Graphics Commission Application

Address: 111 N Front Street, Columbus, Ohio 43215
Phone: 614-645-4522
Email: zoninginfo@columbus.gov
Website: www.columbus.gov/bzs

THE CITY OF COLUMBUS
ANDREW J. GINTHER, MAYOR
DEPARTMENT OF BUILDING AND ZONING SERVICES

Office Use only
Application Number: GC26-037 Date Received: 8/17/2026
Assigned Planner: Steven Smedley Fee: $2,500
Contact Information: SFSmedley@Columbus.gov
Comments: Scheduled for September 3rd, 2026 Staff Review

Types of Action Requested (Check all that apply):

☒ Variance ☐ Special Permit ☐ Special Permit ☐ Miscellaneous Graphic

Project Description:

Replace existing Marathon Ground Sign with a new Shell faces on the existing pole structure. Existing height and support structure to remain unchanged. To allow automatic changeable copy for fuel prices.

Location:

☐ Check here if listing additional parcel numbers on separate page

Certified Address: 959 Parsons Ave, Columbus, OH 43206 City/Zip Code:

Parcel Number(s): 010-002126

Neighborhood Group: Columbus South Side Area Commission Current Zoning: UCT

Applicant (if different from owner):

Applicant Name: Sign Stop, LLC c/o Greg Bunger Phone Number: (614) 545-8142

Full Address: 808 Distribution Dr., Columbus, OH 43228

Email Address: greg@signstopsales.com Fax Number:

Property Owner(s)

☐ Check here if listing additional property owners on a separate page

Name: KK Sunoco Inc Phone Number:

Full Address: 959 Parsons Ave, Columbus, OH 43206-2750

Email Address: john.brandt@papoilcompany.com Fax Number:

Agent

Check one if applicable:

☐ Attorney ☒ Agent ☐ Licensed Architect or Engineer ☐ Landscape Architect

Name: Zoning Resources c/o Rebecca Green Phone Number: (614) 496-4220

Full Address: 84 Skyline Drive, Ashville, Ohio 43130

Email Address: rebecca@zoningresources.com Fax Number: _____

Signatures

Applicant Signature: Greg Bunger

Property Owner Signature: Khawar Shahzad

Agent Signature: _____

959 Parsons Avenue

8/17/2026, 10:09:59 AM

1:1,128

0 0.01 0.01 0.02 mi

0 0.01 0.02 0.04 km

City of Columbus GIS, Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community

City of Columbus

Esri, TomTom, Garmin, SafeGraph, FAO, METI/NASA, USGS, EPA, NPS, USFWS | City of Columbus GIS | Esri, TomTom, FAO, NOAA, USGS |

959 Parsons Avenue

8/17/2026, 10:10:35 AM

1:1,128

0 0.01 0.01 0.02 mi

0 0.01 0.02 0.04 km

City of Columbus GIS

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Statement of Hardship

Any request for a Variance from this Graphics Code shall be heard and decided by the Graphics Commission as provided by the Graphics Code.

3382.05 Variance.

A. The Graphics Commission shall have the power, upon application, to grant a Variance from one (1) or more provisions of this Graphics Code. No Variance shall be granted unless the Commission finds that a hardship exists, based upon special physical conditions which:
    1. Are due to exceptional shallowness, shape, topographic conditions or other extraordinary situations peculiar to the premises itself; or
    2. Differentiate the premises from other premises in the same zoning district and the general vicinity; or
    3. Prevent a reasonable return in service, use of income compared to other conforming premises in the same district; and
    4. Where the result of granting the Variance will not be injurious to neighboring properties and will not be contrary to the public interest or to the intent and purpose of the Graphics Code.
B. In granting a Variance, the Graphics Commission may impose such requirements and conditions regarding the location, character, and other features of the graphics as the Commission deems necessary to carry out the intent and purpose of this Graphics Code and to otherwise safeguard public safety and welfare.
C. Nothing in this Graphics Code shall be construed as authorizing the Commission to affect changes in the Zoning Map or to add to the uses permitted in any district.

