

MINUTES
CITY OF REYNOLDSBURG
DESIGN REVIEW BOARD
SEPTEMBER 16, 2014
6:32 P.M.

SPECIAL MEETING
RESCHEDULED FROM SEPTEMBER 4, 2014

A. CALL TO ORDER

1. ROLL CALL

Members Present:	Mr. Pat Zollars Mr. Lane Beougher Mr. Nathan Burd Mr. James Comeaux
Members Absent:	Mr. Hudson
Others Present:	Ms. Megan Moeller Mr. Justin Robbins

Chairman Beougher: Before we proceed with the agenda, there is a change that I would like to propose to the Agenda. Since we have one speaker who will be speaking three times, I'd like to get him up to the microphone all at once and have him finish. So, therefore, I propose that we switch Items 1 and 2 if Mr. Bigham doesn't mind going first. Any objection? (No response.) Seeing none, the Agenda is amended as suggested.

2. APPROVAL OF JULY 3, 2014 MINUTES

Mr. Beougher: Since I was absent, those of you who were here, are there any amendments to the minutes? (No response.) All right. Hearing no amendments, they will stand as submitted.

3. PUBLIC COMMENT

Mr. Beougher: If you're here to speak to the Board on an item that is not on this evening's agenda, this is the opportunity for you to approach the lectern and give us your comments. (No response.) Seeing no mad rush, we'll move on.

4. SWEARING IN OF SPEAKERS

Mr. Beougher: We do this informally. If you're going to speak to the Board tonight, please rise and raise your right hand. If you agree, say "I do". (Mr. Beougher administers oath.)

B OLD BUSINESS – None

C NEW BUSINESS

2. **6597 EAST MAIN STREET, REYNOLDSBURG, OHIO;**
APPLICANT: BIGHAM SIGNS FOR DTT TIRE AND CAR SERVICE.
Application #166002.

Mr. Beougher: Would you please state your name for the record?

Mr. Richard Bigham: Richard Bigham, sign erector.

Mr. Beougher: Please introduce the item.

Mr. Robbins: I just wanted to say that Ms. Moeller had an eye appointment today and her eyes are dilated.

As the item was introduced, it's 6597 East Main Street for DTT Tire and Car Service, Application #166002. The property is located on the south side of East Main Street west of Rosehill Road. It is zoned CC, Community Commercial, and is within our CC Overlay District. Applicant is requesting Design Board approval to reface an existing monument sign and to install a new wall sign. Applicant is proposing two signs: first the monument sign reface measures approximately 9' x 5', which is 45 square feet. It's proposed to be internally illuminated and to include a black and red background with red, black and white text. The second is the new wall signage with channel letters covering approximately 120 square feet of area, proposed to be finished with aluminum vinyl overlays, to be internally illuminated, and colors include red, black, white and gold channel letters. The wall sign is located approximately 65' from the right-of-way, which means it's a Type A sign. So you're looking at one square foot of area signage per linear foot of building frontage.

The wall signage is currently not in conformance with the code regarding the number of allowable signs and the total area. Table 1181 of code allows a maximum wall sign area of one square foot per linear foot of sign. The applicant is proposing 120 square feet of signage area, exceeding the code requirements. 1181.02 states that, "A wall sign may be erected on the one wall of the building. If the Board determines that two wall signs are being proposed, the applicant would be exceeding the code requirements." One thing I do want to say is with the signage as proposed, you have the DTT as the primary sign and then kind of a Tire X on each side. I think the real issue is the tire and car service at the bottom. If you were to remove those letters, that would bring the rest of the signage into compliance with the rest of the code. So you're looking at about 65 square feet, which is how much is allowable under our overlay code.

Mr. Bigham: By illuminating the “Tire, Car Service, New, Used,” and stuff, that would bring us into conformance?

Mr. Robbins: That’s correct and you would still be allowed to keep the DTT and tires. That would bring you into the area allowance and it would be up to the Board whether or not to approve that. It is the recommendation of staff that the recommendation that the application – we had originally requested that it be tabled, but if the Board finds that reducing the area of the signage would bring it into conformance and all other aspects of the signage are acceptable to the Board, we would recommend approval.

Mr. Beougher: Thank you, Mr. Robbins. Mr. Bigham, do you have anything to add?

Mr. Bigham: No. I’m the installer on this and, to be honest with you, this is the first time I’ve seen some of this stuff was yesterday. As far as removing this, I can’t make that decision. I’m going to have to go back to them. I guess my only request would be if you would approve the DTT and the tires, if we remove the rest of it, we can move forward; if not, then I’ll have to come back.

Mr. Robbins: We have two options from our standpoint with staff. You can agree to remove those letters and we can issue the sign permits if the Board votes yes. Then, if it’s unacceptable to your client in terms of removing the letters, then you’d have to come back, either get a variance or we figure something else out in that respect, but you’d have to go through the same process again; or table it and you can go back and speak with your client and see what’s acceptable to him.

Mr. Beougher: So Mr. Bigham’s concern is that he doesn’t have the authority to say whether or not they’ll remove the gold letters.

Mr. Bigham: That is correct.

Mr. Beougher: However if the Board were to approve the application without the gold letters to allow them to move forward on the sign that you’re proposing, Mr. Robbins, they would then have to come back with either go to the BZBA and request a variance of the signage code and then they would come back with a new application.

Mr. Robbins: Yeah, for the additional signage, the gold lettering.

Mr. Beougher: That would probably be the course of action – I mean application fee-wise it would be more expensive, but that’s something that we could – if the members agree – we could approve tonight.

Mr. Bigham: To approve just the Tire and the DTT.

Mr. Beougher: And the tires do fit in the allowable area?

Mr. Robbins: Yeah.

Mr. Beougher: And that's just my proposal. The members would have to agree.

Mr. Comeaux: Now he could have decals on the window. He could have lettering on the window, right?

Mr. Robbins: That's correct. It wouldn't require a sign permit. It doesn't require any Board review. You're allowed 25% of the area of each window to be taken up by graphics.

Mr. Comeaux: So if you wanted to take the gold lettering and find some way to apply it to the windows—

Mr. Bigham: So 25% of the windows can—

Mr. Robbins: The window area, correct; within each window. I don't think it can exceed 10 square feet.

Mr. Bigham: And that would require a permit also?

Mr. Robbins: No. Those things include "open" signs, "clearance," "special," "hours of operation," "ATM inside," that kind of thing; but it can also include lettering. It's not under the purview of the Board to regulate the graphics for window signage. There's just a straight 25% area calculation.

Mr. Comeaux: Just so I'm clear, so if we were to table it, he's at least a month out. And if we're to-- The only thing we can do, because we'd need a variance regardless – the only thing we can do it approve the DTT with the tires.

Mr. Robbins: That's correct.

Mr. Bigham: And the monument sign.

Mr. Robbins: Yes. And if, let's say, you decided to table it, the signage that you had proposed on the front of this building would have to be reduced in size to meet our current code.

Mr. Beougher: If we were to table this, sir, we couldn't approve it if the gold lettering comes back with it. So I'm just trying to figure out how we can get your client's—

Mr. Bigham: Yeah, I understand. The gold lettering is the problem. If there's a way that we can approve the tires, the DTT and then if the company says no, they'll have to come back or we'll have to come back or whatever. But if we can move over without the "tire and car service, new and used tires," I'm sure that's what they'd prefer to do. If they want to come back, I'll have to come back.

Mr. Beougher: And that's already on the monument sign, so cars driving by will see that. The sign on the building is only able to be seen if you're perpendicular to the front of the building, if you're standing right in front on the sidewalk. Mr. Burd, did you have a question?

Mr. Burd: I was going to make a motion unless there's more discussion.

