

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

06. Application No.: GC20-007
Location: **8500 N. HIGH ST. (43035)**, located at the northeast corner of Lazelle Road and North High Street, (318-34301007000, Far North Columbus Communities Coalition).
Existing Zoning: CPD, Commercial Planned Development District
Request: Variance(s) to Section(s):
3377.08 (B) (1), Illumination and special effects.
To allow a changeable-copy sign in a CPD zoning district.
Proposal: To replace a manual, changeable-copy fuel price sign with an automatic, changeable-copy fuel price sign.
Applicant(s): True North Energy, L.L.C.
1041 Reynolds Road
Toledo, Ohio 43615
Property Owner(s): True North Energy, L.L.C. & Clare Acquisitions, L.L.C.
1041 Reynolds Road
Toledo, Ohio 43615
Attorney/Agent: Litech Lighting Management; c/o Stanley W. Young III
3549 Johnny Appleseed Court
Columbus, Ohio 43231
Planner: David J. Reiss, (614) 645-7973, DJReiss@Columbus.gov

BACKGROUND

- The site is developed with a gas station and convenience store. The area is characterized by mostly commercial uses. A metropolitan park is located across High Street from the site.
- To replace a manual, changeable-copy fuel price sign with an automatic, changeable-copy fuel price sign.
- CC 3377.08 (B) (1) - Illumination and special effects. Changeable Copy Signs. A manual changeable copy sign may be utilized in any zoning district covered by the Tables of Elements; however, an automatic changeable copy sign shall be permitted only in zoning districts C-3, C-4, C-5, and M.
- The Far North Area Plan (2014) discourages both pole signs and electronic or digital signs (Pg.51). The Planning Division has considered automatic changeable copy signs, particularly with respect to fuel prices. A primary concern regarding this issue is the potential precedent for additional changeable copy signs - not limited to fuel prices. As such, staff is not in support
- The Far North Columbus Community Coalition recommends approval of this request.

CITY DEPARTMENTS' RECOMMENDATION: DISAPPROVAL

- **SUMMARY OF POSITION AND OUTSTANDING ISSUES, IF ANY:** This site is developed with a gas station and convenience store. The establishment currently displays a manual, changeable-copy fuel price sign. The applicant is requesting the replacement of the sign with one that displays an automatic, changeable-copy gasoline price sign at a setback of 15 feet. Staff has supported numerous similar proposals throughout the city for many years, however, outstanding issues exist regarding the style of the proposed sign; i.e. the height and the actual area of the sign allowed, although the applicant has reported that the graphic area of the sign should be approvable, as-is. Staff would potentially consider support for a reduced height monument sign that also included automatic changeable copy.

CONDITION(S) RECOMMENDED:

1. The automatic, changeable-copy display is limited to fuel prices only.

SUBJECT TO COMPLIANCE WITH ALL CITY CODES.



GC20-007

8500 North High Street

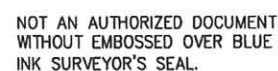
GC20-007
8500 N. High St.



GC20-007
8500 North High Street

a portion of Land in Farm Lot 8, Section 3, Township 3 North,
Range 18 of West United States Military District
City of Columbus, Delaware County, Ohio

PPN 318-343-01-006-000
Robert H. Rice & Rhonda Rice Co-Trustees
10239 High Street
Book 1379, Pgs. 2770-2771 D.C.R.
Lewis Center -Orange Township



Graphics Commission Application

111 N Front Street, Columbus, Ohio 43215
Phone: 614-645-4522 • ZoningInfo@columbus.gov • www.bzs.columbus.gov

GC20-007
8500 N. High St.

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 the attached)

Signature of Applicant



Date

2-9-20

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

Hardship Statements

This subject site known as Shell True North #604, 8500 North High Street, Lewis Center, Ohio (43035) being 1.19 +- acres located at the Northeast corner of North High Street and Lazelle Road. Site is located in the City of Columbus, Delaware County, Parcel ID # 318-343-01-007-000. Site was recently re-zoned from CPD to CPD (H-35) in 2019. Site is located in the Far North Columbus Communities Coalition.

I have read section 3382.05 Variance and believe my application for relief from the requirements of the Zoning Code 3377.08(B)1 contains the necessary hardship, and will not affect surrounding property owners.

