

DOWNTOWN COMMISSION RESULTS

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Tuesday, August 26, 2014

50 W. Gay Street, (Beacon Building) Conference Room B – 1st Floor

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Downtown Commission
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I. Attendance

Present: : Steve Wittmann, Michael Brown, Tedd Hardesty, Robert Loversidge, Mike Lusk, Jana Maniace, Danni Palmore

Absent: Otto Beatty Jr., Kyle Katz

City Staff: Daniel Thomas, Elizabeth Brown, Dan Blechschmidt, Christopher Lohr, Jackie Yeoman

II. Approval of the July 22, 2014 Downtown Commission Meeting Results

Move to approve (7-0)

III. Review for Certificate of Appropriateness

Case #1 830-14

Address: 340 E. Gay Street

Lomonico's

Applicant: Against the Wind LLC

Property Owner: Against the Wind LLC

Design Professional: Juliet Bullock

Request CC3359.07

Certificate of Appropriateness for alteration and graphics.

This was heard in March and April of this year. It was approved with the exception of signage and mural design for Betty's. Domino's and the site plan as well as building alterations were approved. Certificates of Appropriateness have been issued for Domino's (and its signage) and the site. There is a new restaurant going in in place of Betty's. Lomonico's has an existing location in Pickerington.

Some alterations and new graphics are part of the new restaurant.

Result

Move to approve. (7-0)

Case #2 831-14

Address: 300 S. Fourth Street

Grismer Tire

Applicant: Grismer Tire Company

Property Owner: Wellesley-Fourth St., LLC

Design Professional: App Architecture – Timothy Bement, AIA

Request CC3359.07

Certificate of Appropriateness for west and north façade renovation.

Discussion

The south and east sides will just be repainted. It's a constant problem. Samples were shown. Panels will continue on the south side. There will be a new applied lower stone veneer, consistent with other Grismers in the Dayton area. Originally, it was intended to remove most of the existing signs, but have since reconsidered – some tire brand signage might go up on the fascia. The Commission generally felt this was a step back and proceeded to make suggestions as to how to improve the arraignment of signs – cluster them further to the right, group them in front of an “aluminum” bac SW – six would be too much. Smaller and fewer would be better. It might establish a bad precedence. The signs would be lit. Michelin and Bridgestone branding in particular, is important. SW – Is it possible to get some consistency in the framing? Come back in a month with a sign program. Everything else can be approved. Grismer sign, Tire and Auto Service. Return on south wall too. There is no landscaping. Pole signs will remain and be cleaned up. Glass will have low E and slight solar tint. Garage door on the end will be more solid. LED lights at the bottom. Parking area will be resealed and striped, there will be no landscaping.

Result

Move approval subject to the signage program coming back for final approval. (7-0)
Proceed with building permit. If any of that signage wouldn't have to be lit, that would be a good thing.

Case #3 - 832-14

Address: 250 Civic Center Drive

Applicant: John Behal – Behal Sampson Dietz

Property Owner: Marconi Partners LLC

Design Professional: John Behal – Behal Sampson Dietz

Request CC3359.07

Certificate of Appropriateness for back entrance improvements.

Design Professional: App Architecture – Timothy Bement, AIA

Request CC3359.07

Certificate of Appropriateness for west and north façade renovation.

Discussion

Two perspective sketches of the rear entrance was handed out. Planting areas will be added as will a vestibule. The canopy will be slightly curved, to match the front and side canopies. The colors will match those on the front. The back area will be repainted to match the brick. SW – Do you have a landscape plan? A – just what is shown. JM – Vestibule looks tight in terms of ADA. Down lighting in the canopies will be provided. SW – submit landscaping to staff. Also submit lighting.

Result

Motion to approve. Submit landscaping and details of lighting to staff. (6-0-1) Loversidge recusing.

V. Request for Certificate of Appropriateness for Advertising Mural (Temporary Graphic)

Case #4 828-14

Lindsay Acura ad mural

123 E. Spring Street

Applicant: CBS Outdoor

Property Owner: Spring Street LLC

Request:

Design review and approval for installation of a vinyl mesh advertising mural to be located on the east elevation of 123 E. Spring St. Proposed mural is for Lindsay Acura. The Downtown Commission approved a Captain Morgan ad mural in February 2014. CC3359.07(D).

The Lindsay Acura ad mural was presented to the Downtown Commission May, June and July. All three submissions are attached. The Commission approved the July submission pending approval of revision (see July Result of the case). The Commissioner who were present at that portion of the July meeting did not respond favorably.

Dimensions of mural: 15'H x 35'W Two dimensional, non lit

Term of installation: Seeking approval from. August 28 through November 10, 2014.

Area of mural: 525sf

Approximate % of area that is text: 3.5%

Discussion

A progression of submissions over the last three months was shown. RL – We're starting over and it still looks like a billboard. A. – Client had a hard time with last month's background and wanted to see the car on its own merits. A. what's the difference between this products and other products such as liquor products? SW – Graphic image first. We just don't want this type downtown. Staff – There have been about 6 automobile ad murals out of 300 total ad murals since 2014, from one of the best (the Mini-Cooper on High Street) to not so good. This was show in the June meeting. DP – is there an opportunity to share with Lindsay? A. – we're not likely to come back. JM – suggested a way to combine designs. Maybe another site should be looked for. A. – Don't understand why something was approved last month and this couldn't be approved. Vehicle went from SUV to sedan. I need to walk out of here with something that can be done soon. SW – I'm not going to vote for this. MB – can make motion to approve as submitted today and follow with a no vote. **MB – Motion to approve. DP – 2nd. (0-7) - Motion fails,.**

A – what can I take back as an alternative from last month. I never received an answer. Couldn't be modified. RL – this wasn't approved. Staff tried to clarify the motion made last month. The resubmission did not follow the motion. RL – Are you making another submission. MB – I think we're making a disconnect between what happened last month. A - - Can I make changes and resubmit electronically? SW – I think that at this point dealing with all of these alternatives is too difficult. You'll just have to come back. ML – The lit skyline in the background starts to work. It starts to fall apart with the car. SW – Maybe you should do something other than a stock image.