Mr. Beougher: Go for it.

Mr. Burd: I'll make a motion that we approve the monument sign as submitted and that we approve the wall sign with the understanding that the yellow and black graphic with the words, "Tire and car service, new and used tires" would not be included.

Mr. Zollars: I'll second that.

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

(Mr. Robbins called the roll. Mr. Zollars voted "yes." Mr. Beougher voted "yes." Mr. Burd voted "yes." Mr. Comeaux voted "yes.")

Mr. Robbins: If you'll allow me, gentlemen, I've got a speech I've got to make at the end of every one of these. If you have not done so already, a sign permit is going to be required for every sign that's erected. In this case it would be a new wall sign and then a reface of the monument sign, so that's two sign permits for the Zoning Department. The Building Department is also going to require a building permit for the wall sign and that's going to include stamped engineering drawings and something that addresses electrical as well – not needed for the reface, but just the new wall sign. That's a permit that you'll get through the Building Department.

Mr. Bigham: Okay, so the monument sign is approved as is.

Mr. Robbins: That's correct.

Mr. Bigham: The wall sign is approved, the two tires, the DTT.

Mr. Robbins: That's correct.

Mr. Bigham: And if they want to do something with the gold letters, we've got to come back.

Mr. Robbins: And I would actually recommend updating the telephone number on there as well from 000. I don't know if you can see that.

Mr. Bigham: Oh, right. We'll have the right telephone number.

1. **7361 EAST MAIN STREET, REYNOLDSBURG, OHIO;**
APPLICANT: E.R. CIMILLUCA/SIGN-A-RAMA FOR HUNTER'S FLORIST.
APPLICATION #166253.

Mr. Sam Cimilluca: I'm Sam Cimilluca of sign-A-Rama Reynoldsburg and Sign Shop, Inc.

Mr. Beougher: Thank you, Mr. Cimilluca. Mr. Robbins, would you please introduce the item?

Mr. Robbins: Yes. This is for 7361 East Main Street, Hunter's Florist, Application #166253. The property is located on the southeast corner of East Main Street and Lancaster Avenue. Existing zoning is CC, Community Commercial, and it is within the Historic District. The current use is retail. Applicant is requesting Design Board approval for a new wall sign measuring 60" x 30", which is approximately 12.5 square feet. The proposed sign is to be finished with wood. The sign is proposed to be installed on the railing of the second story porch with wood screws. The proposed sign includes an off-white background with maroon text.

Mr. Cimilluca: Justin, we were talking about putting that sign up on the wall, not the railing. I've been out of town, so I didn't come up with a new drawing to show it on the building.

Mr. Robbins: Okay, I think we can discuss that. As for staff recommendations, I think you went a little bit to address those, but there are some concerns regarding the location of the proposed sign on the railing to the north, to consider whether the proposed sign promotes, preserves and enhances the overall architectural character and integrity of the Historic District as outlined in 1103.12. Upon addressing the proposed concerns, the proposed signage is clear, legible and attractive. It's the recommendation of staff that the Certificate of Appropriateness be granted. The proposed signage is in keeping with the character of the area and will not adversely affect the overall appearance of the area.

As Mr. Cimilluca mentioned, there was the question of where this is to be mounted. I'll let the Board ask any questions you need and I'm going to get a street view image up real quick while you guys do that.

Mr. Beougher: Thank you. Mr. Cimilluca, would you like to address the location?

Mr. Cimilluca: Yes. Well, right above the door there, there's a second floor above that. There's a wall of brick and that's where we were going to put it there. I spoke to the owner, Barth Cotner, and he was okay with that as well. The only reason I didn't have it, I just got back today and I realized I didn't have it up there.

Mr. Beougher: That's fine. Now would that be above the railing on the wall?

Mr. Cimilluca: Yes. Above the railing on the wall.

Mr. Beougher: So just move the graphic that we see above the handrail. Okay. And this is on the back of the property towards the parking lot?

Mr. Cimilluca: It's on the front of the property. It's right on Main Street. It faces Main Street.

Mr. Beougher: Oh, okay, so they're moving across the street. I was trying to visualize the existing location.

Mr. Robbins: So, Mr. Cimilluca, the area in which you're proposing now to place the sign-- Let me turn the lights off real quick so we can see. So this is the doorway and the ground floor and then there's kind of a punch-out here for an old doorway and then there's brick above here. Is this the area in which you're speaking of?

Mr. Cimilluca: Yes.

Mr. Robbins: Can the Board see that?

Mr. Cimilluca: Yes. He owns the first and second floor as well, but since the florist shop is going to be on the first floor, we thought putting it on the railing was a better idea for location, but for adhesion and so forth, it's a lot better on the brick wall.

Mr. Beougher: That's where Reynoldsburg Trophy used to be, is that correct?

Mr. Cimilluca: I don't know. It's right by the mural. It's across from Connell's.

Mr. Beougher: So, let me ask this: If it's on the brick wall above the doorway on the upper level, are folks going to want to try to enter on the second floor?

Mr. Cimilluca: Yeah, we're gonna – that's the reason we also had it on the railing. We can put on there "first floor." I don't know, we were going to leave it as is, hoping that it would work as is.

Mr. Zollars: What is the size of that sign?

Mr. Cimilluca: The size of it is 60" wide by 30" high.

Mr. Zollars: Are you sure it's going to fit on there? That's a 3' door and I'm not sure – you might have 2' on each side, I'm not sure.

Mr. Cimilluca: I'd have to see, because we had this originally on the railing, so I would have to see.

Mr. Robbins: Assuming an 8" brick, we're about 64".

Mr. Beougher: So 5'4".

Mr. Robbins: I think there's also the opportunity as well to the side. Has this been explored at all?

Female: No, not really. Originally I was thinking maybe up here, but I don't think it's tall enough.

Mr. Robbins: Ground floor to the left of the door.

Female: Uh-huh.

Mr. Beougher: So, you know, we have the availability of blade signs in this area. I'm wondering if a blade sign coming out from a post—

Mr. Cimilluca: I was afraid it was maybe too low.

Mr. Beougher: Well, yeah, you would have to raise it up basically to where the handrail is. It could be mounted on a post. Is that objectionable to staff, do you think?

Mr. Robbins: I like the idea of blade signs within the Historic District.

Mr. Cimilluca: Yeah, but you want it on the railing, to put the blade sign from the railing?

Mr. Robbins: I wasn't prepared for this at the moment. Let me look up the regulations for blade signs. I think they require either 7 or 8' below. I want to make sure there's enough space.

Mr. Beougher: Well, you wouldn't want to put it below the decking. You'd have to mount it up about where you had it as far as the elevation.

Mr. Cimilluca: Oh, you mean on the brick wall?

Mr. Beougher: No, what I'm proposing is a blade sign that would project out perpendicular from that railing, but attached to the post. The post is a structural element somewhat. The nice thing about that would be that it's not blocking the open spaces of the railing.

Mr. Cimilluca: You talked about a post.

Mr. Beougher: See the post that is between the pickets on the railing? That's probably a 4 x 4 wood post, I would presume. You could mount a blade sign attachment to that 4 x 4 post and project out over the sidewalk above people's heads. There's probably a minimum above the sidewalk—

Mr. Robbins: Nine feet. It's a little bit hefty.

Mr. Beougher: That's clear at the top then. That's pretty tight. I'm just concerned that people are going to go to the wrong location. The current sign says 7357. You've got 7361.

Female: I believe we've confirmed that it's 7361.

Mr. Robbins: If you look on the top floor, 7361—

Mr. Beougher: I do see that.

Mr. Cimilluca: If you look at the sign it also says lower level. That's on the sign.

