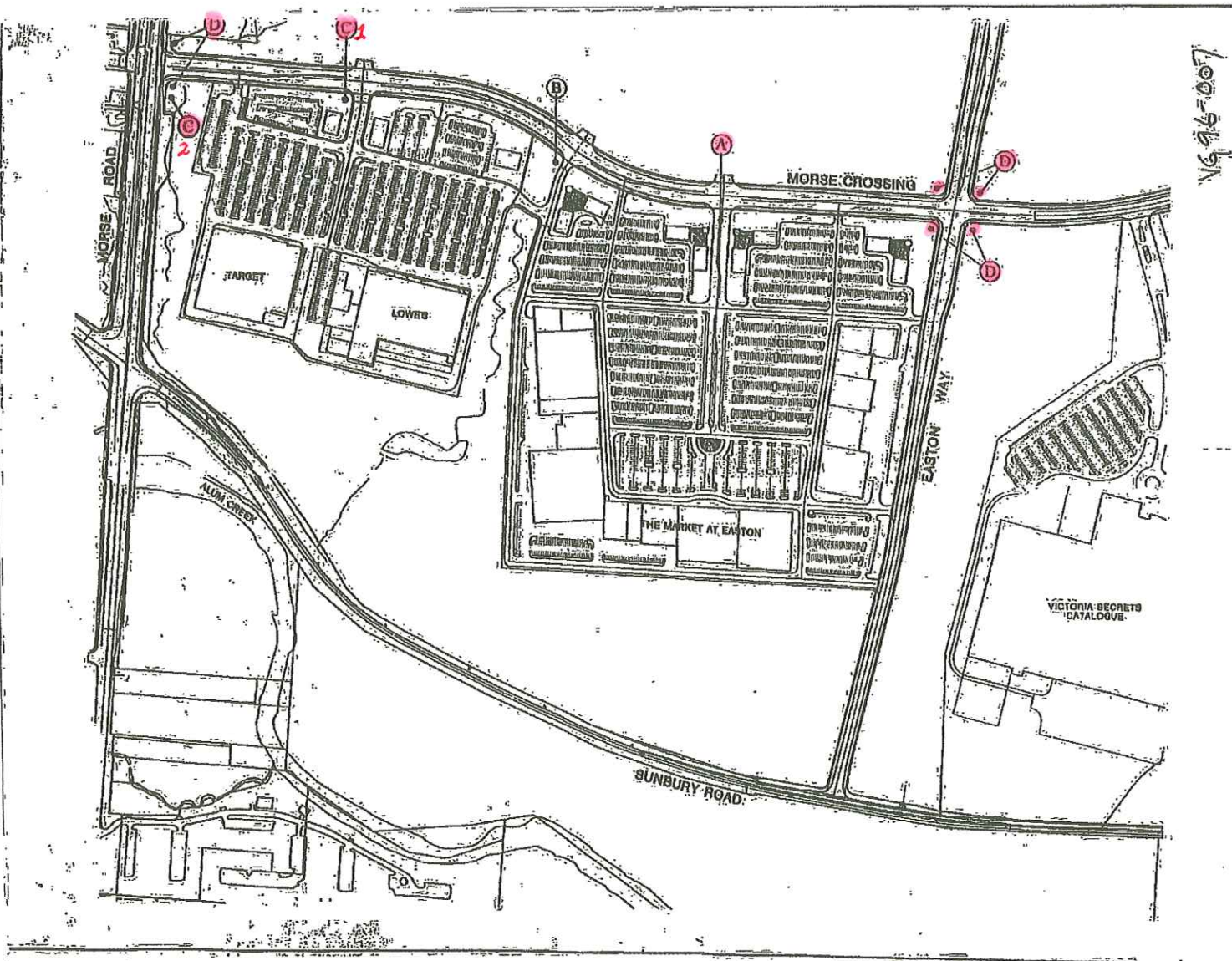
Signature of STAFF MEMBER in attendance,
certifying that the outcome of this case is as reported
above:

