CITY OF REYNOLDSBURG

MINUTES

PLANNING COMMISSION
THURSDAY, JUNE 6, 2019 6:00 PM

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

A. CALL TO ORDER

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

2. APPROVAL OF MINUTES

1. Planning Commission – Regular Meeting – May 2, 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. 7510-7550 E Main Street; Application #2019-5183; Applicant Tim Lai ArchitecT; Certificate of Appropriateness - Exterior Modifications / Historic District

Mr. Zollars Let's go into the agenda then, go with a new business number one please.

Ms. Wheeler Thank you Mr. Chairman. First application tonight just for seventy five ten seventy five fifty East Main Street. This is for the Old Town Center in old Reynoldsburg. The applicant is requesting Planning Commission approval to make a proposed exterior modifications to the shopping center. The proposal involves things like painting expanding existing patio space outdoors in addition to updating signage throughout the plaza so that it's uniform. The modifications for the most part conform to our zoning standards. We do require that any new improvements in a historic district provide pedestrian amenities. The applicant has done that. We also require that any building frontage exceeding 50 feet has to be broken up visually. Vertical visual elements. They've also done that. And with that we'll open it up if the applicant

would like to walk us through the proposed design or provide any additional information.

Mr. Zollars For the record if you would please state your name and address. Thank you.

Ms. Ho Good evening commissioners Andrew and Emily. My name is Eliza Ho. My address is 2576 Summer Street Columbus Ohio 43202 Thank you. Thank you for having me here tonight in the evening. And thank you for your time. You know my name is Eliza Ho with Tim ly Architect, our client is Black Gate partners. They recently acquired the building. The old town shopping center and they really see the potential of the Old Town Reynoldsburg you know and really trying to bring some more new tenants to this commercial strip. And one of the first things when they acquired the building is you know trying to improve the current appearance of the shopping center. As you can understand that this building was built in the 70s. It well represented you know the purer style the building materials that was popular in that time the metal roof variegated bricks. You know nowadays in the and the second you know decades of the 21st century inevitably it looks a little dated. It looks that. We need you know some kind of refreshing you know look to the building in order to acquire. There were so many like a retailers you know restaurants and you know and places they really want to you know tap into you know a city like Reynoldsburg. There is a huge demographic says that they really want to serve. So that is the goal behind of the client Black Gate partners. So we were being presented a design challenge here. Well Tim and Eliza so my husband is Tim Lee. So we have our business you know design firm. So we were being present at the design challenge. Well what can we do to make the building look a little more appealing especially appealing to the younger generation the younger families moving to Reynoldsburg. At the same time it doesn't cause a lot of money right. I mean you know to a lot of developers you know it has to. It has to look good. And it shouldn't you know cause a bit you know big fortune you know for them to do that. So you know we have a lot of discussion of what we can do, but at the same time you know how it can fit into the historic district. We understand that it is route 40, the national route and you know E Main Street is parts of the historic district. So at the same time we tried to come up with some design solution that is also respectful to the historic characters of the district. So we take the cues from the neighborhood building. And one of the first thing that we saw is, you know just the opposite are the office building which they painted the brick white. Well white it is a very neutral color that really brightens up you know they're kind of like the old brick. You know look of the current building. So we are thinking that well is there any way that we can mirror you know the office building in that way. And besides that you know painting the brick white, what else can we do? It looks like the current roof of the existing building there are two wings of the building, but both of them used the same roofing material which is metal standing seam you know the roof. It has kind of that bronze color to it but it is all uniform. It looks very heavy and it looks too big. The volume is too big. So what if we actually paint a neutral color that can break up the long elongated shape into you know a smaller volume. So as you can see in our rendering which in our package is

