



GRAPHICS COMMISSION APPLICATION

City of Columbus, Ohio • Department of Building & Zoning Services
757 Carolyn Avenue, Columbus, Ohio 43224 • Phone: 614-645-7433 • www.columbus.gov

OFFICE USE ONLY

Application Number: # 13320-00830
Date Received: 11 NOV. 2013
Commission/Civic: FAR NORTH
Existing Zoning: _____ Application Accepted by: HF Fee: \$1900
Comments: _____

TYPE(S) OF ACTION REQUESTED

(Check all that apply)

- Variance Graphics Plan Special Permit Miscellaneous Graphic

Indicate what the proposal is and list applicable code sections. State what it is you are requesting.

Describe Seeking relief for additional height of a freestanding pylon sign (sec. 3377.16 C.) restricted to 25' in overall height, relief is being requested due to grade change of the abutting roadway. Also seeking relief of sections 3375.06, E(1)(2)(3), restricted to 1 sign oriented to freeway, sign copy limited identification, and no changeable copy sign.

LOCATION

1. Certified Address Number and Street Name 375 Hutchinson Ave.
City Columbus State Ohio Zip 43235
Parcel Number (only one required) 610-201410

APPLICANT

2. Name Value Place
3. Address 8621 E. 21st St. North, Ste. 250 City/State Wichita, KS Zip 67206
4. Phone # 316-631-1370 Fax # 316-631-1333 Email _____

PROPERTY OWNER(S)

2. Name BOCKEYB HOLDINGS / CROSSWOODS LLC
3. Address 1301 DUBLIN RD #200 City/State COLUMBUS OH Zip 43215
4. Phone # 614-469-8222 Fax # 614-469-8222 Email COLEGEANES@GMAIL.COM

Check here if listing additional property owners on a separate page.

ATTORNEY / AGENT (CIRCLE ONE)

8. Name Luke Troyer
9. Address 6001 Nintz Parkway City/State South Bend Zip 46628
10. Phone # 574-232-5114 Fax # 574-237-6166 Email lat@sesbranding.com

SIGNATURES

11. Applicant Signature _____
12. Property Owner Signature _____
13. Attorney / Agent Signature _____



CITY OF COLUMBUS

DEPARTMENT OF BUILDING AND ZONING SERVICES

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One Stop Shop Zoning Report Date: Wed Nov 6 2013

General Zoning Inquiries: 614-645-8637

SITE INFORMATION

Address: 375 HUTCHINSON AVE COLUMBUS, OH
Mailing Address: 1304 DUBLIN RD STE 200
COLUMBUS OH 43215

Owner: BUCKEYE HOSPITALITY CROSSWOODS LL
Parcel Number: 610201410

ZONING INFORMATION

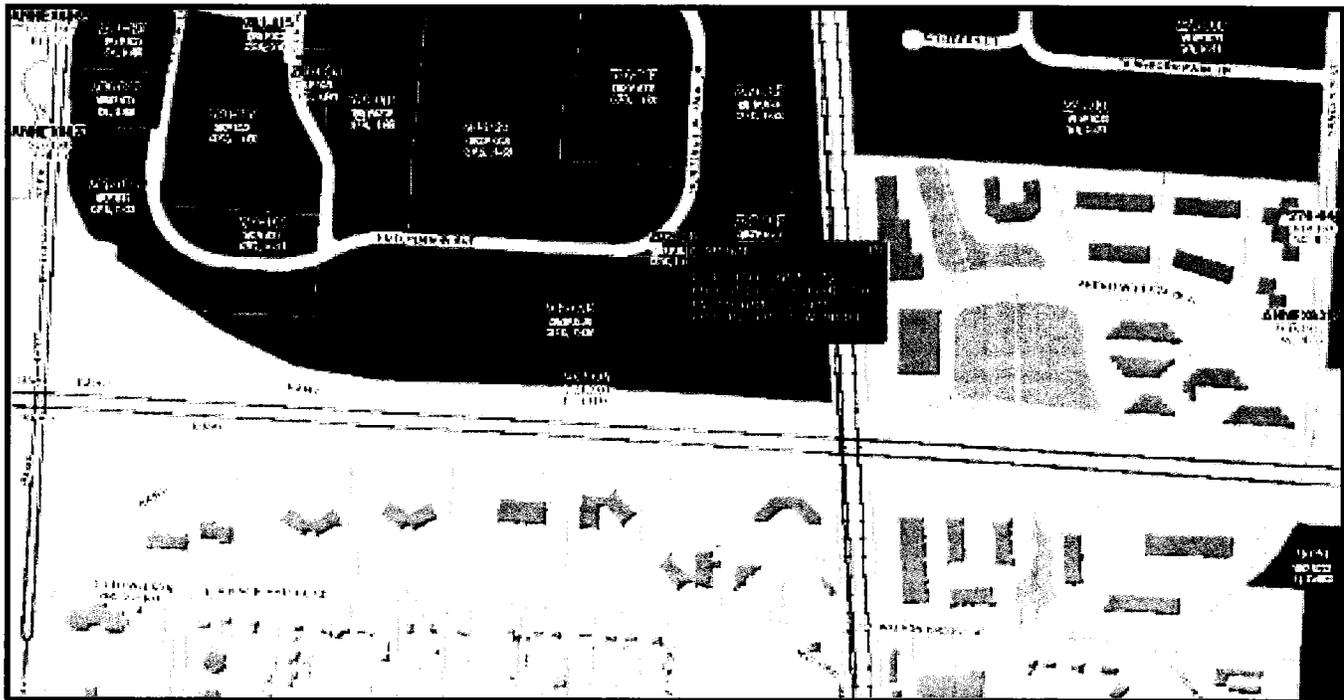
Zoning: Z81-115, Commercial, CPD
effective 6/21/1982, Height District H-35
Board of Zoning Adjustment (BZA): 08311-00000-00002
Commercial Overlay: N/A
Graphic Commission: N/A
Area Commission: N/A
Planning Overlay: N/A

