

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

02. Application No.: **GC20-009**
Location: **2843-2929 OLENTANGY RIVER RD. (43202)**, located the western portion of the parcel located at the northwest corner of Olentangy River Road and Old Ackerman Road., (010-103163, None).
Existing Zoning: CPD, Commercial Planned Development District
Request: Graphics Plan(s) to Section(s): 3382.07, Graphics plan.
To grant a Graphics Plan for a mixed use development.
Proposal: To install multiple wall, roof and ground signs for a new mixed use development.
Applicant(s): Prospect Wango, LLC
10 North High Street, Ste. 401
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-) 645-6350, JFFreise@Columbus.gov

BACKGROUND

- The 9.2 acre site is developed with a single-unit dwelling mixed use development near The Ohio State University.
- The applicant requests a comprehensive Graphics Plan to allow:

Roof signage:

To allow 4 roof top signs, each at 275 square feet; 2 on the east elevation and 1 each on the north and south elevations.

Wall signage:

To allow 2 development identification wall mounted signs. One east and one south: "The City" stacked in vertical format each to total 314 square feet. One major anchor tenant wall sign on east elevation in close proximity to anchor tenant space. This sign may be further sub-divided into two anchor tenants to equal same overall square footage of 111 square feet, and be mounted on an exposed decorative truss system as approximately shown on the east elevation.

*Total square footage of residential wall signs: 739 square feet.

Retail tenant storefront signage:

To allow individual retail tenants an overall sign allowance to meet code for CPD District based on individual lease front calculations. Tenant signage to be individual channel letters and logo boxes, at an overall height of 22". Per the included tenant criteria.

Ground signage:

To revise two existing freestanding multi-tenant pylon signs and retain overall height and square footage of existing structures.

Sign A) 40' overall height total graphic area of 251 sq. Ft and total sign area of 660 square feet.

Variance required for sections: 3372.806 (f)(2)(b) (c) - sign exceeds code by 10' height and exceeds code in sign area by 91 sq. Ft and overall sign area by 340 square feet.

Sections 3372.806 (g)(2)(4). There is some inclusion for masonry per intent of RCO overlay

Sections: 3377.11 (c) to increase portion of ground sign utilized to display tenant panels from 50% to 60 %

Sign B) 23' overall height, total graphic area or 130.76 square feet and total sign area of 276 sq.

Ft. Variance required for code section 3372.806 (g)(2)(4), sign base has some masonry per intent of RCO.

Sections: 3377.11 (c) to increase portion of ground sign utilized to display tenant panels from 50% to 60%.

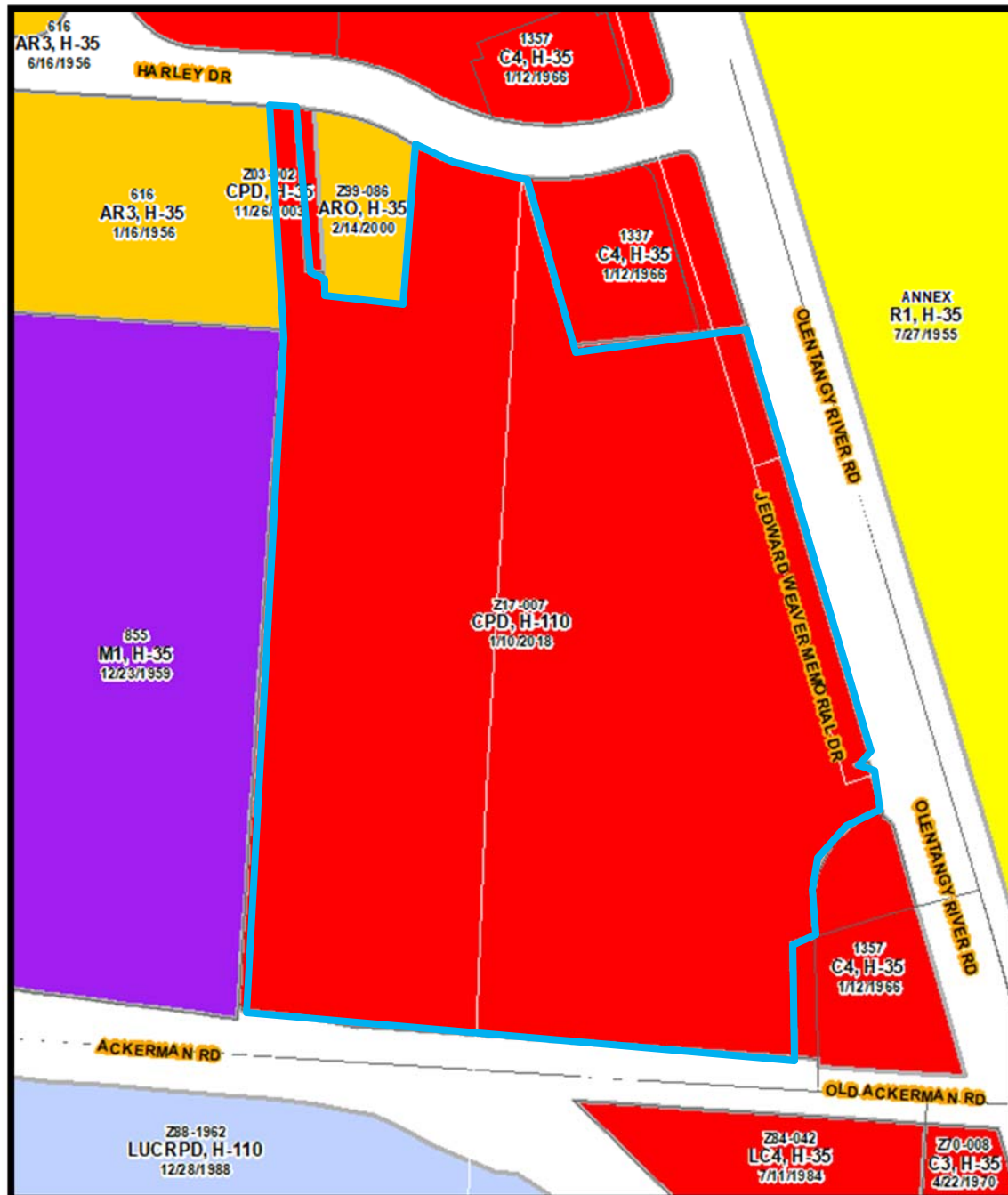
- 3382.07(H), Graphics plan- All general procedures required for the application for and approval of a graphics plan shall be required for any amendment to said approved graphics plan.
- The Olentangy West Plan (2013) recommends that signage be placed and sized such that they are keeping with the scale and size of the building facades and general streetscape. Roof signs and excessively large signs that interfere with visual character are discouraged.