Bradford Jones

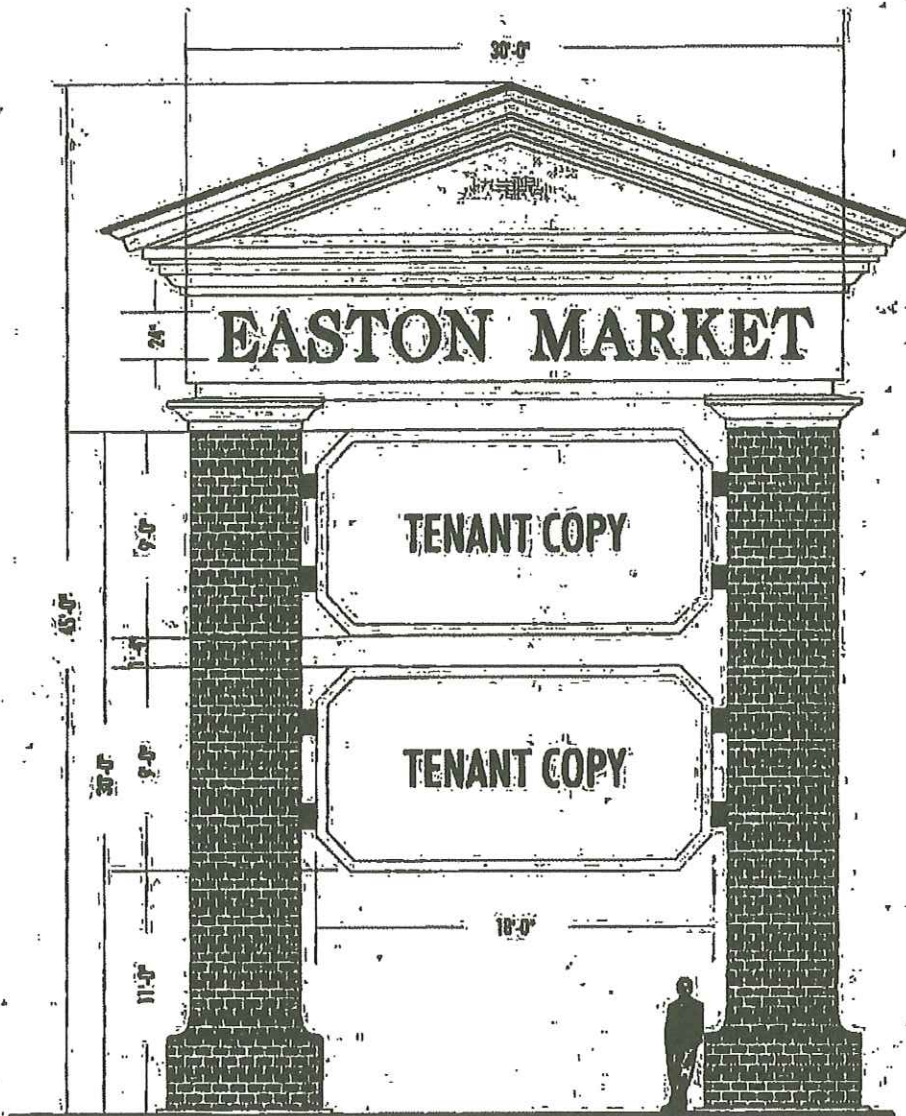
Name

6-21-96

Date



100-915-007



ELEVATION
1/8" = 1'-0"

