



ZONING DIVISION
200 S. Hamilton Road
Gahanna, Ohio 43230
614-342-4025
zoning@gahanna.gov
www.gahanna.gov

VARIANCE APPLICATION

PROPERTY INFORMATION		
Project/Property Address: 323 Stoneridge Ln		Project Name/Business Name: Stoneridge Plaza- Cinemark Movies 16
Parcel #: 025-010785	Zoning: (see Map) CC-2	Acreage:

VARIANCE SPECIFICATIONS	
Description of Variance Request: Remove existing Cinemark storefront "logo". Replace with new Cinemark logo signage over existing EIFS and glazing sign band.	
<i>STAFF USE ONLY:</i> (Code Section):	DR-0046-1995 Stoneridge Plaza Master Sign Plan

APPLICANT INFORMATION	
Applicant Name (Primary Contact): Grant Woods	Applicant Address: 250 Civic Center Dr. Suite 500
Applicant E-mail: gwoods@castoinfo.com	Applicant Phone: 614-800-8187
Business Name (if applicable): CASTO	

ADDITIONAL CONTACTS	
Please list all applicable contacts for correspondence	
Name(s)	Contact Information (phone/email)
Eric Leibowitz	eleibowitz@castoinfo.com
Property Owner Name: (if different from Applicant)	Property Owner Contact Information (phone no./email):

ADDITIONAL INFORMATION ON NEXT PAGE....

INTERNAL
USE

Zoning File No. V-0101-2024

RECEIVED: KAW
DATE: 03-26-2024

PAID: \$500.00
DATE: 03-26-2024

**Updated
Apr 2022**

VARIANCE APPLICATION - SUBMISSION REQUIREMENTS

TO BE COMPLETED/SUBMITTED BY THE APPLICANT:
1. Review Gahanna Code Chapter 1131 (visit www.municode.com) (Sign Variances, refer to Chapter 1165.12 ; Fence Variances, 1171.05 ; Flood Plain Variances, 1191.18)
2. Survey of property certified by a registered surveyor (11"x17" copy) if Applicable - Site Plan, drawings, or survey that depicts where the Variance is requested.
3. Renderings, drawings, and/or pictures of the proposed project
4. A statement of the reason(s) for the variance request that address the following three conditions: (not applicable for Sign, Fence, or Flood Plain Variances; see code referenced in #1 above for applicable criteria) - Special circumstances or conditions - Necessary for preservation and enjoyment of property rights - Will not adversely affect the health or safety
5. List of contiguous property owners & their mailing address
6. One set of pre-printed mailing labels for all contiguous property owners
7. Application fee (in accordance with the Building & Zoning Fee Schedule)
8. Application & all supporting documents submitted in digital format
9. Application & all supporting documents submitted in hardcopy format
10. Authorization Consent Form Complete & Notarized (see page 3)

APPLICANT SIGNATURE BELOW CONFIRMS THE SUBMISSION REQUIREMENTS HAVE BEEN COMPLETED

I certify that the information on this application is complete and accurate to the best of my knowledge, and that the project as described, if approved, will be completed in accordance with the conditions and terms of that approval.

Applicant Signature: Grant Woods Date: 3/21/24

PLEASE NOTE:

- The Public Hearing will not occur until the City of Gahanna reviews the Application for Code Consistency. Applications that are not consistent with the code will not be scheduled for hearing.
- The application expires if no action is taken 6 months from the date of the last staff comment letter.

AUTHORIZATION CONSENT FORM

(must sign in the presence of a notary)

If you are filling out more than one application for the same project & address, you may submit a copy of this form with additional applications.

PROPERTY OWNER

IF THE PROPERTY OWNER IS THE APPLICANT, SKIP TO NEXT SECTION

As the property owner/authorized owner's representative of the subject property listed on this application, hereby authorize the applicant/representative to act in all matters pertaining to the processing and approval of this application, including modifying the project. I agree to be bound by all terms and agreements made by the applicant/representative.

Grant Woods

(property owner name printed)

[Signature]

(property owner signature)

3/21/24

(date)



Subscribed and sworn to before me on this 21 day of March, 20 24.

State of Ohio County of Franklin

Notary Public Signature: *[Signature]*

Applicant/Property Owner/Representative

AGREEMENT TO COMPLY AS APPROVED As the applicant/representative/owner of the subject property listed on this application, I hereby agree that the project will be completed as approved with any conditions and terms of the approval, and any proposed changes to the approval shall be submitted for review and approval to City staff.

AUTHORIZATION TO VISIT THE PROPERTY I hereby authorize City representatives to visit, photograph and post notice *(if applicable)* on the subject property as described.

APPLICATION SUBMISSION CERTIFICATION I hereby certify that the information on this application is complete and accurate to the best of my knowledge.

Grant Woods

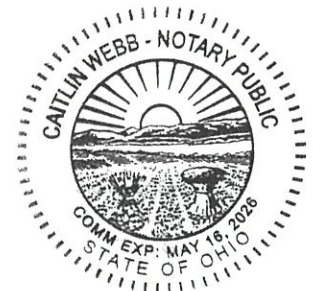
(applicant/representative/property owner name printed)

[Signature]

(applicant/representative/property owner signature)

3/21/24

(date)



Subscribed and sworn to before me on this 21 day of March, 20 24.

State of Ohio County of Franklin

Notary Public Signature: *[Signature]*

VARIANCE STANDARDS:

The standard for granting a variance which relates solely to area requirements is a lesser standard than that applied to variances which relate to use. An application for an area variance need not establish unnecessary hardship; it is sufficient that the application show practical difficulties.

In determining whether a property owner seeking an area variance has encountered practical difficulties, Planning Commission shall consider and weight the following factors.

A. Whether the property in question will yield a reasonable return or whether there can be any beneficial use of the property without the variance;

- The variance being requested is necessary in order to yield a reasonable return and help sustain its operations at Stoneridge Plaza as the theater updates its operations to be consistent with the market demands, signage is part of the equation. The property in question is unique and challenged from re-use perspective. If the theater were to stop operating in this location, re-leasing to a theater is extremely challenging due to existing market dynamics. The theater continuing to operate is beneficial to the surrounding property, businesses, and community.

B. Whether the variance is substantial;

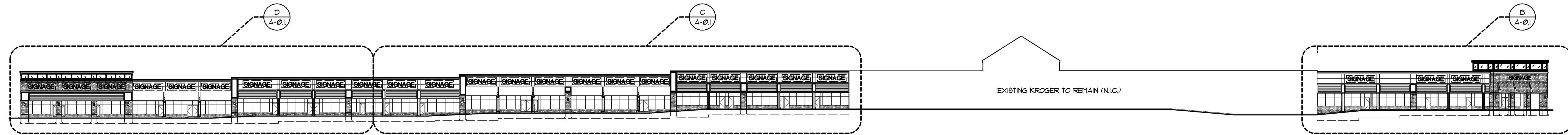
- No. The existing tenant already has signage in the location being considered. The variance is simply a request to consolidate two (2) existing signs, into one (1) sign that is larger than is technically permitted by code. The existing logo sign is 11'-6" tall x 6' wide (69 SF total) and the Movie 16 sign is (60 SF) total making the total area of removed signage (129 SF). Proposed signage is (139.91 SF) which exceeds the existing SF total by (10.91 SF). This updated signage is very meaningful to this theater tenant that needs to maintain visibility and recognizable signage in today's dynamic and evolving theater environment.

C. Whether the essential character of the neighborhood would be substantially altered or whether adjoining properties would suffer a substantial detriment as a result of the variance;

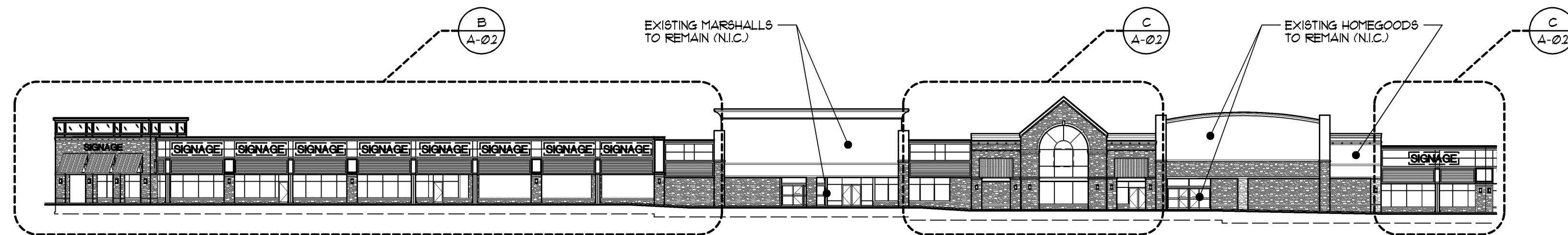
- No, there will be no detriment to the essential character of the neighborhood and no surrounding properties would suffer any detriment. The proposed signage is very similar in nature to the signage that currently exists there today and would actually represent a reduction in total sign area on the theater building. The property in question sits in the rear of the shopping center, and the requested new signage is in line with the theater's branding and general market considerations.

