

MINUTES
CITY OF REYNOLDSBURG
DESIGN REVIEW BOARD
JULY 11, 2013
7:00 P.M.

A. CALL TO ORDER

1. ROLL CALL

Members Present:	Mr. Scott Baker Mr. Lane Beougher Mr. Nathan Burd Mr. James Comeaux Mr. Richard Hudson Mr. Marshall Spalding
Others Present:	Mr. Justin Robbins, Planning Administrator

2. APPROVAL OF MINUTE OF JUNE 6, 2013 MEETING

Chairman Beougher: Are there any amendments to the minutes? (No response.) Seeing none, they will stand approved as submitted.

3. APPROVAL OF AGENDA

Mr. Beougher: Are there any additions or deletions to tonight's agenda?

Mr. Robbins: None from staff.

Mr. Beougher: Anyone else? (No response.) Thank you. It stands approved.

4. PUBLIC COMMENT

Mr. Beougher: If you have any comments that you would like to make on an item that is not on tonight's agenda, now would be the time to do it. If you would please approach the lectern. Seeing no movement, we move on to Item A5, Swearing in of Speakers.

5. SWEARING IN OF SPEAKERS

(Mr. Beougher administers the oath.)

B. NEW BUSINESS

1. 7616 EAST MAIN STREET, REYNOLDSBURG, OHIO: APPLICANT: RAMY MALKA, (#160576DR). EXTERIOR MODIFICATIONS.

Mr. Beougher: Is there someone to speak to this item? Please approach the lectern and, if you would, please state your name for the record and I'll have staff introduce the item.

Mr. Ramy Malka: My name is Ramy Malka.

Mr. Beougher: Thank you.

Mr. Robbins: Item #1 on the agenda, as mentioned, is 7616 East Main Street, Valero Fueling Station, Application #160576. The property is located on the northeast corner of East Main Street and Waggoner Road. It is in the CC, Community Commercial District and also in the Historic Overlay District. They are requesting Design Board approval for new storefront windows and doors and additional parking striping. In addition, they will be basically covering up with block to match the portion of the doors that are going to be removed. A bit of background on this. If you guys recall, we had Valero come through for a signage package back in, I believe, January and from what I understand that was the actual fueling station and now there's another kind of carryout that's moving in who will be operating as a separate entity, as far as I understand, from the existing carryout area. So the changes that are being done right now are consistent with what the carryout is now looking to do. Skip ahead to review and recommendation.

You can see the existing gas station here. There's three doors existing and what they're proposing to do is basically move the storefront further to the west and they'll be blocking in the existing doors but keeping the windows that are right in the area. The applicant is reconfiguring the interior layout of the convenience store and proposing to move the entrance to the east in order to improve layout ingress and egress into the store. Parking striping is proposed to be reconfigured to better adjust any door location, which is basically moving the handicap spaces closer to the new door location. The applicant is proposing to move the front entrance of the existing convenience store from the gabled area to the position further east. Openings for the existing doors and windows are proposed to be reconfigured as windows and new wall and water table proposed for the new area below the existing windows and door openings and is proposed to match the existing. The new doors and windows should match the existing as well. You can see here another existing image and then here are the proposed drawings of where that new storefront will go, and windows.

It's the recommendation of staff that the Certificate of Appropriateness be granted. Staff finds the proposed changes are generally keeping with the existing character of the district and will not adversely affect the overall appearance of the district. One thing we'd also like to note is that if they are increasing the amount of basically transparency and glass which is something that staff definitely supports.

Mr. Beougher: And I'm sure that our Public Safety Department would support that as well. Any questions from the members or would you like to add anything to the staff report?

Mr. Malka: No. I'm just glad to be a part of the City of Reynoldsburg. I'm actually one of the owners, there's two of us. We're from Canton, Ohio and we both went to school down here and plan on doing a lot of business down here. We enjoy everything so far.

Mr. Beougher: Great. Welcome to Reynoldsburg.

Mr. Malka: Thank you.

Mr. Spalding: I do have one question though. Everything was set up under Valero. Now, you're not a Valero employee, you're simply having the convenience store that's going to be pumping Valero gas. Is that—

Mr. Malka: Correct. We are the owner of the location and Valero is who we branded through, so they own the rights to the fuel in the ground and then basically anything, convenience store and carwash and then, like commissions from the gas belongs to us, but the actual fuel is for Valero.

Mr. Spalding: That answers my question.

Mr. Beougher: Any other questions?

Mr. Comeaux: So there's no additional signage to go on the building itself or is that just the signage we've already approved, is that right?

Mr. Robbins: There will be additional signage. We've been working with their sign company, going back and forth to make sure the signage is in line with the Historic District. The way it worked out is we couldn't get them on the agenda basically with the amount of progress that we did make with it. So one of the things that we recommended, they do have an existing cabinet sign on the back retaining wall so if you're traveling south on Waggoner Road – and right now I believe it's just – it's knocked out, is that correct or is that—

Mr. Malka: No. The sign is still there.

Mr. Robbins: Buckeye Gas?

Mr. Malka: Yes. It still says the Buckeye Gas & Go which is the old tenant.

Mr. Robbins: So, I mean, this is not part of this meeting, but just to give you a primer of what's coming next is it'll be refaced and then, working with their sign

company we recommended a wood sign, something that has exterior illumination but not into the front gable of the building.

Mr. Beougher: As I recall, I asked a question about the sign and they didn't realize it was there so, coming back to retrofit the sign that they didn't know about?

Mr. Malka: Correct. We brought it to Valero's attention. We did take images and send them to them. They didn't even know where the sign existed.

Mr. Beougher: Well, if you only approach from the south you wouldn't.