page 5. So Page five. Show you the rendering shows you the rendering after is one thing. Yes. It's the East Wing building. It shows you that. Well what if we use three different shades of grey you know a darker tone, a little gray, and the light grey. To make it look like you know an individual buildings, but at the same time preserve the white bricks. So as you can see that the vertical element is the white brick. That is a natural brick of it. So that becomes the natural break point of the different roof color as presented to you is you know starting with the darker gray and then you have the mid-tone gray, the lighter gray. Well it looks a little too muted and it can look boring. So we add a dash of the color but we have given some floor to the use of the color. You know it's just a kind of like a subdued tone of the blue and also the earth tone of the red to it, you know just on the brick side, just on the two columns side. So just give enough visual interest to the whole proposal. And on page six. As you can see that, this is the rendering of the West Wing building. We have the same strategy, breaking up the roof line into smaller volume. And on top of that you know there is a circular element. It has a design element that we wanted to look simple but not boring. You know just to add enough visual interest in that big piece of wall, because currently everything is the variegated bricks. There is no breaking up. So we want to provide a visual interest. And besides you know using the paint as our primary way to refresh and the look of the building we add a patio and also pedestrian furniture. So for example you can see a close up of the rendering on page 7. So there are two there are existing planters there. But we propose adding some more concrete benches and in the current ice cream store in those shops that we added a patio there. So just to give them more alive to the street seen. So I think you know this is kind of the goal behind the project and the client is planning to incrementally to improve the look of the building. So the first step is really just you know to use the paints to give a fresh look of the building and then next time when they come back here you know they're going to present a more comprehensive scheme of the signage, because currently as you can see that the sign you know in the rendering you see that it's just signage and signage. Right now the current tenants they provide their own design of the sign and it can get a little bit haphazard because they have their own color scheme and all that. You know there is no uniform way, but when the clients or when they are ready to move forward you know to the signage plan then they will come back to present to you the signage and not only the tenant sign but also the two monument signs, at the entry of the of the parking lot. So I would welcome any question that you might have or comments.

Mr. Bizjak I've just got one question. Well, I got a few questions here but the first things first question I have is whether any other different types of designs that you were, you looked at or considered? My big concern with design with this design I appreciate the thought processes and everything that you put into this to help make this blend in as best you could. But as I'm sure you're very much aware the city's going through a very strong rebranding and revitalization effort here. So just curious if there are any other types of designs to maybe help it better fit in with old downtown Reynoldsburg and I'm talking like Cornell's hardware and those type of buildings. Did you have any other designs like that?

Ms. Ho Yes, we actually have gone through you know some other kind of; you know Emily just pulled up one of the designs that we actually sit down with Andrew and Emily to look at this one. This is the first rendition of the design. You can see that in this rendering the type of gray that we used still a darker tone of the gray and with a mid-tone gray, but then it's almost like a white top of the roof as you can see that one from this one from the left hand side. So you know it is a little bit big a contrast that it gives a little bit more emphasis on the roof itself but as you can see that it's still the White painting the painting that breaks the current's breaks into white. And the reason for that is, we are trying; to we look at different design but I think you know it comes to me that the modern farm house aesthetic is something that can be quite fitting you know to the old town is while it can look modern. So that's why we are proposing to use it you know to paint that brick white. And it is a neutral color that we are hoping that is more timeless. You know we are not trying to let just you know have the building owner to repaint the building you know every five years. You know just to chase the popular trend. So white brick is something that we feel strongly about. And the roof color you know we propose a different you know kind of like a variation you know some of them you know the range is a little bit bigger like this one you see it on the screen. And for the murals and you know I don't know if there is another image that you can pull up that shows a little bit more colorful image in terms of the mural. So like the one that you are seeing on the screen.