D. Whether the variance would adversely affect the delivery of governmental services (e.g. water, sewer, refuse);

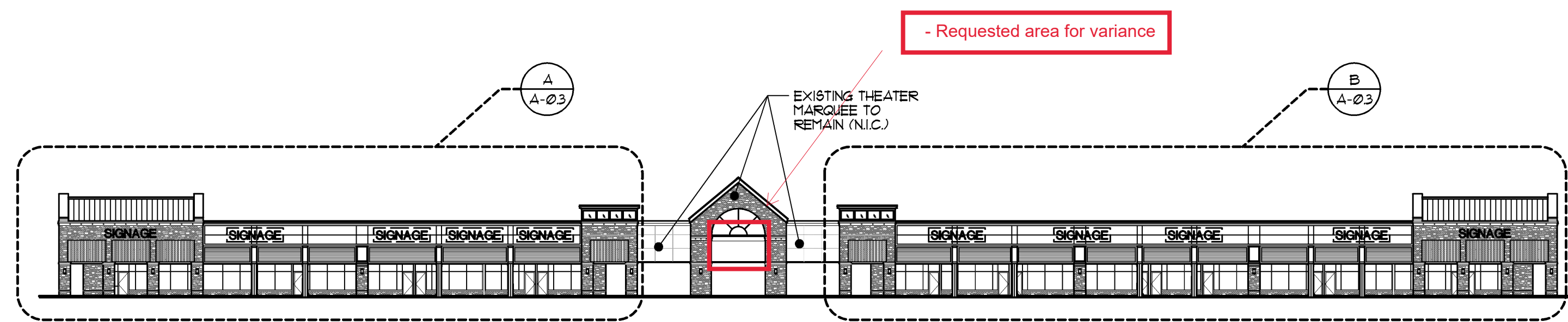
- No. The variance would not adversely affect the delivery of governmental services.
- E. Whether the property owner purchased the property with the knowledge of the zoning restriction;**
- The property owner originally developed the property and has consistently reinvested in the property to maintain its economic viability.
- F. Whether the property owner's predicament feasibly can be obviated through some method other than a variance;**
- No. The variance is required to permit the proposed signage.
- G. Whether the spirit and intent behind the zoning requirement would be observed and substantial justice done by granting the variance;**
- Yes. The spirit and intent behind the zoning requirement would be observed and substantial justice done by granting the variance. The variance will not detrimentally affect the adjoining properties, but rather will benefit the surrounding businesses by helping increase visibility and foot traffic.
- H. Whether the sign is sufficiently compatible with the architectural and design character of the immediate neighborhood and all graphic design standards established for the district;**
- Yes. The sign is sufficiently compatible with the architectural and design character of the immediate neighborhood and all graphic design standards established for the district. The sign criteria was updated in 2018 when the façade renovation project was completed. At that time the theater did not update their signage so the criteria did not reflect this change. The new sign is in keeping with the character of the center when the façade project was completed..
- I. Whether the sign will be hazardous to passing traffic or otherwise detrimental to the public safety and welfare;**
- No. The proposed sign is located in the same location as the current sign, and will contain less total square footage. The sign will not be hazardous to passing traffic or otherwise detrimental to the public safety and welfare.



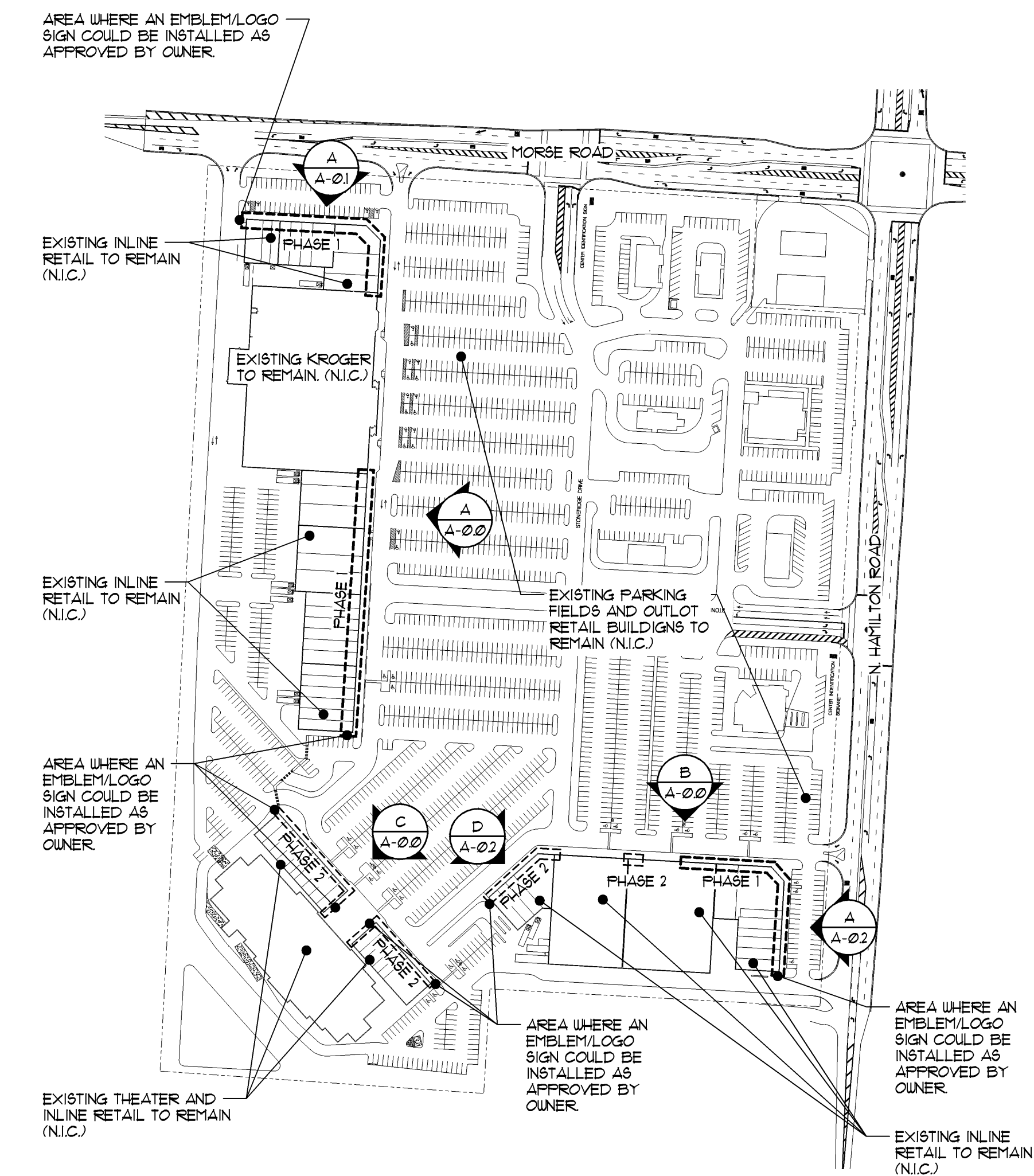
A PROPOSED OVERALL NORTHWEST BUILDING - EAST ELEVATION
SCALE 1" = 30'-0"



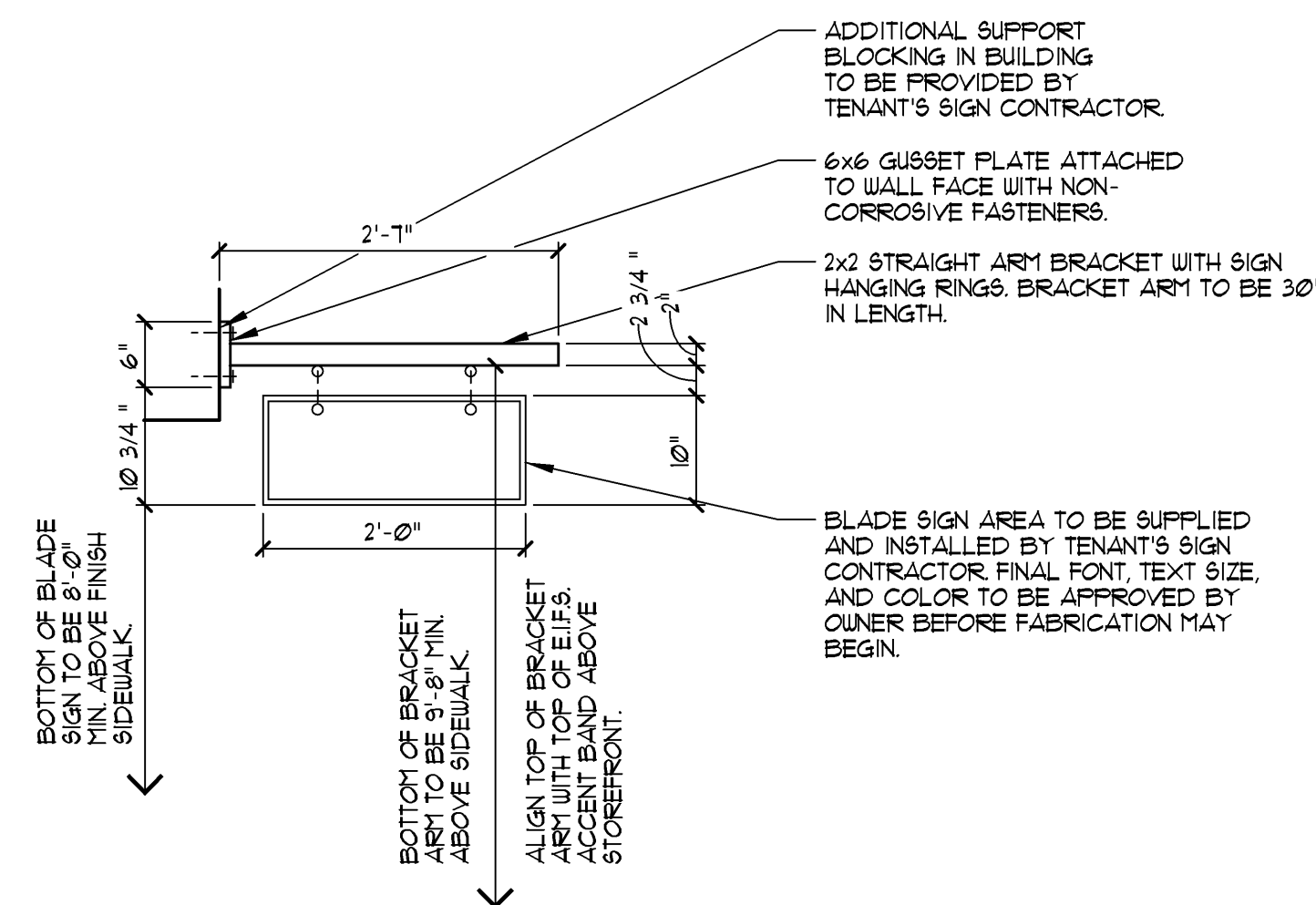
B PROPOSED OVERALL SOUTHEAST BUILDING - NORTH ELEVATION
SCALE 1" = 30'-0"