Mr. Robbins: So there's two different sign companies that have been working on this project and—

Mr. Malka: The first sign company was Triumph Signs and then the company we're using is a local company, is Sign City over on Goodale in Columbus.

Mr. Beougher: All right. Any more questions? And I would remind the members to either state your name or either wait for me to acknowledge you by name so that we have a record of who's speaking. Any other questions? (No response.) Is there a motion?

Mr. Burd: I make a motion.

Mr. Beougher: Thank you, Mr. Burd.

Mr. Burd: I move that we approve this as submitted.

Mr. Beougher: Is there a second?

Mr. Hudson: I'll second.

Mr. Beougher: Mr. Hudson with the second. Any further discussion? (No response.) Please call the roll.

(Mr. Robbins called the roll. Mr. Baker voted "yes." Mr. Beougher voted "yes." Mr. Burd voted "yes." Mr. Comeaux voted "yes." Mr. Hudson voted "yes." Mr. Spalding voted "yes.")

Mr. Beougher: Thank you very much and, once again, welcome to Reynoldsburg.

Mr. Malka: Thank you. Thank you for your guys' time.

2. 2644 TAYLOR ROAD S, REYNOLDSBURG, OHIO: APPLICANT: BRI BAILEY, SIGN VISION CO., GANDER MOUNTAIN (#160705DR). NEW SIGNAGE – WALL.

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

Mr. Darrin Gray: Darrin Gray.

Mr. Beougher: Thank you, Mr. Gray.

Mr. Robbins: As mentioned, this is for 2644 Taylor Road Extension. This is the existing Gander Mountain building and they are applying for new wall signage, Application #160705. The property is located on the south side of the Taylor Road Extension bordering I-70. It is in the CS, Community Services District. What they are basically doing is changing their logo, their brand logo, and you can see the existing Gander Mountain logo right here, the image, and they're updating it to the Gander Mountain Firearms Super Center. So the new signage is similar in design, size, and character, color and style to the existing signage. The applicant is proposing to add the text Firearm Super Center to the wall signage and they are moving the logo, I believe, from – you can see on the building it was above the mountain and then on this new image it's to the left of Gander. As far as the size of it goes, there's really no issue on the front of the building facing Taylor Road. The one thing I would like the Board to consider is that the back half facing I-70, it's existing – the code does stipulate that signs of this size – the setback for the building is 30 feet and our sign code basically says 40 feet and then you're allowed 2 square feet per linear foot. It's over 80. Now, this does face a freeway, so I don't see it as problematic. It's the recommendation of staff that the Certificate of Appropriateness be granted after discussion of the following considerations by the Board whether or not the 80 foot setback requirement should apply to face of the building that borders the Reynoldsburg City limits and facing a freeway. If the Board finds the considerations are in keeping with the intent of code, staff finds that 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. Robbins, do you know if a variance was in place on the sign when it was originally installed or whether we changed the code since installation?

Mr. Robbins: I do not. One thing we did look at are the buildings adjacent. All of these buildings do have signs of a similar size facing the freeway. Bear with me for a second.

Mr. Beougher: And so this application is for both signs?

Mr. Robbins: That's correct.

Mr. Beougher: And they're the same size?

Mr. Robbins: Yes. Identical signs, one's placed on the front, one's placed on the back. Now on the front of the building they do have kind of a mountain graphic that's present, but the back of the building facing I-70 is a plain brick façade. There's the existing.

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

Mr. Malka: No. I have nothing to add.

Mr. Beougher: Any questions from the members?

Mr. Comeaux: Mr. Robbins, you said that the other establishments had signs that are equal size?

Mr. Robbins: Similar size.

Mr. Comeaux: Similar size to what they're proposing or what they currently have?

Mr. Robbins: To what they're proposing. You can see the Baby's R Us along the freeway. It's a pretty decent size sign. I don't have the exact measurements of these, so I'm just trying to get an idea of scale looking at the images of what's existing.

Mr. Comeaux: And those other retailers do have three signs as well?

Mr. Beougher: Any other questions from the members? (No response.) Mr. Robbins, how would you propose that we address the 80 foot question without having an answer in place? Do we approve it contingent on the City Attorney review or something like that?

Mr. Robbins: Yeah. I think that would be a good way to go about it.

Mr. Beougher: Okay.

Mr. Robbins: Actually, to the best of your knowledge, do you know what the length of the building is, the back façade?

Mr. Gray: It appears to be 340, we're proposing 302 on the back. We're allowed 361 on the front. We're proposing 302. No, I apologize, I don't have that.

(discussion)

Mr. Beougher: Yeah. 170 feet on the front and it looks like it's the same length on the back as the front.

Mr. Robbins: It's an unusual circumstance because it is on the city limits of Reynoldsburg and it is bordering a freeway, so there is basically a very large amount of space in between the front of the building and the edge of the freeway. Now, the right-of-way actually comes up 30 feet from the back face of the building.

Mr. Beougher: And ODOT prefers large right-of-ways, rights-of-way.

Mr. Robbins: Yeah.

Mr. Beougher: There's even some brush and everything in between. So I guess that's where we're going, is approving the package contingent upon review by the City Attorney? Is there anyone who would like to make a motion to that effect?

Mr. Beougher: Mr. Comeaux?

Mr. Comeaux: I move we approve it provided they get approval from the City Attorney with regard to the sign that faces I-70.

Mr. Beougher: Thank you, Mr. Comeaux. Is there a second?

Mr. Baker: I'll second.

Mr. Beougher: Thank you, Mr. Baker. Any further discussion? (No response.) Roll call, please.

(Mr. Robbins called the roll. Mr. Baker voted "yes." Mr. Beougher voted "yes." Mr. Burd voted "yes." Mr. Comeaux voted "yes." Mr. Hudson voted "yes." Mr. Spalding voted "yes.")

