



Architectural Review Board

Meeting Minutes

April 18, 2018

7:00 p.m.

New Albany Architectural Review Board met in regular session in the Council Chambers at Village Hall, 99 West Main Street and was called to order by Architectural Review Board Chair Mr. Alan Hinson at 7:02 p.m.

Mr. Alan Hinson, Chair	Present
Mr. Francis Strahler	Present
Mr. Jonathan Iten	Present
Mr. Lewis Smoot	Absent
Mr. Jim Brown	Present
Mr. E.J. Thomas	Present (arrived 7:03pm)
Ms. Kim Comisar	Absent
Mr. Matt Shull	Present

Staff members present: Jackie Russell, Development Services Coordinator; Stephen Mayer, Development Services Manager and Pam Hickok, Clerk.

Mr. Iten moved, seconded by Mr. Strahler to approve the meeting minutes of March 12, 2018, as corrected. Upon roll call vote: Mr. Hinson, yea; Mr. Brown, yea; Mr. Thomas, yea; Mr. Strahler, yea; Mr. Iten, yea. Yea, 5; Nay, 0; Abstain, 0; Motion carried by a 5-0 vote.

Mr. Hinson asked for any changes to the agenda.

Mr. Hinson swore to truth those wishing to speak before the Board.

Mr. Hinson asked for public comment for any items not on tonight's agenda. Hearing none.

Moved by Mr. Brown, seconded by Mr. Thomas to accept the staff reports and related documents into the record. Upon roll call vote: Mr. Hinson, yea; Mr. Brown, yea; Mr. Thomas, yea; Mr. Strahler, yea; Mr. Iten, yea. Yea, 5; Nay, 0; Abstain, 0; Motion carried by a 5-0 vote.

ARB-13-2018 Certificate of Appropriateness

Certificate of Appropriateness for a new hanging sign for Johnson's Ice Cream at 160 West Main Street (PID: 222-000067).

Applicant: Johnson's Ice Cream

Ms. Jackie Russell presented the staff report.

Mr. Iten confirmed that the staff recommendation is to have the top of the sign and not the bracket.

Mr. Mayer stated that the I think we are looking for the bottom of the sign aligns with the bottom of the transom. We want it lowered to make it pedestrian scale. It's a little higher than the other signs.

Mr. Iten stated that the condition should be that the bottom of the sign aligns with the transom.

Mr. Hinson stated that the picture looks like the sign arm is aligned with the top of the transom.

Mr. Iten stated that should match the other signs and work with staff on the alignment.

Mr. Brown stated that they are showing a large light. Hudson appears to have a small spot.

Applicant stated that Hudson 29 has good visibility and we struggle with that. We need some visibility and lighting so that people can see the sign.

Mr. Brown stated that he understands that and would like to know if staff reviewed the lighting fixture.

Mr. Mayer stated that staff has not confirmed that the drawing is to scale. Staff can review the Hudson 29 file and get the specifications for the lighting so the applicant can match.

Mr. Brown stated that he doesn't dispute the lighting, just wants to make sure that they are consistent.

Mr. Hinson asked the applicant to introduce himself.

Mr. Matt Wilcox, owner of Johnson's Ice Cream.

Mr. Strahler asked if the applicant agrees with lowering the sign.

Mr. Wilcox stated yes, he believes that would be better and more visible. Some concerns when the tree grows.

Mr. Thomas asked what the minimum distance is from the ground to the bottom of the sign.

Ms. Russell stated that the sign code requires 8' from the ground. The current height is listed at 14'.

Mr. Hinson stated that he would like to have all signage the same height and have common lighting.

Mr. Bruce Sommerfelt, Signcom, stated that one of the conditions is that we will match the light fixture. I did the Maple Orthodontics sign and can match that lighting. Did not do the Hudson 29 sign. Provided the board with an exhibit (at dais) showing the revised height of the sign in relation to the bottom of the jack arch.

Mr. Iten stated that we want the first floor signage to be consistent.

Mr. Sommerfelt responded.

Mr. Iten explained to staff that the bottom of sign is at the bottom of jack arch. I don't have an objection in isolation but I do like aligning all the signage in the development.

Mr. Hinson agrees.

Mr. Mayer verified that the board would like the height consistent, as well.

