

MINUTES
CITY OF REYNOLDSBURG
DESIGN REVIEW BOARD
MAY 6, 2010
6:30 P.M.

A. CALL TO ORDER

1. ROLL CALL

Members Present:	Mr. James Comeaux Mr. Lane Beougher Mr. Richard Hudson Mr. Kevin Bainter Mr. Patrick Thompson Mr. Scot Baker Mrs. Pamela Boratyn
Others Present:	Mr. Matthew Hansen, Planning Administrator

2. APPROVAL OF MINUTES OF APRIL 1, 2010 MEETING

3. APPROVAL OF AGENDA

4. PUBLIC COMMENT

5. SWEARING IN OF SPEAKERS

B. OLD BUSINESS

1. 2272 BALTIMORE-REYNOLDSBURG RD., REYNOLDSBURG, OHIO:
O'CHARLEY'S, APPLICANT: DENNIS CLARK, BRANHAM SIGN COMPANY
(5415DR). NEW SIGNS, EXTERIOR COLOR CHANGES

Mr. Hansen: If you see here, this is the exterior of the building with the striped awnings, the tile detail and the old signs. Here's what the existing monument sign looks like. Here's the summary of the proposed changes including painting the corner entrance. They're painting the coping at the top white and right below that will be the LED banding around the entire perimeter of the building. You see the gooseneck fixtures are painted black, the new awnings which are green and the new door. Then you can also see that the window signs, there'll be three of them, which will front on 256. Here's just an exhibit that shows the corner painting of the building and then we'd like the applicant to confirm if all corners will be painted in the same manner or just the ones fronting 256.

Mr. Dennis Clark: They will be. All corners will be painted. That's just a typical.

Mr. Hansen: Okay. So the building right now also has two stripes of neon lighting that encompass the building and we'd just like the applicant to confirm additional details on if those will be removed also as part of the application and if there will be any sort of mediation done to that brick exterior to kind of hide any penetrations that might have been created with that lighting.

Mr. Clark: Well, what we'll do is – it has two bands of neon around the building. What we do when we go – this is what they call a branding remodel and, as you said, we put a band of LED around the top copings of white LED, getting away from the green neon for many reasons – maintenance and breakage and just inconsistent lighting, energy saving, just to name a few. The typical glass house – you have two houses on this prototype. The dining room glass house and the bar glass house, which shown in these pictures is the bar glass house. Both glass houses as well as the entrance will be painted out in this, what they call O'Charley's exterior blend and the building corners, accent corners will be done as well. The front lighting as well as the sign lighting is backlit, same shape. Basically you can see it is the same shape as what the other neon fire signage was but, once again, for energy saving and maintenance and just kind of branding because the new prototype – O'Charley's follows this branding style, so this we'll try to bring into the single source or single thought of their brandings.

Mr. Hansen: Other things the staff would like to point out. The monument sign is, I believe, an aluminum panel that'll have a vinyl graphic applied to it to make it look like wood planking. And then we'd also like details on what the edges will be finished out like.

Mr. Clark: It's an aluminum banded edge.

Mr. Hansen: Yeah.

Mr. Clark: The monument sign is basically – you can see how it makes it look like the backer board that's on the front entry tower. It's an acrylic with aluminum banding for weather tightness. The cabinet is painted – or brown with a green base.

Mr. : Are the letters embossed or is it flat?

Mr. Clark: Flat.

Mr. Hansen: Just other considerations. Taking a look at the building, staff is not completely supportive of painting the building. We don't see other buildings along this corridor in Taylor Square development area that have this mixed materials of painted and unpainted brick. It's not completely customary. And as far as the LED lighting, that discussion, I think we'll need to have to evaluate whether this is an element that we want to see along the 256 corridor. I know that they have the neon lighting now but, you know, we're permitting it here and there are other properties that are seeking approval of the same type of lighting, so I just want to be cognizant of that.

Otherwise, staff has recommended approval with the eight conditions as noted in the staff report and we can consider this a discussion.

Mr. Comeaux: And this, perhaps, is not fair to you since it predates you, but do you know the history of the neon on the building when – I mean, did it go through the approval process or – I know it's an unfair question in terms of your first month here, but-- you're unaware of that, anything the history of it, I take it, huh.

Mr. Hansen: No, I'm not.

Mr. Comeaux: Okay. That's fine and it's perfectly understandable you're not.

Ms. : I can answer that.

Mr. Comeaux: Oh, you can answer that? Great.

Ms. : And we did go through the approval process.

Mr. Comeaux: Okay.

Ms. : In fact, I pulled up the lease and all the stuff when we first built the building _____ and we did go through _____.

Mr. Comeaux: Okay. That's fantastic. I mean—

Mr. : _____ going to be green and not white?

Mrs. _____: LED's going to be white and we're going that way because of the green span and all. It saves on consumption. It's not as bright. The gas comes out on the two neons so you have a-- when you go back to repair it, it's like real dark and then you have spots that are real light, so it just looks horrible not only on our building but it does to the community as well. This will make it a fresh, crisp, cleaner look and make it—

Mr. Clark: It's very classy, yeah.

Ms. : _____, very classy look. That's why we're trying to go that way. Plus the breakage of the neon.

Mr. Comeaux: One other question. Did you go over your concerns with him at all or is this the first time – the eight points that you provided to us, is it something that they would have—

Mr. Hansen: This will be the first time.

Mr. Comeaux: Fantastic. One of my first concerns is, I guess – have you talked to Casto in terms of the consistency with – because my understanding is there are covenants with the land or there was a development agreement. That is the case, right? I mean, with regard to the Taylor Square development, there is—

Mr. Hansen: As far as I understand.

Mr. Comeaux: On our signage and stuff, he did get approval from the developer and Development prior to—

Mr. Comeaux: And do you need to get approval for cosmetic changes to the exterior? You don't need to? Okay. And so I take it then, the signage was shared with them in your proposal?

Ms. : Absolutely.

Mr. Comeaux: Okay, fantastic.

Ms. : And also these changes we're doing all through the Columbus DMA.

Mr. Comeaux: Okay. Great. Are there any other questions for the applicants here?

Mr. Beougher: I'm unclear as to whether the eight points have been shared. I mean – okay.

Mr. Comeaux: So I don't know if we want to go through them—

Mr. Beougher: I think we need to go through them—

Mr. Comeaux: Okay. Sure.

Mr. Beougher: --and make sure they're aware of what they are.

Mr. Comeaux: Yeah. Just—

Mr. Hansen: I can read the—

Mr. Comeaux: Yeah. Why don't you go ahead and share with them what you had shared with us, so.

Mr. Hansen: We recommended approval with the conditions that the building not be painted and left as existing brick or painted entirely, that the tile detail around the entrance not be painted, that the proposed LED lighting be removed from the application for approval, that that sign be revised to not completely cover the detailing of the tile, that the awning color be selected to better match the green metal roof, that the

monument sign better utilize a face material that matches the backer board, that the window sign be revised to be no more than 10 square feet in area which is consistent with our code, and that the applicant furnish the letter of approval from Casto for exterior modifications and signage.

Mr. Comeaux: Now, just so I'm clear, the window signage – are you saying that does exceed?

Mr. Hansen: Yeah. The three window signs – two are slightly over 10 square feet, one is well over 10 square feet, so we'd like to see that.

Mr. Clark: So, each individual sign needs to be less than 10 square feet.

Mr. Hansen: Right.

Mr. Clark: Okay.

Mr. Comeaux: So that something – that's pretty un-negotiable. Okay.

Mr. Clark: There are more than three window stickers on this door.

Ms. : There's five of them.

Mr. Clark: There's five altogether? Just because we're only looking at one glass house, the dining glass house has window stickers as well, which would be just kind of a repeat of—

Ms. : (inaudible)

Mr. Clark: Yeah. There'll be a window between them, you know, same scenario just on the other side. And it's more like an edging. It looks more like a window edge.

Mr. Hansen: So there are three that are on just this edge--

Mr. Clark: Three on this one main roadside and—

Mr. Hansen: And then two on the other side.

Mr. Comeaux: With regard to _____ but what were your plans to do with the tile? I mean, were you just going to cover over it or—

Mr. Clark: We do an etching primer on the tile and cover over it. With the tile, the backer boards cover a great deal of it. It does not – I mean, I know that you look at it and go, "How can that look good?" It does look good and, you know, it's – we've always had great response out of this branding for these stores.

