



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 OF ZONING

Application Number: 14320-00065
 Date Received: 2/3/14
 Commission/Group: South Linden
 Existing Zoning: R-4 Application Accepted by: W. Reiss Fee: \$1,900.00
 Comments: 3/18/14

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 The Applicant's requests are set forth in Schedule 1 attached hereto and incorporated by reference herein. The Applicant seeks to keep its existing graphics plan approved on May 16, 2012 but also to add additional graphics to provide flexibility in attracting a stadium naming rights sponsor. The Applicant also seeks to keep all other variances, special permits and miscellaneous graphics permits previously approved for the address of 2121 Velma Avenue, Columbus, Ohio.

LOCATION

1. Certified Address Number and Street Name 2121 Velma Avenue
 City Columbus State OH Zip 43211
 Parcel Number (only one required) 010-249124

APPLICANT

2. Name Crew Soccer Stadium Limited Liability Company
 3. Address 2121 Velma Avenue City/State Columbus, Ohio Zip 43211
 4. Phone # 614.447.4188 Fax # 614.477.4109 Email mmccullers@thecrew.com

PROPERTY OWNER(S)

2. Name State of Ohio Expositions Commission
 3. Address 717 East 17th Avenue City/State Columbus, Ohio Zip 43211
 4. Phone # 614.644.4000 Fax # 614.644.4031 Email vstrickler@state.ohio.us

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

ATTORNEY / AGENT (CIRCLE ONE)

8. Name Jameel S. Turner/Bailey Cavalleri LLC
 9. Address 10 W. Broad Street, Suite 2100 City/State Columbus, Ohio Zip 43215
 10. Phone # 614.229.3260 Fax # 614.221.0479 Email jameel.turner@baileycavalleri.com

SIGNATURES

11. Applicant Signature [Signature]
 12. Property Owner Signature [Signature]
 13. Attorney / Agent Signature [Signature]



GRAPHICS COMMISSION APPLICATION

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AFFIDAVIT

(See next page for instructions)

14320-00065
2121 Velma Ave.

APPLICATION # _____

STATE OF OHIO
COUNTY OF FRANKLIN

Being first duly cautioned and sworn (1) NAME Jameel S. Turner
of (1) MAILING ADDRESS c/o Bailey Cavalleri LLC, 10 W. Broad Street, Suite 2100, Columbus, Ohio 43215
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 2121 Velma Avenue, Columbus, Ohio 43211
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) State of Ohio Expositions Commission
717 East 17th Avenue, Columbus, Ohio 43211

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

Crew Soccer Stadium Limited Liability Company, c/o Mark McCullers
2121 Velma Avenue, Columbus, Ohio 43211

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

(5) South Linden Area Commission, c/o George Walker, Jr., Commission Chair
410 Cleveland Avenue, Suite 1, Columbus, Ohio 43211
614.294.9600

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

Please See Exhibit A attached hereto for list of adjacent property owners and mailing addresses.

(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 30th day of February, in the year 2014

SIGNATURE OF NOTARY PUBLIC

My Commission Expires:

(8) Jill Murphey
(8) Jill Murphey

Notary Seal Here



Jill Murphey, Attorney At Law
NOTARY PUBLIC - STATE OF OHIO
My commission has no expiration date
Sec. 147.03 R.C.

EXHIBIT A
TO COLUMBUS CREW STADIUM LIMITED LIABILITY COMPANY
GRAPHICS COMMISSION APPLICATION AFFIDAVIT

APPLICANT

Crew Soccer Stadium
Limited Liability Company
2121 Velma Avenue
Columbus, OH 43211

PROPERTY OWNER

State of Ohio
Expositions Commission
717 East 17th Avenue
Columbus, OH 43211

ATTORNEY

Jameel S. Turner, Esq.
Bailey Cavalieri LLC
10 West Broad Street
Suite 2100
Columbus, OH 43215-3422

SURROUNDING PROPERTY OWNERS

State of Ohio
c/o Troy Motel Assoc., Inc.
1700 Clara Street
Columbus, OH 43211

Lowes Home Center, Inc.
c/o Ed Wuthrich
2345 Silver Drive
Columbus, OH 43211

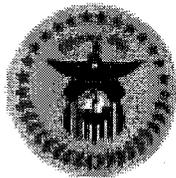
Norfolk & Western Railway Co.
110 Franklin Road
Roanoke, VA 24042

Frisch's Restaurant
c/o Jim Horwitz
VP, Real Estate
2800 Gilbert Avenue
Cincinnati, OH 45255

Ruby Tuesday Inc.
c/o Continental Real
Estate
150 East Broad Street
8th Floor
Columbus, Ohio 43215

Minino Manuel
66-20 247th Street
Douglaston, NY 11362

ALDI Inc. (Ohio)
c/o Beverly Pollock
4400 S. Charleston Pike
Springfield, Ohio 45502-8933



CITY OF COLUMBUS

DEPARTMENT OF BUILDING AND ZONING SERVICES

14320-00065

2121 Velma Ave.

One Stop Shop Zoning Report Date: Mon Feb 3 2014

General Zoning Inquiries: 614-645-8637

SITE INFORMATION

Address: 1 BLACK AND GOLD BLVD COLUMBUS, OH

Mailing Address: 1 BLACK AND GOLD BLVD
COLUMBUS OH 43211

Owner: STATE OF OHIO OEC ETAL

Parcel Number: 010249124

ZONING INFORMATION

Zoning: ORIG, Residential, R4
effective 2/27/1928, Height District H-35

Board of Zoning Adjustment (BZA): N/A

Commercial Overlay: N/A

Graphic Commission: 06320-00000-00001

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

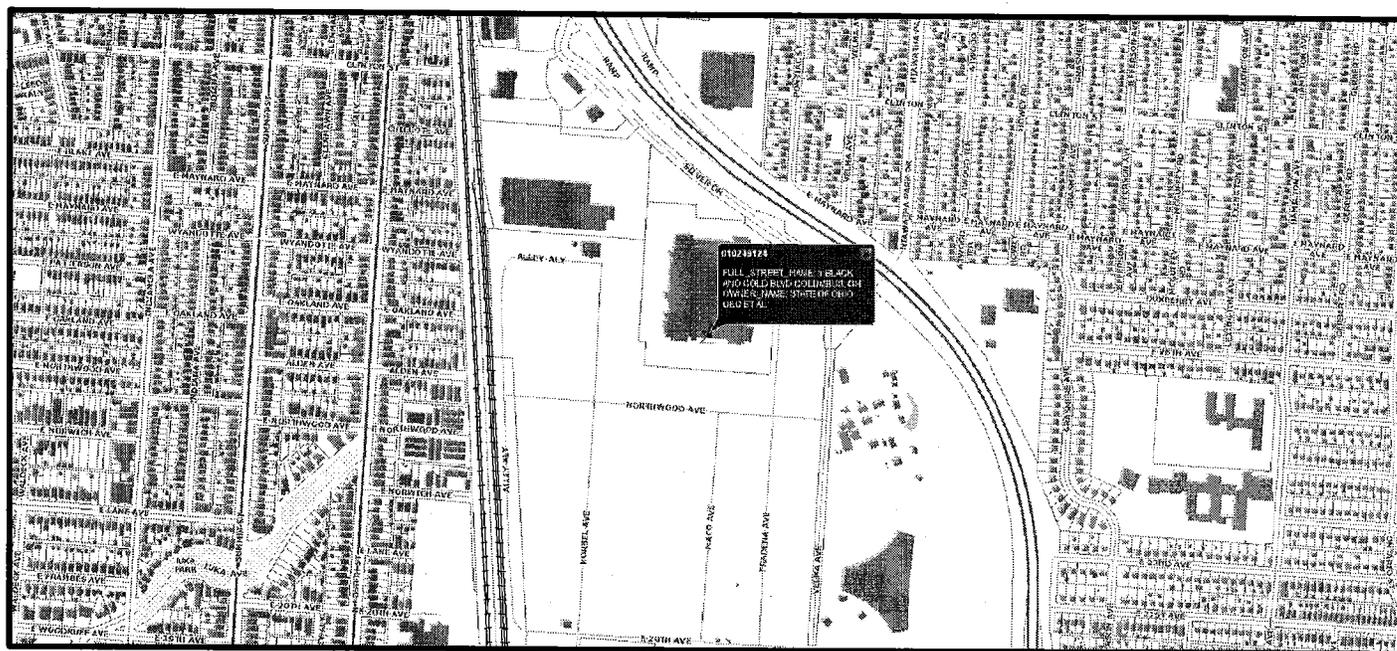
PENDING ZONING ACTION

Zoning: N/A

Board of Zoning Adjustment (BZA): N/A

Council Variance: N/A

Graphic Commission: N/A





GRAPHICS COMMISSION APPLICATION

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STATEMENT OF HARDSHIP

14320-00065
2121 Velma Ave.

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:

Crew Soccer Stadium is a professional sports facility that is inherently different from the other premises in the same zoning district. The additions to the current approved graphics plan requested by this application are of similar character to those graphics previously approved by the Graphics Commission. The graphics requested by this Application pose no injury to neighboring properties and are not contrary to the public interest or the intent and purpose of the Graphics Code. The Applicant is seeking a stadium naming rights sponsor and the graphics requested by this application provide flexibility for the sponsor with respect to advertising that the Applicant believes will be attractive to potential sponsors. The Applicant is willing to conform to the same conditions imposed in approved Graphics Plan #12320-00203 and any other reasonable conditions imposed by the Graphics Commission.

Signature of Applicant

Date

2/2/2014

SCHEDULE 1 – PAGE 1
TO CREW SOCCER STADIUM LIMITED LIABILITY COMPANY
GRAPHICS COMMISSION APPLICATION

- **Background:**

From time to time since approximately 1999, the Applicant applied for and received approval for a graphics plan and subsequent variances and miscellaneous special permits in connection with the original graphics plan for Crew Soccer Stadium (the "Stadium"). The original graphics plan application numbers, including the original graphics plan, were as follows:

- A. Graphics Plan #VG99-007 (original graphics plan)
- B. Variances #01320-0-0008 (1 and 2)(naming rights for Crew Stadium)
- C. Variance #02320-0-0023 (approval of banner)
- D. Permit Application #02325-0-00468 (illuminated wall sign)
- E. Permit Application #02325-0-00469 (illuminated wall sign)
- F. Variance & Miscellaneous Graphics Permit #06320-00001 (installation of two (2) wall signs and banners identifying Crew Soccer Team)
- G. Permit Application #10320-00022 (display of promotional banners)
- E. Permit Application #11320-00249 (display of corporate banners for sponsorship purposes)
- F. Permit Application – #12320-00203 (comprehensive graphics plan application)

- **This Application:**

At this time, the Applicant respectfully requests approval of four (4) items to add to the comprehensive graphics plan for the stadium (the "Graphics Plan") to supplement Permit Application 12320-00203 that was approved on May 15, 2012. The Applicant wishes to keep all items approved through Permit Application 12320-00203. **Illustrations of the additional graphics requested by this Application are attached hereto as TAB N, O, P and Q.**

This Graphics Plan seeks approval for additional graphics to provide flexibility for the Applicant in negotiations with a Stadium naming rights sponsor ("Stadium Sponsor"). The Applicant needs to offer flexible alternatives to a naming rights sponsor with respect to size and location of Stadium Sponsor advertising. The Applicant will comply with all conditions imposed by the Graphics Commission on Permit Application #12320-00203.

The Applicant has worked closely with the Mayor's Office in development of this Application.

The details of the applicable dimensions of each aspect of the new Graphics Plan as well as artist renditions of all aspects of the Graphics Plan are attached hereto and incorporated by reference herein.

SCHEDULE 1 – PAGE 2

Crew Soccer Stadium Comprehensive Graphics Plan - 2014

A. Marquee Sign

Marquee sign placed in the Northwest corner of Crew Stadium facing I-71

- a. Quantity – 1
- b. Size– see attached image
 - i. approximately 100' high
 - ii. Naming rights ring on top – up to 900 sq. ft. (10'H X 90'W) circumference - naming right letters approximate 360 sq. ft. (8'H X 46'W) backlit channel letters illuminated via LED
 - iii. LED panel s– (2) approximate 840 sq. ft (20'H X 42'W) each - curved
 - iv. Sponsor rings below LED – (4-6) 375 sq. ft. (5'H X 75'W) circumference – each sponsor name/logo would be approximately 100 sq. ft. (5'H X 20'W) static channel letters/logo, illuminated via LED
- c. Material – Steel Structure with 2 LED panels
- d. Content- Sign would display upcoming events to Crew Stadium (Crew games, concerts, ticket information, sponsors, etc.) All LED content would be static for at least 8 seconds. No video.