Mr. Iten stated that I believe the condition would be that the sign aligns with the other signs at Market Square and lighting is subject to staff approval.

Mr. Hinson asked if the scale is the same for these signs. I want to avoid having a variance because someone has a skinny long sign.

Mr. Thomas asked if it's better to have a standard bracket height.

Mr. Mayer stated that he agrees. The Hudson 29 sign has a waiver and is larger sign. On building 1 the board asked for a consistent bracket arms. I think the signs are out of scale with each other. I think the dentist sign is comparable in size to this sign.

Mr. Iten confirmed that this sign is 6 square feet.

Mr. Hinson stated that he concurs that the main bracket arm height needs to be the same.

Moved by Mr. Iten, seconded by Mr. Hinson to approval of certificate of appropriateness and waiver for ARB-13-2018 subject to the following conditions:

1. The main arm of bracket aligns with the main arms of existing hanging signs in Market Square.
2. Lighting is subject to staff approval. Upon roll call vote: Mr. Hinson, yea; Mr. Brown, yea; Mr. Thomas, yea; Mr. Strahler, yea; Mr. Iten, yea. Yea, 5; Nay, 0; Abstain, 0; Motion carried by a 5-0 vote.

ARB-21-2018 Certificate of Appropriateness
Certificate of Appropriateness for a new sign for Rainbow Pediatrics at 153 West Main Street (PID: 222-002273).
Applicant: Signcom, Inc.

Ms. Russell presented the staff report.

Mr. Hinson asked what percentage of the building is occupied by Rainbow Pediatrics.

Mr. Mayer stated he thinks they are on the entire second floor, so about 50%.

Mr. Brown stated that this new sign will be installed on the Main Street Dental space. Were they advised that a sign would be installed? Do they have any issues?

Mr. Mayer that we wanted to let the board know that the zoning text allows one wall sign per elevation. Rainbow Pediatrics is the largest tenant, as far as we know for the building, they are using essentially all of the signage for the building. We are not opposed but it could bring waivers in the future for other tenants. We have not been approached or asked by other tenant about signage.

Mr. Hinson stated that they occupy 50% of the building but have 75% of the available signage.

Mr. Mayer stated that Rainbow Pediatrics leases the space and there is separate ownership. There is also a monument sign that lists every tenant on Main Street.

Mr. Iten asked if this is a different zoning text than the Market Square buildings.

Mr. Mayer stated that the 153 Main Street is zoned under NACO 1998 PUD and is more restrictive.

Mr. Iten stated that not all buildings have one sign per side requirement in village center.

Mr. Thomas stated that this signage doesn't appear obtrusive.

Mr. Shull asked if the intent for the four signs was for two in front and two in back.

Mr. Mayer stated that the code does not specify the location of the signs and staff interprets that as one sign on each elevation.

Mr. Iten stated that he is not troubled by staffs recommendation or possible future additional signage.

Mr. Shull verified that he is alright with the precedent.

Mr. Strahler stated that it may be up to the building owner to figure out the sign in the future.

Mr. Bruce Sommerfelt, Signcom, stated that the owner objected to the proposal of the signage over the doorway. The owner approved the current proposal.

Mr. Shull stated that it would make more sense to have another sign on this elevation to balance the elevation.

Mr. Mayer stated that we agree but don't think we could require that location.

Mr. Hinson stated that there are a few entrances to this building. The building across the street was designed for the multiple signs. He agrees with what is submitted.

Moved by Mr. Brown, seconded by Mr. Thomas to approve ARB-21-2018, as submitted. Upon roll call vote: Mr. Hinson, yea; Mr. Brown, yea; Mr. Thomas, ye; Mr. Strahler, yea; Mr. Iten, yea. Yea, 5; Nay, 0; Abstain, 0; Motion carried by a 5-0 vote.

ARB-22-2018 Certificate of Appropriateness

Certificate of Appropriateness for a new sign package for Columbus OBGYN at 160 West Main Street (PID: 222-000067).

Applicant: Signcom, Inc.

Ms. Russell presented the staff report.

Mr. Iten verified the parking lot side signage and spaces. Asked staff if all signage will be taken on the parking lot side.

Ms. Russell stated correct.

