

STAFF REPORT

DATE MAY 15, 2018
PLACE 111 NORTH FRONT STREET, CONFERENCE ROOM 203, SECOND FLOOR
TIME 3:00 PM

A CALL TO ORDER

B APPROVAL OF MINUTES

~3:01 MEETING SUMMARY – APRIL 17, 2018

C APPLICATIONS FOR CONCEPTUAL REVIEW

~3:10 1. APPLICATION: **EF_18-05-001**
ADDRESS: **530 WEST TOWN STREET**
PROPERTY OWNER: **OUT OF TOWN, LLC**
APPLICANT: **BRIAN HIGGINS | METROPOLITAN HOLDINGS**
TO BE REVIEWED: **SIGNS**

Sub-Districts: West Broad St **Arts and Innovation** Dodge Park
Code Reference: **3323.21(D)**

Staff Observations:

The Applicant is seeking to install building signage for the Out of Town development that was approved by this board at the December 14, 2016 meeting. The signs consist of one face mounted leasing sign, ten face mounted unit number signs and four flush mounted address signs; all signs are constructed of dibond aluminum composite with vinyl graphics.

Recommendation and Standard	Staff Comments
General Guidelines	
A wide range of design styles are appropriate for East Franklinton, with preference for contemporary design and materials.	Consistent
Signs that reinforce the creativity, craftsmanship, and industrial character of the East Franklinton District are encouraged.	Consistent
Signage should be pedestrian in orientation and scale. Wall and blade signs are preferred. Auto-oriented signage is not appropriate for this district. The Review Board may consider auto-oriented signage requests featuring unique and artistic elements if such graphics are integral to the design of a building, development, and/or character of the sub-districts.	Consistent
New signage should be designed to be a logical and complementary component of the overall design of a storefront and/or the associated building's architecture.	Consistent
The signage message should be designed in a simple fashion and may include the business name, logo, function and/or street number or address and related artistic treatments. Telephone numbers and web addresses are not appropriate. Logos identifying the primary business may be integrated as an accent within signs; however logos advertising individual products apart from the primary business are not supported. The use of artistic elements on signage related to the associated business is appropriate (e.g. drawing of a coffee cup for a coffeehouse).	Not Consistent. The main sign has the phone number associated with the leasing office. <u>While the guidelines discourage phone numbers, it may be appropriate for properties for lease; the HRC and UIDRB allow 12x18 leasing signs on properties throughout the University District.</u>

The proposal is mostly consistent with the recommendations of the East Franklinton Creative Community District Plan, though placement of the leasing sign may need some study.

Staff Recommendation: Approval **Approval with Conditions** Table Disapproval

- Staff suggests locating the leasing sign to align with an architectural element.

~3:25 2.

APPLICATION: EF_17-05-001-C
ADDRESS: 491 WEST BROAD STREET
PROPERTY OWNER: A.D. FARROW
APPLICANT: BART OVERLY | BLOSTEIN/OVERLY ARCHITECTS
TO BE REVIEWED: SIGN

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

Code Reference: 3323.21 Graphics, 3375 Graphics
3381 Graphics

Staff Observations:

491 West Broad Street is an approximately 1 acre site located on three parcels spanning from S. May Ave to McDowell St. The applicant is seeking EFRB approval for graphics as part of a larger remodeling project to expand the existing A.D. Farrow Co., a Harley-Davidson motorcycle dealership. So far, the applicant has received the necessary EFRB approvals except for a proposed roof sign.

During the September 19, 2017 EFRB meeting, the applicant presented their graphics application. The Board recommended that the applicant return with the following revisions:

1. Reduce the size and the scale of roof the sign and place said sign within the signage band
2. Reduce the size and the scale of the blade sign.

At the January 16, 2018 EFRB Meeting the Board approved a modified projecting sign but disapproved the roof mounted sign. The Board’s discussion centered on precedent of approving signs not permitted by the EFD Code of Graphics Code.

