

Architectural Review Board

Meeting Minutes

August 13, 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 7:00 p.m.

Mr. Alan Hinson, Chair	Present
Mr. Francis Strahler	Present
Mr. Jonathan Iten	Present
Mr. Jim Brown	Present
Mr. E.J. Thomas	Present
Mr. Andrew Maletz	Present
Mr. Matt Shull	Present

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

Mr. Thomas moved, seconded by Mr. Brown to approve the meeting minutes of July 9, 2018 meeting minutes. Upon roll call vote: Mr. Hinson, yea; Mr. Maletz, yea; Mr. Thomas, yea; Mr. Brown, yea; Mr. Strahler, yea; Mr. Iten, yea. Yea, 6; Nay, 0; Abstain, 0; Motion carried by a 6-0 vote.

Mr. Hinson asked for any changes to the agenda.

Ms. Russell responded none.

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. Maletz, yea; Mr. Thomas, yea; Mr. Strahler, yea; Mr. Iten, yea. Yea, 6; Nay, 0; Abstain, 0; Motion carried by a 6-0 vote.

**ARB-47-2018 Certificate of Appropriateness and Waiver
Certificate of Appropriateness for four new wall signs for CVS Pharmacy at 175 W.
Main Street (PID: 222-002559).
Applicant: DaNite Sign Co.**

Ms. Jackie Russell presented the staff report.

Mr. Iten asked if we were to approve the drive thru sign can we make it conditional on removal of the exit sign.

Mr. Mayer stated yes.

Mr. Iten asked if there are other sign types that are permitted that would achieve it.

Mr. Mayer responded that a ground sign would probably fall into more of a directional signage. There are drive thru sign standards but they don't fall into that. The clearance and full service sign are more directional based signs and the drive thru pharmacy is a wall sign.

Mr. Iten stated that we are being asked for a waiver, if they came to staff with a ground sign would the board need to review it.

Mr. Mayer stated that it would be reviewed but probably not need the waiver.

Mr. Thomas asked if the drive thru sign is lit.

Mr. Robert Schorr, DaNite Sign, stated no.

Mr. Iten stated that the current signs have scalloped corners and the proposed signs don't.

Mr. Schorr stated that they are proposing the rounded edge sign.

Mr. Iten asked the applicant if having a condition requiring the scalloped edges would be acceptable.

Mr. Schorr stated that would be fine.

Mr. Mayer stated that they are permitted to have ground signs and they would need to come to this board for approval but would not need a waiver.

Mr. Iten stated that he is struggling with the criteria for a waiver approval. Each of the four things need to be true to grant a waiver. I don't know that it is necessary for site specific constraints. Why do we need a waiver when another sign type could be permitted?

Mr. Thomas asked to see the drive thru sign.

Mr. Hinson stated that customers currently know where the drive thru is located.

Mr. Iten stated that to the right of the drive thru where the planting are located could fit a ground mounted sign.

Mr. Maletz stated that directional signage to get you to the rear of the building seems more appropriate.

Mr. Iten stated that I don't know if it necessary.

Mr. Maletz stated that the current sign appears to be 4" letters on a 1" sign panel and the new sign will be 2" letters on a 2" sign panel. I don't know if this is worth discussion for consistency or if this is more appropriate. The brick monument sign needs cleaned, it appears to have algae growth/dirt on the brick. Don't know if the board can require cleaning.

Mr. Mayer stated that it is signage related so the board could add a condition of approval.

Mr. Iten stated that he likes the thicker projection as long as it's scalloped.

Mr. Hinson stated that he is not sure that the drive thru sign is necessary. Could have a ground sign or a smaller wall sign where the "full service only" sign is located.

Mr. Iten explained that the criteria states necessary and we appear to have concerns that the drive thru sign may not meet the criteria. If the applicant wanted to do a ground sign that was consistent with the existing signage (scalloped edges and white/red) could be subject to staff approval.

Mr. Mayer stated that single post sign would be permitted in that location.

Mr. Schorr stated that we would need the signage earlier to direct to the drive thru location.

Mr. Iten stated that the sign location can be approved by staff.