Mr. Iten asked if there are additional empty space on the 2nd floor and will signage be a problem for them.

Ms. Russell explained the second story tenants. Talisman has not requested any signage and there is one small space left.

Mr. Hinson asked if NOSH is aware that this sign will be over their space.

Mr. Sommerfelt stated that NOSH is aware and their sign will be coming in the next few months.

Mr. Mayer stated that there are two additional sign spaces on the north end by Heit.

Mr. Hinson verified the location of the Johnson's Ice Cream sign.

Moved by Mr. Iten, seconded by Mr. Thomas to approve ARB-22-18, as submitted. Upon roll call vote: Mr. Hinson, yea; Mr. Brown, yea; Mr. Thomas, yea; Mr. Strahler, yea; Mr. Iten, yea. Yea, 5; Nay, 0; Abstain, 0; Motion carried by a 5-0 vote.

Mr. Hinson asked for any additional items.

Mr. Mayer stated none from staff.

Mr. Thomas moved to adjourn the meeting, seconded by Mr. Hinson. Upon roll call vote: Mr. Hinson, yea; Mr. Brown, yea; Mr. Thomas, yea; Mr. Strahler, yea; Mr. Iten, yea. Yea, 5; Nay, 0; Abstain, 0; Motion carried by a 5-0 vote.

The meeting adjourned at 7:36 p.m.

Submitted by Pam Hickok

APPENDIX



Architectural Review Board Staff Report April 9, 2018 Meeting

JOHNSON'S ICE CREAM- SIGNAGE CERTIFICATE OF APPROPRIATENESS AND WAIVER

LOCATION: 160 West Main Street , Suite B – Market and Main II
APPLICANT: Signcom Inc.
REQUEST: Certificate of Appropriateness for new projecting sign
ZONING: C-PUD (Comprehensive Planned Unit Development) 1998
NACO C-PUD: Subarea 4a Northwest Market Street
STRATEGIC PLAN: Village Center
APPLICATION: ARB-13-2018

Review based on: Application materials received February 16th, March 20 and 27, 2018.

Staff report prepared by Jackie Russell, Development Services Coordinator.

I. REQUEST AND BACKGROUND

The applicant requests a certificate of appropriateness to allow a projecting sign to be installed at the corner of the Main and Market II building facing the Heit Center. The projecting sign is to be installed on the Main Street elevation and be perpendicular to the street. As proposed the sign will need a waiver to C.O.1169 (h)(1) to allow the projecting sign to not be located adjacent to an entrance. The applicant previously came and received approval at the March 12th meeting for a wall sign to be located along the parking lot elevation.

Per Section 1157.07(b) any major environmental change to a property located within the Village Center requires a certificate of appropriateness issued by the Architectural Review Board. In considering this request for new signage in the Village Center, the Architectural Review Board is directed to evaluate the application based on criteria in Chapter 1157 and Chapter 1169.

II. SITE DESCRIPTION & USE

The property is zoned C-PUD (Comprehensive Planned Unit Development) under the 1998 NACO C-PUD zoning text, but was developed under the Urban Center Code requirements. Therefore, the city's sign code regulations apply to the site. The tenant space is located on the first floor of the new Market and Main II building. The tenant space is accessed through one door, on the parking lot side. This tenant space does not have an access door on Main Street because of a staircase leading to the second story.

III. EVALUATION

A. Certificate of Appropriateness

The ARB's review is pursuant to C.O. Section 1157.06. No environmental change shall be made to any property within the Village of New Albany until a Certificate of Appropriateness has been properly applied for and issued by staff or the Board. Per Section **1157.07 Design Appropriateness**, the modifications to the building and site should be evaluated on these criteria:

1. *The compliance of the application with the Design Guidelines and Requirements and Codified Ordinances.*
 - Per the city's sign code section 1169.14(a) each building or structure in the Village Core sub-district shall be allowed three (3) sign types. Currently the only type of sign used on the building is a wall sign. The proposed projecting sign type will establish the second sign type on the Market and Main II building.

