



MINUTES

PLANNING COMMISSION THURSDAY, SEPTEMBER 5, 2019 6:00 PM

PLACE: COUNCIL CHAMBERS
7232 EAST MAIN STREET, REYNOLDSBURG, OH 43068

A. CALL TO ORDER

PRESENT: Cullinan, Zollars, Hicks, Furst
ABSENT: Bizjak

2. APPROVAL OF MINUTES

1. Planning Commission – Regular Meeting – August 1, 2019

Minutes Stand Approved

3. APPROVAL OF AGENDA

Agenda Stands Approved

4. SWEARING IN OF SPEAKERS

Speakers Sworn in by Mr. Zollars

B. PUBLIC COMMENT

None

C. UNFINISHED BUSINESS

None

D. NEW BUSINESS

1. 6309 E Main Street; Application #2019-5333; Applicant Custom Sign Center, Inc.; Certificate of Appropriateness - Signage

Mr. Zollars Let's go to new business. Number one whenever you're ready please.

Ms. Wheeler Thank you Mr. Chairman. First case this evening is for the New Tire choice at 6309 East Main Street. The applicant is requesting Planning Commission approval to put up a channel letter wall sign on the front facade of the building and of course requires a certificate of appropriateness as it is over at the 32 square feet. Any questions I'm happy to answer them for you.

Mr. Zollars Commissioner? Anything?

Mr. Hicks Mr. Chairman I'd like to make a motion.

Mr. Zollars Okay.

Mr. Hicks Mr. Hicks here, I'd like to move that we approve the application is submitted as.

Mr. Furst I'll Second.

Mr. Zollars We have first and a second. Will you call the roll please?

Ms. Wheeler Mr. Cullinan. Yes. Mr. Furst. Yes. Mr. Hicks. Yes. Mr. Zollars. Yes.

RESULT:	APPROVED [UNANIMOUS]
AYES:	Cullinan, Zollars, Hicks, Furst
ABSENT:	Bizjak

2. 7510-7550 E Main Street; Application #2019-5336; Applicant Tim Lai Architect; Certificate of Appropriateness - Comprehensive Sign Plan (Olde Town Center)

Ms. Wheeler For the second case this evening is for the Olde Town Center. 7510-7550 East Main Street. The applicant is requesting Planning Commission approval for a comprehensive sign plan. The scope of work involves creating tenant sign standards. That's what's up on your screen currently. Re facing the existing wall and pylons signs and then as well as addition of a mural on the east side of the building. The proposed design for that I will pull up as well. With that I believe the applicant is here this evening. If like to speak more to the proposed signed modifications.

Mr. Zollars Is the applicant here? If you would come forward please state your name and address for the record. Both of you.

Mr. James Kevin James, Black Gate Partners 199 South High Street owner of the building.

Mr. Clark Sean Clark with DaNite sign company 640 Harmon Avenue.

Mr. Zollars Thank you. OK. Open up to the commissioners with any questions or comments up here first?

Mr. Furst Sir could you speak a little bit more to the proposed standard for the tenant signs over each of their units. You show one here for Tyler's pizza but I'd just like a better understanding of what they're going to look like, In general. It's hard to mentally picture a standard with just one example.

Mr. Clark Right. Yeah I understand that. So the general concept is like if, you don't know I think there was one that showed Tyler's current sign. Yeah. So currently we have a lot of writing on all the signs. A lot of different colors and white backgrounds and they're hard to read. Not very visible. So we're going to work to get the tenants to go to just a few colors with a darker background. I think its opaque and like a gray color which will match the cabinets and internally lit. We'll convert them to LED and

so you'll just have the light kind of shining through on the names. But not have phone number, Everything you sell, all that on there. So really trying to like clean up the look, you've got a lot of different signs out there today.

Mr. Furst Yeah I appreciate that. Other than where the tenants have logos and things of a more graphical nature you're going to be stipulating the font face or anything that? I understand is going to be white.

Mr. Clark Yes. Yes it will be and we'll give you know a minimum choice of colors you know on it so you can't you can't have something with say greater than like five colors on the sign. So yes we will be doing that as well and the same thing on the pylon.

Mr. Zollars I've got a question on the gray. Is that the building's standard and everything will be matching that.

Mr. Clark Yes.

Mr. Zollars OK.