CITY DEPARTMENTS' RECOMMENDATION: DISAPPROVAL

SUMMARY OF POSITION AND OUTSTANDING ISSUES, IF ANY: As stated in The Olentangy West Plan (2013), it is recommends that signage be placed and sized such that they are keeping with the scale and size of the building facades and general streetscape. Roof signs and excessively large signs that interfere with visual character are discouraged.

Staff does not support the rooftop signs and requests that the applicant explore projecting signs or wall signs on the mixed use building, and reduce the size of the monument signs, consistent with the plan's recommendations for Community Commercial Overlay standards.

SUBJECT TO COMPLIANCE WITH ALL CITY CODES.



GC20-009

2843-2929 OLENTANGY RIVER ROAD



GC20-009

2843-2929 OLENTANGY RIVER ROAD

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):

- ① Scale of Overall development requires functionally Scaled Signage that works with architecture.
- ② The development is larger and offers mixed use on same project that differentiate it from like district.
- ③ The Increased Scaled signs will allow for reasonable return in service.
- ④ Variance (plan) will not be injurious to neighboring properties and has spirit + intent of ordinance and graphics code.

Signature of Applicant _____

Date _____

11/13/19

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

THE CITY
2855-2945 OLENTANGY RIVER RD

GRAPHICS PLAN

CODE SECTION 3375.04 (D) (3)

11/13/19

TO PROVIDE COMPREHENSIVE GRAPHICS PLAN FOR BUILDING AND GROUND SIGNAGE FOR THE OVERALL DEVELOPMENT TO INCLUDE APPROXIMATELY 136,364 SQ FT RETAIL CENTER AND APPROX. 275 DWELLING UNITS, APPROXIMATELY 12.4 ACRES, UNDER COMMERCIAL PLANNED DEVELOPMENT DISTRICT (CPD). THE DEVELOPMENT TEXT HAS NO ADDITIONAL RESTRICTIONS.

DEVELOPMENT BUILDING SIGNAGE

ROOF SIGNAGE: SECTION 3377.26 – GRAPHICS PLAN REQUIRED TO ALLOW 4 INDEPENDENT ROOF MOUNTED IDENTITY SIGNS EACH AT 275 SQ. FT. LOCATIONS PER PLAN. 1 ON EACH NORTH AND SOUTH ELEVATIONS 2 ON EAST ELEVATION

VARIANCE REQUIRED FOR SECTION: 3377.26 (D). THE ROOF SIGN DOES NOT INCLUDE AN ENCLOSED BACKGROUND.

TOTAL SQUARE FOOTAGE OF ALL ROOF SIGNS: 1100 SQ. FT

WALL SIGNAGE: 2 DEVELOPMENT IDENTIFICATION WALL MOUNTED SIGNS. ONE EAST AND ONE SOUTH: “THE CITY” STACKED IN VERTICAL FORMAT EACH TO TOTAL 314 SQ. FT. ONE MAJOR ANCHOR TENANT WALL SIGN ON EAST ELEVATION IN CLOSE PROXIMITY TO ANCHOR TENANT SPACE. THIS SIGN MAY BE FURTHER SUB DIVIDED INTO TWO ANCHOR TENANTS TO EQUAL SAME OVERALL SQUARE FOOTAGE OF 111 SQ. FT, AND BE MOUNTED ON AN EXPOSED DECORATIVE TRUSS SYSTEM AS APPROXIMATELY SHOWN ON THE EAST ELEVATION.

TOTAL SQUARE FOOTAGE OF DEVELOPMENT WALL SIGNS: 739 SQ. FT

CALCULATIONS:

EAST ELEVATION: 77 X 700 SQ. RT (53900) 232 X MF 6 1392 ALLOWABLE SQ. FT.
TOTAL USED ON EAST IS (2 ROOF SIGNS, 1 VERTICAL WALL SIGN AND 1 MAJOR ANCHOR SIGN = 975 SQ. FT

SOUTH ELEVATION: 77 X 270 SQ. RT (20790) 144 X MF 6 865 ALLOWABLE SQ. FT
TOTAL USED ON SOUTH (1 ROOF SIGN AND 1 WALL SIGN) 589 SQ. FT.

RETAIL TENANT STOREFRONT SIGNAGE:

TO ALLOW INDIVIDUAL RETAIL TENANTS AN OVERALL SIGN ALLOWANCE TO MEET CODE FOR CPD DISTRICT BASED ON INDIVIDUAL LEASE FRONT CALCULATIONS. TENANT SIGNAGE TO BE INDIVIDUAL CHANNEL LETTERS AND LOGO BOXES, AT AN OVERALL HEIGHT OF 22". PER THE INCLUDED TENANT CRITERIA DESIGN DRAWINGS

GROUND SIGNS: CODE SECTION 3372.806

TO REVISE TWO EXISTING FREESTANDING MULTI TENANT PYLON SIGNS AND RETAIN OVERALL HEIGHT AND SQUARE FOOTAGE OF EXISTING STRUCTURES.