Wall Sign Board

- City sign code Chapter 1169.16(h) permits a maximum area of 6 square feet per a sign face and allows one projecting sign per business entrance with a minimum sign relief of one inch. External illumination is allowed. The applicant proposes a wall sign with the following dimensions:
 - a. Size: 29.5" x 29.5" [meets code].
 - b. Area: 6 square feet per side [meets code].
 - c. Location: Main Street elevation of the building at the corner adjacent to the Heit Center [Does not meet code. See Waiver section below]
 - d. Lighting: external spot lighting to match Market and Main I building [meet code].
 - e. Relief: 2 inches [meets code].
 - f. Colors: black with white lettering and border (total of 2) [meets code].
 - g. Lettering Height: 4.25" is the maximum size of lettering on the sign.
 - h. Clearance: The sign is approximately 15'6" from the ground [meets code].
 - i. Projection: 4.5 feet [meets code]
- The sign will read "Johnson's Real Ice Cream Located in Rear" and will feature an arrow decal.
- The sign bracket is the same bracket with matching spot lighting that is used on the Market and Main I building.
- The proposed sign has cove-cut corners and routed edges, which matches other signs on the building.
- The applicant has already received approval by the ARB for a wall sign to be located over the west elevation.

2. *The visual and functional components of the building and its site, including but not limited to landscape design and plant materials, lighting, vehicular and pedestrian circulation, and signage.*
 - The projecting sign is an appropriate sign-type for this tenant since they do not have a doorway on the Main Street elevation and it is a sign type already used in the Market Square area.
3. *The distinguishing original qualities or character of a building, structure, site and/or its environment shall not be destroyed.*
 - Staff recommends that the sign's mounting location be modified to have the top of the sign align with the transom windows. This will allow for a suitable location for the pedestrians and does not block any architectural features. The Market Street Retail building and overall Market Square development is pedestrian oriented. Other projecting signs within the Market Square area have the top of the projecting sign aligned with the top of the transom window. While the sign's design appears to be appropriate for the building and overall Market Square, modifying the location will allow for it to match the overall Market Square area design and pedestrian orientation.
4. *All buildings, structures and sites shall be recognized as products of their own time.*
 - The building is a product of its own time and as such should utilize signs appropriate to its scale and style, while considering its surroundings. The proposed signs appear to match the style of the building and other existing signs.
5. *Distinctive stylistic features or examples of skilled craftsmanship which characterize a building, structure or site shall be created with sensitivity.*
 - Not Applicable
6. *The surface cleaning of masonry structures shall be undertaken with methods designed to minimize damage to historic building materials.*
 - Not Applicable
7. *Wherever possible, new additions or alterations to structures shall be done in such a manner that if such additions or alterations were to be removed in the future, the essential form and integrity of the original structure would be unimpaired.*
 - Not Applicable

B. Waiver Request

Per C.O. Chapter 1113.11 the ARB shall either approve, approve with supplementary conditions, or disapprove the request for a waiver. The ARB shall only approve a waiver or approve a waiver with supplementary conditions if the ARB finds that the waiver, if granted, would:

- a) *Provide an appropriate design or pattern of development considering the context in which the development is proposed and the purposed of the particular standard. In evaluating the context as it is used in the criteria, the ARB may consider the relationship of the proposed development with adjacent structures, the immediate neighborhood setting, or a broader vicinity to determine if the waiver is warranted;*

- b) *Substantially meet the intent of the standard that the applicant is attempting to seek a waiver from, and fit within the goals of the Village Center Strategic Plan, Land Use Strategic Plan and the Design Guidelines and Requirements;*
 - c) *Be necessary for reasons of fairness due to unusual site specific constraints; and*
 - d) *Not detrimentally affect the public health, safety or general welfare.*
- A waiver is requested to C.O. 1169.16(h)(1) to allow a projecting sign to be located on the building which is not adjacent to an entrance.
 - As proposed the sign is located perpendicular to the public right-of-way (as required by the city sign code), but is not adjacent to an entrance. The tenant space does not have an entrance off of Main Street and therefore does not have an entrance to locate the sign adjacent to along Main Street.
 - The applicant is proposing to install the sign on the far right side of the building next to the Heit Center to help direct pedestrian traffic to the rear of the building, where the entrance is located.
 - The waiver appears to substantially meet the intent of the standard that the applicant is attempting to seek a waiver from, and fit within the goals of the City Sign Code. The New Albany Strategic Plan and Urban Center Code recommend buildings and their signage be pedestrian oriented. The sign's location and design is pedestrian orientated.
 - Approving the waiver appears to be necessary for fairness since Johnson's does not have an entrance along Main Street where the public street is located.
 - The sign appears to provide an appropriate design or pattern of development considering the context in which the development is proposed and the purposed of the particular standard. The intent of the code is to ensure that signs are installed in a proper location in regards to the store frontage. Since the Johnson's tenant does not have an entrance on the Main Street façade they have no direct way to let tenants know where they are located, per the code as it exists. By approving the waiver, pedestrians will be able to be directed on how to get to the entrance through the sidewalk between the Heit Center and Market and Main II building.
 - It does not appear granting the waiver will detrimentally affect the public health, safety, or general welfare.