Mr. Robbins: Would there be the opportunity to place a sign to the left of the door? Ground floor, very visible to pedestrians, leaves no questions about where it's located in terms of upper or lower floor?

Mr. Beougher: Mr. Zollars and I were just discussing, we think the trophy shop may have had signage on that panel.

Mr. Robbins: I'm going to turn the lights off real quick so I can show the applicant what we're speaking about. We have the front door here, and then there's the opportunity, I think, for signage in this bay to the left or to the east. It

could be a way to resolve some of the issues with covering up the balcony and then it's very clear about which floor it's going to be on.

Mr. Cimilluca: We thought about that as well, but it's pretty low.

Mr. Robbins: It's a challenge site, I think, regardless.

Mr. Cimilluca: The sign should be easy to put up there because of the posts that are there. I don't know if you know this, that door is actually underneath the decking. It's not outside. So that's why we couldn't put anything underneath there because there isn't any room. I can put it anywhere. I can put it right there.

Mr. Robbins: Yeah, if it goes in this area, you're still going to be at a top height of probably 8-9', then you can still get your full signage in there.

Mr. Beougher: I have a question about the upper level. Is that a door or a window in that panel?

Mr. Cimilluca: It's a door and a window, I think.

Mr. Beougher: And what is in that space? Is that part of the funeral home?

Mr. Cimilluca: That's nothing. He isn't going to put anything in there. He said he was going to store things.

Mr. Beougher: Members of the Board, any questions? (No response.) I would entertain a motion.

Mr. Zollars: I make a motion that we approve the signage with location to be either on the panel to the left of the door, or on the right side of the building.

Mr. Cimilluca: So you're talking about a blade sign right by the—

Mr. Zollars: No, to the left of the door on the fencing, or above the covered door on the second floor, either one.

Mr. Beougher: Over top of the lattice is, perhaps, the best way to describe it. So like a wood lattice. All right, we have a motion. Is there a second?

Mr. Burd: I'll second.

Mr. Beougher: Okay, so as I understand the motion, it gives the option for either to the left or east of the door, surface mounted to the lattice, maybe

spanning the posts; or on the wall above the deck above the blanked off door panel; which, to my mind, seems like it would be more confusing, but the motion gives two options. Any discussion on the motion? (No response.) Is the Board comfortable with the two options? (No response.) All right, hearing no discussion, Mr. Robbins, would you please call the roll?

(Mr. Robbins called the roll. Mr. Zollars voted "yes." Mr. Beougher voted "yes." Mr. Burd voted "yes." Mr. Comeaux voted "yes.")

Mr. Robbins: If you have not submitted one yet, a sign permit is required through the Zoning Department and, in addition, a building permit as well.

Mr. Beougher: So don't go anywhere Mr. Cimilluca. You might as well get comfortable there.

3. **1355 BRICE ROAD, REYNOLDSBURG, OHIO;** APPLICANT: E.R. CIMILLUCA/SIGN-A-RAMA REYNOLDSBURG FOR JACOB CHRISTIAN SALON. APPLICATION #166252.

Mr. Robbins: The property is located within the shopping center on the west side of Brice Road, south of East Main Street. The existing zoning is CC and it is within our Community Commercial Overlay. They are requesting Design Board approval for the refacing of an existing wall sign. Current use is a salon. Applicant is requesting the reface of an existing wall sign measuring 17' 11-1/2" x 31", approximately 45 square feet, finished with polycarbonate substrate and includes a brown background and yellow and white text. The store front is approximately 90' from the right-of-way and it is Type B signage. And, again Type B signage allows two square foot of sign area per linear foot of building frontage. The sign is to be placed in the same location as the existing sign. Staff has concerns the text and style for Jacob Christian Salon could be difficult to read and the Board should consider the legibility of the text from the street. Upon addressing the above concerns, it is the recommendation of staff that the Certificate of Appropriateness be granted. The proposed signage is in keeping with the existing character of the area and will not adversely affect the overall appearance of the area. This is the proposed signage. I think the big thing is it's cursive, the letters are a little bit close together. There could be some difficulty in reading the sign.

Mr. Cimilluca: It was her design and the idea of the design was to connect the C. You know, if you look at the Jacob and Christian and Station and Salon.

Mr. Beougher: Mr. Cimilluca, so you have anything you'd like to add to the staff report other than the design?

Mr. Cimilluca: No, it's a replacement that we did before.

Mr. Beougher: And, as you've indicated, the owner designed the sign text?

Mr. Cimilluca: We worked with her a little bit with the hair, the brows, the lashes and so forth.

Mr. Beougher: Just from my perspective, the white outline might actually work against it, because I can read hair, brows, lashes and makeup suites a lot better than I can Jacob Christian Salon. The C and the S being multi-purposed notwithstanding, I think the white outline makes it a little difficult. Is there any consideration that we could offer to maybe get rid of that or make the letters white?

Mr. Cimilluca: We said exactly what you said and she wasn't happy about that.

Mr. Beougher: Okay, questions from the members?

Mr. Comeaux: So there's no illumination backwards or exterior?

Mr. Cimilluca: It should be illuminated.

Mr. Beougher: Is that an existing non-conforming sign box? Is that correct?

Mr. Robbins: This is the façade of the building. I'm not convinced these are illuminated.

Mr. Comeaux: I don't believe they are.

Mr. Beougher: All right, so I guess my comment is we can make suggestions and offer our advice as experts in graphic design or architecture and other things, but we can't force an applicant to take our suggestions.

Mr. Cimilluca: I'll bring it up to her for sure.

Mr. Beougher: So we've addressed the concerns. Staff report suggests that if we make no headway, we have a motion. So is there a motion?

Mr. Zollars: I'll make a motion to approve with the consideration that we talked about.

Mr. Burd: I'll second.

Mr. Beougher: Any discussion?

Mr. Robbins: I did want to clarify that this is for a non-illuminated sign. I know there was discussion about it being illuminated. I think the assumption is it's not illuminated and any approval by the Board is for a non-illuminated sign.

Mr. Beougher: Thank you, Mr. Robbins. Any other discussion? (No response.) All right, there's a motion to approve that mentions the discussion about the lettering, but approves the package as submitted as I understand the motion. Okay. Will the Clerk please call the roll.

(Mr. Robbins called the roll. Mr. Zollars voted "yes." Mr. Beougher voted "yes." Mr. Burd voted "yes." Mr. Comeaux voted "yes.")

Mr. Beougher: All right, last one, Mr. Cimilluca.

4. **7625 E. MAIN STREET, REYNOLDSBURG, OHIO;** APPLICANT: E.R. CIMILLUCA/SIGN-A-RAMA REYNOLDSBURG FOR CARD ACADEMY. APPLICATION # 166254.

Mr. Robbins: The property is located on the south side of East Main Street east of Graham Road. Current zoning is CC, Community Commercial and it is within the Historic District. Applicant is requesting Design Board approval for the reface of two existing wall signs. The current use is retail. Applicant, again, is Sam Cimilluca with Sign-A-Rama Reynoldsburg.

The proposal includes the request for Design Board approval for reface of two existing wall signs, each measuring 13'6" x 29" finished with existing wood panels and including a white background, black and red text and a blue border. The business occupies two storefronts, each approximately 18 square feet. The storefront is approximately 78 feet from the right-of-way. I'm sure everybody's familiar with this strip center here. Again, there's a pretty nice repetition of the signs existing. The sign is to be placed in the same location as existing sign. Proposed signage is clear, legible and attractive. It's the recommendation of staff that the Certificate of Appropriateness be granted. The proposed signage is in keeping with the existing character of the area and will not adversely affect the overall appearance of the area.

Mr. Beougher: Mr. Cimilluca, do you have anything to add to the staff report?

