

Memo



To: BZA

From: Sam Perry

Date: 8/12/2016

Re: BZA-2016-04, Revised McCullough-Hyde Donor Sign

Architect Michael Murphy has submitted revised drawings and information regarding the tabled variance requests for the donor sign. This is considered a building identification sign by zoning code. The two variances needed are for the size and for the lighting. The size was reduced from 46 to 32 square feet, which is still over the 6 sq ft limit. The lighting is still internal illumination which is not permitted for building name signs. Only natural illumination is permitted by code.

The lighting variance for the hospital logo wall sign was approved at the June meeting.

One question from the June hearing was how far is it from the canopy to the street and sidewalk? Mr. Murphy submitted a drawing showing it is 37 feet from the street. Staff included an excerpt from the construction plans showing that the canopy is 25 feet from the sidewalk/property line. The minimum front yard / setback requirement in this location is 16.5 feet. Therefore the canopy location is in compliance.

Please refer to the June 15, 2016 meeting packet for all original information.



August 1, 2016

Sam Perry
Planner
City of Oxford
101 East High Street
Oxford, OH 45056

RE: McCullough-Hyde Exterior Donor Signage – July Hearing

Dear Mr. Perry,

On behalf of TriHealth and McCullough-Hyde Memorial Hospital, we are pleased to submit this revision to the variance application originally submitted in May 2016 for exterior wall mounted donor recognition signage at McCullough-Hyde.

The donor signage as proposed was tabled at the Board of Zoning Appeals (BZA) hearing on June 15, 2016 because of concerns over its size in relation to the wall surface. The purpose of this revision is to address those concerns. We are also providing some supplemental information related to viewing distances that we feel will be helpful in the BZA's evaluation of this resubmittal.

While we have reduced the signage to approximately 68% of the size originally submitted, it still exceeds the 6 square feet permitted by the City of Oxford's zoning code for a building identification sign. The size of the sign included here is the result of two factors:

1. We have composed the sign on the end of the canopy for best aesthetic effect. The overall sign height matches the height of the Emergency sign letters on either side of the canopy. Our opinion is that this sign size leaves an appropriate amount of "white space" around the sign.
2. We have set the character height of the individual letters for the best legibility at the various viewing distances for this sign. Our research uncovered guidelines that indicate that a 6" letter height is best viewed at approximately 60'-0" and is legible to a distance of 200'-0". The 60'-0" dimension is roughly halfway between the sidewalks on either side of North Poplar which are the primary viewing locations for the sign. Vistas from within the parking lot will ultimately exceed the maximum legible viewing distance. The lowercase character height is slightly larger than the 6" benchmark for the donor name sign and slightly less than 6" for the lower line. A sign complying with the maximum area of 6 square feet results in characters as small as 2-1/2". This significantly reduces their legibility from the sidewalk on the west side of North Poplar and makes them nearly illegible from the east side of North Poplar (the maximum legible distance for legibility of a 3" letter is 100'-0").

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The signage included in this revised application does result in a variance request based on the current zoning code due to size and illumination type. However, we feel that these variances are warranted due the unique nature of the property and the use within the Uptown District as was discussed during the June hearing. We feel we have addressed the BZA's justified concern regarding the size and have found a way to address the practical difficulty of legibility for this sign based on its location. Thank you for your consideration of this re-application.

Sincerely,



Michael K. Murphy, AIA
Principal
Champlin Architecture



August 1, 2016

Sam Perry
Planner
City of Oxford
101 East High Street
Oxford, OH 45056

RE: McCullough-Hyde Exterior Donor Signage – July Hearing

Dear Mr. Perry,

On behalf of TriHealth and McCullough-Hyde Memorial Hospital, below is our analysis of the seven factors applied by the Board of Zoning Appeals in the review of a variance application and how we believe these to apply:

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

- As was stated in the staff report for the June hearing, this facility has existed for many years without this particular donor sign and was able to yield a reasonable return during that time frame. However, this sign is recognition of a sizable donation that positively impacts the return for this property owner and aids in enabling the construction currently under way. Additionally, the size of the facility within the district and the multiple entrances warrants consideration of additional identification for the facility.

B. Whether the variance is substantial.

- The sign size has been reduced from the original submission by approximately 32%. The sign has been placed with existing building components and signs in order to engage it on the structure as part of a composition of elements. While the sign is still larger than strictly permitted, we feel that the requested variance is not substantial because the new sign will match the existing emergency signs in height, color and illumination method.

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.

- The location for this sign and the condition of surrounding properties has not changed from the original submission. There is no street wall along this side of North Poplar Street and the immediate vicinity is open space and parking. This sign will not negatively impact the character of the neighborhood.



D. Whether the variance would adversely affect the delivery of governmental services.

- There would not be any impact to the delivery of governmental services by the granting of the variance request.

