

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

- 01. Application No.:** **GC19-056**  
**Location:** **118 GRACELAND BLVD. (43214)**, located on the west side of North High Street, approximately 660 feet south of Fenway Road, (010-110286, Clintonville Area Commission).  
**Existing Zoning:** CPD, Commercial Planned Development District  
**Request:** Special Permit & Variance(s) to Section(s):  
3375.12(B)(4), Graphics requiring graphics commission approval.  
To grant a special permit for off-premises signage.  
3377.11(A), Tenant panels and changeable copy.  
To increase the number of tenant panels from 4 to 7.  
3377.11(C), Tenant panels and changeable copy.  
To increase the portion of a ground sign utilized to display tenant panels from 50 percent of the total graphic area to 100 percent.  
3372.706(B), Graphics.  
To allow an off-premises sign in the CCO.  
3372.706(C)(2), Graphics.  
To allow a pylon sign in the CCO.  
3372.706(C)(5), Graphics.  
To increase the height of a ground sign from 6 feet to 17 feet 11 inches.  
**Proposal:** To install a new ground sign for existing commercial businesses and for a residential development.  
**Applicant(s):** Graceland Retail 2017, LLC  
250 Civic Center Drive, Suite 500  
Columbus, Ohio 43215  
**Property Owner(s):** Applicant  
**Attorney/Agent:** Signcom, Inc.; c/o Bruce Sommerfelt  
527 West Rich Street  
Columbus, Ohio 43215  
**Planner:** Jamie Freise, (614) 645-7973, JFFreise@Columbus.gov

**BACKGROUND**

- The 27.28-acre site is developed with most of Graceland Shopping Center. The site includes various commercial buildings, including retail, restaurant, an art venue, a grocery store, and associated parking. On the parcel is an existing 19' tall ground sign on N. High St. that includes off-premise tenant panels, which were not approved. Surrounding uses include a retirement community, condominiums, single-unit dwellings, retail, banking, restaurant, and shopping center to the north; a public parking, vacant commercial land, and a fitness center to the west; single-unit dwellings, a manufactured home park, and a department store to the south; and banking and a shopping center to the east.
- The applicant proposes to legitimize and expand the multi-tenant ground sign to include more tenant panels, and to enlarge the top cap. The special permit is to allow off-premise signage. Variances are to allow off-premise graphics in the CCO, to allow a pylon sign in the CCO, to

increase the number of tenant panels from 4 to 7, to increase the height from 6 feet to 21 feet, and to increase the portion of graphic area devoted to tenant panels from 50% to 80%.

- CC 3375.12(B)(4), Graphics requiring graphics commission approval. A special permit, required by this Graphics Code, in accordance with the provisions of C.C. 3382.06, shall be required for the following: An off-premises sign as required by C.C. 3378.01(D).  
CC 3377.11(A), Tenant panels and changeable copy. No more than four tenant panels shall be utilized and each tenant panel shall identify no more than one tenant.  
CC 3377.11(C), Tenant panels and changeable copy. The portion of such ground sign utilized to display tenant panels and changeable copy shall be no more than 50 percent of the total graphic area of the sign.  
CC 3372.706(B), Graphics. In addition to signs prohibited in Chapter 3375, the following types of signs are not permitted: off-premises signs, billboards, signs with flashing lights or bare bulbs, rotating signs, pole signs, automatic changeable copy signs, bench signs, and roof signs.  
CC 3372.706(C)(2), Graphics. Only a monument type ground sign is permitted.  
CC 3372.706(C)(5), Graphics. The height of a ground sign shall not exceed six feet above grade.
- The Clintonville Area Commission recommends approval of this request.

