

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

**03. Application No.:** **GC20-002**  
**Location:** **4131 WORTH AVE. (43219)**, located on the southwest corner of Worth Avenue and Stelzer Road (010-298178, Northeast Area Commission).  
**Existing Zoning:** CPD, Commercial Planned Development District  
**Request:** Graphics Plan(s) to Section(s):  
3375.12(C)(8), Graphics requiring graphics commission approval.  
To approve a graphics plan for roof signs.  
**Proposal:** To install three roof signs, thereby revising and replacing Graphics Plan GC19-020.  
**Applicant(s):** Georgetown Stelzer Office 1 LLC  
3 Limited Parkway  
Columbus, Ohio 43230  
**Property Owner(s):** Applicant  
**Attorney/Agent:** Smith & Hale; c/o Jeffrey L. Brown, Atty.  
37 West Broad Street, Ste. 460  
Columbus, Ohio 43215  
**Planner:** Phil B. Bennetch, (614) 645-0078, [PBennetch@Columbus.gov](mailto:PBennetch@Columbus.gov)

**BACKGROUND**

- The 1.1-acre site is developed with a 5-story office building and associated parking. Surrounding uses include proposed commercial land to the north, west, and south, and a shopping center to the east.
- The applicant proposes to install three roof signs for the major office tenant -- M/I Homes. Any amendments to the current graphics plan require graphics commission approval, and roof signs require a graphics plan.
- CC 3375.12(C)(8), Graphics requiring graphics commission approval. A graphics plan shall be required for the following: to allow a permanent on-premise roof sign, as required by C.C. 3377.26.
- In July 2019, a graphics plan was approved that allowed roof signs only in an "interior boundary zone" of Easton. Buildings within this zone were generally located at least 200 feet from primary vehicular arteries, such as Stelzer Road. The subject property is located in the zone that does not allow roof signs, according to the current graphics plan.
- The Northeast Area Plan (2007) states that building-mounted signs should not exceed ten feet in height (p.18), which is consistent with the proposed sign plan.
- The Northeast Area Commission recommends approval of this request.

## **CITY DEPARTMENTS' RECOMMENDATION: DISAPPROVAL**

**SUMMARY OF POSITION AND OUTSTANDING ISSUES, IF ANY:** The proposal complies with 5 of the 6 applicable guidelines listed in C.C. 3377.26, the exception being subsection A, which limits the proposed aggregate graphic area of roof and wall signs to the maximum graphic area allowed for the building. The allowable aggregate graphic area for the building is 132.58 square feet, and the applicant is proposing 870 square feet, resulting in an increase of 556%. The north and east elevations do not have public entrances. If those elevations had public entrances, the allowable aggregate graphic area would be 976.58 square feet. Therefore, staff would recommend approval of two out of the three roof signs proposed. If the Commission were to approve the proposal, staff recommends the following condition.

### **CONDITION(S) RECOMMENDED:**

If approved, the proposed roof signs will be installed in lieu of wall and/or ground signs.

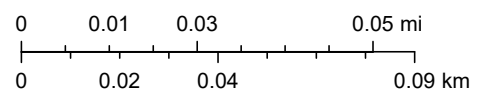
SUBJECT TO COMPLIANCE WITH ALL CITY CODES.

# GC20-002: 4131 WORTH AVE



1/22/2020, 3:53:21 PM

1:2,257

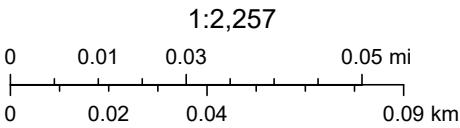


City of Columbus GIS, Franklin County, OH, West Virginia GIS, Esri, HERE, Garmin, INCREMENT P, USGS, EPA, USDA

GC20-002: 4131 WORTH AVE



1/22/2020, 3:54:48 PM



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.

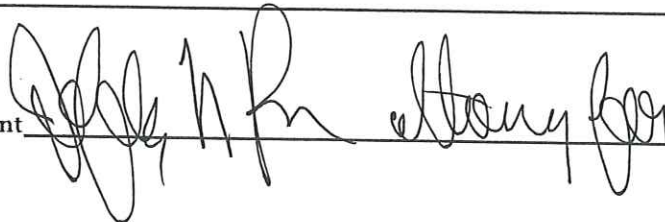
List all sections of Code to be varied and explain your reasoning as to why this request should be granted.

**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):

N/A

Signature of Applicant



Date

1/13/20

**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

## M/I Homes

M/I Homes is Columbus' largest single family home builder. They are moving their headquarters from Easton Oval where they have wall signs to identify their building. The architecture of the existing building lends itself to wall signs (see attached picture 1). The new building is within the new urban part of the Easton development in a more modern looking building where the roof sign is more appropriate for the style of the building. M/I Homes has customers from all over central Ohio. Visibility of its building to motorists on Stelzer Road and Morse Road is very important so that the customer knows where to go.

The new building is close to the street which has an impact on the allowable mass factor. In a more suburban setting the mass factor would be larger due to the increased setback which would permit a larger sign. A banner was placed on the roof showing the proposed sign which shows that the signage is within the scale of the building. (see attached picture 2) The building location at Easton is more aligned with downtown where you have multi-story office buildings with either roof signs or wall signs high up on the building elevation. (see attached picture 3) Many of the office buildings at Easton identify the major tenant on the building. If these signs would be considered the typical wall sign for a building that fronts on two streets, then the size of the proposed signs on both the north and east elevations would be less than what the code would allow.

The building is connected to a parking garage to the west. The entrance to the building is on the southwest corner of the building internal to the site. Given the building's location near the street right of way on the north and east sides of the building, there are no public doors on these elevations. The lack of the public door affects the permitted square footage.

This is an urban setting where the building is close to the street, the access to the building is internal to the site, the building connects with the adjacent parking garage, two elevations that face out from the development have no public doors, the style of building allows for a roof sign and the roof signs are in scale with the building. All these factors contribute to the proposed signage being appropriate for the user and the building.

## Signage at Easton

The signage plan for Easton has to go thru many iterations. Originally we had a sign book with the signage areas shown for each building's elevation. The Graphics Plan evolved from the sign book with elevations to written text with a formula that established sign area. In the latest version of the Graphics Plan which the Graphics Commission approved in 2019 we created two zones. Signs within two hundred feet of a major public street had one set of standards while anything beyond the 200 feet the rules were eliminated except for the requirement of the city determining whether the sign was within the 200 foot zone.