Mr. Bizjak The big one of the big concerns for me is, I apologize for interrupting, but one of the big concerns for me is the fact that you got the Dollar General smack dab right in the middle between these two buildings and quite frankly those two aesthetics are not lining up at all in any way shape or form which it is what it is. But I mean with that dollar general having its old farm style country look to it, and then you've got these aesthetics that you're going for here which once again I appreciate what you're trying to go for here but it doesn't flow. Well I mean I hope I'm not unreasonable or out of touch. But you know that just that Dollar General breaks up what I think you're trying to go for. That's for me personally. I would like to see more of that farm style look I see. I don't want to speak for the rest of the commission because that's certainly not my place. That's just my big concern is that breakup there. You know the look and then combined with the fact that I know the rest of downtown Reynoldsburg We're kind of going for that sort of farmhouse old style look, that just kind of what goes through my head. So I mean that's why I'm asking those questions and bringing that up and seeing if there was a farmhouse look. I appreciate trying to go for the time listening you know and not having to repaint every five years and all that good stuff. But at the same time if it doesn't match the aesthetic of what we as a city as a whole are going for then you guys are going to make a change later on down the road, which you know ultimately isn't fair to you especially as you know the business that's just additional dollars you're going to have to spend later on down the road. At least as I see it and as I interpret things.

Mr. Zollars This is Mr. Zollars I got a couple of things here. The murals, I don't feel fit historic anywhere. I like the mural. I think it's nice. Like the Cotner funeral home, that is a historic mural, for instance. The other thing some of these colors I you know

I see there's white in the day there's certainly Gray there's probably some bronze around here, but everything, the dollar general mirrored that complex not the other way around. So to go two years further down the road and go back to contradicting ourselves on what dollar general had to do. I don't see that working too well.

Mr. Bowsher I will just add up. Thank you for coming. She's the architect on it. Not actually just the owner of the property, that's actually black gate. We have worked with them quite well. They bought into the vision of Reynoldsburg and everything that we're doing. So it's been a great company to work with thus far. They did come and we worked with them a little bit and obviously it's at the same time talking about dollars and cents and financials. I would say that I think I disagree a little bit about the dollar general. I don't think that that fits anywhere in with a farmhouse appeal and it gets very more just your main street Brick. I think it was meant to blend in with an already extremely outdated center. So I think that was actually a miscue on previous commissions part years ago, or two years ago when we went to go do that. I think we should have thought of head about saying let's not make something match something that's already outdated. Let's think of something that's new. I don't disagree that the murals I think are a little out of touch for sort of that area. I do think there can be some improvements on what they have. We discussed some things. I think Emily had a really nice proposal. I think what they're trying to go for is more of a modern farmhouse and sort of that aspect where you're utilizing some metals and having the brick and using these whites and blacks and things of that nature. Emily had pulled up a; and I'll let you throw this over.

Mr. Bizjak I mean speaking of the modern farmhouse. I mean I'm not against a modern farmhouse look but for me personally I'm not getting much of a modern farmhouse vibe to begin with. With this design.

Mr. Bowsher I don't disagree with that. So that would be the ideal if you can look on your screens.

Mr. Furst Yeah. So this is Mr. Furst. So something like you have on the screen there I think fits everyone's mental picture of you know farmhouse or our modern farmhouse. I just don't think we're all the way there yet with the proposal as we're looking at it tonight. I certainly appreciate the challenge of you know trying to update the building and all; my backgrounds in finance, so you know I understand the dollars and cents aspect to. You know I think there's still a little bit room for improvement. As you mentioned, we don't want to make the missteps that previous commissions have made. I'd like to think that we are being very forward thinking as a commission and you know we're all on onboard with the vision has laid down the comprehensive plan. I think there's just a little more work to be done yet to get this up to that caliber.

Mr. Bizjak No I agree I mean this this project in my opinion and as how I see it really could set the tone for the rest of the re facing of current buildings. I'm not talking just new developments but I'm talking buildings we currently have like the office like you

pointed out across the street. Whenever they want to do something. So that being said I just want to pose this question to you. Would you be all right if we tabled this for a month and you came back before us for a month with like a new design going for that modern farmhouse aesthetic? Would that be all right?

