

G.20.010 Purpose and Applicability

1. This Chapter provides standards which apply to all development regulated in this Title, including standards for lighting, landscaping, screening and graphics.
2. The provisions of G.20.060 (Graphics Standards) within this Chapter do not apply to parcels with 2024 Zoning Code district designations falling under the review authority of the German Village Commission, Historic Resources Commission, Italian Village Commission, and Victorian Village Commission as outlined in Title 31.
3. The provisions of G.20.060 (Graphics Standards) within this Chapter do not apply to parcels with 2024 Zoning Code designations falling under the review authority of the East Franklinton Review Board as outlined in Chapter 3323 (East Franklinton District) and the University Impact District Review Board as outlined in Chapter 3325 (University District Zoning Overlay).
4. This Chapter provides standards and the exclusive process by which all Gateway Digital Graphics are regulated for parcels with either Title 33 Zoning Code or 2024 Zoning Code district designations. Furthermore, Gateway Digital Graphics are not subject to the review authority of the German Village Commission, Historic Resources Commission, Italian Village Commission, or Victorian Village Commission as outlined in Title 31 nor the review authority of the East Franklinton Review Board as outlined in Chapter 3323 (East Franklinton District or Overlay) the University Impact District Review Board as outlined in Chapter 3325 (University District Zoning Overlay), or the Downtown Commission as outlined in Chapter 3359.

G.20.060 Graphics Standards

- A. Except as provided in this Section, graphics within the Mixed-Use Districts must comply with the standards provided in Chapter 3375 (General Provisions) and Chapter 3377 (On-Premises Signs in Institutional, Commercial, and Manufacturing Districts).
- B. In addition to signs prohibited in Chapter 3375 (General Provisions), and unless otherwise specifically provided for in this Section, the following types of signs are not allowed: off-premises signs, billboards, signs with flashing lights or bare bulbs, rotating signs, pole signs, automatic changeable copy signs, bench signs, and roof signs.
- C. Ground Signs
 1. A development parcel is allowed one ground sign along each abutting street.
 2. The sign base must be monument style, and integral to the overall sign design and complement the design of the building.
 3. The minimum setback for a ground sign must be equal to the district's minimum building setback standard or 15 feet whichever is less. Required vision clearance must be maintained.
 4. The height of a ground sign must not exceed six feet above grade in the UGN-1, UGN-2, UCT, and UCR Districts.
 5. The height of a ground sign must not exceed 12 feet above grade in the CAC and RAC Districts.
 6. When indirectly lighting a ground sign, the light source must be screened from motorist view.
- D. Menu boards are only allowed as an accessory to a pickup unit subject to the following standards:

1. Each order point may provide an aggregate area of up to 30 square feet for menu boards.
2. Menu boards must not be located between the building and a street right-of-way.
3. Menu boards must not be located within 50 feet of a Residential Zoning District.
4. Freestanding menu boards must not exceed a height of six feet from grade.
5. Menu boards are not subject to this Section's restrictions regarding automatic changeable copy. However, images and messages displayed must be static and the transition from one static display to another must be instantaneous to the human eye without any transition effects (e.g., wipes, fades, or other special effects).

E. Gateway Digital Graphics

1. Intent – This Division provides the standards and requirements designed to limit the frequency, intensity, and spacing of Gateway Digital Graphic locations. Additionally, unless otherwise specifically provided herein, these regulations establish the exclusive process by which Gateway Digital Graphics are reviewed and approved.

2. Definitions

a. “Gateway Area” means the Downtown District as provided for in Chapter 3359 or within one mile from the Downtown District boundary.

b. “Gateway Digital Graphic” means a permanent, illuminated digital graphic that is affixed to a building located in the Gateway Area and functions as an on-premises or off-premises sign. Gateway Digital Graphics must be principally oriented towards an interstate highway or “controlled access highway” as defined in Section 4511.01 of the Ohio Revised Code.

3. Size and Intensity Standards

- a. A Gateway Digital Graphic shall be affixed to a building and shall not be a stand-alone sign.
- b. A Gateway Digital Graphic may have up to 2 faces.
- c. The minimum size for each allowable facing of a Gateway Digital Graphic shall be 1,000 square feet.
- d. The maximum size for each allowable facing of a Gateway Digital Graphic shall be 1,200 square feet.
- e. Sign area excludes allowed embellishments and owner/erector’s identification.

4. Location Requirements

- a. Gateway Digital Graphics shall be located on property that is zoned to allow commercial, industrial or mixed-use uses but may be in either Title 33 Zoning Code or 2024 Zoning Code district designations. Any planning or limitation overlays or areas of special graphics control existing on the property do not apply to Gateway Digital Graphics.