Mr. Hicks I got a question for staff. As individual sign cabinets are filled over time. Is that something that is submitted on a staff level approval? I think your workplace especially the monument sign for you.

Mr. Bowsher I think what they're trying to do is say hey this is one example this is the first one that's going to get changed. We'd like this to be approved as sort of the standard and then as they want to change the new businesses as they move along, we would just administratively approve, so long as they meet the standards of what is approved tonight.

Mr. Hicks They've got to look like what the idea they're trying to.

Mr. Bowsher Right. Exactly. One question I do have and just taking a look at this it looks like Tyler's pizza, because right now it's technically over the window, you're putting it up on.

Mr. Clark Yeah.

Mr. Bowsher OK. So it match basically the East building as well?

Mr. Clark Correct.

Mr. Bowsher OK. How does some of the more corporate businesses like the Donatos, how do they fit into some of that. They pretty much have color standards and they have to have that's, how is that going to fit within the scheme?

Mr. Clark So. Fortunately like this won't be something we can push on everybody like do it right now because you know when we purchase the center we have leases in place and you know some of the tenants like Donatos, which actually does have the nicest sign there and have already invested in that and it's in their lease. You know that we can't we can't just change like that. Right. So our next step is to really work with all the tenants and we think we can impact enough and we're paying for the sign, for the cost. That we can get the majority and then some will be new tenants. Right. So we you know we have 25 percent of the spaces are vacant so we will control all of those. So when we're establishing this. So know hopefully Donatos never leaves, but if that were to happen and we will approach them and say hey look what we're doing but there's a chance they may say, we don't care.

Mr. Bowsher Can I ask this? Like taking a look at this sign and the other sign. What makes this so appealing is that there's three colors. What you don't want, or what I at least don't want is for you get a Tyler's pizza, as much as I love Tyler's pizza, You put their logo then you get it Donatos logo and then it changes because then you've got 30 colors and it all looks different. Then you've really done nothing differently outside of change from the gold look color or beige color that you have to black color. That's the exact same sign. Is there a way or maybe this is what you're proposing is where you see tenant as channel lettering, putting and just spelling out each of their names and not putting their logo on that sign.

Ms. Ho My name is Eliza Ho. I'm the designer and working for Black Gate Partners for this project. Thank you for having me here. I apologize I was little late. So I want to answer Andrew's question for national brand. Let me go back to the tenants sign first because you ask a very good question about some bigger brands you know national brand or regional brand. How do we incorporate their brand and then still look to uniformity that we are looking for? So over the weekend actually I came across a very good example which I think is relevant to what we are trying to achieve through the signage program here. It is the shopping center in Upper Arlington. This is called Tremont Center. So what I see in the picture here and what you also can see is we have Huntington Bank, you have First Merchant Bank these are bigger brand. So you can see that how they treat the Huntington Bank, the base color is grey, which is their brand color and then they have the neon green to it. So the idea is really to let this national brand to still preserve the dominant color. So in the Donatos case in our shopping center we probably will need to preserve either the gray or the red but then you can also see how they do the Old Bag of nail, which is also a bigger brand in here. What they do is actually to take out all the other colors but preserve the outline of the logo and have the logo on the left hand side and then spell out the business name on the right. So I think it is a very effective way to allow these individual business to have the logo on one side and now on the other side what we only allow is the business theme and there is a secondary line to spell out what exactly it is. So for example you know you have you know Tyler. Tyler is the name, but then what they do is Pizzeria and Bakery. So the second would be on this on the next line. So this is basically the principle that we are having for the tenants.

Mr. Zollars Let me a question then. So back to my question, you as the owner would be enforcing? That's a great background this the sign you get a corporate into. Do whatever you need to but it's going to remain grey and it will at street level as well? Correct?

Mr. James Yes.

Mr. Zollars Okay.

Mr. Hicks I just wanted to make one other point. I remember a few years back when a few of us were on Design Review Board and we were struggling with a remodel of a building and you know working in with existing signage we had like some awning signs and things that are sort of unique that have happened throughout the years. I just want to point out that one of the biggest visual differences I think when you see a class A retail center versus a Class B or some others is the signage. Signage is really important in retail and the channel letter signs would really be at a place that we would really like to see all these. I don't think we have anything in our code that requires any type of if you remodel your sign it's bring it up to a different standard. I'm not saying there's any way that we could force you to do that here. I wish it would be considered. I know that those channel letter signs are significantly more expensive than these box signs with the plastic panels on the front. I think they also have a pretty significant impact visual impact on them as well. More of a statement than anything else. I really wish, this is the time for something like that to happen where you guys are doing this the right way and that you're approaching the whole center holistically you have a whole vision of how the whole center is supposed to go, and that's fantastic. I wish that there would be potential for channel letters or individual letter signs on this building. I think it would really make a heck of a difference. I guess in general I'm OK with the direction that they're going with this because it's you know feasible and realistic for what you got at the center.

