



ITEM 5: 202004290019 – Grove City Brewing Company (Certificate of Appropriateness – HPA Sign Appeal)

Site Location

3946 Broadway (Parcel 040-000360)

Proposal

A Certificate of Appropriateness to appeal the HPA sign regulations

Zoning

CBD (Central Business District)

Future Land Use

Town Center Core

Property Owner

3946 Broadway LLC

Applicant/Representative

Jodi Burroughs, Plum Run Vineyard LLC

Applicable Plans, Policies, and Code Section(s)

- Zoning Code Chapter 1138
- GroveCity2050 Community Plan Future Land Use and Character Map

Staff Recommendation

Approval as submitted

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Case Manager

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Summary

The applicant is requesting approval of a Certificate of Appropriateness (COA) to install a wall sign exceeding the permitted signage size per property in the Historical Preservation Area (HPA).

Zoning Map

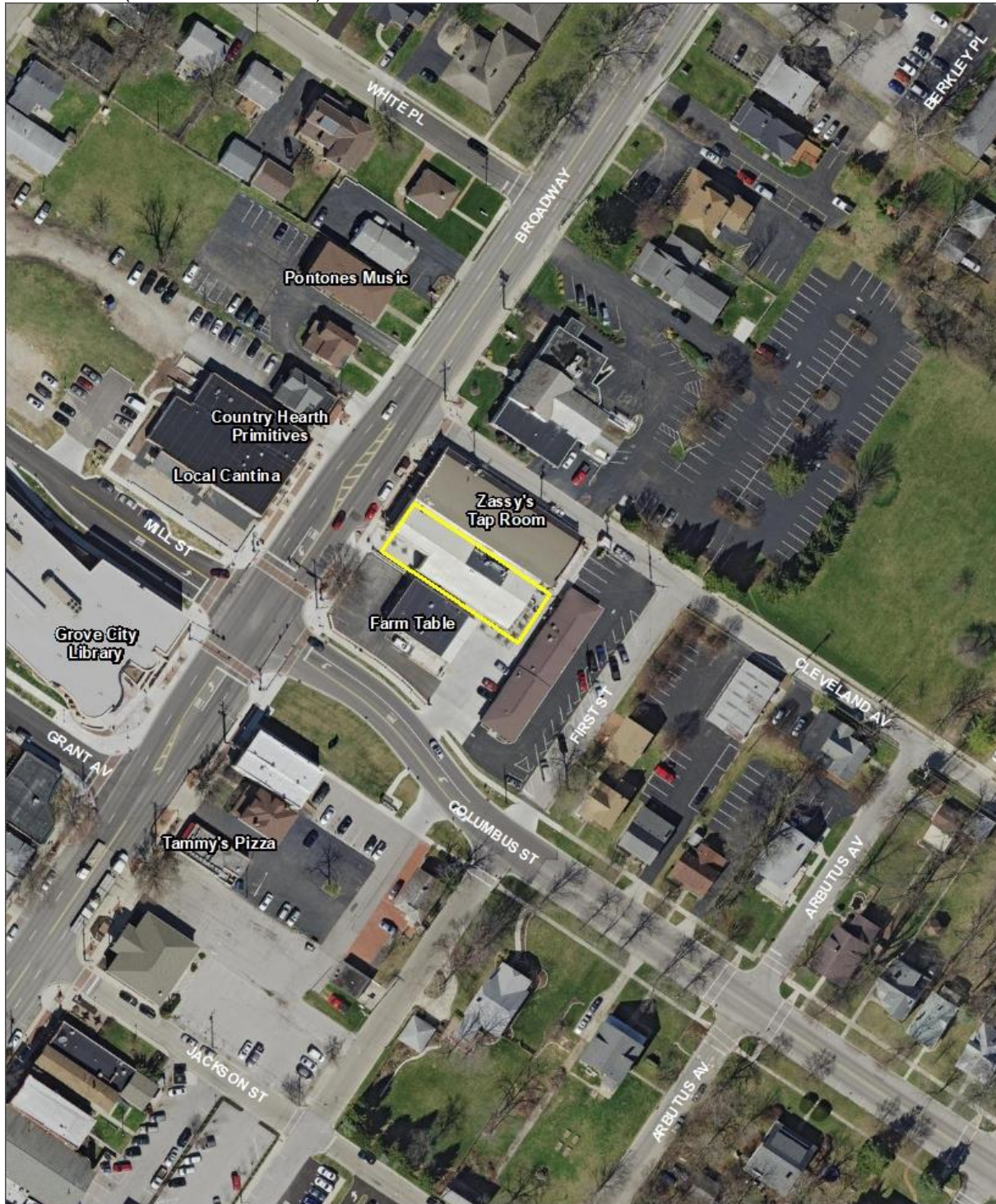


Next Steps

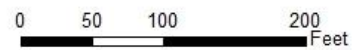
Upon recommendation from Planning Commission, the Certificate of Appropriateness will move forward to City Council. If City Council approves the application, the applicant can apply for any required building permits.

1. Context Map

This site is located at 3946 Broadway, in the northeast corner of the Broadway and Columbus Street intersection (Parcel 040-000360).



202004290019
Grove City Brewing Company - COA
3946 Broadway



2. Analysis

The applicant is requesting approval of a Certificate of Appropriateness to install a new wall sign for the entrance to the Grove City Brewing Company, located at 3946 Broadway, and request a deviation from Section 1138.28 for Schedule of Sign Regulations. Appeals to Chapter 1138 require the approval of a Certificate of Appropriateness through Planning Commission and City Council. The business is located in the Historical Preservation Area (HPA) which restricts each property to a maximum of 25 square feet of signage depending on the frontage of the property. This property is permitted the maximum square footage based on the parcels associated with the business' Broadway frontage as well as portions of the building and parking lot fronting or facing secondary roadways (Columbus Street and Cleveland Avenue) as per Section 1138.29(d).

The proposed wall sign will be 30 square feet in size (10' in width x 3' in height) and be placed over the main entrance to the business. The property also has an existing projecting sign which contains two signs, one for the brewery and a second for Plum Run Winery totaling with the projecting sign at 18.5 square feet. While the signs add up total 48.5 square feet for the property (23.5 square feet over the maximum permitted), staff is supportive of