C PROPOSED OVERALL THEATER BUILDING - NORTH ELEVATION
SCALE 1" = 30'-0"



D SITE PLAN KEY
SCALE 1" = 200'



E TENANT BLADE SIGN DETAIL
SCALE 3/4" = 1'-0"

SIGNAGE CRITERIA		
1. INDIVIDUALLY MOUNTED LETTER SIGNS SHALL BE OF ALUMINUM CONSTRUCTION WITH LOW-VOLTAGE LED ILLUMINATION.	8. INDIVIDUALLY MOUNTED LETTER SIGNS SHALL BE MOUNTED 1" OFF THE FACE OF THE FACADE. NO PORTION OF THE LETTERS SHALL PROTRUDE MORE THAN 6" FROM THE FACE OF THE WALL.	
2. THE SIGNAGE AREA OF EACH TENANT'S MAIN FACADE SIGN SHALL BE LIMITED TO TWO (2) SQUARE FEET OF GRAPHIC AREA PER ONE LINEAR FOOT OF LEASED STOREFRONT OR SUCH LESSER AREA IF REGULATED BY APPLICABLE ZONING CODE.	9. ALL SIGNAGE ATTACHMENTS TO THE FACE OF THE WALL SHALL USE NON-CORROSIIVE FASTENERS.	
3. TENANT SIGNAGE OF EACH TENANT'S MAIN FACADE SIGN SHALL BE LIMITED TO 36" IN HEIGHT OR SUCH LESSER HEIGHT.	10. EACH TENANT MAY INSTALL A BLADE SIGN TO THE FACE OF THE WALL ABOVE THEIR STOREFRONT. THE USE OF A BLADE SIGN IS THE CHOICE OF THE TENANT AND IS NOT REQUIRED.	
4. PORTIONS OF THE TENANT'S MAIN FACADE SIGN MAY EXTEND BEYOND THE MAX. 36" HEIGHT AT LANDLORD'S SOLE DISCRETION.	11. THE BLADE SIGNS SHALL NOT BE INTERNALLY ILLUMINATED.	
5. THE TENANT'S MAIN FACADE SIGN SHALL BE CENTERED WITHIN THE TENANT'S SIGNAGE AREA AND SHALL NOT ENCRUCH UPON THE AREA OF ANOTHER TENANT.	12. THE BLADE SIGN BACKGROUND IS TO BE WHITE WITH A BLACK TRIM NO LARGER THAN 1/2" IN THICKNESS.	
6. THE HORIZONTAL WIDTH OF EACH TENANT'S MAIN FACADE SIGN MAY NOT BE GREATER THAN 80% OF THE WIDTH OF THE TENANT'S STOREFRONT WIDTH.	13. THE BOTTOM OF THE BLADE SIGN, WHEN MOUNTED, SHALL NOT HANG LOWER THAN 8'-0" ABOVE FINISH SIDEWALK.	
7. EACH TENANT MUST SUBMIT TYPEFONT, SIZE AND COLOR OF INDIVIDUALLY MOUNTED LETTERS, BLADE SIGNS, AND LOGO FOR LANDLORD APPROVAL PRIOR TO FABRICATION OF TENANT'S SIGN.	14. THE USE OF AN EMBLEM/LOGO SIGN SHALL BE INSTALLED IN AREAS WHERE A TENANT MAY HAVE MORE THAN ONE FACADE THAT SIGNAGE COULD BE INSTALLED. THE ADDITIONAL SIGN SHALL BE ALLOWED SOLEY AT THE DISCRETION OF THE LANDLORD IN ONLY THOSE LOCATIONS DESIGNATED BY LANDLORD.	

STONERIDGE PLAZA - SIGNAGE STANDARDS
NORTHWEST, SOUTHEAST, AND THEATER RETAIL BUILDINGS
STONERIDGE DRIVE, GAHANNA, OH 43230

For: **CASTO**
250 Civic Center Dr., Suite 500, Columbus, Ohio 43215-2568

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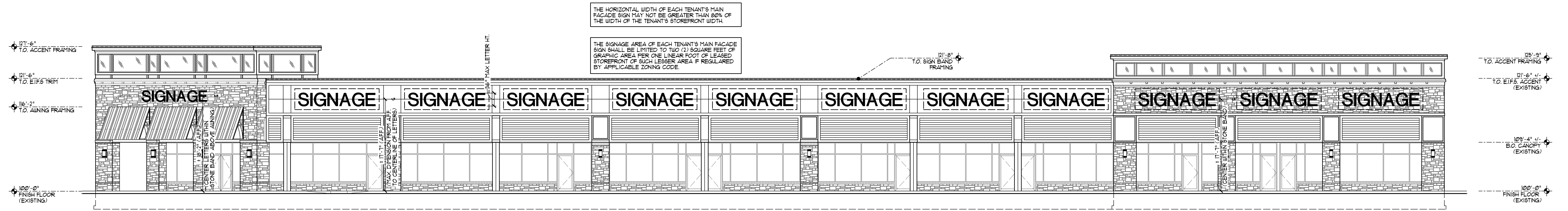
PRELIMINARY
NOT FOR CONSTRUCTION

ISSUE	REVISION	DATE
PRELIMINARY		APR 20, 2018
OWNER REVIEW		MAY 9, 2018

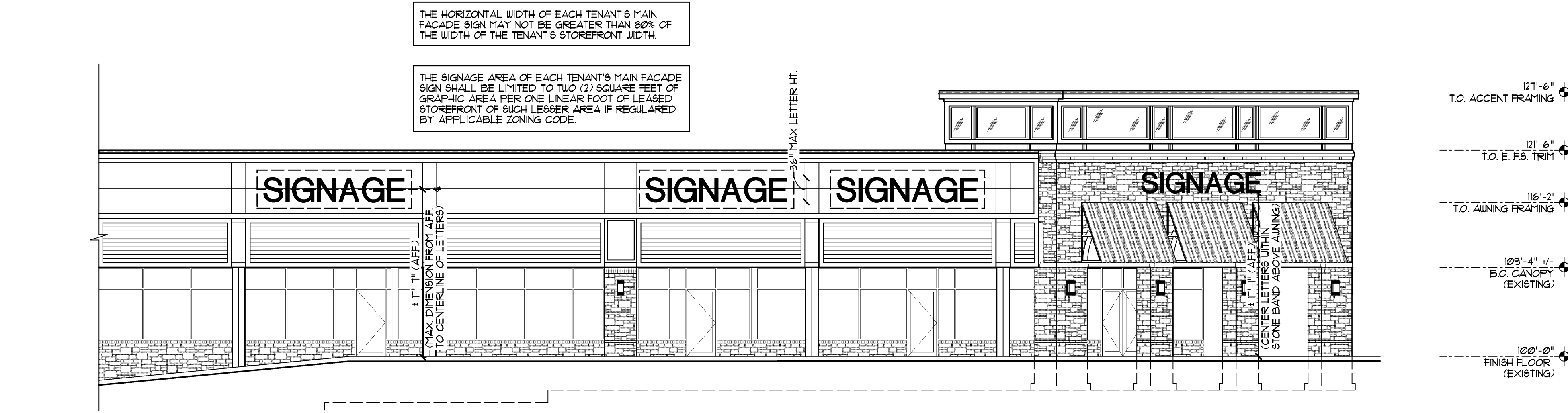
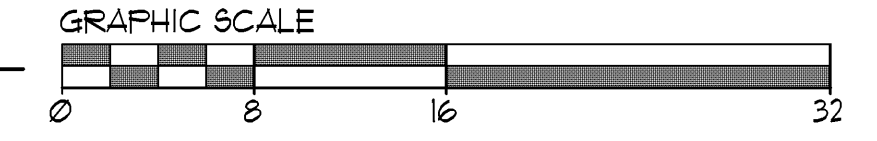
OVERALL BUILDING SIGNAGE ELEVATIONS, DETAILS, & NOTES

