



MINUTES OF THE REGULAR MEETING
WORTHINGTON ARCHITECTURAL REVIEW BOARD
WORTHINGTON MUNICIPAL PLANNING COMMISSION
June 14, 2018

The regular meeting of the Worthington Architectural Review Board and the Worthington Municipal Planning Commission was called to order at 7:00 p.m. with the following members present: Mikel Coulter, Chair; Thomas Reis, Vice-Chair; Kathy Holcombe, Secretary; Edwin Hofmann; Amy Lloyd; David Foust; and Richard Schuster. Also present were: Scott Myers, Worthington City Council Representative to the Municipal Planning Commission; Lee Brown, Director of Planning & Building; and Lynda Bitar, Planning Coordinator and Clerk of the Municipal Planning Commission.

A. Call to Order – 7:00 p.m.

1. Roll Call
2. Pledge of Allegiance
3. Approval of minutes of the May 24, 2018 meeting

Mr. Reis moved to approve the minutes, seconded by Mr. Hofmann. All Board members voted “Aye,” and the minutes were approved.

4. Affirmation/swearing in of witnesses

B. Architectural Review Board – Unfinished

1. Signage – **7007 N. High St.** (The Witness Group) **AR 32-18** (Amendment to AR 32-16)

Mrs. Bitar reviewed the following from the staff memo:

Findings of Fact & Conclusions

Background & Request:

This roughly 7.5 acre parcel, zoned C-4, Highway and Automotive Services, has been home to a hotel since 1975. The original approval was for a Hilton Inn. The brand has changed several times over the decades with the most recent being the conversion to a Holiday Inn in 2007, which included many upgrades to the building and site.

The owner was approved for demolition of the existing hotel, and redevelopment of the site at the Architectural Review Board's February 22, 2018 meeting. Variances were approved by the Board of Zoning Appeals at its April 5, 2018 meeting.

Included with these applications are a request for approval of signage criteria and a provision to allow offices.

The Board discussed the application at its April 26th meeting, and asked for clarification and modifications. The applicant submitted revisions and the hotel signs for the May 10th meeting, but decided to keep the application tabled to make further changes. Staff sent comments regarding those drawings, and some of the suggestions have now been incorporated into this packet. New and revised information is in bold.

Project Details:

1. Signage criteria has been submitted that basically follows the Worthington Code and Design Guidelines, but further would allow specific sizes and styles of signs. Part One of the criteria includes general requirements from Chapter 1170 – Signs, of the Code. Part Two – Design Criteria includes provisions from the Code, as well as pertinent Design Guideline recommendations and development specific information. The applicant would like tenants that plan to meet the established criteria to be able to receive sign permits without returning to the ARB for approval.
2. Following are some of the provisions for signage requested for the multi-tenanted buildings housing restaurants and personal and business services:
 - Tenants in the W. Wilson Bridge Rd. buildings would be allowed to have one wall sign facing the road and one sign facing the parking lot to the south.
 - The maximum sign area would be 1 ½ square feet per lineal foot of frontage as is a Code requirement. In addition, the maximum letter height would be 24” and the maximum width could be no more than 80% of the tenant’s storefront width. Signs would need to be at least 24” from the edge of the tenant space or from the corner of the building. In no case would a business be allowed more than 100 square feet of signage total.
 - Signs would be located at the tenant’s storefront, or above the primary entrance if the tenant occupies more than 1 space.
 - Maximum mounting height is proposed as 17’ above grade, or at a height appropriate to the building architecture.
 - Proposed signs would consist of internally illuminated channel letters only.
 - Colors would be based on the Design Guidelines which say they should be compatible with the building architecture and subtle, toned-down shades are preferred.
3. Office tenants (in buildings #3&4) would have similar size and placement requirements, but would only be allowed exterior signage if they occupy more than 50% of the designated office space for their floor.
4. Blade signs would be permitted for each tenant in a color to match the tenant’s primary sign. Lettering would be limited to 3” in height and a ¾” border painted black would be required. Each tenant would be allowed 1 blade sign, except tenants with end spaces would be allowed an additional sign on the end wall. A blade sign detail is included.