Mr. Cimilluca: No.

Mr. Beougher: Thank you. So just so I'm sure, this is not an institution of education, this is a card shop, not an academy per se, but the name of the shop is Card Academy. This is right across from the Valero station on Main Street?

Mr. Cimilluca: Yes.

Mr. Beougher: Questions from the members?

Mr. Robbins: Is there a proposal for the reface of the monument sign as well?

Mr. Cimilluca: We were told that possibly there wouldn't be an issue with the permit for that because of the size. This is-- Don't forget I just got back. I'm not sure if a zoning permit is necessary. If it is, then we'll need to go in with a—

Mr. Robbins: It is since it's a reface in the Historic District. Let me pull this up real quick so the Board can see the monument sign. They're pretty standardized signs. We've had a couple different businesses go in here.

Mr. Beougher: Mr. Robbins, are you proposing adding the reface of the monument sign to the application?

Mr. Robbins: I would say if the text and the graphics are basically the same as what's being proposed here, staff would have no issue with approving such a sign with review by the Board right now, but that's up to the Board. If you guys are comfortable with it, I think I would be okay with it.

Mr. Beougher: I personally have no issue with it. Once again, assuming the graphics match and would there be two slots because there are two spaces? You'd basically have the same graphic as is on the wall sign on the face of the monument sign?

Mr. Cimilluca: Yes, it would be very close to the same.

Mr. Beougher: Assuming Card Academy would go on top, then all the paraphernalia below. Any questions on that amendment to the application? (No response.) That'll save you some time and money. All right, any other questions? (No response.) Hearing none, I would entertain a motion.

Mr. Burd: I'll make a motion that we approve this item as submitted with the addition of approval of a monument sign refacing with the consistent look as the approved wall signs.

Mr. Zollars: I will second that.

Mr. Beougher: Any further discussion? (No response.) Mr. Robbins, please.

(Mr. Robbins called the roll. Mr. Zollars voted "yes." Mr. Beougher voted "yes." Mr. Burd voted "yes." Mr. Comeaux voted "yes.")

Mr. Beougher: Thank you, Mr. Cimilluca. It's been a pleasure. You know the drill about permits.

Mr. Robbins: Signage permit for every sign. And if it requires mounting hardware or electrical work, then it has to have a building permit as well.

5. **7345-1/2 EAST MAIN STREET, REYNOLDSBURG, OHIO;**
APPLICANT: WILLIAM RATLIFF FOR RIGHTWAY HEATING AND COOLING.
APPLICATION #166330

Mr. Beougher: Could you please approach the lectern and state your name for the record?

Mr. William Ratliff: William C. Ratliff.

Mr. Beougher: Thank you, Mr. Ratliff. Mr. Robbins, would you please introduce the item?

Mr. Robbins: This is 7345 East Main Street, Rightway Heating and Cooling, Application #166329. The property is located on the southwest corner of East Main Street and Lancaster Avenue. For anybody unfamiliar, this is the old hardware store. The existing zoning is CC, Community Commercial and it is within our Historic District. Applicant is requesting Design Board approval for a new wall sign. The signage proposed is to measure 5' x 4' and to be attached to the east side of the building facing Lancaster Avenue. The signage is proposed to be finished with plywood. The proposed sign includes an image of a house in the background with red and black text and social media symbols. The business does occupy the top floor of the primary structure. This is the aerial view of the building and the proposed signage.

Mr. Comeaux: Where on that building is this going?

Ms. Moeller: The sign is going to be between the window and the light. I was a little concerned about the placement of the sign being a little close to the light and I didn't know if it was going to be meeting that—

Mr. Ratliff: That's not there. I don't know how old that picture is, but that building is now red. The door's black. All the conduit and electrical is gone. All that is totally just block now.

Mr. Robbins: Staff does have concern regarding the material, location and graphic of the proposed sign material. Section 1194.12 states that all signs shall be constructed on natural materials. Traditional natural materials consist of clay brick, stone, cultured stone, wood or fiber cement board siding. The Board should consider if ACX plywood is a natural material and whether the applicant meets Section 1194.12 of the code. The second would be signage location. I

think some of that has been pretty much addressed by the applicant, so I'll go ahead and skip that section. The third would be the signage graphic. Staff has concerns that the graphic layout and style does not match the character of the Historic District. Section 1194.12 states that no handmade lettered sign shall be permitted. The text for sales, service and installation will have to be removed and replaced with a professional font. My assumption is that was the intent. You can see on the signage here—

Mr. Ratliff: Now the sales, service and installation that's, of course, by pen. That's going to be – see the heating and cooling, the black there? We'll be mimicking that with sales, service and installation.

Mr. Robbins: In addition, staff finds the intent of 1194.12 of the code is not met. One thing I want to clarify with this, with the signage in the Historic District, there's a particular look, I think, that's appropriate for the district for the Historic District and it might not be the case that an image of a suburban residential house is meeting that intent. So when we say "the intent of the Historic District" there's several examples outlined in the code of wood signs that basically have the lettering for the business, telephone number, that sort of thing. So simplistic, very easy to read, very legible and kind of lower on graphics.

Mr. Ratliff: Okay. So the challenge is, from what I understand, the cosmetics of the sign? There is a challenge, right. Is it the house?

Mr. Beougher: The image, yes, would not be found on a sign from the let's say 1900s, per se. Since this is an historic district, we're looking for historic character. This might be appropriate up next to fireplaces and florists with the flames or something like that with some more modern graphics. I also want to make a comment since someone can't click on your sign and go to Facebook, Twitter or Instagram, maybe those aren't quite—

Mr. Ratliff: Yeah, those are gone. I forgot to say that. We're not putting those on there. Our sign guy submitted that and I immediately called him.

Mr. Beougher: I'm assuming that this graphic is from an advertisement?

Mr. Ratliff: Yeah, that we've had in the past, absolutely.

Mr. Beougher: So perhaps the suggestion would be if you lose the background graphic of the homes—

Mr. Ratliff: let me ask you this: What if we lose the background of the house 100% and we just – sales, service and installation longer and just row by row. You see what I'm saying there?

Mr. Beougher: To fill the white space?

Mr. Ratliff: Yeah. I'm looking at it now, that would be cosmetically—

Mr. Beougher: Perhaps not filling it, but making it narrower than the main text.

Mr. Ratliff: That is correct.

Mr. Beougher: I think the problem Mr. Robbins has is we don't see that before us. We see hand lettering with the graphic. So I think it would be beneficial to us to see the actual mockup of the sign and then the material's also an issue. Plywood is not a natural material.

Mr. Ratliff: Well, I called and asked that question and they had told me that-- When I say plywood, I actually sent a particular type of wood that we were using and it wasn't like a one-by or a quarter inch. It's a very nice, very durable -- you know, it's going to be there a while type plywood. So I don't know what other sign material that would be approved. Wouldn't all signs be made of some kind of—

Mr. Robbins: I'm going to go through and just so I think everybody on the Board and the application is aware kind of I think the direction in which the city would like to see signage in the Historic District. This is an example, just a couple buildings down from yours on Main Street. This is Cotner's Funeral Home and you can see it's a wood sign. It's got some architectural shapes. You can see the signage. It's clear, legible, there's just a little architectural character on there.

Mr. Beougher: And that's a sandblasted wood so that the grain pops in the background.

Mr. Robbins: And I think something to consider as well, right now you're going to be in one of the most prominent historic buildings in the city. It's a really nice address to have and we're really happy to have you there.

Mr. Beougher: Although it's an addition to the original building.