SIGN A) 40' OVERALL HEIGHT TOTAL GRAPHIC AREA OF 251 SQ. FT AND TOTAL SIGN AREA OF 660 SQ. FT

VARIANCE REQUIRED FOR SECTIONS: 3372.806 (D)(2)(B) (C) – SIGN EXCEEDS CODE BY 10' HEIGHT AND EXCEEDS CODE IN SIGN AREA BY 91 SQ. FT AND OVERALL SIGN AREA BY 340 SQ. FT.

SECTIONS 3372.806 (E)(1)). THERE IS SOME INCLUSION FOR MASONRY PER INTENT OF RCO OVERLAY

SECTIONS: 3377.11(C) TO INCREASE PORTION OF GROUND SIGN UTILIZED TO DISPLAY TENANT PANELS FROM 50% TO 60 %

SIGN B) 23' OVERALL HEIGHT, TOTAL GRAPHIC AREA OR 130.76 SQ. FT AND TOTAL SIGN AREA OF 276 SQ. FT.

VARIANCE REQUIRED FOR CODE SECTION 3372.806 (G)(2)(4) SIGN BASE HAS SOME MASONRY PER INTENT OF RCO

SECTIONS: 3377.11(C) TO INCREASE PORTION OF GROUND SIGN UTILIZED TO DISPLAY TENANT PANELS FROM 50% TO 60%

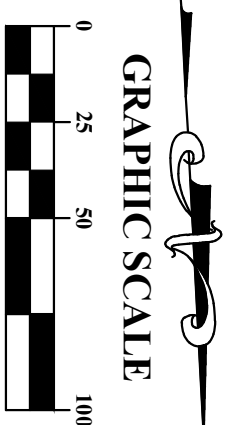
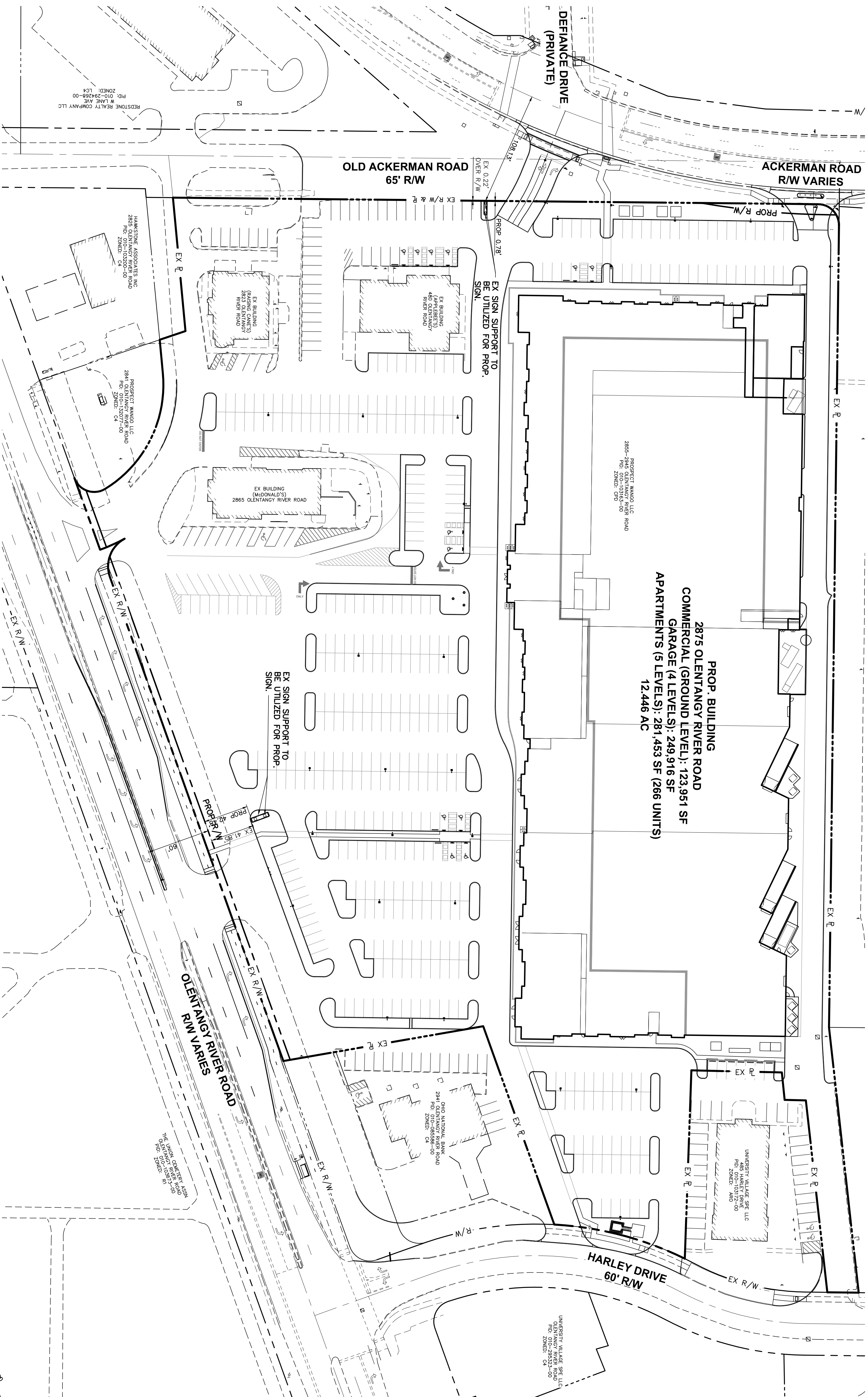
4/7/20

