



Bexley Planning Commission Planning Staff Report – February 22, 2016

Drexel Theatre Marquee Sign and Façade Improvements

Application #: 15-007

Location: 2254 E. Main St.

Zoning: Mixed Use Commercial (MUC) District and Main Street (MS) District

Request: The applicant is seeking:

- Environmental review to allow repairs and updates to the Drexel Theatre marquee signage and entry.

Applicant: Columbus Sign – Drexel Theatre

Owner: CAPA

A. STAFF RECOMMENDATION

The proposed improvements are meant to restore lost architectural authenticity to the historic, iconic Drexel Theatre marquee signage as well as the front entryway.

A great contributing element of the Main Street corridor, the historic façade elements do not fit easily into the typical review standards. As such, we need to use some thoughtfulness in applying our review to this application.

Staff recommends approval of the proposed improvements, with the conditions outlined at the end of the report and based on the considerations below.

B. BACKGROUND



The site is located on the north side of Main Street, between College and Drexel Avenues.

Having an operating first-run movie theater is a rare and valuable asset on a historic Main Street corridor such as Bexley's.

1. Zoning District

The project is located in the Main Street District (MS) and the Mixed Use Commercial (MUC) District, which uses the Main Street Design Guidelines to inform the Planning Commission as to appropriate signage (*1230.04(g)*) and façade improvements.

1a. Signage

The Guidelines recommend (*Pages 61-69*):

- Sign types recommended: wall sign, awning sign, projecting sign, window sign. The existing sign is not within the typical review standards as it is an iconic, historic sign on the Main Street corridor.
- A unique historic marquee sign is already in place on the Main Street frontage. One secondary wall sign was recently approved by the Planning Commission and installed on the western facade.
- Size recommendations in chart below:

	Guidelines Recommendation	Drexel Theater
Maximum size – all signage	1 square foot per linear frontage (max 70) – approx. 50 s.f. here	<ul style="list-style-type: none"> • Atypical, historic marquee sign does not fall under typical review standards • Wall sign - 11.5 square feet

Planning Commission should take the following in to consideration with regard to signage size:

- By the technical interpretation of the Main Street frontage, the guidelines limit the overall signage to 70 square feet. The unique nature of the Drexel marquee makes this typical review standard inapplicable.
- The proposed sign improvements are restorations to the existing marquee in order to more closely match the historical character of the 1950s.

1b. Facade

The Guidelines recommend (*Page 56*):

- Main entrance facing Main Street.
- Attractive and active entry door.

C. CONSIDERATIONS

Staff finds this application very much in conformance with the intent of the Main Street Design Guidelines. This application focuses on restoration of the historic character of the signage and building entry, improving upon an already important piece of the Main Street urban fabric.

Specific elements for consideration by the Planning Commission include the following applicant proposals:

- Repair/replace the lighting elements throughout the sign.
- Paint marquee to match the original colors.

- Add new lighting behind the decorative glass block panels. The operation and approach to this lighting should be described to the Planning Commission by the applicant.
- Restore the underside of the canopy to match historic photos. Applicant should explain the proposed materials and provide staff with a final design drawing.
- Restore the exterior ticket kiosk to match the provided 1951 photo. Specific details including final materials should be provided to staff.
- Applicant proposes to provide new entry doors and hardware to match 1951 photo. Final door specifications should be provided to staff.

D. ADDITIONAL COMMENTS

No additional comments.

E. RECOMMENDED CONDITIONS

Staff supports Planning Commission approval of the requested signage and façade improvements with the following conditions:

1. That final building materials for the underside of the canopy be acceptable to Planning Commission and final drawings be submitted to the satisfaction of staff;
2. Final detailed drawings and materials for the proposed ticket kiosk be submitted to the satisfaction of staff;
3. Final entry door specifications be submitted to the satisfaction of staff;
4. The signage and façade improvements will be in substantial conformance with the renderings submitted at the February 22, 2016, Planning Commission meeting.

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