Mr. Ratliff: Yeah, the building itself that we're actually putting the sign on is not historical, but the front part of the building is historical, which is what it's attached to, so I understand that. So if I understand you correctly, you're probably going to push me another month down the road. We were hoping to get this done. We're in the building and hoping to -- of course we have our city permit for offices to be there and the heating season is right around the corner and without having any signs that say, it's almost like we're not in business in a sense.

Mr. Beougher: Can you address temporary banner type signage?

Mr. Robbins: Yeah, we do have a temporary banner permit that's available, 30 days, the fee is \$35. It can be 32 square feet. You can mount it anywhere on the building and it's one thing we recommend. You can have "Grand Opening" on there, you can have all the information you have on the sign. It's something that can be approved by staff basically tomorrow. So it's something we recommend if an application gets tabled or if there's any lead time in between approval and opening. So it's definitely an option that you have.

Mr. Beougher: For instance, the used tire place down the road that we just approved has a banner I think on the monument sign that says they're open for business.

Mr. Robbins: And that's something you get it made and you can put it up once a year for 30 days, just takes filling out a permit.

Mr. Ratliff: I kind of get what you guys-- Actually it would look good. I'm thinking about a way we could historically make that look good anyway.

Mr. Zollars: We'll be meeting again the 1st week of October, correct? So it won't be a month from now.

Mr. Robbins: That's correct. Since this meeting got moved ahead two weeks, we're meeting again—

Mr. Beougher: Two weeks and two days.

Mr. Zollars: So if you wanted to do a temporary banner to get signage on the building, you could do that and then we could have a chance to review a redesign of the sign and you wouldn't have to wait a full month.

Mr. Ratliff: Only one more question. They said that was 25% of the window that we could cover. What about the doors? Is that the same for doors? We would like to put something – that door's now black. It's metal. We don't have – in heating and cooling we don't have a whole lot of visitors that come to our place. It's more just saying, "Hey, we're here." Is there a percentage that we're allowed to put on that door as well?

Mr. Robbins: If there's window glass on the door, it would. So you can assume any glass area, any glazing on the front façade, you're allowed to take up 25% of that per window. So let's say in this front door here, let's say this is a half light window, or half light door, you can take a 25% of that. You can take approximately two of these side windows.

Mr. Beougher: So I have a question. Looking at the full façade of the building you're in, is the location you're proposing for the sign too high? Should it be, perhaps, a smaller sign between the door and the garage door? I mean if I drive past that area, I'm kind of driving up a slope and I may miss your sign completely. Or something just above the garage door?

Mr. Robbins: There is an opportunity for a blade sign here as well.

Mr. Beougher: That's not a bad idea.

Mr. Ratliff: If there's any way possible, I'd like to have it where it's legible, my phone number's on it. Ideally I would not want people to have to stop traffic there to look at my sign to get the phone number off of it.

Mr. Beougher: Do you know what a blade sign is? It would hang perpendicular from the wall, so cars going north or south on that street would see the blade sign as they pass, where they'd have to turn their head 90 degrees to look at the wall sign.

Mr. Ratliff: That's what I actually wanted in the beginning. There's one above the garage if you see that pole. That pole's still there.

Mr. Beougher: So the Connell's Hardware sign is an example of a blade sign. I think it would probably be nonconforming at this point, but it's also historic. If you came up with a blade sign that had two sides that would work on that pole and I like the idea of the Cotner sign with the sandblasted weathered wood with the letters being smooth finish. If you go down and look at that, you can see what we're saying. I would suggest that you work with a sign company, because they're going to have to do that for you. You're not going to take a Dremel tool and do that. That would be a nice sign. You might be able to fit your phone number on it. Website might be a stretch.

Mr. Robbins: I think you'd get a lot more visibility that way from traffic coming both ways.

Mr. Ratliff: Well, actually I asked about it and I don't know who I was talking to, might not be anybody to do with signs, but it was here in the city up front and they said they would not allow me to have anything overhead or something to do – that was the problem, I couldn't have anything sticking out like that. I'd much rather have a blade sign and that would be worth it for me to go back to the drawing board.

Mr. Beougher: As long as you're not hanging out over the street, you're okay I think.

Mr. Ratliff: Okay. With that said, could I do an awning above the door?

Mr. Robbins: Yeah, I think that would be appropriate. That's something that has to get reviewed by Design Review. So I think what we're going to recommend is to table the application and allow you the opportunity to contact any kind of awning supplier, and you can even have signage on the awning.

Mr. Ratliff: I would much rather do a blade and an awning. The only reason I'm doing this is because I felt I had to.

Mr. Robbins: Okay, and then you'd have an opportunity to kind of address some of the issues by the Board and then, hopefully, by the next meeting all the exterior changes that you wanted to do to this building can be taken care of at the next meeting.

Mr. Ratliff: If I had an awning, I would have to put anything on the door, cause I could have Rightway Heating and Cooling on the awning. That would be it, white letters, and a blade sign. If I had a blade sign, I'd still have to be pretty – no major graphics.

Mr. Beougher: Yeah. I would encourage you to drive around that part of Main Street. You'll see some examples of blade signs and Mr. Robbins and other staff from the Building and Zoning Department can help you get there.

Mr. Robbins: Yes. Myself or Ms. Moeller are more than capable. I do want to just let you know some of the guidelines for blade signs in the Historic District. A projecting sign can be up to 18 square feet, which is what we're talking about. It has to be at least 9' off the ground, so the bottom of the sign at least 9'.

Mr. Beougher: And, just so you know, we're able to postpone to one meeting ahead – or table. We can't go beyond that. That would be October 2nd, two weeks, two days.

Mr. Robbins: And it can't project any more than 4' from the wall.

Mr. Beougher: So this means a quick turnaround on getting your—

Mr. Ratliff: That shouldn't be too difficult to do.

Mr. Beougher: Okay. Any further discussion? (No response.) I'm looking for a motion to postpone or table.

Mr. Zollars: I'll make a motion that we table this one until the next meeting.

Mr. Burd: I'll second.

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

Mr. Ratliff: Can I get that sign written, the 4' off the building—

Mr. Robbins: Yeah. We'll send you out a letter that basically will be a wrap up of the meeting with everything that happened. If you want to give us a call tomorrow, we'll send you the code outline of exactly what's allowable in there and some examples of signage that might be nice to emulate.

Mr. Ratliff: I'm not even going to worry about the banner if it's only a couple weeks away.

Mr. Beougher: All right, thank you. Roll call, please.

(Mr. Robbins called the roll. Mr. Zollars voted "yes." Mr. Beougher voted "yes." Mr. Burd voted "yes." Mr. Comeaux voted "yes.")

6. **1371 HENTZ DRIVE, REYNOLDSBURG, OHIO;** NICHOLAS BRAUN FOR JUST OFF MAIN. MINOR SITE PLAN. APPLICATION #166426

Mr. Beougher: Can you please state your name for the record?

Mr. Nicholas Braun: Nicholas Braun.

Mr. Robert Braun: I'm his father, Robert Braun.

Mr. Beougher: Thank you, Messrs. Braun. Mr. Robbins, would you please introduce the item.

Mr. Robbins: This is for Application 166426. The property is located on the west side of Hentz Drive, south of East Main Street. The current zoning is CS, Community Services. Applicant is requesting a minor site plan review for the installation of a fence and the location of a patio to the north side of the building. Current use is eating and drinking establishment. Application is requesting the installation of a 4' high metal fence at the north side of the property. The proposed fence will connect to the existing building and surround 344 square feet of the existing paved area to create a patio. No additional materials are proposed to be used. Applicant has supplied additional parking to the property to the north and has been granted permission from the property owner. Just some background as well: the lot area is about 7500 square feet and the existing building is 2200 square feet.