Mr. James This is just too sort of address what you're saying. That was considered because all of these box signs are existing. So there's a cost element to that. So that's why we went with the opaque background with the White to give it that, from a distance you can't tell if it's pushed through sometimes. So it kind of gives it that effect and it's you know it's a classier box sign. I guess is the best way to put it. So that kind of stuff was considered.

Mr. Hicks Yeah. I think you're maximizing what it is. That's good. We don't have any section or code to make that change, but do something that in the future we might want to consider for some of these older centers. I think it would really make a huge impact even though it is a cost. The only other thing we were done talking about the sign, do we want to talk about the mural?

Mr. Furst I do actually have an additional comment. So given that we are setting standards here, we obviously don't want to drag the project out any longer but would you be opposed to coming back next month and showing us some additional kind of

hypotheticals for what some of the other tenants might look like? I also would maybe want to see the number of colors you're going to limit the signs to. If we're going to have a standard I'd like it to be you know no more than four colors or something along those lines.

Mr. Bowsher Let me piggyback on that before you go off and I think maybe this would help as I'm taking a look at New Albany and taking a look at what you're proposing for Tyler's pizza. It's basically three colors. You've got the slate or the cliff gray black background and you have the white lettering which I get what you're talking about it's going to push it out just a little bit. So it may be perceived to be channel watering if you're looking straight on and then you have sort of their logo and this one is great because it's only two colors or one color and every place on the New Albany one and you can see on your screen it's only one pop of color and some of them aren't at all. You got Huntington Bank which you have one section of green. You have the clothing care which is red. And the first merchant is like a gold color. I could see like a Donatos is having their little logo that they have currently with a black background with white channel lettering if that's what they wanted to go with which is very similar to what they have, except they have a red background I think to keep standard if you were to agree to say three colors Max and those three colors being the slate background on every single one of them as go to change the white lettering and then a one color logo I think that would match. That allows you to get around sort of the corporate entities and what they want as well as it keeps basically that similar style. And the only difference would be that one additional color. But if you're keeping it at three I think we're pleased by that. Yeah.

Mr. James You know what I was going to add to that is the concept that I brought to the table because I came in recently as the signage expert so say and a lot of the communities that we deal with it is the colors are determined on the logo as the logo is a color. So let's say you have a maximum of four colors in your logo. You think about it like the NBC peacock to say hey make this black and white and you recognize it by its color. So I think if you go back to Tyler's really quickly. To address your concerns about what each one is going to look, this is the basic design we're going to say hey your logos on the left and you are doing your DPA on the right. Does business as on the right and that's where we want to keep it. Which is you know there's a lot of. I mean like Castillo's and people that say hey you can only have your DPA so we don't get them. What does it leaves market down there. Or I forget which. Yeah that has 400 different things on it. You can't possibly read any of it ever. So that that was kind of what we were considering as that. That's your one color. Just so they can preserve their brand. I don't know and I don't know about every brand. Some brands do have it. I have a black and a white logo that I can use. Hopefully everybody would be OK with that.

Mr. Zollars Would you be alright with the gray background, white letters, and logo, regardless of number of colors logo only? This is the property standard?

Unknown Inaudible

Mr. Zollars Right. Right. Yeah. White letters and then logo color. With the logo counting as the color.

Mr. James And then limiting what? Like are you okay with Tyler's pizza and then what they do under it? Or are you saying...

Mr. Zollars As long as it's like a color gray and white.

