

MINUTES  
CITY OF REYNOLDSBURG  
DESIGN REVIEW BOARD  
DECEMBER 6, 2012  
7:00 P.M.

A. CALL TO ORDER

**Chairman Beougher:** I will call the December 6, 2012 meeting of the Reynoldsburg Design Review Board to order at 6:40 p.m.

1. ROLL CALL

|                  |                                                                                    |
|------------------|------------------------------------------------------------------------------------|
| Members Present: | Mr. Lane Beougher<br>Mr. Nathan Burd<br>Mr. James Comeaux<br>Mr. Marshall Spalding |
| Members Absent:  | Mr. Kevin Bainter<br>Mr. Scott Baker<br>Mr. Richard Hudson                         |
| Others Present:  | Mr. Aaron Domini                                                                   |

2. APPROVAL OF THE MINUTES OF OCTOBER 4, 2012 MEETING

**Mr. Beougher:** I noticed a change—

**Mr. Domini:** No changes, Mr. Chairman.

**Mr. Beougher:** Well, the minutes are just the journal of the passage of motions. We're not transcribing them anymore?

**Mr. Domini:** There was a problem with the audio file at that meeting, which is why they're interpreted by myself, the Administrator. So if you see any errors or things that were not represented, please let me know.

**Mr. Beougher:** So we're taping tonight's meeting then, or attempting to?

**Mr. Domini:** The meeting is being taped.

**Mr. Beougher:** Thank you. Are there any amendments to the minutes as distributed and interpreted by Mr. Domini? (No response.) All right, hearing no amendments, the minutes will stand as submitted and as distributed.

3. APPROVAL OF AGENDA – No changes.

4. PUBLIC COMMENT

**Mr. Beougher:** The next item on the agenda is Public Comment. If you're here to speak to the Design Review Board on an item that is not on the agenda, this is your opportunity.

5. SWEARING IN OF SPEAKERS (Mr. Beougher administers oath.)

B. OLD BUSINESS – None

C. NEW BUSINESS

1. 7295 RICKLEY STREET, REYNOLDSBURG, OHIO: APPLICANT: WILLIAM STEWART, COLUMBUS GRAPHICS (#157488). CANOPY, WALL SIGN AND ROOF

**Ms. Meghan Stewart:** I'm Meghan Stewart.

**Mr. Beougher:** Mr. Domini, would you please introduce this item?

**Mr. Domini:** Sure, I'll give a brief overview, but I'll let the applicant present this application. Seeing they're a sign company, I'm sure they're prepared to present on their behalf. This parcel, if you're not familiar with it, is in Olde Reynoldsburg. It's down by the creek. It's formerly – way back when I believe it was a meat packing plant, batting cages over the years, and now this applicant is proposing to move their business to Reynoldsburg. They are the owner of the building. They simply want to upgrade some of the elements that you see in your packet there, roof replacement, awning and signage to the building. I find that there was an original issue with the square footage of the sign per our overlay, which I believe the applicant's corrected. Other than that, I don't have any other issues with the application, but I'll be prepared to answer questions as needed.

**Mr. Beougher:** Okay. Anything you'd like to add?

**Mr. Stewart:** That is all.

**Mr. Beougher:** Any change we could get you to change it to Reynoldsburg Graphics? All right, I understand. Are there any questions for the applicant? (No response.) The staff report recommends approval without any exceptions as I read it.

**Mr. Domini:** No exceptions. I believe that we've addressed the square footage issue and we've corrected that. I asked the applicant to bring the shingle, if you'd like to see the dark brown shingle.

**Mr. Comeaux:** So this is for the shingle, but is this for the sign itself?

(Inaudible – speaking off mic.)

**Mr. Comeaux:** But the signage – because it's in Olde Reynoldsburg, what's the nature of the signage? What's the material for the signage?

(Inaudible – speaking off mic.)

**Mr. Domini:** That's a good question, Mr. Comeaux. We did talk about that and our code prefers that it be natural materials. You're in a unique situation in that you're not really on Main Street, you're off the Main Street, so I don't know how the Board wants to interpret that. You're definitely more of an industrial use. In fact I think that's your zoning, but you do fall in the overlay district, so we would prefer to stay consistent with natural materials.

**Mr. Comeaux:** Mr. Domini, can you remind me, is the Historical District, is it a recommendation about the signage, or is it – I mean, do we have the flexibility on the signage? Because, I mean you're right that it's more of an industrial usage, that it's away from Main Street, but I just don't want to go afoul of that.

**Mr. Domini:** I'll read you the language. The signs that are not permitted are billboards, plastic signs, marquee signs, off-premise graphics, mobile/portable signs, interior illuminated, blinking/flashing, no fluorescent colors, not mounted on top of the building or extending above the wall.

**Mr. Beougher:** Could you go back to the screen that had the front facade? It's difficult to see the color of the wall. Green? And the sign and the canopy are what color specifically?

(Inaudible – speaking off mic.)

**Mr. Beougher:** So this is in the blue family somewhere. Teal? I was a little afraid to say that. This light's not very good up here right now and fluorescents are never good at color rendition either. Okay, so teal on cream with white letters for the word graphics. And the white letters or white numerals for the address on the canopy. Any other questions?

**Mr. Comeaux:** Just one follow-up. So, Mr. Domini, in the packet you sent us on page 3 at the bottom, it says sign materials. Is that – I mean you're just confirming – it says all signs shall be constructed of natural materials. Does that apply to everything in the historical overlay?

**Mr. Domini:** It does and that's why I'm advising us to go with the wood to stay consistent throughout the district, even though this is a unique parcel.

**Mr. Comeaux:** It is a unique situation, yeah. Have you looked at all – about what natural materials-- I mean I know a wood signage out there of that size is going to take weathering in a way that it's not the best, but I'm just—

(Inaudible – speaking off mic.)

**Mr. Comeaux:** Okay. Well, good. I didn't want to beat you up over it, but I wanted to-- Fantastic.

(Inaudible – speaking off mic.)