List all sections of Code to be varied and explain your reasoning as to why this request should be granted.

PLEASE NOTE: It is the applicant's responsibility to identify all variances required for the project. If any necessary variances are not included, a new application (and applicable fees) will be required.

I have read the foregoing and believe my application for relief from the requirements of the Zoning Code contains the necessary hardship, will not adversely affect surrounding property owners and will comply with the variance(s) requested as detailed below (use separate page if needed or desired):

See statement in support

Signature of Applicant: Greg Bunger Date: 08/10/26

SHELL

959 Parsons Ave, Columbus, OH 43206

Statement in Support

Shell's ground signs have existed since at least 1987. Now, Shell asks to reface the existing pole sign with new Shell branding and new LED pricers indicating the price for fuel. This project proposes no change to the existing height or footprint. But does ask for a slightly larger cabinet face. The existing sign is 65sf in graphic area. Applicant proposes a 71.19sf.

Variance Request:

Shell asks that it be allowed to add/update LED fuel pricers (18" digit heights) on its existing ground sign with automatic changeable copy.

§34.G.20.060 - To allow automatic changeable copy in a UCT.

§34.G.20.060 - To allow a pole sign in a UCT.

§3377.10 - To allow a 71.19sf sign, 27sf is allowed; for a variance of 44.19sf.

[40.5x18 = 729 √729 = 27sf x MF1 = 27sf]

§3377.17 – To allow the setback of the sign to be 6 ft from both Parsons Ave and E. Whittier; 15ft is allowed; for a variance of 9ft.

Criteria for Consideration:

1. Are due to exceptional shallowness, shape, topographic conditions or other extraordinary situations peculiar to the premises itself; or

The premises has a well-documented, continuous history as a retail fueling station. This site has been a BP, Sunoco, Marathon, and a Shell gas station. While the lot layout itself is typical for a gas station in an older urban neighborhood, the extraordinary situation stems from the property's inclusion within a Mixed-Use district governed by the Urban Commercial Overlay (UCT). The small lot restricts the location of the ground sign to the corner. This overlay retroactively restricts the site's long-standing operational graphics. The proposed variance introduces a minor, strictly internal modification to replace the outdated Marathon cabinets with new Shell MVI branding and an automatic price display within the existing, established pole footprint, without changing the height of the sign structure.

2. Differentiate the premises from other premises in the same zoning district and the general vicinity; or

The vast majority of permitted uses within the Mixed-Use and Urban Commercial Overlay (UCT) district—such as standard retail, dining, and professional offices—do not market products that are highly price-determinative on a daily, fluctuating basis. In the fueling industry, consumers rely almost entirely on clear roadway visibility to make instantaneous

purchasing decisions. Because fuel stops are frequently a secondary destination chosen while en route to another location, displaying the fuel price electronically on the ground sign is a baseline operational requirement for this site to remain competitive in the mixed use corridor.