Moved by Mr. Iten, seconded by Mr. Brown to approve waiver ARB-47-2018 and recommend a no vote. Upon roll call vote: Mr. Hinson, no; Mr. Maletz, no; Mr. Brown, no; Mr. Thomas, no; Mr. Strahler, no; Mr. Iten, no. Yea, 0; Nay, 6; Abstain, 0; Motion failed by a 0-6 vote.

Moved by Mr. Iten, seconded by Mr. Hinson to approve ARB-47-2018 subject to the following conditions:

1. Edges of approved wall signs be scalloped consistent with current wall signs
2. A ground sign, as permitted under the code, be approved in a red and white format with scalloped edges that would provide drive-thru pharmacy on it, subject to staff approval
3. Cleaning of the existing brick monument surface. Upon roll call vote: Mr. Hinson, yea; Mr. Maletz, yea; Mr. Brown, yea; Mr. Thomas, yea; Mr. Strahler, yea; Mr. Iten, yea. Yea, 6; Nay, 0; Abstain, 0; Motion carried by a 6-0 vote.

**ARB-48-2018 Certificate of Appropriateness
Certificate of Appropriateness for new signage and a new storefront for 3 Minute
Fitness at 160 W. Main Street (PID: 222-000067).
Applicant: Signcom, Inc.**

Ms. Russell presented the staff report.

Mr. Iten asked about the projecting sign size. When I do the math it doesn't meet code but the staff report states that it does meet code.

Mr. Mayer stated that it is over slightly as it is 6.04 inches but we just list it as maxing it out.

Mr. Iten stated that the board could approve a 6sf sign and not a 6.04sf sign. There is a slippery slope when you allow this slightly over size sign.

Mr. Mayer stated that he board could ask for them to reduce the sign.

Mr. Maletz asked about the precedence of having signage on the Main Street side. Other tenants may want the same hanging signs. Worried about visual clutter. Those that choose to be on the west elevation. This will not be the last time we have the projecting sign request. If we do approve the sign I would want it at the passageway. I question the lack of detailing with the storefront doors.

Mr. Iten confirmed that the Freshi door was approved by staff. I was concerned at the time. I think we would want more detail.

Mr. Hinson asked if the east elevation doors are different than the west elevation doors.

Mr. Mayer stated that the same pattern and design is done further north for a storefront.

Mr. Iten asked if that was staff review or with the building design.

Mr. Mayer stated that it was with the building as designed. They matched what was done on the other side.

Mr. Iten stated that there were muntins in the transom which don't exist in the Freshi storefront.

Mr. Mayer stated that it more of a traditional storefront design on the Main Street elevation.

Mr. Iten stated that it would not be balanced if we don't have the muntins at this end of the building.

Mr. Thomas stated that setting a precedence can get out of control.

Mr. Jim Perry, Perry Fitness Group, stated that this space was designed for a rear exit for a restaurant which is why it is a single door. However, they were not able to find a tenant to take the entire space. So Fox in the Snow took the Main Street part of the space and we are taking the parking lot side. We need the double door for a number of reasons including for handicap access.

Mr. Iten stated that the board is not objecting to a double door just trying to figure out the correct design. I think I'm hearing the board say to center the double doors and get rid of the sidelights and then in the center have the same type of doors as existing except double with the transom muntins.

Mr. Hinson had staff go back and forth between architectural drawings and actual pictures of the existing elevations.

Mr. Mayer stated that the applicant is not planning on changing the second story windows.

Mr. Iten stated that the schematic design that staff created is the design that the board wants.

Mr. Strahler asked what the width of the frontage is.

Ms. Russell stated that it is between 25 - 28 feet.

Mr. Strahler asked what the width of the sign.

Ms. Russell stated the sign is 9'8".

Mr. Maletz stated that proportionally the sign overhang will be about the same.

Mr. Perry stated that we can't have a post between the two doors as the picture appears.

Mr. Mayer stated that the post is not required. Staff just copied and pasted the existing door for an example.

Mr. Iten stated that it's more important to keep the right and left windows and have a matching muntins pattern in the each door. We are focusing on what the glass looks like and not if there is a post in the middle.

Mr. Iten asked if any problems to make the blade sign 6sf exactly.