Ms. Ho Yes definitely. And I would like to kind of add something to the existing design. I'm not really trying to; of course there is no way I would like you to approve that design but I think the modern farmhouse look that we can all agree on it actually lies in the use of texture and they use up the light fixture. So some of the things that I really appreciate in the general store you know that they have that farmhouse even though it's a little outdated. You know they do something material but is the fix the light fixture you know to kind of lay up so they don't use any self-illuminated you know signage for the name, but they use it something like a goose neck light that comes out, that gives a little bit more texture and then mention that you know provide the nitty gritty of the design. Which I say is the essence of the modern farmhouse design. So if Emily can pull back that image... Inaudible... you know the interesting design feature is really the use of different materials on the gable roof. So you see those vertical texture and the lines in and out. So I saying you know we are getting somewhere. Also as you can see that the use of the light fixture you know it is not like itself illuminated light but is not an external light fixture that being used here. So I think you know those little details that you know when we come back you know to present to the commission that design you know we will emphasize that use of those fixture and to give it another try.

Mr. Bowsher I think maybe adding some other text like; this one works really well because it breaks up so much stuff you've got bored and batting on the top you've obviously got the painted brick. Emily was showing an image of what it used to look like if you scroll back up you can see that it was extremely outdated. It's got a similar color a brick and then and then you scroll through. This is a true facelift and a vast improvement of what the current space is. I think I think we can get that. I think the farmhouse fits very well with the agrarian feel of what Reynoldsburg is and sort of where our history is come from which I think is a good compromise for being an old Reynoldsburg. I don't think every single building can look exactly the same in Brick. Nor should we be putting a price tag of you know a facelift over a million dollars to add a different sort of brick or different things like that on this property. I think that there are sections that work really well with what you're trying to propose. I think this picture actually speaks well.

Mr. Zollars Excuse me. What page?

Mr. Bowsher I'm going to have her pull this one up. So this one where she where you just isolate this specifically it looks really well, but I think we're lost with too much gray. I think if you can combine a little bit of the first one that you had you used white on the roof. I think that was that was really a good use and I think that got taken away on the second one. You kind of muted some of the colors. I don't think the blue roofs work but I think the white and some gray but mainly a lot of the white and those

neutral tones and taking the light a little more color I think that's too modern adding and the pinks and the blues and of that nature I think utilizing that and then what you were talking about bringing in some of the textures and the lighting and then adding more of the outdoor space for other restaurants that want to use patio spaces. I think that is a really big need that we can utilize and I think I think we're close. I think we've all sort of circled around that and I think it's about maybe putting it together now.

Mr. Bizjak No I mean and the other thing too I just kind of want to throw out and maybe this is for you guys maybe this is for the business owner. I don't know who the appropriate entity would be or who would want to take the lead on this, but as you know since it sounds like we're going to be looking at this next month I'd highly encourage you folks to reach out to us on the commission individually and just run it past us and get our thoughts so therefore if there maybe is any last minute changes or anything like that; or maybe there's an insight that one of us has that you know whatever. I'm just saying you know to get everything squared away ahead of time and then hopefully we can vote yes next month.

Mr. Zollars I agree. I think we're well down the road. Just a little tweaking.

Ms. Ho Definitely. I appreciate that.

Mr. Bizjak Definitely want to work with you though on making this happen we're not going to be stuck in the mud about it.

Mr. Zollars Okay so we have a motion. Do you want to add anything else?

Mr. Bizjak I move that we table this for next month's meeting.

Mr. Furst I second.

Mr. Zollars Okay. Very good start. Would you please call the roll on the tabling of this application?

Ms. Wheeler Mr. Bizjak. Yes. Mr. Furst. Yes and Mr. Zollars Yes thank you very much. Thank you. Thank you. Thank you.

Mr. Zollars OK. No other business. This meeting is adjourned.

Mr. Bowsher Thank you very much everybody 624.

E. OTHER BUSINESS

None

F. ADJOURNMENT

6:24

Chairman

Planning and Zoning Administrator