____ucc llc_____

OWNER SIGNATURE

4/7/20

DATE



**CITY OF COLUMBUS, OHIO
SIGN LOCATION EXHIBIT
FOR
UNIVERSITY CITY**

3Y:

ADVANCE
CIVIL DESIGN
ENGINEERS

422 BEECHER ROAD

ph 614.428.7750
fax 614.428.7755

V E Y O R S

SCALE: 1" = 50'
DATE: 04/08/2020

SHEET 1 / 1

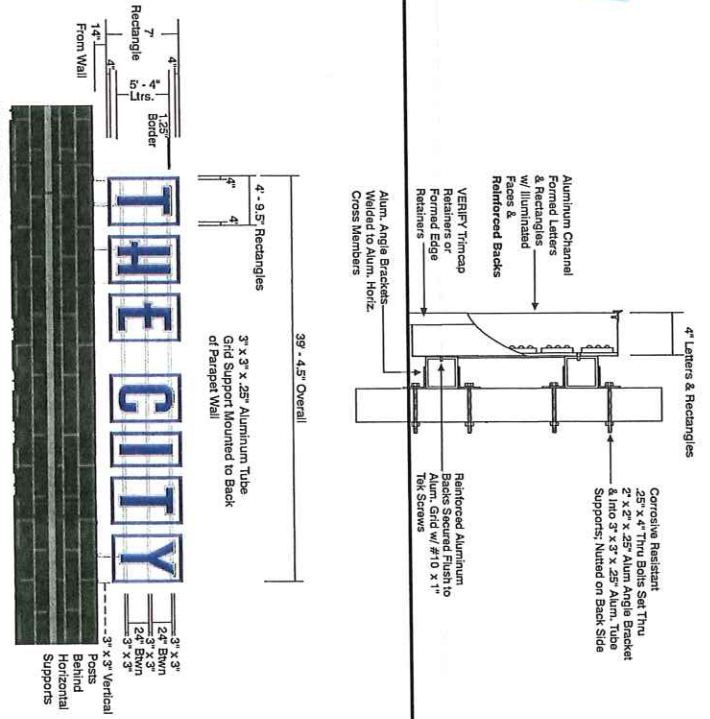


Scale 1/16" = 1' Measurements & Materials Shown as Approximate & Subject to Change

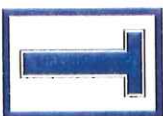
C1 EAST ELEVATION 2 Sets Total on East Elevation --Face Illuminated Graphics Mounted Support Grid



Scale 1/8" = 1'



Scale 3/32" = 1'



Colors: _____
 Letters - Illuminated Royal Blue
 Translucent Vinyl Faces with
 Illuminated White Edge Border.
 Frames - Illuminated Royal Blue
 Translucent Vinyl Faces.
 All Trimcap & Returns - Paint to
 Match Royal Blue Vinyl
 Grid Support - Map Satin Silver

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CLIENT APPROVAL _____ **DATE** _____

☐ **PRODUCTION** _____ **DATE** _____

☐ **DESIGN** _____ **DATE** _____

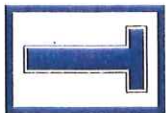
PROJECT NAME THE CITY **REVISION** 9-13-19

LOCATION _____ **DATE** 11-18-19

CITY/COUNTY _____ **STATE** _____ **DESIGN** 12-2-20

SALES RMR **DATE** 8-28-19

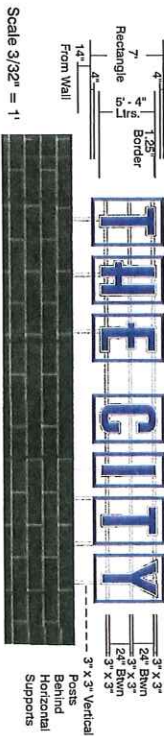
SIZE 14 **SCALE** 1/8\"/>



Colors—
 Letters - Illuminated Royal Blue
 Translucent Vinyl Faces with
 Illuminated White Edge Border.
 Frames - Illuminated Royal Blue
 Translucent Vinyl Faces.
 All Trincap & Returns - Paint to
 Match Royal Blue Vinyl
 Grid Support - Map Satin Silver

Scale 1/16" = 1' Measurements & Materials Shown as Approximate & Subject to Change