**Mr. Beougher:** Okay, any further questions from the members? (No response.) Hearing none, I will entertain a motion for approval.

**Mr. Spalding:** I make a motion to go ahead and approve this as presented.

**Mr. Burd:** Second.

(Mr. Domini called the roll. Mr. Beougher voted "yes." Mr. Burd voted "yes." Mr. Comeaux voted "yes." Mr. Spalding voted "yes.")

2. **6541 – 6543 EAST MAIN STREET, REYNOLDSBURG, OHIO:**  
APPLICANT SAM CIMILLUCA, SIGNARAMA – REYNOLDSBURG, VOTEM VENTURE INC. (#157435). NEW SIGN

**Mr. Timothy Masters:** I'm Timothy Masters. The applicant, Sam Cimilluca, he is the owner. He is unable to make it tonight because he is a Charity Newsie and had obligations because of that.

**Mr. Beougher:** Okay, and he's with Signarama and I assume you are as well.

**Mr. Masters:** I am.

**Mr. Beougher:** And Votem Venture is also involved and the number of this application is 157435. Mr. Domini.

**Mr. Domini:** This is an application for refacing of an existing sign. As you know in our overlay, we require new facings to come through this Board. It's located on a flag parcel of the commercial business to the south. Here is the parcel for your reference and there's a ground sign on the road currently and they're simply refacing for the new tenant. I don't have any other comments, Mr. Chairman.

**Mr. Beougher:** Okay, so this is a simple face change. The picture of the building is only included for reference, is that correct?

**Mr. Domini:** Yes.

**Mr. Spalding:** Cause that's where the doctor's practice is, is in the building?

**Mr. Masters:** Yes, they're actually upgrading the sign. They wanted to go to a vacuum formed look, which is a three-dimensional look so that all of the elements will be slightly protruding out of the Plexiglas. They also wanted to change the background from a dark background to a light white background so that it was easier to read.

**Mr. Beougher:** What is the thickness of the raised portion?

**Mr. Masters:** It's going to be miniscule. I mean it's going to be less than an inch most likely. We haven't determined that yet, but when we set it up I mean we can, I guess, determine that this evening, because we haven't manufactured anything yet. And the only other option that the customer has requested, if approved by the Board, he would like to see the Caduceus, the medical symbol, into a burgundy as opposed to the dark blue. He would like to change that to a different color, just so that it doesn't blend.

**Mr. Beougher:** Okay, any questions from the members? (No response.) We're going from a sign that has all dark backgrounds and light lettering to one sign that is white background with dark lettering and I just noticed that practice needs to be spell checked. I didn't catch that the first time I saw it. I'm wondering if anybody has any comments on that? It just seems to be a little out of character with the other faces.

**Mr. Comeaux:** I know we've done a couple of these in the historical overlay and other new overlays. Going forward do we encourage or require it to be opaque? Do you remember?

**Mr. Domini:** Not per the code, we don't require opaque.

**Mr. Beougher:** I think in the historic overlay we have some different requirements.

**Mr. Domini:** For new signs.

**Mr. Beougher:** Don't we have to have the background being opaque and not transparent?

**Mr. Domini:** In the overlay, yes.

**Mr. Beougher:** And this is in the commercial overlay, not the historic overlay.

**Mr. Domini:** Yes. And this won't even be permitted in the historic overlay.

**Mr. Comeaux:** I was just trying to make sure I wasn't imagining things.

**Mr. Domini:** No, I'm sorry, the background, yes, should be opaque. Is that your question, Mr. Beougher?

**Mr. Beougher:** Yes. So the background would be white, but it would not transmit light. So at night we're going to see the glowing colored letters and Caduceus.

**Mr. Domini:** I don't think that our code says that the white can't—

**Mr. Beougher:** In that case, I'm concerned that the white is going to be so light and so bright that nothing else on the sign will be visible.

**Mr. Masters:** The customer's eventual goal is when they replace out the other tenants, that they will also go to a lighter background. It's just with the dark background, it's very difficult to see this particular sign in the evenings, so that's why they're wanting to do with switch-out. But this is the only tenant that they have at this time, so this was the only portion that we were focused on at this time.

**Mr. Comeaux:** But the lettering and the numbering and that symbol, that will – the light from behind will come through, so you'll see the color, right? At night do you want – is your design to have the whiteness almost project out, or are you going to have at night the white be more opaque?

**Mr. Masters:** We were going to have the entire thing translucent. It's going to light up. It's going to allow it to be seen just like any other white background sign. It's just this particular sign, and you can see where it is, it's a very difficult sign to see. I mean this particular doctor was my doctor for years and I didn't even know she was back there, cause she's back behind – this particular building is behind the Dairy Queen. It's the old bowling alley, so it's hard to see.

**Mr. Comeaux:** So have you worked with any signs where you've done an opaque white and colored lettering, numbering?

**Mr. Masters:** I've done it in the past.

**Mr. Comeaux:** In terms of how it looks, can you-- Anyway, you know where I'm going.

**Mr. Beougher:** I know it's back there, because I'm usually in the line for a Blizzard at Dairy Queen. So if the intent is to change out the signs to all have white backgrounds, I guess I don't have such an issue. I'd like to see it happen sooner rather than later.

**Mr. Masters:** We can discuss that with the landlord and just maybe even put some white panels in there if that's your recommendation.

**Mr. Beougher:** Well, I'm just saying I'd hate to see this white sign there for a year or more and the others not rotate out. I think you have some open space in the facility, because there's two sign faces that are not occupied, actually three, because one's a For Lease sign.

**Mr. Masters:** And the customer is planning on doing other things in the future. He just wanted to get started with this aspect and then come back to us after the new year with some other ideas. So there are some other things that they're wanting to do and lighter background is definitely one of the options that they are coming for.

**Mr. Beougher:** Do you know how much of the facility the doctor's practice occupies?

**Mr. Masters:** I know when you walk in it's the first door on your right and, you know, she has quite a bit of a back room.