The existing free-standing monument sign is located at the southwest corner of the property @ a 15' set-back from the established right-of-way. It is a 5'x8' double-face internally illuminated sign at 8' over-all-height. It is a single product manually changed gas price sign with the Shell logo and a Car Wash panel. The sign tends to blend in with the existing landscaping and is not very visible.

This site is very much like surrounding commercial sites that display gas prices. The UDF Store which is also a gas distributor, at the opposite corner, has the benefit of an LED gas price sign and is much taller to gain visibility.

Based on the City of Columbus Sign Code Table of Elements, this site would be permitted a total of 83.56 sq. ft. of ground Signage @ a 15' set-back. The proposed sign is 56.9 sq. ft. (2) two product gas price sign @ the same set-back and 20'-0" over-all-height, or 26.6 less than the maximum permitted.

The Granting of this Variance will not be injurious to neighboring properties and will not be contrary to the public interest or to the intent, spirit and purpose of the Graphics Code. We therefore, seek your professional review and consider our application for approval.

Respectfully Submitted,



Stanley W. Young, III
Agent for Applicant

2/9/2020

3377.08 - Illumination and special effects.

A great deal of the character of an activity, street, place, neighborhood, or community is expressed by the effect of illumination and other special features of signs. It is the intent of this Graphics Code to allow for the utilization of special effects and their potential contribution to the visual character of a place.

The following provisions shall apply to special effects in institutional, commercial and manufacturing districts:

A. Sign Illumination.

1. A sign illuminated directly, indirectly, internally or by neon tubes bent in the form of letters or shapes is permitted for any use or activity, unless specifically prohibited by other provisions of this Graphics Code.
2. External illumination for a permanent on-premises sign displayed in zoning districts AR-O, I and C-2 shall be limited to white light. The background of such internally illuminated sign shall be opaque.
3. The color of illumination and background opacity shall not be restricted for any other permanent on-premises sign displayed in a commercial and manufacturing district.
4. The light source, including fixture, of any sign utilizing external illumination shall be shielded from view from any public right-of-way and from any residential dwelling unit.
5. Flashing signs and bare bulb lamp illumination shall be permitted only in zoning districts C-3, C-4, C-5, and M. Each bulb lamp in a flashing sign shall not exceed fifteen (15) watts a luminance of 110 lumens. Non-flashing signs may use bare bulb lamp illumination, but any one (1) bulb lamp shall not exceed thirty (30) watts a luminance of 215 lumens. Internal or external reflectors shall not be used in conjunction with bare bulb lamp illumination.
6. The use of open flame as a source of illumination shall be permitted only in the C-4, Commercial District.

B. Changeable Copy Signs.

1. A manual changeable copy sign may be utilized in any zoning district covered by the Tables of Elements; however, an automatic changeable copy sign shall be permitted only in zoning districts C-3, C-4, C-5, and M.
2. At least 50 percent of the graphic area of a ground sign or projecting sign which utilizes changeable copy shall be used for identification of the use which it serves.
3. A changeable copy sign shall not be permitted within any public right-of-way, except that a changeable copy wall sign extending no more than six inches into the