IV. RECOMMENDATION

Staff recommends approval of this application. The proposed sign is consistent with the other projecting signs' design within the Market Square area. The sign features cove cut corners with scalloped edges like the wall signs located on this building. The projecting sign is an appropriate sign type for this tenant based on the circumstance that there is no access off of Main Street, and it provides directions to the access door along the parking lot elevation.

The location of the sign, at the far right corner of the building, is an appropriate location for this sign type because it is a first floor sign scaled for pedestrians. It helps provide direction to the entrance of the Johnson's space by being located at the corner where a sidewalk runs between the Heit Center and the Market and Main building to get to the rear area. While the sign appears to be appropriately placed on the building's

corner, staff recommends the mounting location be modified to align the top of the sign with the top of the transom window to achieve a pedestrian scale and orientation.

Staff recommends approval of this certificate of appropriateness provided that the ARB finds the proposal meets sufficient basis for approval.

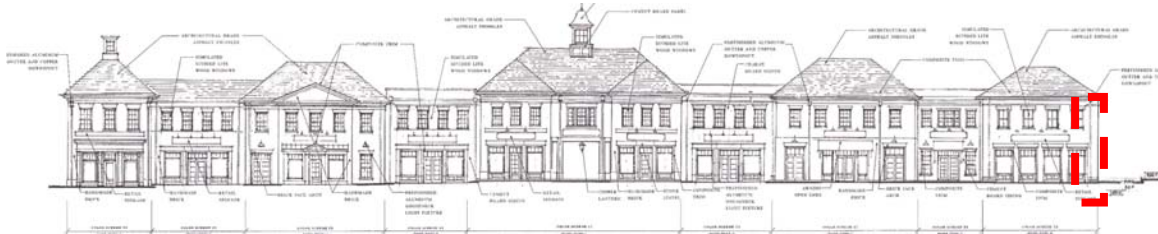
V. ACTION

Should the Architectural Review Board find sufficient basis for approval the following motions would be appropriate. Conditions of approval may be added.

Suggested Motion for ARB-13-2018:

Move to approve Certificate of Appropriateness for application ARB-13-2018 for a new projecting sign for Johnson’s Real Ice Cream with the condition:

1. The mounting location is modified to align the top of the sign with the top of the transom window in order to match other existing projecting signs in the Market Square area, subject to staff approval.



Source: Main Street Elevation from Market and Main Phase 2 submittal



**Architectural Review Board Staff Report
April 9, 2018 Meeting**

**CERTIFICATE OF APPROPRIATENESS
RAINBOW PEDIATRICS – SIGNAGE**

LOCATION: 153 West Main Street (PID: 222-002273)
APPLICANT: Signcom, Inc.
REQUEST: Certificate of Appropriateness
ZONING: C-PUD (Comprehensive Planned Unit Development) 1998
NACO C-PUD: Subarea 4B (Northeast Market Street)
STRATEGIC PLAN: Village Center
APPLICATION: ARB-21-2018

Review based on: Application materials received October 9 and 21, 2018

Staff report prepared by Jackie Russell, Development Services Coordinator.

VI. REQUEST AND BACKGROUND

The applicant requests a certificate of appropriateness to allow a new wall sign to be installed along the parking lot elevation at the 153 W. Main Street building for Rainbow Pediatrics.

The applicant requested and was approved in November 2015 to install two wall signs, one located on the front façade and one on the southern side façade, and to install an architectural canopy sign over the doorway for Rainbow Pediatrics. The applicant elected to replace the canopy sign with the building's address. Address signs are a by-right sign type so the ARB did not have to review the change in the sign.