**(B1) SOUTH ELEVATION 1 Set Total on South Elevation -
 Face Illuminated Graphics Mounted Support Grid**

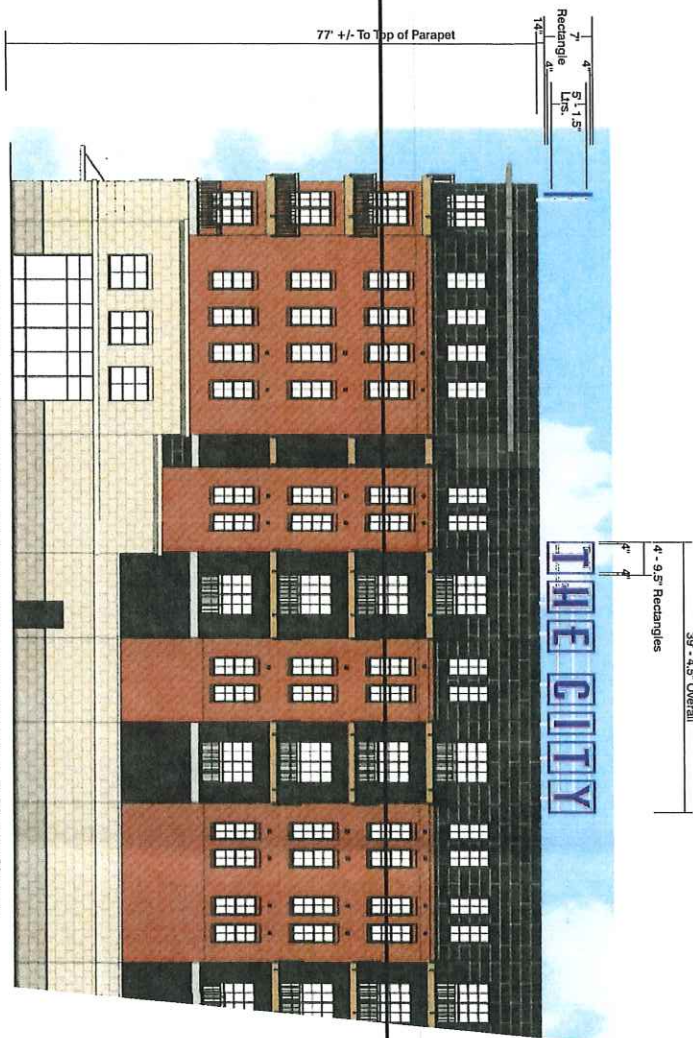


Scale 1/64" = 1'

Scale 3/32" = 1'



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 CLIENT APPROVAL _____ DATE _____
 PROJECT NAME THE CITY
 LOCATION CITY COLUMBUS STATE _____
 REVISION 9-13-19 SALES RVS
 11-18-19 1-16-20 DESIGN KO
 1-27-20 SIZE 14
 DATE 8-26-19
 SCALE 1/16" = 1'
 PROJECT# 19559

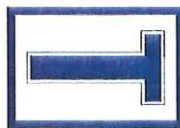
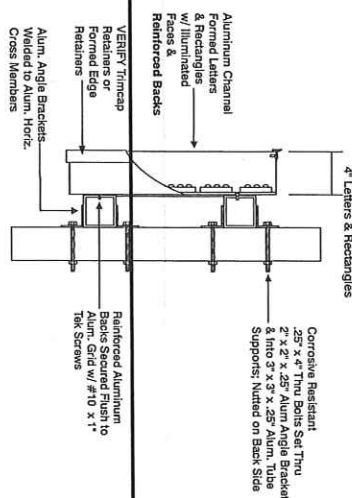


Scale 1/16" = 1' Measurements & Materials Shown as Approximate & Subject to Change

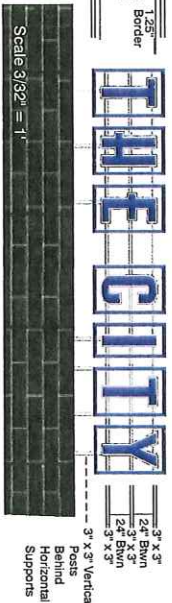
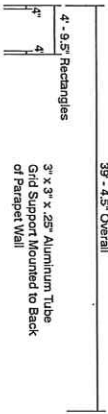
E1 NORTH ELEVATION 1 Set Total on East Elevation - Face Illuminated Graphics Mounted Support Grid



Scale 1/64" = 1'



Colors -
Letters - Illuminated Royal Blue
Translucent Vinyl Faces with
Illuminated White Edge Border.
Frames - Illuminated Royal Blue
Translucent Vinyl Faces.
All Trimcap & Returns - Paint to
Match Royal Blue Vinyl
Grid Support - Map Satin Silver

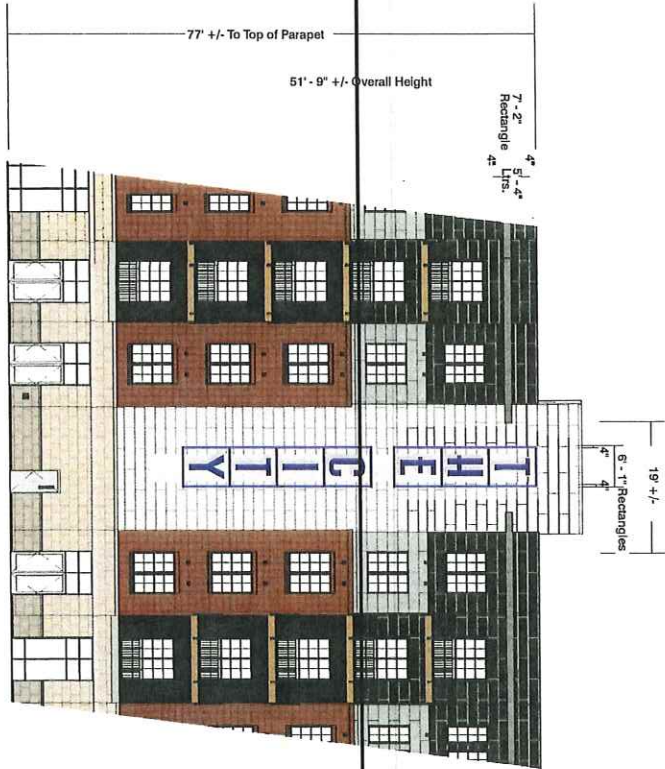


Scale 3/64" = 1'

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CLIENT APPROVAL _____ DATE _____
DESIGN APPROVAL _____
CITY COLUMBUS _____ STATE _____

PROJECT NAME THE CITY
LOCATION _____
REVISION 9-13-19 SALES RNS
11-18-19 11-18-20 DESIGN KD
12-7-20 SIZE 14
DATE 8-26-19
SCALE 1/8" = 1'
PROJECT# 19539