Roof top signs were always a special case where the individual signs were brought before the Graphics Commission (i.e. McCormick & Schmidt). Even in the latest Graphics Plan text, roof signs beyond the two hundred foot zone have to be approved by the Graphics Commission if located on the building more than two stories in height.

The Graphics Code has guidelines in reviewing a roof sign. The proposed signs meet all the guidelines except for size. The signs on the north and east elevations would be less than code if these signs were considered the typical wall sign. The building location close to the right of way and having no public doors on two elevations has a limiting effect of the allowable square footage. However, given the building location – urban area, style of building, compatibility of the proposed signage to the area, the proposed signage should be approved.

ltd-misign.doc (nct)  
3/6/20 S:Docs





M/I HOMES

03-8

Ex 1





M/I HOMES

STOP

Ex 2



SCHOTTENSTEIN  
REAL ESTATE GROUP

03-10

DO NOT  
PAUSE OR STOP

Ex3

Graphics Plan Update  
For Easton Town Center and Gateway

The next phase of the Town Center is under development. The applicant has reviewed the existing Graphics Plan for both the Town Center (GC18-037) and Gateway (GC18-008). In anticipation of future development and to resolve unforeseen issues with the current Graphics Plans, the applicant has filed an update and combine both the Town Center and Gateway Graphics into one revised Graphics Plan.

The area subject to the proposed Graphics Plan is shown on Exhibit 1. The applicant has divided the Easton and Gateway developments into two graphics zone: Signage within 200 feet of the identified Primary Vehicular Arteries and signage within the Interior Boundary Zone. Exhibit 1 identifies the Primary Vehicular Arteries.

(A) Signage within 200 feet of the Primary Vehicular Arteries. These rules will affect the building elevations that are within 200 feet of and parallel to the primary vehicular arteries as shown on Exhibit 1.

1. The amount of graphic area for an individual tenant is determined by the calculation described below:

Linear Feet of Façade	Retail	Restaurant	Anchor tenant larger than 15,000 SF
0-15 ft.	20 SF	30 SF	N/A
16 ft. – 30 ft.	48 SF	60 SF	N/A
31 ft. – 60 ft.	88 SF	120 SF	N/A
Over 60 ft.	Add 1.5 SF / L.F. Façade	Add 1.75 SF / L.F. Façade	3 SF / L.F. Façade

Office: SF of Tenant	Office
0 - 3,000 SF	30 SF
3,001 – 15,000 SF	40 SF
Over 15,000 SF	50 SF

Said graphic area may be divided into wall, blade and/or projecting signage per the needs of the individual tenant. The tenant may have multiple signs per elevation so long as the aggregate square footage does not exceed the permitted amount of graphic area. These sign(s) may appear on any tenant elevation. Second story and above tenants may display their signage on any part of any building elevation of the building where that tenant is located.



2. Signs on awnings, canopies and window signage are allowed for each tenant. Said signage areas shall not count against the permitted graphics area for each tenant but shall be limited to the same amount of the sign area allowed for that tenant under item 1 above.

3. Mural Locations. Easton may create mural locations within the Easton Development. These locations may not advertise a specific product or user. These murals may be painted on the building elevation or a material containing the mural may be applied to the building elevation. Examples of this type of mural are attached as Exhibit 2. There are no size limitations for these murals.

If an individual tenant wants to use a murals to advertise its' business or products, that mural will be considered part of that tenant's graphic area. The tenant may exceed its square footage allowance as calculated in item 1 above by 25% if that additional square footage is used for amural.

4. Other types of signs that may be located within the 200 foot setback (see Exhibit 3 for examples of these signs) which shows the maximum size of each type of signs:

- a. Directional or wayfinding signage including banners for specific users or events (sign 6)
- b. Parking garage signage indicating available spaces (sign 9)
- c. Monument style signs on each side of any street (whether public or private that connects to Stelzer Road) (signs 2, 4, 5)
- d. Major pylons signage for the overall development including tenant panels (signs 1, 3, 7)
- e. Banners on light poles (sign 8)

5. Any of the signs outlined in paragraph 4 may be static or digital (automatic changeable copy sign) or a combination of both. These signs may also be off premise and may contain any tenant within the development. Digital (automatic changeable copy sign) signage shall comply with only Section 3377.08 (B)4 which requires that each message be held for a minimum of 8 seconds.

6. Any variances to these requirements shall go to the Graphics Commission.

7. Signage within 200 feet of the Primary Vehicular Arteries which is located adjacent to a public street shall be subject to the City's clean vision triangle requirements if applicable.



8. Signs within 600 feet of I-270 will comply with Columbus City Code Chapter 3379. The Interstate System unless variances are granted by the City's Graphics Commission.

9. Application GC20-002 was filed to permit signage at the top of the building at 4131 Worth Avenue. See Exhibits 4-1 and 4-2. That application has been incorporated into GC19-020. This section permits the subject building to have three (3) roof signs, those being on the north elevation consisting of 342 sq. ft., one on the east elevation consisting of 342 sq. ft. and one on the south elevation consisting of 186 sq. ft.

(B) Interior Boundary Zone

The way that Easton has developed over the years has created its own urban atmosphere. To reflect that urban feel and energy, greater flexibility is needed for the graphics in this area to complement the design and urban feel.

1. Any signage which is classified as within the Interior Boundary Zone as shown in Exhibit 1 would require a graphics permit and zoning clearance would be limited to a determination of whether the sign is located within the Interior Boundary Zone.

2. Such signage in that Interior Boundary Zone may consist of signage such as but not limited to murals which may or may not advertise a specific product or user wall signs, blade signs, banners and free standing sign. These signs may be digital (automatic changeable copy) and/or static. Pedestrian scale wayfinding signs (digital automatic changeable copy and/or static) are permitted throughout this area. Art/Sculptural Elements that may or may not contain tenant specific advertising are also permitted within the Interior Boundary Zone.

3. Signs mounted on or above the roof are permitted on buildings with two occupable floors or less, any building with three occupable floors or more would require approval from the Columbus Graphics Commission if the elevation is facing a primary vehicular artery. Notwithstanding the above requirements, signage may be installed on a water tower no matter where the water tower is located. Floor Level shall be defined as the actual number of guest occupied floors within the building. Roofs are not considered floors unless they can be occupied by guests. Brand elements may be applied to wall and roof surfaces.