Historic District: N/A
Historic Site: No
Council Variance: N/A
Flood Zone: OUT
Airport Overlay Environs: N/A

PENDING ZONING ACTION

Zoning: N/A
Board of Zoning Adjustment (BZA): N/A

Council Variance: N/A
Graphic Commission: N/A





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I/We BUCKEYE HOSPITALITY CROSSWOODS LLC hereby grant Site Enhancement Services, acting sign agent, the right to proceed with the variance requested for the site that is located at 375 Hutchinson Ave. Columbus, OH 43235 (PIN: 610-201410). We have reviewed the proposed pylon sign drawings, and will allow Site Enhancement Services to move forward with the requested relief to the Graphics Commission.

Corporate Representative's Name: COLE FARRIS

Representative's Signature: [Signature]

Company Name: BUCKEYE HOSPITALITY CROSSWOODS LLC

Address: 1301 DUBLIN RD
#200

Phone Number: 614-469-8222

Position: PRES

Date: 11/16/13



(M) = Item required for Miscellaneous Graphics Commission action, including banners.

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AFFIDAVIT

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(See next page for instructions)

APPLICATION # _____

STATE OF OHIO
COUNTY OF FRANKLIN

Being first duly cautioned and sworn (1) NAME Luke Troyer
of (1) MAILING ADDRESS 6001 Nimitz Parkway South Bend, IN 46628
deposed and states that (he/she) is the applicant, agent, or duly authorized attorney for same and the following is a list of the name(s) and mailing address(es) of all the owners of record of the property located at
(2) per CERTIFIED ADDRESS FOR PROPERTY 375 Hutchinson
for which the application for a rezoning, variance, special permit or graphics plan was filed with the Department of Building and Zoning Services, on (3) _____

(THIS LINE TO BE FILLED OUT BY CITY STAFF)

SUBJECT PROPERTY OWNERS NAME
AND MAILING ADDRESS

(4) Buckeye Hospitality Crosswoods LLC

1301 Dublin Rd. Ste #200
Columbus, OH 43215

APPLICANT'S NAME AND PHONE #
(same as listed on front of application)

Value Place
316-631-1370

AREA COMMISSION OR CIVIC GROUP
AREA COMMISSION ZONING CHAIR OR
CONTACT PERSON AND ADDRESS

(5) Far North Columbus Communities Coalition
Gloria Humes ghumes771@gmail.com
771 Wynstone Dr. Louis Center, OH 43055

and that the following is a list of the names and complete mailing addresses, including zip codes, as shown on the County Auditor's Current Tax List or the County Treasurer's Mailing List, of all the owners of record of property within 125 feet of the exterior boundaries of the property for which the application was filed, and all of the owners of any property within 125 feet of the applicant's or owner's property in the event the applicant or the property owner owns the property contiguous to the subject property:

(6) PROPERTY OWNER(S) NAME (6A) ADDRESS OF PROPERTY (6B) PROPERTY OWNER(S) MAILING ADDRESS

List will be provided on separate page titled "Property Owners"

(7) Check here if listing additional property owners on a separate page.

SIGNATURE OF AFFIANT

Subscribed to me in my presence and before me this _____

SIGNATURE OF NOTARY PUBLIC

My Commission Expires: _____

(8) [Signature]
day of November, in the year 2013

(8) [Signature]
8/26/2017

Notary Seal Here



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STATEMENT OF HARDSHIP

APPLICATION # _____

3382.05 Variance.

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

- 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 or 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 the 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 zoning district.

I have read Section 3382.05 Variance, and believe my application for relief from the requirements of the Graphics Code satisfies the four criteria for a variance in the following ways:

Please see attached "Statement of Hardship" document.