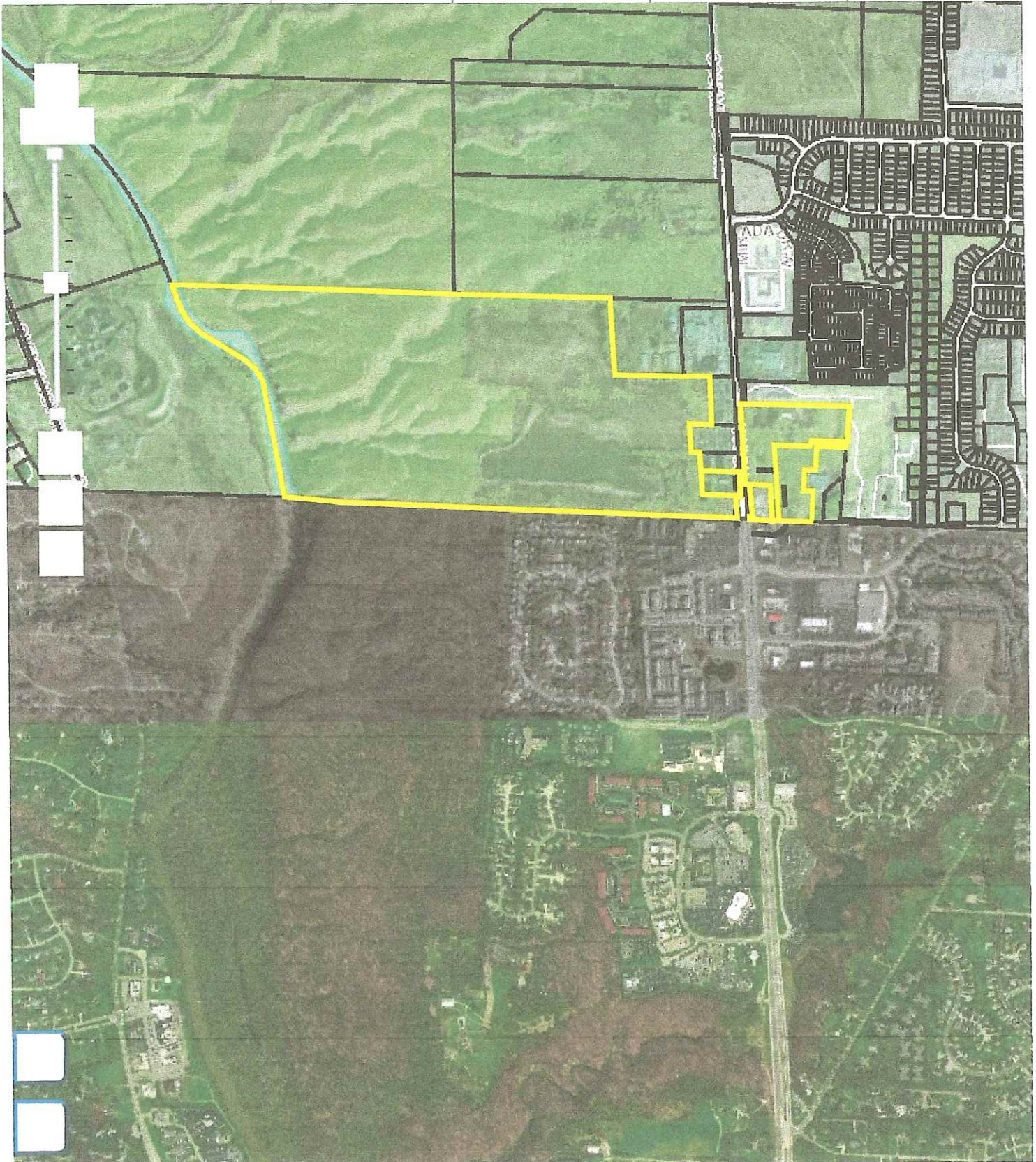


Delaware County GIS
George Kaitsa, MBA, County Auditor
About the Auditor

Robert Parsons, GIS Director
Report an Issue



Select **Property Search** Identify **Advanced Search** Layers **Sales Report** Refresh **Subdivision Search** Tools **Intersection Search** Maps **Printing** Links





Z18-081
8500 North High Street
Approximately 1.19 acres
From CPD to CPD
06-11
5 - 5

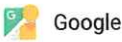


Google Maps 42 County Rd 21

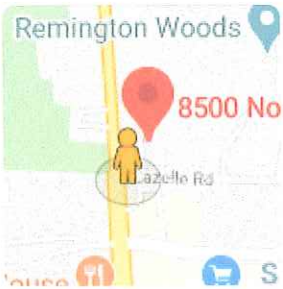


Image capture: Oct 2017 © 2020 Google

Columbus, Ohio



Street View



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Building Quality Signage Since 1901

Revisions:

1	
2	
3	
4	
5	
6	

Account Rep: **Dan Hull**

Project Manager: **Kerrie Cocherl**

Drawn By: **Chris Ellis**

Project / Location:

Shell
RVI Evolution
GLOBAL

UL Undervriters Laboratories Inc. **nec** ELECTRICAL TO USE U.L. LISTED COMPONENTS AND SHALL MEET ALL U.L.C. STANDARDS

ALL ELECTRICAL SIGNS ARE TO COMPLY WITH U.L. 48 AND ARTICLE 600 OF THE N.E.C. STANDARDS, INCLUDING THE PROPER GROUNDING AND BONDING OF ALL SIGNS.

Client Approval/Date:

Landlord Approval/Date:

This original drawing is provided as part of a planned project and is not to be exhibited, copied or reproduced without the written permission of Federal Heath Sign Company LLC or its authorized agent. © 2008

Colors Depicted In This Rendering May Not Match Actual Material Finishes. Refer To Product Samples For Exact Color Match.