5. Window signs identifying the tenant name and address would be allowed occupying not more than 25% of the window area.
6. The applicant is proposing 2 freestanding signs, one east of the W. Wilson Bridge Rd. entrance, and one near the intersection of N. High St. and Caren Ave. Both signs are proposed with cast stone bases, brick and wood caps with trim. For both signs the panels would have matching opaque black backgrounds with white translucent letters. The style of text would match for the 4 tenants, but the hotel would use its own style. Placement would be 5' from the right-of-way.
 - The W. Wilson Bridge Rd. sign would be 8'4" wide and 12'4" tall, with internally illuminated tenant panels 6' wide x 7'6" high on both sides to allow for 5 tenant panels each. The top 3' of the panel is proposed for the hotel, and four 1'6" high panels would be below.
 - The N. High St. sign would be the same overall size, but have a higher base and less tenant panel area. Two different drawings were submitted, so the exact details are not clear. The hotel would have a 3' high panel regardless.
7. The N. High St. building signs would come to the ARB for approval in the future.
8. Hampton Inn & Suites signs are now included for consideration:
 - White internally illuminated 42" high stacked channel letters for total sign size of 16' 8" wide and 6' 5" high (~107 square feet in area) are proposed for the north gable. Two renderings were part of the packet – one with a red wall sign in the north gable, and one with white letters on a brick background in the gable.
 - A projection sign that is 2' 9 3/4" wide by 20' tall is proposed to be mounted on the east side of the building. The sign would be blue with white letters and red trim, and internally illuminated.
 - Directional signs are proposed near the Caren Ave. entrance and at 2 locations along the interior drive. The sign would be 3' tall with a brick base and 15" high x 2' wide sign cabinet on top identifying "Hampton Inn & Suites by HILTON" in white on a blue background with red trim. It appears the background and lettering would be illuminated, although Code would require the background to be opaque. A second directional sign was shown as 5' high and 4'1" wide with a metal base.
9. Two non-illuminated blade signs are shown for the hotel, both near entrances on the north side.
10. Variances from the Board of Zoning Appeals would be needed for:
 - Proposed sign package to allow more than 1 sign per business
 - Excessive area and location for the freestanding signs
 - All hotel signage.

Land Use Plans:

Worthington Design Guidelines and Architectural District Ordinance

Signage: While the regulations permit a certain maximum square footage of signs for a business, try to minimize the size and number of signs. Place only basic names and graphics on signs along the street so that drive-by traffic is not bombarded with too much information. Free-standing signs should be of the "monument" type; they should be as low as possible. Such signs should have an appropriate base such as a brick planting area with appropriate landscaping or no lighting. Colors for signs should be chosen for compatibility with the age, architecture and colors of the buildings

they serve, whether placed on the ground or mounted on the building. Signs must be distinctive enough to be readily visible, but avoid incompatible modern colors such as “fluorescent orange” and similar colors. Bright color shades generally are discouraged in favor more subtle and toned-down shades.

Wilson Bridge Corridor

Signs:

Exterior lighting fixtures are the preferred source of illumination.

1. Freestanding Signs

- There shall be no more than one freestanding sign on parcels less than 2 acres in size, and no more than two freestanding signs on parcels 2 acres in size or greater.
- Freestanding signs shall be monument style and no part of any freestanding sign shall exceed an above-grade height of 10'. Sign area shall not exceed 50 square feet per side, excluding the sign base. The sign base shall be integral to the overall sign design and complement the design of the building and landscape.
- Freestanding signs may include the names of up to eight tenants of that parcel.
- Light sources shall be screened from motorist view.

2. Wall-mounted Signs

- Each business occupying 25% or more of a building may have one wall sign and one projection sign. Wall-mounted signs shall not exceed 40 square feet in area, and projection signs shall not exceed 12 square feet in area per side.
- Wall-mounted and projection signs shall be designed appropriately for the building, and shall not be constructed as cabinet box signs or have exposed raceways.

