



The City of Grove City, Ohio

4035 Broadway • Grove City, Ohio 43123
(614) 277-3000

Planning Commission Staff Report
Council Chambers
November 7, 2017 1:30pm

1. APPLICATION: Edward Jones Investments | Certificate of Appropriateness – HPA Sign Appeal

Project Number: 201709220028
Location: 3111 Columbus Street (040-000631)
Zoning: PSO (Professional Services)
Proposal: A Certificate of Appropriateness for signage for Edward Jones
Applicant: Jill Waddell, DāNite Sign Company, 1640 Harmon Avenue, Columbus, OH 43223

Relevant Code Section(s):

- 1138.04(e) Historical Preservation Area – Signs
- 1138.22 Historical Preservation Area – Approval Procedure
- 1138.28 Historical Preservation Area – Schedule of Sign Regulations

Project Summary

The applicant is requesting approval of Certificate of Appropriateness (COA) for a wall sign for Edward Jones Investments at 3111 Columbus Street that exceeds the permitted square footage within the Historical Preservation Area (HPA). The Building Division denied the sign permit, and the applicant is seeking an appeal to the HPA sign regulations in Chapter 1138.

The proposed wall signage will be installed along the Columbus Street frontage of the building. The sign will contain the Edward Jones logo with a dark green (“bottle green”) background, white lettering and an “olive green” accent. The proposed colors comply with the HPA color palette.

An additional sign for the business has been approved on the existing freestanding sign, along Columbus Street, and will be located in the sign’s top cabinet (where the building’s address currently is located) at five (5) square feet in size.

The proposed wall sign will be 25 square feet in size, which is the maximum size for total wall signage in the HPA. The property already has an existing wall sign for Grove City Dental Expressions that is approximately 24 square feet in size. Adding the proposed wall sign will double what is permitted for a single structure in the HPA; however, staff believes the additional sign is appropriate given the context. This property is on the edge of the HPA, with properties to the east and south being outside of the boundaries. The purpose of the HPA is to maintain and enhance the distinctive historic character of the older sections of the City; however, the proposed sign will be placed on a building constructed in 1983 that does not contain historical elements that the HPA is meant to preserve. Additionally, in the case that the property was outside of the HPA, it would be permitted to have approximately 120 square feet of signage space per Chapter 1145 (one square foot of signage per one lineal square foot of building frontage). The proposed sign,

combined with the existing sign on the building, would be less than half of what would be permitted if the building were not in the HPA. Staff feels that the proposed signage is appropriate and in scale with the building.

Recommendation

After review and consideration, the Development Department recommends Planning Commission make a recommendation of approval to City Council for the Certificate of Appropriateness- HPA Sign Appeal with the following stipulations.

1. Each business on the property shall be permitted to have no more than two signage types, either wall, window, or a cabinet on the freestanding sign.
2. The total permitted square footage for wall and window signs shall not exceed 75 square feet.
3. No individual wall sign shall exceed 25 square feet in size.
4. No individual window sign shall exceed 10 square feet and one-fourth the total area of the window.