Mr. Bruce Sommerfelt, Signcom, stated that making the sign smaller is not a problem. This should be the last blade sign for the west only tenants. It is a non-illuminated blade sign.

Mr. Iten asked if the second wall sign is lit.

Mr. Sommerfelt stated no. Only the wall sign on the west elevation has lighting.

Mr. Iten stated that he understands the need for a blade sign and will defer to staff on location.

Mr. Shull stated that Johnson's sign is on the end so having this sign at the corner may balance.

Mr. Iten asked when Fox in the Snow moves in what type of signage will they want.

Mr. Maletz stated that the corner is an important corner for the area and would prefer option A.

Mr. Hinson agreed with option A.

Mr. Sommerfelt stated that the blade signs could become multi-tenant signs in the future.

Moved by Mr. Iten, seconded by Mr. Hinson to approve certificate of appropriateness ARB-48-2018 and grant a waiver for projecting sign subject to the following conditions:

1. The projecting sign must be installed at 6sf. or less per side per code.
 2. The arm of brackets should align with other bracket arms in Market Square area.
 3. The new double door must be installed centered on the elevation and removal of side windows shown in the application. The double doors and transom above maintain a similar grid pattern as existing windows, subject to staff approval.
 4. The projecting sign be located on the left side of passageway on the east elevation.
- Upon roll call vote: Mr. Hinson, yea; Mr. Maletz, yea; Mr. Brown, yea; Mr. Thomas, yea; Mr. Strahler, yea; Mr. Iten, yea. Yea, 6; Nay, 0; Abstain, 0; Motion carried by a 6-0 vote.

Mr. Thomas moved to adjourn the meeting, seconded by Mr. Brown. Upon roll call vote: Mr. Hinson, yea; Mr. Brown, yea; Mr. Maletz, yea; Mr. Thomas, yea; Mr. Strahler, yea; Mr. Iten, yea. Yea, 6; Nay, 0; Abstain, 0; Motion carried by a 6-0 vote.

The meeting adjourned at 7:56 p.m.

Submitted by Pam Hickok

APPENDIX



Architectural Review Board Staff Report August 13, 2018 Meeting

CERTIFICATE OF APPROPRIATENESS AND WAIVER CVS – SIGNAGE

LOCATION: 175 West Main Street (PID: 222-002559-00)
APPLICANT: Danite Sign
REQUEST: Certificate of Appropriateness and Waiver
ZONING: C-PUD (Comprehensive Planned Unit Development) 1998
NACO C-PUD: Subarea 4B (Northeast Market Street)
STRATEGIC PLAN: Village Center
APPLICATION: ARB-47-2018

Review based on: Application materials received July 3, 2018 and August 1, 2018.

Staff report prepared by Jackie Russell, Development Services Coordinator and Chris Christian, Intern.

I. REQUEST AND BACKGROUND

The applicant requests a certificate of appropriateness to allow two new wall signs, one on the northeast elevation and another on the northwest elevation to replace two existing signs. Additionally, a new drive-thru pharmacy sign is proposed to be installed on the rear drive-thru elevation of the building.

The applicant is also installing two additional directional signs on the drive-thru elevation as well as a face change on the existing monument sign, which do not need to be review by the Architectural Review Board. Directional signs are by-right signs which are not subject to the ARB's review according to C.O. 1169.03(3). According to C.O.1157.07 face changes to otherwise conforming and nonconforming signs do not need to be reviewed by the Architecture Review Board and will not be to be included in this application. Since the proposed changes to the existing monument signs are face changes to a nonconforming sign the ARB does not have to review the changes.

According to the NACO PUD Zoning text Subarea 4b: Northeast Market Street section 4b.06 retail centers are permitted to have one primary wall mounted sign per retail shop façade and corner tenants are limited to a maximum of two signs. The applicant is requesting a waiver to the text to allow the additional drive-thru 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.

II. 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 10,504 square feet in size and was constructed in 2003. The building is used by CVS.