**Mr. Beougher:** But there's room for other tenants?

**Mr. Masters:** Oh, definitely. And there may even be other tenants in there, they're just not utilizing any space on the sign at this time.

**Mr. Beougher:** Okay, very good. Any other questions from the members? (No response.) Seeing none, I'll entertain a motion.

**Mr. Comeaux:** I move that we approve as presented.

**Mr. Spalding:** I second.

**Mr. Beougher:** Any further discussion? (No response.) Mr. Domini, would you please call the roll?

(Mr. Domini called the roll. Mr. Spalding voted "yes." Mr. Beougher voted "yes." Mr. Burd voted "yes." Mr. Comeaux voted "yes.")

3. **7643 FARMSBURY DRIVE, REYNOLDSBURG, OHIO:** APPLICANT: NINA BUI, NINA'S STUDIO NAIL SPA (#157824). NEW SIGN.

**Ms. Nina Bui:** My name is Nina Bui.

**Mr. Beougher:** Mr. Domini, could you please introduce this item?

**Mr. Domini:** Mr. Chairman and members of the Board, this is a pretty straight forward application. In fact I was trying to interpret the code the correct way, because she – if she is, in fact, a new sign or not a new sign, but she's an existing business. She is in the strip center at you see here behind Smokey Bones and the car wash. This is actually kind of a split strip center and she's moving her tenant space from one tenant space to another, to almost a very similar location, however the code doesn't give me the flexibility to say she does not have to come through this Board, so that's why she's here before you. The image above shows the old and the new space. Basically in the new space she'd be located behind Smokey Bones-- I'm sorry. The old space was

behind Smokey Bones and the new space is on top. She's moving the sign that she has now, so it's not technically a new sign.

**Mr. Beougher:** It's an existing sign, okay, but it's new to the address.

**Mr. Domini:** It's new to the address. And if it was in the same strip center, the same building, I probably would have found a way for her to move it two to three spaces over, but it's a different building.

**Mr. Beougher:** Okay. Anything you'd like to add to the description?

**Ms. Bui:** No.

**Mr. Beougher:** Okay, any questions from the members?

**Mr. Comeaux:** Is there any repair that's needed to the façade? Was it an empty tenant? Like how long has that tenant been there or been gone?

**Ms. Bui:** That space probably had been empty for 2-3 years.

**Mr. Beougher:** If there were damage to the fascia, we would ask that you repair it in kind before they install the sign, match the colors and everything. I did notice that you're using LED lighting, energy efficient, thank you. Any other questions, comments? (No response.) Is there a motion?

**Mr. Spalding:** I say we approve this as submitted.

**Mr. Burd:** Second.

**Mr. Beougher:** Any further discussion? (No response.)

(Mr. Domini called the roll. Mr. Comeaux voted "yes." Mr. Spalding voted "yes." Mr. Beougher voted "yes." Mr. Burd voted "yes.")

4. **6961 EAST MAIN STREET, REYNOLDSBURG, OHIO:** APPLICANT: JILL WADDELL, DANITE SIGN, KEY BANK (#15740). REPLACEMENT SIGN.

**Mr. Beougher:** Let the record show that the Application number is 157740. Is that correct, Mr. Domini? I think there was a typo on the agenda.

**Mr. Domini:** Yes.

**Mr. Robert Schorr:** My name is Robert Schorr.

**Mr. Beougher:** Mr. Domini, would you please introduce the item?

**Mr. Domini:** I think you've all seen this application recently for the exterior modifications, however we did not approve and approve signage as part of the application, so that's why this is back before you. I'll give you a brief overview. I believe there are some changes that we discussed with the applicant and I'll let them talk about those and then we'll entertain some questions from the Board.

Three things happening here: ground sign replacement and the two wall signs. One's facing Briarcliff and one's facing Main Street which are in your applications. Let me back up for a second. The existing ground sign is aluminum clad and they're updating that to the new brand. My opinion was that it was not like-for-like, so I asked the applicant to upgrade to a brick base, keeping with the theme and the character of the area as part of our review. I believe they're generally agreeable to that. They might have some new drawings for us. The other issue with the ground sign was that it was 8' at the base, which is not permitted. Our maximum sign height is 6' and I also believe they agreed to change that as well. Those are my two general comments. If you saw the staff report regarding the application, they're Type A wall signs, so given the building face I believe they're in conformance. I guess part of my question to the Board is if you determine this to be like-kind or general re-facing of that existing ground sign and then I would also ask you to consider how the overall package fits in with the character of the area.

**Mr. Beougher:** I did read your staff report and you said that we would have to deem it to be a face change or re-facing, which your description indicates that that would be a stretch.

**Mr. Domini:** I believe so. And then the other change was that the Briarcliff wall signage be reduced in area to match the length of the building. Those are all things we talked about with the applicant. I'll turn it over to the applicant, because we didn't really hear any pushback from them on any of these items.

**Mr. Schorr:** There was a question about frontage, I believe. I have that frontage here. On the front I believe we're allowed 62 square foot, on the side 47. On the site I think the square footage would end up coming to 52.5, which is over what we would be allowed for the frontage. I think we were asking that to be considered. And then the second one was the frontage from the raceway for the front of the building. That frontage was 62 square feet and what we have there is 52.5, so we're under that. So I would ask for consideration for the side of the building, raceway sign, to consider that sign to be brought in at 52.5 square feet.

**Mr. Domini:** Can you repeat the linear feet—

**Mr. Schorr:** Forty-seven on the side and we're at 52.5. And then on the ground sign, of course, yes, adding the brick base then raises up that sign considerably. So if it needed to be shrunk down to meet that 6', that would be fine to do. That space – Key Bank has a lot of white background in that space and that could be shrunk down if necessary, yes.

**Mr. Beougher:** Okay, so the west elevation, you're permitted-- How much is the—

**Mr. Domini:** It's one-for-one. So he would be permitted 47. They're proposing 52.5.

**Mr. Beougher:** And they're not proposing changing from 52.5 to 47? They want us to approve the sign at 52.5?

**Mr. Schorr:** Please consider it.

**Mr. Domini:** My colleague, I thought, was in contact with your office. I thought that that was something you were considering. I'm hearing a little bit different tonight, so I don't know where we land on that.