EASTON MARKET #4732
MORSE ROAD @ 4270
COLUMBUS, OHIO
PHON SIGN

JOB NAME
STREET
CITY, STATE
LOCATION

SHEET #
DATE
FILE NAME
ELEV #

96348A
1071696
ESTIM. COR.
140

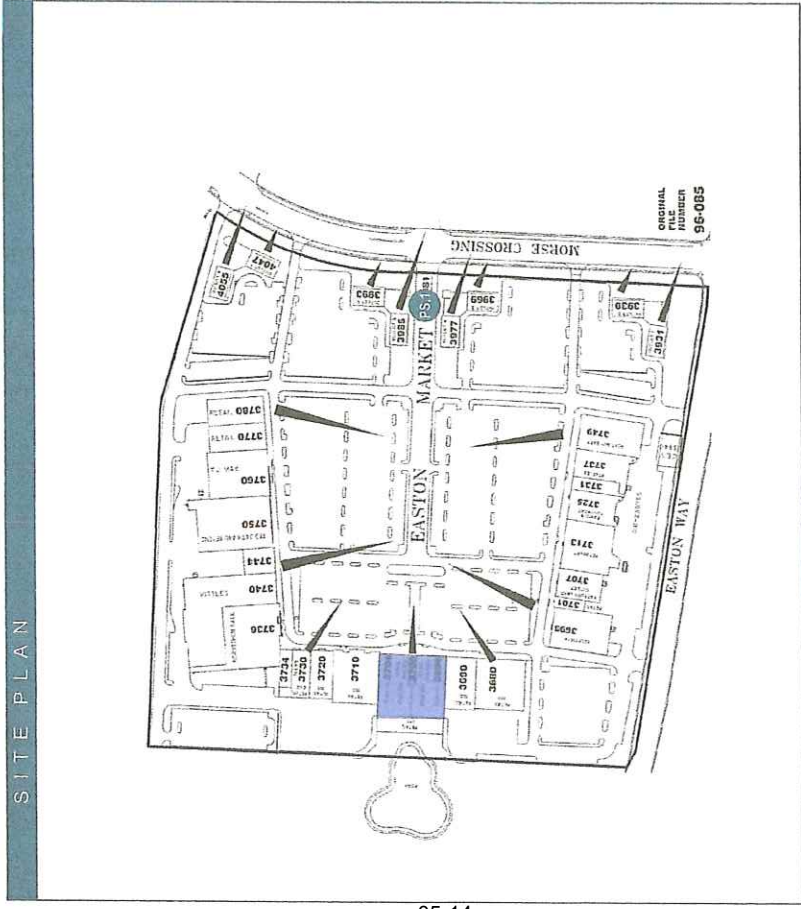
SCALE 1/8" = 1'-0"
DESIGNER CRN

DuNite Sign Co.

1640 Hermon Ave.
Columbus, Ohio 43225
(614) 341-3337 (FAX) 344-3076



APPROVED As Noted
By Diane Mikovsky at 9:45 am, Nov 21, 2019



WORK SCOPE	
PS-1	D/F PYLON CABINET (QTY:1)

CODE REVIEW	
Easton data table for Graphics Plan 12320-744 Easton Market Graphic permits: This retail store has 230 L.F. of building frontage on the east elevations. Based on Graphic Variance 12320-00744 we are permitted 88 square foot of signage for the first 60 L.F. of building frontage and an additional 1.5 square foot for the additional 170 L.F. Based on that information we are permitted 88 square foot plus 170 L.F X 1.5= 255 square foot for a total of 343 square foot of signage. Sign A - square footage is 189.7 for a total graphic area of 189.7 square foot of signage.	

All sign installations are to comply with local sign ordinances and approvals.
Tenant and/or sign company is responsible for obtaining approval from Easton Town Center Association.

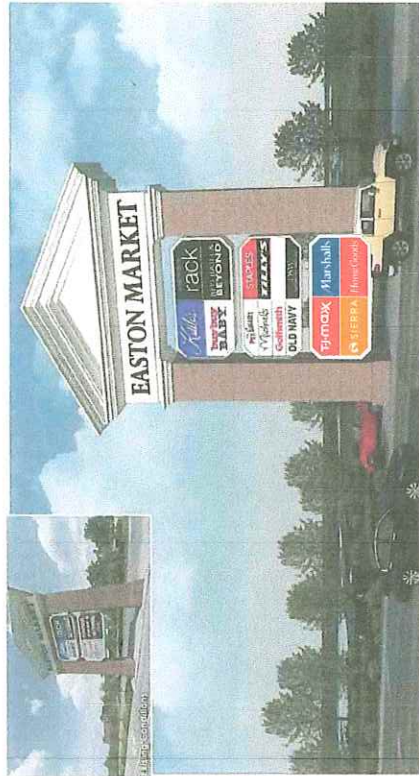
JONES SIGN Your Vision. Accomplished. WWW.JONESIGN.COM		JOB #: 241293-R4 DATE: 03.5.2019 DESIGNER: J. MILLER SALES REP: PROJECT MANAGER: F. Ortiz	REV DATE BY DESCRIPTION 1 03/05/2019 JMM Initial Design 2 03/05/2019 JMM Final Design 3 03/05/2019 JMM Final Design 4 03/05/2019 JMM Final Design 5 03/05/2019 JMM Final Design	CLIENT APPROVAL LANDLORD APPROVAL OC	DATE DATE QC APPROVED	TJX THE TJX COMPANIES, INC.	3700 Easton Market Columbus, OH 43219 DESIGN PHASE: CONCEPTUAL	SHEET NUMBER 0.0
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PS.1 NEW D/F PYLON CABINET (Qty 1)

