

MINUTES
CITY OF REYNOLDSBURG
DESIGN REVIEW BOARD
MAY 5, 2011
6:30 P.M.

A. CALL TO ORDER

1. ROLL CALL

Members Present:	Mr. Kevin Bainter Mr. Scott Baker Mr. Lane Beougher Mr. James Comeaux Mr. Richard Hudson Mr. Jim Miller Mr. Mr. Patrick Thompson
Others Present:	Mr. Matthew Hansen, Planning Administrator

2. APPROVAL OF MINUTES OF APRIL 7, 2011 MEETING

Chairman Baker: Are there any deletions, additions, corrections to those minutes? (No response.) Seeing none, will stand as distributed.

3. APPROVAL OF AGENDA

Mr. Baker: Any additions or deletions?

Mr. Hansen: There's none.

Mr. Baker: All right. They will stand as distributed.

4. PUBLIC COMMENT

Mr. Baker: Anybody here to speak on any item that is not on tonight's agenda? (No response.) Seeing none, we'll move on.

5. SWEARING IN OF SPEAKERS

(Mr. Baker administers the oath.)

B. NEW BUSINESS

1. 7820 EAST MAIN STREET, REYNOLDSBURG, OHIO: APPLICANT: KESSLER SIGN COMPANY, LARRY KESSLER (5495DR). EXTERIOR MODIFICATIONS – CANOPY.

Mr. Baker: Is the applicant here? Excellent. State your name for the record.

Mr. Larry Newman: Larry Newman.

Mr. Baker: Mr. Hansen.

Mr. Hansen: The last time that the applicant was here was in March they received an approval to do some canopy modifications and new signage for this Sunoco station, which is currently being re-branded to a Shell. Previously what was approved was this: There were just two vinyl stripes on the canopy. They're flat vinyl stripes and the applicant has gone back and reconsidered their proposal for this canopy renovation. They'd like to do the same type of treatment that is found at the Shell station at McNaughten and Main. And what that entails is the same kind of red and yellow striping, but the red striping would be an illuminated bar and the face of that would be lit and that light would also cast up upon the yellow stripe, which also has a curved relief to it. The lighting will be found on the east, south and west sides and then the flat, vinyl stripes will remain on the north side.

Staff went out and took a look at the lighting treatment for the station at McNaughten and Main and we don't see any issues with the light levels, though the applicant will need – we'd just like to condition them to confirm the lighting levels that'll be provided on this subject to staff review and approval.

Mr. Baker: Thank you. You have anything else to add?

Mr. Newman: No, sir.

Mr. Baker: Any questions from the Board?

Mr. Comeaux: I don't have a question about this. I have a question about the sign that you had put in. Did you do the sign change on the street?

Mr. Newman: We will be doing—

Mr. Comeaux: Because the only reason I ask is the bottom panel of that, when you showed it to us, it was going to be – I thought it was going to be fixed text and right now it's set up as changeable text. This is the one that's right across from the Speedway, right?

Mr. Hansen: Yeah. I didn't know that.

Mr. Comeaux: I'm pretty sure that if you look back in our materials—

Mr. Hansen: Yeah.

Mr. Comeaux: --because it had like a – they had like a cross-branding thing with the one at Kroger.

Mr. Hansen: With Kroger.

Mr. Comeaux: And I'm pretty sure that that right now is just an open changeable text panel. I just know that when you went through and when we made the changes is that the only thing you can have changeable text for, at this point, is gasoline prices. I just want to make sure that it's not going to be used for—

Mr. Hansen: No. I'll have to follow-up on that. Honestly, I didn't go back out to the site because I didn't see any need to but—

Mr. Comeaux: It's unused. I think right now it's blank, but I think that the bottom panel is changeable text.

Mr. Newman: We haven't done our install yet.

Mr. Comeaux: Oh, okay.

Mr. Newman: That hasn't been re-branded signage—

Mr. Comeaux: Some of it looked like it had changed and maybe I was just thinking it had but it hadn't. That's fine.

Mr. Newman: We have not done our install yet.