FAA #17056.01
STONERIDGE PLAZA

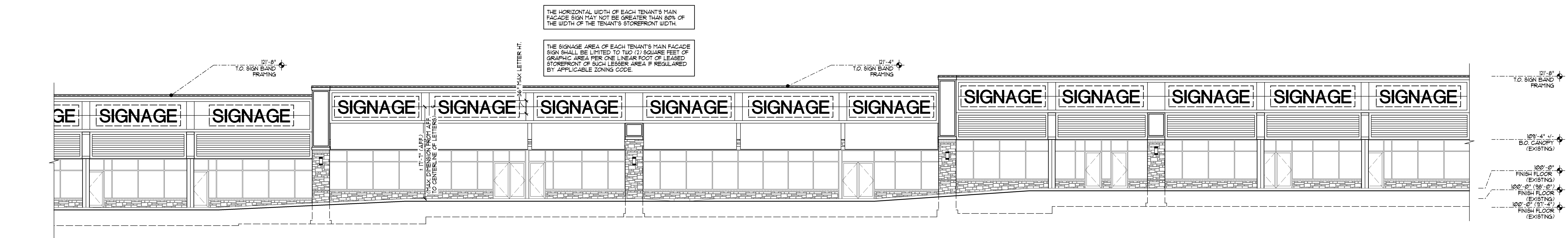
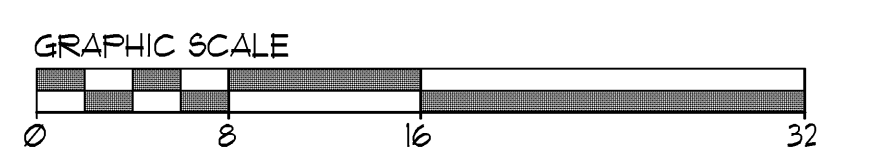
A-0.0



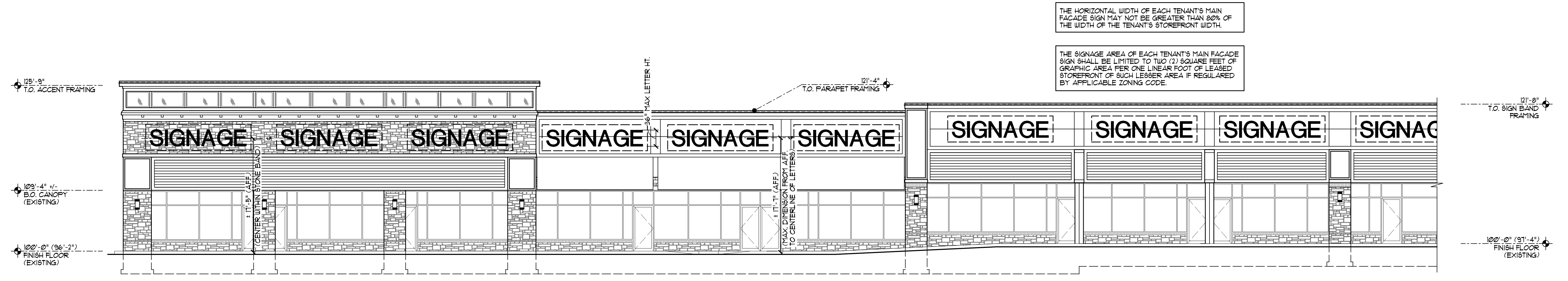
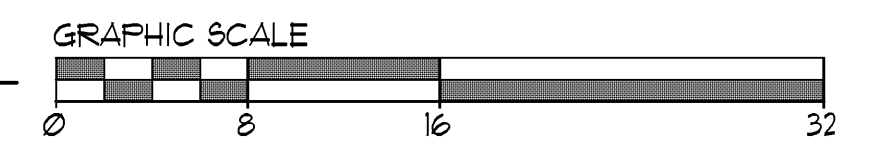
A PARTIAL NORTH ELEVATION - NORTHWEST RETAIL BUILDING
SCALE 1/8" = 1'-0"



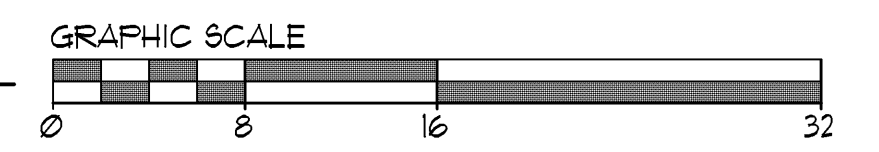
B PARTIAL EAST ELEVATION - NORTHWEST RETAIL BUILDING
SCALE 1/8" = 1'-0"



C PARTIAL EAST ELEVATION - NORTHWEST RETAIL BUILDING
SCALE 1/8" = 1'-0"



D PARTIAL EAST ELEVATION - NORTHWEST RETAIL BUILDING
SCALE 1/8" = 1'-0"



NOTE:
SEE SHEET A-0.0 FOR OVERALL ELEVATIONS,
SIGNAGE CRITERIA, KEY PLAN, AND ADDITIONAL
SIGN DETAILS.

STONERIDGE PLAZA - SIGNAGE STANDARDS
NORTHWEST, SOUTHEAST, AND THEATER RETAIL BUILDINGS

STONERIDGE DRIVE, GAHANNA, OH 43230
FOR CASTO

250 Civic Center Dr., Suite 500, Columbus, Ohio 43215-2568

**PRELIMINARY
NOT FOR CONSTRUCTION**

ISSUE	REVISION	DATE
PRELIMINARY		APR 20, 2018
OWNER REVIEW		MAY 9, 2018

SIGNAGE
ELEVATIONS

STONERIDGE
PLAZA

A-0.1



STONERIDGE PLAZA - SIGNAGE STANDARDS
NORTHWEST, SOUTHEAST, AND THEATER RETAIL BUILDINGS
STONERIDGE DRIVE, GAHANNA, OH 43230

For: **CASTO**
250 Civic Center Dr., Suite 500, Columbus, Ohio 43215-2568

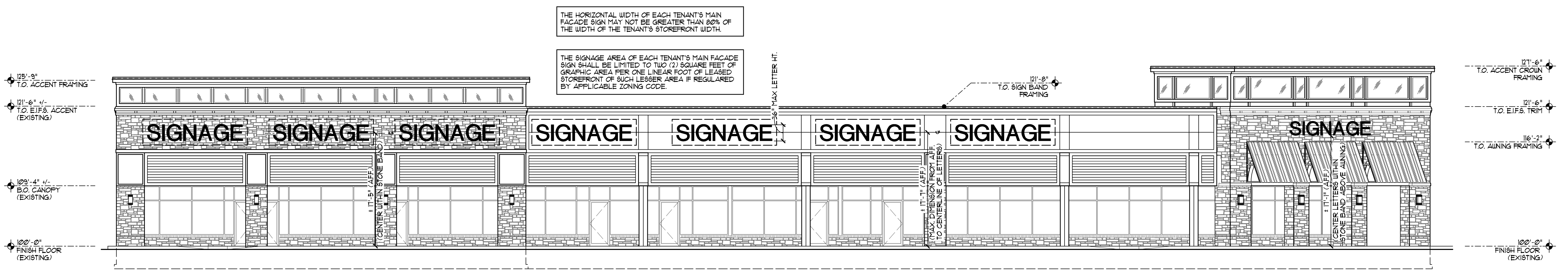
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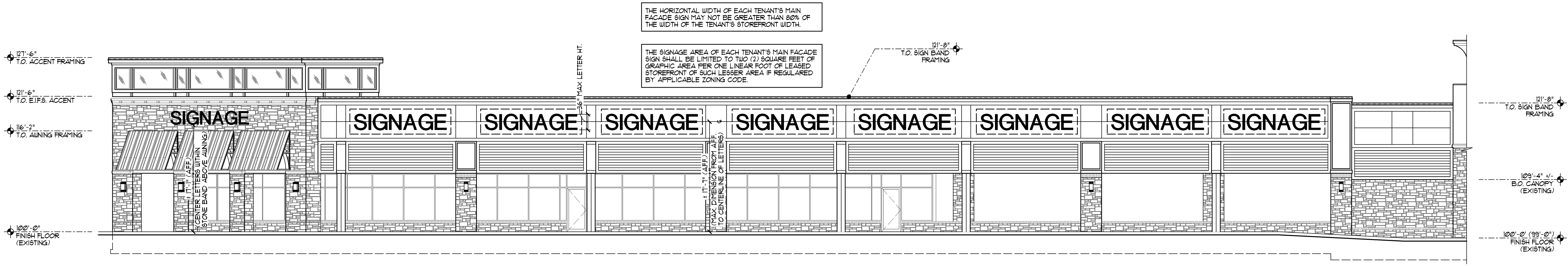
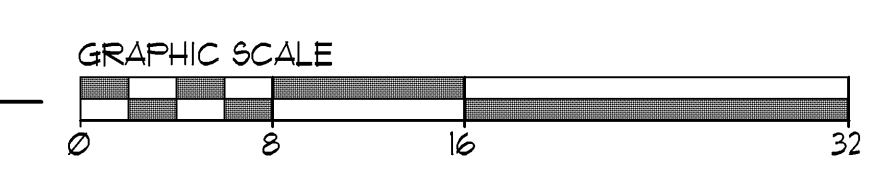
ISSUE	REVISION	DATE
PRELIMINARY		APR 20, 2018
OWNER REVIEW		MAY 9, 2018

