



MINUTES

**DESIGN REVIEW BOARD
THURSDAY, OCTOBER 5, 2017 7:00 PM**

**PLACE: COUNCIL CHAMBERS
7232 E. MAIN ST, REYNOLDSBURG, OH 43068**

A. CALL TO ORDER

PRESENT: Bowman, Hicks, Carr, Sampson, King
ABSENT: Zollars

2. APPROVAL OF MINUTES

1. Design Review Board – Regular – September 7, 2017

RESULT: ACCEPTED

3. APPROVAL OF AGENDA

Agenda stands approved.

4. SWEARING IN OF SPEAKERS

Speakers sworn in by Chairman Bowman.

B. PUBLIC COMMENT

None.

C. UNFINISHED BUSINESS

None.

D. NEW BUSINESS

1. Application #180220; 2412 Taylor Park Dr; Bentley's Pet Stuff; Applicant: Nancy Radke; Comprehensive Sign Plan

2412 Taylor Park Drive - Bentley's Pet Stuff - Comprehensive Sign Plan

Application: #180220 - Certificate of Appropriateness

Location: Property is located at the south end of Taylor Park Drive, facing the west side of Baltimore-Reynoldsburg.

Existing Zoning: CS Community Services District

Request: Request for a certificate of appropriateness for signage.

Current Use: Retail Sales

Applicant: Nancy Radke/PR Signs & Service

The applicant is requesting the Board review and approve a certificate of appropriateness for signage at an existing commercial building. The applicant proposes multiple wall signs, so the application will be reviewed as a comprehensive sign plan.

The site is developed with an existing commercial building and related improvements. Neighboring uses include other commercial businesses in the CS district, including retail sales, eating and drinking establishments, small office, personal service uses, and some auto related uses. The sign fronts a major arterial street and is located immediately north of the interchange with an interstate highway.

Per Table 1181, the applicant's sign is a Type B wall sign. The applicant's tenant space is 28.5FT wide, which would entitle the applicant to 57SF of wall signage. The applicant's total proposed signage is 45.1SF of area for both signs, which does not exceed the code requirements. The maximum projection is 12 inches which they're under.

The applicant is proposing an internally illuminated channel letter wall sign. The overall sign style and design signage is consistent with the sign types previously approved for the other tenant space at the shopping center. The signage matches the general scale of the building, with the main sign mounted to the fascia above the main entrance. This is a typical and appropriate place for building signage. The three (3) sign colors do not exceed the four (4) color maximum of Chapter 1181 and the two wall signs, although slightly different sizes, are identical in their relative proportions, colors, and design.

The existing 26SF main wall sign was previously approved by Staff. If it is under 32 SF it does not require a certificate of appropriateness, I can approve it. That sign is located approximately where you see the for sale sign and that's the last page of the document. The applicant is requesting to add a 19SF sign to the west façade of the building. Although this is generally considered the rear of this building, the rear of the building functions as the main access from Taylor Park Drive. Neighboring tenants were previously approved for comprehensive sign plans/variances to allow additional signage at this location. Staff finds that this is reasonable given the site design and consistent with the building architecture.

The Board should apply the standards for design review and determine if the proposed signage enhances the characteristics of this commercial corridor. Staff's position is that the applicant has met those standards, and recommends the Board approve the application for a certificate of appropriateness as submitted.

Mr. Bowman: Is the applicant here? Is there anything the applicant would like to add? Anything that Mr. Snowden said that you didn't think was appropriate? Ok. Any discussion from the board on that? Hearing none, I will entertain a motion.

Mr. Hicks: I'd like to move that we approve as submitted.

Mr. Sampson: Second

Mr. Snowden: Unless there is any more discussion, I'll call the roll.