Mr. Comeaux: Okay, my apologies then.

Mr. Newman: That's okay.

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

Mr. Bainter: Move for approval.

Mr. Baker: Second?

Mr. Hudson: I'll second.

(Mr. Hansen called the roll. Mr. Miller voted "yes." Mr. Thompson voted "yes." Mr. Bainter voted "yes." Mr. Baker voted "yes." Mr. Beougher stated, "I'll abstain since I didn't hear the presentation." Mr. Comeaux voted "yes.")

2. 6150 EAST MAIN STREET, REYNOLDSBURG, OHIO: APPLICANT: LAS MARGARITAS, JAMES ROUSE, SIGNCOM, INC. (5496DR). NEW WALL SIGN, GROUND SIGN FACE CHANGE, EXTERIOR MODIFICATIONS – AWNINGS.

Mr. Baker: Is that applicant here? If you could state your name for the record.

Mr. Bruce Sommerfelt: Bruce Sommerfelt.

Mr. Baker: Thank you. Mr. Hansen.

Mr. Hansen: A new restaurant is locating at this address. This is The Commons on East Main, I believe they call it. They're proposing three changes to the site. One is a new wall sign, a ground sign face change and some new awnings to go above the storefronts. Here's the proposed wall sign. It's channel letters and they're backed by this rustic-looking wood panel. The faces will be illuminated and they're using LED lighting. Here's the proposed face change. They give us two options here and staff is actually okay with the option that's shown in the sign panel with the striping. Here are the awnings. You can see them better with the building here, a combination of colors. Staff recommends approval. We think that the signage – it's creative signage, the awnings add a little character to the building and the face change is acceptable to us.

Mr. Baker: Thank you. Do you have anything to add?

Mr. Sommerfelt: Any questions of us? I did bring some samples along, too, if you need to see color samples for verification.

Mr. Baker: Okay. I assume that the tenant's just going to take three bays and not this fourth one?

Mr. Sommerfelt: Right.

Mr. Baker: No canopy on it?

Mr. Sommerfelt: Right.

Mr. Baker: Any questions from the Board?

Mr. Beougher: I would like to see the colors. It looks very busy but yet it looks good and I'm trying to figure out what it's going to look like in actuality.

Mr. Sommerfelt: (inaudible)

Mr. Beougher: Okay.

Mr. Sommerfelt: (inaudible)

Mr. Beougher: Thank you. Well, that's a narrow stripe, too, so it – I mean, a wider stripe tends to look a little more circusy when you have contrasting colors and because the colors are not – the green to the yellow is pretty high contrast but I don't know, throwing the orange in tends to diffuse that a little bit.

Mr. Baker: Anybody else have questions or comments? (No response.) Can I get a motion?

Mr. Beougher: I'll move to approve.

Mr. Miller: Excuse me. Are we approving the awnings and we're also approving the sign by the road as well?

Mr. Baker: I believe that's correct.

Mr. Miller: I guess I wanted to ask a question about the roadway signs. The stripes on the sign, does everyone feel that'll go well with the Dunkin Donuts sign that's there. Would the sign that's proposed down below, the one that's not highlighted, would that be a better fit?

Mr. Beougher: I actually would prefer the alternate style.

Mr. Comeaux: Same here and that's why I was asking the question.

Mr. Hudson: I'll agree to that, too.

Mr. Sommerfelt: Either one.

Mr. Miller: Yeah, I like the alternate. I like the one without the red dashes around it. I like the one at the bottom.

Mr. Baker: It makes their name bigger.

Mr. Sommerfelt: That's correct.

Mr. Beougher: It does.

Mr. Miller: I like the awnings. I just think it looks kind of out of place on the monument sign.

Mr. Sommerfelt: Well, I think so. With other tenants on there, too, and that's why we designed an alternate for in deference to what you guys might want to see.

Mr. Beougher: Okay.

Mr. Baker: And can I get a motion again?

Mr. Beougher: I'll move to approve with the alternate signage on the ground sign.

Mr. Hudson: Second.