Mr. Robbins: Just a little side note just to make sure everybody knows. All signs erected in the City of Reynoldsburg do require a sign permit, one permit per sign. Contractors do have to be licensed and bonded with the City. Speak with the Building Department, Shelly Taylor, she's the one who takes care of that.

Mr. Gray: The review by the attorney, what is that process?

Mr. Robbins: We're basically going to show our City Attorney what's been proposed and whether or not—

Mr. Gray: We don't have to do anything else for that?

Mr. Robbins: Correct.

Mr. Gray: Thank you. Appreciate it.

Mr. Beougher: Thanks. Moving on to Item B3.

3. 1636 GRAHAM ROAD, REYNOLDSBURG, OHIO: APPLICANT: RICHARD D. BIGHAM, JR., REYNOLDSBURG METHODIST CHURCH, (#160706DR). NEW SIGNAGE – MONUMENT.

Mr. Beougher: State your name for the record.

Mr. Richard Bigham: Richard Bigham.

Mr. Beougher: Thank you. Mr. Robbins.

Mr. Robbins: This is the application for 1636 Graham Road, the Reynoldsburg Methodist Church, Application #160706. The property is located on the east side of Graham Road approximately midway between East Main Street and East Livingston Avenue. This is in the S1 Special Distract. They're requesting Design Board approval for construction of a new monument sign. They're basically replacing the existing monument sign onsite. The proposed sign is to use the existing brick base for the existing sign. Adjacent land uses include a church to the west and single family residential to the north and the east. You can see the aerial view of the building. The sign is located, I believe – it might be blocked by the trees. Is that correct, Mr. Bigham?

Mr. Bigham: Yes.

Mr. Robbins: In this particular image, I believe it is. Here's an image of the existing sign. So the non-illuminated portion of the sign staff finds attractive and clear. There are no recommended changes to the graphics of that portion of it. What staff does have concern with is the illumination of the sign. Changeable copy signs are not strictly forbidden in the code, but they must not violate prohibited signage regulations in Section 1181.05(e). I'll go ahead and read some of those off just so the Board's clear on what it exactly means but it basically says, "a sign which employs any part or element which revolves, rotates, whirls, spins, animated or otherwise makes use of motion to attract attention. Number 3 – if the sign is illuminated by or having flashing or moving lights or other intermittent illumination; Number 11 – if the sign which creates a traffic hazard by obstructing the view at any street intersection or by design resemblance to common traffic control devices by reason of color, shape or other characteristics or by any other means, and Number 12) if the sign has illumination which is so arranged or used in a manner causing annoying reflection or glare."

The main concern that staff had is, with the red sign we want to make sure that it's not going to be misinterpreted for any kind of brake lights or anything like that. Secondly, staff recommends that if the Board does approve the sign that the signage cannot change for a period of five minutes. So it'd basically be you're allowed to change the sign, but only once every five minutes. I think that's a reasonable way to get around or to address the signs regulations about having working signs and changeable copy of that nature. So, if the Board does find that a reasonable gesture then the

proposed signage – staff finds 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: Thank you. Do you have anything you'd like to add to the review?

Mr. Bigham: We're just going to basically remove the old sign, power wash the brick, bring a mason in, and do any maintenance that has to be done on the masonry. The biggest thing is we're illuminating the old changeable letter reader board, putting in a digital which will be a – not a bright red, a kind of maroonish red. The purpose of it is sermon, Boy Scout meeting, rummage sale, whatever. It won't be a flipping or rotating and it won't have sky rockets and fireworks and all that stuff going on. It just makes it easier to change the message, plus the sign needs spiffed up anyway so might as well go all the way.

Mr. Beougher: Thank you. Any questions from the Board?

Mr. Burd: Just one question. Are you okay then with the provision that it not change for periods of time, less than five minutes? That's all right?

Mr. Bigham: Yeah. This is not a grocery store. I mean, the message will be there. It may change more than once a day.

Mr. Burd: Oh, sure, yeah. That's fine.

Mr. Robbins: I think five minutes seems to be a reasonable amount of time and I think this is what the Board has done in the past when such situations have come up.

Mr. Bigham: Thank you.

Mr. Robbins: Can I ask you, Mr. Bigham, is there any way to change the brightness of the lettering once it's on, a dimmer switch?

Mr. Bigham: You mean the – on the message there?

Mr. Robbins: Yeah. Just curious.

Mr. Bigham: Not that I know of. When it comes from the factory, that's that way it is.

Mr. Beougher: You want to comment on the—

(speaking off mic)

Mr. Baker: Thank you. Does that answer your question?

Mr. Robbins: Yes. It absolutely does.

Mr. Beougher: Anybody else have any questions or comments? (No response.) Anybody wish to make a motion?

Mr. Spalding: Yes. I move that we accept it as presented with the provision that the message will not change for anytime in less than five minutes.

Mr. Beougher: Can I get a second?

Mr. Hudson: I'll second.

Mr. Beougher: Thank you. Mr. Robbins.

(Mr. Robbins called the roll. Mr. Baker voted "yes." Mr. Beougher: stated, "I will abstain." Mr. Burd voted "yes." Mr. Comeaux voted "yes." Mr. Hudson voted "yes." Mr. Spalding voted "yes.")

Mr. Bigham: Thank you, gentlemen.

4. 6150 EAST MAIN STREET, REYNOLDSBURG, OHIO: APPLICANT: DINA CHERNEY, SIGN-GLO, NASTY'S SPORTS GRILL, (#160670DR). NEW SIGNAGE AND EXTERIOR MODIFICATIONS.

Mr. Beougher: Please state your name for the recording.

Ms. Dina Cherney: Dina Cherney, Sign-Glo.

Mr. Beougher: Thank you. Mr. Robbins.