B. Back of Stage Graphics

1. Static or backlit channel letter naming rights sign facing I-71
 - a. Quantity – one
 - b. Size – Approximately 544 sq. ft. (8'H X 68'W)
 - c. Material – Metal sign with either static or backlit channel letters
 - d. Attachment – attached directly to back of stage roof or on top of the stage roof
 - e. Content- Display the naming rights partner of the stadium
 - f. Frequency – To be hung year round and replaced as sponsor changes

2. Large signs to be displayed on the north side of Crew Stadium facing I-71
 - a. Quantity – 2-4 signs
 - b. Size – varies – proposed sizes
 - i. One (1)- up to 2800 sq. ft (24'H X 110'W) - OR
 - ii. Two (2)- up to 1400 sq. ft (24'H X 50'W) each - OR
 - iii. Four (4)- up to 700 sq. ft (24'H X 28'W) each - OR
 - c. Material – vinyl or blow through mesh sign
 - d. Attachment – signs attached to metal façade of stadium
 - e. Content- Signs would display 1) Crew image / Crew Stadium Event only OR 2) Sponsor logo/image only OR 3) Combination of Crew image and sponsor logo/image.
 - f. Frequency – To be hung year round and replaced as sponsor changes or banner needs replaced.

SCHEDULE 1 – PAGE 3

14320-00065
2121 Velma Ave.

C. East Side Graphics

1. Large signs to be displayed on the east side of Crew Stadium
 - a. Quantity – 4-8 signs
 - b. Size – varies – proposed size and positions – see attached graphic
 - i. Two (2)- up to 600 sq. ft each - see attached graphic
 - ii. Two (2)- up to 500 sq. ft each - see attached graphic
 - iii. Two (2)- up to 400 sq. ft each - see attached graphic
 - iv. Two (2)- up to 300 sq. ft each - see attached graphic
 - c. Material – vinyl or blow through mesh sign
 - d. Attachment – signs attached to steel beams and banners to have reinforced edges.
 - e. Content- Signs would display 1) Crew image only OR 2) Sponsor logo/image only OR 3) Combination of Crew image and sponsor logo/image.
 - f. Frequency – To be hung year round and replaced as sponsor changes or banner needs replaced.

2. Static or backlit channel letter naming rights sign
 - a. Quantity – one
 - b. Size – Approximately 550 sq. ft. (8'H X 68'W)
 - c. Material – Metal sign with either static or backlit channel letters
 - d. Attachment – attached directly to the steel structure of the stadium
 - e. Content- Display the naming rights partner of the stadium
 - f. Frequency – To be hung year round and replaced as sponsor changes

D. West Side Graphics

1. Large signs to be displayed on the West side of Crew Stadium
 - a. Quantity – 4-8 signs
 - b. Size – varies – proposed size and positions – see attached graphic
 - i. Two (2)- up to 600 sq. ft each - see attached graphic
 - ii. Two (2)- up to 500 sq. ft each - see attached graphic
 - iii. Two (2)- up to 400 sq. ft each - see attached graphic
 - iv. Two (2)- up to 300 sq. ft each - see attached graphic
 - c. Material – vinyl or blow through mesh sign
 - d. Attachment – signs attached to steel beams and banners to have reinforced edges.
 - e. Content- Signs would display 1) Crew image only OR 2) Sponsor logo/image only OR 3) Combination of Crew image and sponsor logo/image.
 - f. Frequency – To be hung year round and replaced as sponsor changes or banner needs replaced.

2. Static or backlit channel letter naming rights sign
 - a. Quantity – one
 - b. Size – Approximately 550 sq. ft. (8'H X 68'W)
 - c. Material – Metal sign with either static or backlit channel letters
 - d. Attachment – attached directly to the steel structure of the stadium
 - e. Content- Display the naming rights partner of the stadium
 - f. Frequency – To be hung year round and replaced as sponsor changes

SCHEDULE 1 – PAGE 4

E. NW Corner Graphics

1. Large sign(s) to be displayed on the Northwest corner of Crew Stadium facing I-71
 - a. Quantity – 1-4 signs
 - b. Size – varies – proposed size and positions – see attached graphic
 - i. 1 sign – up to 1500 sq. ft. AND/OR
 - ii. 3 signs – up to 500 sq. ft. each
 - c. Material – vinyl or blow through mesh sign
 - d. Attachment – signs attached to metal façade of stadium
 - e. Content- Sign(s) would display 1) Crew image only OR 2) Sponsor logo/image only OR 3) Combination of Crew image and sponsor logo/image.
 - f. Frequency – To be hung year round and replaced 2-4 times a year

F. NE Corner Graphics

1. Large sign(s) to be displayed on the Northeast corner of Crew Stadium facing I-71
 - a. Quantity – 1-4 signs
 - b. Size – varies – proposed size and positions – see attached graphic
 - i. 1 sign – up to 1500 sq. ft AND/OR
 - ii. 3 signs – up to 500 sq. ft. each
 - c. Material – vinyl or blow through mesh sign
 - d. Attachment – signs attached to metal façade of stadium
 - e. Content- Sign(s) would display 1) Crew image only OR 2) Sponsor logo/image only OR 3) Combination of Crew image and sponsor logo/image.
 - f. Frequency – To be hung year round and replaced 2-4 times a year

G. SW Corner Graphics

1. Large sign(s) to be displayed on the Southwest corner of Crew Stadium facing parking lot
 - a. Quantity – 1-4 signs
 - b. Size – varies – proposed size and positions – see attached graphic
 - i. 1 sign – up to 1500 sq. ft AND/OR
 - ii. 3 signs – up to 500 sq. ft. each
 - c. Material – vinyl or blow through mesh sign
 - d. Attachment – signs attached to metal façade of stadium
 - e. Content- Sign(s) would display 1) Crew image only OR 2) Sponsor logo/image only OR 3) Combination of Crew image and sponsor logo/image.
 - f. Frequency – To be hung year round and replaced 2-4 times a year

SCHEDULE 1 – PAGE 5

H. SE Corner Graphics

1. Large sign(s) to be displayed on the Southeast corner of Crew Stadium facing parking lot
 - a. Quantity – 1-4 signs
 - b. Size – varies – proposed size and positions – see attached graphic
 - i. 1 sign – up to 1500 sq. ft AND/OR
 - ii. 3 signs – up to 500 sq. ft. each
 - c. Material – vinyl or blow through mesh sign
 - d. Attachment – signs attached to metal façade of stadium
 - e. Content- Sign(s) would display 1) Crew image only OR 2) Sponsor logo/image only OR 3) Combination of Crew image and sponsor logo/image.
 - f. Frequency – To be hung year round and replaced 2-4 times a year

I. Scoreboard Signage – Bowl Side

1. Large sign(s) to be on Stadium scoreboard advertising panels
 - a. Quantity – 5
 - b. Size – see attached graphic
 - i. 4 signs would be (96”H X 228”W) – sponsor signs
 - ii. 1 sign would 5’H X 44’W – Naming right
 - c. Material – vinyl - with backlit lighting
 - d. Attachment – scoreboard ad framing system
 - e. Content- Sign(s) would display 1) Crew image only OR 2) Sponsor logo/image only OR 3) Combination of Crew image and sponsor logo/image.
 - f. Frequency – year round – to be changed when sponsor changes

J. Scoreboard Signage – Plaza Side

1. Large sign(s) to be on Stadium scoreboard advertising panels
 - a. Quantity – 6
 - b. Size – see attached graphic
 - i. 4 signs would be 11’ 3”H X 21’ 10”W – sponsor signs
 - ii. 1 sign would be 8’ 10”H X 21’ 5”W – Sponsor sign
 - iii. 1 sign would 22’ 10”H X 21’ 5”W – Crew Logo
 - c. Material – vinyl artwork – no backlit
 - d. Attachment – scoreboard ad framing system
 - e. Content- Sign(s) would display 1) Crew image only OR 2) Sponsor logo/image only OR 3) Combination of Crew image and sponsor logo/image.
 - f. Frequency – year round – to be changed when sponsor changes

SCHEDULE 1 – PAGE 6

K. Light Pole Banner

1. Large sign(s) to be displayed light poles throughout the VIP and north parking lot
 - a. Quantity – up to 34 light poles
 - b. Size – see attached graphic
 - i. Each banner would be 96”H X 30”W – 2 banner on each pole
 - c. Material – vinyl with wind slits or blow through mesh sign
 - d. Attachment – signs attached to light pole with light pole banner brackets and zip ties
 - e. Content- Sign(s) would display 1) Crew image only OR 2) Sponsor logo/image only OR 3) Combination of Crew image and sponsor logo/image.
 - f. Frequency – to be hung from March through November

L. Ribbon Banner

1. Large sign(s) to be displayed on upper fence of the east and west stands
 - a. Quantity – 2 signs
 - b. Size – see attached graphic
 - i. 1 sign – 3’H X 360’W
 - ii. 1 sign – 3’H X 353’W
 - c. Material – vinyl with wind slits or blow through mesh sign
 - d. Attachment – signs attached to back railing on upper stands
 - e. Content- Sign(s) would display Crew tag lines or saying.
 - f. Frequency – to be hung from March through November

M. Burgee Flags

1. Flags to be displayed on poles on top of upper stands
 - a. Quantity – 2 signs
 - b. Size – see attached graphic
 - i. Each flag is – 2’H X 3’W
 - c. Material – nylon flag material
 - d. Attachment – attached to the top of 8’ pole that is attached to upper stand railing
 - e. Content- Sign(s) would display Crew logo
 - f. Frequency – to be hung from March through November

SCHEDULE 1 – PAGE 7

N-1. Back of Stage LED

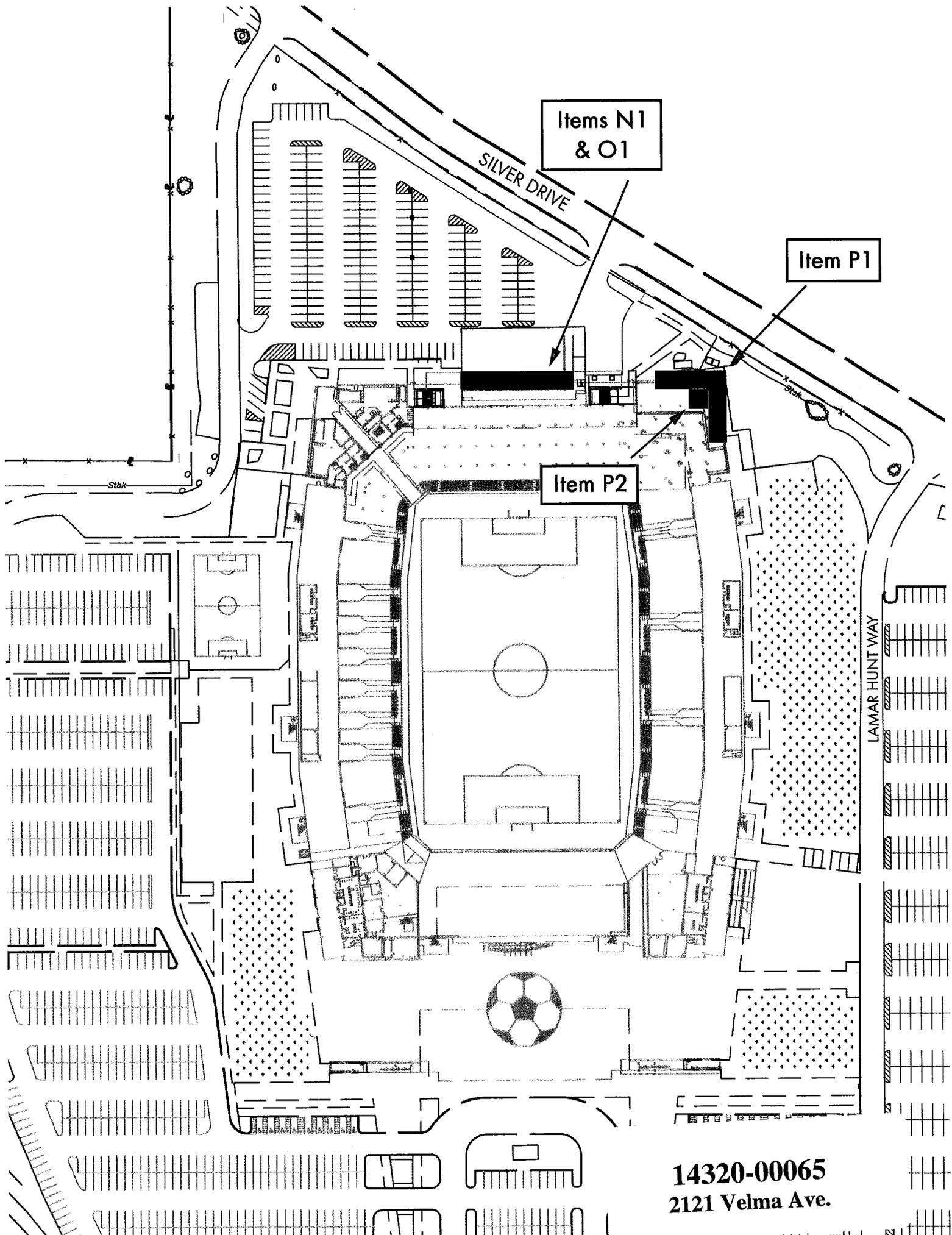
1. Large LED signage to be displayed on the back of the stage of Crew Stadium facing I-71.
 - a. Quantity- 1 sign
 - b. Size: approximately 1600 sq. ft (20' high by 80' wide)
 - LED panel – approximately 1200 sq. ft (20'H by 60'W)
 - Decorative finishing - (2) approximately 20'H x 10'W – flanking the left and ride side of the LED paneling
 - c. Material- steel structure with 1 LED panel
 - d. Content- Sign would display upcoming events to Crew Stadium (Crew games, concerts, ticket information, sponsors, etc.) All LED content would be static for at least 8 seconds. No video.