Roll Called 5 affirmative votes.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Steven Hicks, Board Member
SECONDER:	Bill Sampson
AYES:	Bowman, Hicks, Carr, Sampson, King
ABSENT:	Zollars

2. Application #180149; 1537 Brice Road; Diyanni Homes; Applicant: Bri Bailey, Sign Vision; Certificate of Appropriateness - Signage

1537 Brice Road - Diyanni Homes Signage

Application:	#180149 - Certificate of Appropriateness
Location:	Property is located on the east side of Brice Road between Rider Road and Retton Road.
Existing Zoning:	CC Community Commerce District
Request:	Request for a certificate of appropriateness for new signage.
Current Use:	Administrative/Business Office
Applicant:	Bri Bailey/Sign Vision

The applicant is requesting the Board review and approve a certificate of appropriateness for a new/refaced ground sign. The applicant is proposing to change a significant amount of the sign's exterior materials, which warrant review by the Board. The applicant, although they're keeping the signs, they're changing enough that it's something I cannot simply approve as a reface to a cabinet, so that's why the board is going to review.

The site is developed with an existing commercial building. Neighboring uses include other administrative business offices and medical office uses. To the north, the site abuts a City of Columbus owned storm water retention area. To the west, the property is adjacent to single and two family homes in the City of Columbus.

Per Table 1180, the applicant is permitted a 50SF ground sign, with a max height of 10FT. The existing sign has 36SF of area, and is 9.5FT high, so it is considered conforming to the current code.

The signs existing materials have reached the end of their lifespan. The applicant is proposing to retain the existing dimensions and shape of the sign, but reclad the base and a portion of the supporting columns with stone. Although the proposed stone is slightly different than the existing brick on the building, the propose color is not inconsistent with the colors on the remainder of the sign or on the building. Given the current design, Staff's position is that the additional stone and the faux attic vent add visual interest. The applicant is also proposing to paint the retainers and pediment trim in a burgundy color that matches the color of the proposed graphics.

The applicant's proposed aluminum panel is an appropriate sign type of the location. The applicant is proposing push-through letters that will have edged back lighting. Staff's preference is for external ground mounted "up-lighting" but the proposed design is superior to a standard internally illuminated cabinet sign. It can be very effective given it's a stand-alone, I wouldn't want to see this as one of a multi-tenant building because I think it would

look awkward but given this is one stand-alone sign on a stand-alone site, I don't think this is a bad choice. My preference would probably be up-lighting for exterior but in this case it's not required by the code specifically for this area and they don't have a lot of room especially on this side.

The Board should apply the standards for design review and determine if the proposed signage and exterior modifications enhance the characteristics of the design review district. Staff's position is that the applicant has met those standards, and recommends the Board approve the application for a certificate of appropriateness as submitted.

Mr. Bowman: Is the applicant or a representative here? Is there anything you'd like to add that Mr. Snowden didn't say? Any discussion from the board?

Mr. Hicks: I do have a question about the foam on the description it said it's an HD*** foam, is that like the router foam type high density foam material that looks like a faux stone?

Mr. Snowden: That is correct based on my understanding; I can talk to the applicant directly if the board would like me to get a cut sheet of the material. I normally require that but I didn't catch that when they made the application.

Mr. Hicks: Do they have an example of the color and texture and everything? I don't think there is anything unacceptable about it, I just think it's interesting and was curious about more details about it.

Mr. Snowden: I have a feeling it's a weight issue too since it's a sign cabinet that they're adding, the masonry is only on the base and if you start adding weight to those columns which probably isn't supporting anything, it could cause a problem. I think Mr. Hicks, if you look at page one of their application, you'll see that they're pulling from a model home. I don't know where that is located. It's not located at this location.

Mr. Hicks: Well most of the synthetic stone that most people are going to put on their house is almost like a cement. It's real thin and looks like a thick stone. If this is HDV I've just never seen that before so I'm just curious with the stones and all of that how good it looks or doesn't look has a lot to do with the corner pieces and how they finish those corners. I'd be nice to be able to see that. I think it's fine, it'll be fine but if staff could just double check that, get a cut sheet so we can see it.

Mr. Snowden: Oh yeah absolutely. Mr. Hicks, have you ever dealt with the material, is there a concern that the material isn't going to be durable enough at this location?

Mr. Hicks: No, just there's a lot of these faux stone products coming out now and some of them have really nice corners that look like really nice faux stone and some of them don't.

Mr. Sampson: I agree with Mr. Hicks, I've never seen it in a column format before. I'm familiar with the stone, but not being used in a column that size.