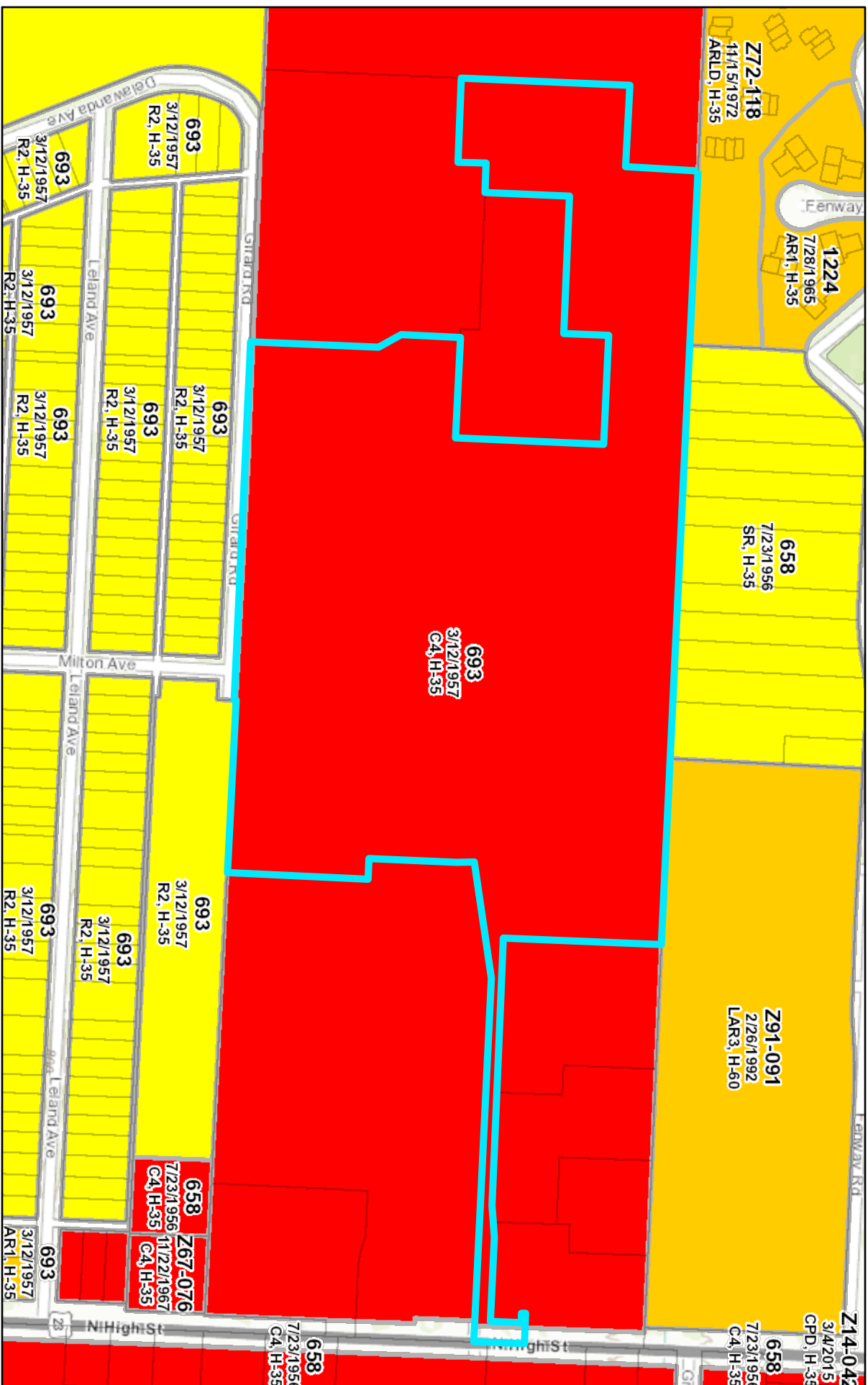
## **CITY DEPARTMENTS' RECOMMENDATION: APPROVAL**

**SUMMARY OF POSITION AND OUTSTANDING ISSUES, IF ANY:** Staff can recommend approval as the proposal will bring an existing non-conforming ground sign more into compliance with the Community Commercial Overlay.

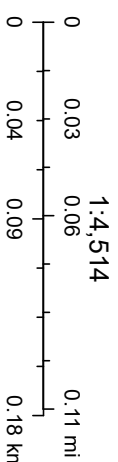
**CONDITION(S) RECOMMENDED:** The Special Permit for off-premises signage will be for entites that have access from Graceland Boulevard.

SUBJECT TO COMPLIANCE WITH ALL CITY CODES.