O-1. Back of Stage Stadium Logo

1. Back of Stage Stadium Logo (initial drawing attached as **TAB O** - "Crew Stadium NORTH STADIUM 7_22 PROOF.PDF")
 - a. Description - Static, backlit channel letter naming rights sign facing I-71
 - b. Quantity – 1 sign
 - c. Size – Approximately 1305 sq. ft. (15'H x 87'W)
 - d. Material – Aluminum construction with plex material channel letters
 - e. Attachment – attached directly to back of stage roof or on top of the stage roof
 - f. Content – Display the naming rights partner of the stadium
 - g. Frequency – To be hung year round and replaced as sponsor changes

P. Northeast Corner Graphics

1. **GRAPHIC - P1** - LED signage to be displayed on the Northeast corner of Crew Stadium facing I-71.
 - a. Quantity- 2 signs
 - b. Size: approximately 1200 sq. ft. each (20'H by 120'W)
 - i. LED panels – (2) approximately 1200 sq. ft (20'H by 60'W) each
 - c. Material- steel structure with 2 LED panels
 - d. Content- Sign would display upcoming events to Crew Stadium (Crew games, concerts, ticket information, sponsors, etc.) All LED content would be static for at least 8 seconds. No video.
2. **GRAPHIC - P2** - Static, backlit channel letter naming rights sign facing I-71
 - a. Quantity – 1 sign
 - b. Size – Approximately 400 sq. ft. (20'H x 20'W)
 - c. Material – Aluminum construction with plex material channel letters
 - d. Content – Display the naming rights partner of the stadium
 - e. Frequency – To be hung year round and replaced as sponsor changes

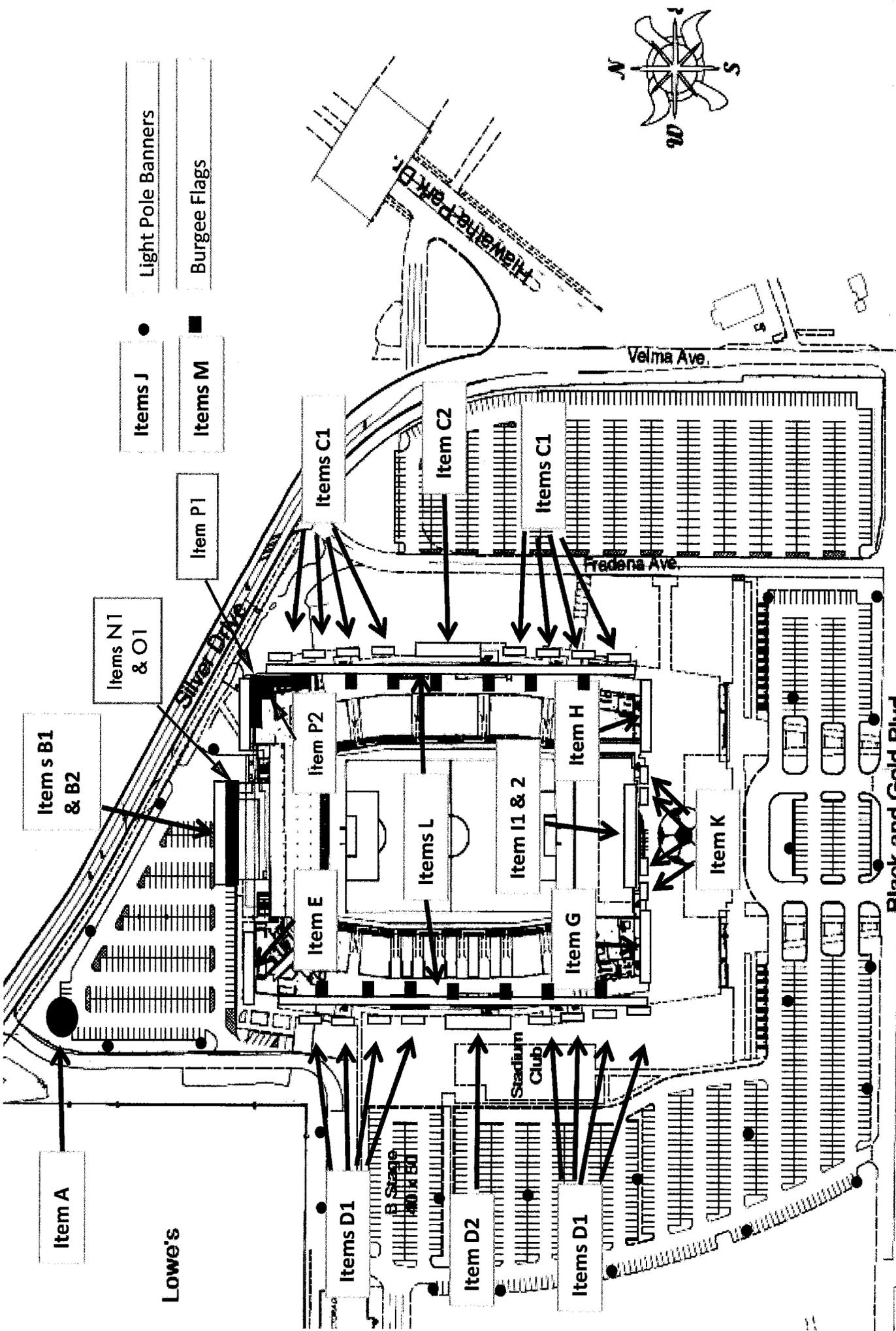


Items N1
& O1

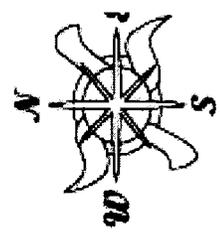
Item P1

Item P2

14320-00065
2121 Velma Ave.



- Light Pole Banners
- Burgee Flags
- Items J
- Items M
- Item P I



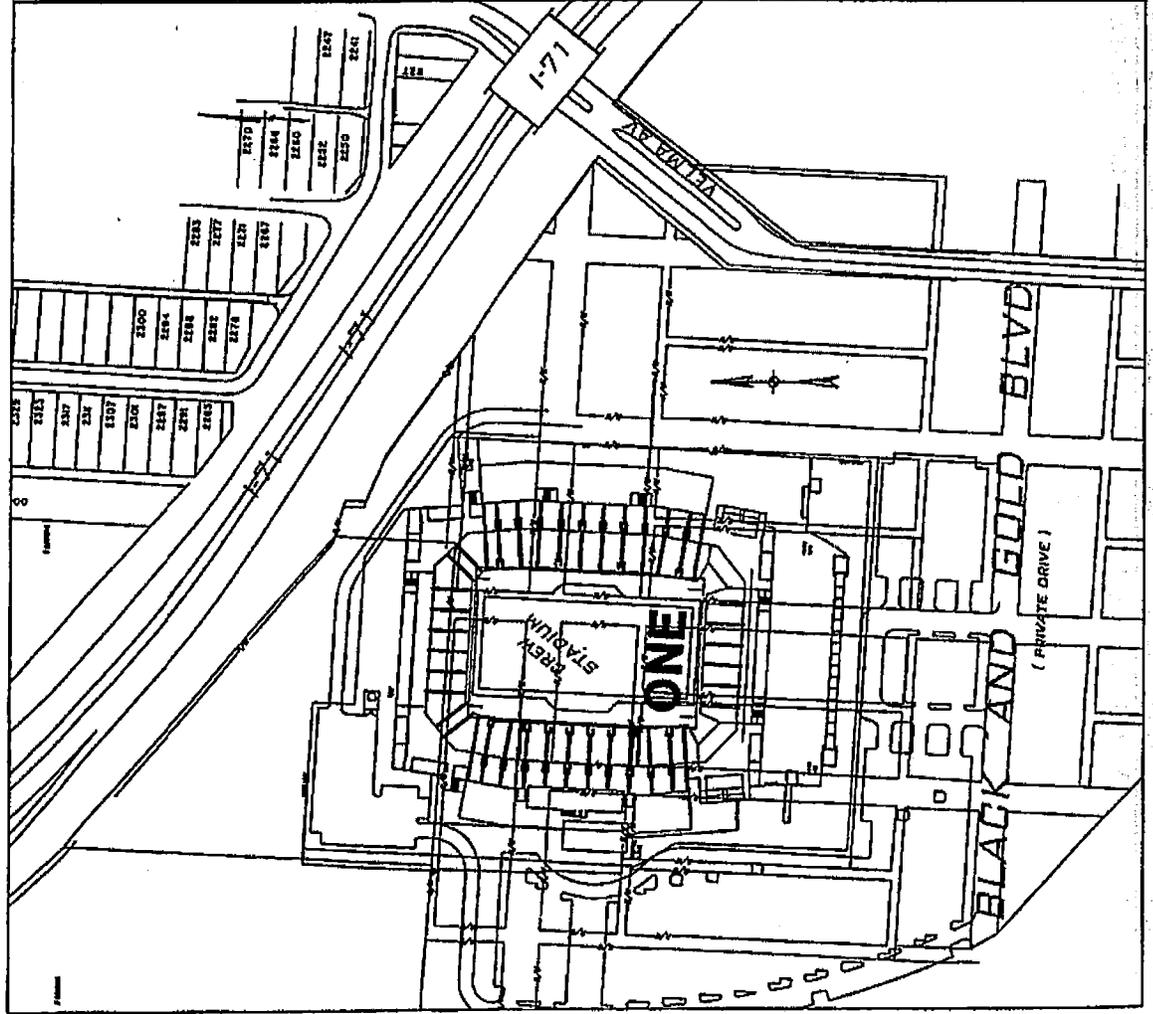
14320-00065
2121 Velma Ave.

2014 Crew Stadium Graphics Plan Site Map

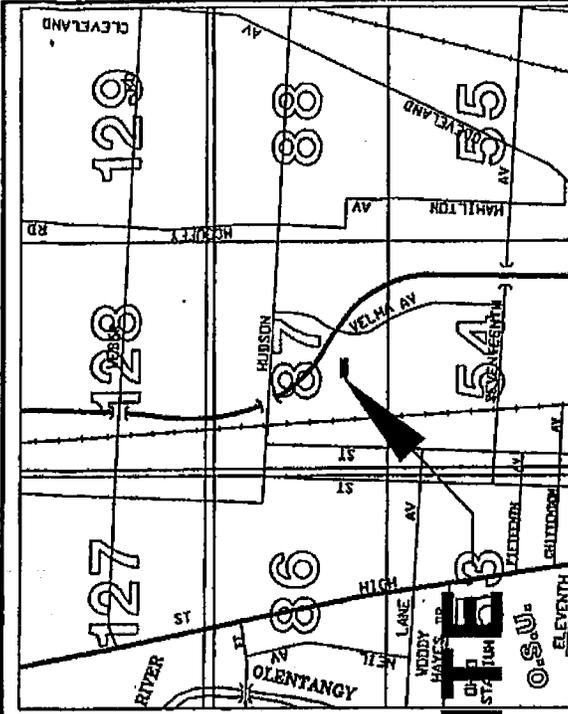
Black and Gold Blvd.

Karbell Ave.