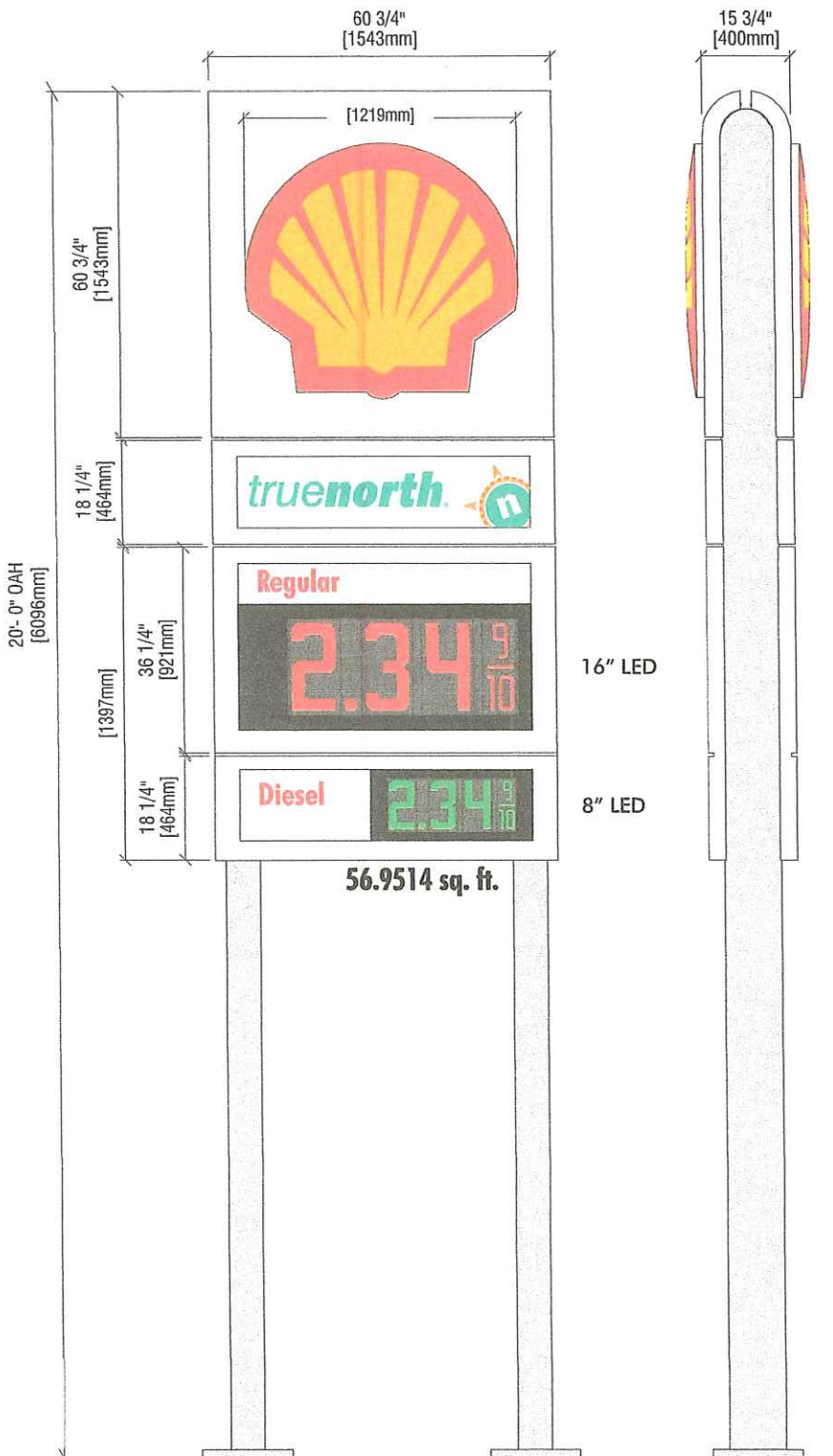
Job Number: **198976**

Date: **12.19.19**

File Name: **SG198976_e**

Sheet Number: **1** of **1**

Design Number:



Cabinet Elevation
 Scale: 3/8" = 1'

Side View

\\\\OCEANSIDE-DC\\Oceanside--S1\\S\\Shell\\Locations\\Lewis Center, OH\\SHELL 4.5m LEWIS CENTER,



Google Maps 42 County Rd 21



Image capture: Oct 2017 © 2020 Google

Columbus, Ohio



Street View

* Examples of Pylon Signs
IN THE AREA.