E. Whether the property owner purchased the property with knowledge of the zoning restriction.

- The hospital has been a part of Oxford since the mid-1950's and likely pre-dates any City of Oxford zoning code. The most recent addition was in 2000.

F. Whether the property owner's predicament feasibly can be obviated through some method other than a variance.

- Other methods for donor recognition have been explored and will be implemented, including interior signage. However, public recognition of a donor at the scale of the community requires these variances. We believe that the granting of these variances will result in a better organized and composed collection of signs on the ambulance canopy. Other means of illumination would result in a sign that is disparate from the required regulatory emergency signs resulting in more visual clutter. We also believe that the sign size variance is required to overcome the practical difficulty of legibility for a sign that is not directly adjacent to the public circulation paths. There are no other wall surfaces closer to these paths where a sign could be mounted.

G. Whether the spirit and intent behind the zoning requirement would be observed and substantial justice done by granting the variance.

- The intent of the current zoning code related to signs in the Uptown District assumes a continuous street wall along the right-of-way. The unique nature and size of this use and property deviate from that condition, resulting in much longer viewing distances. The sign complies with the general intent of the zoning code and minor variances are being sought due to the unusual circumstances of this property within the Uptown District, the hospital's large physical presence and unique function.

H. Any other relevant factors.

- As stated in some of the responses to criteria above, we feel there are some additional relevant factors related to this specific property in the Uptown District that should be considered:



1. This use is unique to the Uptown District and would be unique to the City of Oxford in whatever zoning district in which it was located. The use has unique signage needs due to the important public service it provides.
2. The property covers nearly two full city blocks. The density of signage that would exist if this variance is approved would be far less than if the city blocks were divided into more typically sized parcels and signage were placed on each parcel as is permitted by the existing zoning code.
3. The main hospital property has frontage on a total of three public rights-of-way.
4. The position of the proposed signage is directly across the street from a hospital-owned parking lot, which is another unique property use in the Uptown District, but serves to reduce the impact of this signage to the district as a whole.
5. As mentioned previously and in staff's report for the June hearing, there are existing internally illuminated channel letters marking the emergency drop off. However, these signs are regulatory in nature and required in order for the hospital to maintain accreditation. The red color for donor signage was selected in an abundance of caution to be consistent with the requirements for emergency designation and to coordinate with the existing signage as part of an overall composition.

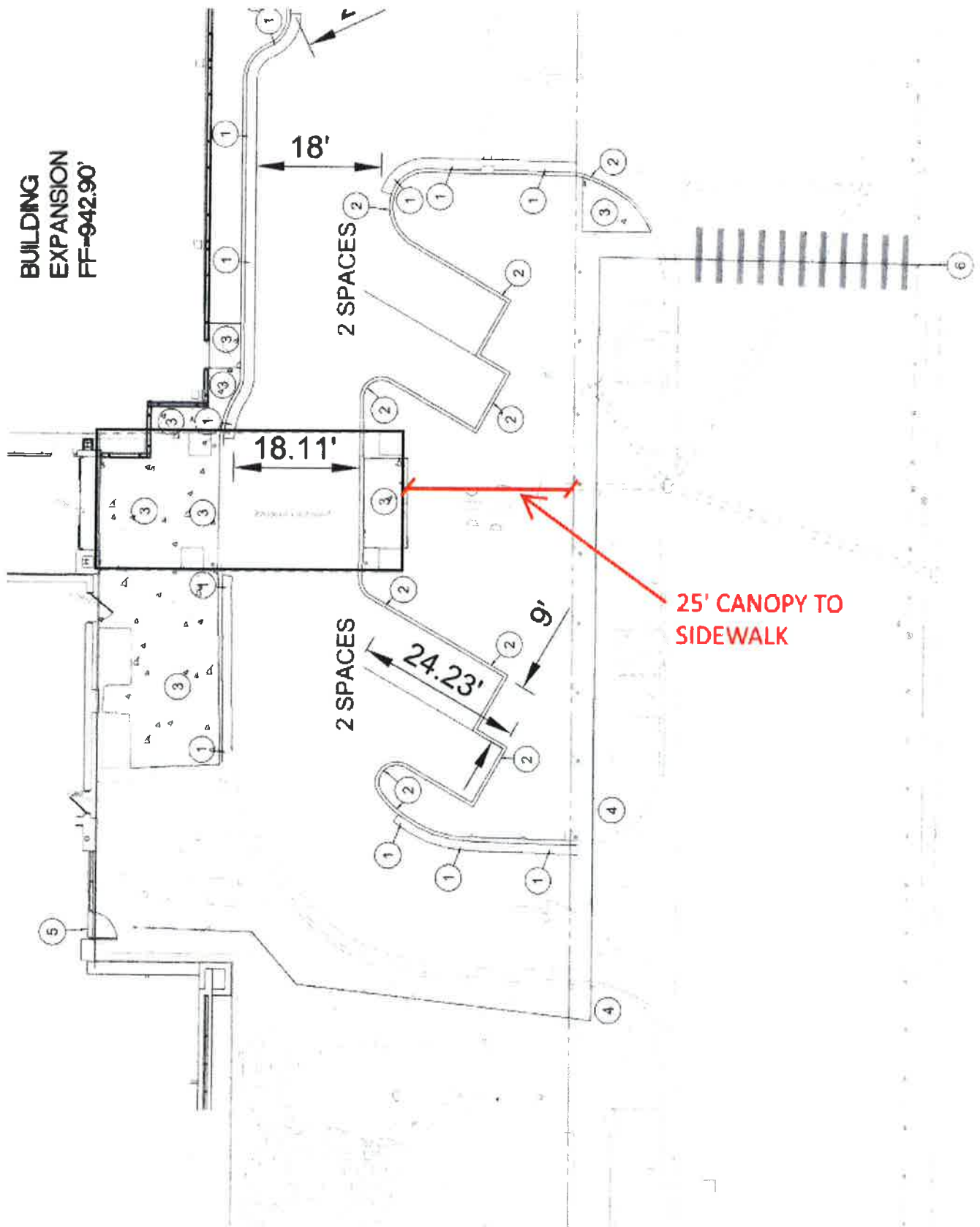
Thank you for your time and consideration of this variance application.