Signature of Applicant

Date

11/8/13

Statement of Hardship

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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 situation peculiar to the premises itself:

This variance request is for addition height for a single freestanding sign. We propose a height of 60ft as opposed to the code allowed 35ft due to the circumstances created by the road conditions in the area and the 29' topographical grade change. The property abuts Interstate 270 and is in close proximity of an exit ramp from and due to the high rate of speeds that motorist will be traveling, additional height is required in order to provide these travelers with a safe way finding tool. The property is near an exit ramp, which means the signage must be visible from a greater distance than normal in order to allowed motorist time to see and read the message from a distance that will allow for drivers to conduct a safe traffic maneuver and make the exit off of the roadway. The primary role of the driver is to control, guide, and navigate the vehicle. This requires the driver to maintain safe driving speed, proper spacing between vehicles, steering and task performance. If motorists are unable to clearly identify the desired establishment, their attention is diverted from the primacy of driving, and they may react in a potentially unsafe manner by making sudden stops, unsafe lane changes or illegal u-turns. The additional wall sign requested is needed to identify the building and provide advanced notification to motorists traveling the thoroughfare. The building setback of 164 feet makes the building difficult to distinguish and the wall sign will attach the Value Place brand with the building, providing adequate recognition. An EMC apart of the freestanding sign is also requested to provide motorists traveling 270 with information on our price points, services, and locational amenities which are essential to Value Place locations success.

If the signs are forced to be held under the guidelines of the ordinance it will jeopardize the integrity of the site as well as the advance notification to any vehicular traffic on Interstate 270. The amount of traffic volume and the speed at which the motorists are traveling makes the need for easily readable signage even more abundant. The hotels clientele are typically not patrons from Columbus; rather, they are from out of town and not familiar with area. The location of the site in relation to the major access roads makes adequate signage even more critical. Value Place location causes patrons to seek on premise signs for way-finding and navigational information. We believe that the proposed sign package will properly identify the site and allow for safe vehicular travel.

2. Differentiate the premises in the same zoning district and the general vicinity

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Value Place feels that this request will blend well with the surrounding area and provide a benefit for the motorists who use the roadways. This site is currently zoned C-4, the bases to determine the height of a freestanding sign is determined by the setback and conditions of the roadway directly in-front of the site. Even though this site is located off of a local access road, this site is directly abuts Interstate 270. We are simply proposing signage that is prominent throughout this same zoning district and general vicinity of our site.

3. Prevent a reasonable return in service, use or income compared to other conforming premises in the same district

This proposal is to provide Value Place Hotels with adequate signage that will provide minimal return for this site. This is a new development, and people are unfamiliar with Value Place's location. The advanced notification this sign will provide helps to ensure the safe vehicular travel of motorists familiar and unfamiliar with this area. Approval of the proposal will not be detrimental to the neighborhood and the spirit of the Zoning Ordinance. The purpose of the Zoning Ordinance is to create a visual environment that promotes aesthetically pleasing as well as public safety. Value Place feels that this request will blend well with the surrounding area and provide a benefit for the motorists who use the roadways. This will in turn allow for the property values of the adjacent properties to increase as well as benefit from additional consumers in the area. Most of Value Place's guests typically do not have reservations; rather they decide to stay upon seeing its signs along the roadway. Without adequate visibility of signage, motorists would continue to another destination. This results in a loss of taxable dollars for the City of Columbus from not only Value Place, but the other businesses which would have been reaping the benefits of a flourishing hotel. The proposal is in line with the spirit of the ordinance as it will serve as an effective means of communication and promote both economic growth and vehicular safety.

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 this Graphics Code.

The granting of the variance will not confer Value Place Hotels any special privilege that is denied by code to the surrounding properties. The variance request is in line with the intent of the ordinance and surrounding businesses. This is a commercial corridor where people are expecting to see signs in order to guide them. This sign package will not affect any other property in the surrounding area. It will not block any other business's sign or location and it will not be intrusive in any way. Value Place Hotels is