Mr. Robbins: As mentioned, this is for 6150 East Main Street, Nasty's Sports Grill, Application #160672. The property is located on the north side of East Main Street and on the western border with the City of Columbus. It is zoned CS, Community Services and is within the Community Commercial Overlay District. They are requesting Design Board Approval for new wall signage, the recovering of existing awnings and the addition of two new awnings in addition to – and this is not listed in the staff report, the refacing of the tenant panel within the monument sign. The Board members have been given handouts showing the new tenant panel as proposed. You can see here, the existing awnings – there's three awnings to the front of the building. These are the yellow guys right in the front – pretty yellow and green striping going in there. So they're keeping those three and, I believe, they're putting two more to the east, if that's correct.

Ms. Cherney: They're not keeping anything. All the awnings are going to be black.

Mr. Robbins: The structure is completely gone?

Ms. Cherney: All the striped awnings are out of there.

Mr. Comeaux: But they're going to be black?

Ms. Cherney: They're going to be black, yes. And there's a sample of the material.

Mr. Robbins: They're refacing the three awnings and they're putting two new ones up basically to the--

Ms. Cherney: Oh, I understand what you mean, yeah.

Mr. Robbins: The applicant is proposing to replace the existing Las Margarita's signage with a new internally illuminated channel letter wall sign and logo to reflect the new Nasty's Bar & Grill. The applicant is also proposing to reface the existing awnings. The edge of the black awnings is proposed to have public offerings such burgers, pizzas and, I believe, _____.

Ms. Cherney: Don't forget over 100 cold beers.

Mr. Robbins: Oh, excuse me. The building setback is greater than 80 feet so the total wall allowable is 2 foot per linear foot of building façade, Type B signage meets the maximum area stipulated by the code. The back awnings are within keeping with the character of the district and staff has no objection to the recovering of the existing awnings and the installation for two new units. Staff would like the applicant to finalize the lettering on the front portion of the awnings and she has submitted an updated drawing showing those. The one thing that staff would mention is the lettering of the sports grill, the way it's basically put next to the Nasty's. Staff would like the Board to perhaps consider recommending something a little more compelling in terms of font or color for the signage. As far as the brand goes, I'm not sure if this fits in. The City's not a brand consultant, so we're not going to say they have to do this but something, I think, a little more embellished I think would be—

Ms. Cherney: That's their logo.

Mr. Robbins: That's their logo, Sports Grill?

Ms. Cherney: The reason why we put white is because it has a dark background and white pops really well and I guess that location has had trouble and the margarita sign was orange, it was beautiful, but you couldn't see it. And he's so far back against the wall – I mean the road, excuse me. We want white there so people will see it and, you know, that's his logo, that's the font he uses, so.

Mr. Hudson: There's another Nasty's, right?

Ms. Cherney: Yeah. It's over--

Mr. Hudson: And the same lettering is used?

Ms. Cherney: He doesn't have lettering, he just has the logos.

Mr. Hudson: The logo?

Ms. Cherney: He has huge logos but he couldn't have a very big logo and he's changing some things, so it evolved into Sports Grill.

Mr. Hudson: Okay.

Ms. Cherney: Actually, if you make it, you know, made it a plain, simple, easy to read. Don't want to get too fancy here because people can't read it and it's so far back.

Mr. Hudson: That building is very far back and to read it, it's difficult.

Ms. Cherney: Right. So we made it real plain and simple so people wouldn't have to look too long. It's too fast traffic out there.

Mr. Hudson: The logo is going to be tough to see but at least the Sports Grill—

Ms. Cherney: Right. But he had to have this logo up there.

Mr. Hudson: Okay.

Mr. Baker: So we have two signs here but we have like three different fonts going on. The font on the logo of the Nasty's, the Sports Grill font and then, of course, the font on the monument sign.

Ms. Cherney: That's the same font, it's just smaller.

Mr. Baker: I'm going to beg to differ.

Ms. Cherney: My artist did that change, the font, the Sports Grill.

Mr. Baker: To me, I mean, on the building at least the words Sports Grill and I know you want it as big as possible. It just seems, and I know it's their logo, but it seems weird. It seems like it's too big for the space. Can you back out, Mr. Robbins? Is there an overall picture of the building?

Ms. Cherney: It's as big a Margarita's is. It's the same size.

Mr. Baker: Yeah. But theirs seem to have some sort of design quality to it but the plain letters kind of bother me and the fact that you can barely even read the logo. I can read the word Nasty's but what's below that – I believe there's text underneath that but I can't read it and I realize the sign's 4 foot wide.

Ms. Cherney: It isn't really meant, you know, you can't read that logo but when we do the sign the logo has to be like that.

Mr. Baker: Okay. I'm saying it's not that big of a sign and it's very busy.

Ms. Cherney: What, the logo?

Mr. Baker: Their logo, um-um.

Ms. Cherney: Well, the logo isn't meant to be red, the Sports Grill is.

Mr. Baker: Well, I can see that.

Ms. Cherney: I mean, you don't have a choice because we are limited by the storefront there.

Mr. Baker: Sure. No, I understand that. To me at least, it's not a very appealing overall logo.

Mr. Robbins: To clarify my earlier comment in the staff report was that it seems very generic and that was kind of the intent of what I was getting at. It's kind of a unique place. Perhaps the sign should reflect that.

Ms. Cherney: I honestly can't see asking him to change his logo.

Mr. Beougher: So are we talking about the logo or—

Ms. Cherney: I don't know.

Mr. Beougher: --or the Sports Grill text?

Ms. Cherney: You know, this is the way he puts it on his paperwork and his t-shirts and everything and I didn't think that you monitor that.