**Mr. Comeaux:** What's the existing? Do we know what the existing is? You're going down? It's non-conforming now?

**Mr. Schorr:** No. Wait, I'm sorry, say that again.

**Mr. Comeaux:** It's non-conforming now. It would be too big if you were asking to put up a new sign.

**Mr. Schorr:** Correct.

**Mr. Comeaux:** And so my question is you're going smaller, right?

**Mr. Schorr:** Smaller than what's currently there? Yes.

**Mr. Comeaux:** Do you know how much smaller?

**Mr. Schorr:** I do not. I don't.

**Mr. Comeaux:** And the brick base, is your client okay with going to the brick base and the height? They're okay from going from 8' to 6'?

**Mr. Schorr:** Yes. They'd have to shrink that down. In this area back here, they'd just have to take that off and shrink it down and they're able to do that. They'd have to shrink this down quite a bit in order to fit that 2' and be in conformance.

**Mr. Beougher:** So would the red strip no longer be—

**Mr. Schorr:** It would still be present on there. They would really focus on this white and then maybe try to trim that down a little bit.

**Mr. Beougher:** So the brick base would substitute for where the black aluminum is.

**Mr. Schorr:** Correct.

**Mr. Domini:** Mr. Beougher, just to repeat for the record, you're saying the brick base substitutes for the black aluminum and I believe the red raceway stripe goes away too.

**Mr. Beougher:** He was indicating that the red stripe would remain, but be scaled down proportionately to the size of the remaining sign box.

**Mr. Schorr:** Oh, there it is. I'm sorry. I apologize. Yes, I have a current photo there.

**Mr. Beougher:** This shows the height to be 8' from the bottom of the base, so we're still not at 6'.

**Mr. Schorr:** They'd shrink that white area down.

**Mr. Beougher:** And it looks like there's room at the top and bottom margins to shrink it without impacting the proportions of the graphics to the sign box and then it would still remain 8'1' long.

**Mr. Schorr:** Correct.

**Mr. Domini:** I'm looking at the drawing of the east elevation and there's no dimension on the building. I guess my question would be because we're 5 square feet over the allowable, did you include the extension of that overhang on what would be the north side of the building?

**Mr. Schorr:** It would be the side, the 47' frontage?

**Mr. Domini:** Yeah. Do you have the dimension on that side of the building?

**Mr. Schorr:** Yes, I do.

**Mr. Domini:** I'm looking for the building dimension.

**Mr. Schorr:** No, I don't have a building dimension that I see.

**Mr. Domini:** I mean I don't think that your sign is out of character. That's my opinion and if you need the 5 square feet, if you included the overhang, looking at this drawing—

**Mr. Beougher:** Right, you're not going to see it from the ground.

**Mr. Domini:** No, I'm just saying if that's included, then they might be within the allowable square footage. From that perspective you're right though.

**Mr. Schorr:** No, it doesn't give the footage.

**Mr. Beougher:** Mr. Domini, you lost me there.

**Mr. Domini:** Well, if he's allowed 47 square feet – if he's measuring from the top of the roofline from edge-to-edge but not including the overhang at the bottom, which would be on the north side, that might extend the width of the building to allow him to have 52 square feet.

**Mr. Beougher:** So you're saying this versus this? So this would allow him?

**Mr. Domini:** Unfortunately our drawings aren't dimensioned, but, if it was, depending-- I mean that's ultimately your rule on how you would interpret that.

**Mr. Beougher:** Yeah and, unfortunately, we don't have a perspective view of the corner and here's where my concern lies. You've got the same size sign on both elevations. If you look at the north elevation, the bottom of the key is about the same height as the top of the canopy beside it. And then if you turn to the next page, the west elevation, that key is substantially higher than that line and it's also back – I'm not sure how much – probably 15, 16, 17' from the edge of that canopy. So my concern is that you're not going to see your sign as you approach the building. It's going to be visible by car as you come down the hill, but if you're turning onto Briarcliff, I don't think a driver or a walker would see it very well. Which, my proposal is we make the sign a little smaller, fit it within that 47' parameter and maybe raise it up a little bit so you clear that canopy visually. Do you follow what I'm saying, Mr. Domini?

**Mr. Domini:** Uh-huh.

**Mr. Beougher:** Do the members follow what I'm saying? (Affirmative responses from members of Board.)

**Mr. Schorr:** Branding has the key up the highest point. To shrink that down and still not raising the Key Bank letters themselves that much higher.

**Mr. Beougher:** Well, I guess I'm saying it might be to your benefit to raise the sign closer to the cornice at the top of the parapet in order to make it more visible. And the signs are going to be different because of the way they're placed. One's going to be here, one's going to be here. So having it a little smaller, maybe 5.5 square feet, might actually help you.

**Mr. Schorr:** Sure. I mean really, if that's what the Board feels, then that's fine.

**Mr. Domini:** I don't think the Board's that uncomfortable with the sign, but we have to enforce our rules.

**Mr. Beougher:** Well, I just don't want to see a huge sign that you can't see. You're spending money on the sign, you might as well make it so you can see it. So we have a couple of stipulations when we go to make the motion, if that's the Board's desire. Are there any other questions for the applicant?

**Mr. Domini:** I would just ask that the brick base be a minimum of 24" in height, so we don't end up with a 12" brick base. I think we've always been careful on that one to make sure.

**Mr. Beougher:** Okay, so is anyone willing to articulate a motion?

**Mr. Comeaux:** Just so I'm clear on the front, the north elevation, we believe that the existing – the sign as presented, the size is acceptable based on additional footage in the—

**Mr. Beougher:** I don't think there was a question on the front sign.

**Mr. Domini:** No, not on the front, the Briarcliff side.

**Mr. Comeaux:** Okay, so I move that we approve this application, the ground sign should have a 24" brick base, maximum height of 6', the north elevation is fine as presented. On the west elevation, we need you to reduce the square footage of the signage by 5.5 square feet. Because of branding you want the key at the top and if you could raise that up, it'll allow both pedestrians and people turning onto Briarcliff to see it.