CITY OF COLUMBUS ADDRESS PLAT



Revised 12/30/99 By Request of Mayor Gregory S. Laebuta



CITY OF COLUMBUS, OHIO 200 SCALE CITY MAP LOCATION

OTHER MAP REFERENCES

CITY LAND USE MAP:	28-A
GIS FACET NUMBER:	183107325

HOUSE NUMBERS SHOWN ON ATTACHED PLATE ARE CERTIFIED FOR SECURING OF BUILDING & UTILITY PERMITS

issued by *Robert C. Smith* Date **09/30/98**

ROBERT C SMITH, CITY ENGINEER
ENG. & CONSTRUCTION DIVISION
COLUMBUS, OHIO

ADDRESS FILE NUMBER - **T-98-011**

DEVELOPED BY: **KORNA/NEMETH**

ENGINEERING CONSULTANT: **KORNA/ NEMETH**

**CREW STADIUM
ONE BLACK AND GOLD BLVD**

formerly 2121 VELMA AVE

PARCEL NORTH OF STATE FAIR GROUNDS 17th AVE



City of Columbus Zoning Plat



ZONING NUMBER

The Zoning Number Contained on This Form
is Herein Certified to Obtain Zoning, Rezoning,
and Variances, and is NOT to be Used for
the Securing of Building & Utility Permits

Parcel ID: 010249124

Zoning Number: 2121

Street Name: VELMA AVE

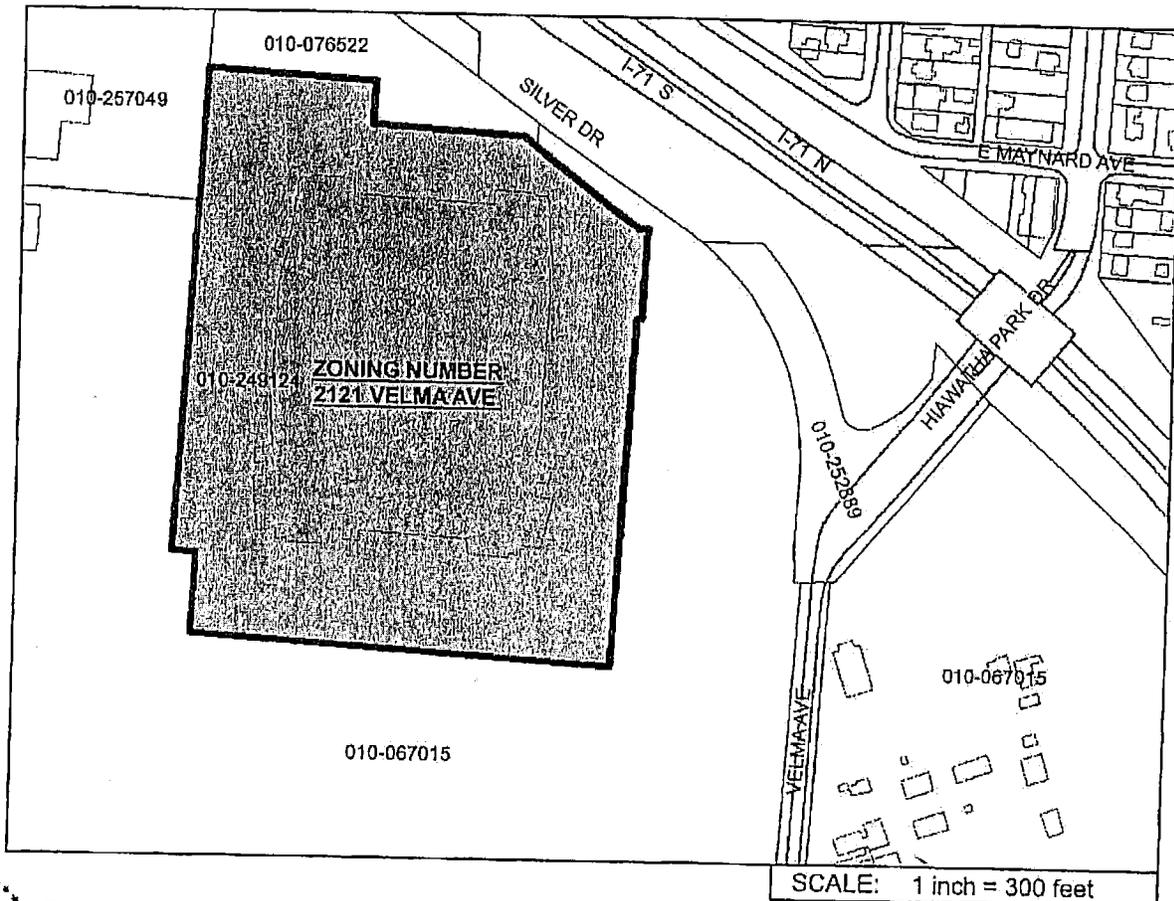
Lot Number: N/A

Subdivision: N/A

Requested By: BAILEY CAVALIERI LLC

Issued By: *Patricia Austin*

Date: 1/27/2010



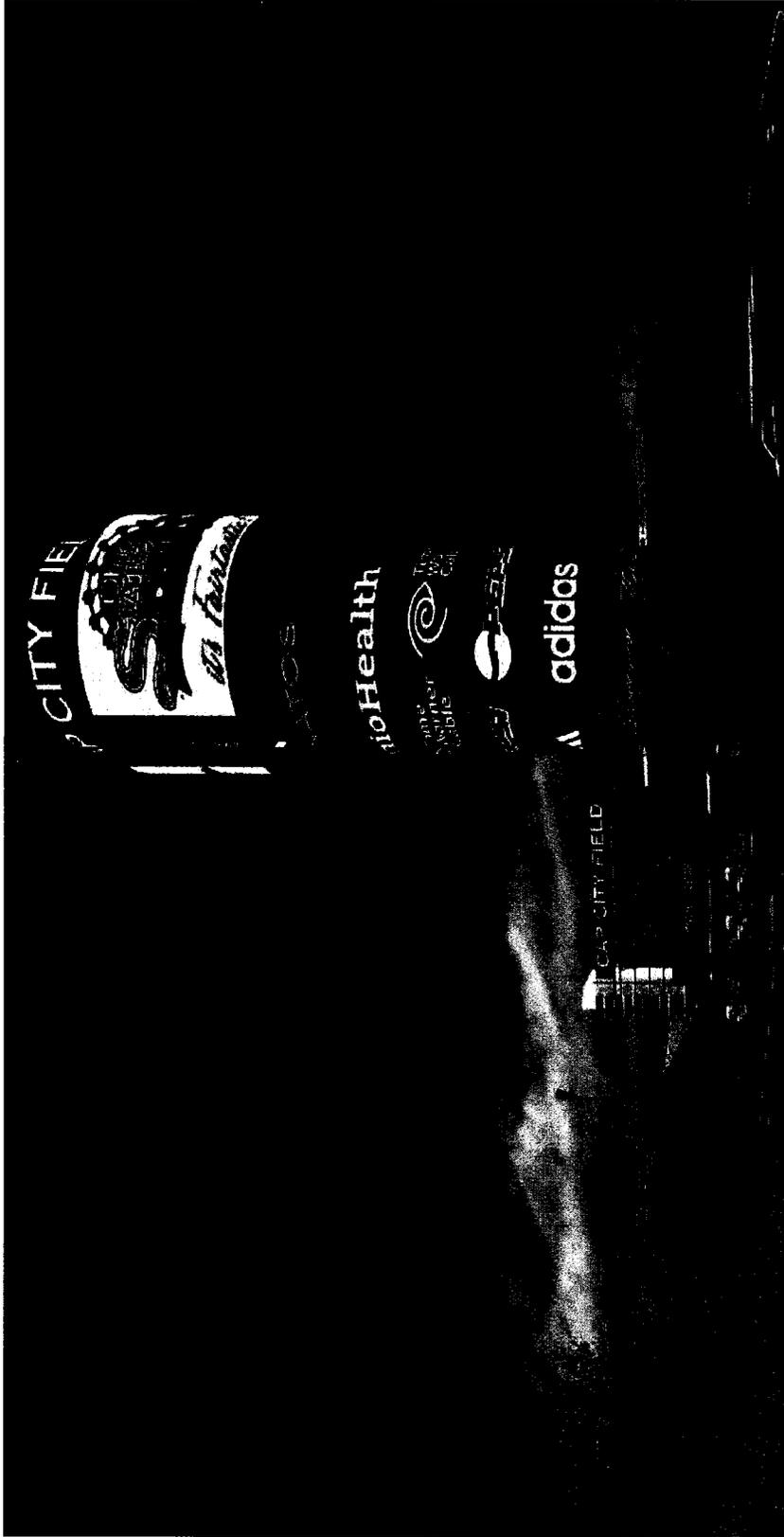
SCALE: 1 inch = 300 feet

GIS NOS FILE NUMBER: 2571



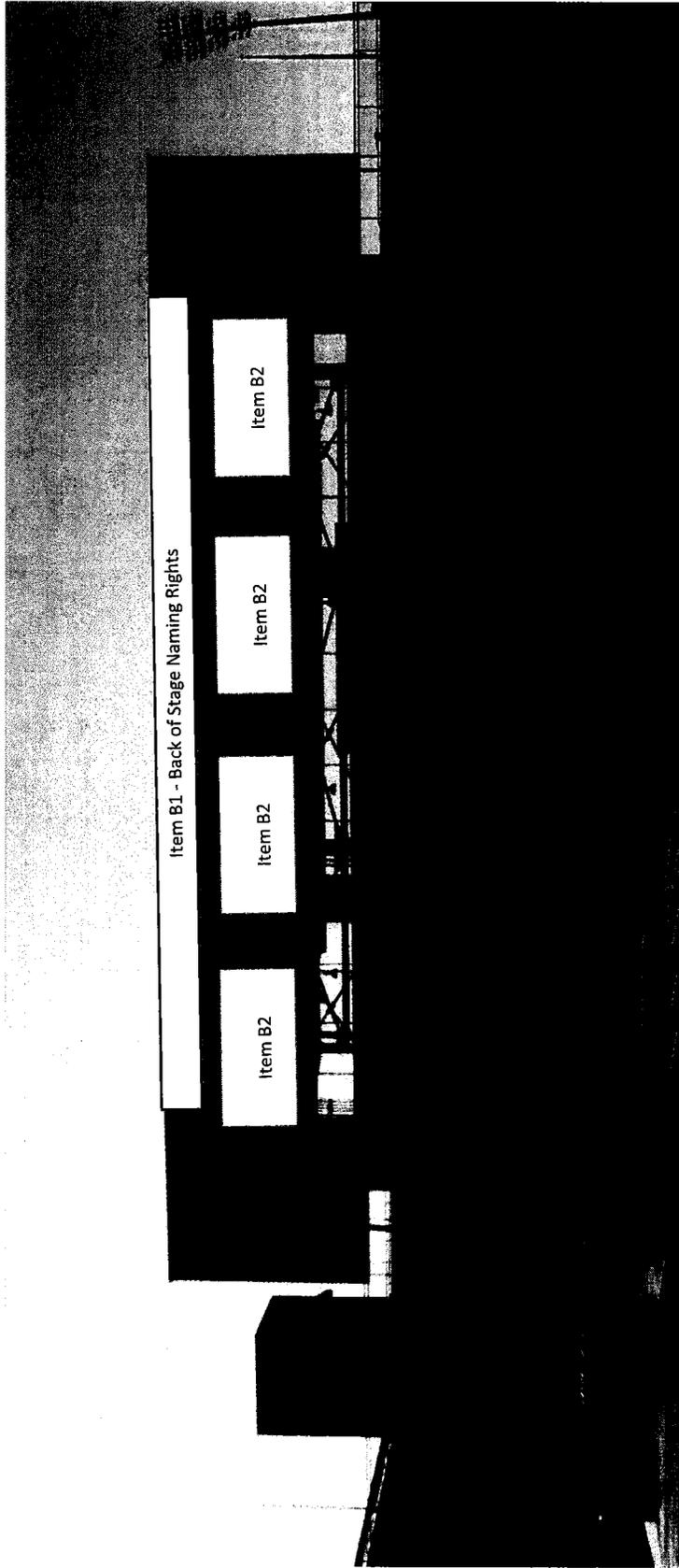
PATRICIA A. AUSTIN, P.E., ADMINISTRATOR
DIVISION OF PLANNING AND OPERATIONS
COLUMBUS, OHIO