Mr. Beougher: So you made the claim that the text of Sports Grill didn't change from the wall sign to the monument sign and it appears to me that—

Ms. Cherney: It's the same font but when it gets smaller it's a little bit – it's not as thin. You wouldn't be able to read it.

Mr. Beougher: Well, even if it were compressed, if you look at the O it's got a linear—

Ms. Cherney: It's thicker. Okay. But we took the same font and we put it in there and it came out a little fatter which is the fat font like the one on the—

Mr. Baker: It's not.

Mr. Beougher: Yeah, I'm going—

Ms. Cherney: Well, even if it's not, if I made it the same it would be harder to read because we only have so much space and he wanted Nasty's to be larger there, I think, to offset the fact that the logo isn't so visibly seen.

Mr. Beougher: I don't think we're objecting to the monument sign. Is that correct, Mr. Baker?

Mr. Baker: That is correct.

Mr. Beougher: But I don't know that the text, the font in the monument sign would translate to being stretched, that it would look proportional. It would get very fat.

Ms. Cherney: Exactly.

Mr. Beougher: But I think what Mr. Robbins is saying is if there were some font other than a plain Sans Serif font for the text, it might have a better visual impact?

Ms. Cherney: No.

Mr. Beougher: Okay.

Ms. Cherney: I don't agree because it's so far – I mean, I agree this is plain, but that was the objective because it's so far back. Like Margarita's, you cannot read Margarita's driving down the road because it's a fat, fancy font. Ooh, that was good. Try that 500 times. And the orange color.

Mr. Beougher: It's a triple F.

Ms. Cherney: Right. Yeah. And my objective was to make it easy to read and give it some impact.

Mr. Beougher: And I'm not saying that I agree with Mr. Robbins. I'm just interpreting so that we are all on the same page.

Ms. Cherney: Believe me, he didn't want to have to spend the money on it, but he understands that if he puts his logo there and just his logo, you're not going to be able to see it.

Mr. Beougher: No. That's definitely not what we're asking or what we're suggesting.

Ms. Cherney: Oh, no, I understand. I'm just going through how we—

Mr. Beougher: And I understand the farther back you go the higher the text needs to be. So any other questions from the members? Mr. Comeaux, you brave soul you.

Mr. Comeaux: So are there are going to be five awnings. There are four windows facings here. Is there another door to the right further or something like that?

Mr. Robbins: This is what was submitted. It does bump out a little bit further to the east and you can see there's an awning that goes there.

Ms. Cherney: And also, you know, look at the awnings are black and white so white is perfect.

Mr. Robbins: You can see on the front of this image here there's a kind of front portico type area and then the window to the left, the mouse is kind of circling around, would be the window that they're proposing to put the last awning. And then this image you can see it right here. I think I know your next question.

Mr. Comeaux: Is that an entrance to the establishment or is that – I mean, what is that awning?

Mr. Robbins: I believe it's just a window awning.

Mr. Comeaux: To be honest with you, I honestly thought that window was associated with the business just to the east of that which is, whatever, Springleaf or whatever.

Ms. Cherney: No, it's not. That's why—

Mr. Comeaux: I certainly believe that you're putting it in front of yours.

Ms. Cherney: I've had worse things happen.

Mr. Beougher: All right. Any other questions? (No response.) And the text on the awnings is part of the package or not part of the approval tonight?

Ms. Cherney: Yes, please.

Mr. Beougher: And it's in keeping with the code.

Mr. Robbins: I'll check the overlay code. I know the Historic District does allow 8-inch lettering. It might be 4-inch lettering on awnings, Commercial Overlay.

Mr. Beougher: Mr. Baker, you have a question in the meantime?

Mr. Baker: I do. The font on the awnings, it looks like it might be a different font that the words Sports Grill on the building. It's tough to notice. I think I can notice it mostly in the S's.

Ms. Cherney: Yeah, it is because you only have 9 inches and if we made it the same font it would be real skinny and ugly and hard to read.

Mr. Baker: Okay. It's a lot of fonts.

Ms. Cherney: Oh, I think they can handle it.

Mr. Beougher: But no fat, fancy fonts.

Ms. Cherney: You really won't probably be able to read the awnings going down the road anyway.

Mr. Beougher: Probably not. It'll be in the same classification as the logo as readable only as you approach the entrance.

Mr. Robbins: As far as the overlay is concerned, it doesn't address text on awnings one way or the other. This is a Type B signage so they are allowed 2 square feet per linear square foot of wall signage. I think it would be reasonable to say that the text that they have on the front of their awnings is still keeping within that maximum square footage for front signage. I think the area that they do have above the window headers and below the roof is probably a small enough area that we can say that it's reasonable to have some sort of graphic on the front of those awnings.

Mr. Beougher: Okay. Any other questions? (No response.) Can I get a motion?

Ms. Cherney: Did you say, "Don't get emotional?"

Mr. Beougher: Can I get a motion?

Mr. Burd: I move that we accept this as presented.

Mr. Beougher: Is there a second to that motion?

Mr. Spalding: I second.

Mr. Beougher: Thank you, Mr. Spalding. Further discussion? (No response.)
Roll call, please.

(Mr. Robbins called the roll. Mr. Baker voted “no.” Mr. Beougher voted “yes.”
Mr. Burd voted “yes.” Mr. Comeaux voted “yes.” Mr. Hudson voted “yes.” Mr. Spalding
voted “yes.”)

Ms. Cherney: Thank you.

Mr. Beougher: Thank you.

Mr. Robbins: Just to be clear, all signage within the City does require a sign
permit. Sign contractors have to be registered and bonded with the City.

Ms. Cherney: Okay. Thank you.

Mr. Robbins: Double-check with Building Department to make sure your
registration is up to date.

Ms. Cherney: Yeah, no problem.

Mr. Beougher: Thank you.

