



New Albany Architectural Review Board
June 14, 2021 Minutes

New Albany Architectural Review Board met in regular session in the Council Chambers at Village Hall, 99 W Main Street and was called to order by Architectural Review Board Chair Mr. Alan Hinson at 7:04 p.m.

Those answering roll call:

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
Ms. Sarah Briggs	Present
Mr. Michael Durik	Present

(Mr. Hinson, Mr. Iten, Mr. Strahler, Mr. Brown, Mr. Thomas, Mr. Maletz, Ms. Briggs, and Mr. Durik present via Zoom.com).

Staff members present: Steven Mayer, Development Services Coordinator and Josie Taylor, Clerk (via Zoom.com).

Mr. Iten stated he had some modifications to the March 8, 2021 meeting minutes and discussed the changes.

Moved by Mr. Iten to approve the March 8, 2021 meeting minutes as modified by Mr. Iten and the April 12, 2021 meeting minutes, seconded by Mr. Thomas. Upon roll call: Mr. Iten, yea; Mr. Thomas, yea; Ms. Briggs, yea; Mr. Maletz, yea; Mr. Brown, yea; Mr. Strahler, yea; Mr. Hinson, yea. Yea, 7; Nay, 0; Abstain, 0. Motion passed by a 7-0 vote.

Mr. Hinson asked if there were any additions or corrections to the Agenda.

Mr. Mayer stated none from staff.

Mr. Hinson swore those wishing to speak before the Architectural Review Board (hereafter, "ARB") this evening to tell the truth and nothing but the truth.

Mr. Brad Shockey and Mr. Greg Kitzmiller stated they swore to tell the truth and nothing but the truth.

Mr. Hinson asked if there was anyone who wanted to discuss any items not on tonight's Agenda. (No response).

ARB-53-2021 Certificate of Appropriateness
Certificate of Appropriateness for a new wall sign at 68 North High Street, building A for Medical Restoration Solutions of Ohio(PID: 222-0003545-00).
Applicant: Brad Shockey

Mr. Mayer presented the staff reports for all of the following Certificate of Appropriateness applications: ARB-53-2021; ARB-54-2021; ARB-55-2021; ARB-56-2021; ARB-57-2021; and ARB-58-2021.

Mr. Brown stated the staff reports mentioned two (2) existing, nonconforming post signs at the south entrance to the overall site. Mr. Brown asked if the repair or replacement of the post signs could be included in this evening's motions or if they were going to be taken care of separately by staff.

Mr. Mayer stated the ARB could take into consideration the existing post signs at the entrance.

Mr. Brown stated he thought that if the whole site was being updated the two post signs, which were most visible from the street, was a miss and all signs should be part of a unified update.

Mr. Mayer stated the Applicant may be able to indicate what their plans were for those signs.

Mr. Iten asked Mr. Brown if the post signs should end up with the same coloring, scalloping of the edges, and lettering.

Mr. Brown stated yes. Mr. Brown stated they could just be refaced so they would at least be the same color. Mr. Brown stated they were white with a green border and should be changed to match the new signs that were blue with a white border.

Mr. Iten stated he agreed.

Mr. Hinson stated he also agreed and asked if the Applicant would like to speak about these applications.

Mr. Brad Shockey discussed the applications and the reasons for the changes. Mr. Shockey stated they would probably take all of the existing signs and post signs down if the building owners' committee would agree to do so. Mr. Shockey stated that if the committee voted to keep the post signs they would accept any condition that they be refaced.

Mr. Iten stated he would add a condition that if the post signs remained they would need to be refaced.

Mr. Shockey stated he would need a vote from the committee to confirm the signs would be removed, but felt that would not be opposed. Mr. Shockey stated that if they did not come out then the post signs would be refaced.

Mr. Hinson stated he agreed with Mr. Iten and Mr. Brown.

Ms. Briggs stated she agreed they should be consistent.

Mr. Thomas stated he agreed.

Mr. Strahler stated he agreed.

Moved by Mr. Brown to approve the certificate of appropriateness for ARB-53-2021 with the following conditions:

1. The sign must have a minimum of 1.5-inches of relief in order to consistent with other proposed wall signs, subject to staff approval;
2. The sign material is HDU in order to consistent with other proposed wall signs, subject to staff approval;
3. The existing directory wall signs are refaced with the same blue background, white lettering as the new signs, subject to staff approval;
4. Existing post signs at the south entrance, if maintained, will also be refaced to match the new signs,

seconded by Mr. Thomas. Upon roll call vote: Mr. Brown, yea; Mr. Thomas, yea; Mr. Maletz, yea; Ms. Briggs, yea; Mr. Iten, yea; Mr. Strahler, yea; Mr. Hinson, yea. Yea, 7; Nay, 0; Abstain, 0. Motion carried by a 7-0 vote.

ARB-54-2021 Certificate of Appropriateness

Certificate of Appropriateness for a new projecting multi-tenant sign at 68 North High Street, building B (PID: 222-0003546-00).

Applicant: Brad Shockey

Moved by Mr. Brown to approve the certificate of appropriateness for ARB-54-2021 with the following conditions:

1. The projecting signs do not project beyond the planter bed along each entrance in order to not hang over the sidewalk;
2. The signs must have at least one-inch relief, subject to staff approval;
3. The sign material must meet city code requirements, subject to staff approval;
4. The existing directory wall signs are refaced with the same blue background, white lettering as the new signs, subject to staff approval;

5. Each projecting sign has the same blue background, white lettering, and white border, seconded by Mr. Iten. Upon roll call vote: Mr. Brown, yea; Mr. Iten, yea; Mr. Strahler, yea; Mr. Thomas, yea; Mr. Maletz, yea; Ms. Briggs, yea; Mr. Hinson, yea. Yea, 7; Nay, 0; Abstain, 0. Motion carried by a 7-0 vote.

ARB-55-2021 Certificate of Appropriateness

Certificate of Appropriateness for a new wall sign at 68 North High Street, building C for Columbus Investment Advisor (PID: 222-0003546-00).

Applicant: Brad Shockey

Moved by Mr. Brown to approve the certificate of appropriateness for ARB-55-2021 with the condition that the existing directory wall signs are refaced with the same blue background, white lettering as the new signs, subject to staff approval, seconded by Ms. Briggs. Upon roll call vote: Mr. Brown, yea; Ms. Briggs, yea; Mr. Maletz, yea; Mr. Thomas, yea; Mr. Iten, yea; Mr. Strahler, yea; Mr. Hinson, yea. Yea, 7; Nay, 0; Abstain, 0. Motion carried by a 7-0 vote.

ARB-56-2021 Certificate of Appropriateness

Certificate of Appropriateness for a new wall sign at 68 North High Street, building D for Shirck Orthodontics (PID: 222-0003546-00).

Applicant: Zhenia Shirck

Moved by Mr. Brown to approve the certificate of appropriateness for ARB-56-2021 with the condition that the existing directory wall signs are refaced with the same blue background, white lettering as the new signs, subject to staff approval, seconded by Mr. Hinson. Upon roll call vote: Mr. Brown, yea; Mr. Hinson, yea; Mr. Strahler, yea; Mr. Iten, yea; Mr. Thomas, yea; Mr. Maletz, yea; Ms. Briggs, yea. Yea, 7; Nay, 0; Abstain, 0. Motion carried by a 7-0 vote.

ARB-57-2021 Certificate of Appropriateness

Certificate of Appropriateness for a new wall signs at 68 North High Street, building E for RxNXT and Cole Family Dentistry (PID: 222-0003549-00).

