

MINUTES
CITY OF REYNOLDSBURG
DESIGN REVIEW BOARD
MAY 3, 2012
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. Marshall Spalding Mr. Bill Smith
Others Present:	Mr. Matthew Hansen

2. APPROVAL OF MINUTES OF APRIL 5, 2012 MEETING

Chairman Beougher: Second item on the agenda is the approval of the minutes of the April 5, 2012 meeting. Are there any—

Mr. Hansen: Do we need to call the roll, please?

Mr. Beougher: Why don't we call the roll? First item on the agenda is the roll call.

(Mr. Hansen called the roll.)

Mr. Beougher: Now back to the second item on the agenda, approval of the minutes. Are there any changes, corrections, additions, deletions to the minutes?

Mr. Smith: Only one and I think it's already been reviewed with Mr. Hansen and that happens to be the spelling of Mr. Spalding's name.

Mr. Beougher: I see that. Okay.

Mr. Hansen: I will get that corrected.

Mr. Spalding: Thank you.

Mr. Smith: I thought I'd put that on the record for you.

Mr. Beougher: Any other issues with the minutes? (No response.) Hearing none, they will stand approved as amended.

3. APPROAL OF AGENDA

Mr. Beougher: I see that we have a revised agenda in front of us with six items under New Business. Are there any other changes to tonight's agenda?

Mr. Hansen: I do not have any changes.

Mr. Beougher: Thank you.

4. PUBLIC COMMENT

Mr. Beougher: Anyone like to make any public comments on any item that is not on the agenda? (No response.) Seeing none, we'll move on to swearing in of speakers.

5. SWEARING IN OF SPEAKERS

(Mr. Beougher administers the oath.)

B. UNFINISHED BUSINESS

1. 1840 BRICE ROAD, REYNOLDSBURG, OHIO: APPLICANT: GISELLE BACHELOR, KESSLER SIGN CO., LOANMAX (5538-DR). NEW WALL SIGNS, GROUND SIGNS, EXTERIOR MODIFICATIONS.

Mr. Beougher: If you would, please state your name for the record and we'll let Mr. Hansen reintroduce this item.

Mr. Booker: Good evening, gentlemen. Kevin Booker, return trip from Roanoke, Virginia, representing Loanmax. We're the sign provider for those guys. I think Matt has some follow-up information and hopefully some positive changes that we've come back after our meeting last time.

Mr. Hansen: I just want to note for the Board we have some new members, a couple of new members on the Board, and it seems like our transcription help that we have to make our meeting minutes is having trouble picking up who people are, so if you don't mind stating your name before you speak just to give them a clue on who's speaking before they—

Mr. Beougher: I will try to recognize members by name and hopefully that will help as well.

Mr. Hansen: Thank you very much. Okay. So on to this case. Last time that the Board reviewed this application for exterior color changes and new signage including wall signs and ground signs for the Loanmax, the Board discussed a number of new options dealing with the color choice and integration of the ground signs into the site. As we discussed and was presented at the last Board meeting, but with confirmation of new exhibits the color of the building is now tan, the red roof has been changed to a darker burgundy color and there are two options for the yellow stripe, one being on the fascia and the other being painted actually on the building wall just below the soffit. Also you'll see removal of the overhead garage doors and replacement with a storefront system and one that will completely remove the, I guess it would be the northernmost overhead door, and staff is assuming that the material and texture used to create the bulkhead at the storefront and to fill in that overhead door will match the existing building and the storefront system that they'll use will be the same finish as the existing storefront which looks like an anodized silver.