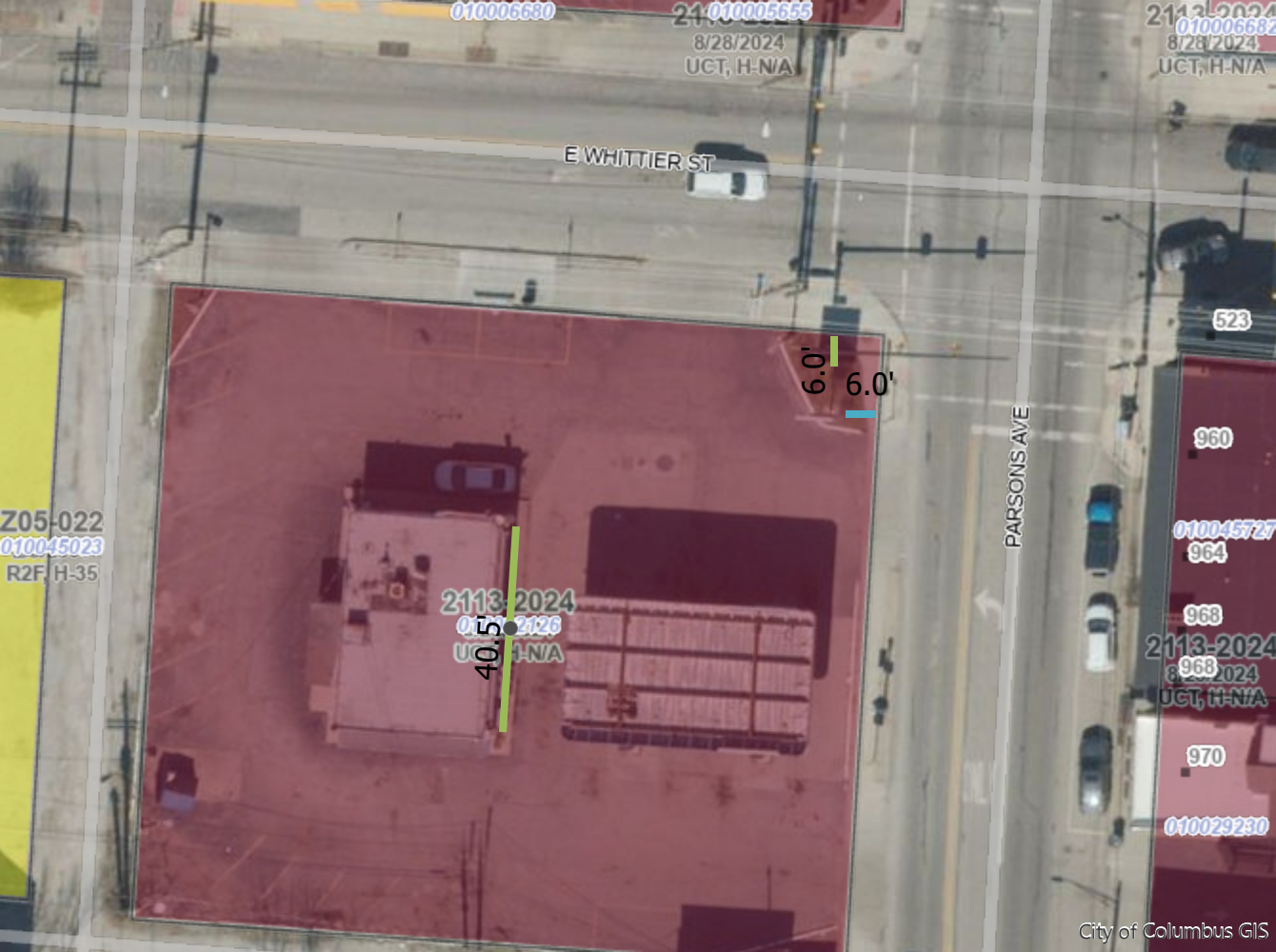
3. Prevent a reasonable return in service, use of income compared to other conforming premises in the same district; and

Denying the variance creates a severe competitive and financial hardship. Modern consumer demand relies heavily on instantaneous pricing visibility, making automated price displays a standard operational requirement for retail fueling stations. Without the ability to display real-time fuel pricing via the proposed 18-inch LED system, the station cannot effectively communicate its baseline commodity rates to passing traffic. Granting this variance ensures necessary market parity with contemporary fueling operations and allows for a reasonable return on the property.

Automatic changeable copy also ensures employee safety. Manual price updates require staff to climb ladders or use pole-mounted mechanisms near active traffic lanes and fuel dispensers, exposing them to fall hazards and vehicle conflicts. An automated LED display eliminates this manual, roadside exposure, supporting the variance on safety grounds independent of the economic hardship above.

4. Where the result of granting the Variance will not be injurious to neighboring properties and will not be contrary to the public interest or to the intent and purpose of the Graphics Code.

Granting this variance causes no injury to neighboring properties and aligns with the Graphics Code's intent. The sign retains the same footprint, location, and height, reusing the existing twin-pole support. The 18-inch red LED display uses static illumination, changing only numerical digits with fuel price fluctuations—avoiding the flashing or scrolling effects the Code targets. It also protects public interest by removing the need for employees to manually change letters on a ladder beside a high-traffic roadway.