Sincerely,



Michael K. Murphy, AIA
Principal
Champlin Architecture





SIGN TYPE: DONOR CANOPY SIGN

Existing Sign

None

Proposed Sign

Type:

Building

Identification Sign

Zoning: Up - Uptown District

Allowed: 6 sq. ft. in area

4'0" to 16'0"

Mounting Height

Size: 2'1" Height

15' 2" Long

31.597 sq. ft. in area

15' 6" Approximate

Mounting Height
(measured to top of
sign)

Fabrication/Installation Notes

Material: internally illuminated
channel letters

Colors: dark red

Mounting: mounted flush to EIFS.



Donor Sign Resubmittal

August 1, 2016



SIGN TYPE: DONOR SIGN DIMENSIONS

Existing Sign
None

Proposed Sign

Type: Building Identification Sign
Zoning: Up - Uptown District
Allowed: 6 sq. ft. in area
4'0" to 16'0"
Mounting Height
Size: 2'1" Height
15' 2" Long
31.597 sq. ft. in area
15' 6" Approximate
Mounting Height
(measured to top of sign)

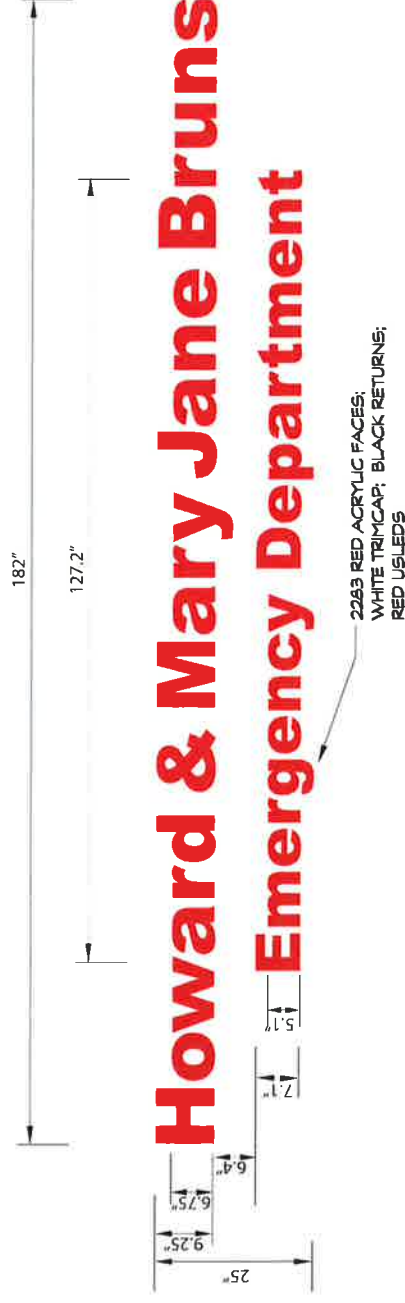
Fabrication/Installation Notes

Material: internally illuminated channel letters
Colors: dark red
Mounting: mounted flush to EIFS.