# GC19-056: 118 GRACELAND BLVD



10/30/2019, 3:48:18 PM



City of Columbus GIS | Esri, HERE, Garmin, FAO, NOAA, USGS, EPA, NPS | INCREMENT P, Intermap, USGS, MET/NASA, EPA, USDA

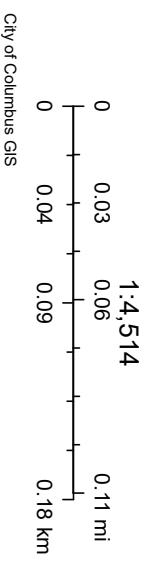
City of Columbus



# GC19-056: 118 GRACELAND BLVD



10/30/2019, 3:49:19 PM





**STAFF REVIEW RESULTS**

**NOVEMBER 8, 2019**

**07. Application No.:** GC19-056  
**Location:** 118 GRACELAND BLVD (43214), located on the west side of North High Street, approximately 660 feet south of Fenway Road (010-110286; Clintonville Area Commission).  
**Existing Zoning:** CPD, Commercial Planned Development District  
**Request:** Special Permit & Variance(s) to Section(s):  
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To increase the portion of a ground sign utilized to display tenant panels from 50 percent of the total graphic area to 80 percent.  
3372.706(B), Graphics.  
To allow an off-premises sign in the CCO.  
3372.706(C)(5), Graphics.  
To increase the height of a ground sign from 6 feet to 21 feet 4 inches.  
**Proposal:** To expand an existing ground sign.  
**Applicant(s):** Graceland Retail 2017, LLC  
250 Civic Center Drive, Suite 500  
Columbus, Ohio 43215  
**Property Owner(s):** Applicant  
**Attorney/Agent:** Signcom, Inc.; c/o Bruce Sommerfelt  
527 West Rich Street  
Columbus, Ohio 43215  
**Planner:** Phil B. Bennetch, (614) 645-0078; [PBennetch@Columbus.gov](mailto:PBennetch@Columbus.gov)

Dear Mr. Sommerfelt,

The above case was reviewed by staff on November 7, 2019. The following are comments from staff:

**Traffic Management:**

Daniel Moorhead  
(614) 724-0589

*The proposed site would appear to be located 11 feet from the highway easement along North High Street. I would recommend that a boundary survey be provided to determine*



111 N. Front Street – Columbus OH 43215 – 614-645-7433 – [bzs.columbus.gov](http://bzs.columbus.gov)

Director's Office  
Building Plan Review  
Customer Service Center  
Engineering Plan Review

(614) 645-7776  
(614) 645-7562  
(614) 645-6090  
(614) 645-0032

Research/Records Center  
Zoning Clearance  
Zoning Public Hearings  
Zoning Confirmation Letters

(614) 645-6082  
(614) 645-8637  
(614) 645-4522  
(614) 645-8637

*the exact limits of any easements.*

*For the purpose of public use and rights to do work, a highway easement is typically treated the same as right-of-way and the same also applies to setback requirements.*

*However, the adjacent property owner technically holds title all the way to the centerline of street as is depicted on the auditor's map for these properties.*

**Planning:**

Contact the Planning Division at [planninginfo@columbus.gov](mailto:planninginfo@columbus.gov) or (614-724-4437) if you have any questions (email is preferred and will result in faster response). Be sure to provide the case number, the specific nature of your question, and your email and phone number.

*Planning does not support the proposal. The Clintonville Neighborhood Plan (2009) states that new signs should keep with the scale and size of the general streetscape. As such staff does not support the proposed height of the sign, but would support a sign of the same height as the existing sign to keep with the existing scale of the streetscape.*

**Zoning:**

Nick Bezanson  
(614) 645-8629

*A variance should be added for section 3372.706(C)(2), as the sign is not a monument sign. It is a pylon sign, as is confirmed on the drawings provided by the applicant.*

*Information regarding the allowable graphic area versus proposed graphic area, as well as the setback of the sign have not been addressed. It is possible additional variances may be required should the sign be located too close to the right-of-way or be larger than would be allowed by Code. It is recommended that the applicant provide such information prior to completing the variance process.*

**Graphics Commission Staff:**

Jamie Freise  
(614) 645-6350

*\*\*This comment is submitted in conjunction with the proposed off-premises ground sign in application GC19-055.*

*The proposed modification of the existing pylon sign in this application will be for a 27.28-acre site along the north side of Graceland Boulevard. An application for an off-site monument sign that is the subject of GC19-055 is proposed to be installed approximately 38 feet from the existing pylon sign.*

*While the need for additional tenant panels for a 27.28 acre site is noted, it is the City Staff's preference that the applicant redesign the existing pylon sign to incorporate the proposed Graceland Flats monument sign into the sign base. This would not only bring the existing pylon sign into conformance of the CCO, it would help achieve a main objective of the Graphics Code- which is to reduce visual clutter by controlling the number, size and location of private signs.*

*Staff notes that the existing pylon sign is nonconforming to the standards of the CCO*



## 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):

See attached

Signature of Applicant

Date

10/15/15

COLUMBUS GRAPHICS COMMISSION

118 GRACELAND BLVD

010-110286

2/17/20

TO ALLOW FOR A REPLACEMENT OFF PREMISE MULTI TENANT PYLON SIGN, TO REPLACE EXISTING SIGN AND BE SMALLER IN OVERALL HEIGHT THAN EXISTING (3' REDUCTION) BUT UTILIZE SAME SETBACK.