4. Any of the signs permitted within the Interior Boundary Zone may be static or digital (automatic changeable copy) or a combination of both. These signs may also be off premise and may contain any tenant within the development. Digital (automatic changeable copy sign) signage shall comply with only Section 3377.08 (B)4 which requires that each message be held for a minimum of 8 seconds.

5. Signage within the Interior Boundary Zone which is located adjacent to a public street shall be subject to the City's clean vision triangle requirements if applicable.

6. Signs within 600 feet of I-270 will comply with Columbus City Code Chapter 3379. The Interstate System unless variances are granted by the City's Graphics Commission.

(C) Variances

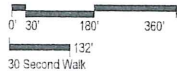
The applicant may go to the Graphics Commission to seek variances from these requirements or amend the Graphics Plan.

(D) Graphics Plan that still apply to this area: Application No 14320-00464

easton2020-graphicsplanupdate.1. (nct)  
2/28/20 S:Docs



PLAN KEY  
SCALE: 1" = 160'-0"



- PRIMARY VEHICULAR ARTERY
- 200' SETBACK FROM EDGE OF PRIMARY VEHICULAR ARTERY
- INTERIOR BOUNDARY ZONE
- SETBACK BOUNDARY ZONE

MORSE CROSSING

MORSE

EASTON WAY

STELZER

270

Ex 1



1-2-13

1-2-13



11. ELEVATION



02 BUILDING H - WEST ELEVATION

EASTON

Reasons for the change

Date: 10/2/10

Reasons for

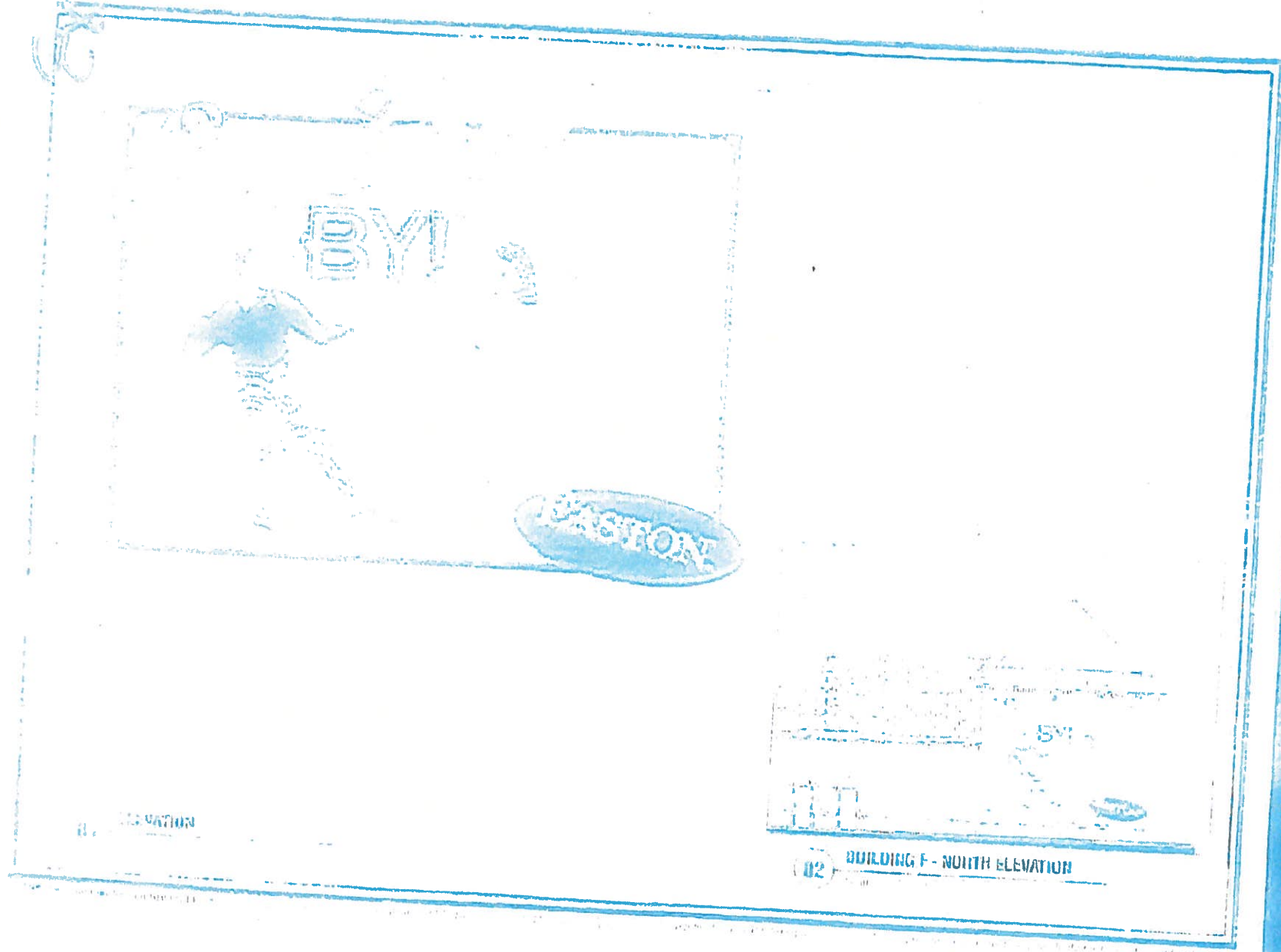
11	
12	
13	
14	

WALL GROUP  
BUILDING H





Ex-2



EASTON

Building Name: EASTON  
Date: 10/17/78  
Location:

WALL: NORTH  
BUILDING: 1



3-23

FANTON

Project No. 1-1001-100  
Date 10/27/66  
RANGE



WALL CURAI - BUILDING I



Bring

the entire family

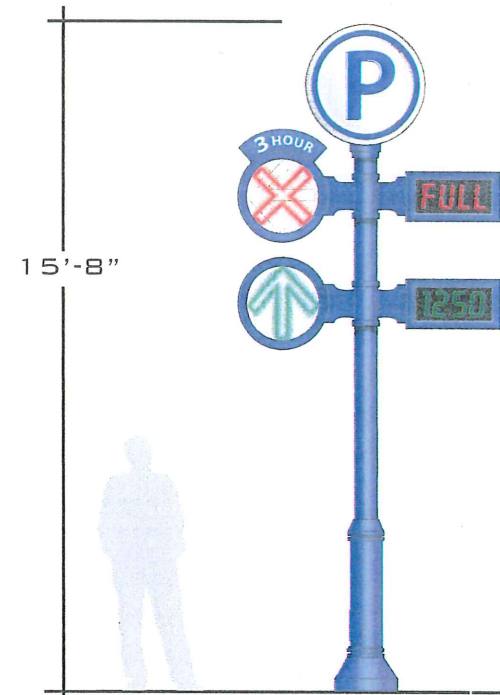


01 ELEVATION

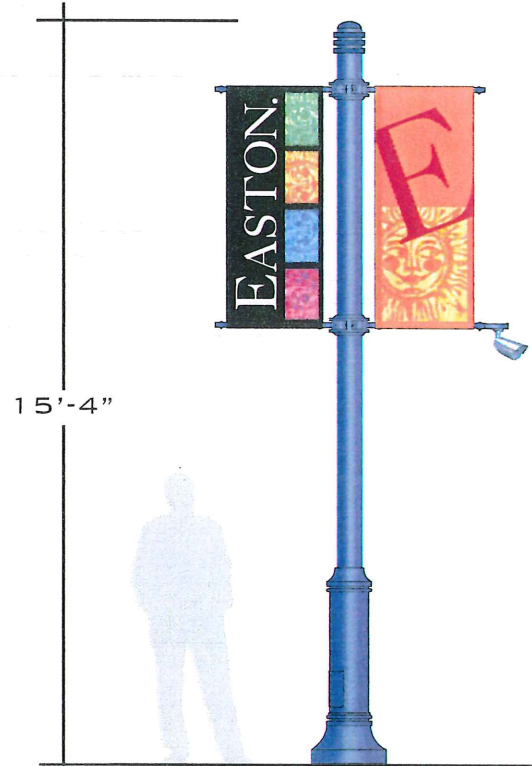


02 BUILDING F-NORTH ELEVATION

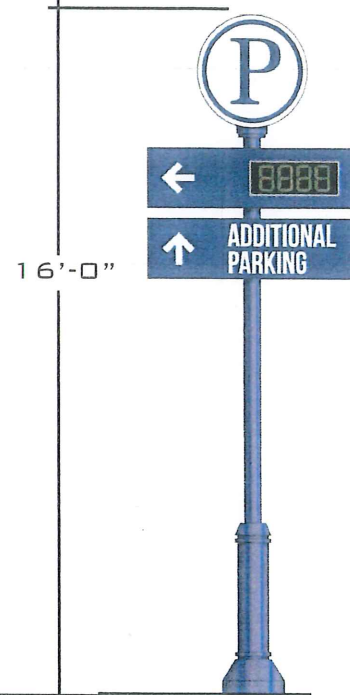
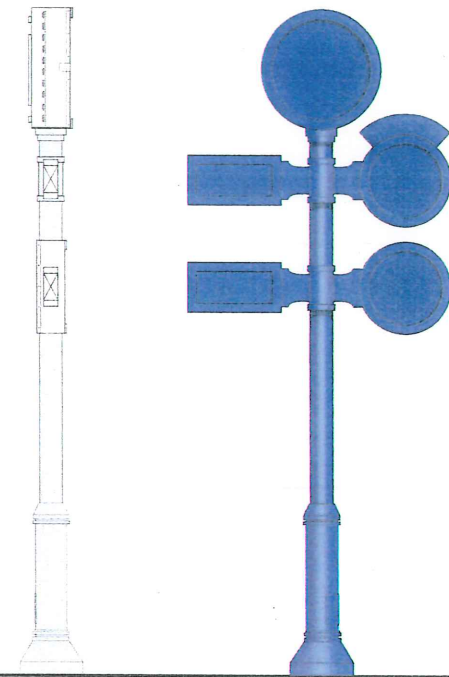




