



MORSE ROAD SPECIAL GRAPHICS CONTROL AREA





*These boundaries are correct as of October 2005.
Please verify boundaries on <http://www.columbus.development.gov>*

3380.101 MORSE ROAD SPECIAL GRAPHICS CONTROL AREA

INTRODUCTION

The preparation of the standards contained in the *Morse Road Special Graphics Control Area* was a joint effort between the city of Columbus, Franklin County, Northland Alliance, Northland Area Business Association, Northland Community Council, and the Northeast Area Commission and is intended to implement the recommendations contained in the Morse Road Design Study. The standards contained within the special graphics control area pertain only to lots within the jurisdiction of the city of Columbus. Similar standards will be considered for adoption by Franklin County.

A. PURPOSE

The *Morse Road Special Graphics Control Area* is established to meet the objective of creating a corridor with signs that are compatible, as to type, size, and location, and consistent in style and design.

B. BOUNDARY

See map on page 1.

C. APPLICABILITY

The standards contained in the *Morse Road Special Graphics Control Area* apply as follows:

1. The placement, construction, or reconstruction of a sign or building is subject to all provisions herein.
2. The expansion of a building's gross floor area by more than 50% is subject to all provisions herein.
3. If a change of tenancy occurs, all applicable provisions herein must be met. If a tenant of a multiple tenant building changes only those standards applicable to that tenant must be met.
4. Routine maintenance and in-kind replacement of materials by current tenant are exempt from the provisions herein.

D. EXTENT

The standards contained in the Special Graphics Control Area are in-addition to the regulations of the underlying zoning districts and the general requirements contained in the Columbus Zoning Code. Where a specific Special Graphics Control Area standard is imposed, it is to be followed in lieu of a general provision of the Zoning Code; where the Special Graphics Control Area does not address a required standard and it is otherwise contained in the Zoning Code, the Zoning Code standard must be followed.

E. VARIANCES

The Graphics Commission may approve a variance to these standards. A graphics plan must be submitted with the request, and it must meet, as determined by the Graphics Commission, the intent of the Morse Road Design Study.

F. GENERAL PROVISIONS

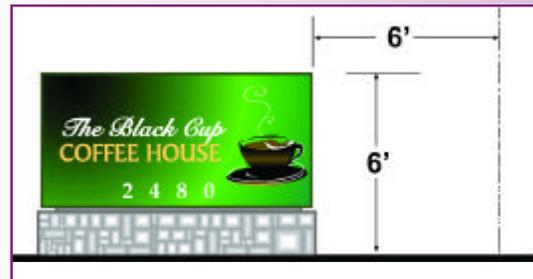
1. Sign information can only contain the name, address, logo of the establishment, and a secondary message, such as a businesses primary function.
2. All signs are limited to four colors (black and white are considered colors). Registered corporate logos will not be limited in terms of color.
3. The following types of signs are not permitted: off-premise signs, billboards, signs with flashing lights or bare bulbs, co-op signs, rotating signs, monopole signs, automatic changeable copy signs, bench signs, projecting signs, and roof-mounted signs.

G. DRIVE-THRU MENU BOARDS

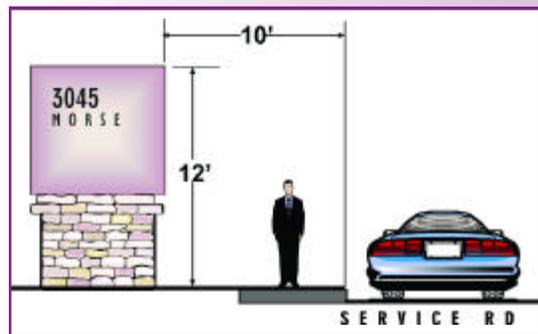
1. Drive-thru menu boards are permitted in addition to a user's primary sign but must not be visible from the public right-of-way or from adjacent residentially zoned property.

H. MONUMENT SIGNS

1. For lots without a service road:
 - a. The sign must be set back a minimum of six (6) feet from the right-of-way.
 - b. The sign height must not exceed six (6) feet unless the sign is set back at least ten (10) feet from the right-of-way, in which case the sign can be eight (8) feet in height.
 - c. The overall sign area must not exceed sixty (60) square feet; with the graphic area not to exceed forty (40) square feet.



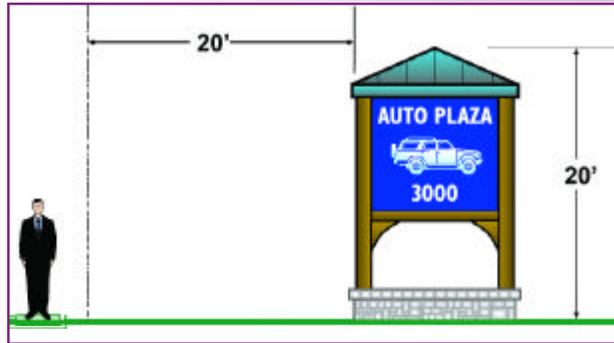
2. For lots with a service road:
 - a. The sign must be set back a minimum of ten (10) feet from the edge of a service road travel lane.
 - b. The sign height must not exceed twelve (12) feet.
 - c. The overall sign area must not exceed seventy-two (72) square feet; with the graphic area not to exceed forty-eight (48) square feet.



I. ARCHITECTURAL SIGNS

Commercially zoned lots greater than five acres may be permitted an architectural sign with the approval of the Graphics Commission. The request must be consistent with the intent of the Morse Road Design Study. The following standards must be met:

1. Single-tenant buildings
 - a. The sign must be set back a minimum of twenty (20) feet from the right-of-way.
 - b. The sign height must not exceed twenty (20) feet.
 - c. The overall sign area must not exceed one hundred sixty (160) square feet; with the graphic area not to exceed eighty (80) square feet.



2. Multi-tenant buildings
 - a. The sign must be set back a minimum of twenty (20) feet from the right-of-way.
 - b. The sign height must not exceed thirty (30) feet.
 - c. The overall sign area must not exceed three hundred twenty (320) square feet; with the graphic area not to exceed one hundred sixty (160) square feet.



J. GROUND SIGN DESIGN

1. The business address, or address range, must be clearly displayed on the sign. Minimum letter/number height is six (6) inches.
2. The sign base must be landscaped with either low shrubs or perennial plantings.
3. The "Morse Road Stone" (Native Ohio Limestone, horizontally coursed with flush raked mortar joints. Any caps on walls or piers should be continuous natural stone caps) must be incorporated into the sign design. The stone can be used as the sign base, but is not limited to this part of the sign.
4. All city of Columbus clear zone standards must be met, as determined by the Director of Public Service.



City of Columbus

Michael B. Coleman, Mayor

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