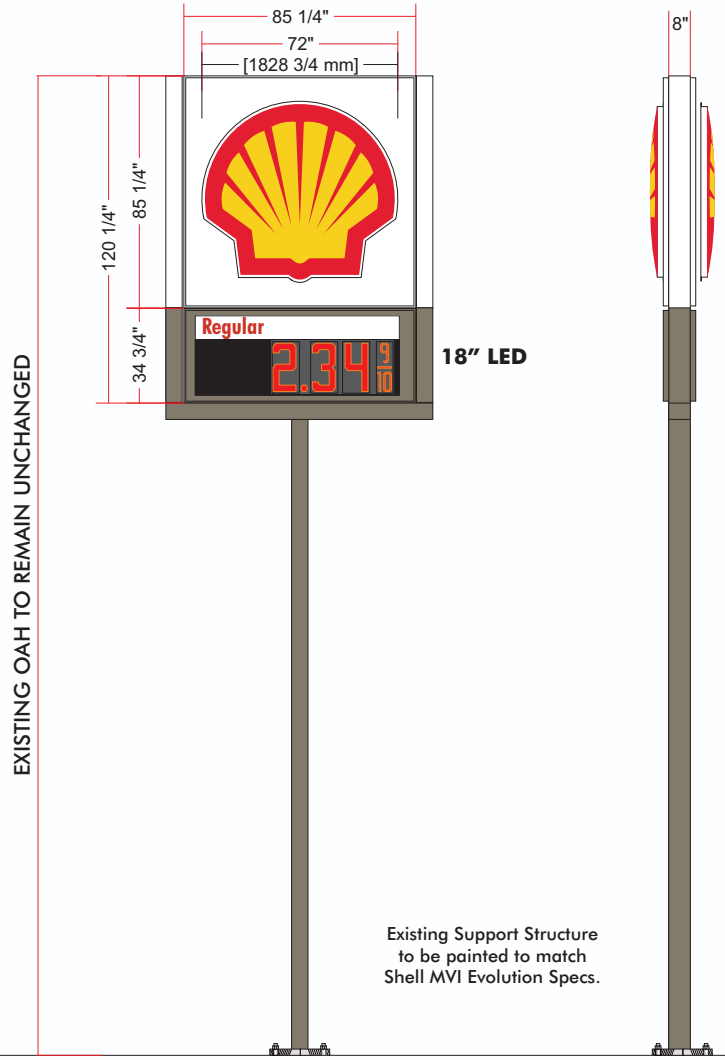

E WHITTIER ST
PARSONS AVE
6.0'
6.0'
40.5'
523
960
964
968
970
8/28/2024
UCT, H-N/A
City of Columbus GIS

NEW MARATHON TO SHELL MVI CABINETS ON EXISTING TWIN POLE - 8" CABINET DEPTH

NEW SQUARE SHELL ID

NEW 2X REGULAR WITH RED ABLE LEDS

WINDSPEED
108MPH



PROPOSED ELEVATION ***SIDE VIEW*** ***EXISTING SIGN*** ***NIGHT VIEW***

FEDERAL HEATH
SIGN COMPANY
www.FederalHeath.com
1500 North Bolton Jacksonville, Tx75766
(903) 589-2100 (800) 888-1327 Fax (903) 589-2101

Revisions:

THIS DRAWING IS YOUR FINAL PROOF: IT SUPERCEDES ALL VERBAL AND WRITTEN COMMUNICATION. BY SIGNING BELOW YOU ARE AUTHORIZING US TO MANUFACTURE TO THE ABOVE SPECIFICATION.

Client Approval/Date:

Colors Depicted In This Rendering May Not Match Actual Finished Materials. Refer To Product Samples For Exact Color Match.