Worthington Comprehensive Plan

The 2005 Worthington Comprehensive Plan identifies the High Street Corridor (Extents Area) as a place where consistent site design should be encouraged such as landscape screening and interior planting of surface parking areas, and the location of large parking areas should be to the rear of the site. The corridor could accommodate redevelopment at a higher density, with such projects meeting the needs of the City, providing green setbacks and meeting the Architectural Design Guidelines. The plan recommends promoting a high quality physical environment, encouraging the City to continue to emphasize strong physical and aesthetic design, and high-quality development. Also recommended is encouraging the private market to add additional commercial office space within the City.

Staff Analysis:

1. The freestanding sign structures are larger than is recommended in the Wilson Bridge Rd. Corridor Code, but less massive than originally proposed. The sign area is within the allowable. Placement of the signs closer than 10' from the right-of-way may be justified due to required right-of-way dedication.
2. Large internally illuminated red signs are not in character with the community. Halo lit letters, or white internally illuminated lettering would be preferable.
3. It is appropriate that building signage does not face south or west.

Recommendation:

- When the ARB is comfortable with the signage criteria and freestanding signs, approval is recommended.

Discussion:

Mr. Coulter asked if the applicant was present. Rob MacInnes, Ford & Associates Architects, 1500 W. First Ave., Columbus, Ohio, said he wanted to expand the discussion about the monument signs. He said when they first discussed signage they were asked to scale down some of the architectural features and come up with a compromise. The original sign was at 15' and the new proposed sign is 12.4'. The ground mounted signs would be located on High Street and West Wilson Bridge Road. The footprint is the same and the height is the same but they are adding one signage band on Wilson Bridge Road. Mr. MacInnes went on to clarify where the signs would be located and how they would look. Mr. MacInnes said they removed all of the exterior illuminated lighting, the goose necks lamps. They also removed the end cap signs and if a tenant insisted on having something like that they would have to come before the Board to get approval. Mr. MacInnes said they would like to have patio spaces outside so there will be an entrance in and out of the building and they have proposed a pedestrian level blade sign for those end caps instead. He said the tenant signage package requires landlord approval and city staff approval before the sign permit can be obtained.

Mr. Reis asked what color the north Hampton sign would be and Mr. MacInnes said the brand prefers a red internally illuminated sign. Mr. Hofmann asked if there would be a sign on the south side of the property and Mr. MacInnes replied, "no." Mr. Hofmann felt the red was too bold of a color and that the hotel already had a big presence and a red sign would not be missed. Mr. Hoffman asked if a variance was required for the blade sign and Mr. Coulter responded that all of the signs would require a variance. Mr. Reis asked about the purpose of the blade sign. Mr. MacInnes said the sign is for High Street traffic. Mr. Coulter verified the background would be opaque and Mr. MacInnes agreed. He said a wall sign would not work on the east face with the architecture. Members agreed blue was a good color for the background.

Mr. Coulter said he was fine with city staff reviewing the tenant signs. Mrs. Bitar asked Mr. Coulter if he had mentioned logos. Mr. Coulter asked the other Board members how they felt about logos. Mr. Reis felt logos were fine and Mrs. Lloyd agreed. Mr. Schuster said he was concerned with setting a precedent with such a large sign, but felt okay as long as the sign was in scale with the size of the building. Mr. Reis felt the architecture at the ground level was first class and had come a long way from what they originally saw in the beginning. Mr. Coulter asked if there was anyone present who wanted to speak for or against this application.

Jayne Rosandich, 140 Caren Ave., Worthington, Ohio, asked about the location of the monument signs, and also if the N. High St. building had been approved yet. Mrs. Bitar pointed out the sign locations, and confirmed the N. High St. building had not yet been approved. Mrs. Rosandich said she was waiting to hear updates from Mr. Patel as things progressed but she had not heard about a timeline yet. Mr. Brown explained the hotel loses the flag on July 31, 2018, and the building

would be emptied during the months of August and September 2018. Demolition would take place sometime during October and November.