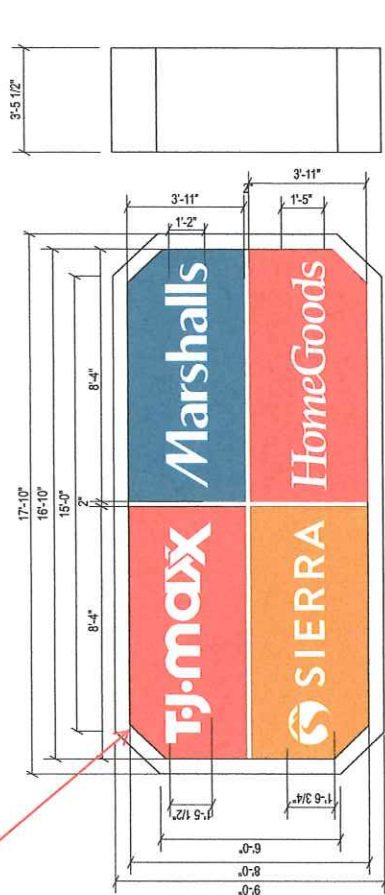
SQUARE FOOTAGE: 32.63 EA. FACE / 160.5 CABINET OVERALL

FIELD SURVEY REQUIRED



PROPOSED

Note: TJMaxx's presence on this pylon panel is only temporary. In the event ANY tenant with current rights to a pylon panel wishes to exercise their right, TJMaxx agrees to vacate this location and move back to their original location.



FRONT VIEW
SCALE: 1/4"=1'-0"

FRONT VIEW
SCALE: 1/4"=1'-0"

HOMEGOODS/TJMAXX
COLORS/FINISHES

SIERRA
COLORS/FINISHES

MARSHALLS
COLORS/FINISHES

- SPECIFICATIONS**
1. FABRICATED ALUMINUM CABINET P-1
 2. POLYCARBONATE FACES WITH METAL DIVIDER BARS P-1
 3. VINYL APPLIED 1ST SURFACE W/ REVERSE WEDED COPY PER BRAND SPECS
 4. CABINET INTERNALLY ILLUMINATED W/ LEDS 6500K POWER SUPPLIES INSIDE CABINET

JONES SIGN Your Vision. Accomplished. WWW.JONESIGN.COM		JOB #: 241293-R4 DATE: 03.5.2019 DESIGNER: J MILLER SALES REP: PROJ MGR: F. Ortiz		CLIENT APPROVAL LANDLORD APPROVAL QC APPROVED DATE DATE		THE TJX COMPANIES, INC. 3700 Easton Market Columbus, OH 43219 DESIGN PHASE: CONCEPTUAL		SHEET NUMBER 1.0
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Google Maps Morse Crossing



Image capture: Sep 2018 © 2020 Google

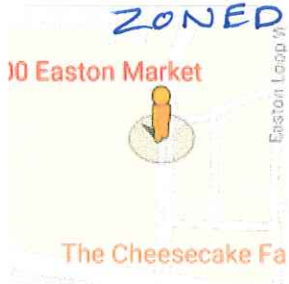
Columbus, Ohio



Street View

SIGN (A) (PS.1) CORNER OF MORSE
CROSSING & EASTON MARKET

PID # 010-238255
ZONED LM



Google Maps Seton St



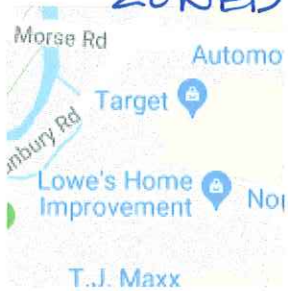
SIGN @ corner of morse crossing
& SETON ST.
PID# 010-242692
ZONED LC4