5. 7657 EAST MAIN STREET, REYNOLDSBURG, OHIO: APPLICANT: SIGNCOM,
INC. MOUNT CARMEL MEDICAL GROUP, (#160778DR). NEW SIGNAGE – WALL &
MONUMENT.

Mr. Beougher: Please approach the lectern, state your name.

Mr. Bruce Summerfeld: Bruce Summerfield.

Mr. Beougher: Thank you, Mr. Summerfeld. Welcome back.

Mr. Summerfeld: Thank you.

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

Mr. Robbins: Yes. Again, this is 7657 East Main Street, Mount Carmel signage
package, Application #160778. The property is here on the south side of East Main
Street and it's located about, I'm going to say, about an eighth of a mile to the east of
Waggoner Road. This is a brick building that's set back from the street. You probably
wouldn't notice it if you were driving by. I certainly had to look it up to see where it was.
From what I understand, what's going on is the physician that's currently there is
remaining there and is becoming part of Mount Carmel's Health System, I believe.

They are requesting Design Board approval for the following signage: monument sign measuring 8 foot 1 by 2 foot 6; wall signage measuring 10 foot by 2 foot; wall signage measuring 2 foot by 2 foot 9; and directional wall signage measuring 2 foot by 2 foot 9. The property is within the Historic Overlay District. Adjacent properties to the west, north and east are zoned CC, Community Commercial. Properties to the south are zoned R3. Adjacent land uses to the west, south and east are single family residential. General office is located to the north. We've been working with this company on this signage package for a little bit of time to make sure that it's within keeping the character of the Historic District and they've agreed to a few concessions including the material being wood. I believe they're proposing now a sand-blasted wood with raised lettering and this is the proposed signage. So the sign's going to be in the placement as the existing sign. The sign as they presented it here today is the same size as the existing sign and I do want to point out that there is an 18 square foot maximum on the signage within the Historic District. The existing sign is about 20 square feet. So one of the things I want to ask the Board to consider is whether or not the extent to which they are tearing down this existing sign, they're proposing to keep the footing, build a new base and put up a new sign. As is proposed in this drawing, it is at 20 square feet so this is one of the things that I want the Board to consider. The second one would be the wall signage. So this signage up here on the front face of the building measured 20 square feet. Twenty square feet is also the maximum that we have for wall signage in the Historic District.

I would like to ask the Board whether or not they would consider the entirety of the sign as part of that measurement with the lettering. The code does stipulate that the address should not be counted with the area of the sign, so you can go ahead and take out the square foot or two that the address is located. And the reason I'm saying this is because there are two more signs that are proposed. One, I think, is very reasonable with signage on the side. It's basically a small sign, wood as well and it's a directional sign that basically says the front entrance is to the left. The second one is another sign to be located on the front and this sign measures, I think 5 square feet; wood as well; carries the same branding and this is basically calling out the names of the physicians that are operating within the facility. The reason I'm bringing this up is because if we hold them to the strict 20 square foot maximum, the smaller signs would not be allowable. And when I say that, consider the measurement of the sign that they're proposing on the front of the wall. So if you count the entirety of the sign as 20 square feet, then I think it would be difficult to allow them smaller signage in the front.

So these are the things that I would like the Board to consider, discuss and following determination by the Board for the graphics and the style of the sign, staff does believe that it is in keeping with the Historic District, the nature and character of the area and will not adversely affect the overall appearance of the area.

Mr. Beougher: Anything you'd like to add or contest?

Mr. Summerfeld: Sure. Just to help explain and expand a little bit on what Justin has explained there, the design company and us and Justin have worked

somewhat tirelessly to get a package that is, to me anyway, an intent certainly more in tune with what Reynoldsburg would like to see and fits more in line with your code than it does really with the Mount Carmel's typical template that they would use for one of their satellite locations, being an urgent care or internal medicine or whatnot. While the template's important to them to have some ground and street side presence, that wall signage does follow a theme that had identification of the practice on the wall to try and get the physicians names on the wall and then any helpful directional for their patients and customers. With that, this will, I think, be the first time that we've used sandblasted redwood for an identification sign for Mount Carmel, but they're certainly familiar with the area and the location and see the fitting in with the need of the Historic District and what's going on with businesses either east or west of that property.

To that extent we will remove the existing structure in its entirety, put a new footer, a new base and add a brick base to align with Reynoldsburg's criteria and dresses up what's there considerably as well. And then install two back-to-back sandblasted redwood signs which give the identification of the practice. Previously, the existing sign does identify the physicians' names on there, but it's too small to read it and doesn't really have any presence or worth on the sign with the copy that small. And so, the standard theme and template is to try and get the identification of the presiding practice physicians on the outside of the building, place it to the entrance in addition to the practice name which needs some identification because the building is set back greatly and if you miss the perpendicular nature of the ground sign, you do have the chance of seeing the _____ and nature of the wall sign.

Lastly, the directional sign on the back for the rear parking – that rear parking does get used quite a bit and there is another adjacent door on the back of the building that, granted, it might not look like a front entrance, but it just spares the people to make sure that they just use the front entrance instead.

Mr. Beougher: Thank you, sir. Any questions from the members?

Mr. Baker: So, Mr. Robbins, the monument sign is bigger than what the code permits?

Mr. Robbins: That's correct. One thing to consider as well is that they did put the address on the monument sign and the code does say that that should be subtracted from the square footage. However, I realize a monument sign is a bit different than a wall sign, so this is one thing I wanted the Board to consider as well.

Mr. Baker: I think in your review you had mentioned that they were going to reuse some footers which, of course, they're only about half the size they need to be anyways for the new base, which looks great. I'm just confirming that that's your understanding, that they are going to remove the sign in its entirety.

