

STAFF REPORT

DATE October 21, 2014
PLAC 50 W Gay St
E
TIME 3:00 pm

A CALL TO ORDER

3:00 Welcome Ryan Szymanski

B APPROVAL OF MINUTES

Meeting Summary- August 19, 2014

C OLD BUSINESS

~3:10 1. East Franklin District: Graphic Design Guidelines

Staff Comments:

The East Franklinton Creative Community District Plan recommends that more definitive signage standards be prepared to be used in review of graphics applications. The East Franklinton District (CC 3323) established that a Certificate of Approval is required for any graphic requiring a permit as provided by the Graphics Code and all graphics plans. The East Franklin District: Graphic Design Guidelines will be used by the East Franklinton Review Board for design review of Graphics applications within the East Franklinton District. The Review Board may modify applicable development and performance standards of East Franklinton District as necessary in reviewing and approving graphics as provided for in section CC 3323.09.

The Review Board was presented with draft graphic design standards at an EFRB special meeting held on April 29, 2014. The Review Board offered suggestions and modifications to the draft graphic standards which were considered by staff. The presented Graphic Design Guidelines have been modified based on the requests of the Review Board on April 29, 2014 and are intended to reflect the urban, mixed use character of East Franklinton. The Graphic Design Guidelines align with the purpose of the East Franklinton District to provide for development consistent with the urban character of the neighborhood.

The Graphic Design Guidelines were also presented at the Franklinton Area Commission regular meeting on September 9, 2014 where the Commission voted to approve the Guidelines.

The Graphic Design Guidelines will next be presented to the Columbus Development Commission for their recommendation to City Council.

Staff recommendation: The EFRB should recommend approval of the Graphic Design Guidelines to the Columbus Development Commission.

Recommendation:

Conceptual Approval

Approval

Approval with
Conditions

Disapproval

D APPLICATIONS FOR CERTIFICATE OF APPROVAL

~3:20 1. Address: 610 Town Street
 Property Owner: JTS Investment Properties LLC, Michael Joseph
 Applicant: Blake Compton
 To be reviewed: Graphics: two wall signs and blade sign

Sub-Districts: West Broad St Arts and Innovation **Dodge Park**

Code Reference: 3323.21 Development Standards, D. Graphics

Staff Observations:

The applicant is proposing to install two (2) wall signs for tenant Glass Axis and one (1) blade sign and storefront vinyl graphics for tenant Café Brioso. One (1) wall sign is proposed for the west side of the building facing Grubb Street so that members and customers approaching from the west can identify the building and tenant Glass Axis. A second wall sign, a blade sign and frosted vinyl storefront graphics are proposed for the south side of the building and will face Town Street. The wall sign facing Town Street is intended to make the public aware of Glass Axis’ new location. The blade sign facing Town Street will be located east of the Café Brioso storefront. A small Café Brioso logo with store hours and an abstract “flame” in frosted vinyl will be applied to the storefront window and door facing Town Street. The frosted vinyl logo and hours are less than ten (10) square feet and do not require zoning clearance, or permit (CC 3375.09); however they will be reviewed today as part of this graphics plan for 610 Town Street.

Applicable Code Land Use Standard:

Standard	Dodge Park	Staff Comments
Not Applicable		No change in use

Applicable Code Development Standards:

Standard	Dodge Park	Staff Comments
Graphics	Graphics are subject to the provisions of Chapter 3375 and Chapter 3381. Whenever there is a conflict between the graphics code and this Chapter, this Chapter shall govern.	Consistent
	In addition to signs prohibited in Chapter 3375, the following types of signs shall not be permitted: off-premise signs, billboards, signs with flashing lights or bare bulbs, co-op signs, rotating signs, monopole signs, automatic changeable copy signs, and roof-mounted signs.	The signs proposed are permitted in the East Franklinton District.
Encroachment	Portions of a building or structure may extend under, over or into the public right-of-way, pursuant to the approval of the Director of the Public Service Department.	Approval from the DPS will be required in addition to COA for the projecting blade sign.