**Mr. Beougher:** Nicely done, Mr. Comeaux. Is there a second?

**Mr. Spalding:** I'll second.

**Mr. Beougher:** Any further discussion? (No response.)

(Mr. Domini called the roll. Mr. Burd voted "yes." Mr. Comeaux voted "yes." Mr. Spalding voted "yes." Mr. Beougher voted "yes.")

5. **1719 BRICE ROAD, REYNOLDSBURG, OHIO:** APPLICANT: SIGN SHOP INC., PHILLIPS PHARMACY (157829). SIGN REFACE.

**Mr. Timothy Masters:** My name is Timothy Masters, representing Sign Shop Inc., dba Sign\*A\*Rama, Reynoldsburg.

**Mr. Domini:** Mr. Chairman, members of the Board, again a face change in the Commercial Overlay. You can see the existing and the proposed as submitted by the applicant. Staff doesn't have any concerns or comments about the application as

submitted. I would like to state, though, I'm not sure I've seen any paperwork from this applicant for the actual business. Usually it's the other way around. I know you're not the owner, but I do want to state that for the record, to make sure I'm doing my job diligently. I want to make sure that they get all their permits prior to operation, aside from the Design Review permit for the sign.

**Mr. Beougher:** Do you have anything to add?

**Mr. Masters:** It's pretty straight forward. We're going to have a new sign and then we're, unfortunately, going to lose our free advertising from our old unit.

**Mr. Beougher:** Oh, okay, so you have moved previously.

**Mr. Masters:** From this unit to our new location on Main Street. So this is our old unit, yes.

**Mr. Beougher:** And that's your phone number to the left of the Sign\*A\*Rama sign?

**Mr. Masters:** And it will be removed. As you can see on the proposed, it is gone. That's just a vinyl sticker that we will be removing.

**Mr. Beougher:** And is that the nature of the signage that you'll be installing?

**Mr. Masters:** No. The nature of the signage is an aluminum routed face, so it will have an opaque aluminum background with a translucent acrylic face, white outline, blue lettering as you see there, both will be translucent.

**Mr. Domini:** Can you state again the background of the sign?

**Mr. Masters:** It's an aluminum background, so it's going to be completely opaque, so the only part that will be illuminated at night will be the words themselves.

**Mr. Comeaux:** So you're putting something on there that you're going to affix the letters to, or is it directly on the fascia?

**Mr. Masters:** It's actually a replacement from the fascia. It's hinged at the top and the entire fascia is aluminum, so there's a light box behind it. So we're just going to take our old sign off and put this one on. It's complete.

**Mr. Domini:** Is this an existing cabinet box?

**Mr. Masters:** It is.

**Mr. Beougher:** And how far from the road is the fascia approximately?

**Mr. Masters:** The building to the middle of Brice Road is 119', so I think 78' from the curb.

**Mr. Beougher:** Okay, good to know. And what is the size of the individual letters?

**Mr. Masters:** That I don't have in front of me, but it's 28" tall.

**Mr. Beougher:** Twenty-eight inches tall, so you might consider them to be 10"?

**Mr. Masters:** Twelve foot – 10-12' – sorry, not feet, inches.

**Mr. Beougher:** Twelve inches? Yeah. And do you think that's, in your expert opinion as a sign designer/installer, is that large enough to be readable?

**Mr. Masters:** It will be, because the rule-of-thumb for visibility is, at speed -- I don't want to misquote here – but I think it's 10' for every inch of height. So a 10" letter would be visible at 100', so, yeah. I think that is the rule-of-thumb. If you'd like, you could call me at the office on Monday and I could give you that exact rule-of-thumb.

**Mr. Domini:** I'd like to have that rule-of-thumb.

**Mr. Masters:** I have it written on my desk, but I don't have it memorized.

**Mr. Beougher:** One inch per 10', we think, and that sounds probably about right. My concern is that the name of the pharmacy and the phone number are the same size and it seems like you'd be more interested in promoting the name of the pharmacy.

**Mr. Masters:** The customer actually, because he wants for people to be able to call him in for refills and stuff, the phone number was just as important to him.

**Mr. Beougher:** I usually can see the phone number better on the prescription bottle than I can on the sign, depends on whether I'm wearing my glasses or not.

**Mr. Spalding:** Who is this pharmacist? Phil, I guess?

**Mr. Masters:** I think Phillips may be his last name, I do not know. I know the landlord is the same landlord as 6541-6543, so that's one of the reasons why we're here on the same day. So I know it's the same landlord, but I am not familiar with the customer.

**Mr. Spalding:** It seems like such an interesting location for a pharmacy when there's so many other large pharmacies surrounding, but it's just a point of curiosity.

**Mr. Beougher:** Not that we want to discourage small business, but you make a good point. There is a Walgreen's or CVS on every corner it seems like. Okay, any other questions from the members? (No response.)

**Mr. Comeaux:** I would move that it's approved as it was presented to us this evening.

**Mr. Spalding:** I'll second.

**Mr. Beougher:** Any further discussion? (No response.)

(Mr. Domini called the roll. Mr. Burd voted "yes." Mr. Comeaux voted "yes." Mr. Spalding voted "yes." Mr. Beougher voted "yes.")

6. **7333 EAST MAIN STREET, REYNOLDSBURG, OHIO:** APPLICANT: DOUGLAS AND CHARLOTTE VICKERS (#157827). NEW CANOPY AND REPLACEMENT SIGNAGE

**Mr. Beougher:** Could you please state your name for the record and I assume it might be Charlotte Vickers.

**Mrs. Charlotte Vickers:** It is Charlotte Vickers, yes.

**Mr. Domini:** The applicant is proposing to install two new canopies – I'm sorry, three awnings with graphics: one primary front ground floor awning; one second floor front window awning, no graphics; and one side entrance awning, all burgundy. The property is within the Historic District. The structure is located on the south side of East Main Street. I'm sure you're all familiar with this location. Every property is zoned CC within this area. Here's the proposal as submitted in the application. I think this application's not strange to this Board. There's some history with this application.