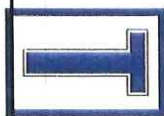
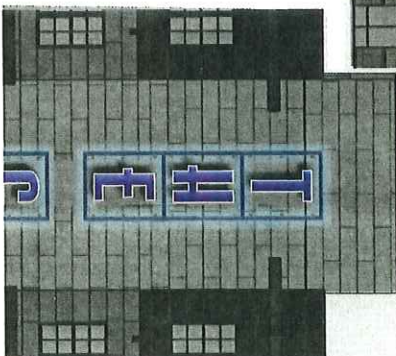
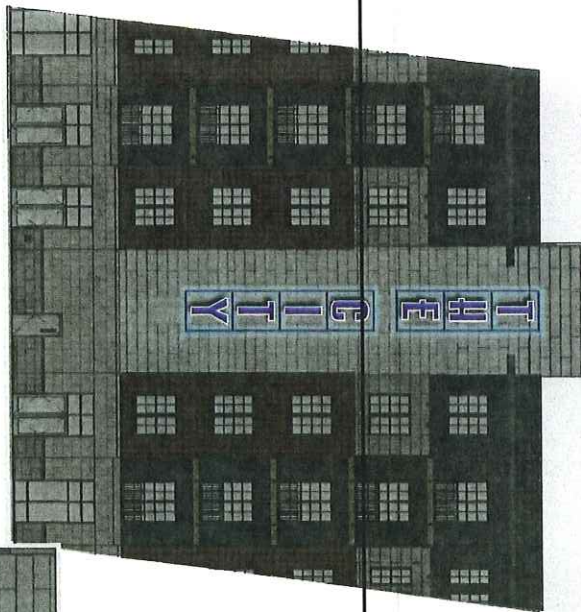
Scale 1/16" = 1' Measurements & Materials Shown as Approximate & Subject to Change

B3 SOUTH ELEVATION

**FACE ILLUMINATED &
HALO ILLUMINATED WALL GRAPHICS**

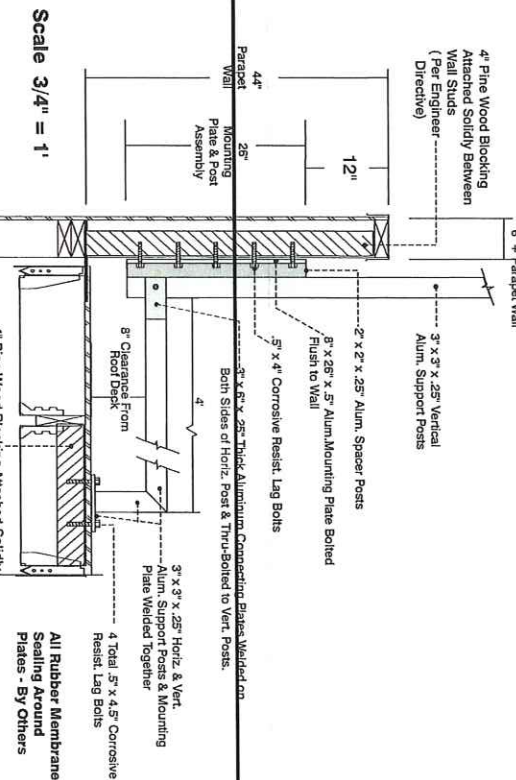


Scale 1/64" = 1'



1.25" Edge
Border on
Letters

Colors: —
Letters - Illuminated Royal Blue
Translucent Vinyl Faces with
Illuminated White Edge Border.
All Trimcap & Returns - Paint to
Match Royal Blue Vinyl
Frames - Painted to Match
Royal Blue Vinyl.
Halo Illumination
Behind Frames - Bright Blue
(TBD)



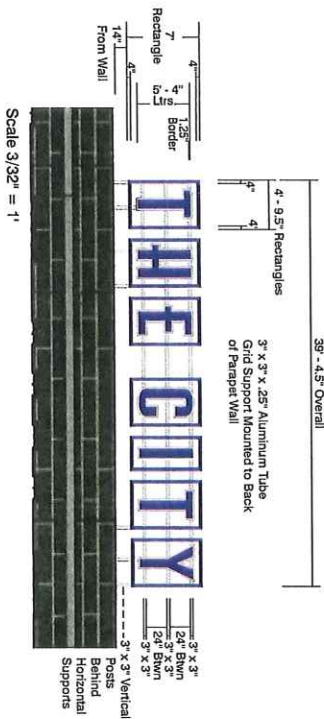
Scale 3/32" = 1'

29.5"	50.75"	40.5"	37"	30.5"
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Scale 3/4" = 1'

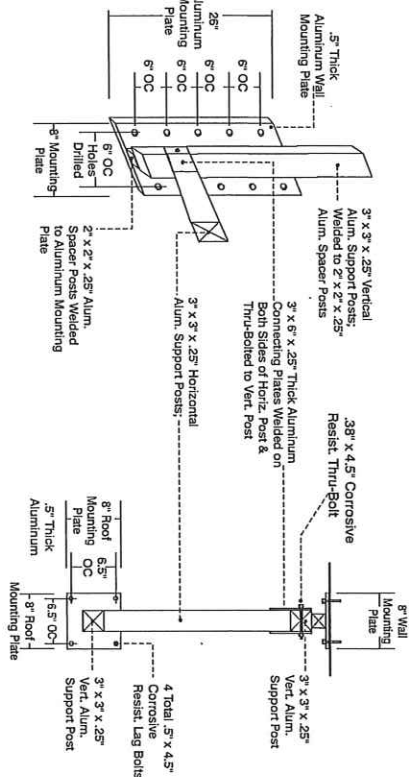
**4" Pine Wood Blocking Attached Solidly
Between Roof Supports (Per Engineer
Directive)**