III. 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:

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 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.
 - The applicant proposes to replace the two existing wall signs with new wall signs. The proposed wall signs are identical in size and design. The signs are evaluated below.
 - The new wall signs must be reviewed by the Architectural Review Board since the applicant is changing the sign board by increasing the square footage of each sign.
 - The applicant proposes an additional wall sign on the rear drive-thru elevation of the building.
 - The signs are evaluated below:
 - A. Wall Signs**
 - One of the proposed wall signs is located on the Market Street elevation of the building and the second sign is located on the Main Street elevation.
 - 1998 NACO C-PUD 4b.06(4)(a) permits a maximum area of 80 square feet based on the building's frontage allows one wall sign per business façade, and must be three colors or less. External illumination is allowed. The applicant proposes two wall signs with the following dimensions:
 - a. Size: 2' 8" x 23' [meets code].
 - b. Area: 33.08 square feet [meets code].
 - c. Location: fastened flush to the building façade [meets code].
 - d. Lighting: Gooseneck down fixture [meets code].

- e. Relief: 4.0 inches [meets code].
- f. Colors: white and red (total of 2) [meets code].
- g. Lettering Height: 24 inches [meets code]
- h. Material: aluminum [meets code]

- The signs will read “CVS pharmacy” with a heart logo on the left side of the lettering. The signs are approximately 3 square feet larger than the existing wall signs.
- The proposed wall signs will be installed in the same locations as the current wall signs.
- The existing wall signs are 2’ x 16’.

B. Drive-thru Pharmacy Sign

- The sign is located on the rear on the building where the current pharmacy drive-thru entrance is located.
- 1998 NACO C-PUD 4b.06(4)(a) permits a maximum area of 80 square feet based on the building’s frontage allows one wall sign per business façade, and must be three colors or less. External illumination is allowed
 - a. Size: 1’ 8.5” x 10’ 4” [meets code].
 - b. Area: 17.65 square feet [meets code].
 - c. Location: one fastened flush to the drive-thru entrance façade [meets code].
 - d. Lighting: None [meets code].
 - e. Relief: 4.0 inches [meets code].
 - f. Colors: white and red (total of 2) [meets code].
 - g. Lettering Height: 9 inches [meets code]
 - h. Material: aluminum [meets code]
- The sign reads “drive-thru pharmacy.”

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 proposed signs are an appropriate sign-type for this tenant space.
3. *The distinguishing original qualities or character of a building, structure, site and/or its environment shall not be destroyed.*
 - The proposed signs appear to be positioned in an appropriate and suitable location and do not block any architectural features.
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

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.*
- According to the NACO PUD Zoning text Subarea 4b: Northeast Market Street section 4b.06 retail centers are permitted to have one primary wall mounted sign per retail shop façade and corner tenants are limited to a maximum of two signs. Currently, there are two wall signs installed. A waiver is requested to NACO PUD zoning text Subarea 4b: Northeast Market Street section 4b.06 to allow an additional wall sign on the rear drive-thru entrance of the building.
 - 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 design of this sign is consistent with the proposed wall signs on the Market and Main Street building façades.
 - The waiver appears to substantially meet the intent of the standards that the applicant seeks a waiver from and fit within the goals of the Village Center Strategic Plan, Land Use Strategic Plan and the Design Guidelines and Requirements since it does not front public right of way. The sign is proposed to be installed on the rear drive thru entrance of the building. The intent of limiting corner tenants to two signs is likely to ensure the building is not over-signed.
 - The proposed waiver meets the intent of the zoning requirement because currently there is not a way for users to identify the drive-thru. The proposed sign will provide direction to users and is appropriate for this development type.
 - Approving the waiver appears to be necessary for fairness as CVS is the only business within the Village Center to have a drive-thru and the sign will provide better direction for customers within the site.

- It does not appear granting the waiver will detrimentally affect the public health, safety, or general welfare.

IV. RECOMMENDATION

Staff recommends approval of the certificate of appropriateness application and waiver, provided that the ARB finds the proposal meets sufficient basis for approval. The signs meet all of the standards in the City Sign Code and is an appropriate sign type for the building. The two proposed wall signs on the Market and Main Street elevations will replace existing signs in the same location.