Mrs. Bitar wanted to make sure the applicant knew directional signs must have opaque backgrounds. Mr. MacInnes discussed the details of the directional signage.

Motion:

Mr. Reis moved:

THAT THE REQUEST BY THE WITNESS GROUP FOR A CERTIFICATE OF APPROPRIATENESS TO ALLOW SIGNAGE AT 7007 N. HIGH ST., AS PER CASE NO. AR 32-18, DRAWINGS NO. AR 32-18, DATED JUNE 5, 2018, BE APPROVED BASED ON THE FINDINGS OF FACT AND CONCLUSIONS IN THE STAFF MEMO AND PRESENTED AT THE MEETING AND THAT THE DIRECTIONAL SIGNS BE CONSTRUCTED OF BRICK AND THE GABLE SIGN WILL BE WHITE WITH A BRICK BACKGROUND.

Mr. Hofmann seconded the motion. Mrs. Bitar called the roll. Mr. Coulter, aye; Mr. Reis, aye; Mrs. Holcombe, aye; Mr. Hofmann, aye; Mr. Foust, aye; Mrs. Lloyd, aye; and Mr. Schuster, aye. The motion was approved.

C. Architectural Review Board - New

1. Signage – **7227 N. High St.** (DaNite Sign Company/First Watch) **AR 45-18**

Mrs. Bitar reviewed the following from the staff memo:

Findings of Fact & Conclusions

Background & Request:

Approval was originally granted for the First Watch signs as part of the Shops at Worthington Place renovation in 2011. The restaurant would now like approval to modify those signs.

Project Details:

1. The proposed wall sign would consist of a 2’6” high by 12’ wide (30 square feet) faux wood textured foam background panel with metal straps at the ends with: 1’ 4” high internally illuminated 5” deep channel letters saying “FIRST WATCH” with white Lexan faces with gray vinyl returns; an internally illuminated logo (a sunrise and fork); and “BREAKFAST · BRUNCH · LUNCH” in 4 5/8” aluminum letters below.
2. There are 2 oval signs that hang from the pergola that would also be replaced. The proposed signs would be 14” x 48” oval, 1/2” thick HDU with black vinyl having the letters and logo cut out to reveal the white background.

Land Use Plans:

Worthington Design Guidelines and Architectural District Ordinance

The Worthington Design Guidelines and Architectural District Ordinance recommend signs be efficient and compatible with the age and architecture of the building. Colors for signs should be chosen for compatibility with the age, architecture and colors of the buildings they serve, whether placed on the ground or mounted on the building. Signs must be distinctive enough to be readily visible, but avoid incompatible modern colors such as “fluorescent orange” and similar colors. Exposed raceways or wiring are not desirable. The Architectural District Ordinance calls for design and materials to be compatible.

Wilson Bridge Corridor

Wall-mounted Signs

- Wall-mounted and projection signs shall be designed appropriately for the building, and shall not be constructed as cabinet box signs or have exposed raceways.

Recommendations:

- The proposed wall sign could have the appearance of a cabinet box sign, which is a style that is not desired for this property. Use of just the lettering and logo would be more in keeping with the other signs at the Shops.
- The oval hanging signs would be preferable with raised lettering.

Discussion:

Mr. Coulter asked if the applicant was present. Robert Schorr, 3818 Kinsey Dr., Columbus, Ohio, said the back of the First Watch sign was a thin ½” panel, non-illuminated, and this is the new logo. He said when you are there on the site the sign does not look like a cabinet sign, it looks like a background panel which is common for a lot of signs. Mrs. Holcombe said she liked the sign, and Mr. Hofmann asked if the pergola signs could be detailed with the faux wood and dimensional letters and Mr. Schorr replied, “Yes.” Mr. Coulter asked if there was anyone present to speak for or against this application and no one came forward.