As for the sign, the last time that the Board saw this they gave some recommendations to better integrate the signs into a landscape island. After the meeting, I spoke with the applicant and he inquired whether or not it would be appropriate to move those existing – move the proposed signs from a newly created landscape island into one of the existing landscape islands found at each one of the curb cuts on Brice Road and Livingston Avenue. Staff took a look at this and concluded that it could work for the Livingston Avenue curb cut, which is this landscape island peninsula, because they had enough space here to accommodate the sign setback from the right-of-way which is 10 feet, the length of the sign and it wouldn't disrupt too much landscaping that's found in this peninsula already. For the Brice Road peninsula, we found that there is a little – it's much more difficult to place the proposed sign in this island because of the existing tree and the landscape island is not long enough in order to accommodate the length of the sign and the setback from Brice Road. We still think – I think this option is still a good option to integrate into the existing peninsula as it doesn't disrupt the site tremendously but, with the proposed signs, I think it would be hard to get that to work on the Brice Road peninsula. So staff is recommending approval of the application, the modifications to the building, the colors that are presented, and that the Brice Road ground sign is switched out to a smaller directional sign that could contain the logo, and that the Livingston Avenue peninsula can accommodate the ground sign as presented in the application.

Mr. Beougher: Thank you. Mr. Booker, would you like to add anything?

Mr. Booker: No. First of all, I appreciate your staff taking the time to review this and also the Board for-- You know, I think we did banter back and forth at the last meeting and I hope we've come back with something that's much more appealing to all parties. The only item I was curious about – I think everything has been disclosed. The entrance on Brice Road – I have a site plan and I'm not sure exactly where the line runs, but what I measured, at least from the front edge of the curb back to the end of the island, it was 17 feet and your note said something about 13½ but, nonetheless, I was curious and I realize this setback is not something that can be deviated, but if we were

to remove that tree on Brice Road and then maybe reduce the sign size so we could meet the setbacks because we already, as a condition, need to get that stump removed. My thought is to remove the tree, remove both stumps, modify, trim up the landscape, it's getting a little wild, and then we'd have a balanced entrance. That's the biggest thing we were talking about at our last meeting, is we were going to create these islands that were truly just islands amongst the sea of asphalt. I don't know why it didn't dawn on me the first go around, but we have natural islands that – there where the curb cuts are, that's ideally where the sign should go and then we could have a parking lot free of bollards and bastard signs and all this other stuff. So I think we're definitely very close to where we need to be. I guess my question is, since we have to remove that stump anyway, and I'm not sure what type of tree that is, but it's the lone tree on the parcel, it's not numerous and it's under power lines, if we could, in fact, remove that and then just adjust our sign size to make sure that we – the setback lines would be a condition, that would make sure that that – if it was a smaller sign just be default because the sign will have to push towards the back end of that island. So I'm seeing those front bushes staying where they are, that little directional going away, the tree and then the new, say smaller sign, that would be mirror of its cousin on Livingston.

Jumping to the building, I don't know if the Board has any opinion on where that stripe could be. Looking at it, it's got a natural band on the roof. You have the corrugated roof and then you have probably a six-inch band that, as it stands now, is a contrasting color but, once again, the customer's – that's not any item that they'll have any trouble with but I definitely – Brice Road I would think is the most important elevation to them and I would be remiss if I didn't come and try to figure out a solution that we could sign both islands because, once again, what we're talking about was doing two separate islands initially and now we found two islands that will work or should work and would ask that the Board review that.

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

Mr. Baker: Thank you. Mr. Hansen, do you know how much room we have on Brice Road after the right-of-way is removed from that island?

Mr. Hansen: It was stated in the staff report.

Mr. Booker: Your note said 13.6. Here's a site plan. It's the only one I have.

Mr. Hansen: Yeah, 13 feet 6 inches.

Mr. Booker: Right. So, and if that's truly the case, then by default we would be getting down to very small directional—

Mr. Hansen: Correct.

Mr. Booker: --and that would probably—

Mr. Hansen: But the directional sign doesn't necessarily need to meet the sign setback either, so that's something to consider.

Mr. Booker: Okay – (speaking off mic) -- you can see this property line runs a little further down which we _____ so that they would mirror one another but the property line is different.

Mr. Beougher: Sure.