Applicant: Brad Shockey

Moved by Mr. Brown to approve the certificate of appropriateness for ARB-57-2021 with the following conditions:

1. The gable sign must have a minimum of 1.5-inches of relief in order to be consistent with other proposed wall signs, subject to staff approval;
2. The gable sign material is HDU in order to be consistent with other proposed wall signs, subject to staff approval;
3. The architrave walls signs' area, material and depth (thickness) are subject to staff approval;
4. The existing directory wall signs are refaced with the same blue background, white lettering as the new signs, subject to staff approval;

seconded by Ms. Briggs. Upon roll call vote: Mr. Brown, yea; Ms. Briggs, yea; Mr. Maletz, yea; Mr. Thomas, yea; Mr. Iten, yea; Mr. Strahler, yea; Mr. Hinson, yea. Yea, 7; Nay, 0; Abstain, 0. Motion carried by a 7-0 vote.

ARB-58-2021 Certificate of Appropriateness

Certificate of Appropriateness for a new wall sign at 68 North High Street, building F for New Albany Family Dentistry (PID: 222-0003549-00).

Applicant: Brad Shockey

Moved by Mr. Hinson to approve the certificate of appropriateness for ARB-58-2021 with the condition that the existing directory wall signs are refaced with the same blue background, white lettering as the new signs, subject to staff approval and with a waiver to allow the number of wall signs on building E to be six (6) instead of the five (5) currently permitted, seconded by Mr. Thomas. Upon roll call vote: Mr. Hinson, yea; Mr. Thomas, yea; Ms. Briggs, yea; Mr. Maletz, yea; Mr. Brown, yea; Mr. Iten, yea; Mr. Strahler, yea. Yea, 7; Nay, 0; Abstain, 0. Motion carried by a 7-0 vote.

Mr. Strahler asked if 6 wall signs had not been on building E, not building F.

Mr. Hinson stated it was in the ARB-55-2021 application.

Mr. Mayer stated they could make that for Building E as long as it was clear in the record.

Mr. Iten stated that was his intent.

Mr. Brown stated that as long as that was sufficient he was fine with it

Mr. Hinson stated yes.

Other Business

- Window Sign Regulations

Mr. Mayer presented an image of an interior wall sign used by the W Nail Bar which showed through the window to the exterior of the building.

Mr. Iten stated the definition in the Code about window signs should be amended to include interior walls within a certain distance from the window.

Mr. Maletz stated he agreed wholeheartedly with Mr. Iten.

Mr. Thomas stated he agreed as well.

Mr. Durik stated he would bring this matter up at City Council as this needed to be done.

Mr. Iten stated the ARB would be happy to assist with the definition.

Mr. Hinson stated he agreed, they should avoid rogue signs.

Mr. Mayer noted that upcoming ARB meetings would soon be transitioning back to Village Hall and no longer be virtual meetings.

Moved by Mr. Thomas to adjourn the meeting, seconded by Ms. Briggs. Upon roll call: Mr. Thomas, yea; Ms. Briggs, yea; Mr. Maletz, yea; Mr. Brown, yea; Mr. Iten, yea; Mr. Strahler, yea; Mr. Hinson, yea. Yea, 7; Nay, 0; Abstain, 0. Motion passed by a 7-0 vote.

Meeting adjourned at 7:52 p.m.

Submitted by Josie Taylor.

APPENDIX

NEW ALBANY
COMMUNITY CONNECTS US
Architectural Review Board Staff Report
June 14, 2021

MEDICAL RESTORATION SERVICES—SIGNAGE
CERTIFICATE OF APPROPRIATENESS

LOCATION: 68 North High Street, Building A (PID: 222-0003545-00)
APPLICANT: Brad Shockey
REQUEST: Certificate of Appropriateness
ZONING: Urban Center, Historic Core
STRATEGIC PLAN: Village Center
APPLICATION: ARB-53-2021

Review based on: Application materials received on May 28, 2021.

Staff report prepared by Chris Christian, Planner.

I. REQUEST AND BACKGROUND

The applicant requests review and approval of a new wall sign at 68 North High Street, building A for Medical Restoration Services.

There are several certificate of appropriateness applications on the June 14, 2021 ARB agenda for different signs within the same North High Place office campus. The applicant's intent is to provide an appropriate balance of signage within the overall office complex and improve internal wayfinding for customers. The entire office complex shares the same 68 North High Street address and each building has its own letter which causes confusion for visitors. Each building has small directory sign on the front façade with the tenants and a separate address sign.

There are two existing, nonconforming post signs at one of the entrances to the overall site. One of the signs displays the name of the office complex and the other is used to identify tenants located within the complex. C.O. 1169.07(c) allows nonconforming signs to be repaired and refaced as long as the size and structural shape of the sign is not changed or altered.

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 Urban Center located within the Historic Core sub-district. Therefore, the city's sign code regulations apply to the site.

The building is located within the North High Place office campus.

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 sign code section 1169.14(a) each building or structure in the Historic Core sub-district shall be allowed three (3) sign types including, but not limited to, hanging, awning and wall signs.
- There is an existing, directory wall sign on the building that is used to identify the tenants that are located inside the building. The applicant states that this directory wall sign will remain on the building and be refaced to match the proposed wall sign. According to the applicant, this wall sign is 5.5 sq. ft. in size. C.O. 1169.03 (c) states existing, conforming signs requiring a sign face change shall require a sign permit issued by the Zoning Officer.
- The applicant is proposing to install one wall sign on the building with the following dimensions:

Wall Sign

- City sign code chapter 1169.16(d) permits a maximum area of one s.f. per linear s.f. of building frontage, not to exceed 30 s.f. and allows one wall sign per business entrance. External, neon and internal illumination is allowed. The applicant proposes to install one wall sign with the following dimensions:
 - a. Lettering Height: The tallest lettering height is 10.25 inches [meets code].
 - b. Area: 20 sq ft [meets code]
 - c. Location: located on the gable, directly above the main building entrance.
 - d. Lighting: none proposed [meets code].
 - e. Relief: Not specified. Staff recommends a condition of approval requiring the sign have a minimum of 1.5-inches of relief in order to consistent with other proposed wall signs.
 - f. Colors: New Albany blue sign board with white lettering (total of 2) [meets code].
 - g. Material: Not specified. Staff recommends a condition of approval that the sign material be an HDU material to match other sign board proposed in the office complex.
- The sign will read "Medical Restoration Solutions of Ohio".
- The city sign code permits a maximum area of one s.f. per linear s.f. of building frontage, not to exceed 30 s.f. The building has 65 feet of frontage along this facade therefore, a maximum area of 30 s.f. per sign is permitted.
- The building has a total of three entrances: one on the front façade and two rear, employee entrances.

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 wall sign is an appropriate sign type for this building and site.

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

- The sign is appropriately located above the building entrance and does 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 sign is appropriately designed and scaled for this building, fitting within the width of the existing columns of the entrance space.
 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.*
 - It does not appear that the sign will affect the original structure, if removed or altered in the future.

IV. RECOMMENDATION

Staff recommends approval of this application provided that the ARB finds that the proposal meets sufficient basis for approval. The proposed wall sign is appropriate for the building that it is located on, appropriately designed to match the scale of the site and building, and consistent with other signs found within the Village Center. This is a transitional site that blends the urban fabric of the historic core to the south with the agrarian feel to the north. The building and the wall signage does not front onto High Street and provides additional tenant identification and wayfinding for vehicles internal to the site.