SIGNAGE ELEVATIONS
FAA #17054.01
STONERIDGE PLAZA
A-0.2

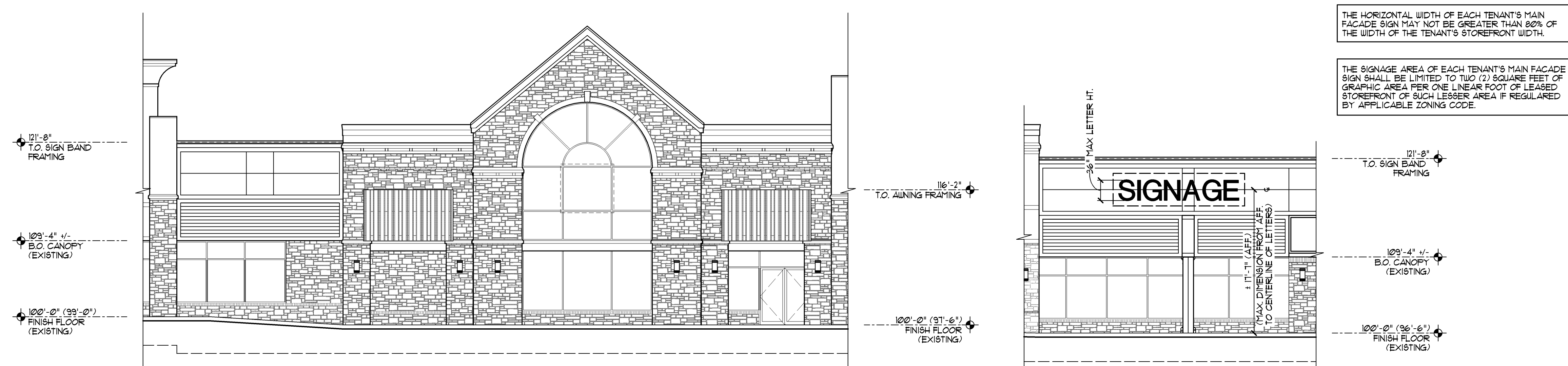
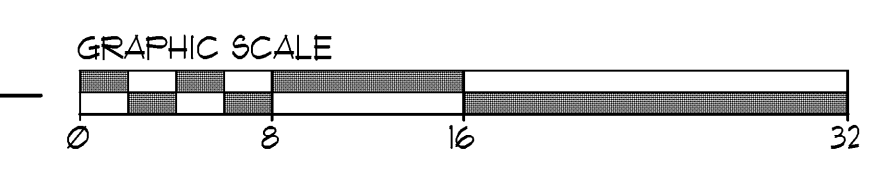
NOTE: SEE SHEET A-0.0 FOR OVERALL ELEVATIONS, SIGNAGE CRITERIA KEY PLAN, AND ADDITIONAL SIGN DETAILS.



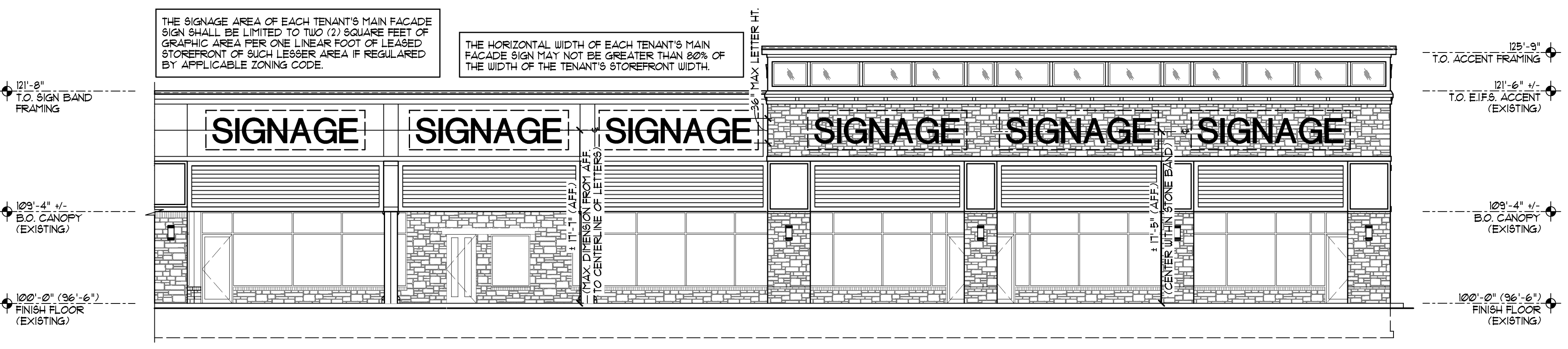
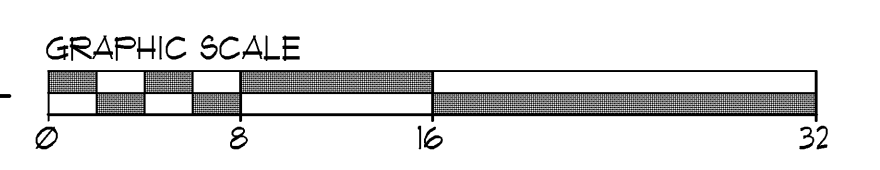
A PARTIAL EAST ELEVATION - SOUTHEAST RETAIL BUILDING
SCALE 1/8" = 1'-0"



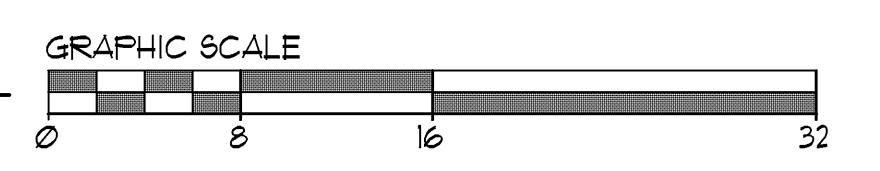
B PARTIAL NORTH ELEVATION - SOUTHEAST RETAIL BUILDING
SCALE 1/8" = 1'-0"

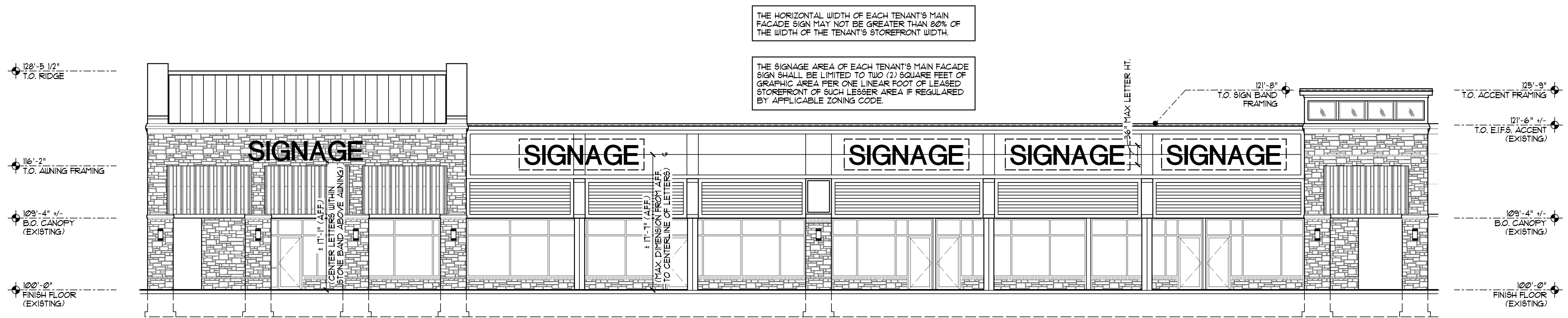


C PARTIAL PROPOSED ELEVATION - SOUTHEAST RETAIL
SCALE 1/8" = 1'-0"



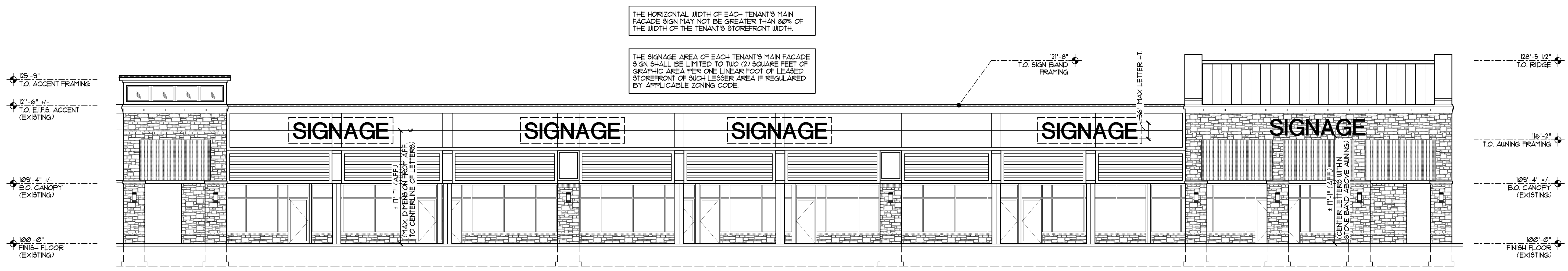
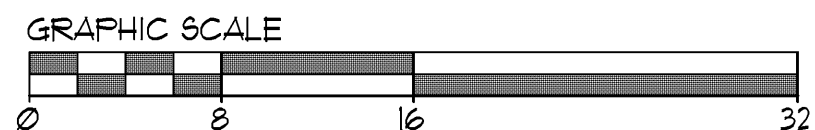
D PARTIAL NORTH ELEVATION - SOUTHEAST RETAIL BUILDING
SCALE 1/8" = 1'-0"