Google Maps 2 Lazelle Rd E



Image capture: Jul 2018 © 2020 Google

Columbus, Ohio



Street View

* Examples of Pylon Signs
IN THE AREA.



DEPARTMENT OF
DEVELOPMENT

Zoning Report

Site Information

Address	8500 N HIGH ST, COLUMBUS, OH
Mailing Address	1041 S REYNOLDS RD TOLEDO, OH 43615
Owner	TRUE NORTH ENERGY LLC & CLARE ACQUISITIONS LLC
Parcel Number	31834301007000
In Columbus?	Yes
County	DELAWARE

Zoning Information

Zoning	Z18-081, Commercial, CPD, 5/29/2019, H-35
Historic District	None
Short North Special Parking Area	Out
Council Variance	None
Board of Zoning Adjustment (BZA) Variance	None
Commercial Overlay	None
Planning Overlay	None
Graphics Variance	None
Area Commission	None
Historic Site	No
Flood Zone	Out
Airport Overlay Environs	None

Pending Zoning Action

Zoning	None
Board of Zoning Adjustment (BZA) Variance	None
Council Variance	None
Graphics Variance	None

- a. In front of the building and/or along the side of the building, four (4) feet in depth and twelve (12) feet in width.
 - b. In a four (4) foot by four (4) foot area at the end of each fuel pump.
 - c. The maximum height for any outside storage area shall be three (3) feet. Any exterior propane storage enclosure shall be located within the area identified above for outdoor display. The outdoor display area shall contain only those items normally and customarily sold by a convenience store and other seasonal items and products, including but not limited to, fire wood, mulch, flowers, Christmas wreaths.
 - d. All types of vending machines except ice machines, video rental machines, and air machines shall be located inside the building.
3. Canopy light fixtures shall be recessed into the canopy deck. The maximum height of pole lighting shall be 18 feet.

F. Graphics and Signage Commitments: All graphics and signage shall conform to Article 15 and Chapter 3377 of the Columbus City Code. Any variance to graphics and signage commitments shall be submitted to the Columbus Graphics Commission.

G. Miscellaneous Commitments:

1. The Site shall be developed in accordance with the submitted or CPD Site Plan. The Plan may be adjusted to reflect engineering, topographical, or other site data developed at the time the development and engineering plans are completed. Any adjustment to the Plan shall be reviewed and may be approved by the director of the Department of Building and Zoning Services, or a designee, upon submission of the appropriate data regarding the proposed adjustment.
2. Requested Variance: Applicant is requesting a variance under Section 3312.27, Parking Setback Line, to reduce the parking setback from 10 feet to 5 feet along N. High Street, which was rendered noncompliant with C-4 development standards when the City required 14' of property to be dedicated as right-of-way along High Street.
3. Abandoned fuel sales establishments: An abandoned service station, filling station, or fuel sales establishment is one which has ceased operations or is closed to the public for at least six months in any 12-month period. The owner or lessee of the abandoned service station, filling station, or fuel sales establishment or related structures shall, within, seven days of the beginning of the closure period referred to herein: (a) Install wheel blocks, firmly attached, across the driveway entrance to the service station to prohibit unauthorized vehicle parking or abandonment of motor vehicles; (b) Shall remove all signs and pumps; (c) Shall board up all windows, garage doors and entrances to prevent the breakage of glass and the unauthorized entrance therein; (d) Take appropriate action as required by the city of Columbus Fire Code to treat abandoned underground tanks and; (e) Shall during the closure period cut all grass, remove all rubbish and weeds and continue such maintenance as may be necessary to prevent the building or structure from deteriorating into a state of disrepair.

IV. CPD REQUIREMENTS:

Graphics Commission Application

111 N Front Street, Columbus, Ohio 43215
Phone: 614-645-4522 • ZoningInfo@columbus.gov • www.bzs.columbus.gov

GC20-007
8500 N. High St.

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 Ct. 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

True North Energy LLC & Clare Acquisitions

1041 S. Reynolds Road, Toledo, Ohio 43615

SIGNATURE OF AFFIANT

Stanley W. Young, III

Sworn to before me and signed in my presence this 10th day of February, in the year 2020

SIGNATURE OF NOTARY PUBLIC

Kristen Carroll

My Commission Expires

12/03/2023

Notary Seal Here



KRISTEN N. CARROLL
Notary Public, State of Ohio
My Comm. Expires 12/03/2023
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