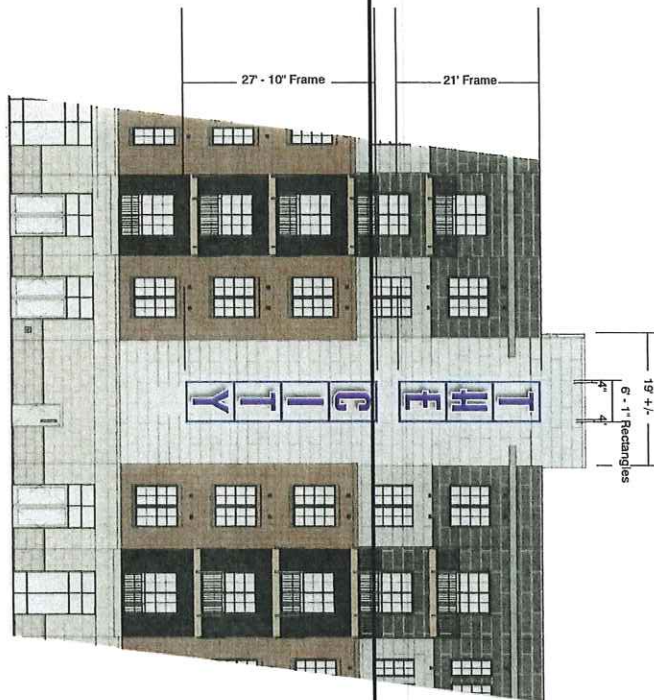
**All Rubber Membrane
Sealing Around
Plates - By Others**



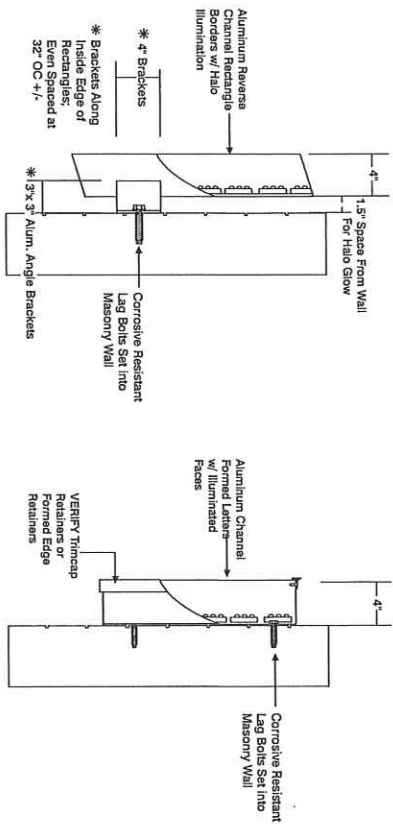
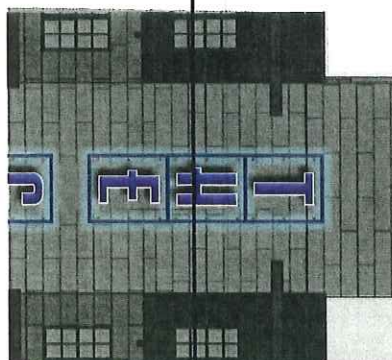
Scale 3/32" = 1'

(C2)
EAST ELEVATION
· 2 Sats Total on East Elevation · Face Illuminated Graphics Mounted Support Grid
Verify Information Shown





Colors:-----
 Letters - Illuminated Royal Blue
 Translucent Vinyl Faces with
 Illuminated White Edge Border.
 All Trimcap & Returns - Paint to
 Match Royal Blue Vinyl
 Frames - Painted to Match
 Royal Blue Vinyl.
 Halo Illumination
 Behind Frames - Bright Blue
 (TBD)



B4) SOUTH ELEVATION
FACE ILLUMINATED &
HALO ILLUMINATED WALL GRAPHICS

TENANT

22" MAX
Letter
Height

SCALE 3/8" = 1'

80% of 20 ft. Leased Space = 16'-0" MAX Width

Tenant Signage Criteria - LED-Illuminated Channel Letters

LETTER HEIGHT FOR TENANT'S STOREFRONT SIGNAGE LIMITED TO A MAXIMUM OF 22 INCHES.

TENANT'S GRAPHIC AREA MAY BE LIMITED TO ONE SQUARE FOOT OF GRAPHIC AREA PER ONE LINEAR FOOT OF LEASE STOREFRONT.

IN NO CASE SHALL THE HORIZONTAL WIDTH OF EACH TENANT'S GRAPHIC BE GREATER THAN A MAXIMUM OF 80% OF THE WIDTH OF SUCH TENANT'S STOREFRONT WIDTH AS SPECIFIED BY CITY OF COLUMBUS MUNICIPAL SIGN CODE.

LETTERS - INDIVIDUALLY FABRICATED .080" ALUMINUM CHANNEL LETTERS, 4" DEEP.

TRANSLUCENT ACRYLIC FACES ILLUMINATED WITH LED LIGHT CLUSTERS HOUSED INSIDE EACH SHAPE. FACES HELD IN WITH TRIMCAP RETAINERS.

LETTERS ARE MOUNTED TO FASCIA WITH A MINIMUM OF (3) 1/4" x 1" BOLT FASTENERS PER LETTER.