TO INCLUDE 100% TENANT IDENTIFICATION PERCENTAGE (3377.11 (C)).

TO ALLOW MORE THAN 4 TENANT SPACES (7) VARIES CODE SECTIONS 3377.11(A), CCO SECTION (3372.706 (C) (5). (HEIGHT)

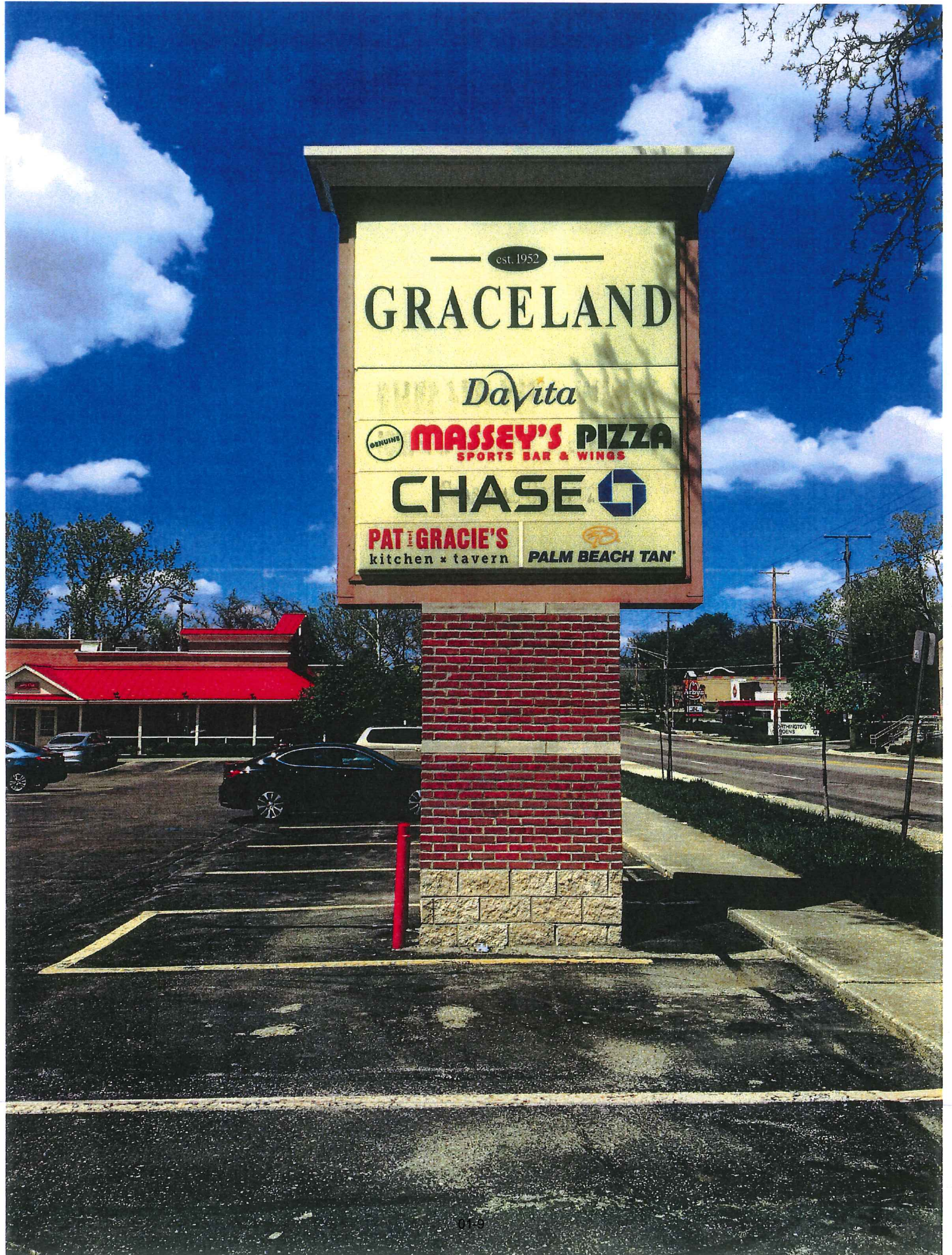
OFF PREMISE (3372.706 (B))