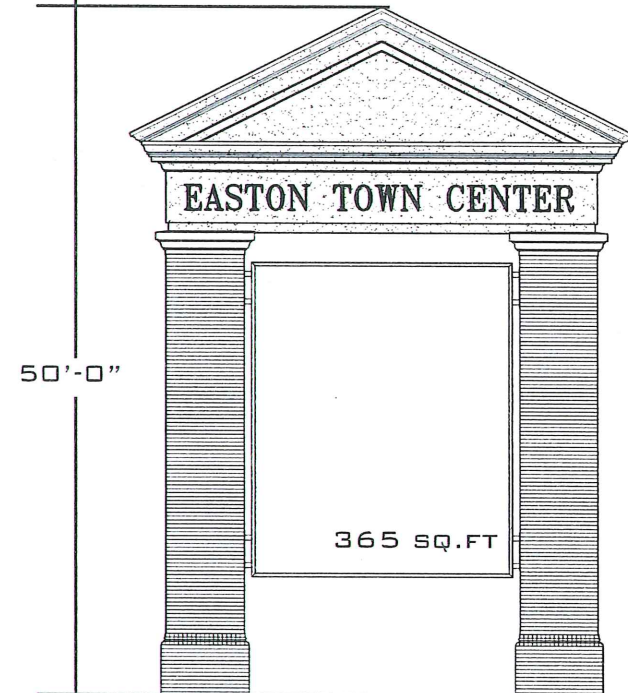
SIGN 10



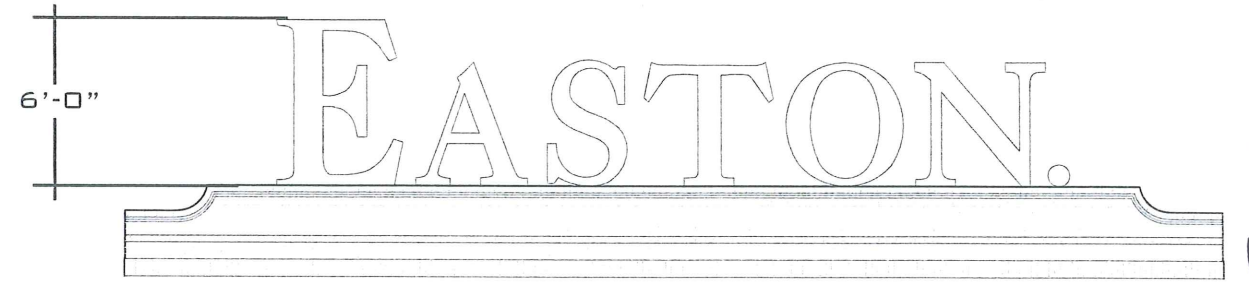
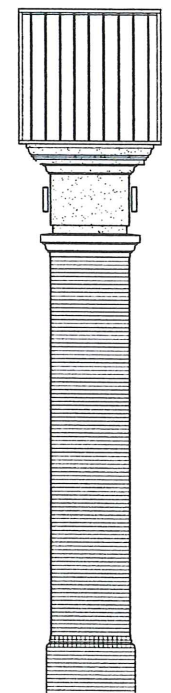
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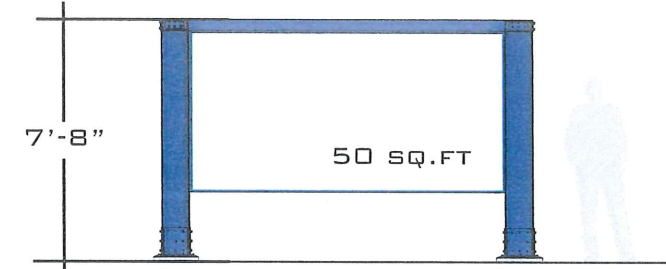
SIGN 9



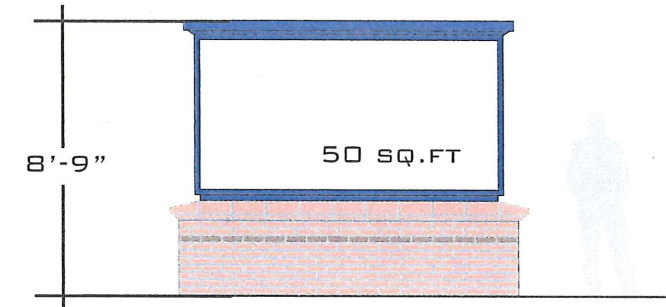
SIGN 7



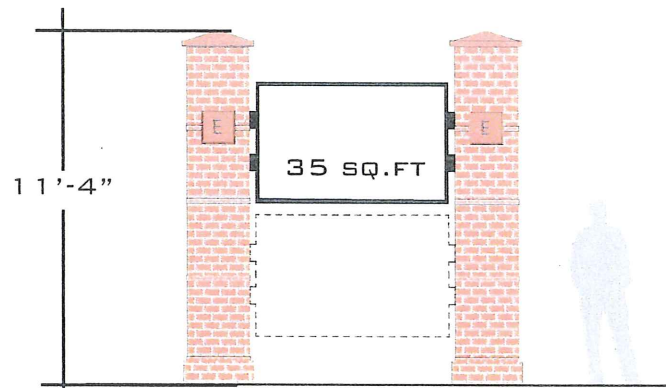
SIGN 6



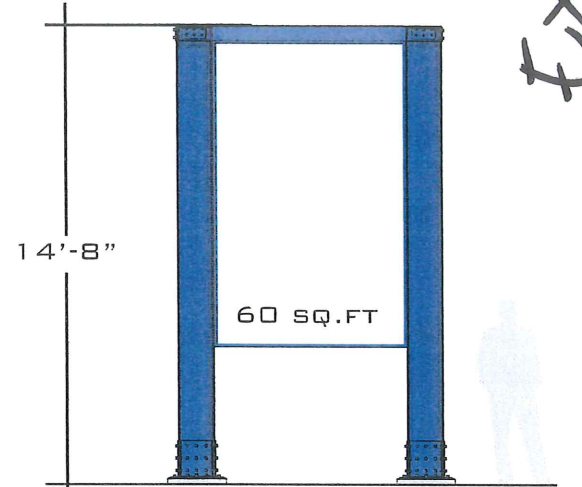
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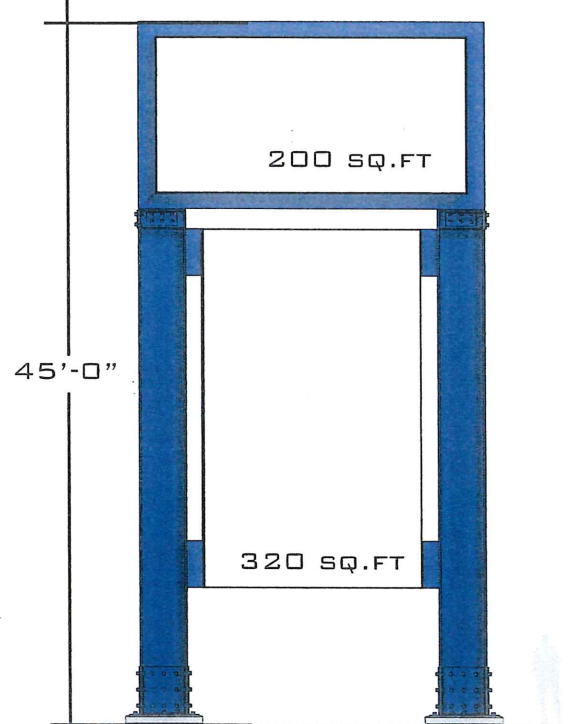
SIGN 4



SIGN 2



SIGN 3



SIGN 1

3-1  
Ex









Ex 3-3

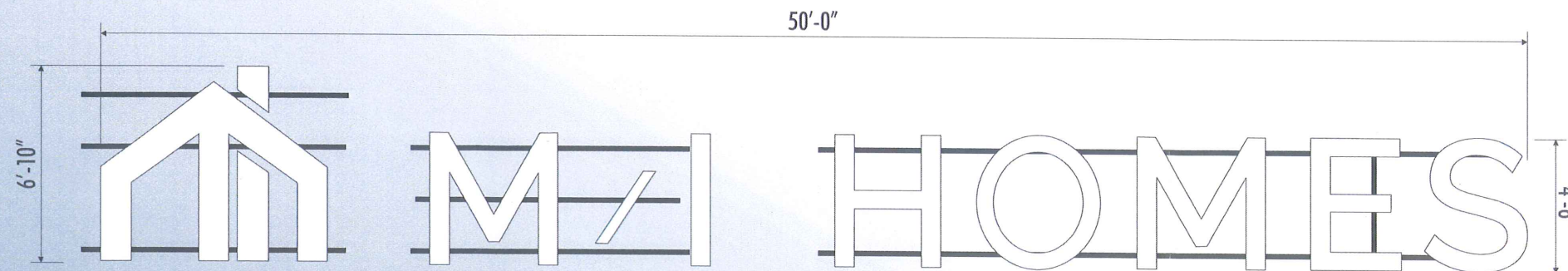




Ex 3-4



Ex4-1



## #S1-36801-R4: FLUSH MOUNT (LED) ILLUMINATED CHANNEL LETTERS

3/16" = 1'-0"

- LOGO: FABRICATED ALUMINUM WITH 1" ALUMINUM RETAINERS PAINTED WHITE.
- LOGO FACE: WHITE ACRYLIC.
- ILLUMINATION: WHITE LED

- LETTERS: BLACK ALUMINUM CHANNELS.
- LETTER FACES: WHITE ACRYLIC WITH BLACK TRIM-CAP.
- ILLUMINATION: WHITE LED.