All six of the buildings' new wall signs are the same size and the same blue back background, white lettering, and white border. The new signs are part of an overall rebranding and comprehensive sign package that includes the refacing of the existing building and ground signage to create a cohesive sign design for the entire complex.

V. ACTION

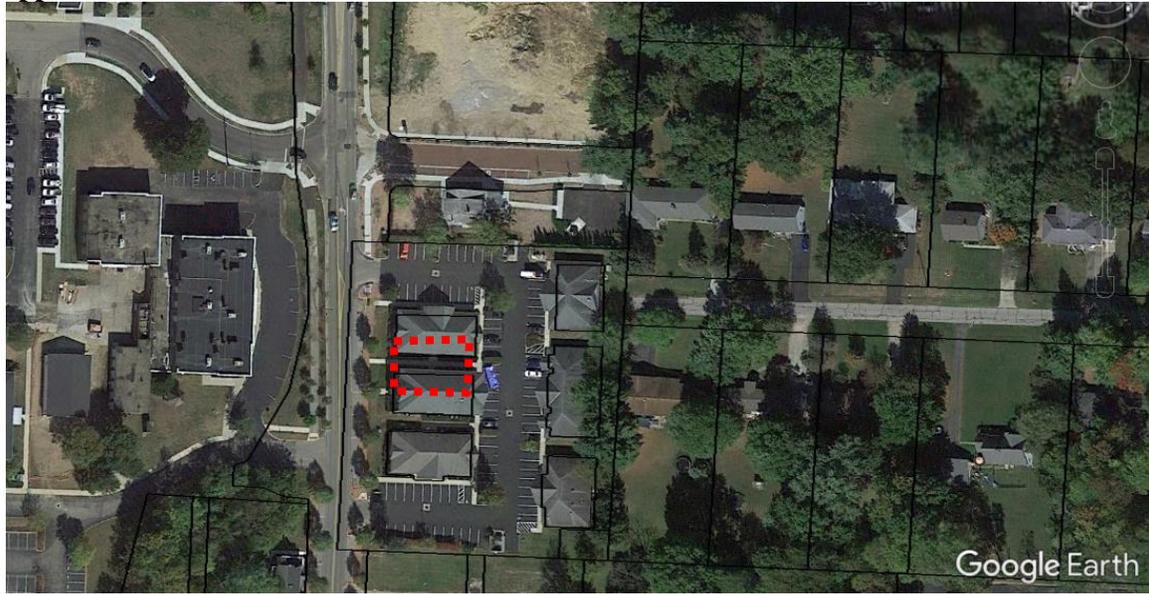
Should the Architectural Review Board find sufficient basis for approval the following motions would be appropriate. Conditions of approval may be added.

Suggested Motion for ARB-53-2021:

Move to approve Certificate of Appropriateness ARB-53-2021 with the following conditions.

1. The sign must have a minimum of 1.5-inches of relief in order to consistent with other proposed wall signs, subject to staff approval.
2. The sign material is HDU in order to consistent with other proposed wall signs, subject to staff approval.
3. The existing directory wall signs are refaced with the same blue background, white lettering as the new signs, subject to staff approval.

Approximate Site Location:



Source: Google Earth



**Architectural Review Board Staff Report
June 14, 2021**

**MULTI-TENANT PROJECTING SIGNS
CERTIFICATE OF APPROPRIATENESS**

LOCATION: 68 North High Street, Building B (PID: 222-0003546-00)
APPLICANT: Brad Shockey
REQUEST: Certificate of Appropriateness
ZONING: Urban Center, Historic Core
STRATEGIC PLAN: Village Center
APPLICATION: ARB-54-2021

Review based on: Application materials received on May 28, 2021.

Staff report prepared by Chris Christian, Planner.

VI. REQUEST AND BACKGROUND

The applicant requests review and approval of three new, multi-tenant projecting signs at 68 North High Street, building B.

There are several certificate of appropriateness applications on the June 14, 2021 ARB agenda for different signs within the same North High Place office campus. The applicant's intent is to provide an appropriate balance of signage within the overall office complex and improve internal wayfinding for customers. The entire office complex shares the same 68 North High Street address and each building has its own letter which causes confusion for visitors. Each building has small directory sign on the front façade with the tenants and a separate address sign.

There are two existing, nonconforming post signs at one of the entrances to the overall site. One of the signs displays the name of the office complex and the other is used to identify tenants located within the complex. C.O. 1169.07(c) allows nonconforming signs to be repaired and refaced as long as the size and structural shape of the sign is not changed or altered.

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 Urban Center located within the Historic Core sub-district. Therefore, the city's sign code regulations apply to the site.

The building is located within the North High Place office campus.

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 sign code section 1169.14(a) each building or structure in the Historic Core sub-district shall be allowed three (3) sign types including, but not limited to, hanging, awning and wall signs.
- There are two existing, directory wall signs on the internal sidewalk and parking lot building elevations that is also used to identify the tenants that are located inside the building. The applicant states that these directory wall signs will remain on the building and be refaced to match the proposed wall sign. According to the applicant, this wall sign is 5.5 sq. ft. in size. C.O. 1169.03 7(c) states that existing, signs requiring a sign face change require a sign permit to be issued by the Zoning Officer.
- The applicant is proposing to install three projecting signs on the building with the following dimensions:

Wall Signs

- City sign code chapter 1169.16(h) permits a maximum area 6 s.f. per side and allows projecting sign per business entrance. There is a total of three entrances into this building and the applicant proposes to install three projecting signs as depicted in the submittal at the three main entrances. External, neon and internal illumination is allowed. The projecting signs have the following dimensions.
 - h. Area: 4 sq ft per side [meets code]
 - i. Location: Three total signs adjacent to each of the main entrances on the west (High Street), north (internal), and east (parking lot) building elevations. [meets code].
 - j. Maximum projection: Not provided. There is a 46-inch-deep planter bed adjacent to each entrance where a sign is proposed. Staff recommends a condition of approval that the signs not project beyond the planter beds so they do not overlap the sidewalk. This will ensure the projection and clearance requirements meet code requirements.
 - k. Minimum clearance: Not provided. There is a 46-inch-deep planter bed adjacent to each entrance where a sign is proposed. Staff recommends a condition of approval that the signs not project beyond the planter beds so they do not overlap the sidewalk. This will ensure the projection and clearance requirements meet code requirements.
 - l. Lighting: none proposed [meets code].
 - m. Relief: Not specified. Staff recommends a condition of approval that the sign has a minimum of 1 inch of relief in order to meet code requirements.
 - n. Colors: New Albany blue sign board with white lettering (total of three) [meets code].
 - o. Material: not specified. Staff recommends a condition of approval that the sign material must meet code requirements.
- The signs will display the names of multiple tenants in the building.
- Projecting signs are used successfully at other locations in the Village Center using a similar design to what the applicant proposes. The use of this sign is appropriate in this

location to identify multiple tenants in a building that is an architectural focal point of the complex.

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 projecting sign is an appropriate sign type for this building and site.
 - Each sign addresses a different area of the complex: High Street, internal sidewalk, and parking lot.
10. *The distinguishing original qualities or character of a building, structure, site and/or its environment shall not be destroyed.*
 - The signs are appropriately located adjacent to building entrance 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 signs are appropriately designed and scaled for this building.
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.*
 - It does not appear that the signs will affect the original structure, if removed or altered in the future.