Staff has concerns regarding the accessibility of the parking spaces at the west side of the property. The proposed fencing would be blocking the only paved area connecting the front and rear of the parking lot. The Board should inquire of the applicant regarding how the five spaces at the west side will be

accessed. In addition, staff has concerns regarding the location of the proposed fence in relation to the property lines. The fence is proposed to extend north 7'1" from the primary structure. According to the Franklin County Auditor's website, the property line is approximately 6' north of the building, exceeding the property line by approximately a foot. If the Board determines that the proposed fence is exceeding the property line, the fence will have to be adjusted to keep it on the property. In addition, one thing I did want to note is that the building to the-- This picture's skewed a little bit. North is to the right. I'm going to turn the lights off so you guys can see it as well. So you have a row of parking blocks to the north right here. These parking blocks are designed so the car pulls up and the wheels hit the block and they can overhang up to 2'. If you have a fence there, that could be an issue if those cars are basically pulling up to the parking block. That's something they could actually hit the fence. In addition, that 2' should be within the their property line. So I think that's one of the main concerns that we have from staff. As you can see here, the Board sees the addition of the patio to the north of the building, you have the fence that wraps around and that hugs the property line.

Mr. Beougher: Is there a gate on the front east part of that building or is that accessible only on the west—

Mr. N. Braun: As far as the patio gate? The only gate would be on the back right there. That would be the gate right behind the back door and then also a gate on the front, but they wouldn't be able to go – that would just be for like emergency exists. They wouldn't be allowed to take drinks around through that gate.

Mr. R. Braun: Right. The liquor codes would not allow us to have them come out the front and walk in the parking lot.

Mr. N. Braun: And as far as the property line, I am not sure – I'd have to ask the engineer who drew this for us, because he took it off of the zoning book as far as that goes, of where the property line actually was. So I'm not sure where that variance is coming from. But if the patio is 1' too wide, we can easily bring it back 1'. In relationship to the parking, we could easily designate the parking spaces to be pretty much identical to what we have in the front parking lot.

Mr. Robbins: As it stands right now, there's – I'm assuming there's no way to drive from the front to the back of this lot, is that correct?

Mr. N. Braun: Well, and that was kind of – I spoke with Megan a few times I think about this and that was – historically people have tried to put patios at this establishment throughout the years with no success. So we tried to cover all of our bases and get the parking permit. We tried to get the Engineer and he said, indeed he looked into – I don't know where engineers look – but you guys

know. He looked into that code and said this is not an alley. It's not a public space. And that was the concern I heard from customers and other people, previous owners that have tried to put something there, that that was indeed an alley and we can't block it. I have actually had police come and say this person has their car here, that's an alley. Don't block it. But to my understanding, it's not a public space. So that is ours. I think the concern you guys have is how do we get to those five spots in the back if we cut off this alley that we have on our property. The thing that I brought up before speaking with Megan, was the way the parking in the front is if you guys see – if one car parks there or two cars, or even the third car parks on the north side, any of those three spots, you can't get through there anyway. So maybe on paper it looks like that was the intent of that little alley, but function-wise, it's useless. So I don't see how this really changes that, unless we were to say – unless we came to this meeting and you guys said, "Okay, you can't use any of those spots," which would be awful.

Mr. R. Braun: We spoke with the owner of the car wash and the way people have been getting back there for years from what I understand – I've only recently rented this property – but they go through the car wash. They go through the back side of the car wash and around and they use that like an alley.

Mr. N. Braun: Yeah, and it seems like us – not so much the car lot, but us, the car wash and then the drive-thru all seem to use that south part of the car wash and the east part of that drive-thru. It's all just sort of – this is how we all get to these businesses.

Mr. R. Braun: Yeah, it seems like we all three have to kind of work together to make that portion of that area work. But as far as driving any cars or anything through that spot, quite frankly, I don't want to park in that spot, because it's like this car's going to be looking at the door to the entrance of the building.

Mr. Robbins: That's one thing, I think, that we recognize as well is that the property line – it's a little bit further down from the parking blocks, so the parking blocks are not the edge of the property line. You'd be using your neighbor's property as an alley-- You were saying that you had to keep it clear.

Mr. R. Braun: I understand. We have less property to the north than what appears to be, right?

Mr. Robbins: Yes. My guess is that the engineer's drawing, it hasn't held off-- I don't know whether you can see that or not, but this little line right here with the little x's in there is the fence and then these are the parking blocks.

Mr. N. Braun: Yes, that's what I'm looking at, the dotted line, that's actually appears to be his property line. So the fence he's got is – I don't know how far inside of that property line.

Mr. Robbins: The way it's shown right now, the fence is built to the property line, which is allowable. What you're seeing below is the dimension of the patio.

Mr. R. Braun: Yeah, we could easily move that in within the property line and we could literally do away with five and five against the north side. We could easily do away with some of those tables on the north side to accommodate the lack of space. To be realistic, it's a very small bar and grill. We're not going to overflow that patio to start with. But my concern is for us to be competitive with everybody else in the surrounding area and without a patio, we might as well hang it up.

Mr. Beougher: So I have a question. Why did you choose the narrow area to the north as the location for the patio?

Mr. N. Braun: Great question. Cause when we spoke with the engineer and asked around, basically that was the only place where we could put it without taking away parking. And, from my understanding, when we add seats, which this as it stands, the way it's proposed, will add 27 seats, we had to already to ahead and get permission for the overflow parking from our neighbors. So the engineer's thought was we're begging to get this in here, we're asking permission to borrow parking, we can't at all costs take away parking we already have.

Mr. R. Braun: And another thing is we get the visibility of people driving down Main Street that we actually do have a patio. If we put it in the back, we're pretty much blocked by the drive-thru and it won't be as visible that we have a patio.

Mr. Beougher: See, I thought it was because it was on the north side and the building would shade the seating. I was curious if it would be possible to do it on the west side, but that's where the sun is in the afternoons when people to have a cold one. I mean you really don't have – you have parking spaces on your property, but you don't have maneuvering area on your property. So you're really relying on the kindness of is it the Beer Dock property to the west of you?

Mr. N. Braun: We're more relying on the car wash that's south of us.

Mr. Beougher: Yeah, it appears that the L-shaped piece of property is connected to the Beer Dock from the photograph Mr. Robbins showed a few minutes ago.

Mr. R. Braun: Yeah, they'd be able to use that as an exit, but that's the exit for the drive-thru, so people couldn't theoretically come from Main Street onto that to get to the back of the building, cause if timing was right, you'd have two cars facing each other. Also the bank's very friendly as far as overflow on the occasion that that does happen.

Mr. N. Braun: That was something else I was going to bring up. We actually have verbal permission from all the buildings around there to park there. It was just really difficult to get owners to show up and sign papers. So this is the only paper I could get from the car dealership, but everybody else has said, "Feel free, drive through our lot, park wherever you want."

Mr. R. Braun: The apartment in back said – again, they did not give us anything in writing. We just walked in and talked to them in their office. The apartment said we were more than welcome to park in their facility after they're closed. The car lot, obviously because they're the ones who gave us the letter, and the car wash said, "Absolutely, no problem. You guys have been doing it for years anyway."

Mr. Robbins: Is there a proposal for any kind of furniture or decorations that we see besides what we see on this plan? Umbrellas, palm trees or surfboards?

Mr. N. Braun: No palm trees. I guess umbrellas are kind of a temporary, non-permanent thing. I didn't know if that kind of went through this. I mean they break in like a week, so if we put them up they would be probably gone. If we need to approve umbrellas, we can do so, I guess, at a later date. But as far as now, we don't have any plans for an awning, or umbrellas, or shade or anything of that nature. It's just metal fence and chairs and tables.