Item A - Marquee Sign



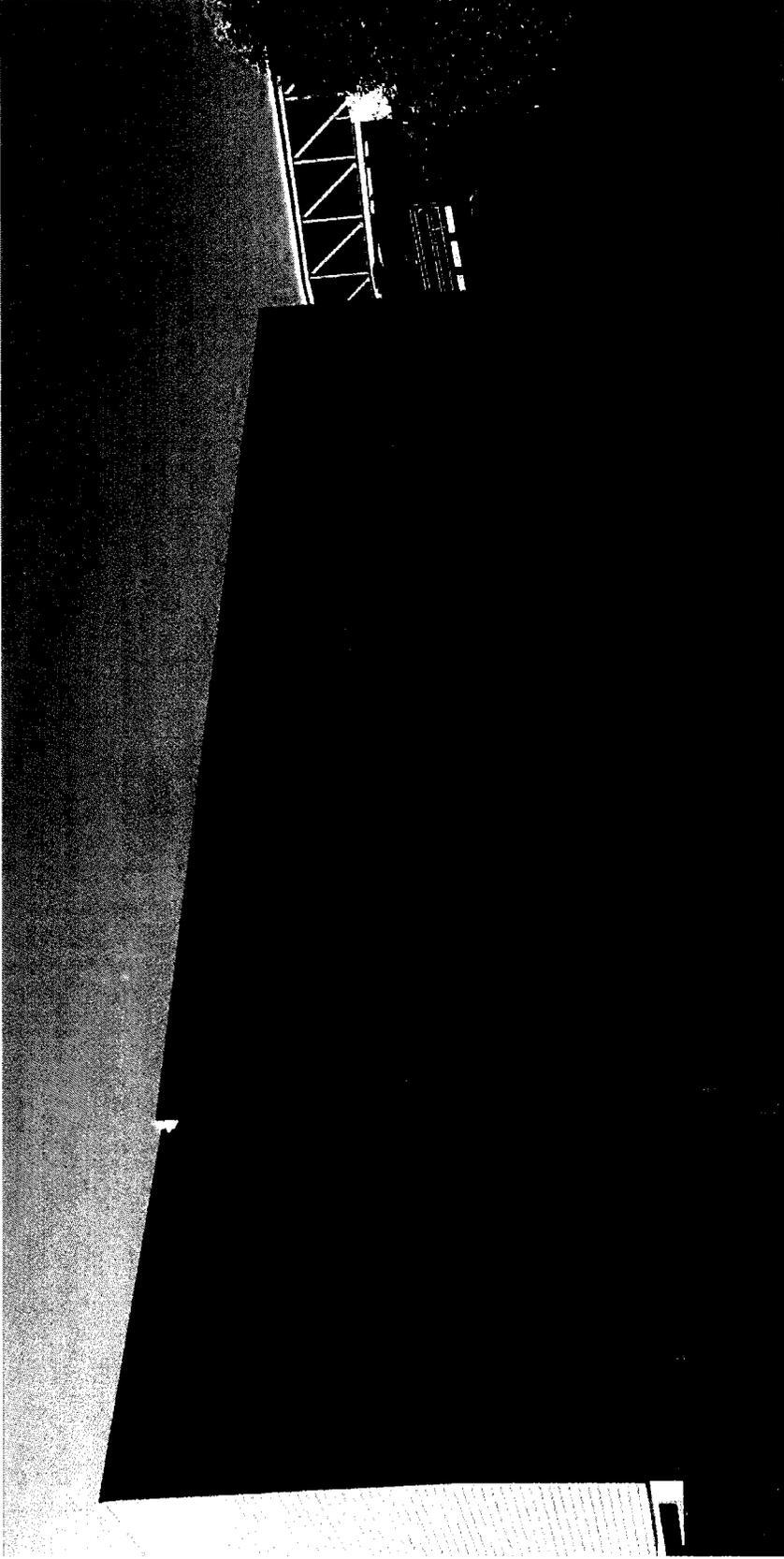
14320-00065
2121 Velma Ave.

Items B1 and B2



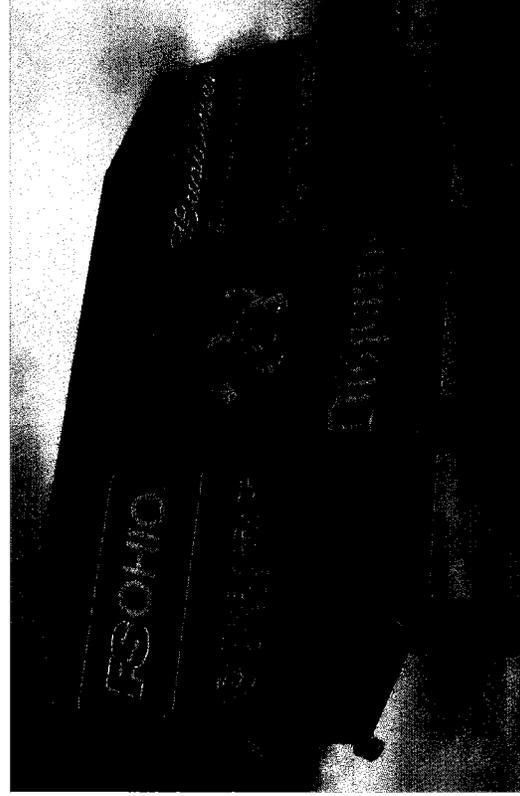
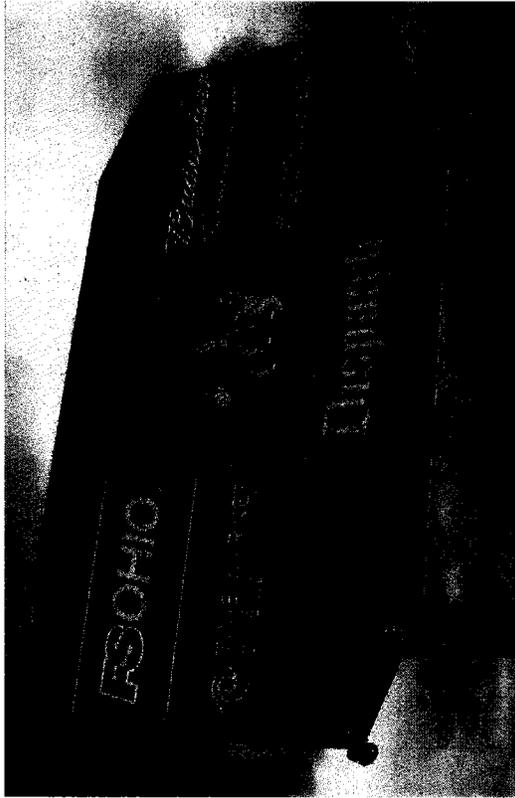
14320-00065
2121 Velma Ave.

Items E (NW), F (NE), G (SW), H (SE)



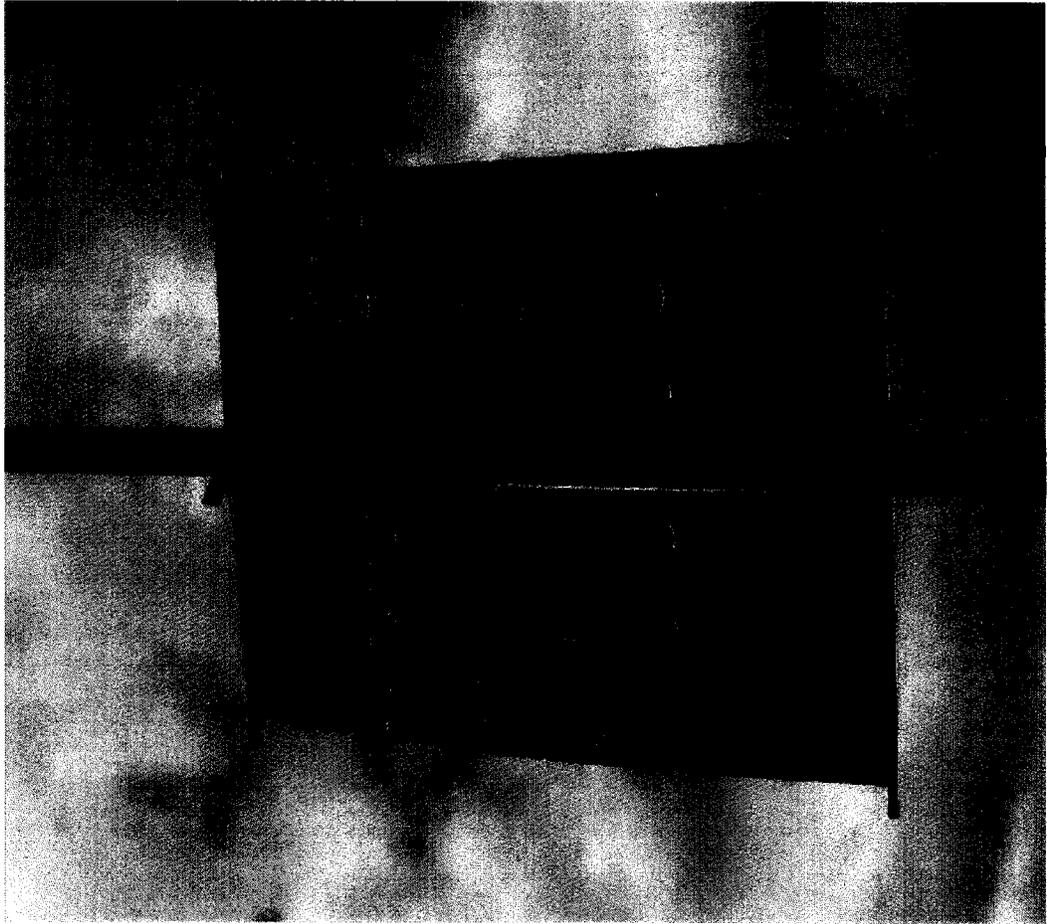
14320-00065
2121 Velma Ave.

Items I1 and I2



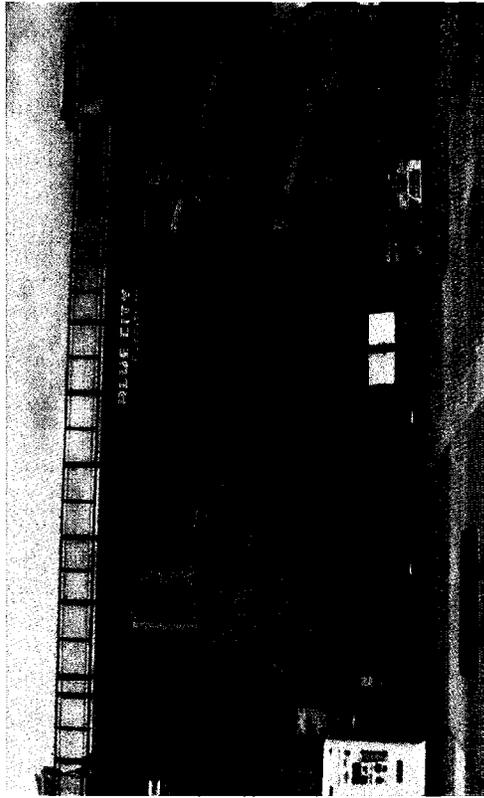
14320-00065
2121 Velma Ave.

Items I1 and I2



14320-00065
2121 Velma Ave.

