



MINUTES

DESIGN REVIEW BOARD THURSDAY, OCTOBER 1, 2015 6:30 PM

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

A. CALL TO ORDER

PRESENT: Comeaux, Hudson, Zollars, Burd
ABSENT: Bowman

2. APPROVAL OF MINUTES

1. Design Review Board – Regular – September 3, 2015

Minutes stand approved.

3. APPROVAL OF AGENDA

Agenda stands approved.

4. SWEARING IN OF SPEAKERS

Chairman Comeaux: If you are here to speak before us tonight, if you would just raise your right hand and swear or affirm that what you tell us today will be truthful.

B. PUBLIC COMMENT

C. UNFINISHED BUSINESS

D. NEW BUSINESS

1. **7524 E. Main St.; Application #171387; Carnival Ice Cream; Applicant: Mark Rubcich, DaNite Signs; Signage**

Chairman Comeaux: If you could stand and say your name for the record please. And then, Mr. Snowden will give us a brief presentation. We may have questions for you, ok?

Mr. Rubcich: My name is Mark Rubcich. I represent DaNite Sign Company.

Mr. Snowden: Thank you Mr. Chairman, and other members of the board. 7524 E. Main St. - Carnival Ice Cream - Signage. Application: #171387 - Certificate of Appropriateness. Location: Property is located on the north side of E. Main Street, west of Waggoner Road. Existing Zoning: CC - Community Commerce / HCO - Historic Commercial Overlay. Request: Request for certificate of appropriateness for signage. Current Use: Eating and Drinking Establishment. Applicant: Mark Rubcich. Background Information: Proposal - The applicant is requesting the Board review and approve a certificate of appropriateness to install a new wall sign for a new business in an existing commercial building. Existing Site & Context - The site is developed with an existing commercial building in the CC-

Community Commerce District. The proposed tenant space will be a new eating and drinking establishment with a drive thru service window. Neighboring uses include other commercial businesses in the CC - Community Commerce District of the City. The entire area is within the HCO - Historic Commercial Overlay District, which provides specific development standards for signage. Staff Review: Building Mounted Signage - The applicant has proposed a 20sf HDU sign panel which will be mounted to the building facade with screws. The sign board size and design are consistent with the historic design guidelines and other signage in the district. Materials & Colors - HDU is a type of artificial material that can be carved in a manner replicating real wood. The applicant is proposing to utilize vinyl graphics applied to the face of the sign for lettering and several logos. Staff is comfortable that the HDU could be carved to replicate wood, however, the vinyl graphics are not permitted by the Zoning Code, and would need to be replaced with painted or carved lettering. Staff recommends that the applicant remove the logos along the bottom of the sign, which will not be clearly visible from the street, and enlarge the text to cover a larger portion of the sign. Staff Recommendation: The Board should apply the standards for design review and determine if the proposed signage enhances the characteristics of the Historic Commercial Overlay District. Staff recommends approval of the certificate of appropriateness on the following condition: 1. That the applicant submit to Staff a revised plan showing enlarged painted or carved letters and remove the food graphics along the bottom of the sign. With that, I will turn it over to our Chairman and I would be happy to answer any questions.

Chairman Comeaux: I do not know if you have had conversations with him before you came here, or if this is the first you have heard this...

Mr. Rubcich: It is the first time I have heard this.

Chairman Comeaux: It is a little odd because you look at it and say it is a strip mall, but the strip mall is located in our Historic District. So, we have a requirement that signs are of natural or natural-like materials. The sign is going to be ok. We are comfortable with the nature of the sign as HDU, right?

Mr. Snowden: Staff is comfortable with the sign board, with the material conceptually. It is just getting these graphics addressed. Certainly it is not Staff's place to step in and design a sign for this gentleman or his client. But, just to simply say, a twenty square foot sign, that distance from the street, the small graphics are not going to appear very well. They are showing the different kinds of products that are for sale there. That is why Staff is giving the recommendation they are giving.

Chairman Comeaux: That is one thing, the images, but the nature of how the images are affixed. I think we need to separate the two.

