



9/2/2026 | 6:00 PM

**Municipal Services Center, Council Chamber
3600 Tremont Road**

- 1. Call to Order/Roll Call**
- 2. Preliminary Reviews**
 - a. Arlington Gateway, 1375 W. Lane Avenue (#26-3882) - Informal review of a comprehensive graphics plan amendment to permit an electronic message center (EMC) on the east elevation of the parking garage, facing State Route 315.
- 3. Adjournment**



Authors: Justin Milam, AICP, Senior Planner

BZAP Meeting Date: September 2, 2026

Subject: Arlington Gateway, 1375 W. Lane Avenue (#26-3882) -
Informal review of a comprehensive graphics plan amendment
to permit an electronic message center (EMC) on the east
elevation of the parking garage, facing State Route 315.

Overview/Request

Representatives from Continental Real Estate and Lamar Advertising will be present to introduce a proposed electronic message center (EMC) to be installed on the east elevation of the Arlington Gateway development. This proposed digital billboard would be installed on the parking garage and face east toward Columbus, State Route 315, and The Ohio State University. It measures 50 feet wide and 45 feet tall, or 2,180 square feet in area. The application leaves out pertinent details (see City Review), but notes content restrictions and community-forward messaging, as well as it being an aesthetically appropriate communications tool. This proposal is a means to sell advertising space and is not sponsored by the City.

Zoning Code Requirements

Article 6.06 of the Unified Development Ordinance (UDO) states the following about comprehensive graphics plans:

To avoid visual clutter and visual blight, to improve wayfinding, to decrease distraction for motorists and pedestrians, and to encourage economic development and placemaking as contemplated by the Master Plan in the City's Planned Mixed Use Districts (PMUDs), a comprehensive graphics plan shall be required for all projects located in a PMUD. This shall be reviewed by BZAP for signage types, locations, color scheme, sizes, illumination, compatibility with architecture, and establishment of unity of design for the development. In evaluating a Comprehensive Graphics Plan, this Section shall serve as a reference but the Comprehensive Graphics Plan may supersede this Section's requirements; provided, however, that any deviation from this Section's requirements in a Comprehensive Graphics Plan shall not impair the City's aesthetic objectives, traffic and pedestrian safety, or the City's other interests as noted in this Section. After adoption of a comprehensive graphics plan, all new individual signs shall be reviewed by the Community Development Department for conformance with such graphics plans. The Community Development Director shall determine whether minor amendments to graphics plans, other than those related to the specific types of signage permitted, shall require BZAP review. BZAP has the right to rescind any approval, or any subsequent approvals, if the graphic design criteria required are not adhered to by the



owners, tenants, or other parties permitted to erect signs by future owners.

Billboards have not been permitted in Upper Arlington since its founding. The following types of signs are prohibited in the community, but may be permitted based on the above section of the Sign Code:

- *Flashing, animation or full-video, scrolling, moving or creating the illusion of movement, rotating signs with text or graphics, intermittently lighted signs or other mechanically or manually rotated or eye-catching devices, or flashing or running lights giving the illusion of movement, including time and temperature devices.*
- *Signs with changeable copy, digital or manual.*
- *Wall-wraps or building-size supergraphics.*
- *Except for temporary signs and banners used to advertise special commercial events, no sign or banner shall be installed off premises.*

City Review

After a preliminary review, Staff has identified a variety of concerns and issues, which have been shared with the applicant:

- The application demonstrates mostly City of UA graphics and messaging, making it appear to be a City project, which it is not. Please supply example advertising;
- More information is needed about the number, timing, and duration of ads;
- Confirming how many ads will be on a frame, and how many frames will be on an ad;
- Ensure day/night contrast for readability. Avoidance/prohibition of white backgrounds shall apply;
- CO Analysis may be required to cover parking garage openings. A potential warning system may be needed;
- Hours of operation, and if applicable, noting if a timer is possible;
- Impacts on traffic and distracted driving; and
- Proposal for community and local business advertising.

Next Steps

The applicant is seeking preliminary feedback from the Board before potentially finalizing a plan to seek an amendment to the approved graphics plan for the Arlington Gateway development. All non-minor amendments to graphics plans must be approved by BZAP.



BZAP Conceptual Review

1375 West Lane Ave – Arlington Gateway East Façade Electronic Communication Device

We are requesting conceptual review of an electronic communication device on the east façade, facing the commercial corridor along Lane Avenue.

This location was selected intentionally. The sign will be visible only to traffic and pedestrians traveling the Lane Avenue commercial corridor as they enter Upper Arlington. It will **not** be visible from any residential properties, ensuring that its impact is limited to the commercial district where digital communication is appropriate and beneficial.