(Mr. Booker speaking off mic)

Mr. Hansen: But—

Mr. Booker: (speaking off mic) The tree, in fact, could just be trimmed up and we could go between that bush and then the tree and if we don't have to worry about a setback that would be helpful.

Mr. Hansen: For a directional sign.

Mr. Booker: And what square footage could that be?

Mr. Hansen: 6 square feet.

Mr. Baker: And we're only talking about 3½ feet, right, once – we have to be 10 feet off the right-of-way and it looks like we've got 13 foot 6 of island that's inside of the right-of-way.

Mr. Booker: (Speaking off mic) So, like I said, you've only got a 3½ foot spread so you really – like if this were the island and we come back this far now so by default, we can't do anything _____ so it's kind of self-defeating but I didn't know how precise that measurement came from because, like I said, not having a survey, knowing where the pin was, that was the only thing I was trying to figure out.

Mr. Hansen: We took it from what we have known—

Mr. Booker: Okay. Great.

Mr. Hansen: --from the auditor's website of where the right-of-way line is.

Mr. Beougher: From the right-of-way to the back of the curb, or the front of the curb, whatever--

Mr. Hansen: To the – yeah.

Mr. Beougher: --is 13.6.

Mr. Hansen: Correct.

Mr. Beougher: The sign is 8 feet.

Mr. Booker: So we couldn't make setbacks. It's too – that was the question.

Mr. Hansen: So you've got 10 feet from the right-of-way line is the minimum setback, so you only have 3 feet 6 inches of sign area to work with which places it—

Mr. Baker: Minus the curb.

Mr. Hansen: Right.

Mr. Booker: To the back end of the curb and we really wouldn't net anything because we'd only go, what, 6 feet tall, so we really wouldn't have anything to-- Let me ask a quick question. What about if my customer was so interested, what if we were to put and make an island on the other side of the property, the other side of the driveway, would that?

Mr. Hansen: That's actually not on your site – well—

Mr. Booker: Because I've noticed when I went to the site over there where the electric company is, you've got about 5 feet before you get to the curb cut. I don't have a pointer or I'd show you.

Mr. Hansen: The property lines here are odd in that the building stretches over two property lines. I can double-check to see if that could work.

Mr. Booker: Once again, I don't want to hold up the larger piece of the puzzle, but I wanted to just throw that out as – if we possibly could, if they were so inclined, go back to the island, but it would be off on its own versus in the middle of the parking lot.

Mr. Beougher: Well you could cut down the tree and extend the island further.

Mr. Booker: That would be an option. I didn't know – there are several ways to skin that.

Mr. Beougher: You were talking about creating an island or surrounding the signs floating in the asphalt sea with bollards. I mean you could extend the peninsula far enough to have enough room to place the sign.

Mr. Booker: Sure, and I can definitely relay to the customer. It may be a situation where they feel that with the Livingston and then the signage on the building, that may suffice but, obviously, I would like to have the option to say, "Hey, guys, if you wanted to you could do one of two things. You can remove the tree, extend the island

to meet the setback, or you could go to the edge of your property and do a freestanding island planter and get you over closer to the neighbor's pole sign."

Mr. Hansen: You could do another sign on the other side of the curb cut.

Mr. Booker: And I thought that would balance the property out so, once again, if—

Mr. Comeaux: That might actually help just in terms of visibility to the sign, because it's not going to be obstructed by the surgery and keep the tree.

Mr. Beougher: True.

Mr. Booker: And then, to me, that forms a nice hybrid of a solution. We utilized an existing island which needed something and then we'd say -- we'd offer to do another island on the other side, like you said, which would be better for visibility, nor would it impede the pole sign next door because it's taller.

Mr. Hansen: So here's the pole sign, here's the edge of pavement in the blue and that greenish color is the property line. So the sign would need to be—

Mr. Booker: Correct. Like your draw -- like a bathtub right there along the edge. That's what I would see.

Mr. Hansen: Here's 10 feet and the sign is 8 feet long, correct? So between this dot and this dot is where the sign would sit.