Ms. : (inaudible)

Mr. Clark: Yeah. The tile is a 2 by 2. It's a lacto band 2 by 2 and to even get them with a free _____, these things are popping off because the stores are older stores and to even find the matching tile. So what we've done is we come through there. We repair the tile and then we put an etching primer over it and then seal them in and the issue of popping tiles _____ all goes away. Most of it, you know, is covered. Even the front corner you can see there's only about 6 inches each side of the corner, you can see the lacto band and then on the other side it's the full length that goes back to the main wall, but it just actually looks like a detail rather than something you're covering up.

Mr. Comeaux: Are there any other questions for the applicant or—

Mr. Baker: Is it a scope of work to just one side of the building?

Mr. Clark: No. It's reflect – I mean, just on both sides. It's this again for the other side.

Mr. Baker: Because I wasn't here last month so I'm catching up.

Mr. : Let me ask you a question. So, if I understand correctly, the new look – the new architectural features are being incorporated in all your stores?

Mr. Clark: Every one of them.

Mr. : Every one of them.

Mr. Clark: We've done—

Mr. : Just like this?

Ms. : Yes, sir.

Mr. Clark: Yeah. We've probably done – well, year before last I did 33 stores in the Atlanta area. I mean, we've probably done about 80. Yeah, well, close to 80 at this point of this same thing in all areas from just all over with good reviews, you know—

Mr. : After everything is said and done, good reviews.

Ms. : Traffic went up 20% in sales once we get through with these remodels.

Mr. : And this has been done where in the Columbus area so far?

Ms. : Which ones are we—

Mr. Clark: Let's see, we did Georgesville Road—

Ms. : We did Georgesville, Morse Road—

Mr. Clark: Morse Road, we're _____.

Ms. : --Cleveland Avenue—

Mr. Clark: Cleveland Avenue—

Ms. : --and the store in Reynoldsburg.

Mr. Clark: Um-um.

Mr. : Have not done in Polaris yet?

Ms. : Polaris actually has some of this stuff was done three years ago when we first tested it. We did three test markets. We did Jacksonville, Florida. We did Smyrna, Tennessee and we did Polaris. At that time, we came in with three different elements. Polaris is actually painted so when you go by that store outside, it is painted. The national market, we did stucco and the other one in Florida we did hearty panels just to see which one held up the best, which one looked the best, didn't tear up, lasted through weather. And we came back to find that the painting is the best way to go.

Mr. Comeaux: When you say Morse Road, you mean the one up like Gahanna and New Albany, that area?

Ms. : Um-um.

Mr. Comeaux: Okay.

Ms. : It doesn't have the signage up yet but it already has the painting. Signage will come _____.

Mr. Clark: It should be in, I think, sometime next month.

Ms. : Sometime next week, the painting and the _____ should be up on it. And in Georgesville Square the signage is going up as we speak. _____ will replace that exterior tomorrow.

(several people talking)

Mr. Beougher: Question for staff. Let's go through these points. The first one, that the building not be painted and be left as existing brick or painted entirely. You're saying that you want the – you would prefer that the backside of the – where it's brick

above the green roofs be painted as well if they paint any of it? Is that what we're saying?

Mr. Hanson: Yeah. When we were looking at it we were kind of thinking the uniformity of the building might better come together than having all these separate painted elements on the building, just because most of the buildings along 256 are of a single or just only two material components and that we don't really see this mix of materials done in this way.

Mr. Beougher: Okay.

Mr. Baker: I don't know that I mind the mix in materials as much. I mean, we'd only be looking at a couple. I think what bothers me is the painted corners, going back maybe 3 feet each side.

Mr. Hanson: And we were concerned about that because there was no logical transition, whether – you know, if it was offset at the wall, then it would make sense to paint those corners but just to arbitrarily pick a distance from each corner, it doesn't seem—

Mr. Clark: You want to know our thoughts behind that?

Mr. Comeaux: Please.

Mr. Hanson: Yeah.

(several people talking)

Ms. : Well, when you come in here, what it does is it makes it pop. It gives it a good architectural look. When you're across the street or going down and you look at the corners, if you're not close to it, people don't know if this appears that it does step out or it's flat because, again, it's giving you a different architectural three-dimensional look on it. We do it on the corners because that makes it tie in with the focus of the vestibule. The vestibule is where you're walking in. We want to welcome everybody, make it pop and say, "Hey, we're doing something different. We're trying freshen up. We're giving this a good look. Before, with it just brick, people just – they passed by it. They don't know it's there. It's not a warm, inviting theme. So, we did a lot of research and study on it and this is where we came up with a color scheme that's has to come in.

Mr. Clark: You know, to be honest with you, when I first started doing these, when this was asked for us to do I was real reluctant. I thought, "That's going to look very odd." But it actually – it does not look odd. It looks good. It does give it more depth and it makes the building, like she said, more inviting. It's a good look.

Mr. Beougher: And those corners – I don't know if you can see this—

Mr. Clark: Yes.

Mr. Beougher: --but they're here and here?

Mr. Clark: Like on the main entry vestibule.

Mr. Beougher: The main entry, the vestibule is all painted, right?

Mr. Clark: Right. And then this is – this is not exactly the right footprint, first of all, because you have a glass house—

Mr. Beougher: Right.

Mr. Clark: --come out here.

Mr. Beougher: This is at the roofline so this—

Mr. Clark: Yeah.

Mr. Beougher: --you have—

Mr. Clark: Yeah. So what you can't see is that there's a glass house here. It's all yellow. This corner—

Mr. Beougher: And there's one here.

Mr. Clark: Right, so this corner, this corner, that corner, that—

Mr. Beougher: Okay. So you're trying to make it look like coins.

Mr. Clark: Exactly. And then, you know, of course you've got the cooler and everything back here that – I mean, it gives a lot more dimension to the building that it kind of lacked. It kind of brings into their new branding style.

Mr. Comeaux: Mr. Beougher, you have a question or comment now?

Mr. Beougher: Just trying to absorb it.

Mr. Comeaux: Okay.

Mr. Beougher: The remaining points, I think I'm clear on most of the others but the awning color? They're both green, but what's the concern there is that they're a different shade of green or—

Mr. Hanson: Yeah. It seemed like the green that was on the existing awnings, now even though they're striped, match more closely?

Mr. Clark: Well, let me – I'll tell you. This particular elevation, I couldn't find the exact prototype in my file, so what we're doing is we're looking at a picture that was taken late at night. This awning is not even on this building because this was actually a prototype. What we did, we used to put a barrel awning up there and this particular prototype was everything like Reynoldsburg with the exception to the awning. And so, what I did is I actually clipped and pasted an awning from a prototype that did have the green in there, but it was the wrong building prototype to give you guys more of an idea. So the coloration, the color palette is not even the same, daylight or anything. I brought it in from a total different picture. I've never noticed that there was any differential between the raised panel, the standing seam roof and the green awning. They actually – it actually ties in better. This – never was much of a fan of the stripes.

Mr. Hanson: Right. It just seemed that the material sample that they provided us, the green was just that much off from the darker awning.

Ms. : Well, but what you have to realize is that standing seam roof has been there for 12 years now. It is fading and there's – this is hunter green. This is the original color of that standing tin roof. There is no color out there that you could get to match the faded roof unless we—

Mr. Clark: You're looking at a faded awning matching a faded roof, so—

Ms. : --replace that which is very, very, very possible and as long as the material still works and it's up there with _____ roof, but the awnings that are on the building now, they're – and some of them they are torn. They're very, very worn so that's why when we come in we're going just a solid colored plain look, use that same fabric for this umbrella. It's just a solid color instead of many different colors and it'll be crisp and clean.

Mr. Beougher: Your intent though is to match the roof as closely as possibly?

Mr. Clark: Right.

Ms. : Yes, sir.

Mr. Beougher: And, over time, the awning will fade a bit as well.

Mr. Clark: It will catch up with the roof.

Ms. : Yeah, eventually.

Mr. Beougher: And it's a pre-finished roof that doesn't—

Mr. Clark: It is – it's a _____ --

Mr. Beougher: --you don't want to paint it?

Mr. Clark: --standing seam. It's the same color code per fabric but this is new—

Ms. : _____ old.

Mr. Clark: Yeah. 10, 11 years old.

Ms. : You know, and trying to paint it it's going to chip—

Mr. Clark: Yeah. We—

Ms. : --it's going to fade. You're going to have nightmare awning.

Mr. Beougher: And the face material on the monument sign is a vinyl? Is that what I heard?

Mr. Clark: Yeah. I _____.