Mr. Snowden: Mr. Chairman, pardon me. But, the reason that those two are connected is because carving something that intricate into a sign of that type is probably not going to be practical, I would imagine. The reason the graphics are being proposed in the vinyl is because the applicant wants to use the logo. So that is the reason Staff is making them related.

Chairman Comeaux: Ok, I got you. But the first issue is, even like the letters "Carnival" and "Ice Cream", we need them to be in a natural material or something like natural material.

Mr. Rubcich: I am just here to hear what you have to say and report back to the client. Actually, the letters, and the shapes, are actually routed out. So they are not individually cut and then glued on. They are actually routed out of the material. So, they will be 1/2 inch to a 1/4 inch inset. We could paint "Carnival Ice Cream" in the border. It is just that when you have those graphics of the other food items, that is very intricate to paint. So you do these as graphics. If they are eliminated, that's one thing. You can not make "Carnival" much bigger because of the width. "Ice Cream" could be enlarged. If he wanted to put another word down there, that is fine, we could move it down. So, whatever we need to do to accomplish that.

Chairman Comeaux: Ok. I think we can probably move forward. If they are routed out, that is fine. They can be hand painted, painted however. But, they cannot have vinyl images affixed.

Mr. Snowden: I apologize Sir, if I didn't understand exactly what you were trying to show me.

Chairman Comeaux: Any other questions?

Mr. Rubcich: What would be the copy or text that you would allow?

Chairman Comeaux: "Carnival Ice Cream". You could put other text there. We could approve it based on going back before him. I do not have a problem with the images, necessarily. I understand your point, but at the same time, if you are getting an old fashioned ice cream sign, I could see all these things.

Mr. Snowden: If they wanted to paint some sort of logo, but, as far as a sundae graphic with a heavy amount of painting, that would not be practical.

Mr. Comeaux: The thing that we are handcuffed with is the nature of the sign, and if you are telling me it is routed out... We can make a proposal, subject to you coming back to Mr. Snowden with a final design.

Mr. Zollars: I make a motion that we approve based on the approval of the redesign through Staff.

Mr. Burd: I will second.

Mr. Snowden: Mr. Chairman, before I call the roll, is the Board stipulating that they want the applicant to follow the recommendations I made, or just that they want me to review based on a sign that can meet code? That is two different things.

Mr. Comeaux: It is that they can do the sign as proposed provided that it is painted rather than having vinyl fixed to it. If they decide to take the images off and replace it with text, that would be their choice and we can leave you that little bit of discretion. Again, provided that it is painted and not vinyl.

Mr. Snowden: Very well, I just wanted to clarify.

Mr. Comeaux: Is that enough clarification?

Mr. Snowden: Yes Sir, thank you very much. (Roll Call) Mr. Rubcich, you will need to submit to me a new sign plan showing a sign that does not utilize those materials.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Pat Zollars
SECONDER:	Nathan Burd, Service Director
AYES:	Comeaux, Hudson, Zollars, Burd
ABSENT:	Bowman

2. **1749 Brice Rd.; Application #171413; Westside Graphix; Applicant: Kirk Ramer; Signage**

Chairman Comeaux: Mr. Snowden, can you give us a brief presentation?

Mr. Snowden: 1749 Brice Road - Westside Graphixs DBA Eastside Graphix- Signage. Application: #171413 - Certificate of Appropriateness. This applicant informed Staff today that they would not be attending the meeting and that it was immaterial to them as to whether the Board did, or did not, approve their graphics. Staff requested that if they wanted the Board to deny it for some reason, that would certainly be their choice, and asked if Staff should recommend that. Staff never heard back from the applicant. Staff is recommending, in this presentation, that given the lack of specificity in the materials, and the inconsistency with the signage that is already at this commercial center, Staff is recommending that the Board table this for at least one month. In that same communication, the applicant also told Staff that they may be not attempting to open the business. Staff is getting some very mixed signals from this applicant. If it is the will of the Board members, that Staff read the report into the record, and give the recommendation, or Board just moves to table or simply deny. I do not really know what this applicant is trying to accomplish.

Chairman Comeaux: Certainly we will entertain a motion to table or do what have you, in a second. I just want to understand a couple of things in your communications with them. The text, is that a font or hand drawn? I know we have a provision against hand drawn.