- QTY: 2.

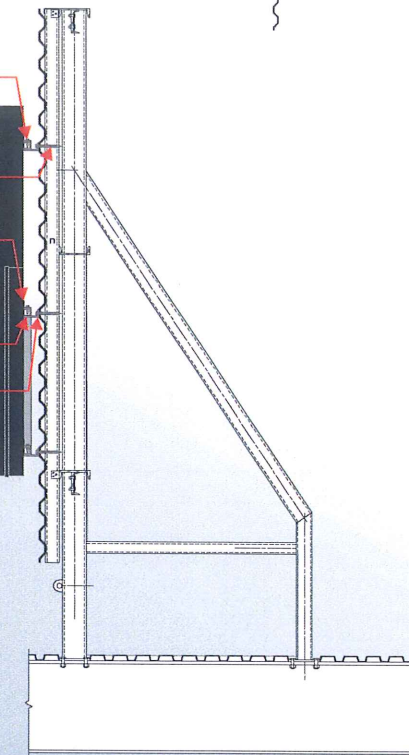
#14 SHEET METAL SCREW

3/8" DIAM. BOLT INTO 362S STEEL  
STUDS AT 48" O/C

2" X 2" X 3/16" ALUM. ANGLE

2" X 2" X 3/16" ALUM. TUBE

2" X 4" X 3/16" ALUM. ANGLE



EXISTING STOREFRONT

## COLORS

- ☐ WHITE
- ☒ BLACK

APPROVED-CUSTOMER

DATE



JOB NAME	MI HOMES	#S1-36801-R3
STREET	4131 WORTH AVE	
CITY, STATE	COLUMBUS, OH	
SIGN TYPE	CHANNEL LETTERS	

DATE	9/12/19	REV. DATE: 9/8/19
FILE NAME	MI HOMES.CDR	
DIRECTORY	ANYA > 2019 > M	

SCALE AS NOTED SALE MC DESIGNER AG

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PROPOSED CONCEPTUAL - NORTH ELEVATION

1/32" = 1'-0"

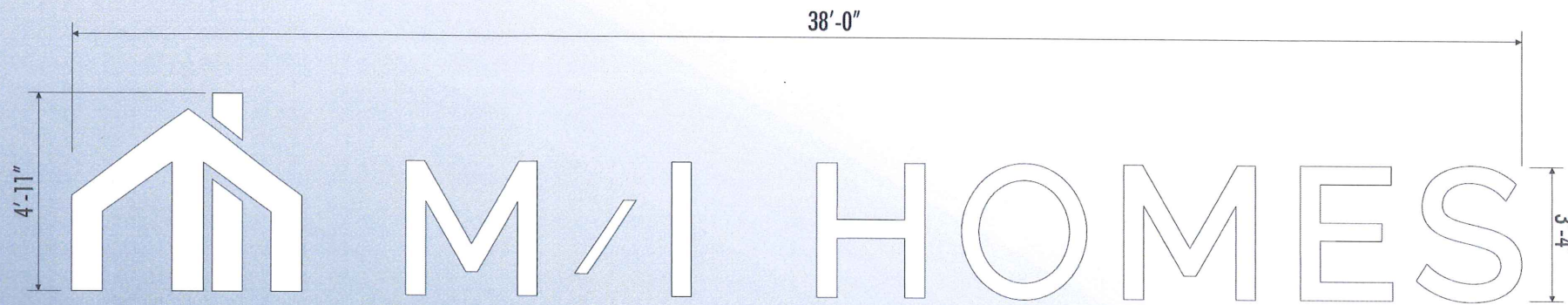


PROPOSED CONCEPTUAL - EAST ELEVATION

1/32" = 1'-0"



Ex 4-2



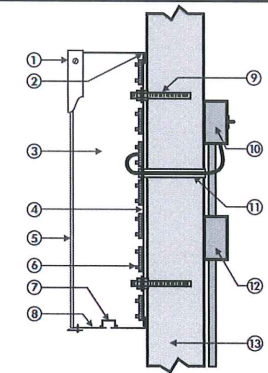
#S1-36801-R4: FLUSH MOUNT (LED) ILLUMINATED CHANNEL LETTERS

1/4" = 1'-0"

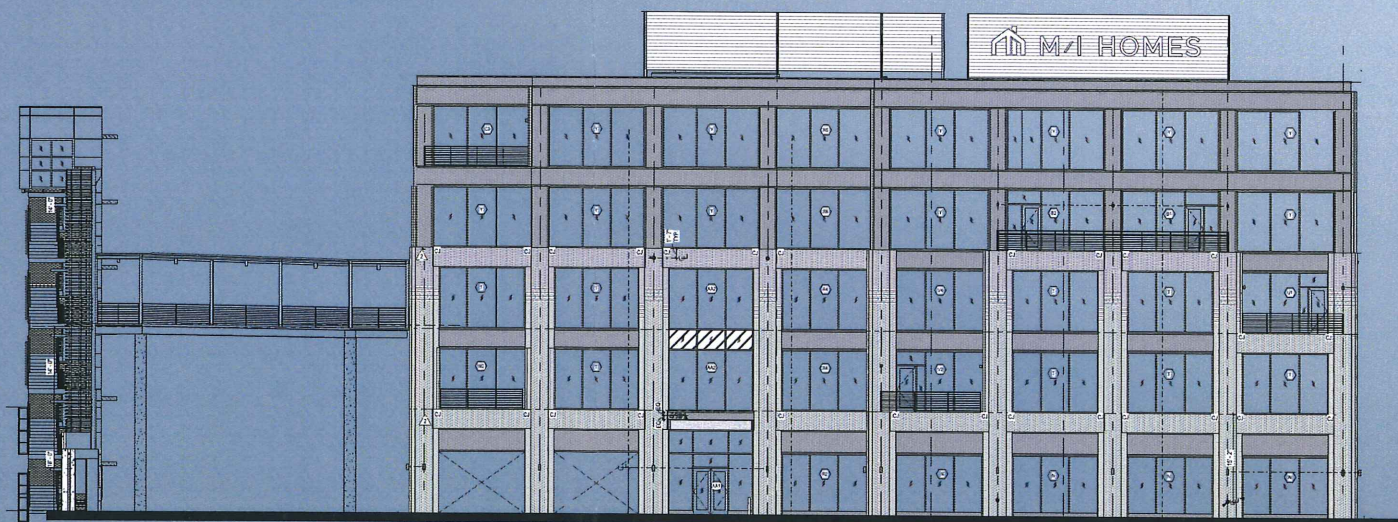
- LOGO/LETTERS: BLACK ALUMINUM CHANNELS.
- FACES: WHITE ACRYLIC WITH BLACK TRIM-CAP
- ILLUMINATION: WHITE LED.