Mr. James Okay. Yeah. I mean we...Just to be completely transparent there's like a For the owner it's a double edged sword because like, OK one of the best developments like nationwide is Easton right? People spend hundreds of thousands of dollars on their signs out there all right. And they're each unique. And we're not that, but I mean the thing I would hate is you pick like the coolest concept that you would want and Reynoldsburg. Like I did these with Anthropologie down in short north. And they told the developer you have 100 percent control on the way our whole store front end signage looks and you can't tell us anything. Or we won't come here. So we're trying to like, we want this right, and we want everybody to adhere to it. But we also want really cool concepts. So we you know we try and like make it in between so what we had come up with was like five colors. Even though in our lease we'd probably put three to restrict them. Then if they pushed back.

Mr. Hicks One other comment would be. Well first of all it's a great story about like BMW financial out in Dublin. Dublin was full Dublin on them. I think they had. Well whatever the color no color restriction was within their logo but very motor groups got one more than they were allowed to and they walked away from doing their office in Dublin and they're right down the street in Hilliard. Millions of dollar's worth of income tax. So I just want to get too caught up. But my point would be that we could dictate some rules when a condition here tonight and then if there is an individual that that doesn't meet that requirement. I believe that they would have the ability to still get a certificate of appropriateness through planning commission. It just might take a little longer than it would if it was just that a staff approval level. So I think we'd have that ability to take care of that.

Mr. Zollars Well then it sounds like we can close to a motion one way or the other so if someone would be willing to make one we can take a vote.

Mr. Furst Mr. Hicks did you have a comment about the mural?

Mr. Hicks I do have a comment about the mural. I love the idea of a mural. I think there's multiple murals around town that are fairly iconic. The Cotner Funeral Home and one on the high school, which some people didn't like, but I like this better than the eclipse mural. I think it would be fantastic if it was in Arizona or something. But I think being in the historic district would just love to see something that tied in the local historic the local history here and Reynoldsburg. So something having to do for example national road, tomatoes you pick it. I mean. Lots of awesome things here.

So if we could find something that had up just a little bit more of a local flavor to it rather than sort of a southwest flavor.

Mr. Zollars Maybe we entertain a motion for the signage and the table the mural? Would you be willing to...?

Ms. Ho Is there any opportunity I can explain the concept behind it. So I understand that you know in the in the community of Reynoldsburg people are very proud of the outdoor we have the blacklick Metro Park and people enjoy the outside. So what this mall is trying to achieve is really to create that home domestic feeling. So that's why we have these kind of like a house plant in this scenery. And the reason that we pick you know something like a fikas or cactus or even succulent. These are the most popular house plans across the country. And the reason for that is really to try to bring the warmth to something in Ohio of course in the winter is cold. It's really to communicate the idea of warm and domesticity. I completely agree with you that we should consider maybe integrating some of the symbols and this something that the community can relate to something like you know the tomatoes and we've thought about that. So we were thinking that the plants, the pots there are a lot of decoration that we can do on the pots. So for example maybe we can create some tomato patterns on the pots and even make it a little bit more whimsical to attract kids or take a photograph in front of it for Instagram. We can add a little mini to toys along here. So I think the reason that we pick the tall plant in here is really to accentuate the height of the building is really to capture people's attention.

Mr. Hicks Yeah I guess I very much appreciate the design intent and understand plants or the house plant kind of feeling. I just not seeing this. I'm just not into the cactus. I feel like we're going to get phone calls and emails.

Mr. Zollars Why don't we do split motion?

Mr. Hicks Can we do that? I mean we'd would love to work with you on having a mural there and absolutely understand your design intent, but I'd like to go ahead and make a motion, try to here. I'd like to move that we approve these submittal under the following conditions the first being that the box panel signs shall have black or dark gray back based color as shown with white lettering and individual logos for the individual businesses as shown in the Tyler's pizza example and that the mural be tabled and be brought back to our next meeting for a review.

Mr. Zollars First on that anyone care to put a second on that?

Mr. Cullinan I'll second.

Mr. Zollars Okay. Well first and second. Any other questions or discussion? If not can you call the roll please?

Mr. Bowsher I do want to just. We are agreeing for the landscape elements as well

correct?

Mr. Hicks Yes.

Ms. Wheeler Mr. Cullinan. Yes Mr. Furst yes. Mr. Hicks. Yes. And Mr. Zollars. Yes.

RESULT:	TABLED [UNANIMOUS]	Next: 10/3/2019 6:00 PM
AYES:	Cullinan, Zollars, Hicks, Furst	
ABSENT:	Bizjak	

3. 2686 Taylor Road; Application #2019-5335; Oak View Capital Partners; Minor Site Plan - Indoor Storage Facility and Retail Development

Mr. Zollars Item number three. Whenever you're ready we'll go into that one.