TO ALLOW SOME OF THE TENANTS TO BE OFF PREMISE (SPECIAL PERMIT) (3375.12 (B) (4)

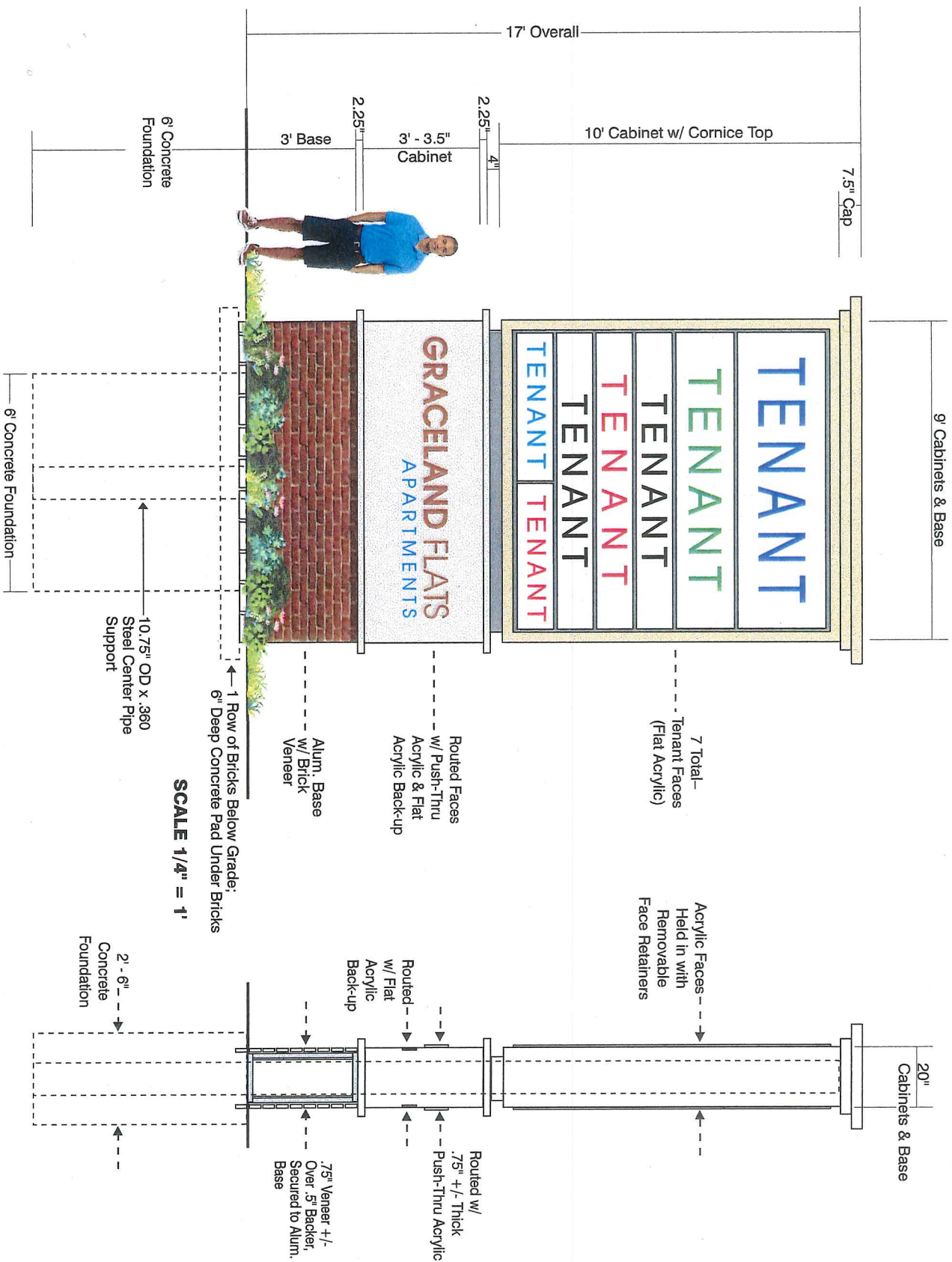
TO ALLOW PYLON IN CCO (3372.706 (C) (2)