Per Section 1157.07(b) any major environmental change to a property located within the Village Center requires a certificate of appropriateness issued by the Architectural Review Board. In considering this request for new signage in the Village Center, the Architectural Review Board is directed to evaluate the application based on criteria in Chapter 1157 and Chapter 1169.

VII. SITE DESCRIPTION & USE

The property is zoned C-PUD (Comprehensive Planned Unit Development) under the 1998 NACO C-PUD zoning text. According to the Franklin County Auditor the building is 17, 206 square feet in size and was constructed in 1999. The building contains multiple medical office users including Rainbow Pediatrics, New Albany Urgent Care, Main Street Dental, Central Ohio Aesthetics, Premier Allergy and Select Home Care.

VIII. EVALUATION

Certificate of Appropriateness

The ARB's review is pursuant to C.O. Section 1157.06. No environmental change shall be made to any property within the Village of New Albany until a Certificate of Appropriateness has been properly applied for and issued by staff or the Board. Per Section **1157.09 Design Appropriateness**, the modifications to the building and site should be evaluated on these criteria:

8. *The compliance of the application with the Design Guidelines and Requirements and Codified Ordinances.*
 - Per the city's sign code section 1169.14(a) each building or structure in the Village Core sub-district shall be allowed three sign types. There is currently a monument ground sign and two wall signs on the site, using two of the three permitted sign types on the building. Additionally, the architectural canopy is being used as an address sign for the building. The proposed sign type is a permitted sign type on the building, as it is already used on other facades.
 - The proposed signs will provide additional signage for Rainbow Pediatrics. The sign is evaluated below:

Wall Sign

- The sign is located on the back façade of the building, facing the parking lot, on the right/south wing of the building.
- City sign code Chapter 1169.16(d) permits a maximum area of 50 square feet based on the building's frontage, allows one wall sign per building elevation and requires a minimum sign relief of one inch. External illumination is allowed. The applicant proposes a wall sign with the following dimensions:
 - j. Size: 1' 8" x 14' -8.25" [meets code].
 - k. Area: 24.5 square feet [meets code].
 - l. Location: fastened flush to the parking lot façade, above the brick band below the second story windows [meets code].
 - m. Lighting: None [meets code].
 - n. Relief: 1.0 inch [meets code].
 - o. Colors: white (total of 1) [meets code].
 - p. Lettering Height: 11.5 inches [meets code]
 - q. Material: PVC [meets code]
- The signs will read "Rainbow pediatrics" with a logo on the left side of the lettering. The sign has the same design, just slightly smaller, as the existing wall signs.
- The building's exterior façade contains a brick band that runs between the first and second floor. The applicant proposes to install the sign above the brick band and below the second story windows. This location is the same location that the existing wall signs have on the other facades of the building.
- Currently, Rainbow Pediatrics has a sign on the Main Street façade located over a secondary entrance and a wall sign on the southern façade. The zoning text allows a maximum of one wall sign on each

elevation. If the proposed sign gets approved the applicant will have three of the four allowed wall signs on the property. This could result in future waivers to put a similar sign on the other side of the parking lot façade or another side of the building's façade, where an existing Rainbow Pediatrics sign is located.

9. *The visual and functional components of the building and its site, including but not limited to landscape design and plant materials, lighting, vehicular and pedestrian circulation, and signage.*
 - The wall sign is an appropriate sign-type for this tenant space.
10. *The distinguishing original qualities or character of a building, structure, site and/or its environment shall not be destroyed.*
 - All the signs appear to be positioned in an appropriate and suitable location and do not block any architectural features.
11. *All buildings, structures and sites shall be recognized as products of their own time.*
 - The building is a product of its own time and as such should utilize signs appropriate to its scale and style, while considering its surroundings. The proposed signs appear to match the style of the building and other existing signs.
12. *Distinctive stylistic features or examples of skilled craftsmanship which characterize a building, structure or site shall be created with sensitivity.*
 - Not Applicable
13. *The surface cleaning of masonry structures shall be undertaken with methods designed to minimize damage to historic building materials.*
 - Not Applicable
14. *Wherever possible, new additions or alterations to structures shall be done in such a manner that if such additions or alterations were to be removed in the future, the essential form and integrity of the original structure would be unimpaired.*
 - Not Applicable