The applicant is seeking Board approval for a reduced sized roof mounted sign. The sign is of the same design and proportions but has been reduced in size by 11% or from 36” to 32” in height.

Applicable Code Development Standards:

Standard	Broad Street Sub-District	Staff Comments
Graphics	3323.21	Not consistent. Roof mounted signs prohibited in EFD.

Recommendation and Standard	Staff Comments
General Guidelines	
A wide range of design styles are appropriate for East Franklinton, with preference for contemporary design and materials.	Consistent
Signs that reinforce the creativity, craftsmanship, and industrial character of the East Franklinton District are encouraged.	Consistent
Signage should be pedestrian in orientation and scale. Wall and blade signs are preferred. Auto-oriented signage is not appropriate for this district. The Review Board may consider auto-oriented signage requests featuring unique and artistic elements if such graphics are integral to the design of a building, development, and/or character of the sub-districts.	Not consistent. Staff considers proposed street sign auto-oriented due to size and scale. Staff recommends that the applicant reduce the height of the sign to 2ft.
New signage should be designed to be a logical and complementary component of the overall design of a storefront and/or the associated building's architecture.	Not consistent. Staff recommends moving the signage to the fit within the signage band.
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).	Consistent
In addition to sign types prohibited in the East Franklinton District (3323.21) and general Graphics section of the Zoning Code (3375.13), the following types of signs are not appropriate: pole-mounted signs, co-op or tenant panel signage, signage that emits noise, moving objects and sign components, animation, LED (light emitting diodes) and related screens, projectors and related equipment, LED programmable signs and neon used as a window element. New lighting technologies may be considered on a case by case basis.	Not consistent. The street sign is mounted above the roof line. This is considered a roof sign. Roof signs are prohibited in EFD per 3323.21
Wall Signs - Building	
The width of building wall signs should not exceed 50 percent of the width of the structure.	Consistent.
Prohibited & Nonconforming Graphics	
In addition to signs prohibited in Chapter 3375 , the following types of signs shall not be permitted: off-premises signs, billboards, projector based signs, signs with flashing lights or bare bulbs, co-op signs, rotating signs, monopole signs, automatic changeable copy signs, and roof-mounted signs.	Not consistent. Roof mounted signs prohibited in EFD.

Graphics: Staff does not support the applicant's graphic plan as submitted.

- **Storefront Sign:** The East Franklinton Signage Design guidelines support a wide range of design styles with preference for contemporary design and materials. However, roof-mounted signs are prohibited within the District. In addition, the design guidelines recommend that storefront signage should be located within the signage band and to not exceed 25 square feet in area. Staff recommends that the size of the sign be reduced (maximum of 2 ft. tall) and placed within the signage band. An alternative recommendation is to relocate the street sign from the existing building to the new building. This will allow the applicant clearance to plant street trees along the building frontage.

The applicant is requesting the following modifications to the East Franklinton Development Standards:

1. To permit roof mounted sign in the East Franklinton District

Staff Recommendation:

Approval

Approval with
Conditions

Table

Disapproval

1. Staff suggests locating sign on sign band on the new building.

E BOARD APPROVED APPLICATIONS ISSUED CERTIFICATES OF APPROVAL

		APPROVED : ITEMS APPROVED	COA ISSUED
1.	EF_17-12-002B 250 W RICH ST (RIVER & RICH)	01/16/2018: GRAPHICS PLAN AND LIGHTING	04/25/2018: BUILDING SIGNAGE
2.	EF_18-03-001 548 W STATE ST (MIXED USE)	04/17/2018: PARKING REDUCTION, ZONING RECOMMENDATION	04/20/2018: CV RECOMMENDATION

D NEXT MEETING

TUESDAY – JUNE 19, 2018 AT 3:00 PM
111 NORTH FRONT STREET, CONFERENCE ROOM 203, SECOND FLOOR