

VARIANCE APPLICATION SUMMARY



File Number V-25-1

Property Address300 S HAMILTON RD
GAHANNA, OH 43230

Parcel ID 025-001135

Zoning District GC - General Commercial

Project/Business Name Kroger

ApplicantZack Cowan zack@zoningresources.com

Description of Variance RequestVariance from the Master Sign Plan to exceed the maximum

72" sign height where 92" is proposed. Variance of 20"

requested.

Requested Variances

Code Section Code Title
Hunter's Ridge and General Criteria
Kroger Master Sign

Plan



AUTHORIZATION CONSENT FORM

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

As the owner or acting agent for the subject property, make decisions that may affect my property as it pert		uthorize the listed applicant to	
Janua D. M. Tarland	Jim McFarland	01/06/25	
(property owner/acting agent signature)	(printed name)	(date)	
(applicant signature)	(printed name)	(date)	

PARCELID	Site Address	Zip Code	Owner Name 1	Owner Address 1	Owner Address 2	
025-001135	280 - 300 HAMILTON RD	43230	KROGER CO	1014 VINE ST 7TH FL	CINCINNATI OH 45202	
025-003169	445 ROCKY FORK BL	43230	JARAMILLO FAMILY LIMITED PARTNERSHIP	3807 SIERRA HIGHWAY STE 6 PMB 4615	ACTON CA 93510	
025-003171	341 WATERBURY BL	43230	CITY OF GAHANNA	200 S HAMILTON RD	COLUMBUS OH 43230	
025-003870	475 ROCKY FORK BL	43230	MIFFLIN TOWNSHIP BOARD OF TRUSTEES			
025-005129	260 S HAMILTON RD	43230	SOUTH HAMILTON BK LLC	PO BOX 460189	HOUSTON TX 77056	
025-006927	485 ROCKY FORK BL	43230	MIFFLIN TOWNSHIP	155 OLDE RIDENOUR RD	COLUMBUS OH 43230	
025-013435	304 - 368 HAMILTON RD	43230	WB HUNTERS RIDGE LLC	14 MONTEREY DR	MANHASSET HILLS NY 11040	
025-013821	HAMILTON RD	43230	HANHIO294 LLC	222 GRAND AVE	ENGLEWOOD NJ 07631	

Kroger Sign Variance Statement 300 S. Hamilton Rd.

1. What are the special circumstances or conditions necessitating the variance?

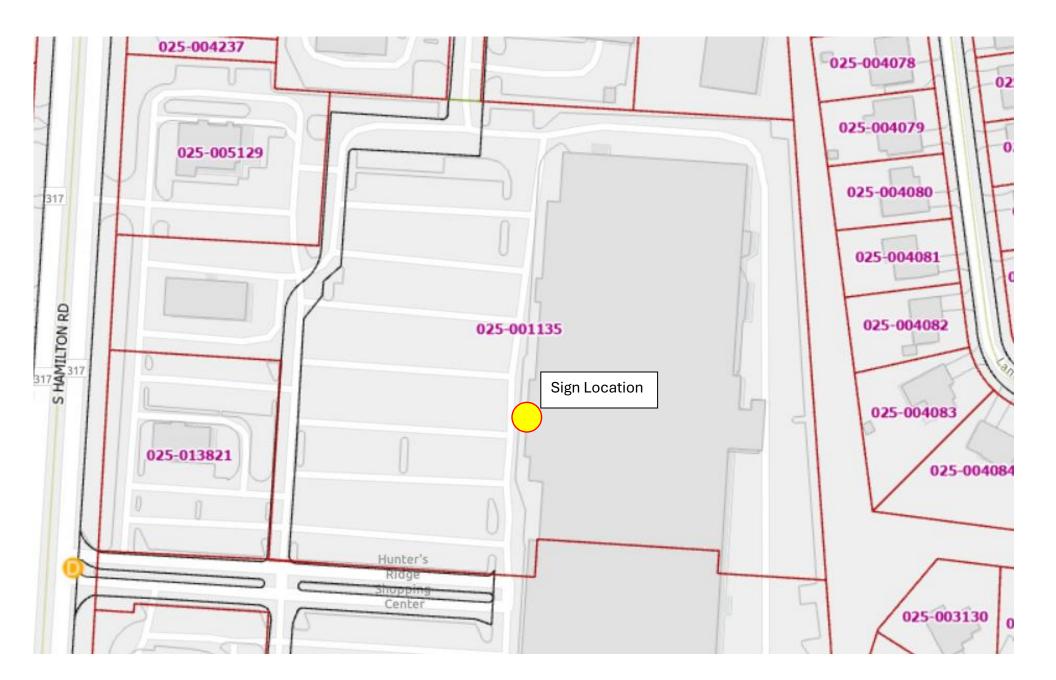
a. The existing primary "Kroger Marketplace" sign was installed incorrectly with a 72" sign height. Kroger has received multiple customer complaints that the sign is not visible enough from the street or from the end of the parking lot. The proposed sign will ensure that customers can see the store entrance better, improving parking lot circulation.