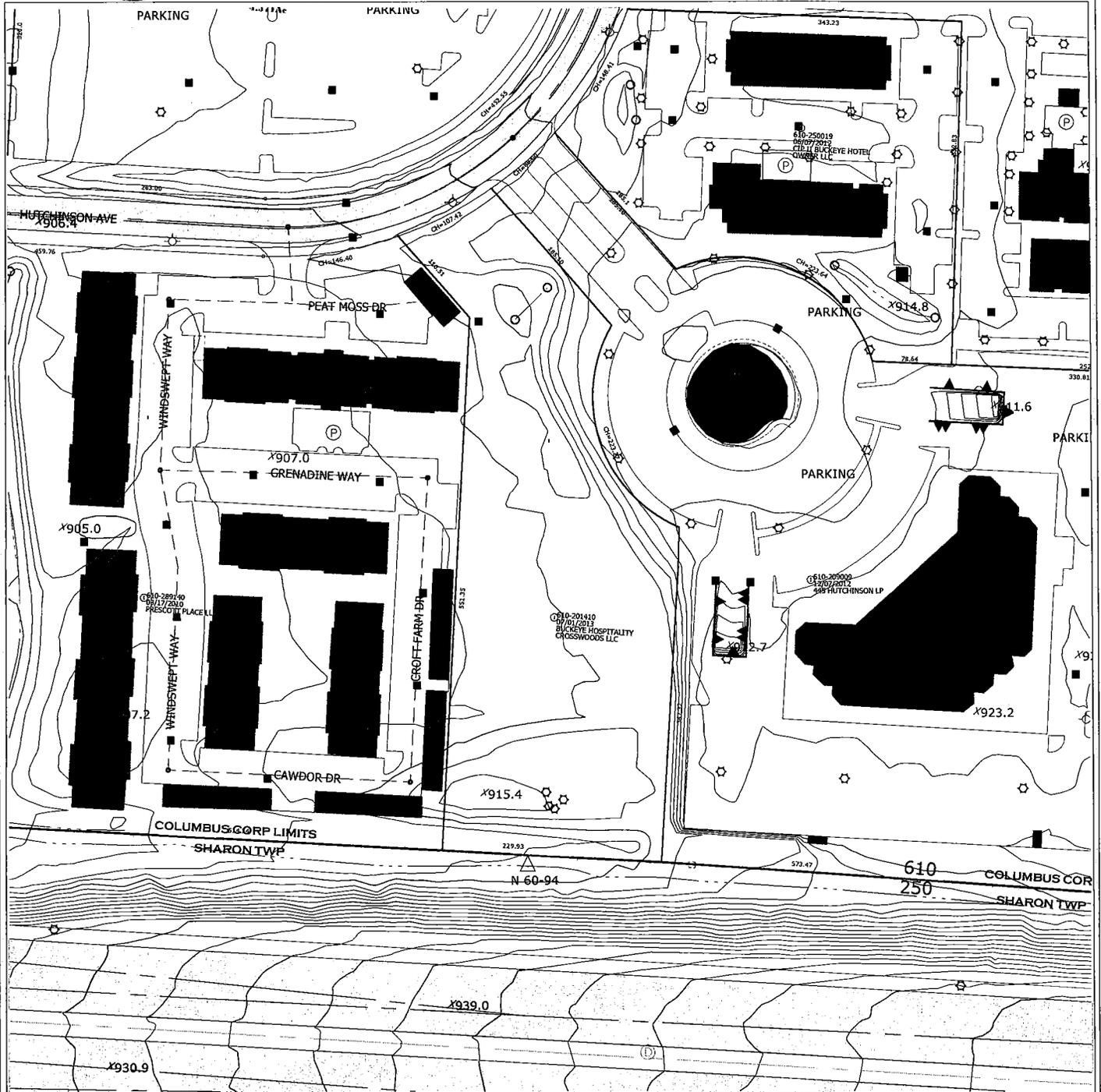
asking for signage that will provide motorists the advanced notification they need to safely maneuver into this business corridor. The signage will also provide an effective way-finding tool for motorists that are traveling and are unfamiliar with this location. The granting of the variance will be in line with the surrounding properties and their signage because of the significant size and heights of the surrounding signage, which provides motorists traveling on Interstate 270 information about this business corridor.

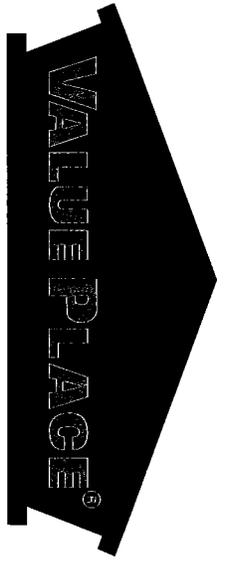
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CLARENCE E MINGO II FRANKLIN COUNTY AUDITOR

MAP ID: c DATE: 11/7/13





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Sign Submittal
375 Hutchinson Ave
Columbus, OH
November 8, 2013

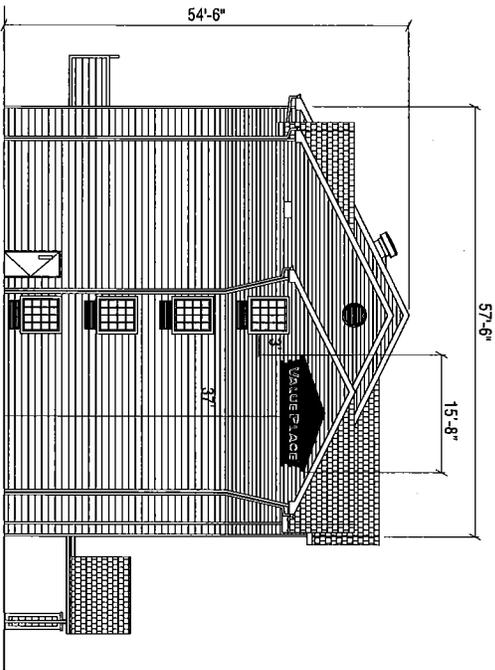
- - Code Allowed Signage
- - Variance Required Signage