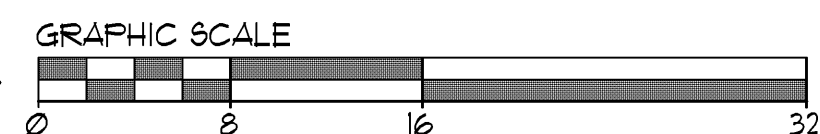
A PARTIAL NORTH ELEVATION - THEATER RETAIL BUILDING

SCALE 1/8" = 1'-0"



B PARTIAL NORTH ELEVATION - THEATER RETAIL BUILDING

SCALE 1/8" = 1'-0"



STONERIDGE PLAZA - SIGNAGE STANDARDS

NORTHWEST, SOUTHEAST, AND THEATER RETAIL BUILDINGS
STONERIDGE DRIVE, GAHANNA, OH 43230

For: **CASTO**

250 Civic Center Dr., Suite 500, Columbus, Ohio 43215-2568

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OWNER REVIEW		MAY 9, 2018

SIGNAGE ELEVATIONS

FAA #1704.D1
STONERIDGE PLAZA

A-0.3

NOTE: SEE SHEET A-0.0 FOR OVERALL ELEVATIONS, SIGNAGE CRITERIA KEY PLAN, AND ADDITIONAL SIGN DETAILS.



Design #	0635367AR2
Sheet	1 of 5
Client	#200
Address	323 Stoneridge Lane, Gahanna, OH
Acct. Rep. Coordinator	DEBBIE MOLTZ SHENEL RIMANDO
Designer	IH
Date	3/22/23
Approval / Date	
Client	
Sales	
Estimating	
Art	
Engineering	
Landlord	

Revision/Date	
A	Remove and discard existing medallion. would span the arch in the center.
B	Remove "Movies 10" sign. Patch and paint wall to match existing.
R1	(11-28-23)H: Install 11'-10" X 11'-10" Cinemark cabinet B from WQ#0615195.
R2	(1-8-24)TQ: Added existing bldg. survey dimensions and proposed install information.

CHANDLER SIGNS
chandler signs.com

National Headquarters 14201 Sovereign Road #101
Fort Worth, TX 76155
(214) 902-2000 Fax (214) 902-2044

San Antonio 17319 San Pedro Ave
Ste 200
San Antonio, TX 78232
(210) 349-3804 Fax (210) 349-8724

West Coast 3220 Executive Ridge Dr
Ste 250
Vista, CA 92081
(760) 734-1708 Fax (760) 734-3752

Northeast US 2301 River Road
Suite 203
Louisville, KY 40206
(502) 897-9800 Cell (502) 554-2575

Georgia 111 Woodstone Place
Dawsonville, GA 30534
(678) 725-8852 Fax (210) 349-8724

South Texas PO BOX 125 206 Doral Drive
Portland, TX 78374
(863) 563-5399 Fax (361) 643-6533

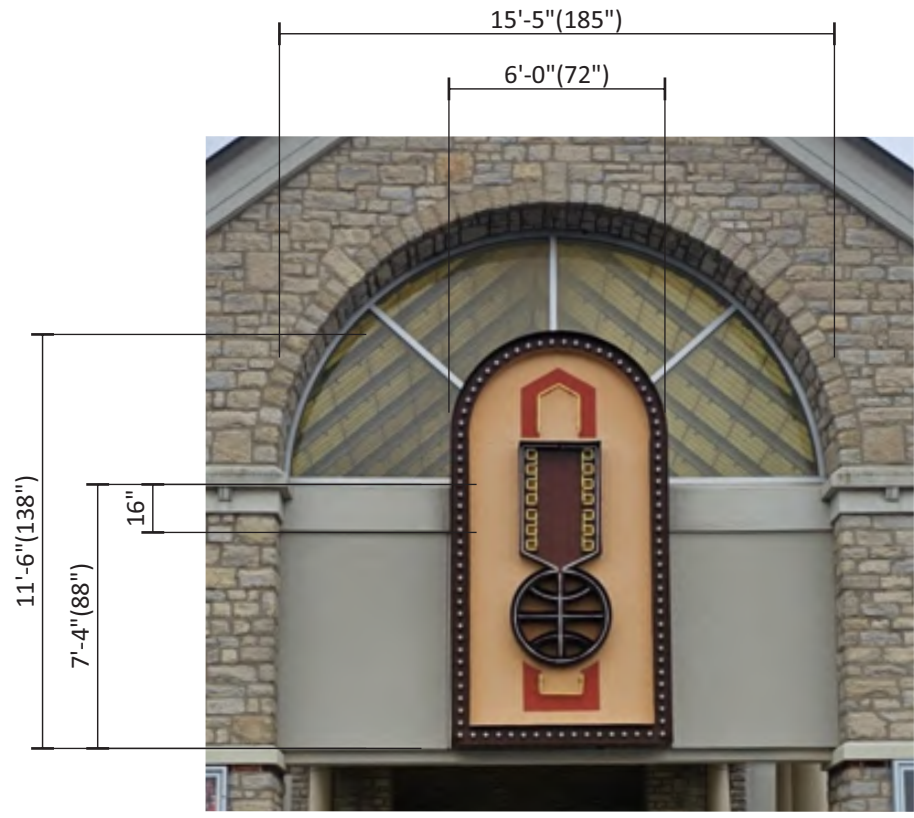
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FINAL ELECTRICAL CONNECTION BY CUSTOMER

THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING & BONDING OF THE SIGN. SIGN WILL BEAR UL LABEL(S).



A EXISTING CONDITION: SIGN REMOVAL SCALE 1/16" = 1'-0"
ONE (1) REQUIRED - REMOVE AND DISCARD



EXISTING SIGN CABINET SCALE: 3/16" = 1' - 0"
E.I.F.S. WALL FINISH



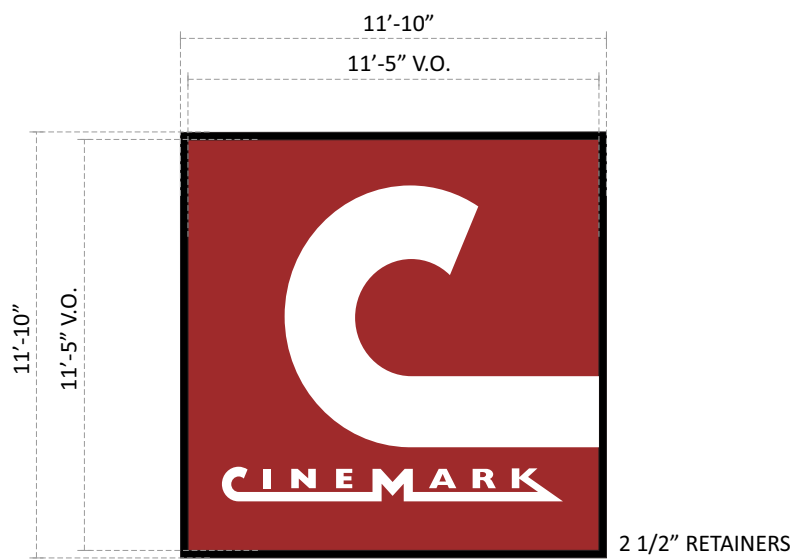
PROPOSED SCALE 1/16" = 1'-0"

B INSTALL EXISTING S/F WALL CABINET SCALE: 3/16" = 1' - 0"
ONE (1) REQUIRED - INSTALL ONLY 139.91 SQ. FT.

- INSTALL 11'-10" X 11'-10" CINEMARK CABINET FROM WO#0615195.
- RE-INSTALL EXISTING FLEX FACE.
- REPLACE FLUORESCENT LAMPS WITH RETRO-FIT LED STICKS.
- VERIFY ELEVEN (11) 10 FOOT LAMPS.

VERIFY CONDITION OF ALUM. CABINET BACK AND IF BACK OF CABINET NEEDS TO BE PAINTED DUE TO CABINET VISIBILITY THRU GLASS WINDOWS. (COLOR T.B.D.)

Overall weight of sign- 250 lbs



CINEMARK

Design #	0635367AR2
Sheet	2 of 5
Client	#200
Address	323 Stoneridge Lane, Gahanna, OH
Acct. Rep. Coordinator	DEBBIE MOLTZ SHENEL RIMANDO
Designer	IH
Date	3/22/23
Approval / Date	
Client	
Sales	
Estimating	
Art	
Engineering	
Landlord	
Revision/Date	

A Remove and discard existing medallion. would span the arch in the center.
B Remove 10" sign. Patch and paint wall to match existing.
R1(11-20-23)H: Install 11'-10" X 11'-10" Cinemark cabinet B from WO#0615195.
R2(1-8-24)TQ: Added existing bldg. survey dimensions and proposed install information.