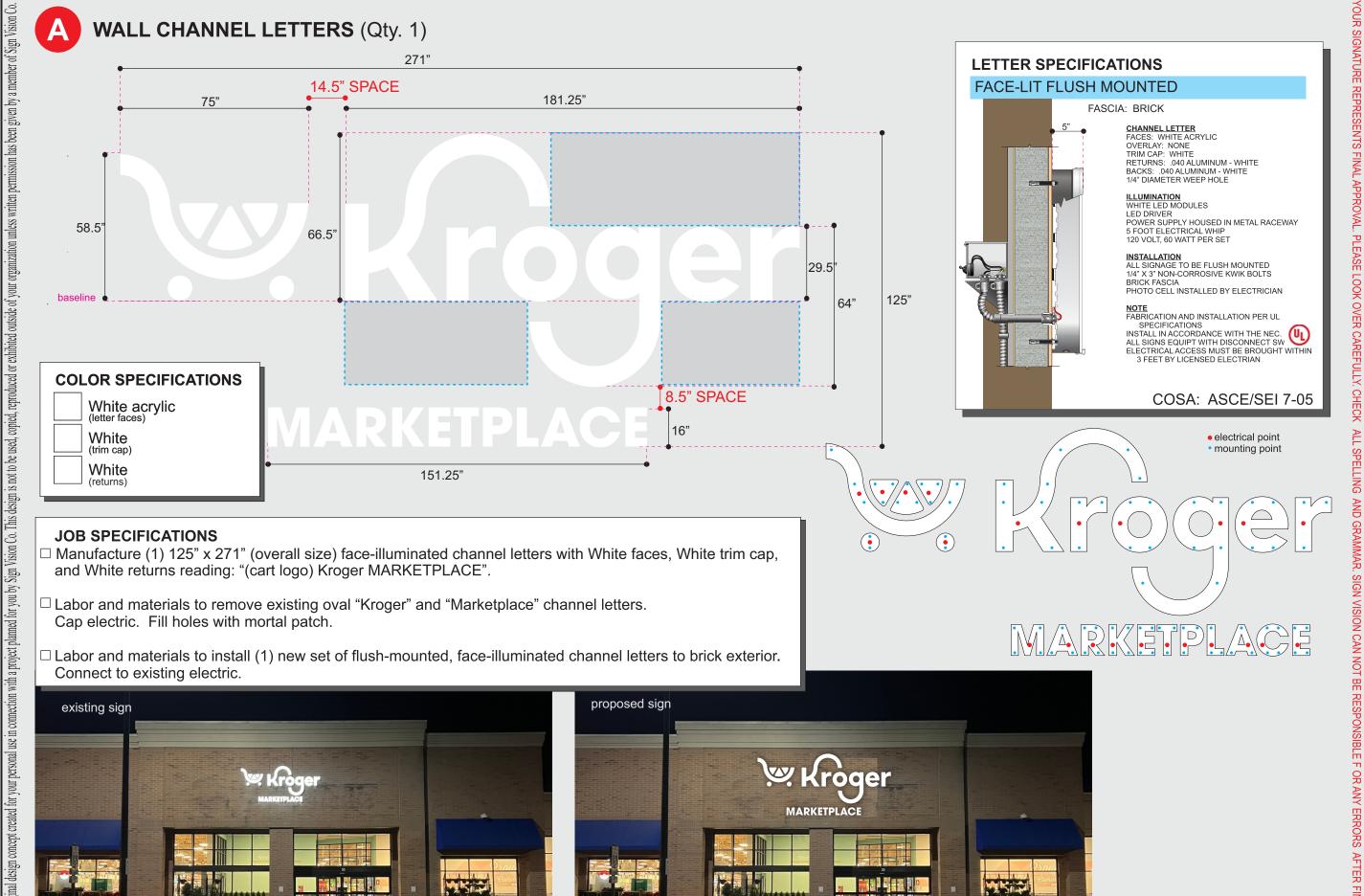
2. How is the variance necessary for preservation and enjoyment of property rights?