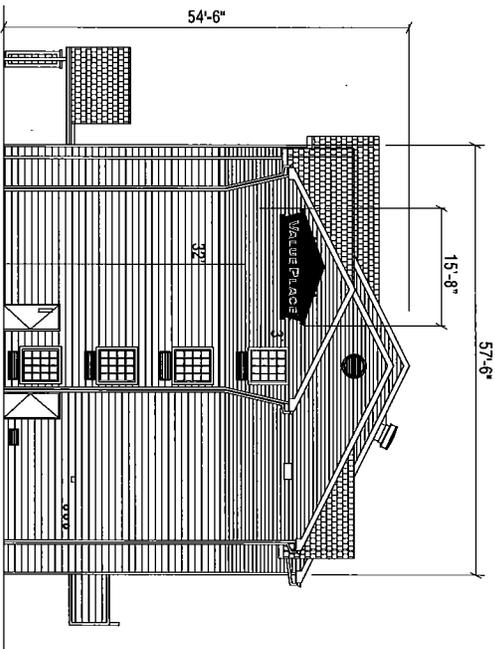
Scale: 1"=80'



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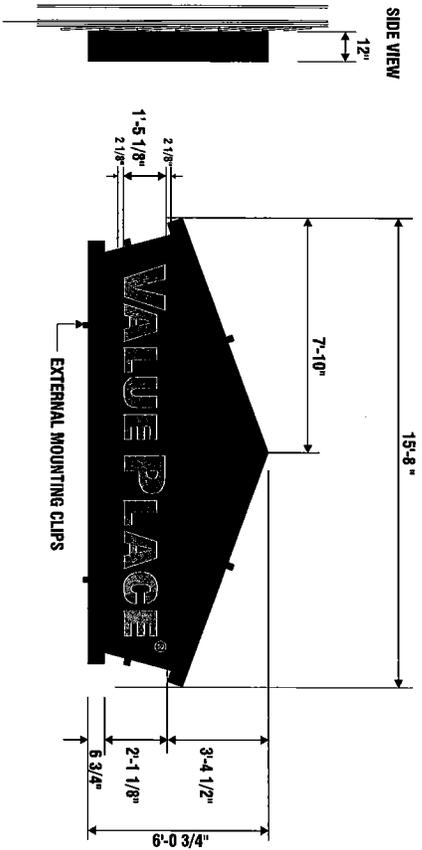


NORTH ELEVATION SCALE 1/16" = 1'
SIGN TYPE **(A)**



SOUTH ELEVATION SCALE 1/16" = 1'
SIGN TYPE **(B)**

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#125 WALL SIGN CABINET (FLEX FACE 2) / GEO SQ.FT. = 67.5

SIGN TYPE **2**
SIGN TYPE **B**

TWO REQUIRED

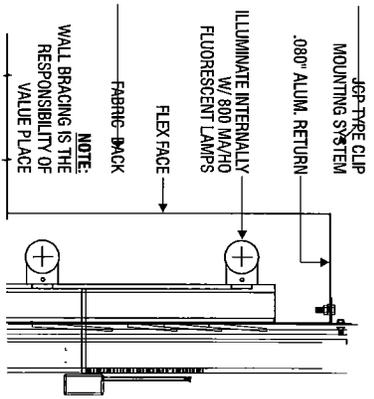
SPECIFICATIONS:

- STRUCTURE IS TO BE 1" MILLIKEN TUBING STAPLE SYSTEM. THE FACE IS ARLON WF BACKGROUND W/ ARLON VINYL'S APPLIED. THE BACK IS WHITE OPAQUE BANNER FABRIC THE SIDES ARE SKINNED W/ PRE FINISHED .063 BLACK ALUM. (NO RETAINERS)
- INTERNALLY ILLUMINATED BY H.O. LAMPS. ONE 1'S SPREAD DOUBLE TOWARD THE BOTTOM AND ONE 4' SPREAD DOUBLE TO LIGHT UP 'valueplace'. THE RED AND WHITE PORTION OF THE FACE WILL BE COMPLETELY OPAQUE AT NIGHT.
- (8) 2" X 2" EXTERNAL ANGLE CLIPS FOR FLUSH TO WALL MOUNTING.

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

ELECTRICAL REQUIREMENTS	
SIGN - Amps	5
Circuits	1
E.M.C. - Amps	NA
Circuits	NA
TOTAL - Amps	5
Circuits	1

ELECTRICAL PRIMARY TO WITHIN 5'-0" OF SIGN LOCATION THE FINAL HOOK UP TO BE BY THE CUSTOMER'S CERTIFIED ELECTRICIAN.
ALL BRANCH CIRCUITS, INCLUDING GROUND AND NEUTRAL, TO BE DEDICATED TO SIGNS ONLY AND NOT SHARED WITH OTHER LOADS