- b. Gateway Digital Graphics must be located in the Gateway Area and must be principally oriented towards an interstate highway or "controlled access highway" as defined in Section 4511.01 of the Ohio Revised Code.
- c. A maximum of six (6) Gateway Digital Graphics locations shall be authorized.
- d. A Gateway Digital Graphic that meets the requirements of this Division may be erected and maintained within 660 feet of any right-of-way line of an interstate system or "controlled access highway", as defined in Section 4511.01 of the Ohio Revised Code, that is located in the Gateway Area, subject to the issuance of a Special Permit as required herein and in conformance with the requirements of the Ohio Department of Transportation ("ODOT"). In accordance with ODOT regulations, if ODOT mandates the removal of a Gateway Digital Graphic, and all legal and administrative remedies have been exhausted, the owner of said Gateway Digital Graphic shall remove the Gateway Digital Graphic and be solely responsible for any and all costs incurred in connection with its removal.

5. Spacing Requirements

- a. Each Gateway Digital Graphic shall be separated from every other Gateway Digital Graphic by no less than 1,200 feet, measured along the radius beginning at the center of the proposed Gateway Digital Graphic and extending to a point nearest to the center of any other approved Gateway Digital Graphic.
- b. Gateway Digital Graphics with faces directed at the same orientation of traffic and on the same side of the roadway shall be separated by at least one mile, measured along the radius beginning at the center of the proposed Gateway Digital Graphic and extending to a point nearest to the center of every other approved Gateway Digital Graphic.

6. Illumination and special effects of Gateway Digital Graphics

- a. Each Gateway Digital Graphic shall display a static image for a minimum of eight seconds. The transition from one static display to another must be instantaneous to the human eye without any transition effects. Transition effects include wipes, fades, or other special effects.
- b. Each Gateway Digital Graphic shall be equipped with a light sensing device that automatically adjusts the brightness of the graphic as ambient light conditions change.
- c. Each Gateway Digital Graphic shall be operated with monitoring that shall either turn off the display, or show a full black image on the display, in the event of a malfunction that affects more than 50 percent of the graphic face.
- d. No Gateway Digital Graphic shall exceed a brightness level of 0.3 foot-candles above ambient light as measured using a foot-candle (Lux) meter at a pre-set as established by the following procedure:
 - i. At least 30 minutes past sunset, record the ambient light while the sign is off or displaying all black copy, or with the sign's illumination blocked.

- ii. The light meter shall be held five feet above the finished grade in front of the Gateway Digital Graphic
- iii. The meter shall be aimed toward the center of the Gateway Digital Graphic face.
- iv. From the same location, a second reading shall be recorded while the Gateway Digital Graphic display is on and not blocked.
- v. The measurement distance shall be 300' from the Gateway Digital Graphic face.
- vi. If the difference between the measurements is 0.3 foot candles or less, the brightness is properly adjusted; otherwise, the Gateway Digital Graphic must be adjusted to comply with the brightness adjustment standard set forth above.
- e. Auditory effects, including music, shall not be permitted as part of any Gateway Digital Graphic display.

7. Installation and permit requirements

- a. In accordance with the provisions of Chapters 3381 and 3383, a certificate of zoning clearance and an installation permit shall be required prior to the installation or re-facing of a Gateway Digital Graphic.
- b. Each Gateway Digital Graphic shall be identified with the owner's or the erector's name. An owner/erector's identification placard shall be placed directly below the graphic face and the placard shall have a maximum area of 65 square feet.
- c. Each application for a Gateway Digital Graphic installation permit shall be accompanied by an affidavit, signed by the property owner, which shall specify that the applicant has exclusive permission to erect and maintain the Gateway Digital Graphic for which the installation permit is requested.
- d. An installation permit shall expire one year after the date of issuance.
- e. Prior to removing any existing Gateway Digital Graphic, the owner or the general or limited sign erector employed to remove same shall submit a written notice of removal to the Director.
- f. A Special Permit from the graphics commission shall be required for Gateway Digital Graphics. Gateway Digital Graphics shall not require any certificate of appropriateness, certificate of approval, or clearance from any other review board or commission.
 - i. The graphics commission shall grant a Special Permit for a Gateway Digital Graphic where it is shown that the Special Permit can be granted without substantial detriment to the public good and public safety, and without substantial impairment of the general purpose and intent of the zoning district in which the Gateway Digital Graphic is proposed to be located.
 - ii. In granting a Special Permit, the graphics commission may impose such requirements and conditions regarding the location and features of the proposed Gateway Digital Graphic, as well as such special conditions as may be necessary to

carry out the intent and purpose of this Division and to otherwise safeguard the public safety and welfare.

- iii. The graphics commission shall have authority to review and to revoke any Special Permit when a condition of the Special Permit has been found to have been violated. The applicant shall be notified of a violation of the Special Permit and be given an opportunity to be heard and to conform the use to the Special Permit conditions prior to any revocation.