a. The requested variance to install a 125" sign height is necessary to ensure that customers can easily identify the store location and entrance location. The proposed sign design is part of a nationwide signage rebrand for Kroger.

3. How will the variance not adversely affect the health or safety of the surrounding area?

a. The proposed variance will not have any adverse affect on the health or safety of the surrounding area. The proposed sign height is consistent and proportionate to the large façade area of Kroger.





SIGN VISION COLUMN SINCE 1992 PHO

CORPORATE OFFICES: 987 CLAYCRAFT ROAD COLUMBUS, OHIO 43230 PHONE: (614) 475-5161

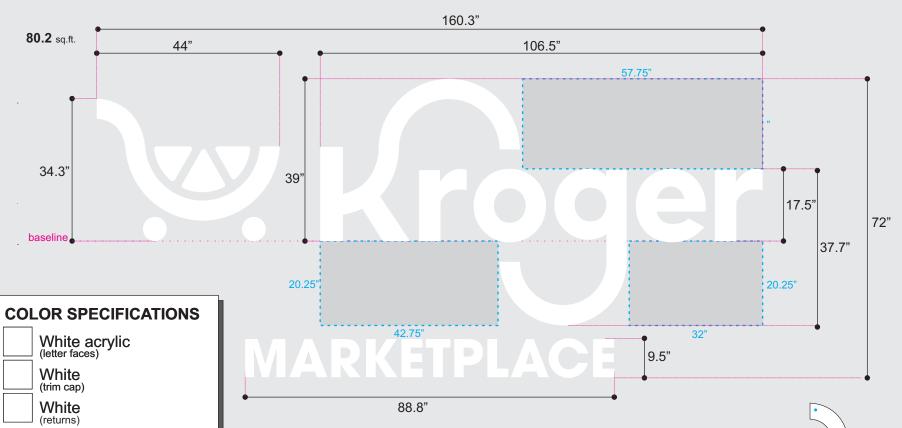
JOB TITLE: Kroger #N522 300 S. Hamilton Rd. Gahanna, OH 43230

DATE: 08.28.24
SALESMAN: Darrin Gray
DESIGNER: Scott Kelley
DRAWING #03

REVISION

APPROVED AS NOTED 09/05/2024 8:38:40 AM

WALL CHANNEL LETTERS (Qty. 1)



LETTER SPECIFICATIONS

FACE-LIT FLUSH MOUNTED

FASCIA: BRICK

CHANNEL LETTER
FACES: WHITE ACRYLIC
OVERLAY: NONE TRIM CAP: WHITE
RETURNS: .040 ALUMINUM - WHITE BACKS: .040 ALUMINUM - WHITE 1/4" DIAMETER WEEP HOLE

ILLUMINATION WHITE LED MODULES LED DRIVER

POWER SUPPLY HOUSED IN METAL RACEWAY 5 FOOT FLECTRICAL WHIP

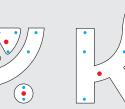
INSTALLATION

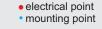
ALL SIGNAGE TO BE FLUSH MOUNTED 1/4" X 3" NON-CORROSIVE KWIK BOLTS BRICK FASCIA
PHOTO CELL INSTALLED BY ELECTRICIAN

NOTE
FABRICATION AND INSTALLATION PER UL
SPECIFICATIONS

INSTALL IN ACCORDANCE WITH THE NEC.
ALL SIGNS EQUIPT WITH DISCONNECT SW
ELECTRICAL ACCESS MUST BE BROUGHT WITHIN
3 FEET BY LICENSED ELECTRIAN

COSA: ASCE/SEI 7-05



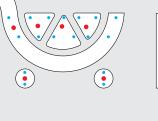




☐ Manufacture (1) set of 59.25" x 160.3" (overall size) face-lit LED illuminated channel letters with White faces, White trim cap and White returns reading: "(cart logo) Kroger". Manufacture (1) set of 9.5" x 88.8" (overall size) face-lit LED illuminated channel letters with White faces, White trim cap and White returns reading: "MARKETPLACE". Includes UL labels and power supplies.