The proposed drive-thru sign is appropriate for this use and will provide better direction for customers within the site. The design of the sign is consistent with other signs on the building and appropriately placed and will not be visible from any public right of way. CVS is the only business within the Village Center that has a drive-thru. The proposed drive-thru sign is appropriate for this current building use and would benefit users by providing direction within the lot.

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-47-2018:

Move to approve Certificate of Appropriateness application and waiver ARB-47-2018.





**Architectural Review Board Staff Report
August 13, 2018 Meeting**

**3MINUTE FITNESS SIGNAGE AND NEW DOORWAY
CERTIFICATE OF APPROPRIATENESS AND WAIVER**

LOCATION: 160 West Main Street , Suite H – Market and Main II
APPLICANT: Signcom Inc.
REQUEST: Certificate of Appropriateness for new signage and new storefront
ZONING: C-PUD (Comprehensive Planned Unit Development) 1998
NACO C-PUD: Subarea 4a Northwest Market Street
STRATEGIC PLAN: Village Center
APPLICATION: ARB-48-2018

Review based on: Application materials received July 11, 19, and 24 2018.

Staff report prepared by Jackie Russell, Development Services Coordinator.

VI. REQUEST AND BACKGROUND

The applicant requests a certificate of appropriateness to install

- a new double door, to install
- two wall board signs, and
- a projecting sign, and;

at the Main and Market II building. One wall sign is to be installed on the parking lot elevation. The second wall sign is proposed to be installed on the patio elevation in Farmer's Alley. The applicant has provided two possible locations for the projecting sign: one near the pedestrian passageway, and the other at the south-end of the building. The proposed double-door will replace the existing door on the west 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.

VII. 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 centrally located on the first floor of the new Market and Main II building. The tenant space can be accessed through two doors, one on the parking lot side, west side elevation and one on the side of the patio, the southwest elevation.

VIII. 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:

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 (3) sign types. The proposed wall sign type and projecting sign type of signage is consistent with other signs on the building.

Wall Sign Board

- City sign code Chapter 1169.16(h) permits a maximum area of 25 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 following dimensions:
 - a. Size: 2' x 9' 8" [meets code].
 - b. Area: 19 square feet [meets code].
 - c. Location: fastened flush to the storefront face above the primary entrance facing the parking lot and Main St. [meets code].
 - d. Lighting: external lighting [meets code].
 - e. Relief: 2 inches [meets code].
 - f. Colors: Black with white lettering, border and logo (total of 2) [meets code].
 - g. Lettering Height: 5.75" inches on the southwest elevation and 6.5" on the west elevation [meets code].
- The sign will read "3Minute Fitness."
- Both sign boards will be identical, despite the variation in lettering height.
- One sign is to be installed on the west, parking lot elevation, and the other is to be installed on the southwest, patio elevation.
- The proposed signs have cove-cut edges with scalloped corners with routed edges.
- The Architectural Review Board previously approved wall signs to be the size of 2'x 14' since it is the standard size of a wall sign in the Market Square area. The 3Minute Fitness tenant space consists of 25 feet of store frontage along the parking lot elevation, which features vents and consists of approximately 19 feet of store frontage along the southwest elevation, which features downspouts. The applicant for 3Minute Fitness is proposing signs sized 2'x 9'8" for the elevation, since they are smaller than other store fronts on the building and contains vents and downspouts which further restrict the space available for a sign. In Farmer's Alley, the applicant proposes a sign that matches the width of the doorway. Additionally, it appears additional signage may be located on this elevation. On the west elevation it appears the signage is sized to appropriately fit the store front area. Therefore, staff is supportive of the proposed sign sizes that is less than the standard 2'x14'.