IX. RECOMMENDATION

Staff recommends approval of this application provided that the ARB finds that the proposal meets sufficient basis for approval. The proposed projecting signs are appropriate for the building that they are located on, appropriately designed to match the scale of the site and building, and consistent with other signs found within the Village Center. This is a transitional site that blends the urban fabric of the historic core to the south with the agrarian feel to the north. This building is unique in that it is the only one in the complex that fronts onto High Street and is two stories in height to properly address the primary street. The pedestrian oriented projecting signs are most appropriate given the building's presence on High Street. The hanging signs also creates more sign variety for the entire office complex and improved pedestrian experience walking on High Street.

The new signs are part of an overall rebranding and comprehensive sign package that includes the refacing of the existing building and ground signage to create a cohesive sign design for the entire complex.

X. ACTION

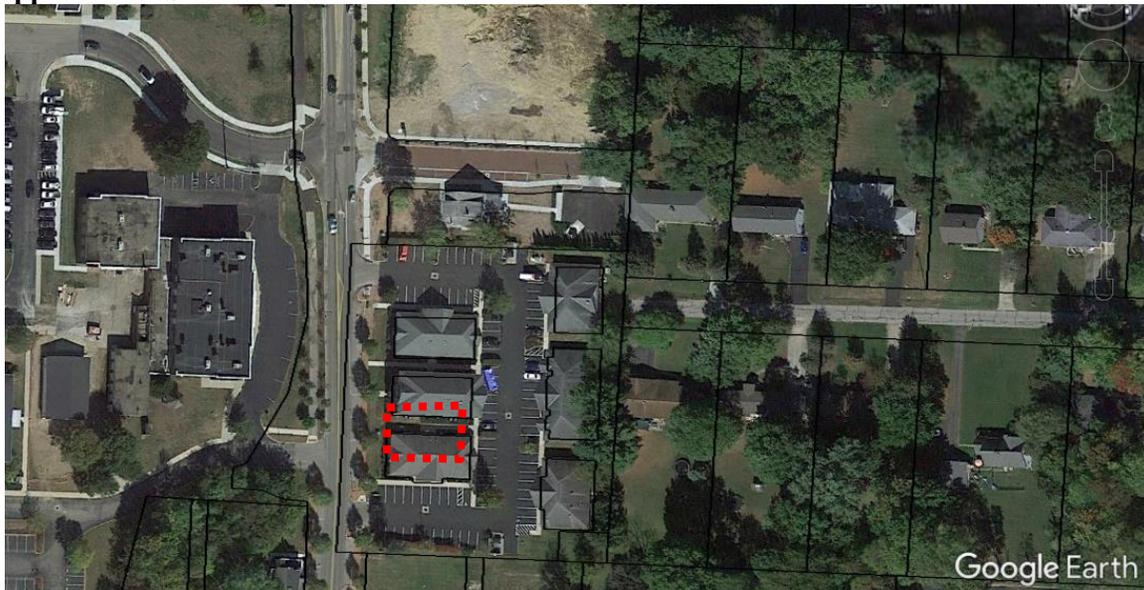
Should the Architectural Review Board find sufficient basis for approval the following motions would be appropriate. Conditions of approval may be added.

Suggested Motion for ARB-54-2021:

Move to approve Certificate of Appropriateness application ARB-54-2021 with the following conditions.

1. The projecting signs do not project beyond the planter bed along each entrance in order to not hang over the sidewalk.
2. The signs must have at least one-inch relief, subject to staff approval.
3. The sign material must meet city code requirements, subject to staff approval.
4. The existing directory wall signs are refaced with the same blue background, white lettering as the new signs, subject to staff approval.
5. Each projecting sign has the same blue back background, white lettering, and white border.

Approximate Site Location:



Source: Google Earth



**Architectural Review Board Staff Report
June 14, 2021**

**COLUMBUS INVESTMENT ADVISORY—SIGNAGE
CERTIFICATE OF APPROPRIATENESS**

LOCATION: 68 North High Street, Building C (PID: 222-0003547-00)
APPLICANT: Brad Shockey
REQUEST: Certificate of Appropriateness
ZONING: Urban Center, Historic Core
STRATEGIC PLAN: Village Center
APPLICATION: ARB-55-2021

Review based on: Application materials received on May 10 and 28, 2021.

Staff report prepared by Chris Christian, Planner.

XI. REQUEST AND BACKGROUND

The applicant requests review and approval of a new wall sign at 68 North High Street, building C for Columbus Investment Advisory Inc.

There are several certificate of appropriateness applications on the June 14, 2021 ARB agenda for different signs within the same North High Place office campus. The applicant's intent is to provide an appropriate balance of signage within the overall office complex and improve internal wayfinding for customers. The entire office complex shares the same 68 North High Street address and each building has its own letter which causes confusion for visitors. Each building has small directory sign on the front façade with the tenants and a separate address sign.

There are two existing, nonconforming post signs at one of the entrances to the overall site. One of the signs displays the name of the office complex and the other is used to identify tenants located within the complex. C.O. 1169.07(c) allows nonconforming signs to be repaired and refaced as long as the size and structural shape of the sign is not changed or altered.

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 Urban Center located within the Historic Core sub-district. Therefore, the city's sign code regulations apply to the site.

The building is located within the North High Place office campus.

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 sign code section 1169.14(a) each building or structure in the Historic Core sub-district shall be allowed three (3) sign types including, but not limited to, hanging, awning and wall signs.
- There is an existing, directory wall sign on the building that is used to identify the tenants that are located inside the building. The applicant states that this directory wall sign will remain on the building and be refaced to match the proposed wall sign. According to the applicant, this wall sign is 2.5 sq. ft. in size. C.O. 1169.03 (c) states existing, conforming signs requiring a sign face change shall require a sign permit issued by the Zoning Officer.
- The applicant is proposing to install one wall sign on the building with the following dimensions:

Wall Signs

- City sign code chapter 1169.16(d) permits a maximum area of one s.f. per linear s.f. of building frontage, not to exceed 30 s.f. and allows one wall sign per business entrance. External, neon and internal illumination is allowed. The applicant proposes to install one wall sign with the following dimensions:
 - p. Lettering Height: The tallest lettering height is 10.25 inches [meets code].
 - q. Area: 20 sq ft [meets code]
 - r. Location: located on the gable, centered directly above the main building entrance.
 - s. Lighting: none proposed [meets code].
 - t. Relief: 1.5 inches [meets code]
 - u. Colors: New Albany blue sign board with white lettering (total of 2) [meets code].
 - v. Material: HDU [meets code]
- The sign will read “Columbus Investment Advisory Inc”.
- The city sign code permits a maximum area of one s.f. per linear s.f. of building frontage, not to exceed 30 s.f. The building has 80 feet of frontage along this facade therefore, a maximum area of 30 s.f. per sign is permitted.
- The building has a total of two entrances: one on the front façade and one rear, employee entrance.

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 building and site.

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

The sign is appropriately located above the building entrance and does not block any architectural features.

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 sign is appropriately designed and scaled for this building, fitting within the width of the existing columns of the entrance space.
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.*
- It does not appear that the sign will affect the original structure, if removed or altered in the future.

XIV. RECOMMENDATION

Staff recommends approval of this application provided that the ARB finds that the proposal meets sufficient basis for approval. The proposed wall sign is appropriate for the building that it is located on, appropriately designed to match the scale of the site and building, and consistent with other signs found within the Village Center. This is a transitional site that blends the urban fabric of the historic core to the south with the agrarian feel to the north. The building and the wall signage does not front onto High Street and provides additional tenant identification and wayfinding for vehicles internal to the site.