- 1) SPECIAL CONDITIONS EXIST FOR PARCEL AS MANY RETAILERS ARE TUCKED AWAY IN THE FAR BACK OF A VERY DEEP, SHALLOW CENTER, THAT IS MADE UP OF MANY PARCELS. STREETSIDE VISIBILITY AND WAYFINDING IS IMPOSSIBLE WITHOUT ADEQUATE IDENTIFICATION ON THE MAIN ARTERIAL
- 2) THIS REQUEST FOR OFF PREMISE GRAPHICS IS DIFFERENT FROM OTHERS IN THE ZONING DISTRICT IN THE FACT THAT THIS DEVELOPMENT HAS CONSIDERABLE DEPTH AND VERY SHALLOW STREET FRONTAGE ON THE MAIN ARTERIAL STREET
- 3) WITHOUT SIGNAGE EXPOSURE SOME RETAILERS WOULD NOT BE ABLE TO IDENTIFY OR OFFER WAYFINDING OPPORTUNITIES AND WOULD SUFFER AND NOT RECOGNIZE A REASONABLE RATE OF RETURN.
- 4) GRANTING THIS VARIANCE WILL NOT BE INJURIOUS TO NEIGHBORING PROPERTIES AND WILL NOT BE CONTRARY TO THE INTENT OF THE CODE OR PUBLIC INTEREST.
- 5) TO COMBINE THE RESIDENTIAL AND RETAIL USES ONTO ONE PYLON SIGN STRUCTURE PER THE RECOMMENDATION OF CITY PLANNING AND ZONING STAFF AND THE RECOMMENDATION OF THE CLINTONVILLE AREA COMMISSION









**1 Total-----  
D.F. TENANT MONUMENT SIGN**

VERIFY All Information Shown  
INTERNALLY ILLUMINATED

ALUMINUM CONSTRUCTED CABINETS OVER WELDED  
FRAMEWORK  
ALUMINUM FORMED TOP CAP & DIMENSIONAL TRIM.

GRAPHICS ILLUMINATED WITH LED LIGHT CLUSTERS HOUSED  
INSIDE CABINETS & POSITIONED FOR OPTIMUM LIGHT.

CABINETS IS SECURED TO STEEL CENTER PIPE SUPPORT.  
PIPE IS SET IN CONCRETE FOUNDATION

CABINETS RESTS ON ALUMINUM BASE W/ BRICK VENEER &  
ALUMINUM TOP CAP.