Mr. R. Braun: We have a lot of plans and we didn't want to make this too convoluted at one time. Just for future references, we're planning on redoing the kitchen. We're working with an artist on painting a mural on the outside of the building, wherever we're allowed to put it. We have a blade sign that we want to put out.

Mr. N. Braun: What he's getting at is we have a lot more plans, but we didn't want to stall this, because this was our priority. We didn't want to stall this by adding too much onto it.

Mr. R. Braun: This was our do or die. The other stuff, we can live with or without if need be, but this is the do or die for us.

Mr. Beougher: We recently considered the sign. Didn't we do the sign approval at one point?

Mr. Robbins: That's the one across from Key Bank, I think. It's amazing to me how much these two mirror each other with sites. There's a bank across the street, the lay out the same.

Mr. Beougher: I've lived in Reynoldsburg 25 years and I didn't know there was a car wash there.

Mr. N. Braun: To be frank, that's what we're fighting. We want to get some sort of exposure outside and, to be honest, I think historically I think the place has not had the best clientele. We're trying to beautify, trying to make the place look nicer, trying to make it more appealing so it's not just a place where people come and hang out and hide away. I want people to know we're there so they know they can't hang out there.

Mr. Beougher: Do you have a sign now?

Mr. N. Braun: Do I have – I didn't bring it, because-- We have a sign, the existing sign that's been there for a while. Just red with white letters.

Mr. Beougher: And it's on the building?

Mr. R. Braun: It's on a pole out by the curb.

Mr. Robbins: So because this is not technically within the Community Commercial District, they are actually allowed to reface existing signage without coming through Design Review. If there's any structural changes or an expansion of the sign or anything that requires a building permit—

Mr. N. Braun: What about a mural?

Mr. Robbins: I would say yes. Our code is not currently set up to address murals, so don't put me on the spot with that one.

Mr. R. Braun: Well, if you've seen the type of murals that—

Mr. N. Braun: You're talking Cane's Chicken. If you go inside, they've got a brick wall with like bricks exploding and their name on it. Something that we can put where we can get a little bit of Main Street exposure. Cause, like you said, you've lived here years and you've never even seen this place. So that was – I guess this is another meeting, but that was our talk was with the automotive dealership in front of us to somehow add something below their sign if we can get – just some sort of arrow, or the other idea we had was put something on the side of our building that the patio will be on, that way when you're driving down Main Street you can catch a glimpse of us between the buildings that are in our way basically. But, like I said, this was our main push was we really wanted to get the patio in before we—

Mr. Beougher: All right, so outstanding questions? I believe the fence has to be on the property line. Assuming your engineer's also a licensed surveyor, I would assume that they can stake it properly and make sure that you don't build on the car lot property.

Mr. R. Braun: Yes, we can take care of that.

Mr. Comeaux: I'm not concerned as much for the parking blocks, because their function there is not as parking blocks really. They're just kind of setting aside the lot line more than anything else.

Mr. Robbins: Yeah. I mean there is an automotive dealer there, so for all I know, somebody could come in and—

Mr. Comeaux: But you understand my point about those. Their function really is to set up the property line, I think. But one of my concerns is if you do have somebody coming through that lot, what are the corner posts – how strong are the corner posts of the patio?

Mr. R. Braun: It's just wrought iron, but it would not be that difficult to put concrete pylons in.

Mr. Comeaux: I don't know if, in terms of safety, it matters at all.

Mr. Robbins: I think one of the saving graces on this is it's not packed full of children, which is the usual situation that we see.

Mr. Beougher: All right, I think we may be ready for a motion.

Mr. Zollars: I make a motion that with the modification to the north property, so you're back on the property line, that this is approved.

Mr. Burd: I'll second.

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

(Mr. Robbins called the roll. Mr. Zollars voted "yes." Mr. Beougher voted "yes." Mr. Burd voted "yes." Mr. Comeaux voted "yes.")

Mr. Robbins: I think you've already submitted for the fence permit. That's something staff can go ahead and approve with the drawings you've submitted and after that you're free to construct it. Now this is a commercial property, so it does have to be a licensed and bonded contractor that does that. All the information that you need regarding that can be handled by the Reynoldsburg Building Department.

7. **8915 BROAD STREET, REYNOLDSBURG, OHIO;** APPLICANT: MARK BUSH OF REYNOLDSBURG DG, LCC FOR DOLLAR GENERAL. MAJOR SITE PLAN APPLICATION #166489

Mr. Beougher: Could you please state your name for the record?

Mr. Jacob Horvath: Jacob Horvath.

Mr. Robbins: This is 8915 East Broad Street, Dollar General major site plan review. Application #166489. The property is located on the southeast corner of East Broad Street and Annette Drive Southwest. The existing zoning is CS, Community Services. Applicant is requesting a major site plan review for a proposed Dollar General Store. Current use is undeveloped.

The existing site in context: properties to the west are zoned CC, Community Commercial, properties to the south are residential. This is a little bit of a different situation than the Board has seen. This is basically a little panhandle outside of the City of Reynoldsburg. These properties are within Reynoldsburg but, to the south, to the east and to the north are City of Pataskala.

Male: Could you give me a point of reference on Annette?

Mr. Beougher: Thurman's To Go.

Mr. Robbins: Circle K gas station and there are five parcels. Down here this giant building is The Limited.

Mr. Beougher: This has obviously been – Reynoldsburg was probably annexed with the gas station?

Mr. Robbins: The history of it I cannot speak to.

Mr. Beougher: And then the breathing scuba place was next door to the east. I think it was called Subaquatics.

Mr. Robbins: So there's a couple things going on on this site and this applicant has been before the BZBA several times for a series of variances and major site plans. The site itself is challenging to develop, so the parcels are pretty shallow and they do have residential to the south. So the issue was the residential buffer. The code requires 120' in between commercial development and residential buffering can be reduced down to 60' with proper screening. The BZBA had granted the request of several variances from 1175 to expand the maximum driveway entrance from 30' to a requested 36'; a variance of 1175.06(a) to reduce the required front yard setback from 40' to a requested 5'; a variance from 1179.03 to reduce the required minimum off-street parking spaces from 46 spaces to 30 spaces; and a variance from 1180.07 and 1180.08 to reduce the required minimum landscape setback from 6' to a requested 5' and reduce the required number of street trees from 19 to a requested 7.

The front setback, and I think the applicant can speak to this a little bit, and just to give you guys some background on the project, the right-of-way was dedicated to – a fair amount of the right-of-way had been dedicated, so the

property line on this site was set back a bit further south than you would normally see. The BZBA thought that this property would basically be undevelopable unless a variance was granted for that from setback. So while the front setback is reduced to 5', it is still an upwards of 40' away from the edge of the pavement and this is keeping in line with what we see on down Broad Street within Reynoldsburg to the west. So our parking and our building setbacks are the same and what the applicant has done is to reorient the building so the side of the building is facing Broad Street and, what's typically the front of the building is not facing west. We've basically gone back and forth with how to treat that front façade of the building.

So the primary structure is proposed to be located at the northeast corner of the lot. The parking lot, which is 30 spaces, is proposed to be located on the west side of the lot. The two entrances and exits are proposed to be at the north side on the Broad Street and the east side on the Summit Ridge property.

Regarding landscape buffering and lighting, a 6' wood privacy fence is proposed to be constructed along the property line abutting the residential properties to the south. You can see that down here. The applicant proposes to remove 19 major trees and preserve 2 trees at the southeast corner of the site as well as plant 23 trees along the west and south of the property. Applicant proposes to install lighting towards the northern entrance on the west and south side of the property and on the west, north and south face of the proposed building.