Image capture: Oct 2017 © 2020 Google

Columbus, Ohio



Street View



Google Maps Morse Crossing



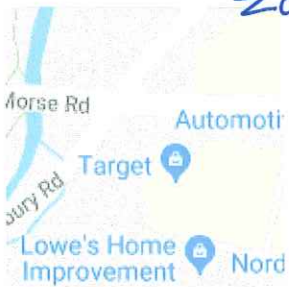
Image capture: Oct 2017 © 2020 Google

SIGN @ CORNER OF
MORSE CROSSING / MORSE RD.
PID# 010-233782
ZONED LC4

Columbus, Ohio

Google

Street View



Google Maps Morse Crossing

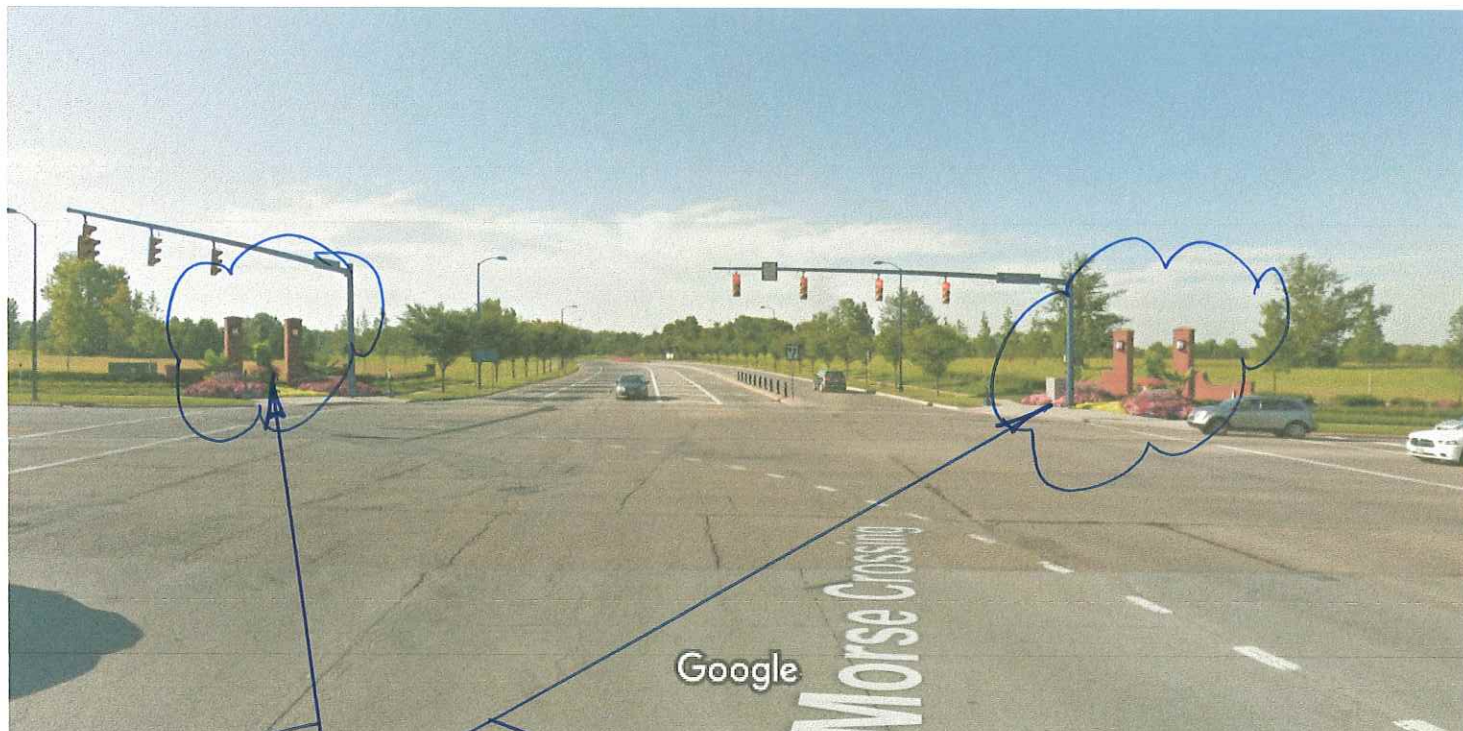


Image capture: Sep 2018 © 2020 Google

Columbus, Ohio



Street View

4-SIGNS (D)

BRICK BASES ONLY AT
THIS TIME.