Mr. Beougher: And I think staff's looking for a better face material to match the signs on the building. Is it possible to use hearty plank at that point?

Ms. : What? Actually, if he puts the actual hearty plank wood on this sign, it's not going to last. I won't last at all so that's why we come in with this right here, the plastic coming up to try to match. It looks – actually, when they're both up, they look identical. This is just more of a weather-proofing. It's low to the ground, something to use the existing cabinet on.

Mr. Comeaux: So you're going to use the existing cabinet?

Ms. : Right. Just take the guts out and come in with a new look on it.

Mr. Comeaux: Okay.

Mr. Beougher: And the base of the sign?

Ms. : It will be painted.

Mr. Beougher: Painted brick?

Mr. Comeaux: Well, no, the base is existing. You show – can you show the—

Mr. Clark: (inaudible)

Mr. Comeaux: --existing monument? He had it – there it is.

Mr. Beougher: Okay.

Mr. Comeaux: That's what it is, so.

Mr. Clark: Aluminum _____.

Mr. Comeaux: Yeah. I mean—

Ms. : It's going to be painted the — again, that's faded, as you can tell.

Mr. Comeaux: Right.

Ms. : Come back and match your updated green and _____ where you can paint.

Mr. : Looks kind of _____.

Mr. Comeaux: Yeah. What we've been doing, you know, as we get new signage — they're just taking the guts out and replacing it. I don't know that we'd _____ -- I don't know _____ but like if you were coming in front of us and wanting a new monument sign and you'd tell us. Well, what would we tell you? We would say brick. But so, they're going to use the existing one and just take the guts out.

Ms. : (inaudible)

Mr. Hans0n: Okay. So any other further discussion?

Mr. Comeaux: Yeah. Any other questions for the applicant? I will say that the window signs — you're going to have to reduce those. We don't even have—

Mr. Clark: No problem. Yeah. We get them cut here in town so.

Mr. Comeaux: When — Mr. Baker, if I can ask you. When you were concerned about the corners being painted — I mean, are you concerned just the way it looks or going forward how we deal with other applicants who might have similar requests or what is your concern?

Mr. Baker: Well, my concern is the fact that the painted corners are just flush with the brick. I mean, it's trying to be an architectural element that's not — doesn't really stick out from the building. I mean, it's a little deceiving and now that I've seen the footprint knowing it's going on the other far corners as well, you know, I think that's even worse. Then the — you know, I like the main entry, if that's what you want to call it, the vestibule and this glass piece and I don't even mind that this — it's brick up high—

Mr. Clark: Right.

Mr. Baker: --but what I – you know, I struggle to get behind, are these white columns of I guess just painted. I have a struggle because it's flush with the brick.

Mr. Clark: I gotcha. You know, we do align them up with the grout joint so.

Mr. Comeaux: On good days.

Mr. Beougher: I tend to agree with Mr. Baker on the corners. You're trying to go for a look that looks like stone coins and it just doesn't quite make it. I think the transitions are much better at the entry. The glass house, as you call them, I'm kind of on the fence there, but it doesn't quite look right as brick either. It's kind of something different but—

Mr. Baker: Yeah. I would agree with that.

Mr. Beougher: But the corners I attend to agree.

Mr. Clark: What if I came in there and built it up with EFIS?

Ms. : (inaudible)

Mr. Baker: I was wondering that, too. I don't know, it seems like the main mass of this building – almost like an original, just rectangle look brick and then you've got your vestibule that's attached on—

Mr. Clark: Right.

Mr. Baker: --glass pieces that have been attached on. I'm looking at it in terms of a massing and where the color changes are happening.

Mr. Clark: Right.

Mr. Baker: Just the one at the vestibule, the one at the, you know, the smaller one-story pieces, they look natural being painted. They look like that was meant to be, but the painted on corners just don't do that.

Mr. Clark: If we did an EFIS – if we built it out EFIS, come out 1½" to accent those corners, would that be permissible? Would you guys go for that?

Mr. Baker: Think it'd be better?

Mr. Hanson: Could be better but then I'd be concerned that you're introducing yet another material.

Mr. Clark: Another material. Yeah. That's my thing because you got brick on the front and—

Mr. Baker: Could you do like a painted thin brick?

Mr. Clark: Yeah. I think – I mean, I could.

Mr. Baker: You could, yeah.

(several people talking)

Mr. Baker: Anything's possible.

Mr. Clark: I've done it before. And if I did thin brick then what I'd probably do is come and skim the wall with a backer and then put the thin brick over there and returns on the side and then come in and – my fear with thin brick on the outside, without having any kind of coverage is because my parapet cap, then I don't have the counter flashing over so I need to top the parapet cap as well to keep it from going behind the thin brick, going to the freeze-thaw cycle and popping brick off. So I've got an element here that's not an issue so it's there. You start to do thin brick then there's a lot of stuff that need to take place and I'd be afraid for it to come loose, honestly. And then it would be an issue. You know, think it looks bad painted, you get brick with them falling off the wall, that's really going to look bad. But I'm – you know, it's unfortunate that the picture doesn't show – you know, you're not going to get the same effect on this picture because, you know, we go into towns and it's – with all the P.R. and advertisement they do. I mean, we've got ribbon cuttings on these things that, you know, two years ago that we used to do that the mayors would cut the ribbon and we've always had, "Oh, it's beautiful. It's great. I can't believe what you guys have done with this building. Never has it been a concern, so you know, "Everything looks good. I just don't understand what you did back there." And it does look good in person. I can't show that to you in a picture unfortunately. I mean, there's a lot and I – and yeah, the EFIS thing, yes it is introducing another material and that probably would not be a good idea.

Mr. Beougher: Can you live without the corners?

Mr. Clark: That's a question for her. And we wish you would let us put it in there because it's so prototypical, because the whole thing about this is that out of the 200 stores that they have, I mean, this is where they're going from these stores being built in the late 90's to 2000's to now in 2010 you've got this new prototype coming out and it looks as closely to this. I mean, this is what we're trying to mimic, so it's just like anything else, a product you're wanting them to identify. So you're driving down the road. If you see a pepper on a sign or something, you know it's Chili's. If you see this type of building, you know, that's got the entry vestibule on their signage, that's an O'Charley's. Before then you didn't know if you were going to a – unfortunately a Bennigan's, T.G.I. Fridays, you know, all these, because they look exactly the same. So everybody's branding their own elements and out of 200 stores they're wanting to be as closely related to each other so it's identification that way. The last thing they want to do is put something on the building that's going to look less than classy because

that's not what you're going for. And I promise you, if it didn't look classy there wouldn't be stripes on there because they paid a group out of Atlanta a lot of money to come up with this nice theme that—

Ms. : (inaudible)

Mr. Clark: Well, I would hope so. Anyway, that's just our plea with you guys is that, you know—

Ms. : Plus the rest of them in Columbus is going to look identical to that and that would be the only one and you'd come out, "Well, why didn't you all do that here when you did it everywhere else?" And then we'd tell them, "Well, the City wouldn't let us." I mean, that would be the only answer we could come up with.

Mr. : I have seen some of the others and I don't see a problem. I—

Mr. Comeaux: So, you've seen it in person which makes a difference.

Mr. : I've seen it in person and it looks excellent. It gives a lot of pop to it.

Mr. Clark: Thank you.

Mr. : And I would be inclined to go with it.

Mr. Comeaux: Okay. Are there any other questions about the LED lighting? My own personal thought is it's such an improvement over the neon that—

Mrs. Boratyn: I'm fine with the LED lighting.

Mr. : I agree.

Mr. Beougher: I agree if they didn't have the LED's I would discourage it but since they already have the LED's—

Mr. : They have the neon, too.

Mr. Beougher: --and these are high energy use and has some severe maintenance issues.

Ms. : (inaudible)

Mr. Beougher: And is the sign illumination LED as well?

Mr. : Yes.

Ms. : It's more of a – that's more of a backlit.

Mr. : But it's by power watt.

Mr. : Energy consumption, yes.

Mr. Hanson: So where's that leave us? I suppose if we can get a motion articulating this.

Mr. Clark: I'm sorry. It's fluorescent tubes in the signage.

Mr. Comeaux: Okay.

Mr. : That's still better than _____.

Ms. : Neon is just not going _____.

Mr. Comeaux: Are there any questions or comments for the applicant then? (No response.) Can I get a motion?

Mrs. Boratyn: Well, I'll give you a motion on what I think.

Mr. Comeaux: Okay.