Mr. Snowden: That is a great question. That was a question that Staff would like the applicant to answer. As to the colors of the sign, that is a question that Staff would like the applicant to answer.

Chairman Comeaux: I would say that the really tiny text, "Division of Westside Graphics"...so Eastside is a division of Westside Graphics. Just trying to help them clean up the sign. Those comments aside. Is there a wish to consider this at this point, or should we just table it?

Mr. Snowden: The Board should make a motion to table this for one month. And, see if Staff is able to get into communication with the applicant. All Staff will say is it is certainly not the requirement. Staff will carry these through. When Staff is receiving messages from the applicant that don't really make a lot of sense, it is really difficult to proceed.

Chairman Comeaux: We could sit here and redesign the sign, but that is not really what we are here for. I would much rather have dialogue with the Applicant. We will be able to do that better next month, hopefully. If we could get a motion to table it for one month.

Mr. Snowden: Very well, it stands tabled for one month. With that, Staff will attempt to get in contact with the applicant and determine their intentions.

RESULT:	TABLED [UNANIMOUS]	Next: 11/5/2015 6:30 PM
MOVER:	Pat Zollars	
SECONDER:	Richard Hudson	
AYES:	Comeaux, Hudson, Zollars, Burd	
ABSENT:	Bowman	

3. **2087 Reynoldsburg-Baltimore Rd.; Application #171528; Bibibop, LLC; Applicant: Tanaya Candella; Signage**

Chairman Comeaux: I think you were absent when we did the swearing in. If you would just raise your right hand and promise to be truthful. Fantastic. If you will say your name, Mr. Snowden will give a presentation, and then we may or may not have questions for you.

Ms. Candella: Tanaya Candella, Development Director for Bibibop, LLC.

Mr. Snowden: Tanaya, I am going to read through this so make yourself comfortable. 2087 Baltimore-Reynoldsburg Road - Bibibop - Exterior Modifications/Signage. Application: #171057 - Certificate of Appropriateness. Location: Property is located on the west side of Baltimore-Reynoldsburg Road just south of Stonetrail Way. Existing Zoning: CS - Community Services. Request: Request for certificate of appropriateness for exterior modifications and signage. Current Use: Eating and Drinking Establishment. Applicant: Tanaya Candella. Background Information: Proposal - The applicant is proposing to make exterior modifications and add signage to accommodate a new tenant within an existing commercial building. Existing Site & Context - The site contains a multi-tenant commercial building. The subject tenant space is being converted to a new eating and drinking establishment. Neighboring uses include retail sales businesses in same zoning district. To the west the property abuts a multi-family residential complex in the AR-2 district. Staff Review: Administrative - The Board reviewed the proposed exterior modification conceptually at a previous meeting. The applicant has applied for and received a variance increasing the amount and number of signage which will be permitted for the project. Architectural Detailing - The applicant is proposing to change the materials and building massing of the tenant space to reflect their individual brand. The applicant is proposing to remove two of the false gables on the east facade and replace them with square fascia. Staff is comfortable with this as long as the height of the new fascia do not exceed the height of the remaining false gables. Outdoor Dining - The applicant is proposing to add an outdoor dining space, which will replace the patio utilized by the previous tenant. The proposed dining space will be defined by a 3' black wrought-iron railing around its perimeter. Staff feels this will be an improvement over the current wood privacy fence. Materials - The applicant is proposing to utilize some existing stucco, wood siding, brick and stone for the facade modifications. The applicant is also proposing to utilize some orange ECB sign board

panels for signage and color accent. Although there are no specific design or material guidelines for this location, Staff is comfortable that the materials presented are consistent with the quality of materials of buildings in the surrounding area and within minimum standards for new commercial buildings presented to the Board for properties in the Community Commercial Overlay District. Wall Signage - The applicant is proposing three wall signs with an area of up to 252sf. The number and amount of signage exceeds the Code, and a variance for this was granted by the Board of Zoning and Building Appeals under case #143-ZV. Staff is comfortable that the signage as proposed meets the conditions upon which the Board of Zoning and Building Appeals granted the variance. The main sign consists of internally illuminated channel letters mounted directly to the facade of the building. The remaining two signs consist of orange ECB sign boards with white vinyl graphics applied to the surface. One of these signs, which is mounted on the east facade, is externally illuminated. Staff is comfortable that the choices of sign designs and materials are consistent with the development pattern of the surrounding area. Staff Recommendation: Staff recommends that the Board apply the standards for design review and determine if the proposed modifications enhance the character of this commercial corridor. Staff recommends approval of the certificate of appropriateness. And, with that, I will turn it back over to our Chairman.