□ Crane truck. bucket truck and trailer labor, travel & equipment to remove (1) existing set of channel letters reading: "(logo) Marketplace". Fill holes with mortar patch and cap electric. (Professional wall repairs/painting - by others)

☐ Crane truck, bucket truck and trailer labor to flush mount install (1) new set of face-lit LED illuminated channel letters and logo on front elevation reading: "(cart logo) Kroger" and "MARKETPLACE" letters. Connect to existing





proposed storefront (night)





existing storefront



proposed storefront (day)





PHONE: (614) 475-5161 CORPORATE OFFICES: 987 CLAYCRAFT ROAD COLUMBUS, OHIO 43230

JOB TITLE: Kroger #N522 300 S. Hamilton Rd. Gahanna, OH 43230





PLANNING COMMISSION STAFF REPORT

Project Summary – Kroger Sign

Meeting Date: February 26, 2025

Location: 300 South Hamilton Road

Zoning: General Commercial (GC)

Application Type(s): Variance (V)

Staff Representative: Maddie Capka, Planner II

Recommendation: Staff recommends disapproval as submitted.

Location Map:



Staff Review

History

The Hunter's Ridge Mall and Kroger Master Sign Plan (MSP) was approved in 2005. The MSP contains specific sign standards for the shopping center and regulates size, illumination, placement, and other aspects of tenant signage. Kroger's signage is specifically called-out in the MSP and has requirements that differ from the ones for the smaller tenant spaces.

A sign permit was approved for the Kroger building sign in October 2024. The sign was approved at a height of 72 inches to meet MSP requirements. This is the sign that is currently on the building. The applicant initially submitted a sign that was 121.67 in tall and had to shrink the size to get the permit approved.

Overview

The applicant is requesting approval of a variance to allow for a larger Kroger building sign than what the MSP allows. The MSP states that the main Kroger sign is limited to 72 inches tall. The previous sign met this requirement.

The proposed sign is 125 in tall, which is 53 inches taller than permitted and ~4 inches taller than the first proposed sign. The total area is ~235 SF. The applicant states they are requesting the variance because the new sign was installed incorrectly, and they have received customer complaints that the sign is not visible enough. However, the sign that was installed is exactly what was approved by the sign permit.

The zoning code's only size requirement for building signs is that they must be 50 SF or less and there can only be one per street frontage, while the MSP only regulates Kroger's signage through height. MSP requirements supersede code requirements.

Review Criteria

Variances (V)

The following variances have been requested:

- 1. Hunter's Ridge and Kroger MSP
 - a. The maximum sign height for the main Kroger building sign is 72 inches.
 - b. The new proposed sign is 125 inches tall.

Before granting a variance, Planning Commission shall find that:

- The variance is not likely to result in substantial change to the essential character of the neighborhood;
- b) The variance is not likely to result in damage to adjoining properties;

- c) The variance is not likely to affect the delivery of governmental services (e.g., water, sewer, garbage);
- d) The variance is not likely to result in environmental impacts greater than what is typical for other lots in the neighborhood;
- e) The variance is necessary for the economical use of the property, and such economical use of the property is not easily achieved through some method other than a variance;
- f) The variance is not likely to undermine the objectives of the land use plan;
- g) Whether the variance is substantial and is the minimum necessary to make possible the reasonable use of land or structures; and,
- h) The practical difficulty could be eliminated by some other method, even if the solution is less convenient or more costly to achieve.

Recommendation

Staff recommends disapproval of the variance application. The existing sign was installed as approved by the City, and the new sign proposed with this application greatly exceeds MSP requirements and is even larger than the first sign submittal. Due to this, staff believes this request is not the minimum necessary. The sign could also be reworked to move up the word "marketplace" to either side of the "g" and still meet the 72 in maximum height. However, the applicant states the sign design cannot be modified since it is standard branding.

If Planning Commission approves the variance, staff recommends adding a condition to reduce the sign height from 125 inches.