Mrs. Boratyn: I think what we've said that we would approve them as submitted with the exceptions that – or the specifications that the window signs be revised no more than 10 square feet in area. I think we've – I know you indicated that Casto is on board with what you're doing but maybe for – I think the City would like to have a letter of approval, something from them showing that you're not – and you are in compliance with your lease or whatever you have with Casto or the document you have with Casto. I think those are the only two out of the eight. Is that correct?

Mr. Comeaux: I think so, yes.

Mrs. Boratyn: And I would move it with those conditions.

Mr. Beougher: Second.

Mr. Comeaux: We have a motion to second.

(Mr. Hanson called the roll. Mr. Bainter voted "yes." Mr. Baker voted "yes." Mr. Beougher voted "yes." Mrs. Boratyn voted "yes." Mr. Comeaux voted "yes." Mr. Hudson voted "yes." Mr. Thompson voted "yes.")

2. 7551 EAST MAIN STREET, REYNOLDSBURG, OHIO: GREEN KING, APPLICANT: GREG PRATTI. (5420DR). LANDSCAPING, EXTERIOR COLOR CHANGES, NEW SIGNAGE.

Mr. Comeaux: Is the applicant here? (No response.)

Mr. Hanson: The applicant actually came to the office to specifically ask me when the meeting was.

Mr. Comeaux: Okay. Well, maybe they'll show up later and we can do it then, but we'll move on.

Mr. Beougher: I'll move to table until the last item on the agenda.

Mr. : I'll second.

C. NEW BUSINESS

1. 7506 BROADWYN DRIVE, REYNOLDSBURG, OHIO: APPLICANT: RAYMOND BUTLER (5421DR). CEDAR SPLIT-RAIL FENCE.

Mr. Raymond Butler: My name is Raymond Butler of 7506 Broadwyn Drive. It's a fence permit.

Mr. Hanson: The applicant is proposing a fence in his rear yard. It's a pretty standard two-rail split rail fence, wooden fence. It's 4' tall. He's going to back it with a green coated wire mesh, so I assume he has dogs.

Mr. Butler: Correct.

Mr. Hanson: The applicant provided a number of views in your packet as to where the fence is going to be placed. It meets all zoning regulations and staff recommends approval as proposed.

Mr. Comeaux: Are there any questions for the applicant? (No response.) Can I get a motion, then?

Mr. Baker: I'll move to approve application 5421DR.

Mrs. Boratyn: Second.

(Mr. Hanson called the roll. Mr. Bainter voted "yes." Mr. Baker voted "yes." Mr. Beougher voted "yes." Mrs. Boratyn voted "yes." Mr. Comeaux voted "yes." Mr. Hudson voted "yes." Mr. Thompson voted "yes.")

2. 1921-25 STATE ROUTE 256, REYNOLDSBURG, OHIO: SUNSET GRILLE LLC, APPLICANT: JOHN M. MANDABACH (5422DR). PATIO FENCE

Mr. John Mandabach: My name is John Mandabach of the Sunset Grille.

Mr. Hanson: The applicant has restaurant space located at the end of the shopping center located at 1921-1925 State Route 256. He's proposing to fence in the overhang on two portions of the store front – he takes up multiple store fronts in the center. He's proposing a 4' high wrought iron fence. This is a close-up of the area that's going to be enclosed and plan view. The fence is high quality wrought iron. I think it will look nice with the building. All the necessary hardware with the _____ gate at the end as required by code has been provided. Staff has a little bit of concern that there are no wheel stops here and that cars may—

Mr. Mandabach: I was planning on putting in – if you'll look at where the pillars are, you can't – if you're pulling up in that parking space, you can't go beyond the pillar. I was going to put parking blocks out there to prevent people at exactly that distance, so it will prevent them from bumping the fence.

Mr. Hanson: Okay, so you're putting them, I guess, every other one?

Mr. Mandabach: Well, wherever it's needed. It'll look uniform. I'm going to put it in front. I mean there'll be one in, I think, 5 spaces is what we figured. It'll look normal.

Mr. Hanson: Like a standard concrete stop?

Mr. Mandabach: Yes.

Mr. Hanson: Staff recommends approval with the condition that he place wheel stops at the five spaces.

Mr. Mandabach: Absolutely.

Mr. Beougher: I assume there are curb ramps somewhere on both sides?

Mr. Mandabach: On both sides of us there's handicap ramps, right.

Mr. Beougher: So you're not required to pass through your space on the sidewalk?

Mr. Mandabach: Right. We're not interfering with the handicap at all.

Mr. Beougher: And the businesses at the east end, is that just the drycleaner?

Mr. Mandabach: Well, to the east there's a beauty salon and then the drycleaner. To the west there are two vacant areas and then there's a causeway between the two buildings, so there's really nobody to the west and those areas have been empty for about three years.

Mr. Beougher: So you probably won't get too much traffic strolling in front of your building.

Mr. Mandabach: Well, like I say, there's handicaps at each end, so if they're coming to our place there's a handicap and if they're going to drycleaner or the beauty shop there's a handicap right there.

Mr. Hanson: That sidewalk doesn't see much traffic really.

Mr. Mandabach: No, no. And you've got a carry out pizza place and that's just drive up, carry out. Then Scali's is all the way down at the far end.

Mr. Comeaux: Are there any other questions for the applicant then?

Mr. Bainter: Let me just make sure I understand this. So we're closing off the sidewalk?

Mr. Hanson: Essentially that will be the effect of this, yes.

Mr. Bainter: And that's a covered sidewalk all the way down through there?

Mr. Hanson: I think so, from the cleaners all the way down—

Mr. Mandabach: I'm not sure in the middle between the two buildings if it's covered there or not, because there's an 8' space between the two buildings and I'm not — I think it is, but I'd have to look at it again.

Mr. Bainter: So by code you're allowed to close off the sidewalk?

Mr. Hanson: As long as they maintain an accessible route.

Mr. Bainter: Which is?

Mr. Hanson: It would be from the other side of that first building section.

Mr. Bainter: Out in the parking lot?

Mr. Hanson: Yeah, from the parking lot.

Mr. Bainter: I think if this were like a business where the sidewalk was butting public space, but—

Mr. Hanson: It's not a public sidewalk.

Mr. Bainter: It is a sidewalk, but it's not a public sidewalk in the sense that you would have out here on Main Street or what have you.

Mr. Mandabach: There should be a letter of approval from the owner, the management. They understand what I want to do. They received the same package you fellows have – and ladies.

Mr. Comeaux: Mr. Bainter if you're concerned – I mean it turns that sidewalk into not a sidewalk for that period of time, obviously, but is there any impact on ADA compliance or anything like that?

Mr. Hanson: Well, I think Mr. Beougher asked that question in terms of, you know, you're going to have that space where you can't get up and down the sidewalk and, from what I understand, there is a space to each side of the fencing so you'll be able to enter the business and other businesses to the west of it from one space, and then for the cleaner and the beauticians there's a separate space.

Mr. Baker: Although that's true, though, you could potentially be asking somebody who's handicapped to travel a further distance to access one of those handicap ramps and then travel down to get to one of those stores, depending on where the handicap ramp is located.

Mr. Mandabach: There's a handicap ramp right on each side of my space. I have three units in the complex and there's a handicap right here and there's a handicap on this side. So no matter where they're going, there's a handicap. I mean there's ramps and handicap parking.

Mr. Baker: The only way it would make it worse for someone parking would be if one of the handicap spots were – if you want to go to the cleaners and there are two people simultaneously who want to go there and they ordinarily would have taken a space by his establishment—

Mr. Mandabach: We don't have any handicap spots in front of us.

Mr. Baker: Well, but to your west, right?

Mr. Mandabach: Well, that's not in front of our place.

Mr. Baker: But they would have been able to go down the sidewalk to the cleaners.

Mr. Mandabach: Oh, I see what you mean.

Mr. Baker: But that's the only way that that arises, I think.

Mr. Hanson: It seems correct. You would still have access to the east side of the building and the west side of the building, with the east side handicap ramp and the west side handicap ramp.

Mr. Baker: I assume the plan examiner will be review this anyway when it gets submitted for permit?

Mr. Hanson: Yes.

Mr. Baker: He can review for that.

Mr. Mandabach: And just one other thing. What I'm proposing meets all the liquor board requirements as well. So I have to conform with what they want also.

Mr. Comeaux: Can we get a motion?

Mr. Baker: I move to approve with the specific details we just discussed.

Mr. Hudson: I'll second.