**Mr. Beougher:** Yes, we've seen this picture before.

**Mr. Domini:** And the history was that the applicant wanted to begin – have everything installed prior to Christmas On The Town. Came in just after last meeting. I sent this out to the Board and tried to gauge how the Board felt about it. There were some general positive emotions that the Board didn't feel it was out of character per the emails I received, but the building permits were not issued until the zoning was issued, so that's where we stand on this.

**Mr. Beougher:** Oh, so it didn't make this past week's event?

**Mr. Domini:** As far as I know, the Building Department wouldn't issue the building permits until zoning approval. One of the questions we had at the last go around via our email – and we don't make it a practice to issue permits without Board approval and the applicant stated she was willing to move ahead without Board

approval and, obviously, there's penalties for that and there's a whole lot of other things that go along with that. However—

**Mr. Beougher:** And we also have to deal with open meetings law and things like that.

**Mrs. Vickers:** I'd like to say something. We-- You look familiar. Are you the one I talked to at the—

**Mr. Domini:** No.

**Mrs. Vickers:** Okay. Let me try to straighten this up, cause there's a story behind this. I'm glad nobody – I'm glad I was the last one.

**Mr. Beougher:** It's an open meeting, but there's no one here.

**Mrs. Vickers:** God's here. I hope He's here with me right now, cause this is a God story. What is that, that building – the little building thing out there that I—

**Mr. Domini:** The Building Department?

**Mrs. Vickers:** Yeah, that's where this all kind of started. Actually back in October when Doug and I were talking about putting these awnings up, we've had the pizza shop 32 years from Mr. and Mrs. Vickers. I've had two awnings up. We've never gotten permits before, so we were caught totally off guard on this. So when we got ahold of Capital City Awning, them being awning people, we assumed they would know that-- I'm not blaming this on John by no means either, cause I told him this – I take full responsibility for this – but I would think that he would have said to me at some point, "Hey, we've got to get a permit for this sometime or other." So the only way that I knew that I even had to have a permit for this awning was when I went-- I'm glad that gentleman's gone, because I had a run-in with him. I was hoping I'd be last. That little oval sign that you see up there, we wanted to take that yellow sign that's down and put a – just a –not lit or anything, just a wood sign up with white lettering burgundy and get rid of that old yellow nasty thing and put that up over the awnings before it got – before the awnings got hung. So I went to Sign\*A\*Rama and I was talking to them and I was telling them, I said, "Hey, I designed this and everything, and I would like to have this up before the awnings got up." So they were getting with me back and forth and then they said, "Hey, you know, we've got to get a permit for this." I said, "You've got to get a permit for the sign?" I said, "Really? Are you sure? You've got to get a permit to hang this sign?" And he said, "Yeah, yeah, I'm positive." To make a long story short, the sign that they wanted to do was way overpriced. I was paying \$3,400 for three awnings with all this graphic art on it and they wanted \$2332 for a little wood sign unlit, so we kind of had a falling out, so that didn't happen. But when I went to the Board over here and was talking to them and stressing to them and said, "Hey, I would really like to have these awnings up before Christmas On The Town. Is there going to be a problem with this? I heard that we had to have a permit to hang these awnings up." We've had two

awnings there in our lifetime and never had a permit for them and she said, "Yeah, you do." And I said, "Okay." So I just figured it would be like two or three days we could get a permit and, lo and behold, I have to come to a meeting and all this. I went in there with kind of a little attitude on these guys, cause I just lost my mom in an automobile accident and I was really wanting to take my frustration out on them and it didn't get me anywhere, needless to say. But I was irritated that I figured I had to wait over a month to get these awnings up and that's how you guys landed the email, cause they were really trying to work with me a little bit and see if they could get the artwork pre-approved and then maybe we could go ahead and tell Capital City Awning to go ahead and do the artwork and then we could get possibly them to do Christmas On The Town for us – get those awnings up before Christmas On The Town. Well, I thought Christmas On The Town was the 8<sup>th</sup>, this meeting was scheduled for the 6<sup>th</sup>, so there was no way that was going to happen anyway, but we didn't realize that at the time. Okay? So here we are working along. Well, anyway, about a week later-- When I went home, I got to thinking about how I talked to Nadine and them down there and I come across probably as a total idiot and also I read my devotional "Jesus Is Calling" and it almost like spanked me and I thought, "Oh, I've got to go back down there and apologize to them guys and let them know that I am so sorry for what happened." It really was a God thing for me at that moment when I read that devotional, because it seemed like it just speared me. It was not very nice how I acted down there but, like I said, I had just lost my mom two weeks ago in an automobile accident, I'd been under a lot of stress and I was really wanting to spank somebody and, you know, I took my frustration out on them. I could have took it out on Doug, but he gets enough of it. So, anyway, when I came back, about a week later, I think it was Justin or Dustin, I can't think of his name right now. But he called me on the phone and the day before I was getting ready to come down to the Building Department and apologize to them. It ended up, I was getting ready to go out the door and I got busy in the shop. I had to stay there and help them do lunch. So the next morning, headed out again and the phone rang and it was him and he said, "Charlotte," told me who he was and he said, "Hey, I wanted to let you know—" And this was totally a miscommunication, cause when he told me that the awnings had been approved, I said, "Wait a minute." I said, "You mean they're going to approve the awnings?" "Yes, they are. They're going to approve the awnings." But what he was trying to tell me, before I got over-elapsed and had this God thing, that God had interfered and somehow magically had talked to you guys and we were going to get these awnings up, because we wanted them up so bad. So I was listening to him and I said, "Oh, this is great." And he said, "Yeah, the artwork's been approved, so everything's – we're trying to work with you on this." But I think I was just wanting to hear what I wanted to hear and I did hear what I wanted to hear. I really thought those awnings, to be honest with you, were – you guys had pre-approved it for us to go ahead and hang them and you had seen what it looked like and what the improvement was going to be. Well, I think it was like-- I called John up and told him, I said, "Yeah, the City went ahead and approved it and it's going to be okay." So I think it was like maybe a week later, the following Thursday or something, it was really weird, gentlemen. Thursday morning they were hanging those awnings up early, Thursday around 11:00, I think around 11:30, he called me to inform me about what they were doing about the awnings and getting this approved and I'm like, "Wait a minute. What do you mean