Item K



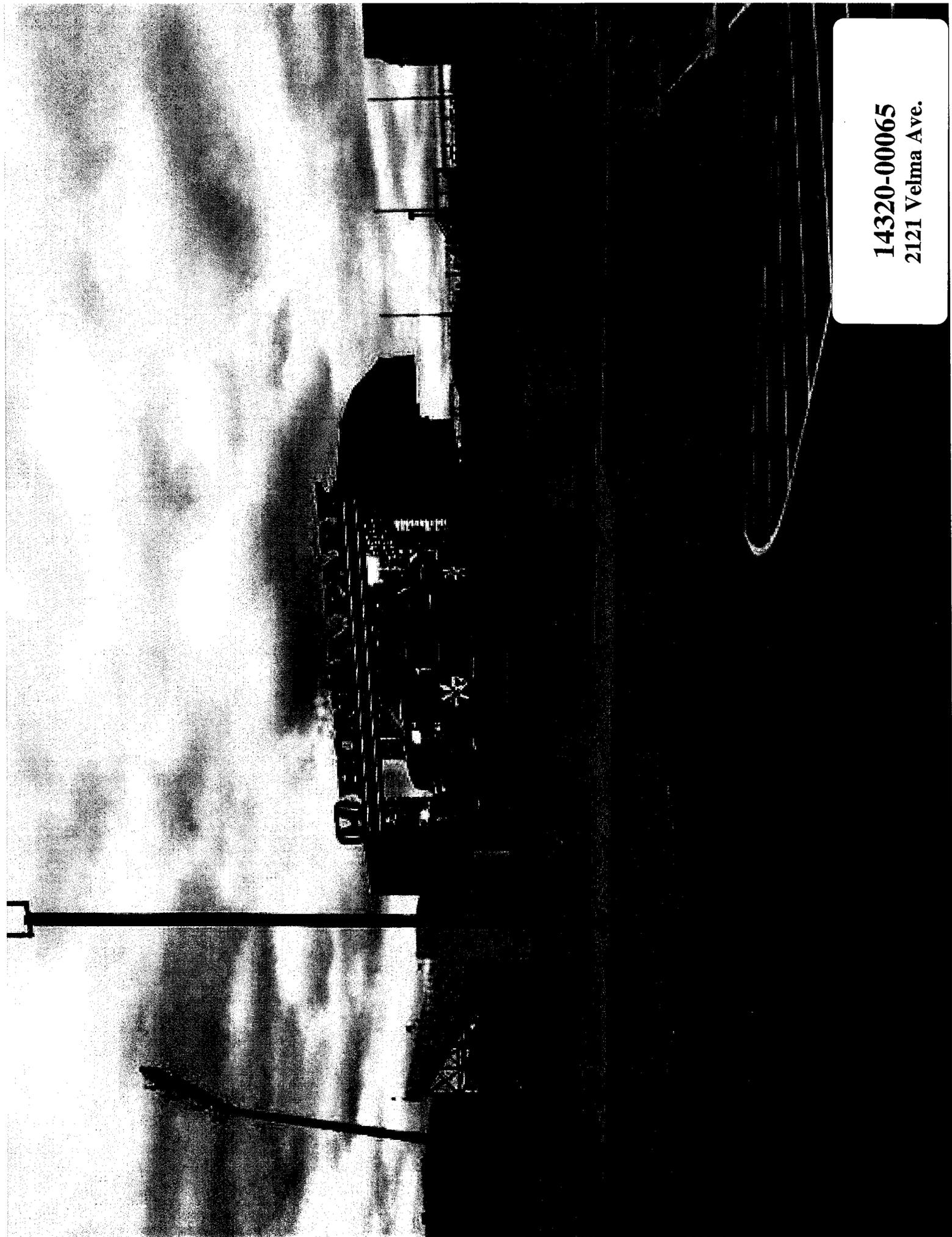
14320-00065
2121 Velma Ave.

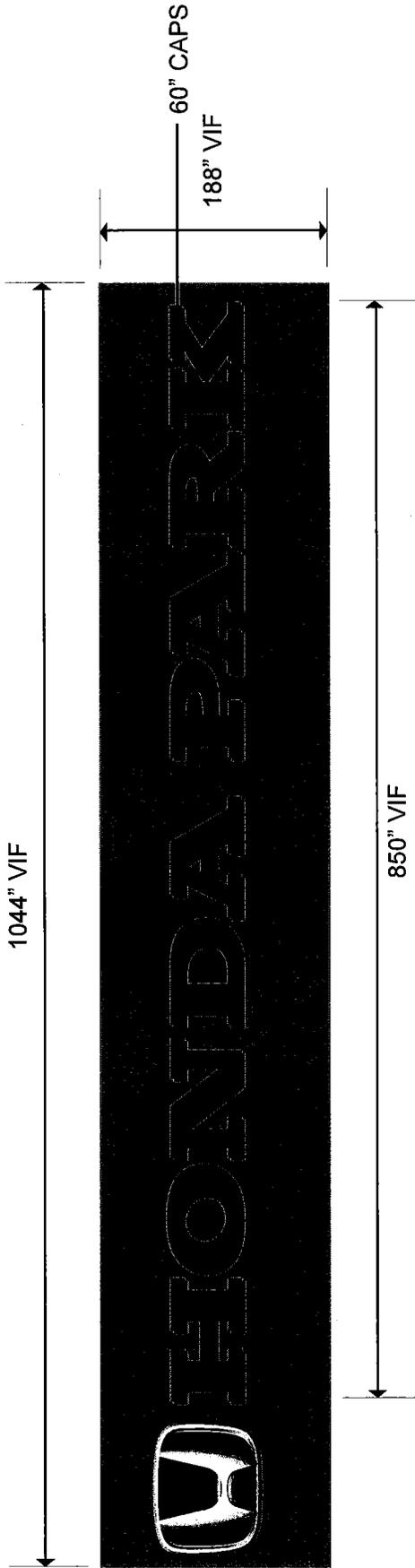
Item M (2'H X 3' W)



14320-00065
2121 Velma Ave.

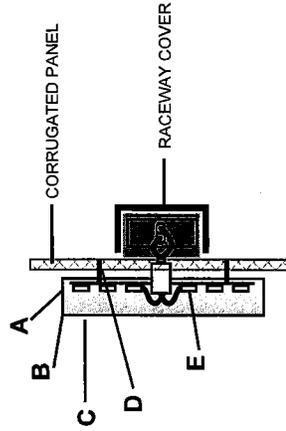
14320-00065
2121 Velma Ave.





NOTES:
SINGLE FACED ILLUMINATED CHANNEL LETTERS AND LOGO SIGN

- A** - ALUMINUM CONSTRUCTION WITH 5" BLACK RETURNS
- B** - 1" BLACK TRIM CAP
- C** - FACES USE 3/16" WHITE PLEX WITH RED VINYL (DIGITAL PRINT VINYL FOR LOGO)
- D** - MOUNTED TO CORRUGATED PANEL USING 1" X 3" STANDOFFS
- E** - ILLUMINATED WITH LEDs AND REMOTE LOCATION TRANSFORMER (WIRING CONSEALED BY RACEWAY COVER)



14320-00065
2121 Velma Ave.



SIGN VISION CO.
CORPORATE OFFICE:
987 CLAYCRAFT RD.
COLUMBUS, OH. 43230
PHONE: (614) 475-5161

CLIENT:
Crew Stadium
Columbus, OH. 43

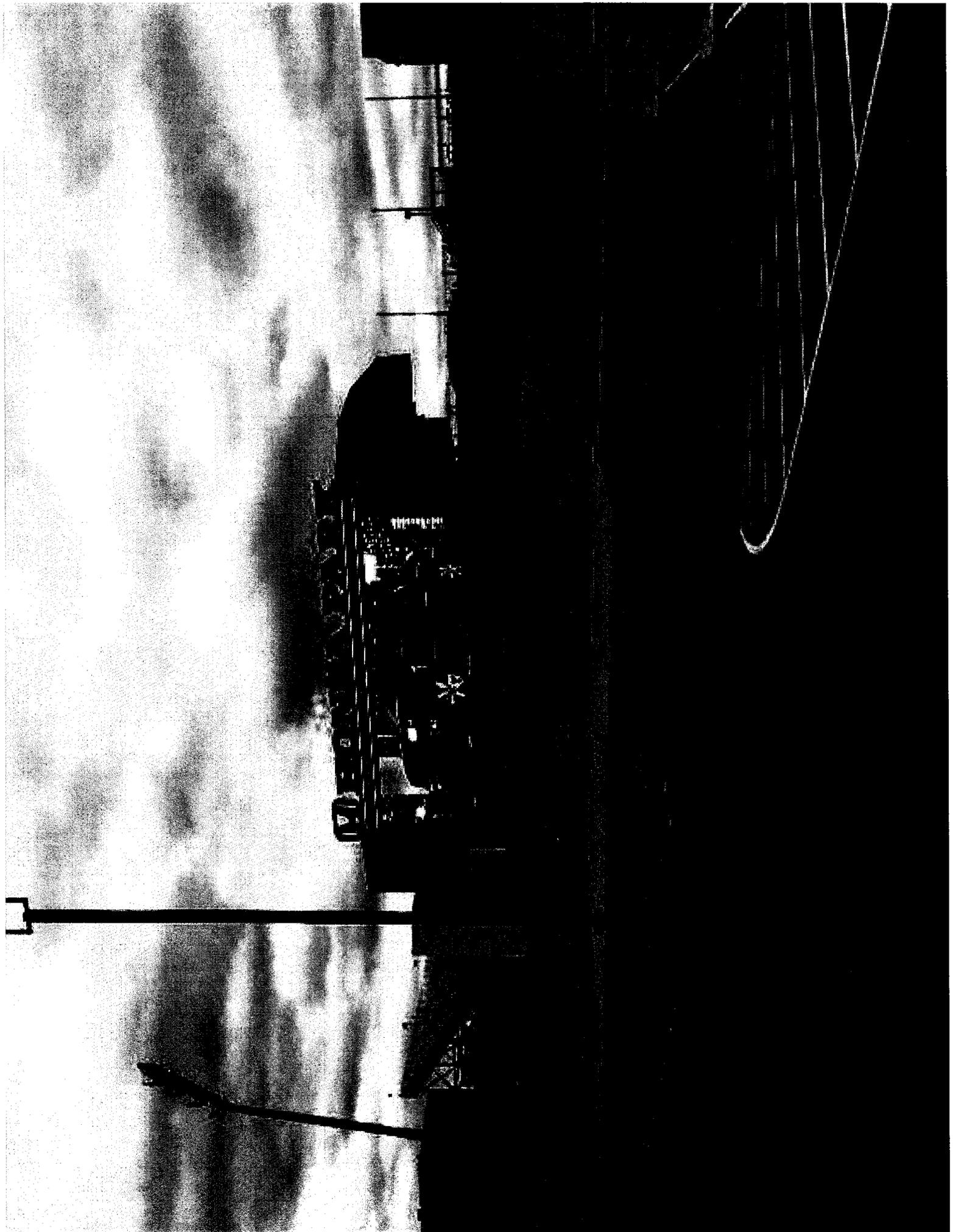
DATE: 7/22/13
Project Manager:
Jeannie Biller

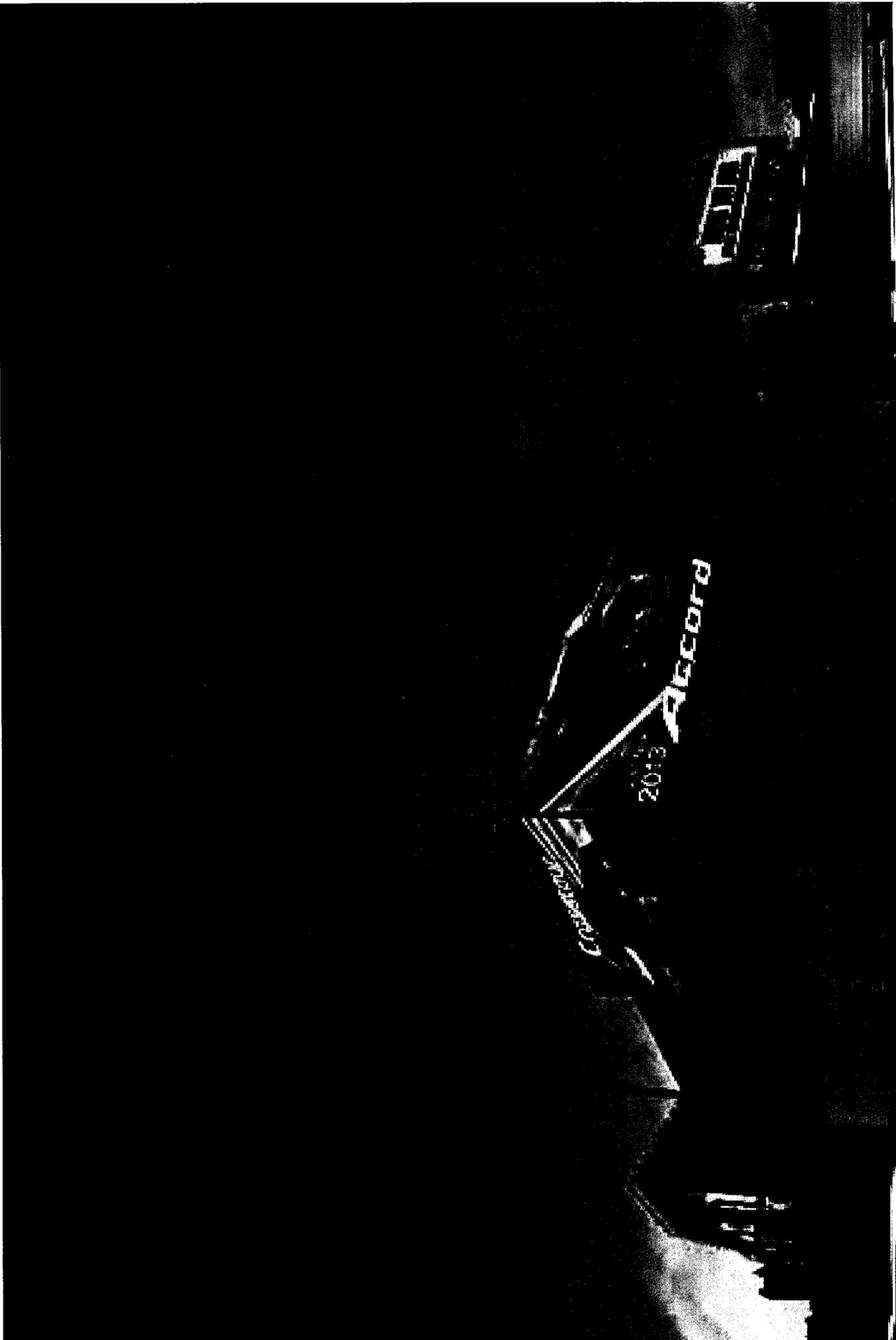
Client Approval + Date
Landlord Approval + Date