Mr. Robbins: It is as of—

Mr. Baker: Two minutes ago?

Mr. Robbins: Two minutes ago.

Mr. Summerfeld: It will be within that exact area, it might be slightly east or slightly west. We don't know what we're going to get into underground. We've taken the old one out of there, but it'll be certainly in that location.

Mr. Baker: I understand.

Mr. Robbins: I think being more aware of that, staff would recommend then that the Board look at the 18 square foot maximum area for the signage and then address it through the address that's being placed on the sign. Disregard the staff report where it mentions the existing sign. If it's removed in its entirety then there's no grandfathering and it doesn't come into play at all, so it should have to conform with the code, the Historic Overlay code. But now the consideration is the address and whether or not the area that that address takes up is enough to make up the difference with what they're proposing and what's allowable by code.

Mr. Beougher: Other questions?

Mr. Comeaux: Will there be any external lighting at all?

Mr. Summerfeld: Not proposed at this time. The practice closes at 6:00 so there's really not much need for it. They current sign is internally illuminated. There is power out there, but we didn't feel the need to—

Mr. Comeaux: And the existing sign is 20 square feet, correct?

Mr. Robbins: Yes.

Mr. Summerfeld: Yeah. This proposed sign is identical square footage to what's there now.

Mr. Baker: Yeah. I think 30 inches by 8 foot even is 20 square feet so we're even just a hair bigger than that because we're a whopping 8 foot one-and-a-half. So if you want to be picky about it, I mean, we're two square feet over already.

Mr. Beougher: Any other comments, questions? (No response.) Okay. Well, I wish to say a couple things and I want to say that I appreciate the brick base. I appreciate the cohesiveness of the package. I appreciate the sensitivity to our Historic District and the expense of the sign notwithstanding. It's definitely a major improvement. The other signs that were done when we developed the Streetscape Phases 1 and 2 have the street numbers sideways on the ends of the sign, which has always perplexed me and, okay, so the fire department can find it, but if you're looking for the address of your doctor that you're not familiar with, I'd drive right past it and

probably come back and drive past it again. So I appreciate that the sign is on, or the street number is on the sign and I, for one, am willing to discount the area that is used by placing that beneficial aspect of the signage on the monument sign. I also, as I said before, appreciate the cohesiveness of the package and I think I'm willing to be fairly lenient on the wall signage as far as the doctors' names and so forth, directional. When we have a package such as this that comes before us that is well designed and includes no fat, fancy fonts or other items that we need to discuss ad nauseam and, you know, I appreciate that. So I'm going to speak in favor of this package and I would vote for it in its current form. You can fire me if you like but-- Any other comments, questions, concerns?

Mr. Hudson: Was that a proposal?

Mr. Comeaux: I was going to say, the Chair can make a motion.

Mr. Beougher: Well, then the Chair would move approval for the entire package a submitted.

Mr. Baker: I'll second.

(Mr. Robbins called the roll. Mr. Baker voted "yes." Mr. Beougher voted "yes." Mr. Burd voted "yes." Mr. Comeaux voted "yes." Mr. Hudson voted "yes." Mr. Spalding voted "yes.")

Mr. Summerfeld: Gentlemen, thank you.

Mr. Robbins: And just to clarify, a sign permit is required for every sign erected in the City. Contractors erecting the signs do have to be licensed and bonded through the City.

Mr. Beougher: Thank you very much.

6. 7106 EAST MAIN STREET, REYNOLDSBURG, OHIO: APPLICANT: DINA CHERNEY, SIGN-GLO, KEEPFIT 10, (#160804DR). SIGN REFACING – WALL & MONUMENT.

Mr. Beougher: And welcome back, Ms.—

Ms. Dina Cherney: Do you remember the sign when I came in for a meeting a couple of months ago?

Mr. Beougher: I do.

Ms. Cherney: California Fitness or Aspen.

Mr. Beougher: I do.

Ms. Cherney: Well, they got their act together and the owner of California Fitness merged, but they're calling it Keepfit 10 now and they're putting another location out west and this is their logo.

Mr. Beougher: Okay. And do we have a – I've got the one that was in the packet but I didn't see the _____.

(discussion)

Ms. Cherney: You want mine?

Mr. Comeaux: No, we're good.

Mr. Beougher: As long as we can see it.

Mr. Robbins: Is that acceptable? I have one copy here of the existing—

Mr. Beougher: --yellow

Ms. Cherney: Yellow and green.

Mr. Beougher: Green.

Mr. Comeaux: Wow.

Ms. Cherney: They're actually – I'll tell you what they are. They're vinyl colors. They're exclusive vinyl colors. They use them on all their banners and all their signs. They're going to be channel letters – going to be covered with that. So it's popping vinyl. That shopping center is so empty it could use something to pop.

Mr. Beougher: And so is Keepfit 10 a national brand or regional brand. Will it be franchised?

Ms. Cherney: It will be, yes. No, it's not franchised.

Mr. Beougher: So this is the initial location.

Ms. Cherney: Excuse me?

Mr. Beougher: Is this the initial location?

Ms. Cherney: I don't know if it's considered the initial one or the one on West Broad.

Mr. Beougher: Okay.

Ms. Cherney: Probably this one, because they're changing Aspen over.

Mr. Beougher: I see.

Ms. Cherney: Yeah.

Mr. Beougher: Thank you.

Ms. Cherney: And at the time, that side does not illuminate because the landlord did not provide a light box over there. It is empty. It's broken and they have to go in and cut it open and put in a sign box which they will be doing after – they want to get that sign up and then they're going to be doing it so it can be illuminated at night

Mr. Beougher: Let's go back to Mr. Robbins and we missed the introduction.

Mr. Robbins: You can tell I'm anxious to hear myself speak.