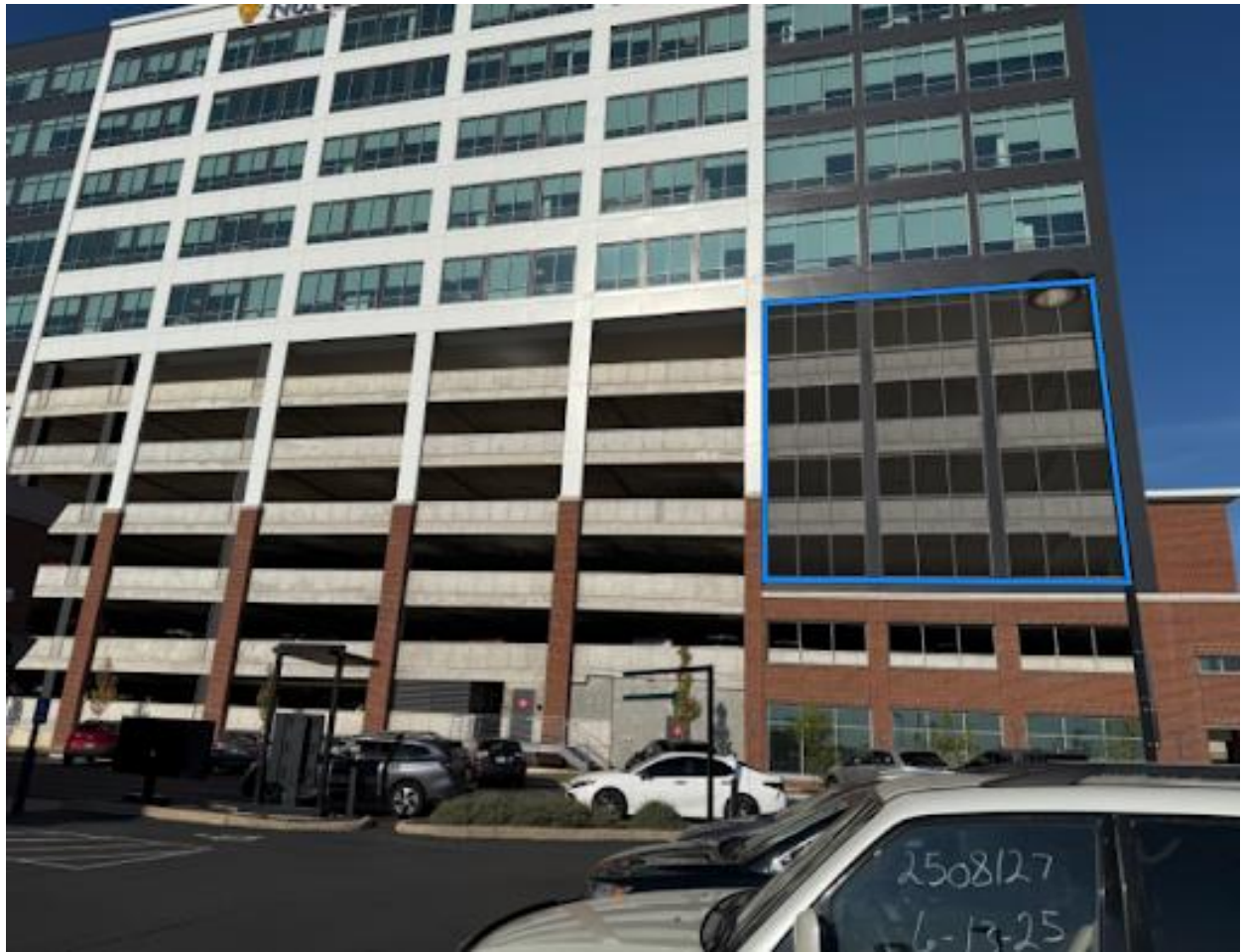
Our goal is to integrate a modern, well-regulated communication device that supports community messaging, enhances corridor identity, and aligns with Upper Arlington’s standards for safety, aesthetics, and responsible content management.

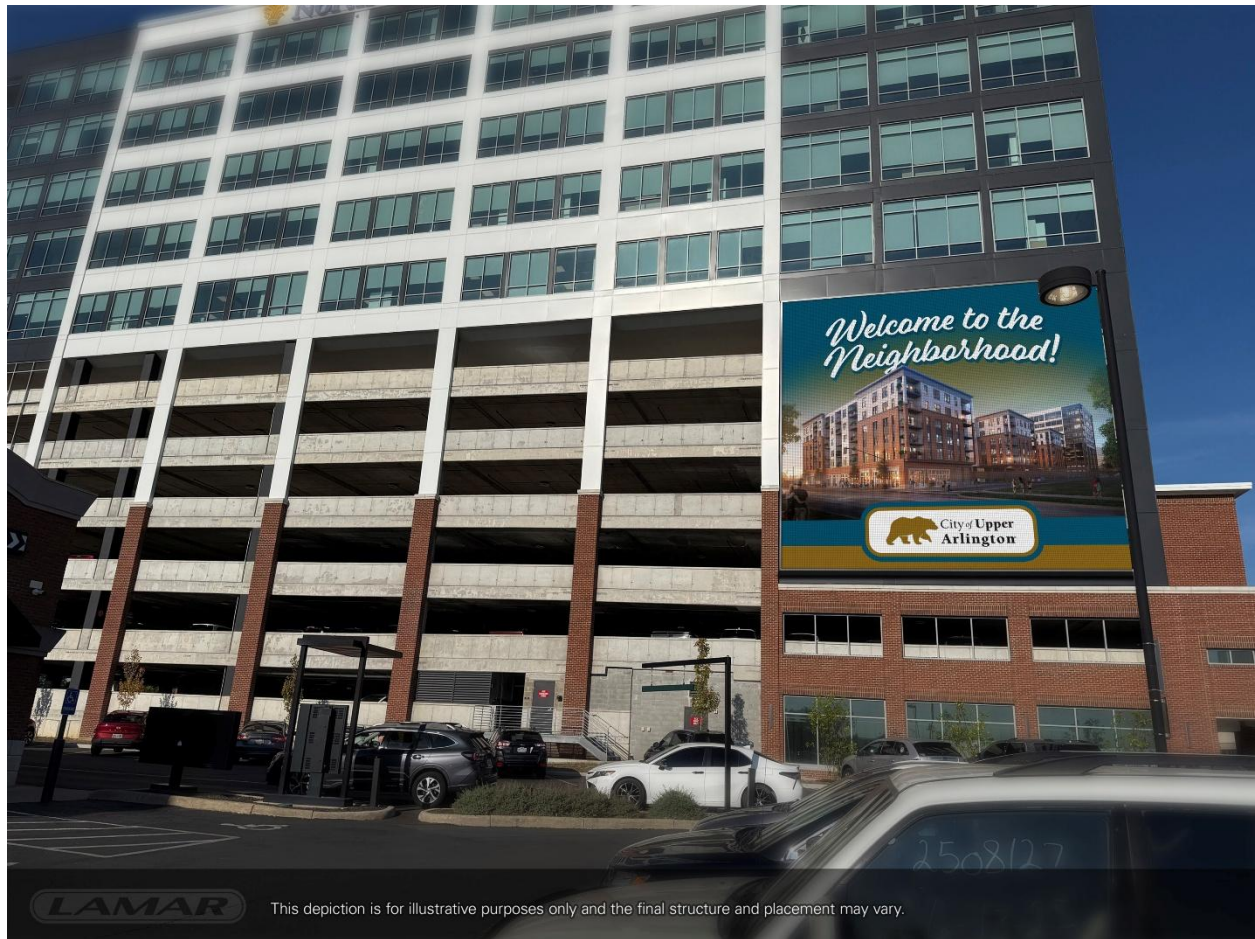
To that end, we have incorporated several commitments into the proposal:

- **Content Restrictions** — We will limit, avoid, and where appropriate prohibit specific product advertisements. Messaging involving alcohol, smoking, sex, guns, or other sensitive categories will not be permitted.
- **Community-Forward Messaging** — Emphasize partnership-type messaging, including opportunities for collaboration with Ohio State and other community institutions.
- **City-Driven Content** — We will specifically allow “Welcome to Upper Arlington” messaging and other community-oriented content generated by the City’s Community Affairs Division.
- **UA-Based Business Priority** — There will be a strong preference for promoting UA-based businesses, reinforcing the local economic ecosystem.
- **Lighting Controls** — The sign will comply with strict lighting limitations to ensure it does not create glare, distraction, or any visual or traffic hazard. Brightness levels, dimming schedules, and directional shielding will be incorporated into the operating plan.
- **Maintenance Standards** — We will maintain a rapid turnaround for any damaged or non-functional panels. A defined maintenance protocol will ensure the sign remains fully operational, visually consistent, and safe.
- **Emergency Messaging** — The device will support emergency messaging from UA, Franklin County and the State of Ohio when needed, providing an additional communication channel for public safety. This will include partnerships with the National Weather Service, FBI, Franklin County Emergency Management, and others

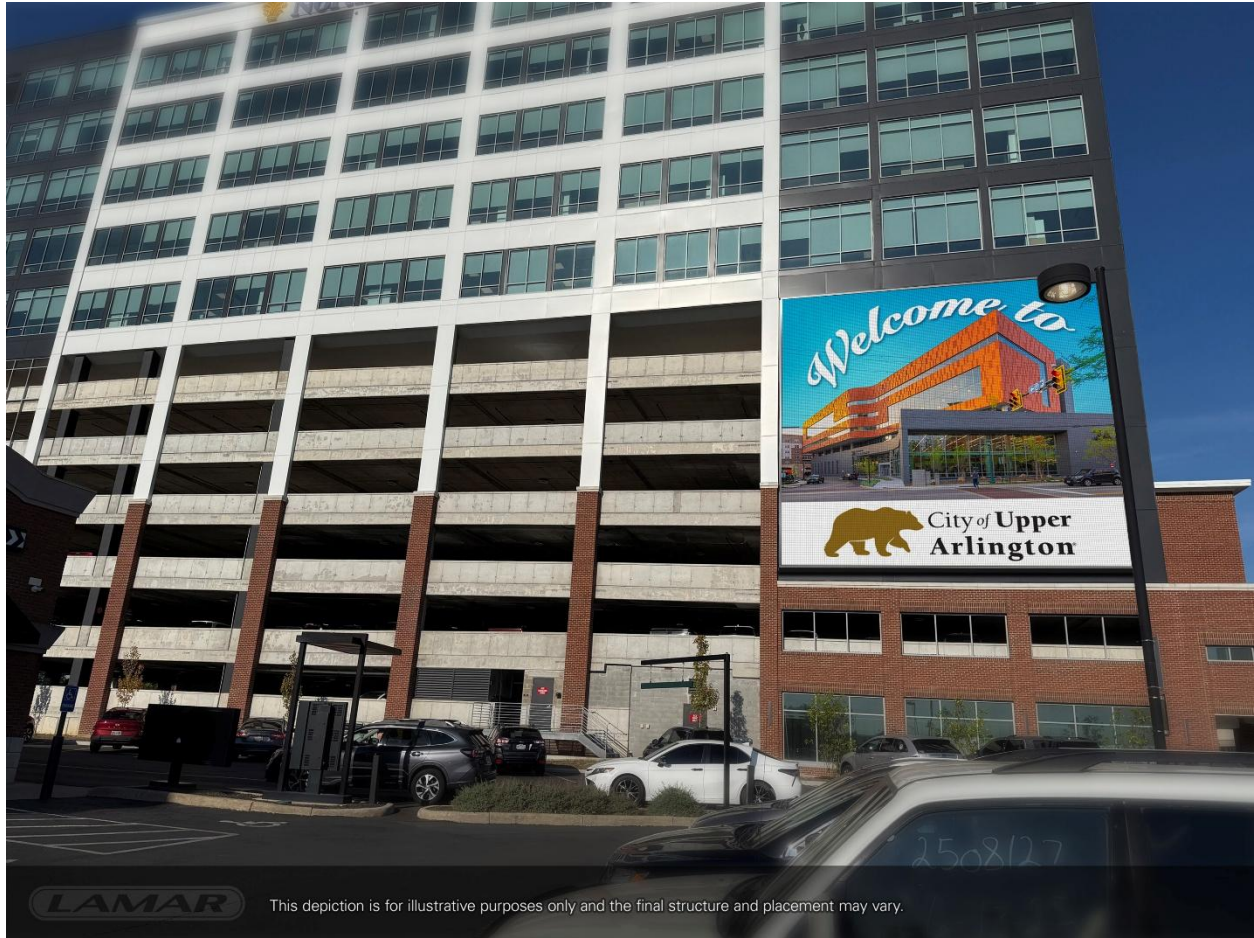
Taken together, these commitments demonstrate our intention to operate this sign as a **community-oriented, safety-conscious, and aesthetically appropriate** communication tool—not simply a commercial display.

We believe this proposal strengthens the Lane Avenue corridor, supports Upper Arlington’s identity, and provides a flexible platform for city-driven messaging. We welcome feedback from the Board and look forward to collaborating to ensure the final Graphics Plan reflects the high standards expected in Upper Arlington.