approved?” He said, “Well, we’re trying to work with you here on this and hopefully get this up before Christmas On The Town like you wanted.” At this time we still didn’t even know the dates on Christmas On The Town yet. I hadn’t thought about that yet. I thought Christmas On The Town was the 8<sup>th</sup> and it wasn’t, it’s the first Saturday in every December, I know that now. I said, “Hey, they’ve got the awnings up and they are hanging as we speak. They’re almost finished. They are finished, as a matter of fact.”

**Mr. Spalding:** Charlotte, would you like us to officially approve them this evening? We could do that for you if you’d like.

**Mr. Beougher:** Well, I want to tell the other side of the story. We do have open meetings law in Ohio and we have to make sure that if anyone from the City wanted to protest the awning design or weigh in on the awning design, we would have to hear them. So when Mr. Domini-- Was it you or Justin?

**Mr. Domini:** Me.

**Mr. Beougher:** Okay. —asked me about this, I suggested, “Well, maybe we could circulate the pictures and determine if any of the members had an objection and then relay that information to you and then you could proceed at your own risk, knowing that we would likely not disapprove your package. So the only thing I had a concern with was – and you called the illuminated sign – what do you say, an old—

**Mrs. Vickers:** That is an antique.

**Mr. Burd:** I said it was a great sign, it’s a classic, so I’m sorry you’re taking it down, because I liked that sign.

**Mrs. Vickers:** Well, we could hang it in here somewhere.

**Mr. Beougher:** So let’s back up to the previous image if we could. So the oval sign will be hanging as a blade sign where the current illuminated sign is now?

**Mrs. Vickers:** Yeah, where that old one is, yeah.

**Mr. Beougher:** And is it that high on the building? You’re not lowering the—

**Mrs. Vickers?** No, the pole is going to stay there. This thing will probably be on like chain or something, a couple chains on each side somehow holding it up I would imagine. Right now we’re in limbo on that anyway. It hasn’t really – we haven’t went to another sign company to get another price or anything, so I’m kind of in limbo on that.

**Mr. Domini:** So you don’t have that sign made?

**Mrs. Vickers:** I don’t have any – just what that design is up there that they were going to do, that Sign\*A\*Rama – well, we laid that out for them.

**Mr. Domini:** You're going to have a new neighbor who was sitting right there. You're going to have a new neighbor, Columbus Graphics on Rickley Street. Let me also chime in because the problem, the main problem, and you know we were trying to help move this along as fast as we can and be business friendly, Capital City Awning wasn't registered, wasn't licensed, didn't pull permits, didn't do anything, so that was a big delay in the process.

**Mr. Beougher:** They have not worked in the city before?

**Mr. Domini:** They weren't in the system. If they had, it wasn't this year. It's unfortunate, because you have companies like that and other big sign companies, many of whom we see, don't go through the process and they know the process. So that, not you, but how they proceeded was a little unacceptable, or a lot unacceptable to do that, so that also delayed everything. And then our message to the applicant was as soon as we approve this tonight, you can hang them up. So if everything goes well and we approve the sign, you'll be ready to go. You'll have to wait for fabrication. So I'm sorry it's taken so long for you. I think everybody wants to see you succeed.

**Mr. Beougher:** And we did talk about a special meeting, but I think we had difficulty coming up with a quorum.

**Mr. Domini:** We couldn't get a quorum. As you can see, we barely have a quorum tonight.

**Mr. Burd:** The oval sign, what material are you planning to make that out of?

**Mrs. Vickers:** Well, we were wanting originally to do wood, have a wood sign up there, but now that I'm thinking about it, I want something that's going to be a little bit more durable, so I don't know exactly what kind of material.

**Mr. Domini:** Well, wood was my understanding and, just so you know, it has to be a natural material. If you're going to do a hanging sign or a blade sign like Mr. Beougher said, it has to be wood.

**Mr. Beougher:** And I would offer a wood sign is going to be very durable, especially if you would do like a – how they carve out the background. You know what I'm talking about? You see a textured background and the letters would be smooth, the ring around the oval would be smooth and then it would have this weathered textured color behind it. Now that might be what's expensive, but some of those signs are just gorgeous and they last a long time. If it were just painted wood on a flat face, that would tend to weather and wear off within a short period of time.

**Mrs. Vickers:** Well, the material that Sign\*A\*Rama was going to use, it looked like – in between it looked more like a fiberglass for one thing. It looked like a foam. Cause I looked at it and I thought, "Okay, for \$2,323 I want to see what this sign's going to be made of," and he showed it to me. On both back of it it was nothing more than

really a laminate, a shiny countertop that just glistened like a material – like a laminate and I was flabbergasted. I said, “Where’s the wood at? I don’t see no wood nowhere on here. For 2000-some dollars I want to see some wood.” He said, “Well, this is much more durable than wood.” I said, “Okay, what’s this stuff in between here? It feels like foam.”

**Mr. Comeaux:** I mean if you talk to other sign makers you’d probably find some wood products. I can’t talk to pricing at all, but either wood products or other natural materials and that’s the only thing that’s really a concern. And you’re not planning on having any lighting for that sign then, right?

**Mrs. Vickers:** No, no there’s going to be no lighting up there. Doug has a floodlight up there if you can see in the corner there that he shines up there on that one, cause that one hasn’t had any bulbs in it forever.