Mr. Comeaux: We have a motion and a second. Can we call the roll, please?

(Mr. Hanson called the roll. Mr. Bainter voted "yes." Mr. Baker voted "yes." Mr. Beougher voted "yes." Mrs. Boratyn voted "yes." Mr. Comeaux voted "yes." Mr. Hudson voted "yes." Mr. Thompson voted "yes.")

3. 8861 EAST BROAD STREET, REYNOLDSBURG, OHIO: MARATHON GAS STATION, APPLICANT: RICK SELF (5424DR). MONUMENT SIGN MODIFICATION

Mr. Rick Self: Good evening. I'm Rick Self, P O Box 59421, Pittsburgh, Pennsylvania 15210.

Mr. Hanson: Okay, just a clarification here. When I first looked at this application, it appeared to me that there was one sign facing the intersection and there's actually two signs. They are both perpendicular to the street. Mr. Self can confirm whether or not both signs will be replaced with LED lighting.

Mr. Self: That's what we'd prefer.

Mr. Hanson: So just the lower panel would be price being displayed will be changed to electronic configuration and the overlay – Community Commercial Overlay does allow changeable copy for fuel pricing. The lighting just must be in a way that is not hazardous to drivers, pedestrians or whoever, and we don't see an issue with this type of lighting.

Mr. Comeaux: And you're not intending to do anything with the landscaping around the sign or anything like that, correct?

Mr. Self: No. There's already landscaping in place there. The whole idea about the LEDs, and you just mentioned it before, it replaces neon in this area. Neon is great in Las Vegas where it's a desert and you have very low humidity. The freeze/thaw cycle here kills and destroys neon. So LED is the newest thing for the sign industry with the advancements that they make, high visibility, low maintenance, low energy demand. Our biggest concern is really our employees when they go outside and there's snow around the bushes and they have to change those numbers. Those numbers have a tendency to get snowballs thrown at them or taking them. It's just a big headache to do it that way. The other sign was illuminated the whole panel, and it's not even as visible. If you notice the old numerals are about 15". They're replaced with 12" letters – numbers, just because of the different contrast. It's so easy to read them. We try to maintain – just have them one regular price and if we have diesel at a site, we put regular price and diesel. I'm really not an advocate of multiple pricing and rebate specials. We're changing as many as we can in our area throughout Ohio just in this period of time. Found some money in the budget and figured get some people working and get some things done.

Mr. Hanson: So, Mr. Self, can you confirm that the square where the pricing is going to be will not be illuminated internally?

Mr. Self: Where the pricing is? No. You have the background – I'm not sure about the blue. I think the blue stays the same as what it was before. It's – the illumination is really, from our standpoint, the only thing that changed is for the LEDs. We have the black background.

Mr. Hanson: So it sounds like that square will be still illuminated from the back.

Mr. Self: And another thing to point out for the community's interest is that these signs have no capabilities of flashing or scrolling, or changing messages. It's just the numerals, nothing else, straightforward just to change the prices and that's hardly ever more than one a day.

Mr. Hanson: Yeah, we don't allow that by our Code as it exists.

Mr. Comeaux: Any questions for the applicant?

Mr. Beougher: So when you change the price at the pump, is that an internal – I mean do you do that inside the store?

Mr. Self: From now on the managers just press—

Mr. Beougher: Is that linked to the sign so they change at the same time?

Mr. Self: No, it's remote. Oh, they change them at the same time.

Mr. Beougher: But it's two separate systems?

Mr. Self: Yeah.

Mr. Beougher: But you don't have the issue where somebody pulls up for gas and it's more than what's on the sign?

Mr. Self: During the oil embargo, it was in Pennsylvania, they have to change their laws exactly for that. People started taking their prices off the signs and then they pull in and it's \$6 a gallon and there was no way to stop it. So in Pennsylvania you're required in a gas station to have a pricing sign with the current price on it. Consumer protection.

Mr. Comeaux: Can we get a motion?

Mr. Beougher: Move to approve the application.

Mr. Bainter: I second.

(Mr. Hanson called the roll. Mr. Bainter voted "yes." Mr. Baker voted "yes." Mr. Beougher voted "yes." Mrs. Boratyn voted "yes." Mr. Comeaux voted "yes." Mr. Hudson voted "yes." Mr. Thompson voted "yes.")

4. 1280 AIDA DRIVE, REYNOLDSBURG, OHIO: PROMOTION X DESIGN, APPLICANT: LES SOMOGYI (5425DR). FACE REPLACEMENT

Mr. Les Somogyi: My name is Les Somogyi, 7028 Prior Place.

Mr. Hanson: So the applicant is located at the very north end of the shopping center located with the red dot. There are no other awning signs of this nature in this center, so he's completely unique. Here's the previous awning. It was green with white lettering and it had internal illumination. Here's the new proposed sign. It's blue with an orange box. It has Promotion X Design. The applicant has stated that the blue part of the awning will not be illuminated and that only the orange box with the lettering will be illuminated. Our new Community Commercial Overlay code does not permit internally illuminated awnings. But, as staff sees it, if the blue does remain opaque and does not let light trespass, then the sign that he's proposing better meets the intent of the Community Commercial Overlay to prohibit those giant, internally illuminated awnings that we're trying to get away from.

Mr. Comeaux: Are there any questions for the applicant?

Mr. Beougher: Les, are you intending to backlight the orange portion of the sign?

Mr. Somogyi: Yes. It's sewn into the blue material, so it's not an overlay on top, it's sewn together. Actually the translucent piece is sewn into the opaque piece. This is how it's described by the signmaker. I don't know if they have this.

Mr. Hanson: They have a black and white copy.

Mr. Somogyi: It's opaque blue vinyl covered material, orange logo panel vinyl material sewn into the blue material, and the white logo copy is eradicated from the orange. I'm sorry, I'm not a signmaker, so I'm not really – I don't really understand what that means. I assume that they just kind of carve out the white from the material so that the light only shows through the opaque material. It's so dark that it doesn't let light through, so the only place that the light really shines through is through the orange area and down, going down to illuminate the entrance area. Anywhere on the sides and the top blue area is so opaque and so dark that the light does not come through.

Mr. Beougher: And what are the hours of your business?

Mr. Somogyi: 8:30 in the morning until 5:00 in the evening. So actually only during the summer months it's not even an issue. We're only there until 5:00 during the winter it gets dark earlier and it may be an issue, but the lighting is on a timer and it goes off in a hour, hour and a half after we close anyway.

Mr. Beougher: Could you live without the translucent material? Could you live with it if it was not illuminated?

Mr. Somogyi: I could live with it. I would rather have the lighting so it comes down to the entrance area.

Mr. Beougher: I don't think that would be a problem if you could live with the opaqueness of the sign band, but if it's opaque then it's not going to shine in the night, but you would still have the light on the sidewalk and the doors.

Mr. Somogyi: I'm sorry, I don't understand. You're saying not to put lighting in there?

Mr. Beougher: We're saying you can put lighting in it, but the sign panel would also be opaque so it wouldn't glow at night like the signmaker is intending.

Mr. Somogyi: I think that's what I'm proposing is that the blue material – in fact I have a sample—

Mr. Beougher: But the orange material as well would be opaque and not allow light to go through.

Mr. Somogyi: Oh, no, I kind of wanted that to shine through, just the name. If nothing else, at least the white name – not the orange, but the white name I'd like to shine. I can live with the blue not being lit, but I'd like to have the name.

Mr. Beougher: And our problem is we've just passed a new ordinance which changed the code and not allow that to happen. So we're letting awnings be awnings and signs be signs and not mixing them up.

Mr. Somogyi: If it's against the rules, then I guess I'll have to live with it.

Mr. Beougher: We were trying not to create awnings that are signs. You know awnings should be awnings and signs should be signs. I think we did consider it and I recall some discussion about it and I don't think we really looked at all of the existing businesses that—

Mr. Somogyi: In looking at the signs on Main Street like Papa John's on Main Street is similar to mine. It's a green sign but it's all lit up. _____ down the street, it's a gigantic thing and it's all lit up.

Mr. Hanson: Right. I think if they were coming before us, we'd be saying the same things to them now. The thing is they had their signs before we had this overlay in place.

Mr. Beougher: As did Les. And I think we need to make a decision as to whether his existing awnings structure—

Mr. Comeaux: Is there any illumination on the existing structure at all?

Mr. Hanson: All the signs are internally illuminated.

Mr. Comeaux: His awning is internally illuminated?

Mr. Beougher: Can you go back to that slide?