Case 5 #833 -14

Lamar ad mural

Address: 80 S. Sixth Street

Salesians Center

Applicant The Lamar Companies

Design Professional(s): Mark Sorgel (Lamar) & Circle Graphics

Property Owner: Salesians Society, INC.

Request:

Design review and approval for the installation of a vinyl mesh advertising mural to be located on the east elevation of 80 S. Sixth Street. Proposed mural is for Lamar “Get Outdoors” The last ad mural at this location was for the Nutcracker. CC3359.07(D).

Dimensions of mural: 62’H x 30’W , lit

Term of installation: Seeking approval from September 1, 2014 to March 1, 2015

Area of mural: 1,860 sf

Approx. area that is text: 4.2%

Discussion

SW – You’ve set a new standard for the back of this building. A. It is Hayden Run Falls. The window is not there. We would like to have this up when there is no actual advertisement up. ML – The Lamar numbers look big.

Result

Motion to approve. (7-0)

Case #6 834-14

Columbus Dispatch ad murals

66 S. Third Street

Applicant: Clear Channel Outdoor

Property Owner: Capitol Square Ltd.

Columbus Dispatch

Design Professional: Clear Channel

Request:

Design review and approval for installation of vinyl mesh advertising murals for the Columbus Dispatch to be located on the north elevation at 66 S. Third St. Proposed murals – For September – “Discover the art of the city”. For October “Discover memorable ways to spend fall days. The Downtown Commission has previously approved numerous murals at this location, the latest being for the Columbus Dispatch, Bicentennial Park. CC3359.07(D)

This is a campaign highlighting Dispatch photography. The ad murals will go up in fairly rapid order. The campaign was initially approved by the Commission at their February meeting. The applicant wishes to extend the campaign.

- September – Clintonville Cooke Road mural “Discover the art of the city”.
- October – Pumpkin patch Groveport “Discover memorable ways to spend fall days”.

Dimensions of mural: 35’W x 20’H Two dimensional, non lit

Term of installation: Seeking approval for September and October 2014.

Area of mural: 700 sf

Approximate % of area that is text: 4.5%

Discussion

These are great, move approval.

Result

Motion to approve (7-0)

Case #7 835-14

Appleton Estate Rum ad murals

Address: 60 E. Spring St.

Applicant: Orange Barrel Media

Property Owner: JSD Spring LLC

Design Professional: Orange Barrel Media

Request:

Design review and approval for installation of four vinyl mesh advertising murals for Appleton Estate Rum. The murals are to be located on the east elevation of 60 E. Spring St. There have been numerous as murals at this location, the current one also being for The James Cancer Center CC3359.07(D).

Dimensions of mural: Two at 35'-9"W x 19'- 6"H, two dimensional, lit, vinyl mesh banners
Two at 30' W x73' H

Term of installation: Seeking approval from September 25 to December 5, 2014

Area of murals: 5,774 sf **% of area that is text:** 5%

Discussion

A – The four panel building offers some challenges. Theme is holidays in Jamaica. RL – my only problem is that the panels are disparate. SW – They seem to fit together. Its better than the OSU x-ray mural. A – Fits in with Jamaican Independence Day. RL – It would be nice to approve an alcohol mural that didn't have a bottle. SW – At least you didn't put a big bottle on one of the larger panels. I like the fact that the panels are different.

Result

Motion to approve. (7 – 0)

Case #8 836-14

Direct Electric ad mural

106 N. High Street

Applicant: Orange Barrel Media

Property Owner: 106 North High Street LLC (The Atrium Lofts)

Design Professional: Orange Barrel Media

Request:

Design review and approval for installation of a vinyl mesh advertising mural to be located on the north elevation at 106 N. High Street. Proposed mural – Direct Energy – “Seasons change. Your energy rate won't. ”. The Downtown Commission has previously approved numerous murals at this location, the latest for GNC “Pro Performance AMP”. CC3359.07(D).

Dimensions of mural: 45'3"W x 90'6"H Two dimensional, non lit

Term of installation: Seeking approval from September 10 through December 10, 2014

Area of mural: 4,095 sf

Approximate % of area that is text: 5%

Discussion

Leaves are changing for the fall.

Result

Motion to approve. (7 – 0)

VI. Business / Discussion

Public Forum

Staff Certificates of Appropriateness have been issued since last meeting (July 22, 2014)

1. 65 S Fourth St. – YWCA – Banner
2. 295 E Long St. – Normandy – Sign
3. 303 S Grant St. – Franklin Univ. Parking lot - Site lighting due to new Mound St.
4. 55 E. Spring St. – Signage
5. 309 S. Fourth St. – Site Compliance
6. 329-333 E. Long St. – Brioso – Temp sign
7. 226 N. Fifth St. – WOW Sign (replaces Blue Mile)
8. 114 N. High St. – Dr. Ford signs
9. 75 E. State St. – Starbucks sign at Sheraton
10. 360 S. Third St. – United Way banner
11. 21 W Broad St. – Roofing
12. 309 S. Fourth St. – Window replacement
13. 300 W. Spring St. – Roofing

Potential demolitions – 330 Oak St, Veteran’s Memorial Auditorium

Staff Certificates – MB - YWCA banner – too large RL – Scale element

NHL All Star game – Downtown Commission would like to look at – bring it in

If you have questions concerning this agenda, please contact Daniel Thomas, Urban Design Manager, Planning Division at 645-8404.