Mr. Booker: Yeah, and I think if that could be a part of this discussion that would be good.

Mr. Beougher: And I would assume that that parcel's owned by the person who owns the other parcel that the building sits on.

Mr. Booker: I believe it is. It looks—

Mr. Hansen: Correct.

Mr. Booker: Yeah.

Mr. Beougher: Let's hope or somebody is going to be upset.

Mr. Booker: Bob Bowen I think is the property owner.

Mr. Hansen: He's the leasing agent.

Mr. Booker: Leasing agent, okay, sorry.

Mr. Beougher: So that is the proposal then, to construct a new island on the other side of the drive, situate the sign?

Mr. Booker: I would like that if possible to be included if the customer wanted to take advantage of that. Obviously, the other items are nothing to – I mean, they're self-explanatory. I guess they'll need to look at that and see if that's—

Mr. Beougher: Okay. We can't deal with what the customer may or may not want.

Mr. Booker: Okay. Let's include that—

Mr. Beougher: We have one last chance tonight to either approve or disapprove this proposal and we need to know concretely what the proposal is so we can take action.

Mr. Booker: Correct. Let's review this proposal with the understanding of new colors, existing sign in an island, and a new island to meet needed setbacks.

Mr. Beougher: Okay. And any comments on the yellow band on the roof? I appreciate the colors a little more than the last we saw.

Mr. Baker: Mr. Hansen, can you put a photo back up there of the existing building without the little photoshop? Are these mics working tonight?

Mr. Hansen: They are.

Mr. Baker: I thought it was just you.

Mr. Beougher: Hit or miss, I think.

Mr. Baker: All right. It's working now.

Mr. Hansen: Yeah, everything's being picked up. Let's see – let's go back to the building.

Mr. Beougher: Mics are working, the amplifier is not.

Mr. Hansen: Correct.

Mr. Baker: I see the existing building has a different fascia color than the shingles. For some reason I don't like the burgundy and yellow mix from roof to roof, though. I guess my preference would be to have the yellow band on the wall.

Mr. Booker: And I think, for what it's worth, that dropdown to me is visually more appealing, too, that with the burgundy sheeting off and then the band and then the accent line being tucked under the soffit to me is more of a subtle, I guess,

Mr. Beougher: I have to disagree. I think it's better on the fascia. I think it's going to get lost in shadow and so it's not going to appear brighter. I think the sun will hit it more on the fascia and if it's underneath it's not going to work. You're not going to have that differentiation of color. Anyone else care to wade in on this debate?

Mr. Baker: It's a debate now?

Mr. Beougher: Between the two architects? Well, I respectfully disagree with my learned colleague.

Mr. Booker: And I guess one thing just to kind of make it a tiebreaker. If that fascia band had the same texture as the roof then I think that would definitely weigh more to the burgundy because, in essence, you're breaking up a texture but the fact that it is smooth, that metal – yeah, I think you have to flip a coin.

Mr. Baker: He's a state architect, so I'll fold.

Mr. Booker: His last name sounds like mine so I'll go with him.

Mr. Beougher: Well, I'm just concerned. I mean, it's just for some reason when the band is on the building below it looks like somebody's placed a red solo cup on top of a pole or something.

Mr. Hansen: And to me it seems like it lowers the height of the building somehow, like visually it kind of depresses when you've got the band on the wall.

Mr. Booker: I think that the tan and the burgundy and then that band will be a nice look, particularly with the glass to match and get rid of those garage doors and whatnot.

Mr. Beougher: Okay. Any other questions, comments, concerns, color choices, color placements? (No response.) Would anyone like to draft a motion that takes into consideration all the things we've discussed?

Mr. Baker: I move to approve the building with the yellow band on the fascia and, with the signage on Livingston, and the existing island and the proposed signage and a potentially new island off of Brice Road that is far enough into the site to keep the 8-foot-long sign 10 foot beyond the right-of-way. Did we discuss anything else?