Mr. Hanson: Yep. Sorry about that. I did not catch that.

Mr. Somogyi: It's got two 8' illumination behind it and all we're doing is recovering the existing frame.

Mr. : And then I guess this is not always the best approach, so if I start to say something, kick me. But how is this visually an improvement over the existing awning/sign? The green here, is it opaque, or is—

Mr. Somogyi: The green is more opaque than this will be. I think this will be darker. I'm sorry, it was less opaque. You could see the green more. I think that the blue that I've chosen is darker than the green was and it would be much more opaque.

Mr. Beougher: So in staff's report the stipulation is that the blue awning face is completely opaque and does not allow light to trespass. You're saying that you're recommending approval of the translucent orange and white?

Mr. Hanson: Right. Just because we allow wall signs to be internally illuminated. This is an awning which is kind of uncharacteristic to this building. The rest of the signs in the center are also internally illuminated with their sign character, not their entire sign face. So staff's interpretation was that this was similar to a wall sign which we would allow internal illumination as long as the blue part was completely opaque. Now if it goes up and it's not completely opaque, then he would be in violation and there could be consequences.

Mr. Somogyi: The only way that I could make it not opaque is to probably put in some kind of black material behind it. It would be only blue from the outside, but not at night, and at night it would look completely black except for the sign.

Mr. Hanson: I go back to this is more in keeping with the overlay than the prior.

Mr. Beougher: Yes and my concern is about what happens when an applicant comes in and says, "Well, look at Blockbuster, look at Papa John's, look at Promotions X." We have a new ordinance and we need to be able to defend the decision. And I think the fact that he has an existing awning structure and lighting system and egg crates and all he's replacing is the awning material is perhaps a defensible position for us to be in. If you were coming in with a brand new awning and lights and everything, then I think we'd be inclined not to consider it.

Mr. Hanson: And we could take that approach now, but the result would be that we end up with an awning that we like less than this one.

Mr. Beougher: Do we have a motion or are there any other questions for the applicant? (No questions.) Can we get a motion?

Mr. : I'll move to approve.

Mr. : I'll second.

(Mr. Hanson called the roll. Mr. Bainter voted "yes." Mr. Baker voted "yes." Mr. Beougher voted "yes." Mrs. Boratyn voted "yes." Mr. Comeaux voted "yes." Mr. Hudson voted "yes." Mr. Thompson voted "yes.")

5. 2200 BALTIMORE-REYNOLDSBURG ROAD, REYNOLDSBURG, OHIO:
SMOKEY BONES, APPLICANT: JENN ROBICHAUD, BARLO SIGNS (5426DR). LED
BUILDING ACCENTS.

Mr. Scott Dye: I'm Scott Dye. I'm the General Manager of Smokey Bones here in Reynoldsburg.

Mr. Hanson: So the applicant is proposing LED roofline highlighting at the gabled ends across the front where you see the red trim band, but not for the dormers. And that would occur on the east, south and west sides of the building?

Mr. Dye: Yes, sir.

Mr. Hanson: So we've kind of discussed the intent of the LED lighting on 256 from the January meeting and we included those minutes for your reference.

Mr. Dye: I'm sorry. It actually starts – that would be the northwest and south sides, because we're looking at the front of the building facing west. There's no lighting on the back on the east side.

Mr. Hanson: So there's no lighting on the east side?

Mr. Dye: For I just might have – I might just be out of whack here, but that is the front of the building that faces 256 and that's the west side of the building, correct? And then the north side of the building as I'm looking at this picture is to my left and the south side is to my right. The east side is actually the back of the building and there is no, at least not in the pictures that I'm looking at anyway, was to request the LED trim on the back of the building.

Mr. Hanson: Here's just some close-up details. So the lower roofline here is where the LED lighting will be proposed and then here along, on the inside just on that main support beam.

Mr. Comeaux: That's the summary?

Mr. Hanson: Yeah.

Mr. Comeaux: Are there any questions for the applicant?

Mr. Beougher: Just trying to scan the minutes. I was not at that meeting. Mr. Baker and I did have a conversation about it. The building is a very nice building and there's a lot of character with the structure and the wood. And my concern at the time was, you know, you're highlighting something that really doesn't need highlighting where – O'Charley's has kind of a flat face and even the Hickory House has a flat face, not even any overhang on the gable. Are you going to continue to light the structure from below? Is the structure lit from below?

Mr. Dye: Well, I'm not sure exactly what you mean.

Mr. Beougher: Okay.

Mr. Hanson: There's roof lighting.

Mr. Dye: There's roof lights. To the best of my knowledge there was no intent of shutting down the roof lights. In lieu of if it was one or the other, I would -- I mean, obviously I don't own this building. I just run the business but I would much rather have, and I'm sure we would much rather have the LED and trim lighting and if the roof lights need to go, so be it, I think.

Mr. Beougher: And are there lights under the overhangs that shine on the walkways below?

Mr. Dye: Yes, sir. But they're very -- I mean, they're very dim. They're encompassed in--

Mr. Beougher: But there's no up-light component to it?

Mr. Dye: No, sir.

Mr. : (inaudible)

Mr. Comeaux: Right. Is this part of a re-branding that they've done at other locations?

Mr. Dye: Yes. I'm not sure of the number, but there's 23 of the 67 restaurants that have been re-branded -- obviously the new signage which, I think when you say you were at the last meeting, I wasn't at that last meeting and I was under the impression that -- well, I actually know that we had to separate this from that particular signage so here I am. So, yeah, this is where all the restaurants are going. We're one of four Smokey Bones in the area. We're the only that hasn't been re-branded at this particular time. I don't know what the schedule for the remaining three are at this point and part of the thinking with this was, we don't -- outside of the lights that are on the roof currently, don't have anything that kind of -- and we sit a little farther back off 256 than most of the restaurants do. A lot of people have something that calls attention to their roofline, so that's just part of the re-branding, moving forward for the whole company.

Mr. Beougher: Well, we kind of have some precedence that-- You know, I-- I've grown a little more comfortable with the idea, I think, since Mr. Baker and I had that conversation, plus seeing O'Charley's package tonight as well. We don't really have a strong defense.

Mr. Comeaux: Well, again, I mean, and not that we necessarily need to defend, but we are -- we were in that instance going from neon to something that's better. Mrs. Boratyn, do you have something to add?

Mrs. Boratyn: I don't have a problem, as I said, with the LED lights, but I wonder if you need both. I don't know that you would need both lightings, the LED's and those roof lights.

Mr. Dye: Oh, well, I—

Mrs. Boratyn: Seems to me they would – might detract.

Mr. Baker: Might cancel each other out maybe if you have the—

Mrs. Boratyn: Seeing two different lights out there.

Mr. Dye: Well, I'm sure I don't speak for – I guess I speak for my own personal preference. I guess I would certainly much rather have the— I would certainly just have the roof trim line of the red LED to call attention to my building and kind of all pull me in line with several others as well as opposed to the floodlights on top. And, quite frankly, if you made the floodlights go away, I probably wouldn't complain about the electric bill versus the LED lighting as well. So, if you're asking me— If you're saying the floodlights that illuminate the roof have to go away, that wouldn't be breaking my heart one little bit and I can't envision that it would break anybody's heart that I work for one little bit either.

Mr. Hanson: Well, if the floodlights were turned off, the red LED would be much more noticeable and there would be less conflict between the lights. But if the floodlights are not going to be used – I don't know if you could take the lights off.

Mr. Dye: Oh, absolutely. Yeah, actually to be honest with you, every year we replace a ton of them on the green, like well, I'm sorry. The steeper slope of the two green rooflines that you see is obviously shingles. The bottom of the two is a tan, so every year the snow and ice sheer off when they thaw and fall off—

Mr. : The entire fixture?

Mr. Dye: Oh, yeah. The entire fixture. Some of them on the back side of the building we haven't even replaced. We just capped off the junction box to be honest with you, because replacing them is, quite frankly, futile because we do it—

Mr. : Every year?

Mr. Dye: Every year. Now the ones that are on the front roofline, we replaced several so getting rid of those and capping them off wouldn't, once again, break my heart one little bit, to be perfectly honest with you.

Mr. Comeaux: Great.

Mr. Beougher: I don't know that we need to make it part of—

Mr. Comeaux: The application?

Mr. Beougher: --the stipulations.

Mr. Hanson: But just they can decide if they turn the floodlights on or not?