- QTY: 1.

FLUSH MOUNT LED FACE-LIT CHANNEL LETTERS



1. FACE TRIM-CAP
2. SILICONE SEAL - TYPICAL
3. INTERIOR PAINTED WHITE
4. .063" ALUMINUM BACK
5. ACRYLIC FACE
6. LED MODULES
7. WEEP HOLES (BAFFLES AS REQUIRED)
8. .040 ALUMINUM RETURN
9. 1/4"D. X 4" LONG ALL-THREAD WITH SILICONE ADHESIVE
10. LOW VOLTAGE LED POWER SUPPLY WITH DISCONNECT
11. METAL PASS-THRU WITH 16GA LOW VOLTAGE WIRE
12. 20 AMP / 120 VOLT JUNCTION BOX BY OTHERS
13. EXISTING WALL (VARIES PER LOCATION)



PROPOSED CONCEPTUAL - SOUTH ELEVATION

1/32" = 1'-0"



Proudly Serving Central Ohio Since 1954

1640 Harmon Ave Columbus, Ohio, 43223  
(614) 444-3333 (FAX) 444-3026  
www.danitesign.com

UL LISTED via STANDARD UL48  
FILE NO:E60042 DaNITE SIGN CO.

For electrical illuminated signs. For non-illuminated signs, UL does not apply.

EXISTING STOREFRONT

COLORS

- ☐ WHITE
- ☒ BLACK

APPROVED-CUSTOMER

DATE



JOB NAME MI HOMES #S1-36801-R1  
STREET 4131 WORTH AVE  
CITY, STATE COLUMBUS, OH  
SIGN TYPE CHANNEL LETTERS

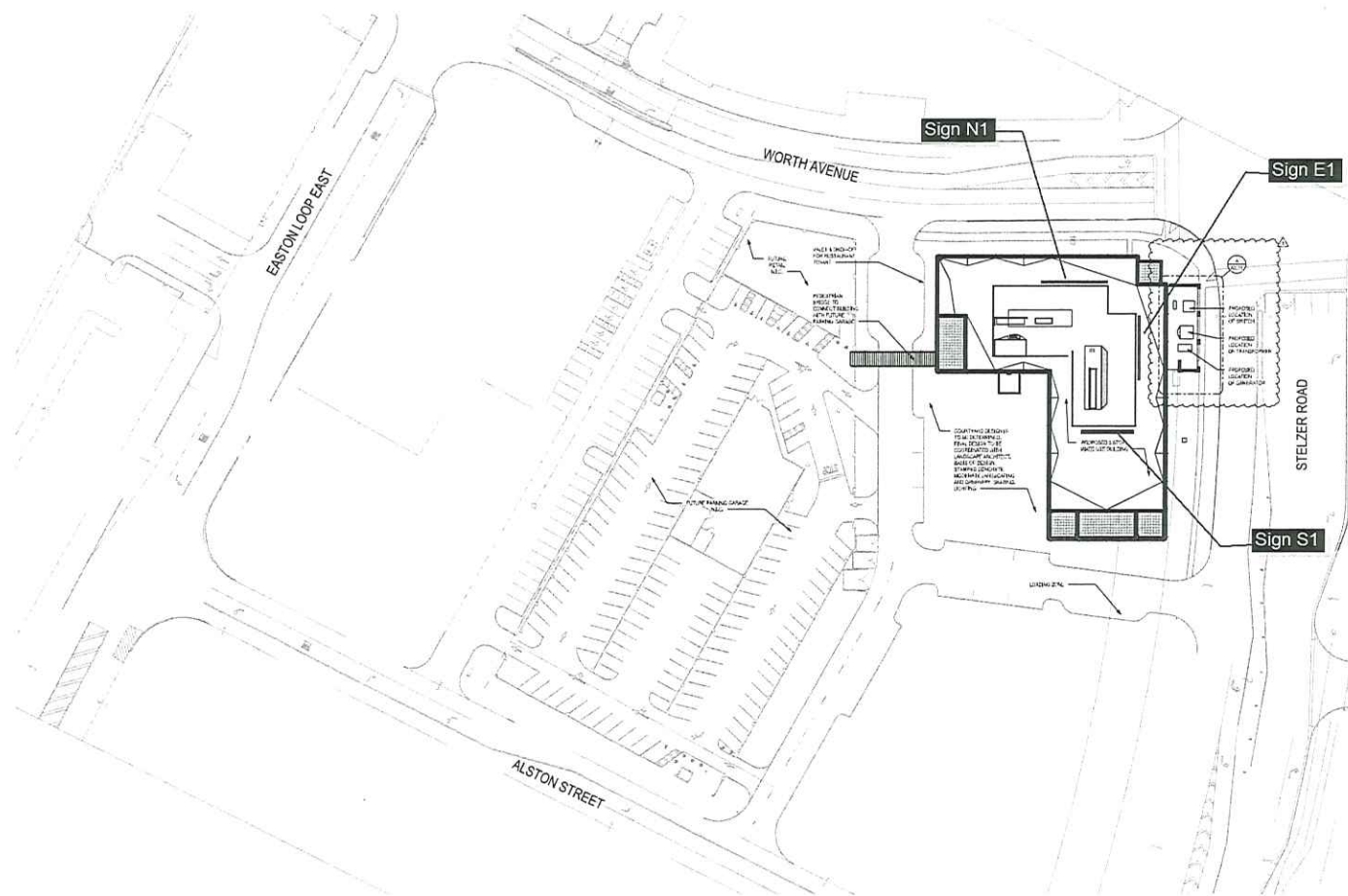
DATE 9/12/19 REV. DATE: 9/8/19  
FILE NAME MI HOMES.CDR  
DIRECTORY ANYA > 2019 > M