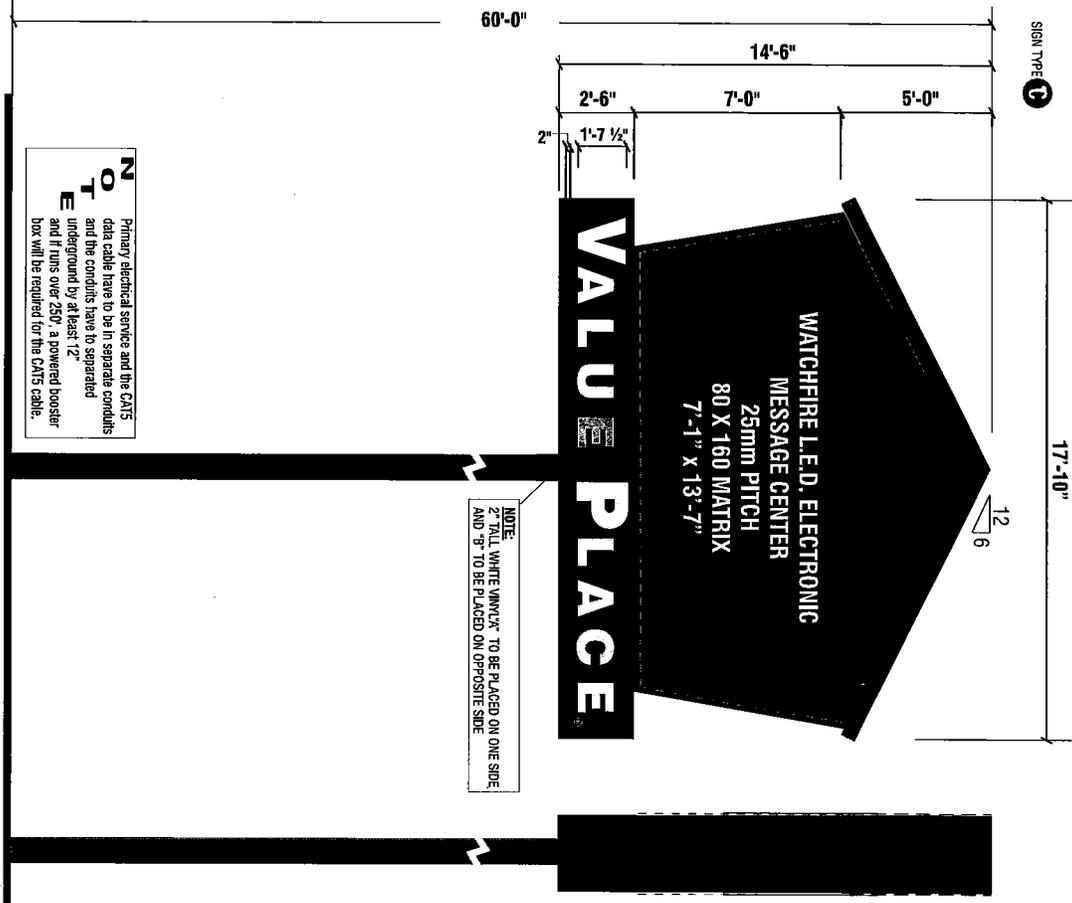
TYPICAL FABRICATION DETAIL

NOT TO SCALE

- ELECTRICAL REQUIREMENTS**
- 1-20 AMP CIRCUIT DEDICATED**
STUBBED OUT IN THE MIDDLE OF THE SIGN.
FINAL HOOK UP BY SIGN INSTALLERS