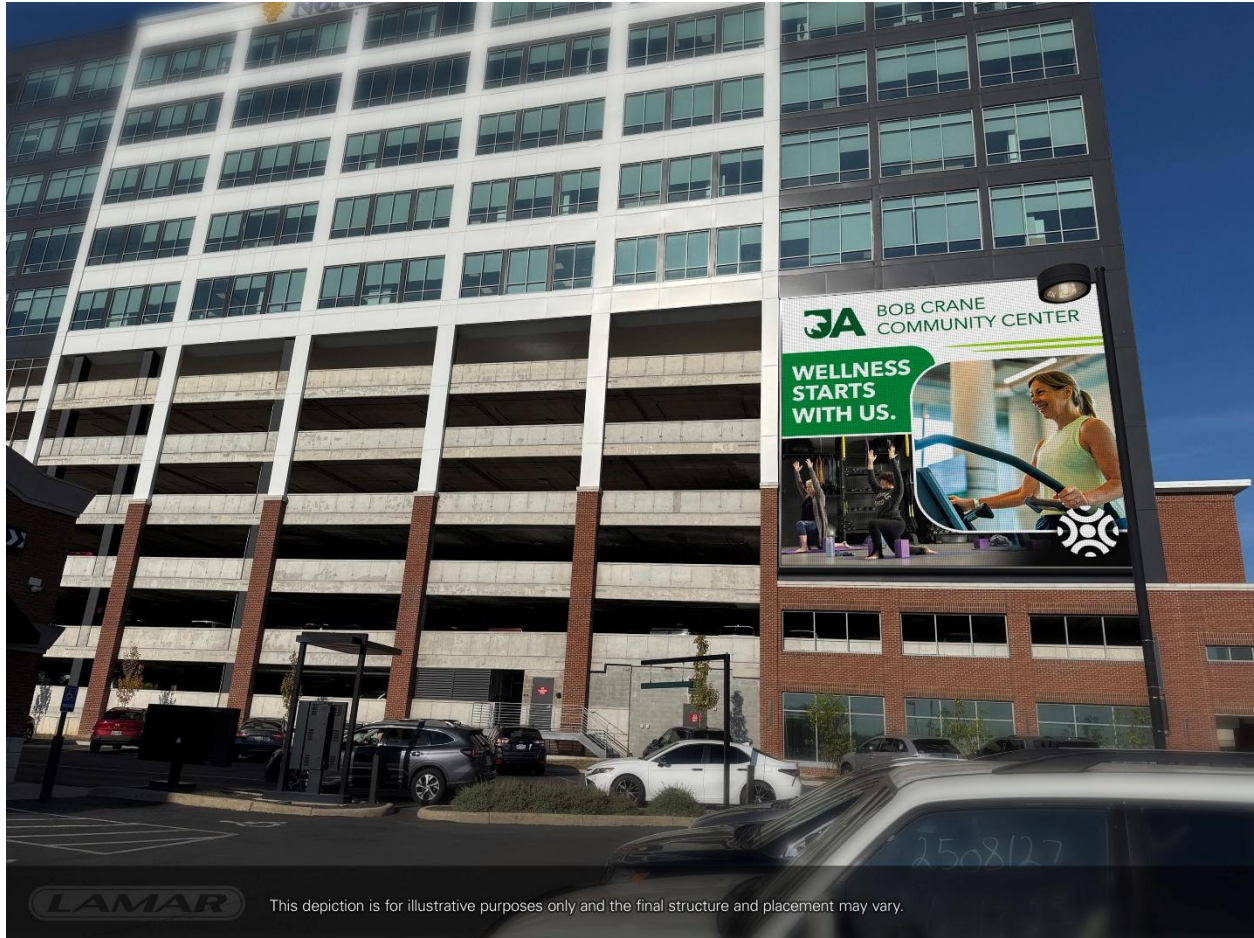




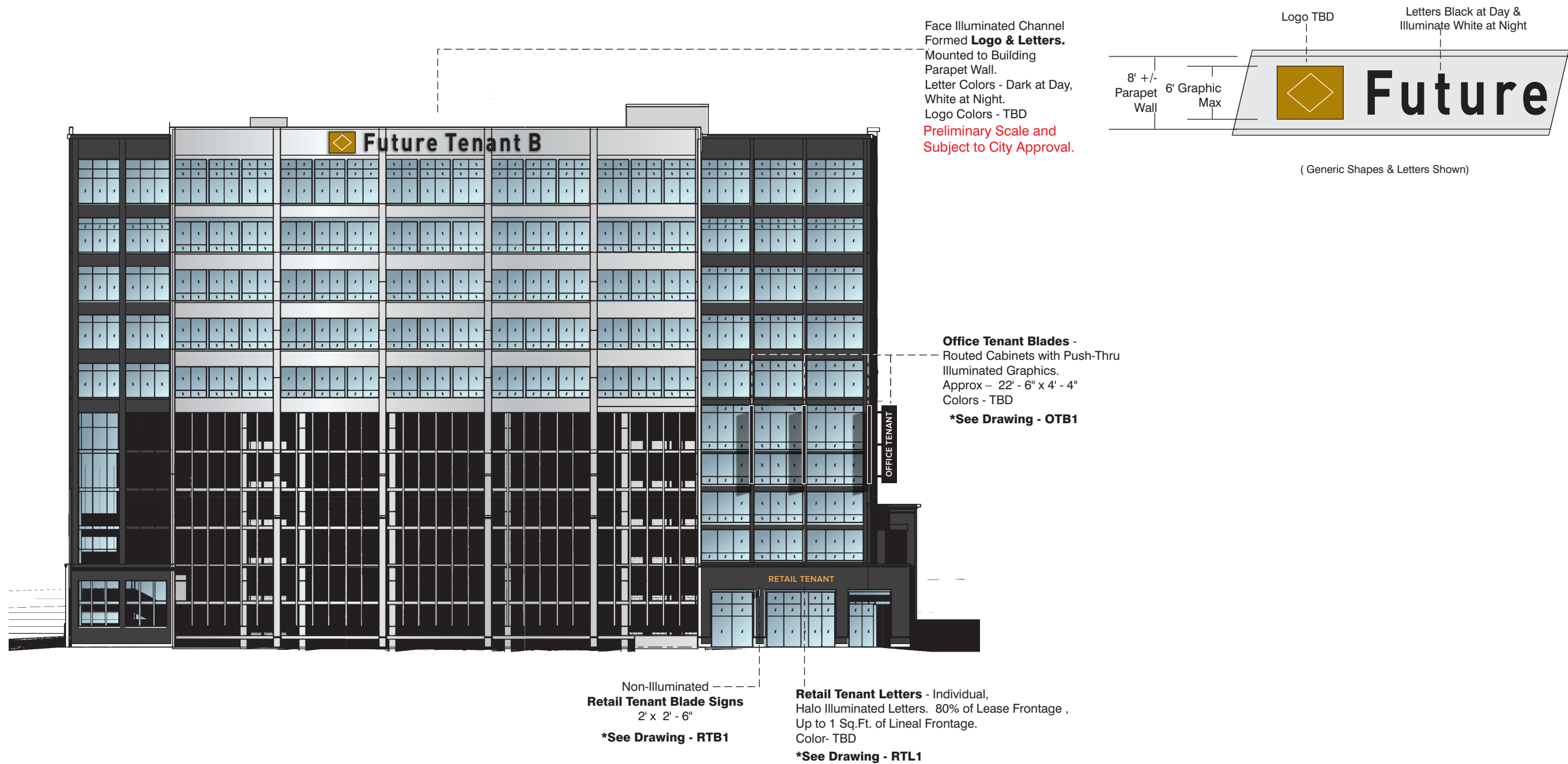








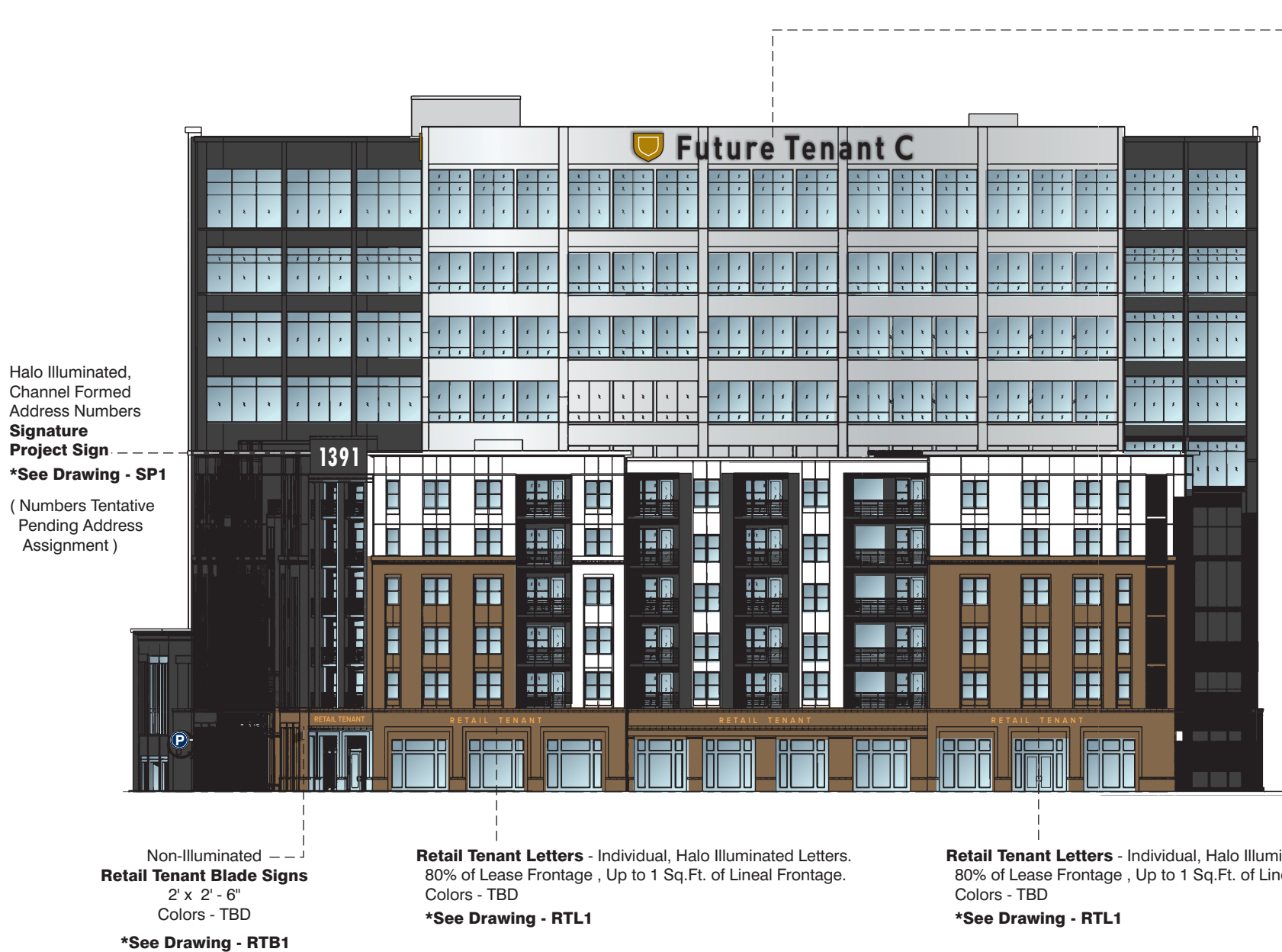




E1 EAST ELEVATION SCALE 1/32" = 1'
Verify Measurements & Information Shown

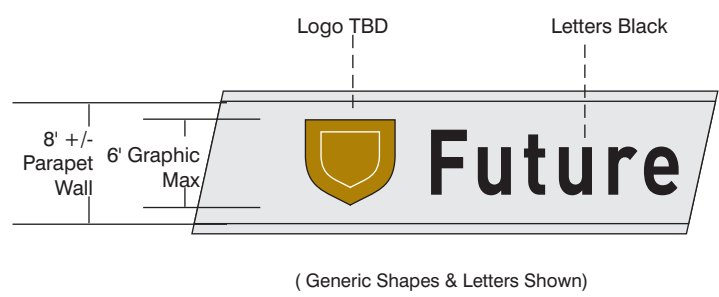


N1 North Elevation Scale 1/32" = 1'
Verify Measurements & Information Shown



Non-Illuminated
Channel Formed
Logo & Letters.
Mounted to Building
Parapet Wall.
Logo - TBD.
Letters- Black

**Preliminary Scale and
Subject to City Approval.**



W1 **WEST ELEVATION** **SCALE 1/32" = 1'**
Verify Measurements & Information Shown



Scale 3/32" = 1'

Individual Channel Numbers w/
Halo Illumination From Behind.