Applicable Plan Development Standards:

Recommendation	Standard	Staff Comments
Signage	In general, signage should be pedestrian in orientation and scale. Walls and blade signs are preferred. Pole signs are generally discouraged. The dimensional standards of the city graphics code should be used unless new standards are developed specific to East Franklinton.	Glass Axis wall sign on south side of bldg. to be more auto-oriented in scale, which is appropriate. All other signs are pedestrian in scale.
	Signs are recommended to be placed and sized on buildings such that they area in keeping with the scale and size of the building facades and general streetscape so as not to obscure or interfere with architectural lines and details.	Consistent
	Sign design and materials should relate to the general theme of the surrounding district and incorporate the building architecture. Examples include hand-crafted, artisan design and materials.	<u>Wall Sign (Grubb):</u> 7' x 7' x ½" FONT: GOTHAM MATERIAL: 1/2" WHITE SINTRA <u>Wall Sign (Town):</u> 24'-10" x 3'-0" x 1" FONT: GOTHAM MATERIAL: 1" PLEXI GLASS <u>Blade sign:</u> Red stained wood (Two-toned), ¼" white letters w/opaque vinyl "bean", black metal trim cap <u>Storefront:</u> Frosted vinyl applied to exterior glazing
	Freeway-oriented signs, pole signs, sign benches, billboards and other off-premises signs should not be supported.	Consistent
Graphic Design Guidelines -Draft General Guidelines	Each ground floor tenant space or building (if single tenant occupancy) may have one projecting sign and either one wall sign or awning sign(s), as approved by the Review Board (see subsections herein for design specifics).	Not consistent Café Brioso has one (1) projecting (blade) sign. Glass Axis is requesting two (2) wall signs.
Graphic Design Guidelines -Draft Wall Sign Guidelines	<p>Building The width of building wall signs should not exceed 50 percent of the width of the structure.</p> <p>Storefront Storefront wall signs should not exceed 25 square feet in area. Storefront wall signs should be located within the signage band between the first and second floor windows. Where windows do not exist, the nearest building or buildings in the same block should be used for determining window heights. Regardless, the top of wall signs should not exceed a height of 20 feet measured from grade. Storefront wall sign height should not exceed 60 percent of the total sign band area.</p> <p>Buildings with multiple tenant spaces should establish a cohesive rhythm appropriate to the building for the placement of wall signs.</p>	<p>Consistent</p> <p>Not Consistent – The south wall sign (W Town St.) for Glass Axis is 74.5 square feet. This sign may be appropriate for this use due to the size of the building.</p>

Applicable Plan Development Standards:

Recommendation	Standard	Staff Comments
Graphic Design Guidelines -Draft	The maximum allowable area for a projecting sign should be 12 square feet per side; 24 square feet total.	Consistent
Projecting (Blade) Sign Guidelines	The maximum horizontal projection measured from the building should not exceed four feet or two-thirds of the sidewalk width, whichever is less.	Consistent
	A minimum of 10 feet of clearance should be maintained between grade and the bottom of the sign. Approval by the Department of Public Service may be required for signs that project into the right-of-way.	Consistent, but dimension will need to be provided on final drawing for COA
	Projecting signs should not extend above the bottom of the second floor windows. Where windows do not exist...the top of projecting signs may not exceed a height of 15 feet measured from grade.	N/A

The proposed two (2) wall signs, (1) blade sign and frosted vinyl storefront graphics reinforce the creativity, craftsmanship, and industrial character of the East Franklinton District. The wall sign on the west side of the building and the blade sign on the south side of the building are pedestrian in orientation and scale. It is staff's opinion that it is appropriate for Glass Axis to install two wall signs based on the building's site plan and architecture. There is concern that the three separate graphics (wall sign, blade, and storefront) on the south face of the building may not be viewed as cohesive. Effort should be made to ensure white lettering of all signs work together and are visually appealing as a whole. Additionally, the red wood of the blade sign and red material for the Grubb Street wall sign should relate to each other in design and appearance. The blade sign for Briosso will need dimensions showing the actual location on the building prior to issuance of COA.

Recommendations:	Conceptual Approval	Approval	Approval with Conditions	Disapproval
Conditions:	<ol style="list-style-type: none"> 1. Approval from the Department of Public Service for one (1) blade sign which projects over the public right of way. 2. Sufficient elevations and details are provided to show cohesive "rhythm" of signage. 3. Dimensioned location of Briosso blade sign. 			

E APPLICATIONS FOR CONCEPTUAL REVIEW, CODE ENFORCEMENT AND/OR ZONING

F STAFF ISSUED CERTIFICATES OF APPROVAL

G BOARD APPROVED APPLICATIONS ISSUED CERTIFICATES OF APPROVAL

H OTHER BUSINESS

~3:35 1. Update on demolition permit review

~3:40 2. Update on DPU Infrastructure Master Plan

I NEXT MEETING

Tuesday- November 18, 2014 at 50 W Gay St at 3:00 pm.