All six of the buildings' new wall signs are the same size and the same blue back background, white lettering, and white border. The new signs are part of an overall rebranding and comprehensive sign package that includes the refacing of the existing building and ground signage to create a cohesive sign design for the entire complex.

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-55-2021:

Move to approve Certificate of Appropriateness ARB-55-2021 with the following conditions.

4. The existing directory wall signs are refaced with the same blue background, white lettering as the new signs, subject to staff approval.

Approximate Site Location:



Source: Google Earth



**Architectural Review Board Staff Report
June 14, 2021**

**NEW ALBANY FAMILY DENTISTRY WALL SIGN
CERTIFICATE OF APPROPRIATENESS**

LOCATION: 68 North High Street, Building F (PID: 222-0003550-00)
APPLICANT: Brad Shockey
REQUEST: Certificate of Appropriateness
ZONING: Urban Center, Historic Core
STRATEGIC PLAN: Village Center
APPLICATION: ARB-56-2021

Review based on: Application materials received on May 28, 2021.

Staff report prepared by Chris Christian, Planner.

XVI. REQUEST AND BACKGROUND

The applicant requests review and approval of a new wall sign at 68 North High Street, building F for New Albany Family Dentistry.

There are several certificate of appropriateness applications on the June 14, 2021 ARB agenda for different signs within the same North High Place office campus. The applicant's intent is to provide an appropriate balance of signage within the overall office complex and improve internal wayfinding for customers. The entire office complex shares the same 68 North High Street address and each building has its own letter which causes confusion for visitors. Each building has small directory sign on the front façade with the tenants and a separate address sign.

There are two existing, nonconforming post signs at one of the entrances to the overall site. One of the signs displays the name of the office complex and the other is used to identify tenants located within the complex. C.O. 1169.07(c) allows nonconforming signs to be repaired and refaced as long as the size and structural shape of the sign is not changed or altered.

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.

XVII. SITE DESCRIPTION & USE

The property is zoned Urban Center located within the Historic Core sub-district. Therefore, the city's sign code regulations apply to the site.

The building is located within the North High Place office campus.

XVIII. 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:

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

- Per the city sign code section 1169.14(a) each building or structure in the Historic Core sub-district shall be allowed three (3) sign types including, but not limited to, hanging, awning and wall signs.
- There is an existing, directory wall sign on the building that is used to identify the tenants that are located inside the building. The applicant states that this directory wall sign will remain on the building and be refaced to match the proposed wall sign. According to the applicant, this wall sign is 5.5 sq. ft. in size. C.O. 1169.03 (c) states existing, conforming signs requiring a sign face change shall require a sign permit issued by the Zoning Officer.
- The applicant is proposing to install one additional wall sign on the building with the following dimensions:

Wall Sign

- City sign code chapter 1169.16(d) permits a maximum area of one s.f. per linear s.f. of building frontage, not to exceed 30 s.f. and allows one wall sign per business entrance. External, neon and internal illumination is allowed. The applicant proposes to install one wall sign with the following dimensions:
 - w. Lettering Height: The tallest lettering height is 10.25 inches [meets code].
 - x. Area: 20 sq ft [meets code]
 - y. Location: located on the gable, centered directly above the main building entrance.
 - z. Lighting: none proposed [meets code].
 - aa. Relief: 1.5 inches [meets code]
 - bb. Colors: New Albany blue sign board with white lettering (total of 2) [meets code].
 - cc. Material: HDU [meets code]
- The sign will read “New Albany Family Dentistry.”
- The city sign code permits a maximum area of one s.f. per linear s.f. of building frontage, not to exceed 30 s.f. The building has 70 feet of frontage along High Street therefore, a maximum area of 30 s.f. per sign is permitted.
- The building has a total of two entrances: one on the front façade and a rear, employee entrances.

23. 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 building and site.

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

- The sign is appropriately located above the building entrance and does not block any architectural features.

25. 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 sign is appropriately designed and scaled for this building, fitting within the width of the existing columns of the entrance space.
26. *Distinctive stylistic features or examples of skilled craftsmanship which characterize a building, structure or site shall be created with sensitivity.*
- Not Applicable
27. *The surface cleaning of masonry structures shall be undertaken with methods designed to minimize damage to historic building materials.*
- Not Applicable
28. *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.*
- It does not appear that the sign will affect the original structure, if removed or altered in the future.

XIX. RECOMMENDATION

Staff recommends approval of this application provided that the ARB finds that the proposal meets sufficient basis for approval. The proposed wall sign is appropriate for the building that it is located on, appropriately designed to match the scale of the site and building, and consistent with other signs found within the Village Center. This is a transitional site that blends the urban fabric of the historic core to the south with the agrarian feel to the north. The building and the wall signage does not front onto High Street and provides additional tenant identification and wayfinding for vehicles internal to the site.

All six of the buildings’ new wall signs are the same size and the same blue back background, white lettering, and white border. The new signs are part of an overall rebranding and comprehensive sign package that includes the refacing of the existing building and ground signage to create a cohesive sign design for the entire complex.

XX. 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-58-2021:

Move to approve Certificate of Appropriateness ARB-58-2021 with the following conditions.

1. The existing directory wall signs are refaced with the same blue background, white lettering as the new signs, subject to staff approval.

Approximate Site Location:



Source: Google Earth



**Architectural Review Board Staff Report
June 14, 2021**

**68 NORTH HIGH STREET, BUILDING E WALL SIGNS
CERTIFICATE OF APPROPRIATENESS & WAIVER**

LOCATION: 68 North High Street, Building E (PID: 222-0003549-00)
APPLICANT: Brad Shockey
REQUEST: Certificate of Appropriateness & Waiver
ZONING: Urban Center, Historic Core
STRATEGIC PLAN: Village Center
APPLICATION: ARB-57-2021

Review based on: Application materials received on May 28, 2021.

Staff report prepared by Chris Christian, Planner.

XXI. REQUEST AND BACKGROUND

The applicant requests review and approval of three new wall signs (two architrave and one gable) at 68 North High Street, building E for three tenant spaces. The building has a total of five entrances: three on the front façade and two rear entryways. The city sign code permits one wall sign per business entrance. The applicant requests a waiver to C.O. 1169.16(d) to allow a total of six wall signs to be installed on the building where five wall signs are permitted based on the number of building entrances.

There are several certificate of appropriateness applications on the June 14, 2021 ARB agenda for different signs within the same North High Place office campus. The applicant's intent is to provide an appropriate balance of signage within the overall office complex and improve internal wayfinding for customers. The entire office complex shares the same 68 North High Street address and each building has its own letter which causes confusion for visitors. Each building has small directory sign on the front façade with the tenants and a separate address sign.

There are two existing, nonconforming post signs at one of the entrances to the overall site. One of the signs displays the name of the office complex and the other is used to identify tenants located within the complex. C.O. 1169.07(c) allows nonconforming signs to be repaired and refaced as long as the size and structural shape of the sign is not changed or altered.

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.

XXII. SITE DESCRIPTION & USE

The property is zoned Urban Center located within the Historic Core sub-district. Therefore, the city's sign code regulations apply to the site.

The building is located within the North High Place office campus.