CHANDLER SIGNS	14201 Sovereign Road #101 Fort Worth, TX 76155 (214) 902-2000 Fax (214) 902-2044
San Antonio	17319 San Pedro Ave Ste 200 San Antonio, TX 78232 (210) 349-3804 Fax (210) 349-8724
West Coast	3220 Executive Ridge Dr Ste 250 Vista, CA 92081 (760) 734-1708 Fax (760) 734-3752
Northeast US	2301 River Road Suite 203 Louisville, KY 40206 (502) 897-9800 Cell (502) 554-2575
Georgia	111 Woodstone Place Dawsonville, GA 30534 (678) 725-8852 Fax (210) 349-8724
South Texas	PO BOX 125 206 Doral Drive Portland, TX 78374 (863) 563-5399 Fax (361) 643-6533

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FINAL ELECTRICAL CONNECTION BY CUSTOMER

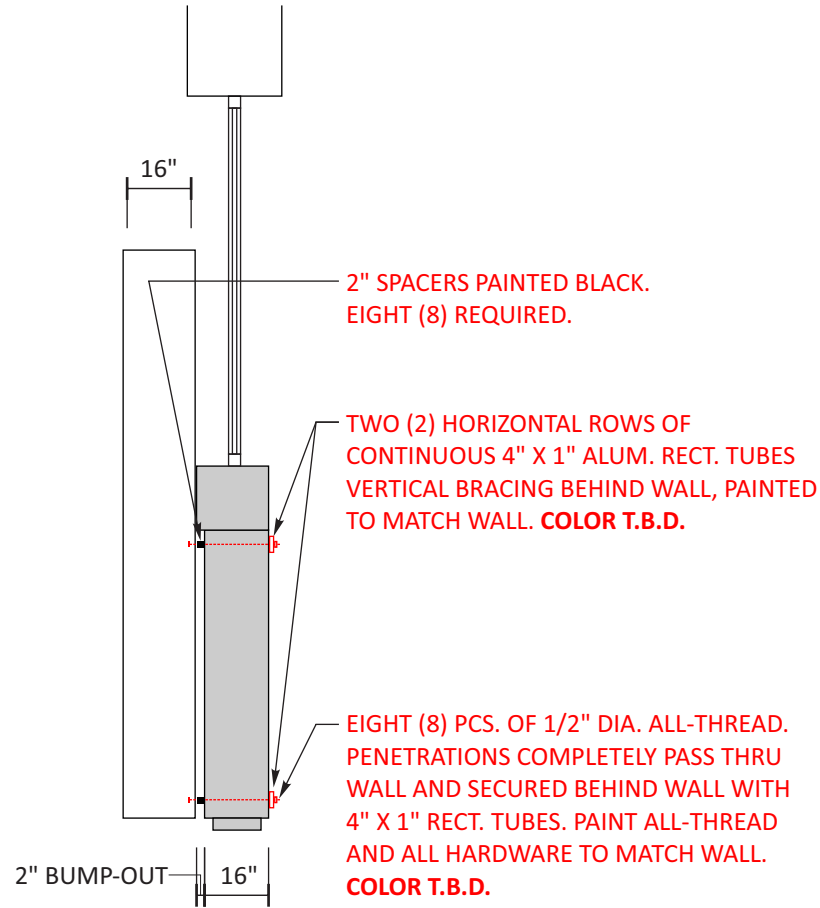
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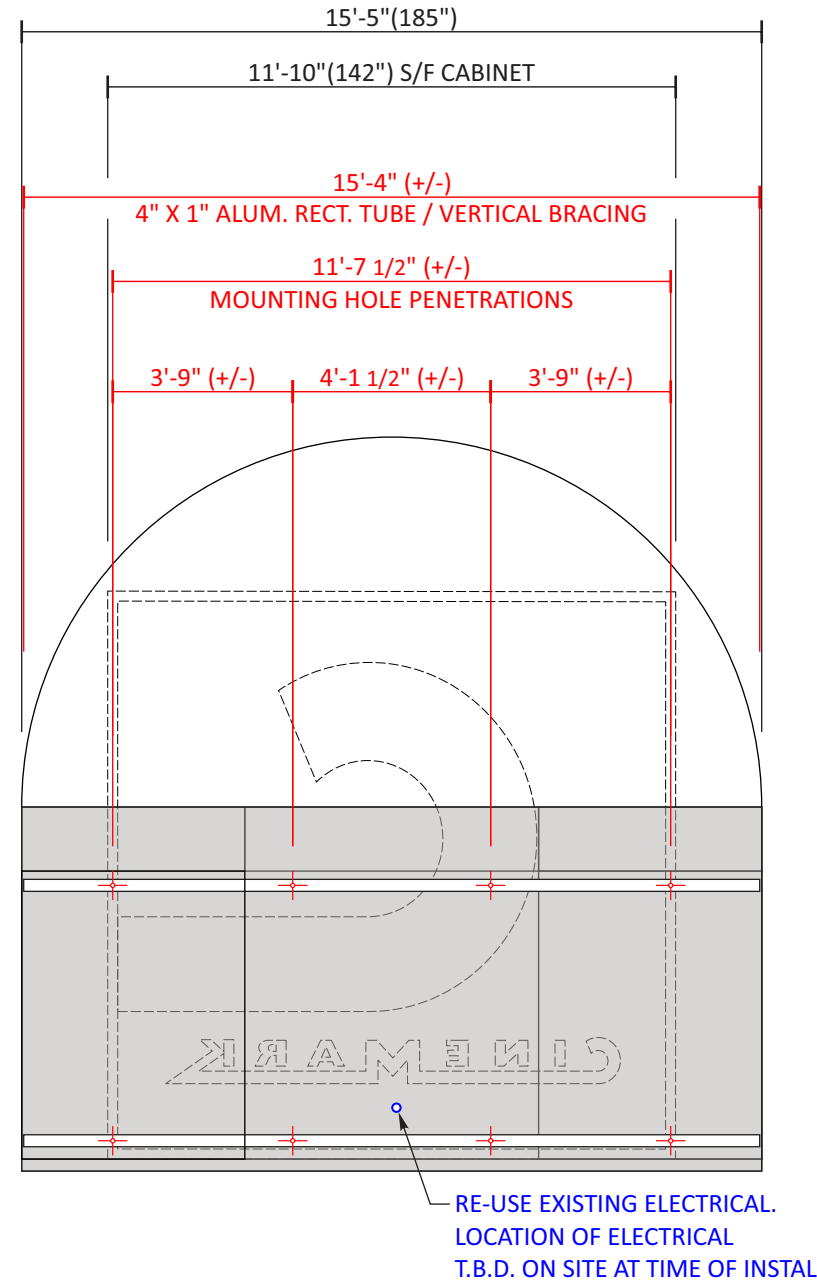
PROPOSED: PARTIAL BLDG. ELEVATION AT ENTRY

SCALE 1/4" = 1'-0"

E.I.F.S. WALL FINISH



SECTION DETAIL



PROPOSED: SECTION DETAIL AT REAR ELEVATION

SCALE 1/4" = 1'-0"

Design #	
0635367AR2	
Sheet	3 of 5
Client	
#200	
Address	
323 Stoneridge Lane, Gahanna, OH	
Acct. Rep.	DEBBIE MOLTZ
Coordinator	SHENEL RIMANDO
Designer	IH
Date	3/22/23
Approval / Date	
Client	
Sales	
Estimating	
Art	
Engineering	
Landlord	
Revision/Date	
A Remove and discard existing medallion. would span the arch in the center.	
B Remove "Movies 10" sign. Patch and paint wall to match existing.	
R4(11-28-23)H+: Install 11'-10" X 11'-10" Cinemark cabinet B from WQ#0615195.	
R2(1-8-24)TQ: Added existing bldg. survey dimensions and proposed install information.	



chandler signs.com

National Headquarters	14201 Sovereign Road #101 Fort Worth, TX 76155 (214) 902-2000 Fax (214) 902-2044
San Antonio	17319 San Pedro Ave Ste 200 San Antonio, TX 78232 (210) 349-3804 Fax (210) 349-8724
West Coast	3220 Executive Ridge Dr Ste 250 Vista, CA 92081 (760) 734-1708 Fax (760) 734-3752
Northeast US	2301 River Road Suite 201 Louisville, KY 40206 (502) 897-9800 Cell (502) 554-2575
Georgia	111 Woodstone Place Dawsonville, GA 30534 (678) 725-8852 Fax (210) 349-8724
South Texas	PO BOX 125 206 Doral Drive Portland, TX 78374 (863) 563-5399 Fax (361) 643-6533

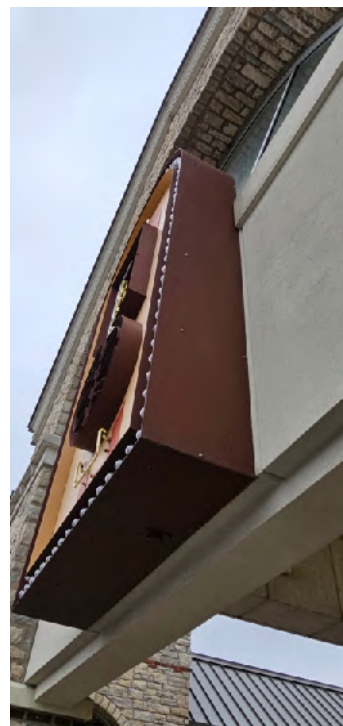
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EXISTING S/F CABINET



SIGN REMOVAL AT MAIN ENTRY

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Approval / Date	
Client	
Sales	
Estimating	
Art	
Engineering	
Landlord	
Revision/Date	

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 R1(11-28-23)H: Install 11'-10" X 11'-10" Cinemark cabinet B from WQ#0815195.
 R2(1-8-24)TQ: Added existing bldg. survey dimensions and proposed install information.