(Mr. Hansen called the roll. Mr. Comeaux voted "yes." Mr. Hudson voted "yes." Mr. Miller voted "yes." Mr. Thompson voted "yes." Mr. Bainter voted "yes." Mr. Baker voted "yes." Mr. Beougher voted "yes.")

3. 7598 EAST MAIN STREET, REYNOLDSBURG, OHIO: APPLICANT: A DOG'S BEST FRIEND, SIGN-A-RAMA, JEFFREY BRILL (5497DR). GROUND SIGN FACE CHANGE, WALL SIGN FACE CHANGE.

Mr. Baker: State your name for the record.

Mr. Jeff Brill: My name is Jeff Brill with Sign-A-Rama.

Mr. Baker: Thank you. Mr. Hansen.

Mr. Hansen: Proposed is a wall sign face change to an existing cabinet at a storefront located in the Old Town Center. It's kind of located behind the credit union there. They're also proposing to change the face out on the ground sign that's located along Main Street and here is the proposed sign face, just a red – it's red and purple, are the colors. I mean yellow and purple. Here's the existing cabinet and then here's just a couple photos of the other sign faces. They all pretty much are cabinets mounted above the storefront windows underneath the overhang, beside the awnings. When you get further down, the cabinets are actually on the fascia of the roof, the mansard roof. Staff recommends approval of this face change.

Mr. Baker: Thank you. Have anything to add? (No response.) Any questions from the Board?

Mr. Beougher: Which suite is it? Is it the one you just showed? The—

Mr. Hansen: It's – yeah, 7598. It's right next to the Goodwill on the end.

Mr. Beougher: Okay. So it's where the engineering company was. Okay.

Mr. Comeaux: And the box is still there?

Mr. Hansen: Still there.

Mr. Baker: Anybody else? (No response.) Can I get a motion?

Mr. Beougher: Move approval.

Mr. Baker: Can I get a second?

Mr. Hudson: I'll second.

(Mr. Hansen called the roll. Mr. Beougher voted "yes." Mr. Comeaux voted "yes." Mr. Hudson voted "yes." Mr. Miller voted "yes." Mr. Thompson voted "yes." Mr. Bainter voted "yes." Mr. Baker voted "yes.")

Mr. Beougher: I think that's what we were lacking in Reynoldsburg, is a sign with purple bones.

4. 1286-1314 BRICE ROAD, REYNOLDSBURG, OHIO: APPLICANT: H & R BLOCK, BIGHAM SERVICES, RICHARD D BIGHAM (5498DR). GROUND SIGN FACE CHANGE.

Mr. Baker: State your name for the record, please.

Mr. Bigham: Richard Bigham at 326 Canyon Drive, Columbus.

Mr. Baker: Thank you. Mr. Hansen?

Mr. Hansen: This is just a simple ground sign face change to the existing ground sign at the Brice & Main Center. It's located at the southwest corner of the site, fronting Brice Road. This is just kind of a blowup to see where it is right here. Here's the proposed face change for the middle panel. They'll be doing the same treatment as the other two tenants, with the routed aluminum face and internally illuminated lettering and graphic. Here is a picture of the existing sign. Staff recommends approval.

Mr. Baker: Thank you. Anything to add?

Mr. Bigham: No. We're just going to take those panels out, cope out the letters, put the corporate colors in, and put it back up.

Mr. Baker: Questions or comments from the Board? (No response.) Can I get a motion from the Board?

Mr. Beougher: Move for approval.

Mr. Bainter: I second.

(Mr. Hansen called the roll. Mr. Baker voted "yes." Mr. Beougher voted "yes." Mr. Comeaux voted "yes." Mr. Hudson voted "yes." Mr. Miller voted "yes." Mr. Thompson voted "yes." Mr. Bainter voted "yes.")

C. OTHER BUSINESS

Mr. Baker: Is there any Other Business?

Mr. Hansen: No, sir.

Mr. Baker: All right. This meeting is adjourned.

D. ADJOURNMENT

The meeting was adjourned at 6:47 o'clock p.m.

Scott Baker

Matthew Hansen, Planning Administrator

This document was transcribed by:
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