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Varial

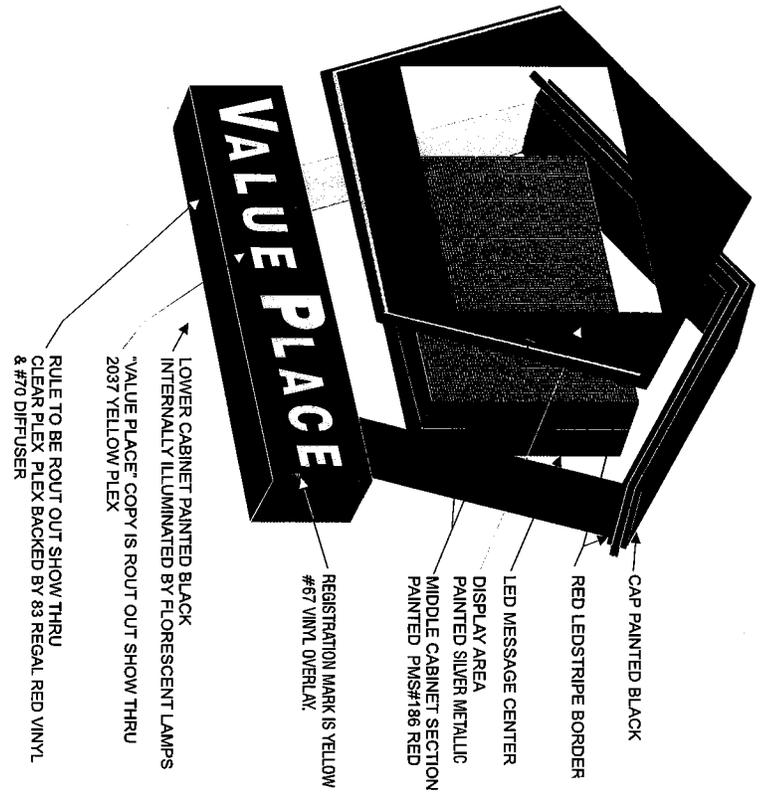


#250 PYLON SIGN STRUCTURE

Geo sqft = 215.8

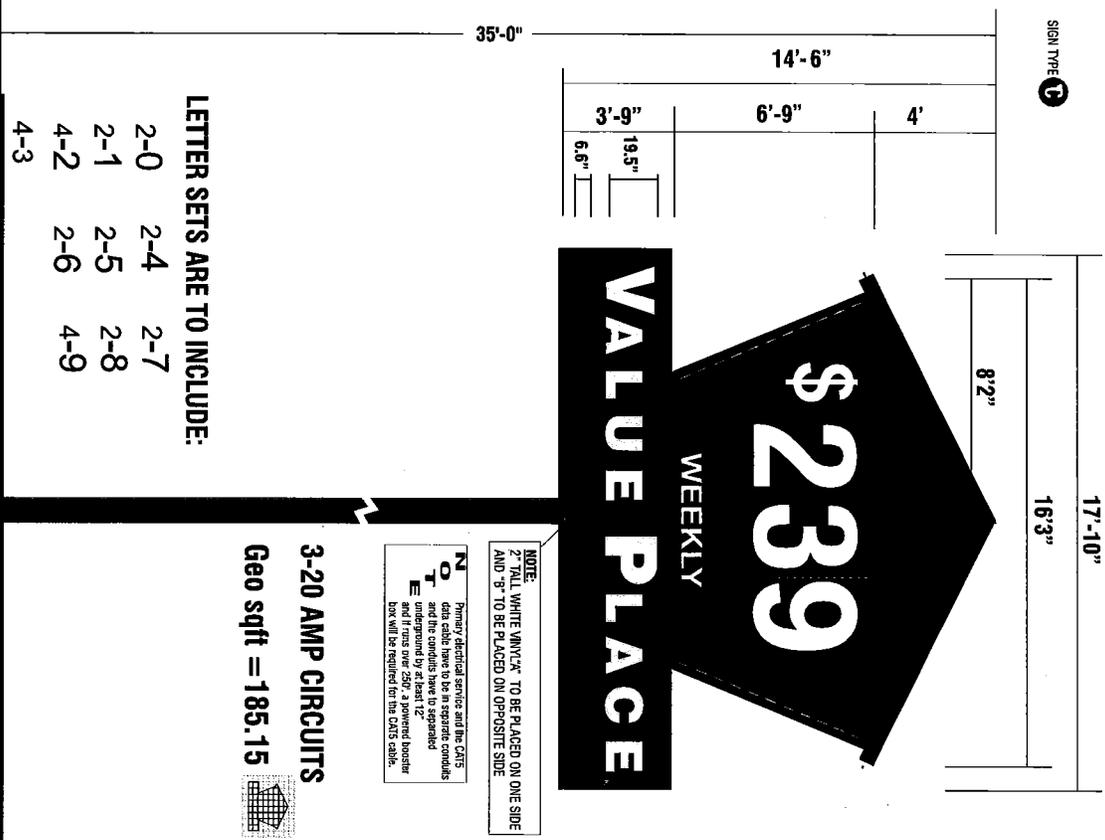


SCALE: 1/4" = 1'-0"



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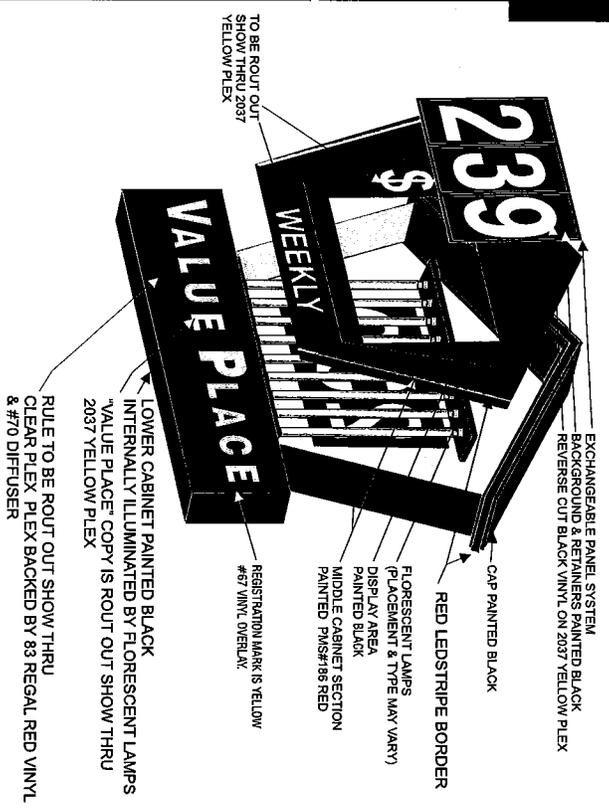


NOTE:
2" TALL WHITE VINYL TO BE PLACED ON ONE SIDE AND "B" TO BE PLACED ON OPPOSITE SIDE.