XXIII. 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:

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

- Per the city sign code section 1169.14(a) each building or structure in the Historic Core sub-district shall be allowed three (3) sign types including, but not limited to, hanging, awning and wall signs.
- City code permits one wall sign to be installed per building entrance and there are five entrances into this building. There are three existing 2.5 square foot wall signs; one installed adjacent to each front door. These signs display the tenant located within that suite of the building. The applicant requests a waiver to allow one additional wall signs to be installed on the building.
- The applicant states that the directory wall signs will remain on the building and be refaced to match the proposed gable wall sign. According to the applicant, these existing directory wall signs are 2.5 sq. ft. in size. C.O. 1169.03 (c) states existing, conforming signs requiring a sign face change shall require a sign permit issued by the Zoning Officer.
- The applicant is proposing to install three additional wall signs on the building with the following dimensions:

Architrave Wall Signs #1 and #2 (Above the doorway)

- City sign code chapter 1169.16(d) permits a maximum area of one s.f. per linear s.f. of building frontage, not to exceed 30 s.f. and allows one wall sign per business entrance. External, neon and internal illumination is allowed. The applicant proposes to install one wall sign with the following dimensions:
 - dd. Lettering Height: 4-inch-tall letters [meets code].
 - ee. Area: Not Specified. The architrave is six feet wide and the lettering is 4 inches tall. Even if the lettering covered the entire architrave it would be a maximum of 2 square feet. Staff recommends a condition of approval that the sign's area be subject to staff approval
 - ff. Location: centered on the doorway's architrave.
 - gg. Lighting: None proposed [meets code].
 - hh. Relief: Not specified. Staff recommends a condition of approval that the sign has a minimum of 1 inch of relief in order to meet code requirements, subject to staff approval.
 - ii. Colors: Black (total of 1) [meets code].
 - jj. Material: Not specified. Staff recommends a condition of approval that the sign material must meet code requirements, subject to staff approval.
- The signs will read "RxNXT" and "Cole Family Dentistry."
- The architrave is 6 inches in height. The proposed 4-inch-tall letters appear to be appropriately scaled for this location.
- The city sign code permits a maximum area of one s.f. per linear s.f. of building frontage, not to exceed 30 s.f. The building has 91 feet of frontage along parking lot elevation, therefore, a maximum area of 30 s.f. per sign is permitted.

Wall Sign #3 (On Gable)

- City sign code chapter 1169.16(d) permits a maximum area of one s.f. per linear s.f. of building frontage, not to exceed 30 s.f. and allows one wall sign per business entrance. External, neon and internal illumination is allowed. The applicant proposes to install one wall sign with the following dimensions:
 - kk.* Lettering Height: There is no tenant for this space. The sign code allows a maximum lettering height of 24 inches. Since the sign board itself is 24 inches in height it appears this code requirement will be met.
 - ll.* Area: 20 sq ft [meets code]
 - mm.* Location: located on the gable, centered directly above the main building entrance.
 - nn.* Lighting: none proposed [meets code].
 - oo.* Relief: 1.5 inches [meets code]
 - pp.* Colors: New Albany blue sign board with white lettering (total of 2) [meets code].
 - qq.* Material: HDU [meets code]
- The copy of the sign will be determined with the future tenant. C.O. 1169.03 (c) states existing, conforming signs requiring a sign face change shall require a sign permit issued by the Zoning Officer.
- The city sign code permits a maximum area of one s.f. per linear s.f. of building frontage, not to exceed 30 s.f. The building has 91 feet of frontage along the parking lot elevation, therefore, a maximum area of 30 s.f. per sign is permitted.

30. *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 board and individual letter signs are appropriate sign types for this building and site.

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

- The signs are appropriately located above the building entrances and do not block any architectural features.

32. *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 gable sign is appropriately designed and scaled for this building, fitting within the width of the existing columns of the entrance space. The architrave signs' height appears to appropriate for the space as well.

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

- Not Applicable

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

- Not Applicable

35. *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.*

- It does not appear that the sign will affect the original structure, if removed or altered in the future.

B. Waiver Requests

The ARB's review is pursuant to C.O. Section **1113.11 Action by the Architectural Review Board for Waivers**, within thirty (30) days after the public meeting, 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:

1. *Provide an appropriate design or pattern of development considering the context in which the development is proposed and the purpose 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.*
2. *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.*
3. *Be necessary for reasons of fairness due to unusual site specific constraints.*
4. *Not detrimentally affect the public health, safety or general welfare.*

The applicant is requesting the following waiver.

(A) Waiver to C.O. 1169.16(d) to allow a total of six wall signs to be installed on the building where five wall signs are permitted code allows a maximum of one based on the number of building entrances

The following should be considered in the board's decision:

1. C.O. 1169.16(d) permits one wall sign to be installed per business entrance. The building has a total of five entrances: three on the front façade and two rear entryways. The applicant requests a waiver to C.O. 1169.16(d) to allow a total of six wall signs to be installed on the building where five wall signs are permitted based on the number of building entrances.
2. The building's fascia contains dentil moulding detail around the entire building and the canopies. The signs cannot be placed on the canopies because they would cover the architectural detailing. Given the signs' location, it is classified as a wall sign per the city sign code, however, functionally and design-wise it serves more as an architectural canopy sign. The architectural canopy is a sign category that is permitted by the city's sign code in this location.
3. While there are six wall signs proposed for the building, they consist of a variety of design, sizes, and styles. Each of three primary entrances contain an existing directory sign next to the doorways. The proposed architrave signs are located above the doorways consisting of individual letterings. The center tenant space will have a gable sign.
4. The intent of code requirement is to ensure that the number of wall signs on a building is appropriate given the context of the site and building on which they are proposed. While the applicant proposes to exceed the maximum of one wall sign, they are well designed given their location on the building. As a whole, the sign package provides an appropriate pattern of development considering the context in which the development is proposed and fits within the goals of the Village Center Strategic Plan to create a consistent sign package for the office complex.
5. The applicant states their intent is to provide an appropriate balance of signage within the overall office complex and assist users with locating the right business/building. The entire office complex shares the same 68 North High Street address and each building has its own letter. The applicant states that this causes some confusion for visitors of the site as they are not able to find the correct building easily with the current sign package and the tenants within the building. The existing wall signs do identify the building number and tenants in the building

- however they are small in size at 2.5 sq. ft. and are located adjacent to the building doors. Therefore, if the waiver is approved, the building will not appear to be over-signed.
6. The waiver substantially meets the intent of the standard that the applicant is attempting to seek a waiver from fits within City goals which includes ensure signs are appropriately located on a building. While the applicant is exceeding the maximum number permitted in the city sign code, each sign is appropriately located and scaled on the building. Based on the building's frontage, city code permits one wall sign up to 30 square feet in size. The 2.5 sq. ft. existing wall signs, proposed 20 sq. ft. gable mounted wall sign, and architrave wall signs combined appear to be the same or smaller than what city code permits by right for just one wall sign. The applicant states that they are requesting the additional signage in order to improve wayfinding for users on the site so that they may easily identify the building where a tenant is located. So, while there are more signs than permitted the majority of the signs are small in scale.
 7. It appears that granting the waiver is necessary for reasons of fairness due to unusual site-specific constraints and characteristics. The building has no public street frontage. It fronts the parking lot and drive aisle that connects the buildings within the office complex. While there is a pedestrian sidewalk network that connects all the buildings, the internal portion of the site is primarily auto oriented and the applicant is trying to balance auto-oriented while maintaining the pedestrian oriented signage.
 8. The goals of the Village Center Strategic Plan, Land Use Strategic Plan and the Design Guidelines and Requirements are to encourage pedestrian oriented signage. However, in this case it is completely internal to the site. Therefore, the number of wall signs does not appear inappropriate for this internal setting.
 9. It does not appear that the waiver would detrimentally affect the public health, safety or general welfare.