CHANDLER SIGNS
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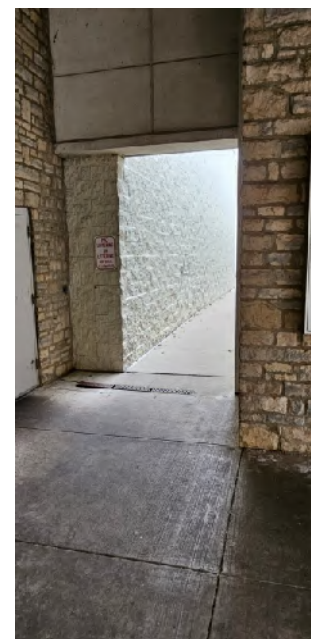
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C SIGN REMOVAL
ONE (1) REQUIRED



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A. Cinemark Shall have a combination of the following types of signage:

- A. "Cinemark" logo to be 11 feet by 10 inches wide x 11 feet 10 inches high with red plexiglass face. Logo to be illuminated with internal LED sticks. Bottom of logo to be mounted at 10 feet above finish grade.
- B. Movie Poster Cases: Aluminum frames with glass faces to house individual movie posters. Cases to be 3 feet x 4 feet 4 inches with the tops of the cases at 8 feet 2 inches above finish floor. Cases are to be located on perimeter walls of entrance courtyard. A total of 16 cases shall be provided.

Movie listing Cases: Aluminum frames with glass faces to house changeable individual letters to list movies and movie schedules. Signs to be located at main arch bases and shall not be greater than 18 square feet each. A total of 2 signs shall be provided

2. Cinemark shall have a combination of the following types of signage:
- a. Wall mounted, individually illuminated letters to read "Movies 16" mounted at 32 feet above finish floor. Letter height shall be 3 feet . Total signage area to be approximately 60 square feet..
 - b. Wall Mounted Theatre Marquee to identify individual movie listings. Letters to be changeable text of 8 inch plastic. Sign box to be internally illuminated aluminum cabinet with 1/4 inch acrylic faces. Marquee to be mounted from 10 feet above finish floor to 20 feet above finish floor. Total marquee area to be approximately 305 square feet..
 - c. "Cinemark" logo to be in a 13 foot high by 6 foot wide aluminum frame with clear plexiglass face. Logo to be outlined in exposed 15mm neon. Bottom of logo to be at 10 feet above finish grade.
 - d. Movie Poster Cases: Aluminum frames with glass faces to house individual movie posters. Cases to be 3 feet x 4 feet 4 inches with the tops of the cases at 8 feet 2 inches above finish floor. Cases are to located on perimeter walls of entrance courtyard. A total of 16 cases shall be provided.
 - e. Movie Listing Cases: Aluminum frames with glass faces to house changeable individual letters to list movies and movie schedules. Signs to be located at main arch bases and shall not be greater than 13 square feet. each. A total of two signs shall be provided.

PLANNING COMMISSION STAFF REPORT

Project Summary – Cinemark Sign

Meeting Date: May 22, 2024

Location: 323 Stoneridge Lane

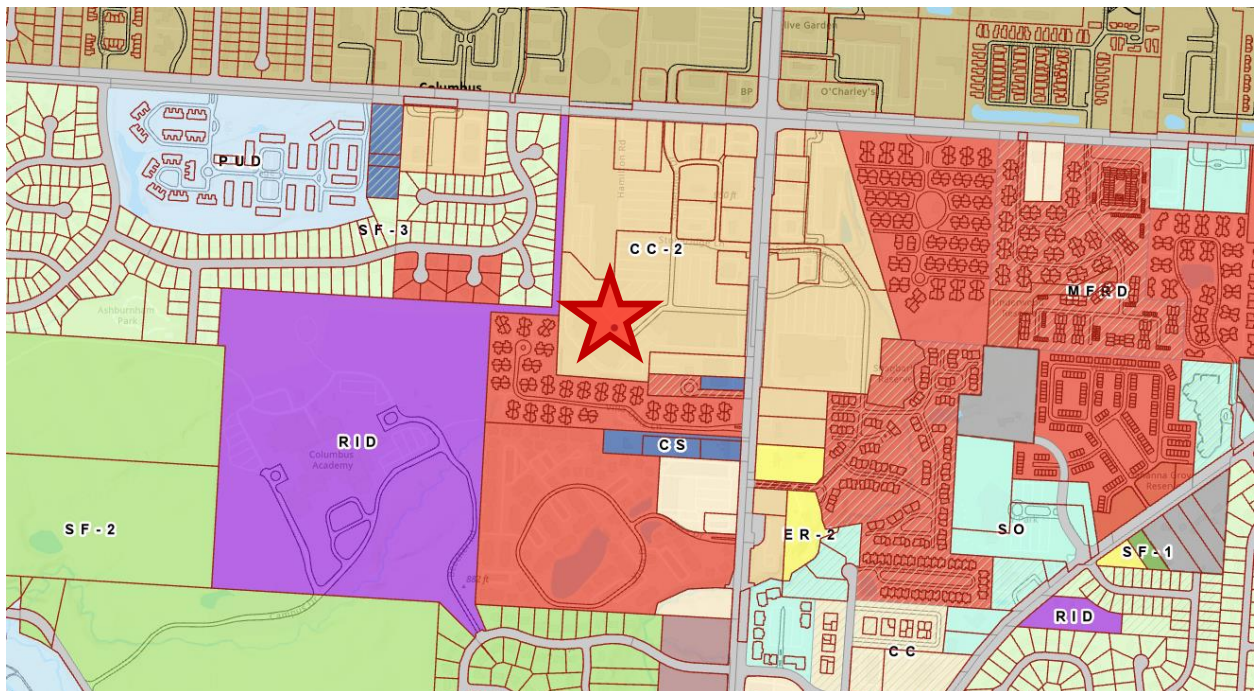
Zoning: Community Commercial Modified District (CC-2)

Application Type(s): Variance (V)

Staff Representative: Maddie Capka, Planner II

Recommendation: Staff recommends approval as submitted

Location Map:



Staff Review

History

Phase one of the Stoneridge Plaza Master Sign Plan (MSP) was approved in 1995, and phase two was approved shortly after in 1996. These MSPs contained specific sign standards for the shopping center and regulated size, illumination, placement, and other aspects of tenant signage. Phase one outlines very specific requirements for anchor tenant signage, which includes Cinemark. These requirements included multiple wall signs, the theatre marquee, and movie poster cases.

In 2018, an updated MSP for the shopping center was approved by Planning Commission. This new document superseded all previous regulations in the two older MSPs, except for the signs that weren't included in the 2018 version. For those signs, the older regulations in the 1995 and 1995 versions still apply. This includes the Cinemark signage.

Overview

The applicant is requesting approval of two variances to signage standards in the 1995 Stoneridge Plaza Shopping Center MSP. The MSP requires that Cinemark have a primary sign that is 13 ft x 6 ft, outlined in exposed 15mm neon, and is 10 ft above finish grade. It also requires that there be a sign that reads "Movies 16" and is 60 SF. The applicant proposes completely removing the "Movies 16" sign and replacing the primary sign with a larger 140 SF wall sign.

Review Criteria

Variances (V)

The following variances have been requested:

1. Stoneridge Plaza Shopping Center MSP (page 3)
 - a. Cinemark shall have a wall-mounted "Movies 16" sign 32 ft above finish floor with a letter height of 3 ft and a total signage area of 60 SF.
 - b. The applicant proposes removing this sign.
2. Stoneridge Plaza Shopping Center MSP (page 3)
 - a. Cinemark shall have a 13 ft x 6 ft sign with a clear plexiglass face at 10 ft above finish grade. The "Cinemark" logo shall be outlined in exposed 15mm neon.
 - b. The applicant proposes replacing this sign with a [SIZE] sign with a red plexiglass face. The logo will be illuminated with internal LED sticks.

Variance requests relating to signage are subject to Chapter 1165.12, which states that Planning Commission shall approve the Variance if the property owner has encountered practical difficulties. To determine this, the following factors shall be considered:

- a) Whether the property in question will yield a reasonable return or whether there can be any beneficial use of the property without the Variance;
- b) Whether the Variance is substantial;
- c) Whether the essential character of the neighborhood would be substantially altered or whether adjoining properties would suffer a substantial detriment as a result of the Variance;
- d) Whether the Variance would adversely affect the delivery of government services (e.g. water, sewer, refuse);
- e) Whether the property owner purchased the property with the knowledge of the zoning restriction;
- f) Whether the property owner's predicament feasibly can be obviated through some method other than a Variance;
- g) Whether the spirit and intent behind the zoning requirement would be observed and substantial justice done by granting the Variance;
- h) Whether the sign is sufficiently compatible with the architectural and design character of the immediate neighborhood and all graphic design standards established for the district; and
- i) Whether the sign will be hazardous to passing traffic or otherwise detrimental to the public safety and welfare.

Recommendation

Staff has no objection to the variance application. The proposed sign is more consistent with Cinemark's branding than the existing sign. Additionally, the applicant is limited in what type of signage can be installed due to the available façade area. The requirements for Cinemark's signage have not been updated since 1995 and the current requirements are very specific and difficult to meet if not installing a sign like-for-like. However, the proposed sign is greatly larger than what is allowed in the Stoneridge MSP and is also larger than what the Zoning Code allows for one wall sign (50 SF). If approved, Planning Commission may add conditions if desired.