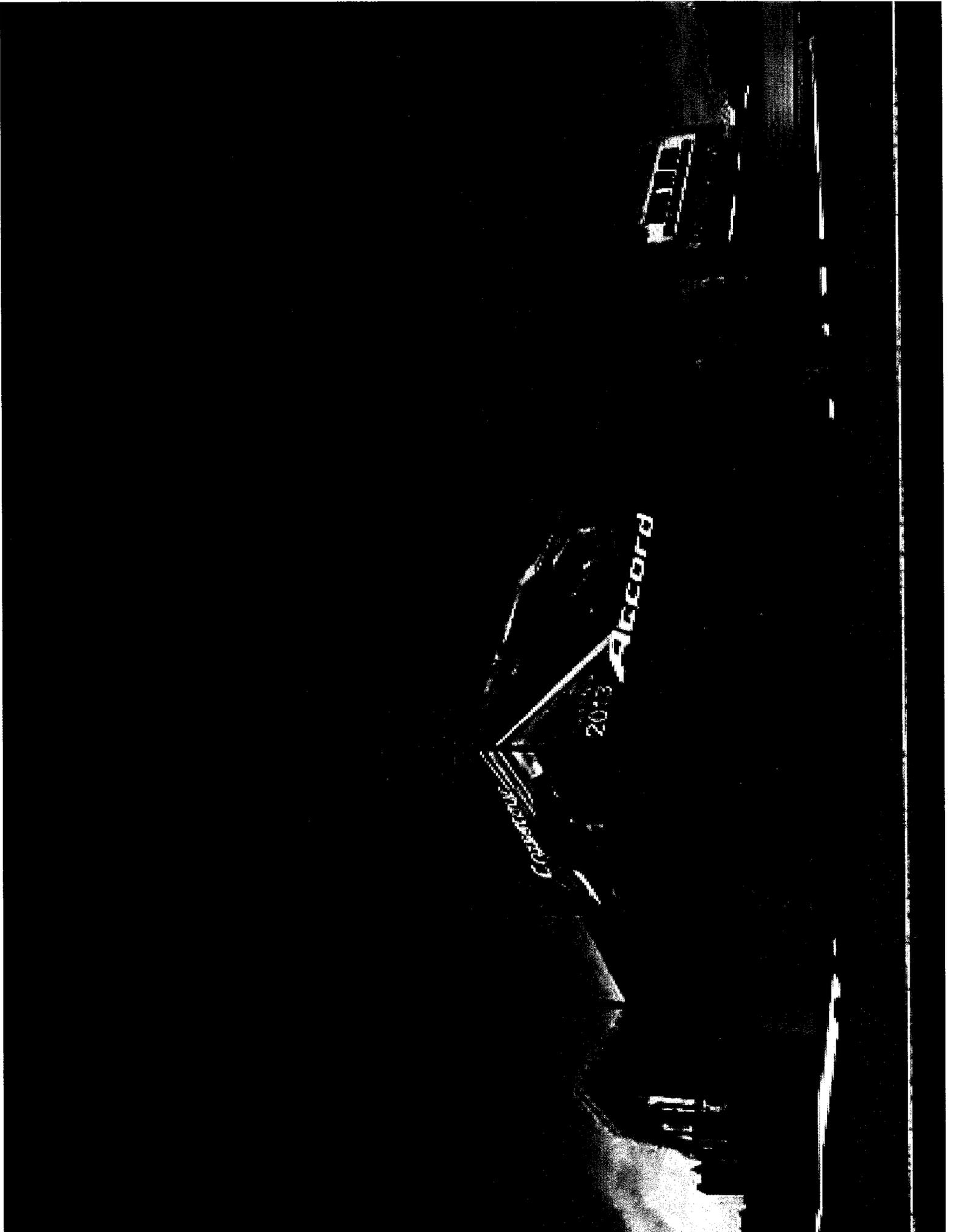
UL90 Conductor and Insulator. Submittal for each item. This sign is intended to be installed in the accordance with the requirements of Article 605 of the National Electrical Code. The sign shall be installed in accordance with the requirements of Article 605 of the National Electrical Code. The sign shall be installed in accordance with the requirements of Article 605 of the National Electrical Code. The sign shall be installed in accordance with the requirements of Article 605 of the National Electrical Code. The sign shall be installed in accordance with the requirements of Article 605 of the National Electrical Code.

Sign Vision Copyright Note
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14320-00065
2121 Velma Ave.



2013 Accord



CLARENCE E MINGO II FRANKLIN COUNTY AUDITOR

MAP ID: C

DATE: 2/3/14



Disclaimer

Scale = 200



This map is prepared for the real property inventory within this county survey plats, and other public records and data. Users of this map are information sources should be consulted for verification of the informa county and the mapping companies assume no legal responsibilities for Please notify the Franklin County GIS Division of any discrepancies.

14320-00065
2121 Velma Ave.

STAFF REPORT

**GRAPHICS COMMISSION
CITY OF COLUMBUS, OHIO
MAY 15, 2012**

5. **Application No.:** 12320-00203
Location: 2121 VELMA AVENUE (43211), along the southwest corridor of Silver Dr. & Velma Ave. at the terminus of Hiawatha Park Dr.
Area Comm./Civic: South Linden Area Commission
Existing Zoning: R-1, Residential
Request: Graphics Plan
3375.12, Graphics requiring graphics commission approval.
To develop a comprehensive graphics plan.
Proposed Use: To develop a comprehensive graphics plan to replace all existing graphics plans and miscellaneous graphics commission actions.
Applicant: Crew Soccer Stadium Limited Liability Company
2121 Velma Ave.
Columbus, Ohio 43211
Property Owner: State of Ohio Expositions Commission
717 E. 17th Ave.
Columbus, Ohio 43211
Attorney/Agent: Jameel S. Turner; c/o Bailey Cavalieri, L.L.C.
10 W. Broad St., Suite 2100
Columbus, Ohio 43215
Case Planner: Dave Reiss, 645-7973
E-mail: DJReiss@Columbus.gov
-

RELEVANT DATA

SITE DESCRIPTION: The site is developed with The Crew Soccer Stadium.

GENERAL LOCATION: The site is situated between E 17th Ave. and E. Hudson St. at the north end of the State Fair Grounds.

SPECIFIC REQUEST: The applicant wishes to develop a comprehensive graphics plan that replaces all previously-approved graphics plans and miscellaneous graphics commission actions, and adds elements not previously included. A complete description of every aspect to be included in this graphics plan is a part of the exhibits identified as Schedule 1, prepared by Jameel Turner, attorney for the applicant. This is a six (6) page document. Schedule 1 is also included as a supplemental attachment to this report. The most prominent aspect of this graphics plan request is for a distinctive sign, anticipated to be approximately 100 ft. in height having two, 840 sq. ft. LED panels for an electronic, automatic changeable-copy sign oriented to I-71.

APPLICABLE HISTORY AND PERMITS: The site has had five Graphics Commission actions since 1999, beginning with VG99-007, April 20, 1999, which allowed a comprehensive graphics plan that included multiple ground signs, wall signs and a scoreboard sign. In 2001 a variance was approved to allow two permanent I.D. signs; 01320-00008, April 17, 2001. A request at that time to install an electronic reader board was denied. Another request for a reader board was scheduled to be heard on June 19, 2001, but was tabled and never heard. The next action was 06320-00001, March 21, 2006, which was a graphics plan, variance and miscellaneous graphics permit allowing the installation of a 288

sq. ft. wall sign on the north wall and one on the east wall; banners; temporary signs; corporate banners and flags; and more than one permanent identification sign. Another recent action taken was for a miscellaneous graphics commission action to approve the display of two promotional banners; one on the north wall of the stage and one on the north-facing wall at the northeast corner of the stadium. This was case no.10320-00022 and was approved on March 16, 2010. The last Commission hearing involving graphics at this site was case no. 11320-00249 which was heard on June 21, 2011. The Commission approved the display of corporate banners for sponsorship purposes.

RELEVANT CODE ISSUES: Although this property does not have frontage on I-71, it is just across Silver Dr. from the freeway. Staff has consistently objected to electronic, automatic changeable-copy displays oriented to a freeway as a matter of policy.

RELEVANT CITY POLICIES AND STAFF RECOMMENDATION OF SIMILAR CASES: Generally, staff has been supportive of the previous applications for variances and banners for Crew Stadium, with exception of the electronic reader board proposed in 2001. Staff sees the stadium as a unique venue where it would normally be expected to see special signage that is not ordinary to other types of uses. The distinctive sign with its large LED element falls into this category, and would not be supportable at an ordinary location such as a hotel or auto dealership.

UNIQUE DEVELOPMENT ISSUES: Crew Stadium is a professional soccer venue; the first professional soccer stadium constructed in the United States. Since any stadium is unique in its own right, the nature of this type of facility is such that one would expect to see a variety of graphic displays depicting sponsors of the team; advertising of products, goods, services, and special events; in addition to the name of the facility and other signs that they would be allowed to otherwise install without a graphics plan, variance or miscellaneous graphics commission action.

CITY DEPARTMENT(S) ISSUES: Staff supports the proposed 100 ft. tall, iconic ground sign with the electronic, changeable-copy displays with a video and flashing prohibition. It is near enough to and oriented to a freeway that it may as well have freeway frontage. The uniqueness of the use sets it apart from most other freeway oriented uses and thus alleviates any precedence setting concerns.

TRANSPORTATION: The Division of Planning & Operations no comments on this application, but passed on comments from the Ohio Department of Transportation. O.D.O.T. regulations say that such a large ground sign should be within 50 ft. of the sports facility building and they would like for the brightness of the sign to be capable of dimming if too many motorist complaints are received.

AREA COMMISSION/CIVIC ASSOCIATION RECOMMENDATION: A recommendation from the South Linden Area Commission has not been received, as of this report.

CITY DEPARTMENTS' RECOMMENDATION: APPROVAL (with condition)

SUMMARY OF POSITION AND OUTSTANDING ISSUES, IF ANY: This proposal is a comprehensive graphics plan for all aspects of graphics at Crew Stadium. It would replace all previous plans, variances and miscellaneous actions and include all of them that were previously approved. The plan would also include new elements not previously considered or approved, including an approximate 100 ft.-tall ground sign with two electronic message boards.

Staff has historically supported and recommended approval of the previous actions approved by the commission, with an exception being the proposed electronic, changeable-copy sign in 2001. Given the unique characteristic of the site, Staff is supporting the graphics plan with the condition that no video is shown on the sign and that it remain static for a minimum of 8 seconds. This is consistent with standards applied elsewhere in the city and across the country. This is a unique venue that hosts many varied events which require sponsorship and ever changing promotional campaigns.

CONDITION(S) RECOMMENDED: 1. Displays on the electronic, changeable-copy signs shall be static for not less than 8 seconds and shall contain no movement, flashing, scrolling, etc. The electronic, changeable copy signs shall have auto dimming capabilities which can be adjusted if complaints are received.

SUBJECT TO COMPLIANCE WITH ALL CITY CODES.