IX. RECOMMENDATION

Staff recommends approval of the certificate of appropriateness application, provided that the ARB finds the proposal meets sufficient basis for approval. The sign meets all of the standards in the City Sign Code and is an appropriate sign type for the building. However, the zoning text allows only one wall sign per building elevation. The applicant is currently utilizing the wall sign permitted on the elevation facing Main Street and southern facing façade. If the proposed sign is approved this applicant will be utilizing three of the four permitted wall signs on the building, likely creating the need for future waivers if other users wish to install their own wall sign on the same elevation.

X. ACTION

Should the Architectural Review Board find sufficient basis for approval the following motions would be appropriate. Conditions of approval may be added.

Suggested Motion for ARB-21-2018:

Move to approve Certificate of Appropriateness application ARB-21-2018 with the following condition of approval:

Approximate Site Location



Source: Google Maps



**Architectural Review Board Staff Report
April 9, 2018 Meeting**

**COLUMBUS OBGYN – SIGNAGE
CERTIFICATE OF APPROPRIATENESS**

LOCATION: 160 West Main Street , Suite 220 – Market and Main II
APPLICANT: Signcom Inc.
REQUEST: Certificate of Appropriateness for new signage
ZONING: C-PUD (Comprehensive Planned Unit Development) 1998
NACO C-PUD: Subarea 4a Northwest Market Street
STRATEGIC PLAN: Village Center
APPLICATION: ARB-22-2018

Review based on: Application materials received March 5 and 20, 2018.

Staff report prepared by Jackie Russell, Development Services Coordinator.

XI. REQUEST AND BACKGROUND

The applicant requests a certificate of appropriateness to allow two wall board signs to be installed at the Main and Market II building. One wall sign is to be installed on the Main Street elevation. The second wall sign will be installed on the parking lot elevation on the back of the building.

Per Section 1157.07(b) any major environmental change to a property located within the Village Center requires a certificate of appropriateness issued by the Architectural Review Board. In considering this request for new signage in the Village Center, the Architectural Review Board is directed to evaluate the application based on criteria in Chapter 1157 and Chapter 1169.

XII. SITE DESCRIPTION & USE

The property is zoned C-PUD (Comprehensive Planned Unit Development) under the 1998 NACO C-PUD zoning text, but was developed under the Urban Center Code requirements. Therefore, the city's sign code regulations apply to the site.

The tenant space is located on the second floor of the new Market and Main II building. The tenant space can be accessed through two doors, one on the parking lot side of the building and up a staircase and one on the side of Main Street, then up a staircase.

XIII. EVALUATION

A. Certificate of Appropriateness

The ARB's review is pursuant to C.O. Section 1157.06. No environmental change shall be made to any property within the Village of New Albany until a Certificate of Appropriateness has been properly applied for and issued by staff or the Board. Per Section **1157.07 Design Appropriateness**, the modifications to the building and site should be evaluated on these criteria:

15. The compliance of the application with the Design Guidelines and Requirements and Codified Ordinances.

- Per the city's sign code section 1169.14(a) each building or structure in the Village Core sub-district shall be allowed three (3) sign types. The current approved signage on the building is a wall sign. The proposed signage is a wall sign and consistent with other signs

Wall Sign Board

- City sign code Chapter 1169.16(h) permits a maximum area of 40' square feet based on the building's frontage and allows one wall sign per business entrance and requires a minimum sign relief of one inch. External illumination is allowed. The applicant proposes two wall signs with the same, following dimensions:
 - r. Size: 2' x 14' [meets code].
 - s. Area: 28 square feet [meets code].
 - t. Location: fastened flush to the storefront face above the farthest right sign space on the Main Street elevation adjacent to the Heit Center and immediately to the left of the passage way on the parking lot elevation [meets code].
 - u. Lighting: external existing lighting [meets code].
 - v. Relief: 2 inches [meets code].
 - w. Colors: Blue with white lettering, logo and border (total of 2) [meets code].
 - x. Lettering Height: 6.68" inches [meets code]
- The sign will read "Columbus Obstetricians- Gynecologist" and will feature a stork logo.
- The proposed sign has cove-cut edges with scalloped corners.
- The Columbus Obstetricians- Gynecologist is a second floor tenant, but are requesting signage on the first story. The first floor signage is appropriate as it keeps pedestrian scale. The Architectural Review Board required Wallick Communities, also a second story tenant, to use first story signage to achieve pedestrian orientation and design.
- The tenant has an entrance through the staircase located on Main Street on the far right of the building and a second entrance in the back along the parking lot.
- One sign is located over the far right sign space along the Main street elevation of the building that is next to the Heit Center. The signage located on the Main Street elevation does not correspond to an entrance to the tenant space, but does provide signage to indicate that the tenant is located