Projecting Sign

- 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: To Be Determined by the Architecture Review Board [Does not meet code. See Waiver section below]
 - d. Lighting: external spot lighting to match Maple Orthodontics and Johnson’s Ice Cream [meet code].
 - e. Relief: 2 inches [meets code].
 - f. Colors: black with white lettering, logo, 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 a minimum of 8’ from the ground [meets code].
 - i. Projection: 4.5 feet [meets code]
 - The sign will read “3Minute Fitness Located in Rear” and will feature an arrow decal, as well as the company’s logo.
 - The sign bracket is the same bracket with matching spot lighting that is used on the Market and Main I building and on the Market and Main II building for Johnson’s Ice Cream.
 - The proposed sign has cove-cut corners and routed edges, which matches other signs on the building.
 - The applicant has proposed two different locations for the projecting sign. One is at the south end of the building, along the eastern elevation, the other is to the left of the pedestrian portal, which is also along the eastern elevation. The Architectural Review Board should evaluate the appropriateness of each location and indicate the most appropriate location for the sign.
 - Staff recommends a condition of approval that the arm of the bracket should align with the main bracket arms of other signs within the Market Square area.
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 and projecting signs are appropriate sign-types for this tenant space.
10. *The distinguishing original qualities or character of a building, structure, site and/or its environment shall not be destroyed.*

Double Door

- The applicant is proposing to remove the singular door and left window currently located on the west elevation. The applicant is proposing to replace the door with a double door surrounded by windows.
- Staff recommends a condition of approval that the new double door be centered on the elevation, remove the side windows, and maintain the

windows that have already been installed on the building, in order to not destroy the original qualities or character of the building.

- By centering the double door and removing windows on either side, the entrance will keep the symmetry of the building allow the sign to be centered over the doorway.

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.

The door appears to match other existing door designs on the building. Staff recommends the ARB confirm with the applicant that the new double door will match the existing door design and hardware on site. Staff also recommends a condition of approval requiring the new double door will have the same door design and hardware as the other doors on site.

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.*

- By following staff's recommendation of centering the double door, removing the proposed windows on both sides, and preserving the existing windows it will be easier to return the building to its original design if the double door entrance was to be removed in the future.

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:

- 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;*
- 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;*
- Be necessary for reasons of fairness due to unusual site specific constraints; and*
- 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 projecting sign will be located perpendicular to the public right-of-way (as required by the city sign code), but will not be 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 either the far left side of the building next to the roundabout or to the left of the pedestrian passageway 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 3Minute Fitness 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 3Minute Fitness 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 pedestrian passageway or around the building by the roundabout.
- It does not appear granting the waiver will detrimentally affect the public health, safety, or general welfare.

IX. RECOMMENDATION

Staff recommends approval of this application but, should consider the proposed double door's location. The proposed signs are consistent with the other wall signs and projecting signs' designs within the Market Square area. All three signs feature cove cut corners with scalloped edges like the other signs located on this building. Both the projecting sign and wall signs are appropriate sign types 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.

Staff recommends the double-door be centered along the west façade of the building to maintain the building's original character. The other signs throughout the area are centered, or appear centered on the façade and/or over the store entrance. By centering the double door this aesthetic is maintained and will be easier to return to the building's original design if necessary, in the future.

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

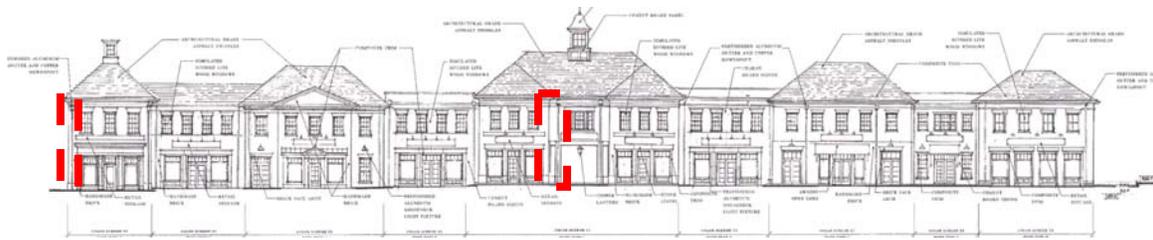
X. ACTION

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-48-2018:

Move to approve Certificate of Appropriateness for application ARB-48-2018 for a new projecting sign for Johnson’s Real Ice Cream with the condition:

1. That the arm of the bracket should align with the main bracket arms of other signs within the Market Square area.
2. The new double door be centered on the elevation, remove the door’s side windows, and maintain the windows that are already installed on the building.
3. The new double door will have the same door design and hardware as the other doors on site.



Source: Main Street Elevation, Parking Lot Elevation, and Alley Elevation from Market and Main Phase 2 submittal