Mr. Beougher: Well, I think if I were the owner of the property I would want some flexibility to install the LED trim and then look at how the building appears, coming down the street both ways. And if you have problems with snow and ice, it might save you some maintenance headaches every year. The other thing is if you're going to need to do some roof repairs if you take them out completely and I don't know that we want to get in that business of requiring that.

Mr. Comeaux: And, you know, in terms of the general feel of it, I think that – while I wouldn't necessarily want this kind of piping all over town, I think – and it is kind of the entrance to Reynoldsburg in a certain sense, but it's strictly commercial there. There are all these establishments and they're in the same family of establishments, and so it'd be different than putting it next to a bookstore or what have you.

Mr. Beougher: And if our lights are brighter, they'll turn our direction and come to Reynoldsburg instead of Pickerington, right?

Mr. Comeaux: Yes. Okay, can I get a motion?

Mrs. Boratyn: I move.

Mr. Comeaux: Can I get a second?

Mr. Hudson: I'll second.

(Mr. Hanson called the role. Mr. Bainter voted "yes." Mr. Baker stated, "Seeing that I was vacant for half the discussion, I'm going to pass." Mr. Beougher voted "yes." Mrs. Boratyn voted "yes." Mr. Comeaux voted "yes." Mr. Hudson voted "yes." Mr. Thompson voted "yes.")

6. 6535 EAST MAIN STREET, REYNOLDSBURG, OHIO: WESTSHORE PIZZA, APPLICANT: TRENT SOLES/CAVIN CARMELL, DANITE SIGNS (5427DR). NEW SIGNAGE, EXTERIOR COLOR CHANGES.

Mr. Gene Johnson: Good evening. I'm Gene Johnson. I represent Cavin Carmell and the owner is Jimmy Joseph, Jr. who is the son of the guy that had the Long Horn Restaurant for many, many years on East Main Street. The history on this building probably you all know, the first 20 years or so it was a Arthur Treacher's, very typical Arthur Treacher's with a somewhat garish exterior by today's standards. The building was then leased. We leased it to Massey's Pizza who has now moved down

the street here to in front of the Kroger Center. We now have a tenant in there who is restoring the building. We've gutted the interior and dumped about \$140,000 into it and everything's new. Oh, you have it on screen. Okay. Yeah, that's the old picture with the yellow roof. This is a picture of it being a pizza place by the – the whole intent here is to have an Italian flavor, not only with the signage but with the exterior of the building matching the – I think the Italian flag is red, green and white. And it actually looks good. It looks substantially better than it has for the last 40 years. Remodeling is within a week of being complete and the goal is to try to get it open here week after next.

Mr. Hanson: Would you like a summary of the changes?

Mr. Comeaux: Yes, please.

Mr. Hanson: So far, without any approval, they've painted the roof red, the trim band green. They've installed some window signage and they are going to be proposing like a white pinstripe within that – then a green. This is just something that I photoshopped. So that's what it'll look like when it's completed.

Mr. Beougher: LED?

Mr. Hanson: No LED. Looking at the building, though, this is the proposed canopy sign which says Westshore Pizza. The only concern with this is staff wants to make sure that it's no more than 14 inches projecting from the canopy face, which is required by code.

Mr. Johnson: And I'm sure Danite Sign is, I'm sure, very familiar with that code so I can assure you it will comply.

Mr. Hanson: And the monument sign has two options. The first option will need a variance and this is the option that they prefer, with the changeable copy. They've got to apply for the variance though. But as a condition of approval of this application, if the Design Review Board does approve the changeable copy, the condition of rule must be that it receives the BZBA variance. And, if not, then option two would be the approved sign face for the monument sign which does not contain the changeable copy. And the Community Commercial Overlay changeable copy is no longer permitted as per the code, even though we do have some businesses that have changeable copy.

Mr. Johnson: Many, in fact. My own included, my real estate company. On the one side of this building is the long-standing Dairy Queen which has the advantage of having changeable copy. The Jolly Pirate does a very good job with theirs. Of course, gas stations are the exception, so they get to change. The sports bar that's still a little bit west of this does a good job with their changeable copy. If we don't succeed with the variance then we'll – that's why we want to save time so we don't have to come back to you. If we get the variance, we'll do that. If we don't get the variance then we'll do this, so we have an A or B. It just makes it a little faster to get the place open with the sign.

Mr. Hanson: As far as the window signs, there a number of window signs that have been placed which do not meet code. Specifically, there can only be one window sign per window pane and in some cases, there's two or three. And they cannot be larger than 10 square feet or 25% of the area, whichever is smaller.

Mr. Johnson: And certainly they'll comply with that. He just did the same thing they did with their store on Sawmill Road. He hadn't checked with our code.

Mr. Hanson: All right. And just looking at other elements of the building – just throwing this out there, the exterior is like a formed concrete.

Mr. Johnson: And it makes it look like a large brick.

Mr. Hanson: Brick, yeah, and it looks kind of drab. So if the applicant would like to paint the brick, or the concrete so that maybe you could brighten up the building, staff would recommend that, with some sort of staff approval in a neutral color.

Mr. Johnson: His intent is to do just that. He also, and this is just an aside. He would love to, at some point, do an Italian flavor type mural on the west side of the building, which may or may not come to pass. He has seen the big mural we have now in Olde Reynoldsburg and was intrigued with that. That may never happen but that's – he would like to brighten up the west side of the building so eastbound traffic sees that.

Mr. Hanson: And also with available patio space, we're always encouraging outdoor uses on Main Street and this is one of the few restaurants that have a patio on Main Street. So we're encouraging planters to help delineate that outdoor dining space from the parking area. We would recommend that. I think it would really help out the business.

Mr. Johnson: That's agreed.

Mr. Hanson: So staff recommends approval with the five conditions that if the variance for the changeable copy is not received, then option two will be the approved sign face; that additional details are provided for the wall sign to ensure that it does not exceed 14 inches from the canopy base, subject to staff review and approval; that the window signs are removed or modified to meet zoning code requirements; that if the applicant chooses to paint the exterior walls -- and I must note that the patio screen wall is also made of that concrete formed to look like brick. If they choose to paint those parts of the building that it be done in a neutral color subject to staff review and approval; and that the outdoor dining area is better defined with planters of evergreen and seasonal landscape material subject to staff review and approval.

Mr. Johnson: Thank you.

Mr. Comeaux: Any other questions for the applicant, then?

Mr. Beougher: First, let me say I think I like the look of the sign without the changeable copy better. I think it's better proportioned, but I understand the interest in getting the changeable copy. And that sign has yellow and red text and, in looking at the red on white over the red roof, it just seems like a lot of red. And at night, it's probably going to pop just fine but during the day you're going to see two different kinds of red and I'm wondering if the white outline is going to be enough to make it look good, and wondered if they'd consider doing the yellow color or if they'd considered other options.

Mr. Johnson: What are you referring to as far as changing white to yellow?

Mr. Beougher: The—

Mr. Hanson: The wall sign?

Mr. Beougher: Oh, oh, yeah.

Mr. Hanson: Seeing red on red.

Mr. Beougher: So you've got red on red with a white—

Mr. Johnson: Yeah, okay. Yeah, that's—

Mr. Beougher: --and you've got yellow and red and pizza's yellow on the monument sign.

Mr. Johnson: Yeah, that makes sense to me, but whatever the group thinks, we'll comply with.

Mr. Beougher: It just seems like yellow will hop a little better as you're going down the street.

Mr. Johnson: Yeah. I think it's a good point.

Mr. Beougher: And is this—

Mr. Johnson: We were so opposed to the old yellow roof that had been there for 40 years and we got a little carried away with eliminating yellow.

Mr. Beougher: Is this a chain of restaurants or is this a – this is a single?

Mr. Johnson: No, it's – Here's the story. It's a young entrepreneur in Florida who started this operation in the south, I'm thinking 4 or 5 years ago, and it's been a roaring success. This operator is a franchisee of the Florida operation and this particular man, Carmel, will have probably 4 or 5 total in Central Ohio and that's all he wants. So it's a franchisee from a – I would say certainly not a national chain.

Mr. Beougher: So their graphics program may not be quite as developed as a national chain.

Mr. Johnson: That's a kind way of expressing it.

Mr. Hanson: But, given that, they might have signage that they already acquired. What if they already have the red? I mean, are you—

Mr. Beougher: I'm just offering an opinion at this point.

Mr. Johnson: No, I think actually it's about the point and we're open to it, you know. If your – the group here thinks we favor yellow border as better than the white, which I think is not a bad idea. If you make it a condition that's fine. If you don't make it a condition we'll probably still do it, so.