Chairman Comeaux: Are there any questions from the Board Members? We had a conversation with her a little bit more informally a few months ago. For my own edification, the internally illuminated sign is the one...

Mr. Snowden: On the white fascia, Mr. Chairman.

Chairman Comeaux: And, the externally illuminated is...

Mr. Snowden: The one also on the east facade, a little bit to the left. The sign along the south side of the building, around the corner from this facade, that is not illuminated. Which is great, because multi-family is back there, so it is great not to have an illuminated sign that could have some lights on a multi-family.

Chairman Comeaux: I know we discussed this before, but I want to get it on the record here, you have talked to the landlord and the landlord is cool with you making these changes in light of the fact that it is a little different architecturally than the rest of the building.

Ms. Candella: Yes, he is on board with all of the changes we have proposed, prior to coming to the meetings.

Mr. Snowden: Mr. Chairman, Dan and I had some conversations with the building owner, and although this is a change for this portion of the building, we are comfortable with it. However, it is not going to be possible for each individual tenant in this entire complex to have this level of differentiation. So, they have already been told that this is a little different than what we normally like to see, and individual tenants can not have this level of difference.

Chairman Comeaux: And the point would be that, it would be great to extend these materials throughout the whole structure, Staff thinks that would be attractive, but that would defeat what

this applicant is trying to say, which is, they want the building to look like their brand. That would make the entire building look like their brand. It is a chicken or egg type of situation.

Chairman Comeaux: Any other questions for the applicant? Hearing none, can I get a motion please?

Mr. Burd: I will make a motion that we approve this item as submitted.

Mr. Snowden: Ms. Candella, Staff will mail a record of action notice to the applicant at the address provided. Provided the Board approves the application, the next steps are as follows:

1. The applicant should apply for a zoning certificate. Staff will require two sets of dimensioned drawings showing compliance with the certificate of appropriateness.
2. The applicant should submit for a zoning sign permit for the proposed signage. Staff will require two copies of plans to confirm compliance with the approved certificate of appropriateness.
3. The applicant will need to contact the Building Division at 614-322-6802 to submit building plans for review for the proposed exterior changes, building mounted wall sign and any interior modifications.

Chairman Comeaux: Having no Other Business...

Mr. Snowden: Mr. Chairman, before we adjourn, under "Other Business" could Staff make one announcement? The announcement is a question to the Board. Dan and I have been working for consistency amongst our Planning Commission, BZBA, and DRB. Both Planning Commission and BZBA, although BZBA has not made a decision, Dan is listed as an ex-officio non-voting member of those bodies, per the Charter. He is not listed, but obviously he is heavily involved with what this Board does. With that, I would just ask if the Board Members would be comfortable with Dan joining us on the dais in future meetings so he can answer questions as he normally does. The normal place for him to sit on the two other bodies is immediately to my left. I just wanted to know if anyone had any concerns about that. The Board does not need to make any motions, or write any rules, or anything. We did not want to proceed with that if the Board members were not comfortable.

Chairman Comeaux: I definitely see some utility in having him up here where a microphone already is, so that if we do have questions for him we don't have to have him stand up and walk across the room, etc...

Mr. Snowden: That also would help our transcriptionist because there are times when Dan is trying to speak to the Board and he is not on microphone.

Mr. Burd: I think it would be great to have Dan.

Mr. Snowden: All I needed was a thumbs up from the Board before we made the change.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Nathan Burd, Service Director
SECONDER:	Richard Hudson
AYES:	Comeaux, Hudson, Zollars, Burd
ABSENT:	Bowman

E. OTHER BUSINESS

F. ADJOURNMENT

Chairman



Planning Administrator