Colors-----

☐ Satin Silver

☐ White

Halo Illumination - White.

SP1

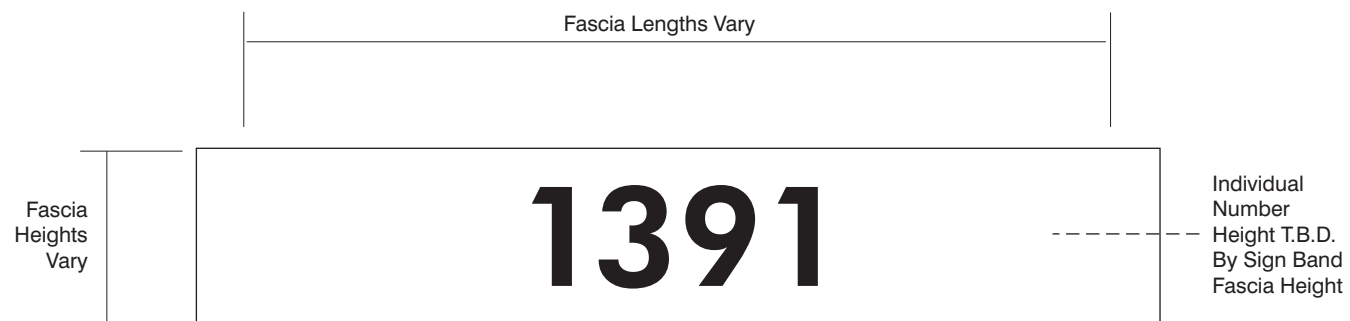
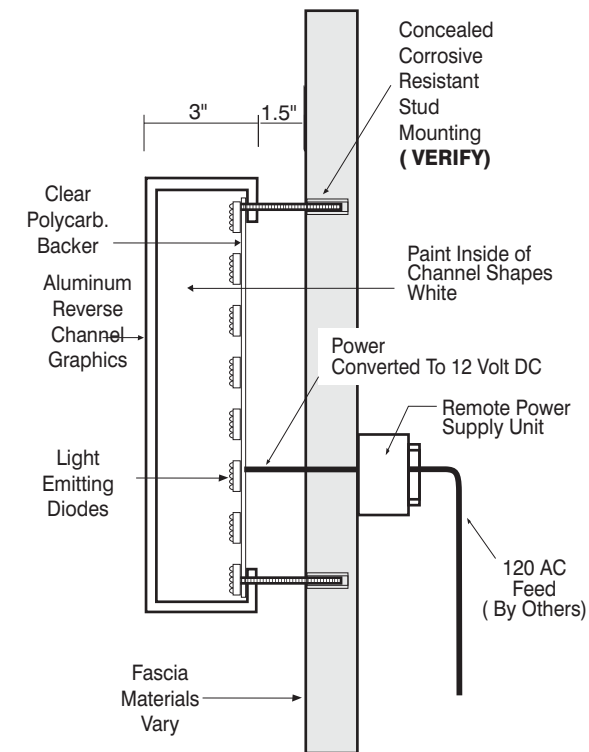
Halo -Illuminated Signature Project Signs

Verify All Measurements & Information Shown

Numbers Tentative Pending Address Assignment



Scale 3/32" = 1' On North & West Elevations



Alternate Address - 1331



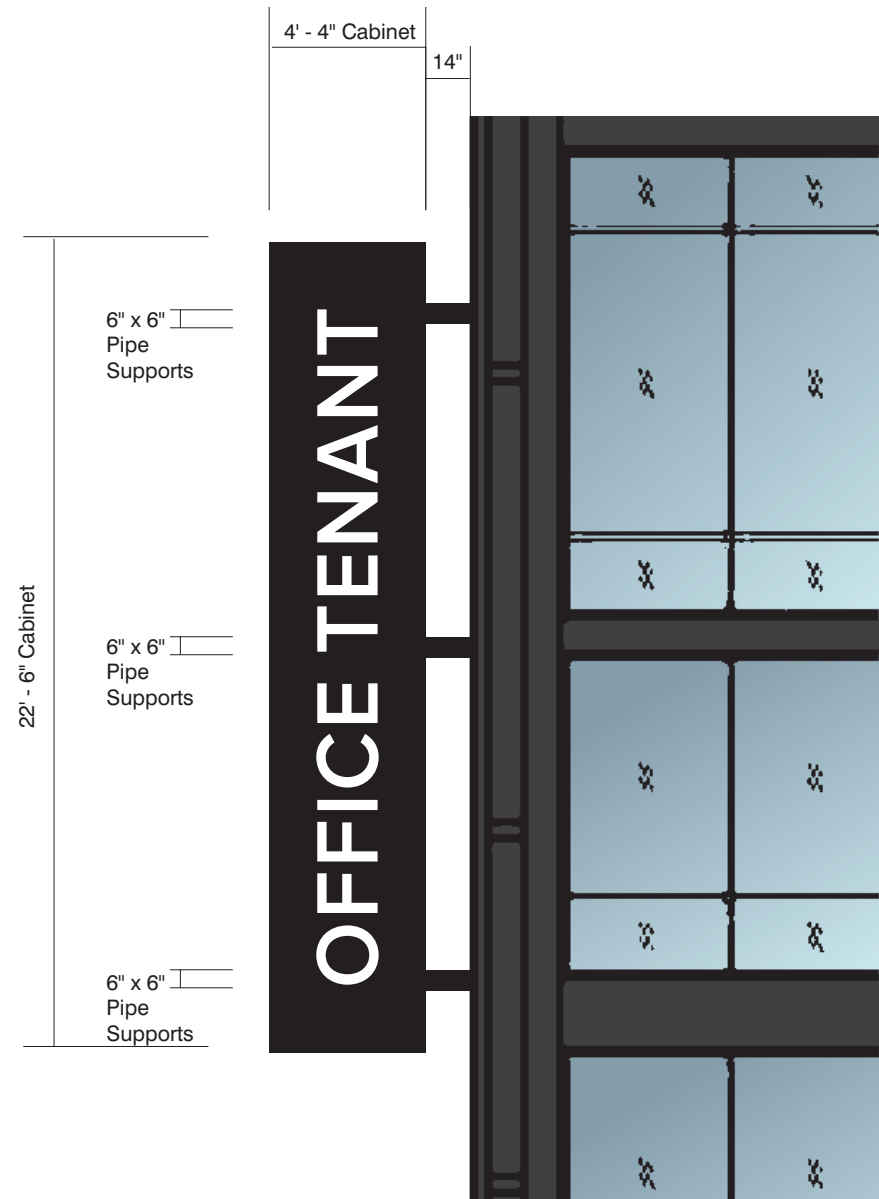
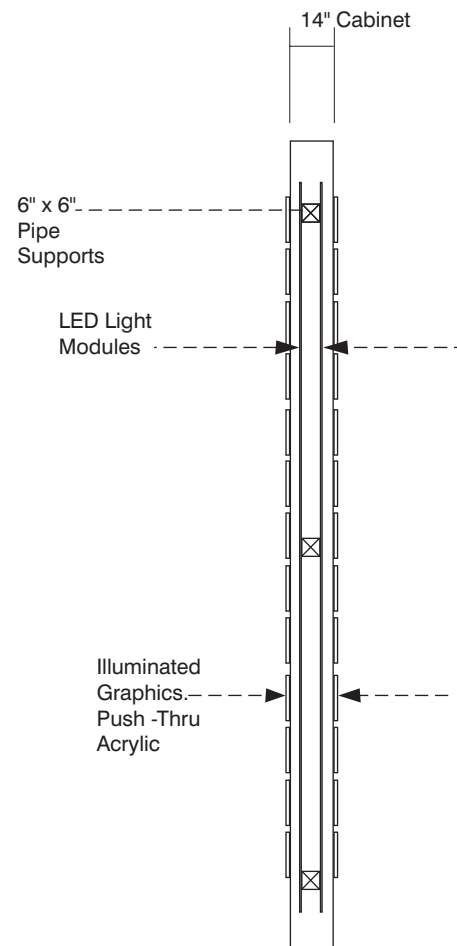
Aluminum Constructed Cabinets , Assembled Over Welded Framework.