In regards to the building architectural details, the building is proposed to be 130' x 70', which is 9100 square feet and 18' from grade. The primary entrance is proposed to be located at the west side of the building. The building façade is proposed to be finished with Niche Hot Panels including vintage brick and sandstone.

For signage, the new proposed wall sign measures 33' x 4'6". The sign is proposed to be centered on the west side of the building. The proposed sign graphics reflect the business logo. Colors include white, yellow and black and the new ground sign is to be double-sided. The ground sign is proposed to be dual pole, double sided. The proposed cabinet sign measures 6' x 16'1" and is proposed to be placed on a 13' x 11' pole.

Staff has some comments regarding the front façade. Just so the Board's clear, and as you can see on the monitor, and Jacob can you see the screen up here so you can kind of talk through it. The Dollar General, the front building signage is going to face west. The front elevation catty-corner to that, which is the one my cursor's kind of floating around right here, that's going to be the one facing Broad Street. The one to the left with the mechanicals and screening will face east and the one on the top right corner will be facing – I don't want to say facing the residential, because there's going to be buffering in back, but it will be

facing to the south. This one's a little bit tricky I think from the standpoint of staff. They do need the ability to develop the site and they have made some concessions I think with the materials and we definitely appreciate that. As far as the articulation of the building goes, I do think there needs to be some more architectural articulation in terms of windows or details on those panels of brick. I think this is a pretty good start, but I think facing Broad Street something a little more would be desirable. Staff does recommend breaking up the proposed façade on the building with architectural features such as a change in plane between the pilasters and the wall, water table which I think you've gone some lengths to address, and then scuppers, I think, would be something else that could bring some detail to the building.

The Board should determine if the proposed new construction promotes, preserves and enhances the overall architectural character and integrity of the district as stated in Section 11.0312(a) of the code. And, just as a reminder, this building is not within the Community Commercial Overlay, so the standards by which you are judging it are the standards that are found within the standards for design review and those have been outlined in the staff report as well.

Mr. Burd: Didn't we have a discussion about the Marathon station on the corner right there with two signs, one on Taylor and one of Broad not too long ago? Is that something to be considered?

Mr. Horvath: I'm not aware of those discussions, I'm sorry.

Mr. Burd: Well, you only have the one sign. You're not concerned about the Board Street traffic knowing you're there?

Mr. Horvath: No, we're proposing two signs. I'm sorry. On the building over the entrance and then also a pylon sign. I understand, the side of the building facing Broad Street. Yes, that's correct. We're not proposed any signage on that side of the building.

Mr. Burd: Even according to our code they would be permitted that, because there's separate road frontage.

Mr. Robbins: Yeah. So the distance the sign would be gauged by the distance of the front façade. I think it was 70'. This is a little bit tricky, because it has 3 frontages, so I think this is something the Board should consider. If this is Type B, then they're allowed 140 square feet; if you consider it Type A, then they'd be allowed 70 square feet.

Mr. Comeaux: Have you given any thought to some architectural devices you could use along Broad Street to kind of break up those distances?

Mr. Horvath: Yeah. As Mr. Robbins mentioned, we've been working through this with staff and with Mr. Havener for quite some time now. And, compared to where we started, there's been significant upgrades to this facility. Our client, the prospective developer here, went into this knowing that it wasn't part of the Commercial Overlay District and essentially proposed a bare minimum building that met the code without any additional upgrades. Since then we've worked through some significant exterior upgrades to the façade and it was my understanding coming to tonight's meeting that we had – obviously the Board had not made a decision, but as far as staff was concerned, we had gotten to a point where we thought we would have satisfied the requests. So we did consider additional upgrades, but we thought we had accommodated the requests at this point.

Mr. Beougher: Mr. Robbins, can you go back to the elevations? All right. So I'm looking at whichever elevation faces Broad Street and I like the idea that the elevation that faces the City of Reynoldsburg has a sign and some glass doors on it and the side that faces Pataskala doesn't, but we'll talk about that another day. But I'm looking at the front elevation and I'm thinking that if there was some height change in the middle of that façade to break it up, perhaps – you know, obviously, the front façade has a wider sign band and then it's landing through the pilasters. But if that rhythm were broken up a little different, there would be an opportunity to put another sign toward Broad Street. And I'm not so interested in the sign. I think that the retailer would be interested in the sign there. I'm interested in breaking up that long expanse of one height wall with something, even if it were a little variation in the middle bay or even in the second and fourth bays, or something to break it up so it doesn't look like a highway noise barrier, which is the impression I'm getting right now. Any thoughts? Obviously you have folks that you answer to and they're the ones who control the purse strings.

Mr. Horvath: They do. To be honest with you your suggestion about a sign on that side makes sense to me as well and then, perhaps, that will be an after thought for them. But I guess just to give a little background here, we initially submitted to BZBA in April of this year and we are absolutely against a deadline at this point in time. And if we need to accommodate a sign or something on the side of the building to get past this approval point, then that's something I'd be willing to take back to my clients. Again, I know staff cannot speak for the Board, but we have been going back and forth for a couple of months now and it was our understanding that we were presenting something that would be appropriate for this location, seeing as how it is not within the Commercial Overlay. I mean essentially we've provided significant exterior upgrades that are technically not required by the code in this location.

Mr. Beougher: Well, you can't say that I didn't try.

Mr. Horvath: Indeed.

Mr. Beougher: All right, any other questions from the members?

Mr. Comeaux: So in addition to the sign on the front of the place, you're going to have—okay, that's the other sign?

Mr. Horvath: Yes.

Mr. Comeaux: Okay, that's all I needed. My apologies. The faces will be east and west, so as you drive down Broad you'll see that. So there's just one of those, correct?

Mr. Horvath: One of that style, yes.

Mr. Comeaux: Where's the location of the property?

Mr. Horvath: Northwest corner of the property, so just west of the entrance off of Broad.

Mr. Robbins: There's one thing I do want to mention with the signs. On this site plan – the monopole sign that you've proposed-- Can you see the cursor moving? Basically the northwest corner of the site. That's the proposed sign. Unless it's more than-- In any case, the maximum height for that sign is going to be 10' unless it's more than 40' away from the right-of-way. I think what you had proposed is 20'. It will be the overall height of the sign.

Mr. Horvath: Oh, okay, wow. Yeah, we thought it was 20. Well, we'll certainly modify that.

Mr. Robbins: Then we do have a maximum square footage of 50' as well. I think this was tricky because it was all the different frontages. But I think it would be the most reasonable frontage to base it off of Broad Street and you are closer than 40' to that one. So you're looking at a maximum of 50' of area and a maximum height of 10'.

Mr. Horvath: Well, at this point that's certainly not going to deter us.

Mr. Beougher: All right, any other questions? (No response.) So we need a motion that takes into consideration the 10' height and 50' area of the pedestal sign.

Mr. Robbins: I do want to bring up, if the Board has any issues with the façade facing Board Street, the next DRB meeting is in two weeks. Is that past your reasonable length of time for—

Mr. Horvath: They're planning on closing tomorrow as long as we get thumbs up here tonight. No pressure.

Mr. Zollars: I'll make a motion to approve with the elevated sign not exceeding 50 square feet and 10' height, top, AFF.

Mr. Comeaux: I'll second.

Mr. Beougher: Any further discussion? (No response.) Is there any further consideration of the different elevation? (No response.)

(Mr. Robbins called the roll. Mr. Zollars voted "yes." Mr. Beougher voted "yes." Mr. Burd voted "yes." Mr. Comeaux voted "yes.")

D OTHER BUSINESS - None

E ADJOURNMENT

The meeting was adjourned at 8:11 p.m.

Lane Beougher, Chairman

Justin Robbins, Planning Adm.

This document was transcribed by:
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