within the building. The entrance is further left on the building than where the sign is located.

- The second sign is located above the entrance to the second floor staircase, to the immediate left of the passage way on the parking lot elevation of the building. This staircase leads to the entrance of their tenant space and allows the signage to correspond with the tenant location.



- The diagram above is an inventory of approved signage that exists for Petpeople, Freshii, Board & Brush, Truluck Boutique, and Wallick Communities. It also illustrates where staff is anticipating future signage for tenants like NOSH. This diagram's purpose is to illustrate that even though the OBGYN is proposing signage above NOSH's tenant space, NOSH still has room on the Main Street elevation above their doorway to locate signage.
- The Talisman Capital Partners, a second story tenant, and one additional vacant second story space available for a future tenant have not applied for any signage.
- Where there is vacant space for future first floor tenants, it appears there is currently space for wall signs directly over their business entrances.
- The location of first floor tenant signage will be determined when the tenant spaces are determined. The remaining space on side of the building adjacent to Hudson 29 could be broken up for one or more tenants (not pictures above).

16. *The visual and functional components of the building and its site, including but not limited to landscape design and plant materials, lighting, vehicular and pedestrian circulation, and signage.*

- The wall sign is an appropriate sign-type for this tenant space.

17. *The distinguishing original qualities or character of a building, structure, site and/or its environment shall not be destroyed.*

- According to C.O. 1169.12(b)(1) signs are not allowed to block portions of architectural detailing, windows, entries, or doorways. The sign's mounting location does not appear to block architectural detailing on either elevation.

18. *All buildings, structures and sites shall be recognized as products of their own time.*

- The building is a product of its own time and as such should utilize signs appropriate to its scale and style, while considering its surroundings. The

proposed sign appears to match the style of the building and other existing signs.

19. *Distinctive stylistic features or examples of skilled craftsmanship which characterize a building, structure or site shall be created with sensitivity.*

- Not Applicable

20. *The surface cleaning of masonry structures shall be undertaken with methods designed to minimize damage to historic building materials.*

- Not Applicable

21. *Wherever possible, new additions or alterations to structures shall be done in such a manner that if such additions or alterations were to be removed in the future, the essential form and integrity of the original structure would be unimpaired.*

- Not Applicable

XIV. RECOMMENDATION

Staff recommends approval of this application because the proposed signs are consistent with the other signs' dimensions, design, and locations within the Market Square area. The wall signs are an appropriate sign type for this location.

While the Main Street sign is not directly over the entrance for the tenant space, it achieves a pedestrian scaled sign to communicate to users that the tenant is located within the building and is appropriately located on the first floor of the building. The Market Street Retail building and overall Market Square development is pedestrian oriented. Therefore the human eye is drawn to the ground floor of the buildings and streetscapes due to the visual interest provided from the architecture, windows, and landscaping. The location of the Main Street sign is a suitable location to provide Main Street signage for the tenant but, does not hinder other first floor tenants from obtaining signage over their store entrances. The parking lot elevation sign is an appropriate sign location since the access to this tenant is through the staircase or elevator doors below the sign.

Staff recommends approval of this certificate of appropriateness provided that the ARB finds the proposal meets sufficient basis for approval.

XV. ACTION

Should the Architectural Review Board find sufficient basis for approval the following motions would be appropriate. Conditions of approval may be added.

Suggested Motion for ARB-22-2018:

Move to approve Certificate of Appropriateness for application ARB-22-2018 for new wall signs for Columbus OBGYN.