XXIV. RECOMMENDATION

Staff recommends approval of this application provided that the ARB finds that the proposal meets sufficient basis for approval. The proposed wall signs are, appropriately designed to match the scale of the site and building and are consistent with other signs found within the Village Center. This is a transitional site that blends the urban fabric of the historic core to the south with the agrarian feel to the north. The waiver to allow for an additional wall sign on the building does not appear to be substantial. While a waiver is requested to the number of signs, the building and the wall signage are completely internal to the site and do not front onto High Street. These signs provide additional tenant identification and wayfinding for vehicles and pedestrians internal to the site. Plus, the existing and proposed signage is generally smaller in size and contain a variety of designs, ensuring that the building does not feel over-signed.

All six of the buildings' new wall signs are the same size and the same blue back background, white lettering, and white border. The new signs are part of an overall rebranding and comprehensive sign package that includes the refacing of the existing building and ground signage to create a cohesive sign design for the entire complex.

XXV. 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-57-2021:

Move to approve Certificate of Appropriateness and waiver ARB-57-2021 with the following conditions:

2. The gable sign must have a minimum of 1.5-inches of relief in order to consistent with other proposed wall signs, subject to staff approval.

3. The gable sign material is HDU in order to consistent with other proposed wall signs, subject to staff approval.
4. The architrave walls signs' area, material and depth (thickness) are subject to staff approval.
5. The existing directory wall signs are refaced with the same blue background, white lettering as the new signs, subject to staff approval.

Approximate Site Location:



Source: Google Earth



**Architectural Review Board Staff Report
June 14, 2021**

**68 NORTH HIGH STREET, BUILDING E WALL SIGNS
CERTIFICATE OF APPROPRIATENESS & WAIVER**

LOCATION: 68 North High Street, Building E (PID: 222-0003549-00)
APPLICANT: Brad Shockey
REQUEST: Certificate of Appropriateness & Waiver
ZONING: Urban Center, Historic Core
STRATEGIC PLAN: Village Center
APPLICATION: ARB-57-2021

Review based on: Application materials received on May 28, 2021.

Staff report prepared by Chris Christian, Planner.

XXVI. REQUEST AND BACKGROUND

The applicant requests review and approval of three new wall signs (two architrave and one gable) at 68 North High Street, building E for three tenant spaces. The building has a total of five entrances: three on the front façade and two rear entryways. The city sign code permits one wall sign per business entrance. The applicant requests a waiver to C.O. 1169.16(d) to allow a total of six wall signs to be installed on the building where five wall signs are permitted based on the number of building entrances.

There are several certificate of appropriateness applications on the June 14, 2021 ARB agenda for different signs within the same North High Place office campus. The applicant's intent is to provide an appropriate balance of signage within the overall office complex and improve internal wayfinding for customers. The entire office complex shares the same 68 North High Street address and each building has its own letter which causes confusion for visitors. Each building has small directory sign on the front façade with the tenants and a separate address sign.

There are two existing, nonconforming post signs at one of the entrances to the overall site. One of the signs displays the name of the office complex and the other is used to identify tenants located within the complex. C.O. 1169.07(c) allows nonconforming signs to be repaired and refaced as long as the size and structural shape of the sign is not changed or altered.

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.

XXVII. SITE DESCRIPTION & USE

The property is zoned Urban Center located within the Historic Core sub-district. Therefore, the city's sign code regulations apply to the site.

The building is located within the North High Place office campus.

XXVIII. 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:

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

- Per the city sign code section 1169.14(a) each building or structure in the Historic Core sub-district shall be allowed three (3) sign types including, but not limited to, hanging, awning and wall signs.
- City code permits one wall sign to be installed per building entrance and there are five entrances into this building. There are three existing 2.5 square foot wall signs; one installed adjacent to each front door. These signs display the tenant located within that suite of the building. The applicant requests a waiver to allow one additional wall signs to be installed on the building.
- The applicant states that the directory wall signs will remain on the building and be refaced to match the proposed gable wall sign. According to the applicant, these existing directory wall signs are 2.5 sq. ft. in size. C.O. 1169.03 (c) states existing, conforming signs requiring a sign face change shall require a sign permit issued by the Zoning Officer.
- The applicant is proposing to install three additional wall signs on the building with the following dimensions:

Architrave Wall Signs #1 and #2 (Above the doorway)

- City sign code chapter 1169.16(d) permits a maximum area of one s.f. per linear s.f. of building frontage, not to exceed 30 s.f. and allows one wall sign per business entrance. External, neon and internal illumination is allowed. The applicant proposes to install one wall sign with the following dimensions:
 - rr. Lettering Height: 4-inch-tall letters [meets code].
 - ss. Area: Not Specified. The architrave is six feet wide and the lettering is 4 inches tall. Even if the lettering covered the entire architrave it would be a maximum of 2 square feet. Staff recommends a condition of approval that the sign's area be subject to staff approval
 - tt. Location: centered on the doorway's architrave.
 - uu. Lighting: None proposed [meets code].
 - vv. Relief: Not specified. Staff recommends a condition of approval that the sign has a minimum of 1 inch of relief in order to meet code requirements, subject to staff approval.
 - ww. Colors: Black (total of 1) [meets code].
 - xx. Material: Not specified. Staff recommends a condition of approval that the sign material must meet code requirements, subject to staff approval.
- The signs will read "RxNXT" and "Cole Family Dentistry."
- The architrave is 6 inches in height. The proposed 4-inch-tall letters appear to be appropriately scaled for this location.
- The city sign code permits a maximum area of one s.f. per linear s.f. of building frontage, not to exceed 30 s.f. The building has 91 feet of frontage along parking lot elevation, therefore, a maximum area of 30 s.f. per sign is permitted.

Wall Sign #3 (On Gable)

- City sign code chapter 1169.16(d) permits a maximum area of one s.f. per linear s.f. of building frontage, not to exceed 30 s.f. and allows one wall sign per business entrance. External, neon and internal illumination is allowed. The applicant proposes to install one wall sign with the following dimensions:
 - yy. Lettering Height: There is no tenant for this space. The sign code allows a maximum lettering height of 24 inches. Since the sign board itself is 24 inches in height it appears this code requirement will be met.
 - zz. Area: 20 sq ft [meets code]
 - aaa. Location: located on the gable, centered directly above the main building entrance.
 - bbb. Lighting: none proposed [meets code].
 - ccc. Relief: 1.5 inches [meets code]
 - ddd. Colors: New Albany blue sign board with white lettering (total of 2) [meets code].
 - eee. Material: HDU [meets code]
- The copy of the sign will be determined with the future tenant. C.O. 1169.03 (c) states existing, conforming signs requiring a sign face change shall require a sign permit issued by the Zoning Officer.
- The city sign code permits a maximum area of one s.f. per linear s.f. of building frontage, not to exceed 30 s.f. The building has 91 feet of frontage along the parking lot elevation, therefore, a maximum area of 30 s.f. per sign is permitted.

37. *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 board and individual letter signs are appropriate sign types for this building and site.

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

- The signs are appropriately located above the building entrances and do not block any architectural features.

39. *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 gable sign is appropriately designed and scaled for this building, fitting within the width of the existing columns of the entrance space. The architrave signs' height appears to appropriate for the space as well.

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

- Not Applicable

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

- Not Applicable

42. *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.*

- It does not appear that the sign will affect the original structure, if removed or altered in the future.