Ms. Wheeler Thank you Mr. Chairman. The last case this evening is for the property located at 2686 Taylor road. This is the former Babies R Us, is currently vacant and the applicant is requesting Planning Commission approval of a minor site plan. This would be for the conversion of the existing retail center to an indoor controlled climate storage facility with a twenty thousand square foot addition onto that. The project will also include a new freestanding 11,000 square foot retail building. The applicant has also provided renderings of the proposed project as well as a detailed site plan and I believe they're here this evening as well. To answer any questions.

Mr. Zollars Excuse me stay your name and address for the record if you would please.

Mr. Taggart Beau Taggart at 325 John McConnell Boulevard.

Mr. Zollars OK very good. We'll start up here with questions or comments. Initially?

Mr. Hicks Just a clarification. When the minors site plan at this point includes the, we would be approving the building facades as well as the change in the site plan both? Ok, just to be sure. I guess I just would like make a statement guess it looks fantastic. It's an opportunity for us to fill 75000 square feet of vacant retail space. Anybody that's seeing the future of what retail is or where it's going Amazon has completely changed it and Reynoldsburg got way too much of it. I think this is a fantastic opportunity to reuse an existing building. Even though you are adding more retail space to this, I'm assuming we're good on parking and all things like that on this. It's the type of retail that is a little bit more future proof because it's smaller and a little bit more visible and easier to see. And then I assume that signage and everything else would be coming in a separate plan down the road?

Mr. Zollars Mr. Hicks I had a question for staff on that. We had big Sandy had to come to us because of the frontage with multiple sides. What would help the applicant with when it comes to signage going into his thoughts. Remember Big Sandy had...

Mr. Bowsher Right. I guess we didn't see the, are you trying to put signage on the 70 sign as well?

Mr. Taggart I think so.

Mr. Bowsher Okay so I think moving forward because of the frontage will count that as a separate frontage and then the front will count as its own frontage. The tenant space we don't have to worry about that. That would have its own. From one I'm taking a look at right now based on their large sign. They still have 80 feet back. So under the current zoning code they're allowed for every linear foot of that building, so he's adding onto it. He would be allotted two square feet and he could split that between the two sides. It looks like one's a little smaller than the other one we're talking about a larger sign. I'm hoping that you keep it to the channel lettering as you're showing right there and not messing with a huge logo or anything like that because that looks very sleek and modern and that's very attractive.

Mr. Zollars I agree.

Mr. Furst Yeah. I'd like to speak in agreeance with that too I think this is probably the most attractive storage unit I've ever seen. So well done.

Mr. Zollars Yeah. Any other comments or questions or statements up here?

Mr. Furst Mr. Chairman I'd like to approve this proposal as written.

Mr. Zollars I think we have a first anyone care to second?

Mr. Taggart Can I make one comment before I just want to clarify that right now we're just trying to get approval of the storage site not the retail next door because we're still we need to do. That's going to be down the road.

Mr. Furst Understood.

Mr. Zollars Okay. Thanks.

Mr. Bowsher Well we can we can approve both now so you don't have to come back.

Mr. Hicks I think. Yeah. What you're looking at. Yeah. This would approve that retail at least the footprint of that retail and your parking and things like that tonight. I don't see any elevations that building I guess.

Mr. Taggart Because I'm just an agent of the developer. I really can't make that call. And they've told me that we're just doing the storage right now so I'll be here again.

Mr. Zollars Okay. Mr. Furst want to make a motion please?

Mr. Furst Yes. Mr. Chairman I'd like to change my proposal here. I move that we approved just the storage unit here this evening.

Mr. Zollars Very good. Okay. We have a first on that motion a second on that motion?

Mr. Hicks I'd like to second.

Mr. Zollars Okay. Fantastic. First and a second. If you call roll on that one please.

Ms. Wheeler Mr. Cullinan. Yes Mr. Furst. Yes Mr. Hicks. Yes. And Mr. Zollars. Yes.

RESULT:	APPROVED [UNANIMOUS]
AYES:	Cullinan, Zollars, Hicks, Furst
ABSENT:	Bizjak

E. OTHER BUSINESS

F. ADJOURNMENT

Chairman

Planning and Zoning Administrator