CORNERS OF MORSE CROSSING
& EASTON WAY



Google Maps Morse Crossing

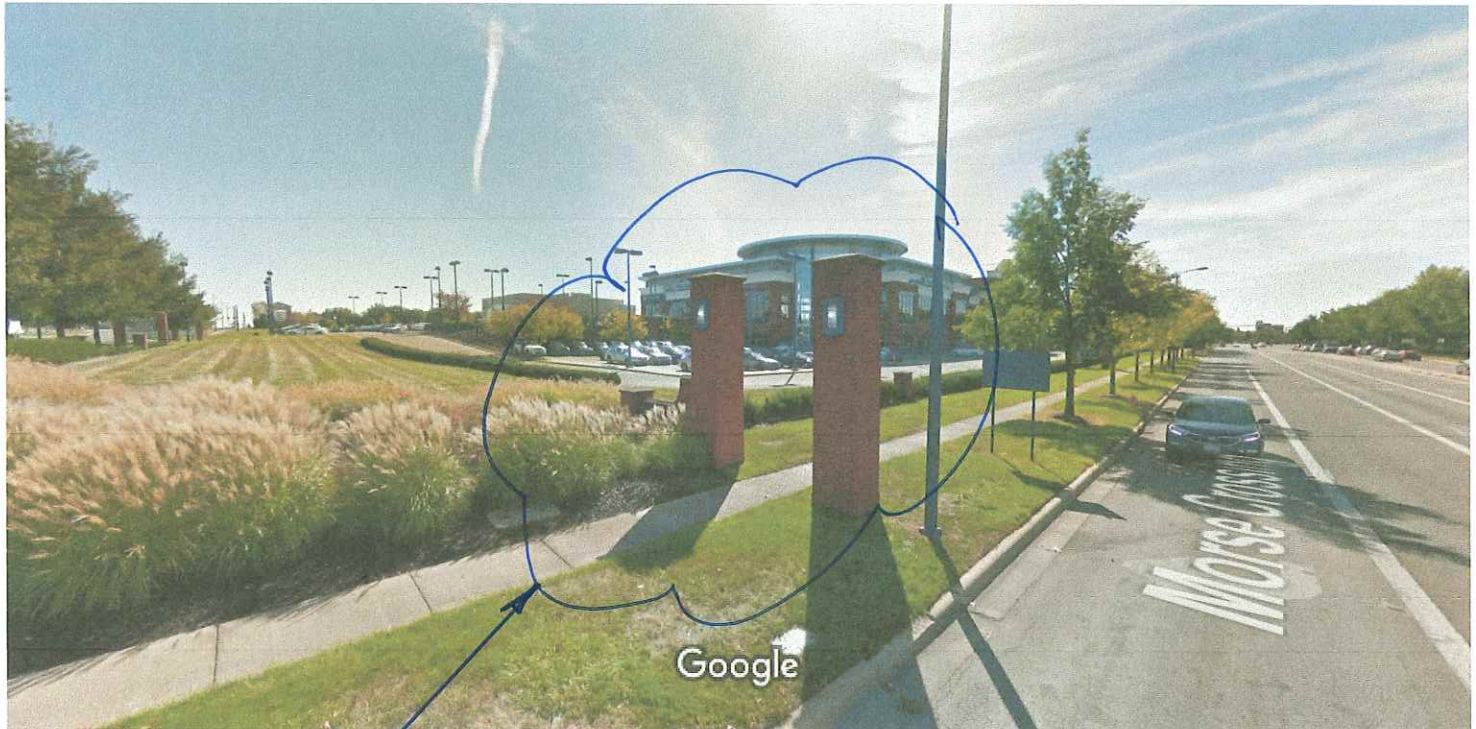


Image capture: Oct 2017 © 2020 Google

Columbus, Ohio



Street View

1 - SIGN (D)
BRICK BASE only AT
THIS TIME.

CORNER OF MORSE CROSSING
→ MORSE RD.



Graphics Commission Application

111 N Front Street, Columbus, Ohio 43215

Phone: 614-645-4522 • ZoningInfo@columbus.gov • www.bzs.columbus.gov

PROJECT DISCLOSURE STATEMENT

Parties having a 5% or more interest in the project that is the subject of this application.

THIS PAGE MUST BE FILLED OUT COMPLETELY AND NOTARIZED. Do not indicate 'NONE' in the space provided.

APPLICATION # _____

STATE OF OHIO
COUNTY OF FRANKLIN

Being first duly cautioned and sworn (NAME) Stanley W. Young, III LiTech Lighting Management Services
of (COMPLETE ADDRESS) 3549 Johnny Appleseed Court, Columbus, Ohio 43231

deposes and states that (he/she) is the APPLICANT, AGENT, OR DULY AUTHORIZED ATTORNEY FOR SAME and the following is a list of all persons, other partnerships, corporations or entities having a 5% or more interest in the project which is the subject of this application and their mailing addresses:

NAME	COMPLETE MAILING ADDRESS
<u>Easton Market, LLC</u>	<u>3300 Enterprise Pkwy, Beachwood, Ohio 44122-7200</u>
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

SIGNATURE OF AFFIANT

Stanley W. Young III

Sworn to before me and signed in my presence this

13th day of January, in the year 2020

SIGNATURE OF NOTARY PUBLIC

[Signature]

My Commission Expires

May 21, 2022

Notary Seal Here



TWILA PHILLIPS
Notary Public, State of Ohio
My Comm. Expires May 21, 2022
Recorded in Fairfield County

PLEASE NOTE: Incomplete information will result in the rejection of this submittal.

Applications must be submitted by appointment. Call 614-645-4522 to schedule.

Please make checks payable to the Columbus City Treasurer