NOTE:
Primary electrical service and the CATS data cable have to be in separate conduits and the conduits have to be separated and terminated over 250' a powered header box will be required for the CATS cable.

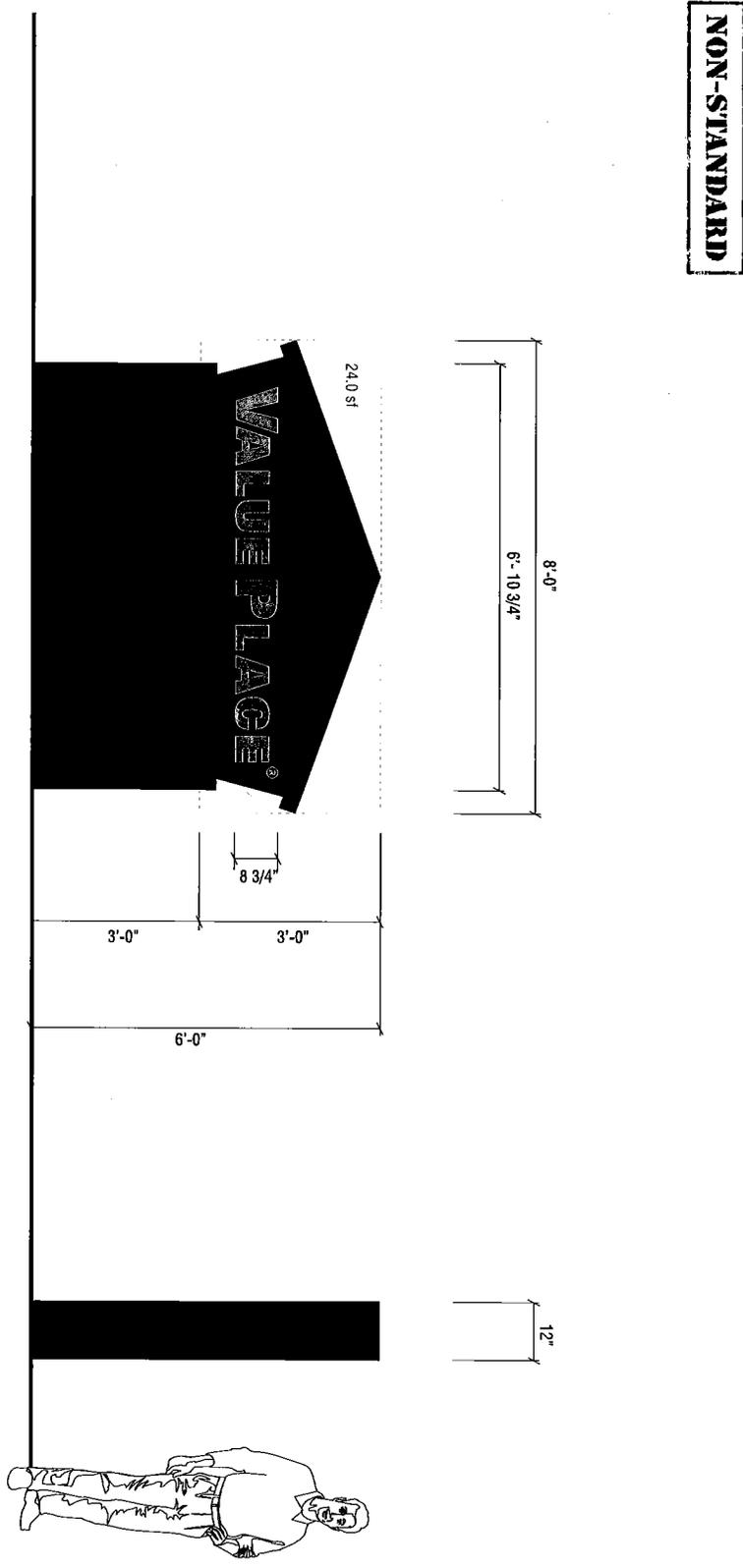
3-20 AMP CIRCUITS
Geo sqft = 185.15

#250 PYLON SIGN STRUCTURE W/ LETTER TRACK H.O. LIT SCALE: 1/4" = 1'-0"



Code Allowed

NON-STANDARD



SIGN TYPE **D** **ILLUMINATED D/F MONUMENT SIGN**

SPECIFICATIONS:

- 1. D/F MONUMENT SIGN W/1/2" DEEP ALUM. CABINET W/ FIRST SURFACE VINYL GRAPHICS TOP CAP & BOTTOM RETURNS AND RETAINERS ARE PAINTED SATIN BLACK.
- 2. BACKGROUND SECTION IS ALUMINUM TO MATCH PMS-136 RED.
- 3. ALL COPY IS FIRST SURFACE VINYL APPLIED
- 4. ALUMINUM SUPPORT POLE COVER PAINTED SATIN BLACK

SCALE: 1/2" = 1'-0"

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