Routed Cabinet Faces with Push-Thru Illuminated Graphics.

LED Light modules Positioned For Optimum Illumination

Cabinet Supported by 6" x 6" Aluminum Tubes, Secured Flush with Mounting Plates

Scale 1/16" = 1'



Scale 3/16" = 1'

OTB 1

D.F. Illuminated Office Tenant Blade Sign

Verify All Measurements & Information Shown

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CLIENT APPROVAL _____ DATE _____

☐ PRODUCTION ART REQUIRED
Colors on Printed Documents May Vary

PROJECT NAME ARLINGTON GATEWAY
LOCATION _____
CITY UPPER ARLINGTON STATE _____

REVISION _____

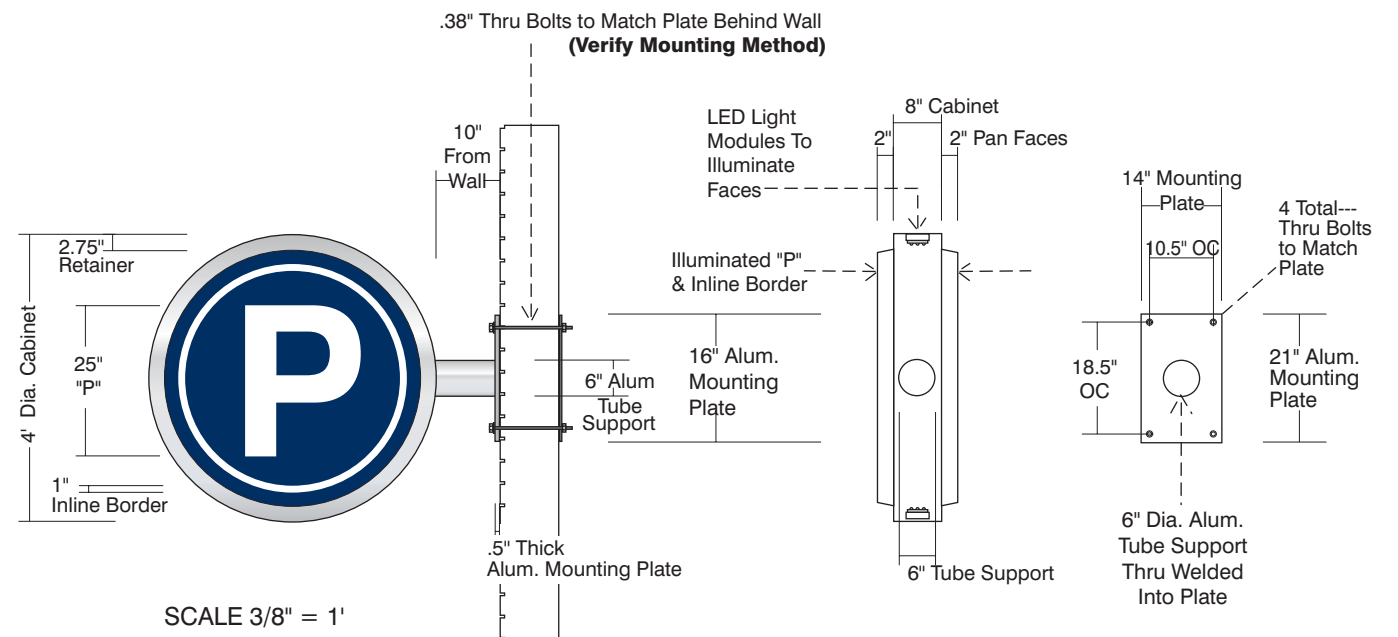
SALES BMS
DESIGN KD
SIZE 8.5 x 14

DATE 6-8-20
SCALE Noted
PROJECT# 20243



North Elev. Scale 1/16" = 1'

4' Dia. Illuminated "P" **Parking Blade Sign**



Verify All Measurements & Information Shown

PB1

2 Total

D.F. Internally Illuminated **"P" Parking Blade Sign**

One (1) on North Elevation & One (1) on South Elevation

Retail Tenant Letters - Individual, Halo Illuminated Letters.
80% of Lease Frontage , Up to 1 Sq.Ft. of Lineal Frontage.



