

University Area Review Board

50 West Gay Street, Fourth Floor
Columbus, Ohio 43215-9031
(614) 645-6096 (614) 645-6675 fax

MEETING SUMMARY

date	November 17, 2016
place	Northwood & High Building 2231 North High Street, Room 100
time	6:30pm – 9:55pm
members present	Ted Goodman, Frank Petruziello, Brian Horne, Stephen Papineau, Pasquale Grado, Doreen Uhas-Sauer
members absent	

A.		University District Zoning Overlay
	1.	Kevin Wheeler, Mark Dravillas, Christopher Lohr, Daniel Ferdelman (City of Columbus Planning Division)
	6:32 – 7:00	Planning Division review of new and revised code.
		<ul style="list-style-type: none">• Mr. Ferdelman and Mr. Wheeler gave a report on the proposed modification of the Zoning Overlay. The new code sections added to the overlay will be Neighborhood Mixed Use and Regional Mixed Use Districts provide new guidance of development perimeters for commercial properties.• Mr. Petruziello expressed concern regarding the arbitrary nature of the height limits. The ground floor of retail needs to have greater floor-to-floor heights that do not lead to variances.• Mr. Grado suggested that the code should have a section that deals with height of the first floor
		Tabled
	motion	To consider:
		1. That revised language be drawn up for the height limits to allow proper retail heights on the ground floor without the need for variances.
B.		Business of the Board
	1.	Approval of Meeting Summary from October 2016
	6:30 – 6:32	
	motion by	Mr. Grado / Ms. Uhas-Sauer
	motion	To approve as submitted.
	vote	6-0 to Approve

C.

1. applicant: to be reviewed: 7:00 – 7:03	Applications for Certificate of Approval 2321 North High Street Brendan Moody (SignAffects) signage, graphics	Cazuelas
	<ul style="list-style-type: none">• Mr. Moody reviewed the modifications to the sign.• Mr. Grado commented that the sign on the awning was not reviewed by the Board and is not supported by the guidelines.• Mr. Goodman enquired about how the sign would be lit.• Mr. Moody confirmed that the existing lights within the sign cabinet would light the sign.	
motion by	Mr. Petruziello / Mr. Papineau	
motion	To approve as submitted on the condition: 1. That the cauldron logo be shifted up on the sign face. 2. That the words Mexican and Restaurant be stacked. 3. That the text on the existing awning be removed.	
vote	6-0 to Approve	
2. applicant: to be reviewed: 7:03 -7:08	1242 North High Street Logan Dilts (DaNite Sign Co.) signage, graphics	Mass Appeal
	<ul style="list-style-type: none">• Mr. Dilts described the modifications to the sign design.• Mr. Goodman expressed concern regarding the depth and height of the sign raceway.	
motion by	Mr. Horne / Mr. Papineau	
motion	To approve as submitted on the condition: 1. That the raceway shall be no taller than the transom beam	
vote	6-0 to Approve	
3. applicant: to be reviewed: 7:08 -7:22	131 East 15th Avenue Mitch Acock (Acock Associates) building and site review	Delta Gamma Sorority
	<ul style="list-style-type: none">• Mr. Acock reviewed modifications in the design of the addition and the results of the BZA hearing.• The Board and Applicant discussed the color of the siding the north elevation.	
motion by	Mr. Horne / Ms. Uhas-Sauer	
motion	To approve as submitted on the condition: 1. That the board and batten sing on the North n South elevations of the addition shall be painted grey in a tone that closely matches the brick.	
vote	6-0 to Approve	

4.

applicant:
to be reviewed:
7:22 – 8:20

1900 North High Street

Target

David Hodge (Underhill & Hodge), Doug Bartolomeo, Aaron Hemquist
signs and graphics

- Mr. Hodge reviewed the placement and design of the signs.
- Mr. Goodman commented that the store would have 220' of High Street frontage – 5 merchant spaces; it will be important that the area is lively and engaging; it may be appropriate to have these seven signs.
- Mr. Grado questioned the need for so many window graphics; it appears that you do not want to do window displays.
- Mr. Bartolomeo stated that several fixtures would be at the windows; the fixtures will be at 44 inches.
- Mr. Grado commented that the UCO Code allows for displays or full views into the interior, but not the fixtures as stated.
- Mr. Bartolomeo replied that layout would not be efficient space arrangement for the store.
- Mr. Petruziello commented that the Chicago CPS Target Store is a good solution.
- Mr. Goodman expressed concern regarding the back of casework being the main view from High Street; we worked out a good solution with the Kroger Store at 7th & High and it animates that frontage.
- Mr. Petruziello stated that we do not want this to look like it is a 'renovated' store; it should look purpose built.
- Mr. Grado expressed concern regarding the order pickup sign on top of the one canopy; that can graphic can go on the glass but is not support as a sign.
- Mr. Horne commented that he was not excited about the multiple projecting signs; the corner sign could be much bigger.
- Mr. Petruziello stated that the issue seems to be 12 solutions for the same problem.
- Mr. Bartolomeo reviewed the rationale behind the signage scheme.
- Ms. Uhas-Sauer commented that the signs are either enough or too much; the corner could have more attention; not every window needs to be branded as Target.
- Mr. Goodman stated that casework against the windows is inappropriate.
- Mr. Grado commented that there are too many elements along the frontage; maybe a consistent canopy system could be used, not awnings.
- Mr. Szymanski commented that he was not wedded to the idea of the awnings; the corner sign was discussed at length, it is a 6 foot in diameter.
- Mr. Bartolomeo stated that the doors on the current building design could be storefronts coordinated with the building owner.
- Mr. Petruziello stated that there should be a solution with less than three conditions; the sign could be a floating circle perpendicular to the entry.
- Mr. Bartolomeo summarized the minimum signage that would be required.