Motion:

Mr. Reis moved:

THAT THE REQUEST BY DANITE SIGN COMPANY ON BEHALF OF FIRST WATCH FOR A CERTIFICATE OF APPROPRIATENESS TO INSTALL NEW SIGNS AT 7227 N. HIGH ST., AND THAT THE SIGNAGE ON THE OUTDOOR PATIO HAVE RAISED LETTERS ON A FAUX WOOD BACKDROP AS PER CASE NO. AR 45-18, DRAWINGS NO. AR 45-18, DATED MAY 17, 2018, BE APPROVED BASED ON THE FINDINGS OF FACT AND CONCLUSIONS IN THE STAFF MEMO AND PRESENTED AT THE MEETING.

Mr. Hofmann seconded the motion. Mrs. Bitar called the roll. Mr. Coulter, aye; Mr. Reis, aye; Mrs. Holcombe, aye; Mr. Hofmann, aye; Mr. Foust, aye; Mrs. Lloyd, aye; and Mr. Schuster, aye. The motion was approved.

2. Sign Faces – **888 High St.** (DaNite Sign Company/Eggleston Agency) **AR 46-18**

Findings of Fact & Conclusions

Background & Request:

This building was constructed in 1875, and has been used as an office building for decades. Replacement of the sign faces on the existing freestanding sign is proposed.

Project Details:

1. Reuse of the existing sign structure is planned.
2. The proposed faces would be aluminum with routed logo and copy, backed with acrylic and vinyl graphics. The proposed colors are white, black and blue. The existing internal illumination would only be allowed to shine through the logo and lettering, with the background being opaque.
3. The sign would display the logo for Nationwide Insurance and a tag line, with the agent's name below. One style of text plus a logo and three sizes including the logo are proposed.

Land Use Plans:

Worthington Design Guidelines and Architectural District Ordinance

Place only basic names and graphics on signs along the street so that drive-by traffic is not bombarded with too much information. Free-standing signs should be of the “monument” type (standing vertically, mounted on a ground-level base and not on a pole); they should be as low as possible. Such signs should have an appropriate base such as a brick planting area with appropriate landscaping or no lighting.

Colors for signs should be chosen for compatibility with the age, architecture and colors of the buildings they serve. Signs must be distinctive enough to be readily visible, but avoid incompatible modern colors such as “fluorescent orange” and similar colors. Bright color shades generally are discouraged in favor more subtle and toned-down shades. Signage, including the appropriateness of signage to the building, is a standard of review per the Architectural District ordinance.

Recommendation:

Staff recommended approval of this application. Reuse of the existing sign is acceptable and the proposed sign faces are appropriate.

Discussion:

Mr. Coulter asked if the applicant was present. Robert Schorr, 3818 Kinsey Dr., Columbus, Ohio. Mr. Schuster asked if the sign would be internally illuminated and Mrs. Bitar replied, “Yes, that is why they are going to use the aluminum background with the routed out letters. Mr. Schorr said the sign would be opaque except for the letters. Only the letters and the logo will be illuminated at night. The rest of the sign will be opaque. Mr. Coulter asked if there was anyone present that wanted to speak for or against this application and no one came forward.

Motion:

Mr. Hofmann moved:

THAT THE REQUEST BY DANITE SIGN COMPANY ON BEHALF OF THE EGGLESTON AGENCY FOR A CERTIFICATE OF APPROPRIATENESS TO INSTALL NEW SIGN FACES AT 888 HIGH ST., AS PER CASE NO. AR 46-18, DRAWINGS NO. AR 46-18, DATED MAY 22, 2018, BE APPROVED BASED ON THE FINDINGS OF FACT AND CONCLUSIONS IN THE STAFF MEMO AND PRESENTED AT THE MEETING.

Mr. Schuster seconded the motion. Mrs. Bitar called the roll. Mr. Coulter, aye; Mr. Reis, aye; Mrs. Holcombe, aye; Mr. Hofmann, aye; Mr. Foust, aye; Mrs. Lloyd, aye; and Mr. Schuster, aye. The motion was approved.