**Mr. Beougher:** So the floodlights would remain?

**Mrs. Vickers:** Yeah, they would shine on the sign so you could see it. And, you know what? To be honest with you, half the time we don’t have the lights in there. They just – I told Doug that’s why I wanted to do that burgundy and that white. It just – you don’t need no light. It just glows at night.

**Mr. Domini:** You’ve got a street light right there.

**Mr. Burd:** Yeah, you’ve got a street light right there and it’s pretty well lit to my recollection just driving through there at night.

**Mr. Beougher:** And if you replaced those lamps with LEDs, spotlights, they’ll last about 10,000 hours.

**Mr. Comeaux:** Have you gotten good feedback on the awnings from customers and passersby?

**Mrs. Vickers:** Oh, yeah. I’ll tell you what. That little building there, when I look at it, I think of Mr. and Mrs. Vickers a lot, but there is so much life when I see that. I see my two girls and I see the pain that Doug and I have went through raising them, and just personal tragedies we went through, and in the last seven years that we came back there and I didn’t want to, didn’t want to, didn’t know why I was called back there. God said, “Go back.” After I lost my fiance with ALS, this is where he told me to go back to. He said, “This is where you will make a difference.” And you see this side wall over there that’s empty? I wanted to hang a big sign there because this is exactly how I feel now, because when we put God first, family second, community and Vick’s Gourmet Pizza in that order, the last seven years we can’t even handle the business that’s coming through there now hardly. It’s just so – actually I had myself here tonight and I’m over at the bingo hall doing pizza slices. I told Doug, I said, “Oops, I forgot I’ve got to be at the City at 7:00.” So Tony and his wife, some friends of ours that’s working

over there now with us, they're over at the bingo hall doing slices for me right now and taking bingo orders for the pizza shop. It's just absolutely amazing when I put my life in that order. I put God, and I put family, community and Vick's Gourmet Pizza and have made sure that the money that it's made – it took a long time. There was no banks that would give us money. That place was a pit hole. I know you guys know, if you've lived here awhile, how bad it got. It wore its pain on our shoulders for a long time. We left it. We lost mom and dad and brothers, daughter who went through a bad, bad thing in her life that happened to her and we hated that place for a long time. We despised it. I think Doug did, too. We kind of despised each other, so we needed a break and we left. He didn't really leave, but he did. When I left, he left. He was down at O'Toole's quite a bit, but, you know, we needed that break. I think the community didn't know that, but for somehow or other, they have rallied back there like I have never seen them rally back before and it's only because, I think, they feel like. Somehow it's been conveyed to them. I don't know why or how, but it did. It got conveyed to them and the help we have in there now, we've had the same help on and off, these guys that's been in there with us and watched this process happen, this pizza shop just all of a sudden just come back alive, come back and just rebirth somehow.

**Mr. Burd:** Well, from my family's perspective, we were driving down the road and my wife said, "Wow, look at Vick's." It's beautiful. I'm anxious that we can make a motion to approve.

**Mr. Beougher:** I was going to ask if anybody else felt like ordering a pizza.

**Mr. Domini:** Well, I think one of the reasons you're here is because our job is to ensure every other business proceeds to the level of quality you have here, so I want you to hold us accountable too to do that. Olde Reynoldsburg for me, ever since I've been involved with Reynoldsburg, has always been a priority to me. So, in fact I wrote this overlay which you will get. So I really appreciate what you're doing and I hope what you're doing spreads like wildfire amongst the people around you.

**Mr. Comeaux:** Which is why when we talk to you about the sign, and we know it's a pain in the butt to get a natural material sign, but then when the person two doors down replaces their -- You called it an ugly yellow old sign or something like that, when they replace theirs, we're going to be on them to replace it with something that has quality too. So we're not just trying to -- I just wanted to re-emphasize that. There are a lot of nice little businesses down there that have had these old signs, but they can look a lot better.

**Mrs. Vickers:** Right. Well, you know, Doug and I have just -- we just want to show the community what they've done. God did it, but the community did it too. They bounced back. Every dime we got, we put back in that place then. We had no banks believing in us, we had to pay cash for everything. We had new windows put in. We had to do a window at a time and it was so good that we weren't going to the bank really. I said, "Doug, can you believe we did this in seven years?" We had a guy -- we needed an oven. We needed another oven real bad. After about three years of being

there, we were getting so busy, two belts wasn't enough, so we had to have an oven. These ovens are fourteen grand, right? Fourteen-four. I had become Miss Conservative, so I didn't want to let go of my cash flow, but I couldn't get a bank to give us the money for a loan on the oven. This is a God story, guys. You got a minute?

**Mr. Domini:** Well, let me do this. Let's make a motion. We've got to get the minutes transcribed. I think we all want to hear your story.

**Mr. Beougher:** Yeah, let's make a motion and approve what you did.

**Mr. Burd:** I will move to approve as submitted.

**Mr. Spalding:** Second.

(Mr. Domini called the roll. Mr. Beougher voted "yes." Mr. Burd voted "yes." Mr. Comeaux voted "yes." Mr. Spalding voted "yes.")

**Mr. Beougher:** All right, you are approved. I still like the old yellow sign. It's like home.

**Mrs. Vickers:** Okay, that old yellow sign I think I'm going to donate to the Historical Society.

**Mr. Beougher:** That's a good idea. But I think, personally, we've approved your other sign, right? Or have we?

**Mr. Domini:** We approved everything as long as that hanging blade sign is wood or natural materials.

**Mr. Beougher:** So we've approved the package, but I wouldn't be in a huge rush to take down the old ugly yellow sign.

**Mr. Burd:** It's funny how you're hit with nostalgia, because I would have thought you would be like—

**Mr. Beougher:** Well, I was also established in 1961, so that might have something to do with it.

D. ADJOURNMENT

The meeting was adjourned at 7:50 p.m.

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Lane Beougher, Chair

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Aaron Domini, Acting Planning Adm.

This document was transcribed by:  
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