Tabled

To consider:

1. **That the storefronts along High Street should look into the activity in the store or have proper displays that are curated.**
2. **That the order pick-up sign be reconsidered.**
3. **That canopies could be used to unify the frontage.**
4. **A more dramatic sign at the corner entry.**

motion

D. Applications for Zoning, Code Enforcement and/or Conceptual Review

1. 1976 North High Street

Ad Mural

applicant: David Hodge (Underhill & Hodge)
to be reviewed: **8:20 – 9:10**
graphics

- Mr. Ferdelman gave a report on the proposal.
- Mr. Hodge submitted and reviewed the guidelines similar to what the Downtown Commission uses to review their cases.
- Mr. Grado expressed concern regarding Ad Murals along High Street; the community worked for 20 years to eliminate billboards along this corridor; this mural should not be a precedent; the graphic should play of the existing architecture, start from the bottom of the terracotta.
- Mr. Goodman stated that he likes the ad murals downtown, but any mural should focus on the art not the ad.
- Mr. Horne suggested that the corner of the building needs to be cleaned up; the corner should be warped in metal.

motion by **Mr. Papineau / Mr. Petruziello**

To approve the proposed Ad Mural on the condition :

- 1. That the logo and type are less than 5% of the total mural.**
- 2. That the mural extend to the parapet coping at the top, to the adjacent wall to the east, to the bottom edge of the terracotta façade at the bottom and within approximately 1'-0" from the western edge.**
- 3. That the proposed graphic is authorized for 90 days from the date of installation.**
- 4. That at the end of the 90 days a proposal to cap the southwest corner of the building and a set of guidelines for future graphics are to be presented to the Board for review and approval.**

motion
vote **5-1 to Approve (Mr. Grado)**

2. 1456 North High Street

Mixed Use

applicant: Dave Fife and Rea Fife (Contractor)
to be reviewed: **9:10 – 9:23**
conceptual | windows

- Mr. Fife reviewed the need for new windows.
- Mr. Grado requested that the windows be replaced like-for-like but in wood as proposed.
- Mr. Petruziello stated that the center windows need to be tree casements not two.
-

motion by **Mr. Petruziello / Mr. Papineau**

To approve the proposed window replacements on the condition:

- 1. That the bay windows be composed of 5 casement windows.**
- 2. That the (3) center windows be triple ganged with no extra framing between sashes.**
- 3. That the window color be appropriate with the color of the building, but not white.**
- 4. That all other parts of the bay windows be replaced like-for-like.**
- 5. That the windows be sized to fit the entire existing window opening.**

motion
vote **6-0 to Approve**

3.
applicant:
to be reviewed:
9:23 -9:51

1443 North High Street

Redevelopment

Sean Mentel (Kooperman I Mentel I Ferguson I Yaross) Mike Suarino, Timothy R. Cousino (NBBJ)

conceptual | building, site and demo

- Mr. Mentel reviewed the required variances; Mr. Suarino reviewed the program and design.
- Mr. Grado stated that the zoning still needs to go to the UAC and the building is maybe one story too tall.
- Ms. Uhas-Sauer commented that the building is quite jarring, but it could pay a little homage to the surrounding.
- Mr. Petruziello stated that the building is great and should be built as designed; it is better than the library.
- Mr. Goodman expressed some concern regarding the alley treatment.
- Ms. Uhas-Sauer indicated that if a green wall is used it should be an emphatic green wall; and a bold statement, not just something to appease the neighbors.
- Mr. Goodman commented that a seven or eight story building will have an impact on the neighborhood; materials and details will matter.

Tabled

To consider:

1. **That the building should be a story or so shorter.**
2. **Mitigate the building at the alley.**

motion

E.

9:51 – 9:55

1. **244 King Avenue**
2. **1523-1525 Summit Street**
3. **2183 North High Street**
4. **1341-1343 Highland Street**
5. **1539 Summit Street**

items approved

- ADA Ramp
stairs
sign reface
windows
renovation**

motion by

Mr. Grado / Mr. Papineau

motion

To approve as submitted.

vote

6-0 to Approve

F.

Board Approved Applications Issued Certificates of Approval

1. **15 East Lane Avenue
(The Wilson - Site Compliance)**
2. **61 East 8th Avenue
(Multi-Family Residence)**
3. **128 East 11th Avenue
(Multi-Family Residence)**
4. **1376 - 1414 North High Street
(1400 North High - Site Compliance)**
5. **1758 North High Street
(Verizon)**

approved : items approved

- 06/16/2016: building & site**
10/15/2015: addition
06/16/2016: addition
09/15/2016: addition
11/20/2016: cell phone antennas

COA issued

- 10/19/2016**
10/27/2016
10/24/2016
10/24/2016
11/4/2016

G.

1.

Next Meeting

Thursday December 15, 2016 | 6:30pm | 2231 North High Street (Northwood & High Building, Room 100)