the proposed sign as it will be in scale with the building and will make the primary entrance more visible due to its placement further away from Broadway (setback approximately 60 feet from the roadway, while most other buildings in the Town Center off of Broadway are setback approximately 27 feet). Staff is also supportive of the deviation to the HPA Sign Code requirements since the building contains two tenants, and staff has recently supported additional sign square footage for other multi-tenant buildings including Mill Street Market, located adjacent and on the west side of Broadway, which was approved for 125 square feet of signage. Section 1138.04(e) states that "sign size and shape shall also respond to the existing proportions of period structures," and staff believes that the proposed wall sign is in scale with the size of the building and will not overtake the building's frontage.

The proposed sign will be metal, with a black background and white lettering stating "Grove City Brewing Company". These colors are permitted per Section 1138.04(d) to be used on buildings and signage in the HPA. The sign is also proposed to be externally lit from existing gooseneck lighting fixtures above the entrance to the brewery. While the metal material of the sign is not typically supported in the Historic Town Center because it is a more contemporary material, staff believes that is it appropriate since other signs in Town Center, including the site's projecting sign, are metal and there are other more contemporary signs nearby. These include the internally lit Local Cantina wall sign and Broadway Station Apartments projecting sign.

Proposed Wall Sign



Existing Projecting Sign



3. Recommendation

After review and consideration, the Development Department recommends Planning Commission make a recommendation of approval to City Council for the Certificate of Appropriateness as submitted.

4. Detailed History

1946

The building was constructed.

1986

The Historical Preservation Area (HPA) was enacted in November 1986 with the adoption of Chapter 1138 of Grove City Code, with Ordinance C-70-86.

2013

Plum Run Winery began operation on the property.

A 17-square-foot ground sign was approved by the Building Division for Plum Run Winery. This sign is located on an adjacent property and not on the site itself and does not count towards the 25 square foot maximum for 3946 Broadway.

2016

The Grove City Brewing Company began operation and the space was shared between the winery and brewery.

The Building Division approved a Sign Permit for the 18.5 square foot projecting sign.

2020

The Building Division approved some updates to the building including painting the Broadway frontage an off-white/cream color with dark grey accents.