PLANNER: Dave Reiss

PLANNER PHONE: 645-7973

E-MAIL: DJReiss@Columbus.gov

RESULTS

GRAPHICS COMMISSION
CITY OF COLUMBUS, OHIO
May 15, 2012

5. Application No.: 12320-00203
Location: 2121 VELMA AVENUE (43211), along the southwest corridor of Silver Dr. & Velma Ave. at the terminus of Hiawatha Park Dr.
Area Comm./Civic: South Linden Area Commission
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Attorney/Agent: Jameel S. Turner; c/o Bailey Cavalieri, L.L.C.
10 W. Broad St., Suite 2100
Columbus, Ohio 43215
Case Planner: Dave Reiss, 645-7973
E-mail: DJReiss@Columbus.gov

RESULTS: APPROVED VOTE: 5-0

CONDITIONS:

1. Displays on the electronic, changeable-copy signs shall be static for not less than 8 seconds and shall contain no movement, flashing, scrolling, etc. The electronic, changeable copy signs shall have auto dimming capabilities which can be adjusted if complaints are received.
2. There will only be on-premises graphic displays presented on the electronic, changeable-copy signs.
3. Team sponsorship banners may be displayed on the marquee ground sign as a part of this approval.
4. All graphics included with this plan are found in Schedule 1 with the exhibits presented at the hearing, along with several pictorial depictions. Schedule 1 should be attached to the Commission Order or in the folder. Handwritten at the top of the first page is: "Approved Graphics Plan, May 15, 2012." It is signed by David J. Reiss.

SUBJECT TO COMPLIANCE WITH ALL CITY CODES.

This ruling pertains to the above referenced section of the Zoning Code. It does not modify any other obligation you may have under other City or State codes.

SCHEDULE 1 – PAGE 2

Crew Stadium Graphic Plan - 2012

A. Marquee Sign

Marquee sign placed in the Northwest corner of Crew Stadium facing I-71

- a. Quantity – 1
- b. Size– see attached image – Schedule 1, Item A
 - i. approximately 100' high
 - ii. Naming rights ring on top – up to 900 sq. ft. (10'H X 90'W) circumference - naming right letters approximate 360 sq. ft. (8'H X 46'W) backlit channel letters illuminated via LED
 - iii. LED panel s– (2) approximate 840 sq. ft (20'H X 42'W) each - curved
 - iv. Sponsor rings below LED – (4-6) 375 sq. ft. (5'H X 75'W) circumference – each sponsor name/logo would be approximately 100 sq. ft. (5'H X 20'W) static channel letters/logo, illuminated via LED
- c. Material – Steel Structure with 2 LED panels
- d. Content- Sign would display upcoming events to Crew Stadium (Crew games, concerts, ticket information, sponsors, etc.) All LED content would be static for at least 8 seconds. No video.

B. Back of Stage Graphics

1. Static or backlit channel letter naming rights sign facing I-71
 - a. Quantity – one
 - b. Size – Approximately 544 sq. ft. (8'H X 68'W) See Attached image– Schedule 1, Item B1
 - c. Material – Metal sign with either static or backlit channel letters
 - d. Attachment – attached directly to back of stage roof or on top of the stage roof
 - e. Content- Display the naming rights partner of the stadium
 - f. Frequency – To be hung year round and replaced as sponsor changes

2. Large signs to be displayed on the back of the stage of Crew Stadium facing I-71
 - a. Quantity – 2-4 signs
 - b. Size – varies – proposed sizes - See Attached image– Schedule 1, Item B2
 - i. One (1)- up to 2800 sq. ft (24'H X 110'W) - OR
 - ii. Two (2)- up to 1400 sq. ft (24'H X 50'W) each - OR
 - iii. Four (4)- up to 700 sq. ft (24'H X 28'W) each - OR
 - c. Material – vinyl or blow through mesh sign
 - d. Attachment – signs attached to metal façade of stadium
 - e. Content- Signs would display 1) Crew image / Crew Stadium Event only OR 2) Sponsor logo/image only OR 3) Combination of Crew image and sponsor logo/image.
 - f. Frequency – To be hung year round and replaced as sponsor changes or banner needs replaced.

SCHEDULE 1 – PAGE 3

C. East Side Graphics

1. Large signs to be displayed on the east side of Crew Stadium
 - a. Quantity – 4-8 signs
 - b. Size – varies – proposed size and positions – see attached graphic Schedule 1, Item C1
 - i. Two (2)- up to 600 sq. ft each - see attached graphic
 - ii. Two (2)- up to 500 sq. ft each - see attached graphic
 - iii. Two (2)- up to 400 sq. ft each - see attached graphic
 - iv. Two (2)- up to 300 sq. ft each - see attached graphic
 - c. Material – vinyl or blow through mesh sign
 - d. Attachment – signs attached to steel beams and banners to have reinforced edges.
 - e. Content- Signs would display 1) Crew image only OR 2) Sponsor logo/image only OR 3) Combination of Crew image and sponsor logo/image.
 - f. Frequency – To be hung year round and replaced as sponsor changes or banner needs replaced.

2. Static or backlit channel letter naming rights sign
 - a. Quantity – one
 - b. Size – Approximately 550 sq. ft. (8'H X 68'W) see attached graphic Schedule 1, Item C2
 - c. Material – Metal sign with either static or backlit channel letters
 - d. Attachment – attached directly to the steel structure of the stadium
 - e. Content- Display the naming rights partner of the stadium
 - f. Frequency – To be hung year round and replaced as sponsor changes

D. West Side Graphics

1. Large signs to be displayed on the West side of Crew Stadium
 - a. Quantity – 4-8 signs
 - b. Size – varies – proposed size and positions – see attached graphic Schedule 1, Item D1
 - i. Two (2)- up to 600 sq. ft each - see attached graphic
 - ii. Two (2)- up to 500 sq. ft each - see attached graphic
 - iii. Two (2)- up to 400 sq. ft each - see attached graphic
 - iv. Two (2)- up to 300 sq. ft each - see attached graphic
 - c. Material – vinyl or blow through mesh sign
 - d. Attachment – signs attached to steel beams and banners to have reinforced edges.
 - e. Content- Signs would display 1) Crew image only OR 2) Sponsor logo/image only OR 3) Combination of Crew image and sponsor logo/image.
 - f. Frequency – To be hung year round and replaced as sponsor changes or banner needs replaced.

2. Static or backlit channel letter naming rights sign
 - a. Quantity – one
 - b. Size – Approximately 550 sq. ft. (8'H X 68'W) – see attached graphic Schedule 1, Item D2
 - c. Material – Metal sign with either static or backlit channel letters
 - d. Attachment – attached directly to the steel structure of the stadium
 - e. Content- Display the naming rights partner of the stadium
 - f. Frequency – To be hung year round and replaced as sponsor changes

SCHEDULE 1 – PAGE 4

E. NW Corner Graphics

1. Large sign(s) to be displayed on the Northwest corner of Crew Stadium facing I-71
 - a. Quantity – 1-4 signs
 - b. Size – varies – proposed size and positions – see attached graphic Schedule 1, Item E
 - i. 1 sign – up to 1500 sq. ft AND/OR
 - ii. 3 signs – up to 500 sq. ft. each
 - c. Material – vinyl or blow through mesh sign
 - d. Attachment – signs attached to metal façade of stadium
 - e. Content- Sign(s) would display 1) Crew image only OR 2) Sponsor logo/image only OR 3) Combination of Crew image and sponsor logo/image.
 - f. Frequency – To be hung year round and replaced 2-4 times a year

F. E Corner Graphics

1. Large sign(s) to be displayed on the Northeast corner of Crew Stadium facing I-71
 - a. Quantity – 1-4 signs
 - b. Size – varies – proposed size and positions – see attached graphic Schedule 1, Item F
 - i. 1 sign – up to 1500 sq. ft AND/OR
 - ii. 3 signs – up to 500 sq. ft. each
 - c. Material – vinyl or blow through mesh sign
 - d. Attachment – signs attached to metal façade of stadium
 - e. Content- Sign(s) would display 1) Crew image only OR 2) Sponsor logo/image only OR 3) Combination of Crew image and sponsor logo/image.
 - f. Frequency – To be hung year round and replaced 2-4 times a year

G. SW Corner Graphics

1. Large sign(s) to be displayed on the Southwest corner of Crew Stadium facing parking lot
 - a. Quantity – 1-4 signs
 - b. Size – varies – proposed size and positions – see attached graphic Schedule 1, Item G
 - i. 1 sign – up to 1500 sq. ft AND/OR
 - ii. 3 signs – up to 500 sq. ft. each
 - c. Material – vinyl or blow through mesh sign
 - d. Attachment – signs attached to metal façade of stadium
 - e. Content- Sign(s) would display 1) Crew image only OR 2) Sponsor logo/image only OR 3) Combination of Crew image and sponsor logo/image.
 - f. Frequency – To be hung year round and replaced 2-4 times a year

H. SE Corner Graphics

1. Large sign(s) to be displayed on the Southeast corner of Crew Stadium facing parking lot
 - a. Quantity – 1-4 signs
 - b. Size – varies – proposed size and positions – see attached graphic Schedule 1, Item H
 - i. 1 sign – up to 1500 sq. ft AND/OR
 - ii. 3 signs – up to 500 sq. ft. each
 - c. Material – vinyl or blow through mesh sign
 - d. Attachment – signs attached to metal façade of stadium
 - e. Content- Sign(s) would display 1) Crew image only OR 2) Sponsor logo/image only OR 3) Combination of Crew image and sponsor logo/image.
 - f. Frequency – To be hung year round and replaced 2-4 times a year

SCHEDULE 1 – PAGE 5

I. Scoreboard Signage – Bowl Side

1. Large sign(s) to be on Stadium scoreboard advertising panels
 - a. Quantity – 6
 - b. Size – see attached graphic Schedule 1, Item I1 – Bowl Side
 - i. 4 signs would be (96”H X 228”W) – sponsor signs
 - ii. 1 sign would 5’H X 44’W – Naming right
 - iii. 1 sign (tri-vision) 4’H X 42’ – Sponsor sign
 - c. Material – vinyl - with backlit lighting
 - d. Attachment – scoreboard ad framing system
 - e. Content- Sign(s) would display 1) Crew image only OR 2) Sponsor logo/image only OR 3) Combination of Crew image and sponsor logo/image.
 - f. Frequency – year round – to be changed when sponsor changes

I. Scoreboard Signage – Plaza Side

2. Large sign(s) to be on Stadium scoreboard advertising panels
 - a. Quantity – 6
 - b. Size – see attached graphic Schedule 1, Item I2 – Plaza Side
 - i. 4 signs would be 11’ 3”H X 21’ 10”W – sponsor signs
 - ii. 1 sign would be 8’ 10”H X 21’ 5”W – Sponsor sign
 - iii. 1 sign would 22’ 10”H X 21’ 5”W – Crew Logo
 - c. Material – vinyl artwork – no backlit
 - d. Attachment – scoreboard ad framing system
 - e. Content- Sign(s) would display 1) Crew image only OR 2) Sponsor logo/image only OR 3) Combination of Crew image and sponsor logo/image.
 - f. Frequency – year round – to be changed when sponsor changes

SCHEDULE 1 – PAGE 6

J. Light Pole Banner

1. Large sign(s) to be displayed light poles throughout the VIP and north parking lot
 - a. Quantity – up to 34 light poles
 - b. Size – see attached graphic Schedule 1, Item J
 - i. Each banner would be 96”H X 30”W – 2 banner on each pole
 - c. Material – vinyl with wind slits or blow through mesh sign
 - d. Attachment – signs attached to light pole with light pole banner brackets and zip ties
 - e. Content- Sign(s) would display 1) Crew image only OR 2) Sponsor logo/image only OR 3) Combination of Crew image and sponsor logo/image.
 - f. Frequency – to be hung from March through November

K. Player Banner

1. Large sign(s) to be displayed on the South plaza facing the parking lot
 - a. Quantity – 4 signs
 - b. Size – see attached graphic Schedule 1, Item K
 - i. 4 signs – 230”H X 184”W
 - c. Material – vinyl with wind slits or blow through mesh sign
 - d. Attachment – signs attached to 2” framed pipe system with pole pockets
 - e. Content- Sign(s) would display Crew player images
 - f. Frequency – to be hung year round and changed annually or as players change

L. Ribbon Banner

2. Large sign(s) to be displayed on upper fence of the east and west stands
 - a. Quantity – 2 signs
 - b. Size – see attached graphic Schedule 1, Item L
 - i. 1 sign – 3’H X 360’W
 - ii. 1 sign – 3’H X 353’W
 - c. Material – vinyl with wind slits or blow through mesh sign
 - d. Attachment – signs attached to back railing on upper stands
 - e. Content- Sign(s) would display Crew tag lines or saying.
 - f. Frequency – to be hung from March through November

M. Burgee Flags

1. Flags to be displayed on poles on top of upper stands
 - a. Quantity – 2 signs
 - b. Size – see attached graphic Schedule 1, Item M
 - i. Each flag is – 2’H X 3’W
 - c. Material – nylon flag material
 - d. Attachment – attached to the top of 8’ pole that is attached to upper stand railing
 - e. Content- Sign(s) would display Crew logo
 - f. Frequency – to be hung from March through November