959 Parsons Ave,
Columbus, OH 43206

PROJECT MANAGER: C.CLAY

DRAWN BY: R.SEAGROVES

Underwriters Laboratories Inc. ELECTRICAL TO USE U.L. LISTED COMPONENTS AND SHALL MEET ALL N.E.C. STANDARDS

ALL ELECTRICAL SIGNS ARE TO COMPLY WITH U.L. 48 AND ARTICLE 600 OF THE N.E.C. STANDARDS; INCLUDING THE PROPER GROUNDING AND BONDING OF ALL SIGNS.

BOSS# SV20259962_e

DATE: 4.21.26

Sheet Number: 1 Of 1

This original drawing is provided as part of a planned project and is not to be exhibited, copied or reproduced without the written permission of Federal Heath Sign Company, LLC or its authorized agent. © 2008

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THE CITY OF COLUMBUS
OFFICE OF THE COMMISSION

Affidavit

STATE OF CHIO, COUNTY OF FRANKLIN

Being first duly cautioned and sworn (1) NAME Michael Green

of (1) MAILING ADDRESS 74 Glen Dr Columbus, Ohio 43085

deposes and states that (he/she) is the applicant, agent, or duly authorized attorney for same and the foliowing is a list of the name(s) and malling address(es) of all the owners of record of the property located at (2) per PROPERTY ADDRESS 959 Parsons Ave, Columbus, OH 43206

for which application for a rezoning, variance, special permit or graphics plan was filed with the Department of Building and Zoning Services

(3) Subject Property Owner's Name: KK Sunoco Inc

Owner Mailing: 959 Parsons Ave, Columbus, OH 43206-2750

Applicants Name (same as listed on front application: KK Sunoco Inc

Phone Number: _____

(4) Neighborhood Group: Columbus South Side Area Commission

Zoning Chair or Contact Person: Kathy Green

Email Address: kathrynfgreen@gmail.com

and that the attached document (5) is a list of the names and complete malling addresses, including zip codes, as shown on the County Auditor's Current Tax List or the County Treasurer's Mailing List. of all the owners of record of property within 125 feet of the exterior boundaries of the property for which the application was filed, and all of the owners of any property within 125 feet of the applicant's or owner's property in the event the applicant or the property owner owns the property contiguous to the subject property.

Signature of Affiant _____ Date: 8/14/26

Sworn to before me and signed in the presence this 14 day of August, in the year 2026

Notary Seal Here

Signature of Notary Public: _____

My Commission Expires: 05-03-2027

Christine Matthews
Notary Public, State of Ohio
My Commission Expires 05-03-2027

This affidavit expires six (6) months after date of notarization.

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ANDREW J. GINTHER, MAYOR

DEPARTMENT OF BUILDING AND ZONING SERVICES

PROJECT DISCLOSURE STATEMENT

Parties having a 5% or more interest in the project that is the subject of this application.

THIS PAGE MUST BE FILLED OUT COMPLETELY AND NOTARIZED. Do not indicate 'NONE' in the space provided.

STATE OF OHIO
COUNTY OF FRANKLIN

Being first duly cautioned and sworn (NAME) Michael Green
of (COMPLETE ADDRESS) 74 Glen Dr Columbus, Ohio 43085
deposes and states that (he/she) is the APPLICANT, AGENT, OR DULY AUTHORIZED ATTORNEY FOR SAME and the following is a list of all persons, other partnerships, corporations or entities having a 5% or more interest in the project which is the subject of this application and their mailing addresses:

Name: KK Sunoco Inc Full Address: 959 Parsons Ave, Columbus, OH 43206-2750

Name: _____ Full Address: _____

Name: _____ Full Address: _____

Name: _____ Full Address: _____

Name: _____ Full Address: _____

Name: _____ Full Address: _____

Name: _____ Full Address: _____

Name: _____ Full Address: _____

Signature of Affiant _____ Date: 8/10/26

Sworn to before me and signed in the presence this 10 day of Aug, in the year 26.

Notary Seal Here

Signature of Notary Public: _____

My Commission Expires: 04/08/29

This affidavit expires six (6) months after date of notarization.

ALEXANDER SMITH, NOTARY PUBLIC, FRANKLIN COUNTY, OHIO, MY COMM. EXP. APRIL 08, 2029, STATE OF OHIO