Donor Sign Resubmittal
August 1, 2016

DESCRIPTION: QTY: (1) SET OF FLUSH
MOUNTED CHANNEL LETTERS; LED ILLUMINATION



SIGN TYPE: DONOR SIGN INSTALLATION

Existing Sign
None

Proposed Sign

Type: Building Identification Sign
Zoning: Up - Uptown District
Allowed: 6 sq. ft. in area
4'0" to 16'0"
Mounting Height
Size: 2'1" Height
13' 7" Long
28.56 sq. ft. in area
15' 6" Approximate
Mounting Height
(measured to top of sign)

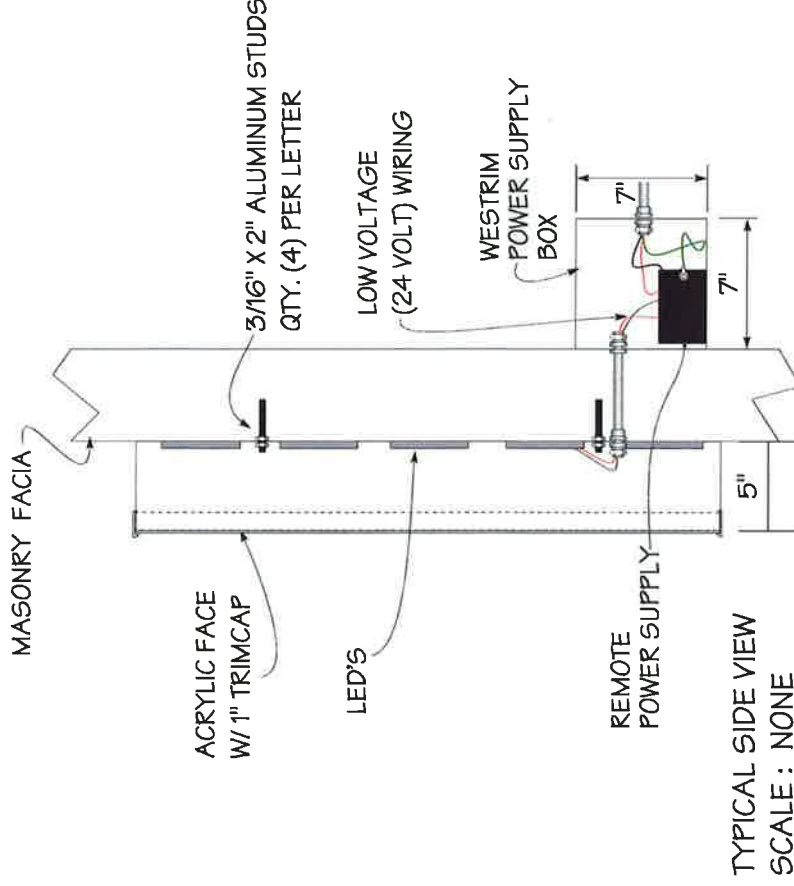
Fabrication/Installation Notes

Material: internally illuminated channel letters
Colors: dark red
Mounting: mounted flush to EIFS.

COLORS MAY NOT BE EXACT AS SHOWN
BECAUSE OF PRINTING LIMITATIONS.
COLOR MATCHING SHOULD BE DONE
ON THE COLOR REPRODUCTION.



Donor Sign Resubmittal
August 1, 2016



SIGN TYPE: DONOR SIGN VIEWING DISTANCE

Existing Sign

None

Proposed Sign

Type:

Building

Identification Sign

Zoning:

Up - Uptown District

Allowed:

6 sq. ft. in area

4'0" to 16'0"

Mounting Height

2'1" Height

13' 7" Long

28.56 sq. ft. in area

15' 6" Approximate

Mounting Height

(measured to top of sign)

Facade

20'3" Long

dimensions:

67" Height

Viewing

37' near sidewalk

distance

88' far sidewalk

from facade:



Donor Sign Resubmittal

August 1, 2016



Close Up View



88' View



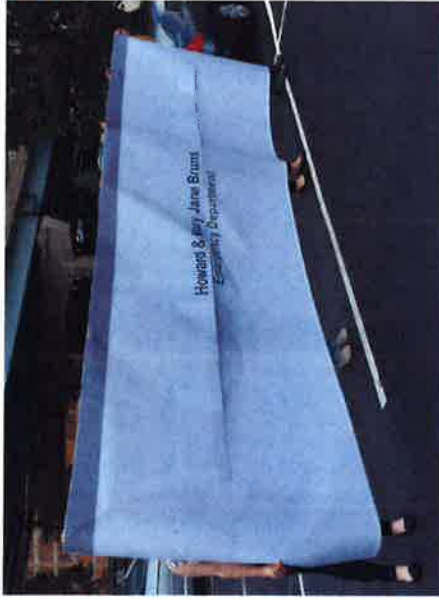
37' View



Proposed sign: approx 31.5 sq. ft.

Donor Sign Resubmittal
August 1, 2016

Close Up View



88' View



37' View



Allowed sign: 6 sq. ft.

Donor Sign Resubmittal

August 1, 2016