3. Addition – **129 E. South St.** (Jack & Melissa Conrath) **AR 47-18**

Mrs. Bitar reviewed the following from the staff memo:

Findings of Fact & Conclusions

Background & Request:

This house was built in the early 1950s and is a contributing building in the Worthington Historic District. The house is described as being of Colonial Revival Influence, and sits on 2 parcels that are 100' wide in the front and 75' wide in the rear. The eastern 75' of the property is 128' deep and the western 25' is 86' deep. Last year the driveway was relocated to the east side of the property, being moved from adjacent to the house.

This request is for approval of an addition on the east side of the house.

Project Details:

1. The proposed one-story addition would be 14'8" wide and 18'10" deep, with a gabled roof to match the pitch of the other gables on the house. The addition is proposed 21' 6" south of the front of the house
2. Cedar lap siding painted white is proposed to match the rest of the house.
3. Windows that are 3' wide and 5' high are proposed, and would match the second floor window on the west side addition. The double hung wood windows would have 4 lights over 1.

Land Use Plans:

Worthington Design Guidelines and Architectural District Ordinance

Residential additions are recommended to maintain similar roof forms; be constructed as far to the rear and sides of the existing residence as possible; be subordinate; and have walls set back from the corners of the main house. Design and materials should be traditional, and compatible with the existing structure.

Recommendation:

Staff recommended approval of this application, as the proposed addition is subordinate to the house and compatible.

Discussion:

Mr. Coulter asked if the applicant was present and Peter Lenz, 515 Hartford St., Worthington, Ohio came forward. Mr. Coulter asked about the spacing of the windows on the east side, and Mr. Lenz said a bed would be between them for Mr. Coulter asked if there was anyone present to speak for or against this application and no one came forward.

Motion:

Mrs. Holcombe moved:

THAT THE REQUEST BY JACK & MELISSA CONRATH FOR A CERTIFICATE OF APPROPRIATENESS TO CONSTRUCT AN ADDITION AT 129 E. SOUTH ST., AS PER CASE NO. AR 47-18, DRAWINGS NO. AR 47-18, DATED MAY 25, 2018, BE APPROVED BASED ON THE FINDINGS OF FACT AND CONCLUSIONS IN THE STAFF MEMO AND PRESENTED AT THE MEETING.

Mr. Hofmann seconded the motion. Mrs. Bitar called the roll. Mr. Coulter, aye; Mr. Reis, aye; Mrs. Holcombe, aye; Mr. Hofmann, aye; Mr. Foust, aye; Mrs. Lloyd, aye; and Mr. Schuster, aye. The motion was approved.

D. Municipal Planning Commission

1. Amendment to Development Plan

- a. Addition – **300 E. Wilson Bridge Rd.** (MedVet Medical & Cancer Center for Pets)
ADP 03-18

Mrs. Bitar reviewed the following from the staff memo;

Findings of fact & Conclusions

Background & Request:

The building at 300 E. Wilson Bridge Rd. was constructed in 1979 along with the neighboring building at 250 E. Wilson Bridge Rd. MedVet purchased and renovated the 300 property in 2002, and has periodically made changes to the building to accommodate growth. In 2015, MedVet purchased the building to the east at 350 E. Wilson Bridge Rd. The relocation of non-clinical operations to that building has freed up space to expand outpatient clinical services in the 300 building. As part of the clinical expansion project, a new elevator/stair tower is proposed.

Project Details:

- 1. A 648 square foot elevator/stair tower is proposed at the northwest corner of the building.
- 2. The exterior wall cladding is EIFS (exterior insulation finishing system), and the new structure would be finished with a matching material.
- 3. Windows are proposed on the west side to match the other windows in the building.

Land Use Plans:2005 Worthington Comprehensive Plan

This area is designated as the commercial office center of Worthington. The advantage of this area is the freeway visibility and access. Reinvestment in the existing buildings is encouraged to make the buildings more competitive in the market place.