Mr. Beougher: Well, just the comment about the internal illumination. I seem to recall that this center does not – introduce the item, please.

Mr. Robbins: Well, I'd say the internal illumination I wasn't aware of either. Now that I look at the detail, it does show on there. Always read the details. So I was going to say that they're _____ it would be, kind of looking at for this space. It actually does say internally illuminated in the staff report, so I take that back, but they're proposing a monument tenant reface and then the reface for the fascia panel. As far as the graphics are concerned, staff has no issue with it. I think it's in keeping with the character of the area and I think it's pretty legible and it's pretty attractive.

As far as the other signs being illuminated, that's a very good question that I really don't know for certain whether or not the other properties, the other tenants in that space have internal illumination.

Ms. Cherney: Well, there's not too many tenants left.

Mr. Robbins: So you're saying it wouldn't matter?

Ms. Cherney: No. It should be internally illuminated and we will be doing that. Aspen hasn't been illuminated in two years, ever since it was there because they were struggling and then for the last year they've been trying to merge with somebody.

Mr. Robbins: I mean, really there's nothing in our code that says it can't be internally illuminated.

Mr. Beougher: Okay.

Ms. Cherney: But I'm just saying—

Mr. Robbins: It's more of a question on whether or not it would be appropriate with the rest of the businesses in the area and the question there is whether or not those signs are currently illuminated in any way.

Mr. Beougher: Well, maybe if they were illuminated we'd get more business in there and they'd stay open.

Mr. Robbins: _____.

Ms. Cherney: Oh, he's busy.

Mr. Beougher: Okay. Any questions from the members?

Ms. Cherney: What about the ground sign?

Mr. Robbins: It's on there. It's—

Ms. Cherney: It's okay?

Mr. Robbins: Yeah.

Mr. Beougher: Can you see the—

Mr. Robbins: Yeah. It's on the right hand side on _____.

Ms. Cherney: Well, you didn't mention it.

Mr. Beougher: It's the brim of the hat.

Ms. Cherney: I had surgery. I have 20/20 vision but I can't read anything yet. Now I can see it. Thank you.

Mr. Beougher: _____.

Mr. Comeaux: So the illumination box, is it going to be – you said it'll be flush with the—

Ms. Cherney: Oh, you'll never see the box. The box is inside the building.

Mr. Comeaux: Okay.

Ms. Cherney: Yeah.

Mr. Spalding: And the entire sign is going to be illuminated?

Ms. Cherney: Just the copy. The rest is metal. It's a _____ face. All that will light up is the copy. That is true of any sign band like this.

Mr. Beougher: So there's an aluminum panel that you're going to route out with the letters and then put a _____, something back there behind the routed aluminum and then it will have the vinyl on the inside?

Ms. Cherney: You can come work for me. You got that down perfect.

Mr. Comeaux: Okay.

Ms. Cherney: Yes. Very good.

Ms. Cherney: Some commissions I go to they want opaque channel letters.

Mr. Beougher: I guess my -- anyway. Too many years of retail design. Okay. Any other questions? (No response.) All right. Can I get a motion?

Mr. Baker: I will move for approval.

Mr. Burd: I'll second.

Mr. Beougher: Thank you, Mr. Burd, for the second.

(Mr. Robbins called the roll. Mr. Baker voted "yes." Mr. Beougher voted "yes." Mr. Burd voted "yes." Mr. Comeaux voted "yes." Mr. Hudson voted "yes." Mr. Spalding voted "yes.")

Ms. Cherney: Thank you, gentlemen. I know it's late and you probably have wives or dogs or cats to go home to. Can I take five minutes of your time to clarify something for me?

Mr. Beougher: Certainly.

Ms. Cherney: I do respond to no.

Mr. Beougher: Okay.

Mr. Cherney: I'm a really very passionate girl. To tell you just something personal so you know what kind of a person I am before I get into this and you kill me. I work with girls that are being sex-trafficked and I did a rescue mission in Jordan three years ago and a couple of months ago I got punched in the mouth by her pimp because I was pulling a 12-year-old girl off the street. They're being trafficked if they're under 18. And as I was pulling her into my car, he reached through the window. Of course, I rolled over him. I don't know, they might have found him in the alley but I don't care.

So that's the kind of person I am. So when I approach a commission and I am a big believer in the 1st Amendment and then you want to go and change a design on something, that's unconstitutional, in my opinion. And other sign companies have taken things to the Supreme Court and they have ruled that you cannot change or monitor color or copy, just codes, make sure it meets code. Now, if it's a Historic District, I can understand that, but to look at it and say, you know, you don't like that, that's unconstitutional. This is America. He's entitled to put up any style he wants there so what's wrong with – I don't think there's anything wrong with my thinking but you get these commissions and you guys are the best I've ever worked with. Some of the other ones I'm just sitting there going, "I'm not going to do this." I had a terrible fight with the Downtown District. They're very – they're tyrants and they want to go and design the sign. Why didn't you talk to me two months ago instead of holding up this man who would have to come to another meeting because you don't like him. Those words are not America. So how do you feel?

Mr. Beougher: Well, I appreciate your comments and our role is to determine whether or not an application is appropriate for the City and sometimes we try to explore whether an applicant has considered other possibilities and I think that we are sensitive to the fact that we're not a branding consultant, as Mr. Robbins put it, or we're not here to redesign the project for anyone. But we do want to make sure the process, before it comes to us, has been thoughtfully considered. So I appreciate your comments.

Ms. Cherney: Okay. I can appreciate that.

Mr. Beougher: Thank you very much.

E. ADJOURNMENT

Mr. Beougher: With no further business before us, we stand adjourned at 8:07 o'clock p.m.

Lane Beougher, Chair

Justin Robbins, Planning Administrator

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