REMOTE ELECTRIC POWER UNITS USED. UL LISTED #E183594

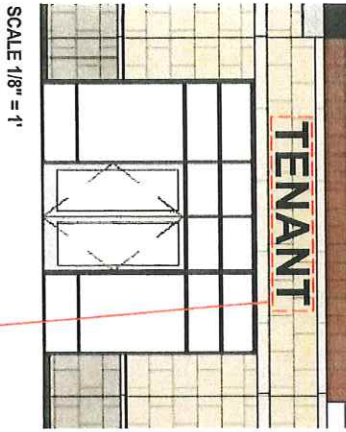
PRIMARY 120V ELECTRIC POWER BROUGHT TO SITE (BY OTHERS)

COLORS:

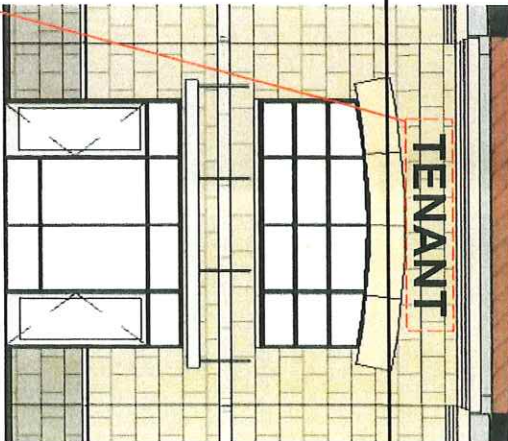
LETTER FACES - TBD

TRIMCAP & RETURNS - TBD

LANDLORD RESERVES THE RIGHT TO APPROVE ALL LAYOUTS
ALL DESIGN PROPOSALS MUST BE SUBMITTED IN WRITING FOR APPROVAL



SCALE 1/8" = 1'



SCALE 1/8" = 1'



SCALE 1/64" = 1'

VERIFY ALL MEASUREMENTS AND DIMENSIONS PRIOR TO PRODUCTION

PAGE 1

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signcom
Design • Fabrication • Erection • Service

CLIENT APPROVAL

DATE

☐ PRODUCTION
ART REQUIRED
Colors on Printed Documents
May Vary

PROJECT NAME UNIVERSITY CITY CENTER
LOCATION 2855-2945 OLIVANTING RIVER RD.
CITY COLUMBUS STATE OHIO

REVISION 1-23-19 2-19-19

SALES BMS
DESIGN BAF
SIZE 14

DATE 10-25-18
SCALE Noted
PROJECT# 18687

Tenant Signage Criteria - LED-Illuminated Channel Letters

LETTER HEIGHT FOR TENANT'S STOREFRONT SIGNAGE LIMITED TO A MAXIMUM OF 22 INCHES.

TENANT'S GRAPHIC AREA MAY BE LIMITED TO ONE SQUARE FOOT OF GRAPHIC AREA PER ONE LINEAR FOOT OF LEASE STOREFRONT.

IN NO CASE SHALL THE HORIZONTAL WIDTH OF EACH TENANT'S GRAPHIC BE GREATER THAN A MAXIMUM OF 80% OF THE WIDTH OF SUCH TENANT'S STOREFRONT WIDTH AS SPECIFIED BY CITY OF COLUMBUS MUNICIPAL SIGN CODE.

LETTERS - INDIVIDUALLY FABRICATED .080" ALUMINUM CHANNEL LETTERS, 4" DEEP.

TRANSLUCENT ACRYLIC FACES ILLUMINATED WITH LED LIGHT CLUSTERS HOUSED INSIDE EACH SHAPE. FACES HELD IN WITH TRIMCAP RETAINERS.

LETTERS ARE MOUNTED TO FASCIA USING CONCEALED STUDS AND SILICONE ADHESIVE INTO PRE-DRILLED BORES WITH A MINIMUM OF (3) 1/4" x 3" FASTENERS PER LETTER.

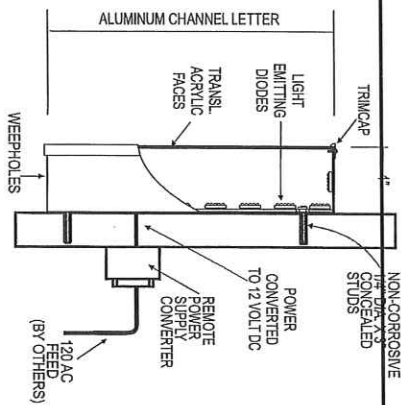
REMOVE ELECTRIC POWER UNITS USED. UL LISTED #E133594

PRIMARY 120V ELECTRIC POWER BROUGHT TO SITE (BY OTHERS)

COLORS:

LETTER FACES - TBD

TRIMCAP & RETURNS - TBD



VERIFY ALL MEASUREMENTS AND DIMENSIONS PRIOR TO PRODUCTION

PAGE 2



**1 Total ---- NEW D.F. ILLUMINATED TENANT PYLON SIGN,
(B) BUILT TO UTILIZE EXISTING SUPPORT PIPES
& FOUNDATIONS**



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) _____

of (COMPLETE ADDRESS) 10 N. High St Suite 401 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

COMPLETE MAILING ADDRESS

Jim Weiler

10 N. High St Suite 401 Columbus OH

Jill Weiler

10 N. High St Suite 401 Columbus OH 43215

Dawn Barkley

10 N. High St Suite 401 Columbus, OH 43215

Robert J. Weiler Jr.

10 N. High St Suite 401 Columbus, OH 43215

SIGNATURE OF AFFIANT _____

Sworn to before me and signed in my presence this 7th day of November, in the year 2019

Shana Vollmar

SIGNATURE OF NOTARY PUBLIC

2-11-2021

My Commission Expires

Notary Seal Here



SHANA VOLLMAR
NOTARY PUBLIC
STATE OF OHIO
COMM. EXPIRES
02-11-2021

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