Mr. Hicks: I think it's approvable either way, I just.. something that afterwards maybe staff can take a look at that and then if there is an alternative that has good corner pieces that would be preferable.

Mr. Snowden: Mr. Hicks I think that's a great observation, that's one of the reasons we do this type of review because I don't catch everything, that's a great observation. I'm not overly familiar with the material, though I knew what it was. My suggestion would be if you wanted to be the one to make the motion to approve it, just make a motion that it be approved on condition that staff secure a cut sheet of the material from the applicant and review it for installation according to the manufacturer requirements because the manufacturer of these products is going to have a system that states how it has to be installed in order to minimize those gaps and have it looking the way that's supposed to.

Linda Patrick: All the stone together, less than 50lbs, its foam and yes it's a push through halo lighting called edge lighting and it's a lightweight foam.

Mr. Snowden: I'm assuming it's a weight issue, but I wouldn't make a recommendation to say that to your point. Just make the motion on condition that staff will secure a cut sheet, what a cut sheet is, the item that comes from the manufacturer that tells about the material, it's not even a sample material, it's typically a document like if we go into these material suppliers and say show me this material, they have a sheet usually with all the colors it talks about the material so it's going to be something that.. she can provide a copy and then I'll just review and make sure it's installed per the manufacturer.

Mr. Hicks: I just have one other comment about the halo lighting, we kind of over use light and do a lot of up lighting, I don't think we have anything restricting up lighting but it's something...

Mr. Snowden: Only in historic district is that the kind of preferred version but this isn't even in the historic commercial, the area along Brice is in the general based zoning area so this is a good area where you can do some alternatives.

Mr. Hicks: I think after we see this it's going to look great and I would encourage us to talk to other applicants to encourage that option because it does reduce the amount of extra lighting we're putting out and going around and..

Mr. Snowden: Yeah, the City of Hilliard uses them extensively and it's one of their preferred sign types in the whole City commercial district outside of the historic district and the nice part about them is there's very little light spillage and typically they're very efficient and it really can help with some of the areas Mr. Hicks where you've got just what we would call over signage, everybody's got a big sign, it can help minimize that because it's very localized to the shape of the text.

Mr. Bowman: Any other comments? Hearing no more comments, I will entertain a motion.

Mr. Hicks: I move that we approve the application conditionally on the applicant submitting

cut sheets for the foam stone to staff and staff reviewing those and insuring they are installed per the manufacturers recommendations.

Mr. King: I will second.

Roll Called 5 affirmative votes.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Steven Hicks, Board Member
SECONDER:	Ivan King
AYES:	Bowman, Hicks, Carr, Sampson, King
ABSENT:	Zollars

E. OTHER BUSINESS

No other business.

Mr. Snowden: No other business by staff, but I really like Mr. Hicks' observations in there and I think that is something in there as we look to review either Design Review Board or Planning Commission submission requirements or check lists. I do require cut sheets for lighting on the major site plans for Planning Commission and other cases and we are supposed to require material samples, though a lot of times I don't for signage, especially if I don't catch there is some unique material when they apply. I think that is something that we should start requiring because it's really easy to get them. It's not like they have to go create a whole new display for us, but it helps us, to say, be consistent on our materials and show material and install material and if they want to change it, it's something that we have to work though and figure out.

Mr. Hicks: Work out other alternatives. Because faux stone is very popular trend right now and what caught my eyes was it's a dry stack stone, but then I noticed it was HDUC. Dry stack means there's no mortar in between the joints and there have been a lot of problems with that in this climate. So, it's popular and they're all popping off the wall. There are multiple projects around in the City of Columbus in general. Just little things like that.

Mr. Snowden: We'll look at it. It's definitely something that should be involved with the application process. Like I said, we do require some cut sheets, but I think we can beef up kind of what we're requiring because it's really easy for them to get it. It's not like you're asking them to spend thousands more on design elevations and stuff. Just provide us the info from the manufacturer you're using, so we can confer exactly. That's a great observation.

F. ADJOURNMENT

Adjourned at 7:23 pm.

Chairman



Planning and Zoning Administrator