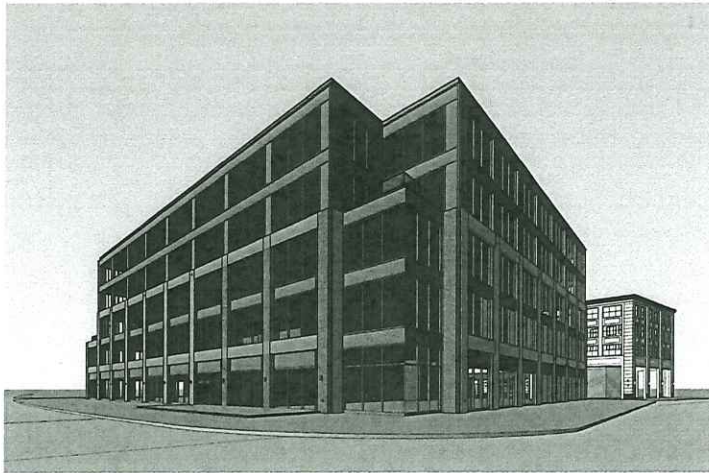
SCALE AS NOTED SALE MC DESIGNER AG

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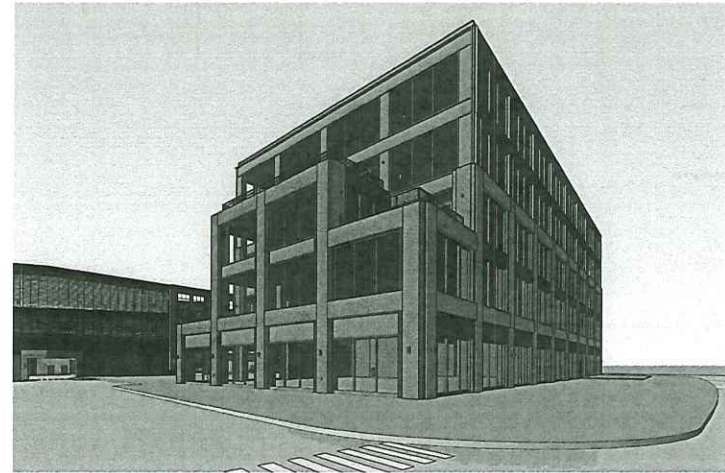




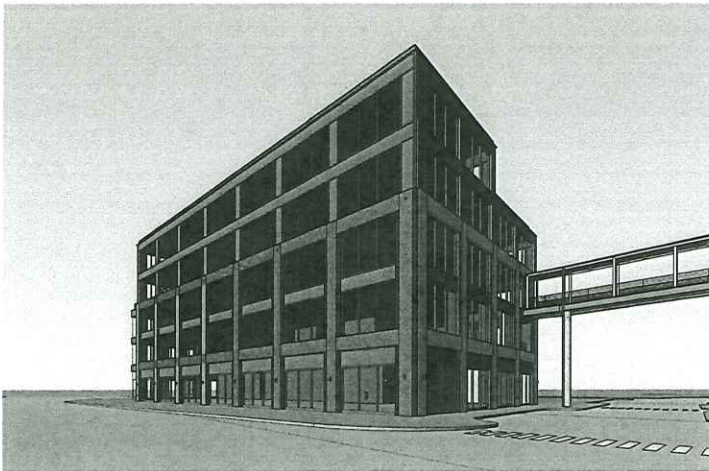




2 exterior perspective - northeast  
A3.26



3 exterior perspective - southeast  
A3.26



1 exterior perspective - northwest  
A3.26



4 exterior perspective - southwest  
A3.26



770 Third Street, Suite 202  
Columbus, Ohio 43212  
614.764.0407  
614.764.0127  
www.m-a-architects.com

CORE & SHELL

# EASTON MIDTOWN BLOCK OFFICE BUILDING

4131 WORTH AVE | COLUMBUS, OHIO 43219

STATUS



REVISION

NO.	DATE	DESCRIPTION

PROJECT NUMBER

2018.022

DESIGNER

M+A

DATE

02 AUG 2018

SHEET NAME

EXTERIOR PERSPECTIVES

SHEET NUMBER

architects



## 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) Jeffrey L. Brown  
of (COMPLETE ADDRESS) 37 W Broad St., #460, 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**

Georgetown Stelzer Office 1 LLC

**COMPLETE MAILING ADDRESS**

Three Limited Parkway, Columbus, OH 43230

SIGNATURE OF AFFIANT

Sworn to before me and signed in my presence this 13<sup>th</sup> day of January, in the year 2020

SIGNATURE OF NOTARY PUBLIC

My Commission Expires

Notary Seal Here



Natalie C. Timmons  
Notary Public, State of Ohio  
My Commission Expires 09-04-2020



Natalie C. Timmons  
Notary Public, State of Ohio  
My Commission Expires 09-04-2020

**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**

# North East Area Commission

"Together we can build a stronger community"

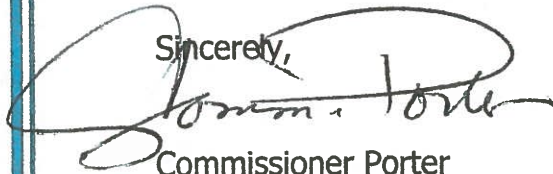
March 10, 2020

Phil Bennetch  
Department of Development  
Building & Development Services  
111 No. Front Street  
Columbus, OH 43215

Mr. Bennetch:

Subject: GC20-002, property known as 4131 Worth Ave, Columbus, OH 43219. The North East Area Commission at a public meeting on March 6, 2020, voted to approve the above application.

Sincerely,

A handwritten signature in dark ink, appearing to read "Commissioner Porter", is written over the word "Sincerely,".

Commissioner Porter

Cc: Elwood Rayford – NEAC Chair  
Jeffery Brown - Attorney