Mr. Beougher: As I get older I get more opinionated.

Mr. Johnson: Well, I'm older than you. I have more opinions.

Mr. Baker: I guess when I look at it, I see the white, red and green and that reminds me more of Italy, if that's the look that they're going for.

Mr. Johnson: The interior, incidentally, is just gorgeous. They've really done a good job with that.

Mr. Comeaux: And, in terms of the outdoor dining area, do you have anything in mind or is it just something that you're willing to work with staff on in terms of defining that space?

Mr. Johnson: Well, it's pretty well defined now. I mean, defining is what, the number of tables or chairs or something?

Mr. Comeaux: Well, I guess—

Mr. Johnson: I think it's a real plus to have it. It would be expensive to add it if it wasn't there. The Dairy Queen next door, of course, does a phenomenal job with outdoor stuff. They really aren't even set up for it, but people are just – they come through over here at this place all the time. We think it'll be some good cross-merchandising between the Dairy Queen and a pizza place. I think it's an element of – I wish we had a lot more places along Main Street that were able to see the people outside, much like in Grandview, which is one of my favorite places to go.

Mr. Baker: Is the owner's intent to – if they paint the building, are they going to paint the small brick wall out, or concrete wall out front as well as the columns holding up the—

Mr. Johnson: I'm trying to remember what concrete wall that would be?

Mr. Hanson: The patio all out front.

Mr. Johnson: Oh, yeah, if it's the same material, obviously, yeah, certainly.

Mr. Baker: And the columns as well, they get painted?

Mr. Hanson: Yeah, I forgot about the columns actually.

Mr. Johnson: As much as I've been there, I was thinking those were a brick, but if it's the same large brick like concrete forms – is that what it is?

Mr. Hanson: The columns?

Mr. Johnson: Yeah. Walls around the patio area?

Mr. Hanson: Oh, yeah. The walls are the same material as the building.

Mr. : Let me just ask one question. How is the exterior site lighting?

Mr. Johnson: It's hidden underneath the mansard roof. It's all been re-wired and it's existing stuff, but it was tired.

Mr. : The reason I asked the question, when Massey's was there it just seemed like in the parking lot area away from the building it was pretty dark and I'm just thinking from a safety standpoint, that sort of thing.

Mr. Johnson: Yeah. I think you're right and I think it's because those fixtures that were there were not updated. They were just not being used. They've all been re – in fact, they were just finishing them up today. So I think there's lights that run all the way down both sides.

Mr. Hanson: Yeah, that's correct.

Mr. Johnson: But they're not visible, they're—

Mr. Hanson: That'd also be an improvement because prior they didn't work and were not shielded and now they'll be shielded and actually work, so.

Mr. : Yeah. It just seemed like the parking lot was pretty dark at the time.

Mr. Beougher: Well, and when Streetscape happened a lot of the businesses had lights on utility poles that went away. I don't know if this business is one of those but—

Mr. Hanson: Well, if they're going—

Mr. Beougher: --_____consequences.

Mr. Hanson: Outdoor dining, you know, they're probably going to want some sort of floodlight during the night to illuminate that patio.

Mr. Johnson: Is there any type of lighting underneath, across the east to west and across the front underneath there. Again, it's the same lighting that runs down the sides. In fact, I know we did.

Mr. Comeaux: Any other questions or comments? (No response.) Can we get a motion?

Mrs. Boratyn: I'll move – recommend approval with the conditions that were expressed, the five conditions.

Mr. : I'll second.

(Mr. Hanson called the roll. Mr. Bainter voted "yes." Mr. Baker voted "yes." Mr. Beougher voted "yes." Mrs. Boratyn voted yes." Mr. Comeaux voted "yes." Mr. Hudson voted "yes." Mr. Thompson voted "yes.")

7. 6300 EAST LIVINGSTON AVENUE, REYNOLDSBURG, OHIO: VALU KING, APPLICANT: BRENDA GRAY, SIGN VISION (5428DR). NEW SIGNAGE.

Mr. Jim Gray: Hi. I'm Jim Gray, Sign Vision. We have approval already for the Valu King. I was here two months ago. Do you have the drawings in front of you – the approval, the blue copy with the _____. Do you remember that?

Mr. Comeaux: Yes.

Mr. Gray: The last meeting we went back, Mr. Beougher had questioned me about, this being neon _____ the LED because the gentleman prior to me, came up with AT&T LED. So I went back to the company which is Giant Eagle. This is a – Value King is a division of Giant Eagle and I said to them, "Why are we using the neon?" The Board was really concerned about that. Why weren't we going to LED?" So at the time, the company now has decided to do a new branding totally with LED's. So that's the signage that you're presently seeing with the yellow background panel, the red LED illuminated letters and the non-illuminated "Where Food Costs Less." So from that statement, I went back and said, "Hey, why don't we look at this?" So now they're going to a re-branding throughout the country because of this bogus question about LED's.

Mr. Comeaux: You made his day.

(several people talking)

Mr. : So you never what impact you have, right?

Mr. Beougher: So I should continue to get more opinionated?

Mr. Baker: Was he called a few names_____?

Mr. : (inaudible)

Mr. Gray: No, really, I mean—

Mr. Comeaux: I think you should ask questions.

Mr. Gray: It's a good change, really. I mean, LED's are – and you questioned me about it. Why are we doing neon and that's because that's what the customer wanted.

Mr. Comeaux: Right.

Mr. Gray: But to propose the question, “Hey, why aren't we doing this?” Now, to do a whole new corporate branding from one question is significant.

Mr. Comeaux: Yeah.

Mr. Gray: It's the square footage is actually reduced by 2 square feet by doing the new LED signs compared to what we have with the old neon signs.

Mr. Comeaux: In the _____ of the cabinet, it's just the same as it was before?

Mr. Gray: Nothing has changed. Yeah, just different colored panels are going to the multi-tinted panel and then the flex faces are just a different color, that's all.

Mr. Comeaux: Okay. Well, are there any questions for this applicant, then?
(No response.)

Mrs. Boratyn: Move for approval.

Mr. Comeaux: We have a motion. Can we get a second?

Mr. Beougher: I'll second that motion.

Mr. : Thought you would.

(Mr. Hanson called the role. Mr. Bainter voted “yes.” Mr. Baker voted “yes.” Mr. Beougher voted “yes.” Mrs. Boratyn voted “yes.” Mr. Comeaux voted “yes.” Mr. Hudson voted “yes.” Mr. Thompson voted “yes.”)

Mr. Comeaux: I just will note that the applicant for 5420DR apparently is not here. So we tabled it last time and-- Do we have to take an action on it? I know there's like 45 days from the date of the application right? And we're now beyond that, so I don't know if we just want to take a quick vote—

Mr. Beougher: Well, if we intend to dispense with it and turn it down, we need a motion in the affirmative, correct?

Mr. Comeaux: Correct.

Mr. Beougher: And I don't know that I am in favor of this moving forward. So I'll move approval.

Mr. Comeaux: We have a motion for approval. Do we have a second?

Mr. : Second.

Mr. Comeaux: Will you call the roll, please?

(Mr. Hanson called the roll. Mr. Bainter voted “no.” Mr. Baker voted “no.” Mr. Beougher voted “no.” Mrs. Boratyn voted “no.” Mr. Comeau voted “no.” Mr. Hudson voted “no.” Mr. Thompson voted “no.”)

D. OTHER BUSINESS

Mr. Comeaux: Okay, having no Other Business before us-- Mr. Beougher?

Mr. Beougher: I do have a good of the order comment. I am very pleased to have a staff report and, even though we didn't take all of your recommendations, it's a welcome addition and thank you very much.

Mr. : Yeah, this is nice. I definitely think so. The only thing I will add, though, is if you could kind of give them a heads-up so we're not – I mean to the extent you can, just so that they're on the same page or at least have some idea—

Mr. Hanson: Yeah. I wasn't sure of the procedures, if Nadine delivered the staff reports. I'll definitely make sure that they get out.

Mr. : It doesn't have to be in the same format for them, but if you – I don't want to sandbag somebody, but it is very welcome. It helped me kind of distill some things beforehand.

Mr. Hanson: Good. Any recommendations that you have or what you'd like to see in the staff report, just email me.

Mr. : I'm just happy to have one.

C. ADJOURNMENT

This meeting was adjourned at 8:14 o'clock, p.m.

James Comeaux, Chair

Matthew Hanson, Planning Administrator

This document was transcribed by:
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