Chapter 1181 – Wilson Bridge Corridor

The purpose is to promote the redevelopment of the Wilson Bridge Road Corridor into an area that will generate new economic growth within the City. The requirements are intended to foster development that strengthens land use and economic value; to encourage a mix of uses; to enhance the livability of the area; to augment pedestrian and bicycle connections; and to promote construction of high-quality buildings and public spaces that help create and sustain long-term economic vitality. Generally, exterior insulation finishing systems (EIFS), are not preferred material types.

Recommendation:

Staff recommended approval of this application, as the proposed expansion is designed appropriately for the building and the project is a welcome investment in the corridor.

Discussion:

Mr. Coulter asked if the applicant was present. Ms. Lynne Wackerly, 350 E. Wilson Bridge Rd., Worthington, Ohio. Board members had no questions or concerns. Mr. Coulter asked if there was anyone present to speak for or against this application and no one came forward.

Motion:

Mr. Reis moved:

THAT THE REQUEST BY MEDVET MEDICAL & CANCER CENTER FOR PETS TO AMEND THE DEVELOPMENT PLAN BY CONSTRUCTING AN ADDITION AT 300 E. WILSON BRIDGE RD. AS PER CASE NO. ADP 03-18, DRAWINGS NO. ADP 03-18, DATED MAY 30, 2018, BE APPROVED BASED ON THE PLANNING GOALS OF THE CITY, AS REFERENCED IN THE LAND USE PLANS AND THE FINDINGS OF FACT AND CONCLUSIONS IN THE STAFF MEMO AND PRESENTED AT THE MEETING.

Mrs. Holcombe seconded the motion. Mrs. Bitar called the roll. Mr. Coulter, aye; Mr. Reis, aye; Mrs. Holcombe, aye; Mr. Hofmann, aye; and Mr. Foust, aye. The motion was approved.

b. Sign – **350 W. Wilson Bridge Rd.** (Trivium Worthington LLC) **ADP 04-18**

Findings of Fact & Conclusions**Background & Request:**

This 4.47 acre property is located on the north side of W. Wilson Bridge Rd. in the C-3 Zoning District. It was originally developed as part of Officescape, which includes the properties at 400, 450 and 500 W. Wilson Bridge Rd. This building, constructed in the late 1970's, was home to notable companies like Mettler Toledo and Corecomm, but then was vacant for many years until

Trivium purchased and renovated the property to accommodate 53,000 square feet of modern office space in 2015.

A freestanding sign near W. Wilson Bridge Rd. was approved as part of the 2015 plans, but never installed. This application is a request for a differently designed freestanding sign.

Project Details:

1. An existing freestanding sign identifying the 350 and 400 buildings is west of the drive entrance to the site. Some tenants of the 350 building are identified on that sign, which is located on the 400 property.
2. This internally illuminated sign would be center on the 350 building and located at least 10' from the W. Wilson Bridge Rd. right-of-way in a landscape bed. The sign is proposed with an 8' high x 10' wide structure on a 2' x 10' base. The 22" section above the base would be angled in a similar way to the building, with only the address displayed. Above would be a 6' high x 10' wide sign box with 4 tenant names. The tenant panels are proposed as white acrylic with opaque bronze vinyl having the tenant names cut out. Sign area excluding the base would be 80 square feet, but the actual sign box is 60 square feet.
3. The sign background and box would be dark bronze, with Believable Buff used for the base and trim, and white for the graphics.
4. Four different letter styles and six different sizes are proposed for the tenant names.
5. Variances would be needed for sign area, and the number of letter styles and sizes on a sign.

Land Use Plans:

Worthington Comprehensive Plan

The 2005 Worthington Comprehensive Plan stresses the importance of local business as a means to support municipal services provided to residents. The plan points to the success of the freeway commercial area as being critical to the health of the City.

Wilson Bridge Road Corridor

Signs.

(1)General.

- A. All new signs, including sign face replacement, shall be subject to the provisions herein.
- B. The provisions in Chapter 1170 shall apply to all signs in the WBC unless otherwise stated in this section.
- C. Exterior lighting fixtures are the preferred source of illumination.