Non-Illuminated
Retail Tenant Blade Signs
2' x 2' - 6"
See Drawing - RTB1

Scale 1/8" = 1'

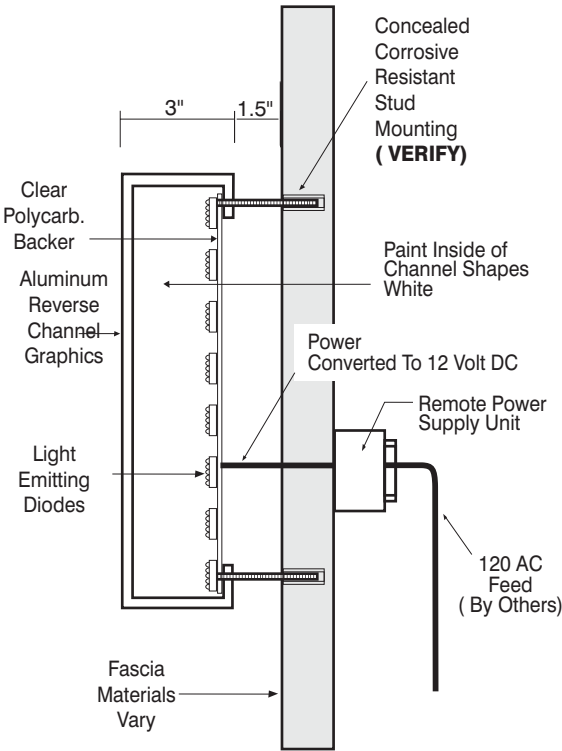
Individual Channel Letters w/
Halo Illumination From Behind.

Colors-----

- ☐ Black.
- ☐ White.
- ☐ TBD

**Colors Pending
Tenant & Landlord Approval.**

Halo Illumination - White.



Fascia Lengths Vary

Max = 80% of Lease Frontage , Up to 1 Sq.Ft. of Lineal Frontage.

RTL 1

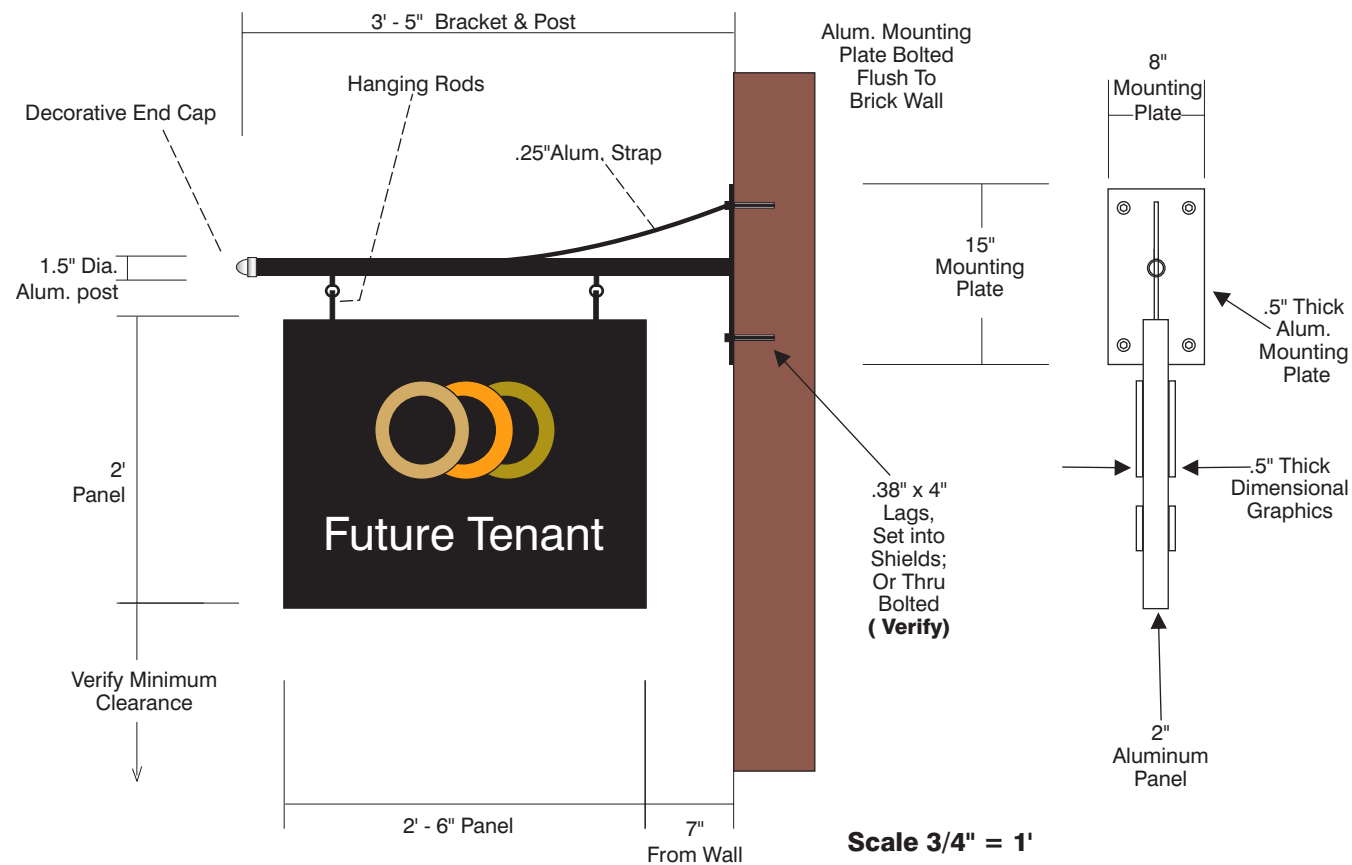
Halo -Illuminated
Retail & Office Tenant Letters

Verify All Measurements & Information Shown

Fascia
Heights
Vary

RETAIL TENANT

Individual Letter
Height T.B.D.
By Sign Band
Fascia Height



RTB 1

D.F. Non-Illuminated Retail Tenant Blade Sign

Verify All Measurements & Information Shown