B. Waiver Requests

The ARB's review is pursuant to C.O. Section **1113.11 Action by the Architectural Review Board for Waivers**, within thirty (30) days after the public meeting, 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:

1. *Provide an appropriate design or pattern of development considering the context in which the development is proposed and the purpose 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.*
2. *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.*
3. *Be necessary for reasons of fairness due to unusual site specific constraints.*
5. *Not detrimentally affect the public health, safety or general welfare.*

The applicant is requesting the following waiver.

(A) Waiver to C.O. 1169.16(d) to allow a total of six wall signs to be installed on the building where five wall signs are permitted code allows a maximum of one based on the number of building entrances

The following should be considered in the board's decision:

10. C.O. 1169.16(d) permits one wall sign to be installed per business entrance. The building has a total of five entrances: three on the front façade and two rear entryways. The applicant requests a waiver to C.O. 1169.16(d) to allow a total of six wall signs to be installed on the building where five wall signs are permitted based on the number of building entrances.
11. The building's fascia contains dentil moulding detail around the entire building and the canopies. The signs cannot be placed on the canopies because they would cover the architectural detailing. Given the signs' location, it is classified as a wall sign per the city sign code, however, functionally and design-wise it serves more as an architectural canopy sign. The architectural canopy is a sign category that is permitted by the city's sign code in this location.
12. While there are six wall signs proposed for the building, they consist of a variety of design, sizes, and styles. Each of three primary entrances contains an existing directory sign next to the doorways. The proposed architrave signs are located above the doorways consisting of individual letterings. The center tenant space will have a gable sign.
13. The intent of code requirement is to ensure that the number of wall signs on a building is appropriate given the context of the site and building on which they are proposed. While the applicant proposes to exceed the maximum of one wall sign, they are well designed given their location on the building. As a whole, the sign package provides an appropriate pattern of development considering the context in which the development is proposed and fits within the goals of the Village Center Strategic Plan to create a consistent sign package for the office complex.
14. The applicant states their intent is to provide an appropriate balance of signage within the overall office complex and assist users with locating the right business/building. The entire office complex shares the same 68 North High Street address and each building has its own letter. The applicant states that this causes some confusion for visitors of the site as they are not able to find the correct building easily with the current sign package and the tenants within the building. The existing wall signs do identify the building number and tenants in the building

- however they are small in size at 2.5 sq. ft. and are located adjacent to the building doors. Therefore, if the waiver is approved, the building will not appear to be over-signed.
15. The waiver substantially meets the intent of the standard that the applicant is attempting to seek a waiver from fits within City goals which includes ensure signs are appropriately located on a building. While the applicant is exceeding the maximum number permitted in the city sign code, each sign is appropriately located and scaled on the building. Based on the building's frontage, city code permits one wall sign up to 30 square feet in size. The 2.5 sq. ft. existing wall signs, proposed 20 sq. ft. gable mounted wall sign, and architrave wall signs combined appear to be the same or smaller than what city code permits by right for just one wall sign. The applicant states that they are requesting the additional signage in order to improve wayfinding for users on the site so that they may easily identify the building where a tenant is located. So, while there are more signs than permitted the majority of the signs are small in scale.
 16. It appears that granting the waiver is necessary for reasons of fairness due to unusual site-specific constraints and characteristics. The building has no public street frontage. It fronts the parking lot and drive aisle that connects the buildings within the office complex. While there is a pedestrian sidewalk network that connects all the buildings, the internal portion of the site is primarily auto oriented and the applicant is trying to balance auto-oriented while maintaining the pedestrian oriented signage.
 17. The goals of the Village Center Strategic Plan, Land Use Strategic Plan and the Design Guidelines and Requirements are to encourage pedestrian oriented signage. However, in this case it is completely internal to the site. Therefore, the number of wall signs does not appear inappropriate for this internal setting.
 18. It does not appear that the waiver would detrimentally affect the public health, safety or general welfare.

XXIX. RECOMMENDATION

Staff recommends approval of this application provided that the ARB finds that the proposal meets sufficient basis for approval. The proposed wall signs are, appropriately designed to match the scale of the site and building and are consistent with other signs found within the Village Center. This is a transitional site that blends the urban fabric of the historic core to the south with the agrarian feel to the north. The waiver to allow for an additional wall sign on the building does not appear to be substantial. While a waiver is requested to the number of signs, the building and the wall signage are completely internal to the site and do not front onto High Street. These signs provide additional tenant identification and wayfinding for vehicles and pedestrians internal to the site. Plus, the existing and proposed signage is generally smaller in size and contain a variety of designs, ensuring that the building does not feel over-signed.

All six of the buildings' new wall signs are the same size and the same blue back background, white lettering, and white border. The new signs are part of an overall rebranding and comprehensive sign package that includes the refacing of the existing building and ground signage to create a cohesive sign design for the entire complex.

XXX. ACTION

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

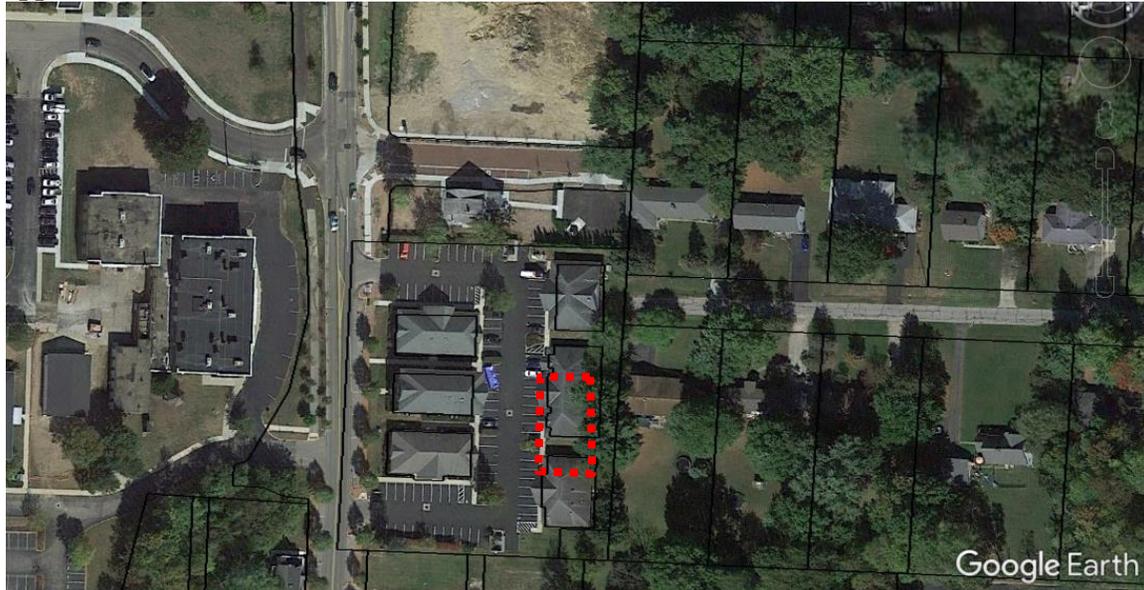
Suggested Motion for ARB-57-2021:

Move to approve Certificate of Appropriateness and waiver ARB-57-2021 with the following conditions:

6. The gable sign must have a minimum of 1.5-inches of relief in order to consistent with other proposed wall signs, subject to staff approval.

7. The gable sign material is HDU in order to consistent with other proposed wall signs, subject to staff approval.
8. The architrave walls signs' area, material and depth (thickness) are subject to staff approval.
9. The existing directory wall signs are refaced with the same blue background, white lettering as the new signs, subject to staff approval.

Approximate Site Location:



Source: Google Earth