(2)Freestanding Signs

- A. There shall be no more than one freestanding sign on parcels less than 2 acres in size, and no more than two freestanding signs on parcels 2 acres in size or greater.
- B. Freestanding signs shall be monument style and no part of any freestanding sign shall exceed an above-grade height of 10'. Sign area shall not exceed 50 square feet per side, excluding the sign base. The sign base shall be integral to the overall sign design and complement the design of the building and landscape.
- C. Freestanding signs may include the names of up to eight tenants of that parcel.

D. Light sources shall be screened from motorist view.

Recommendation:

Staff recommended approval of this application. Although the Wilson Bridge Corridor Code language recommends external illumination and signs no greater than 50 square feet in area, the proposed sign seams compatible with the building and appropriately sized for the site. Also, the actual advertising part of the sign is not much larger than the requirement. Although there are different styles and sizes of lettering, each business has a separate section of the sign and the matching colors make it appear more uniform.

Discussion:

Mr. Coulter asked if the applicant was present. Tim Spencer, 210 N. Lazelle Rd., Columbus, Ohio, said he is the owner of the building. Mr. Spencer said he appreciated city staff clearing up the discrepancy about the square footage. He said he hoped their application receives a recommendation to City Council. Mr. Spencer said he hoped to attract Orthopedic Foot & Ankle into the unused space in his building. The opportunity for a wall sign facing the freeway and a monument sign was attractive to this potential client. The group would occupy the entire second floor and would bring the equivalent of 63 full time jobs and a payroll over five million dollars, and the total overall revenue coming out of the building would be over 11 million dollars. Orthopedic Foot & Ankle is interested in a fifteen year lease. Foot Source MD is a retail component of Orthopedic Foot & Ankle, which allows their patients to get the necessary medical equipment they need, such as shoes, walkers and crutches. Mr. Coulter said he liked the sign and the way the graphics were laid out. Mr. Coulter asked what the business Wheels Up was about. Mr. Spencer said Wheels Up is a competitor of Net Jets. Mr. Myers asked Mr. Spencer if this new tenant moves in, how much unoccupied space would be left and Mr. Spencer replied there would be approximately 3600 square feet available. The building would be 95% occupied, but the additional space is set up for Wheels Up to grow into. They have the first right of refusal. He said they did not spare any expense getting the building ready, they have a backup generator, plenty of parking, and the monument sign would also help.

Motion:

Mr. Reis moved:

THAT THE REQUEST BY TRIVIUM WORTHINGTON LLC FOR APPROVAL OF AN AMENDMENT TO DEVELOP PLAN APPLICATION TO INSTALL A FREESTANDING SIGN AT 350 W. WILSON BRIDGE RD. AS PER CASE NO. ADP 04-18, DRAWINGS NO. ADP 04-18, DATED MAY 31, 2018, BE RECOMMENDED TO CITY COUNCIL FOR APPROVAL BASED ON THE PLANNING GOALS OF THE CITY, AS REFERENCED IN THE LAND USE PLANS AND THE FINDINGS OF FACT AND CONCLUSIONS IN THE STAFF MEMO AND PRESENTED AT THE MEETING.

Mr. Foust seconded the motion. Mrs. Bitar called the roll. Mr. Coulter, aye; Mr. Reis, aye; Mrs. Holcombe, aye; Mr. Hofmann, aye; and Mr. Foust, aye. The motion was approved.

2. Wilson Bridge Corridor

a. Multi-family Residential – 181 E. Wilson Bridge Rd. (Oxford Circle LLC) WBC 01-18

Mr. Coulter said the applicant has requested to table this application. Mr. Hofmann moved to table the application and Mrs. Holcombe seconded the motion. All Board members voted, “Aye,” and the application was tabled.

E. Other

There was a discussion about the color of the Kingsley-Ray House, with Board members concluding the building would be most appropriate either re-painted the same as the existing blue-green color or painted white as the building was painted previously.

F. Adjournment

Mr. Hofmann moved to adjourn the meeting, and Mr. Reis seconded the motion. All Board members voted, “Aye,” and the meeting was adjourned at 8:19 p.m.