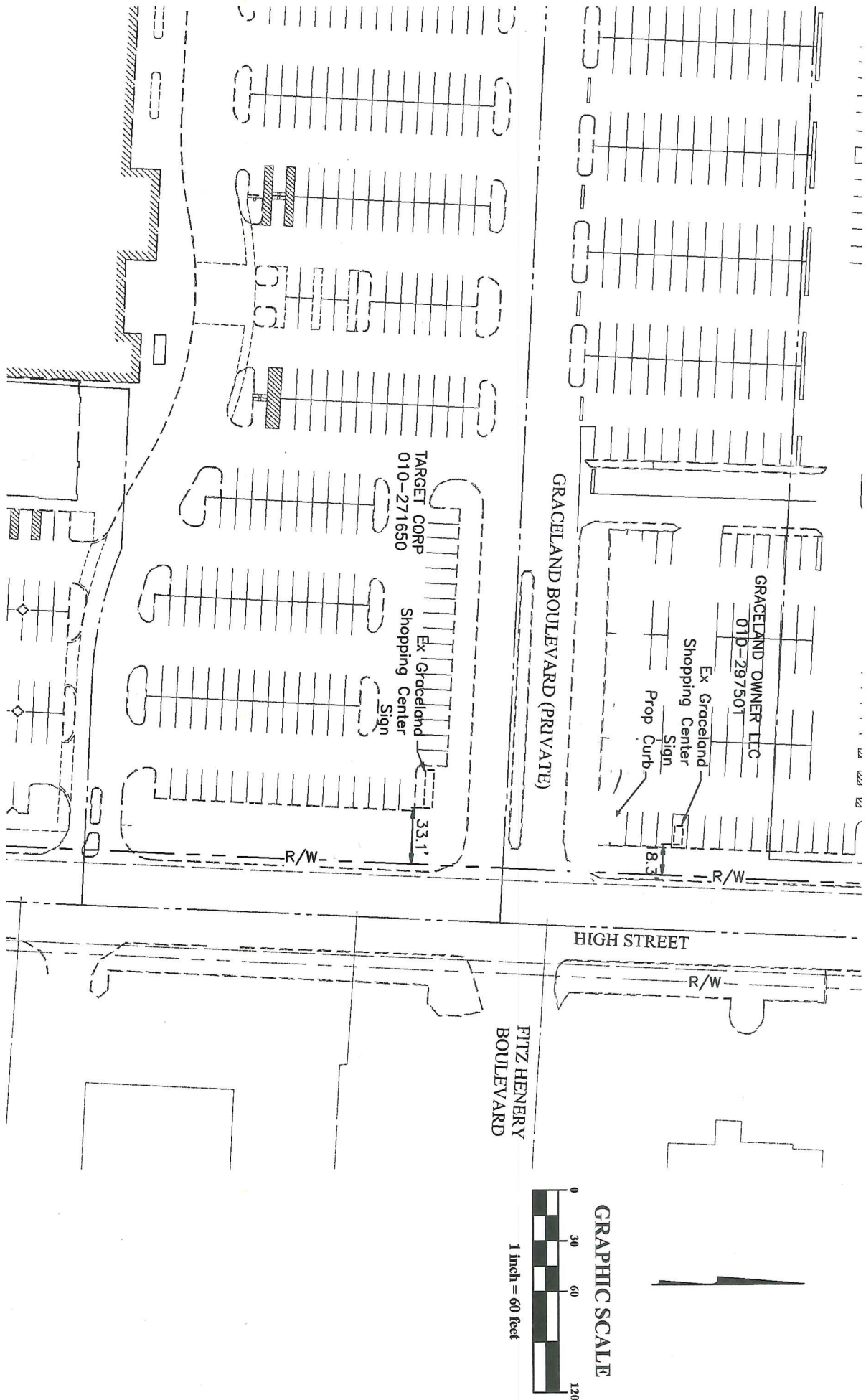
BRICK VENEER & SUBGRADE CONCRETE FOOTER BY OTHERS

COLORS-----  
LARGE TENANT CABINET - PAINTED TO MATCH LIGHT TAN/BEGIE  
COLOR OF EXISTING CABINETS.  
TENANT PANELS - WHITE BACKGROUND WITH VARIOUS COLORS.  
RETAINERS - MEDIUM/DARK GREY.

REVEAL - SAME MEDIUM/DARK GREY

GRACELAND FLATS CABINET-----  
CABINET & TRIM - COOL GREY PMS#1C  
GRACELAND FLATS - TRANSLUCENT RUSSET BROWN VINYL  
FACES W/ SOFT WHITE PERIMETER GLOW  
APARTMENTS - TRANSLUCENT LIGHT EUROPEAN BLUE VINYL

TOP CAP FOR BASE - SAME COOL GREY PMS#1C  
BRICK VENEER - MATCH EXISTING BRICKWORK AT SITE



**EMHT**  
Evans, Mechwart, Hambleton & Tilton, Inc.  
Engineers • Surveyors • Planners • Scientists  
5500 New Albany Road, Columbus, OH 43054  
Phone: 614.775.4500 Toll Free: 888.775.3648  
emht.com

CITY OF COLUMBUS, FRANKLIN COUNTY, OHIO  
SIGN LOCATION EXHIBIT  
FOR  
**GRACELAND FLATS**  
**247-363 GRACELAND BOULEVARD**

DATE: November 26, 2019

SCALE: 1" = 60'

JOB NO.: 2015-0535



## 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) Louis G. Visco  
of (COMPLETE ADDRESS) 250 Civic Center Drive, Suite 500, Columbus, OH 43215  
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

Graceland Retail 2017, LLC

COMPLETE MAILING ADDRESS

250 Civic Center Dr., Suite 500, Columbus, OH 43215

Kenney Park, LLC

250 Civic Center Dr., Suite 500, Columbus, OH 43215

SIGNATURE OF AFFIANT

Louis G. Visco

Sworn to before me and signed in my presence this 15<sup>th</sup> day of October, in the year 2019

SIGNATURE OF NOTARY PUBLIC

Karin J. Sipes

My Commission Expires

March 20, 2021

Notary Seal Here



**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