

Marion City Design Review Board

Sign Permit

Staff Report

October 26, 2021

**Applicant:** Mark Holbrook, Director Marion Area Convention & Visitors Bureau  
**Property Owner:** Classic Northern Investments LTD  
**Location:** 198 W. Center St.  
**Request:** Install 97.5" long by 47" high wall mounted sign over the western entrance.  
**Comment:**

**Building Description:** The three-story building is divided in to two storefronts on the first floor and has six residential size windows on the 2<sup>nd</sup> and 3<sup>rd</sup> floors. On the first floor the Convention and Visitors Bureau is located on the west half in 198 W. Center (formerly occupied by Home Again Stained-Glass shop) and Goal Digital Academy is located in the east half ( 196 W. Center St.) A central staircase leads to the upper floors (known as 196 ½). The two storefronts have large display windows and there are three recessed entry ways.



**Location of Sign:** Above the storefronts there is a cream-colored sign panel area approximately 6 feet high separating the display windows from the first-floor cornice. This area is the proposed location for the wall mounted sign. Traditionally, this is a location normally devoted to wall mounted signage.

**Sign Details:** The proposed sign is a contoured 3 mm Dibond panel with digital vinyl graphics. In the top arch it will have the street number "198". Beneath the address will be the words "Visitor Center" in large tan letters with "Tourism Office" on the bottom row. The colors are Pantone Dark Green # 5605 for the background and the letters will be in Pantone Tan # 467 which are consistent with the Visitors Bureau's current color pallet. The green and tan will also complement the existing cream background on the building.

**Size of Sign:** The building is 40' wide and 132' deep. Each storefront is approximately 16 feet wide, and the central staircase uses about 4' of the frontage. The proposed sign will be just over 8' 1.5" wide and 3' 11"t high. It will be centered over the CVB's doorway. This placement should leave 3.5 feet blank on either side of it and a foot above and below the sign.

The applicant states that the front facing sign should be visible from almost 180 degrees. Out of town visitors will be looking for the center from their cars and on foot. The CVB feels that a large, attractive sign with clear messaging will best serve the visitors and the community. The prominent street number will also help those using GPS navigation. For these reasons they feel that the large wall mounted sign will be preferable to a smaller projecting sign used elsewhere in the district.

Staff agrees that the nature of the CVB is to serve visitors often unfamiliar with the community. The large sign will help with way finding.

**Staff Recommendation:**

Staff feel that the sign is attractive and simple to understand and will nicely fit above the western storefront. In the past, the Design Review Board has put stipulations on the owner that future graphics attempt to balance the two storefronts.

Approve the wall mounted sign with the condition that if the eastern storefront ever desires wall mounted signage, it be similar in size, shape, location, and material to maintain visual balance on the building a whole.

Marion Area Convention & Visitors Bureau  
198 W. Center St.

Mark Holbrook mholbrook@visitmarionohio.com

**H** 93.5" x 47" contoured 3mm Dibond panel  
w/ digital vinyl graphics - 1 side  
direct screws mount to wall

size references:

198 - 6"

V - 10"

ISIT - 8"

TOUR - 6.5"

**198**

**VISITOR CENTER**  
**TOURISM OFFICE**