Mr. Beougher: I think that captures it, Mr. Baker. Mr. Hansen, do you think we're good there. Did that capture the conversation?

Mr. Hansen: Yeah.

Mr. Beougher: Okay. Is there a second?

Mr. Spalding: I'll second.

Mr. Beougher: Any additional comments or discussion? (No response.)

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

Mr. Beougher: Congratulations. You don't have to make anymore trips—

Mr. Booker: Thanks.

Mr. Beougher: --until you come up and install it.

C. NEW BUSINESS

1. 2064 BALTIMORE-REYNOLDSBURG ROAD, REYNOLDSBURG, OHIO:
APPLICANT: RYAN KLEVEN, LADY JANES' HAIRCUTS FOR MEN (5544-DR). NEW WALL SIGN.

Mr. Beougher: Is the applicant here to answer questions? Yes, please. If you could, when you arrive please state your name for the record and then we'll hand it over to Mr. Hansen to present your item.

Ms. Stacy McZulis: My name is Stacy McZulis. I'm here for Lady Jane's.

Mr. Beougher: Thank you.

Mr. Hansen: Proposed is a new wall sign. It's channel letters that are individually mounted to the building façade. The rest of the signs are either channel letters directly mounted to the building or channel letters that are mounted to a raceway. The proposed sign meets code criteria for area and it integrates with the existing signage found at the center. Location of the sign will be here and you can see the adjacent signage in the picture. Staff recommends approval as presented.

Mr. Beougher: Thank you. Would you like to add anything to the staff report?

Ms. McZulis: No.

Mr. Beougher: Okay. Are there any questions for the applicant? (No response.) Seeing none, would anybody like to offer a motion?

Mr. Smith: I will move for approval of the submission.

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

Mr. Bainter: I'll second.

Mr. Beougher: Any further discussion? (No response.)

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

Mr. Beougher: Congratulations. You're approved.

Ms. McZulis: Okay. Thank you.

2. 1361 BRICE ROAD, REYNOLDSBURG, OHIO: APPLICANT: CLARK SMITH, SMITTY'S (5545-DR). WALL SIGN FACE CHANGE.

Mr. Beougher: Is the applicant here? Will you please state your name for the recording and we'll turn it over to Mr. Hansen.

Mr. Clark Smith: Clark Smith.

Mr. Beougher: Thank you.

Mr. Hansen: Proposed is a wall sign face change to an existing cabinet sign here at the Pagoda Center. The sign will be replacing – it's actually this one where the Temptations Indian Restaurant was located and the applicant is proposing to change the face out to the graphic proposed. It is a primarily dark background with lighter lettering. It matches the rest of the sign faces which also have dark backgrounds and light lettering. Staff recommends approval with the condition that the sign face is constructed from a single piece of material so that it matches the existing sign faces that are found at the center.

Mr. Beougher: Question I have hearing that, are you taking exception to the white band, vertical band, or—

Mr. Hansen: Yeah. I'm okay with that.

Mr. Beougher: So you're okay with that?

Mr. Hansen: Yeah. I am.

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

Mr. C. Smith: Yes. I've one. You guys requesting the one strip. Now, the current – because you can't see it – I don't know if you have it in front of you or not. The current sign that's up there with the sign company, I think it's like a 3 by 12 and they said they have to put it in like two sections but they'll be joined together in a sliding box, so I don't know. That's not the sign of course. It's the sign that's next to it, but like that, it's separated so it'll be slid in on two different signages.

Mr. Smith: So would the break—

Mr. C. Smith: Yes.

Mr. Smith: --between the two pieces, occur where that white band is located vertically on the sign that you propose?

Mr. C. Smith: Right. There'll be – it'll probably be in the middle. It'll meet right in the middle.

Mr. Smith: So it could be over here somewhere but it doesn't really matter.

Mr. C. Smith: Yeah. Right.

Mr. Beougher: Thank you. Any other questions? (No response.) So it sounds like the materials probably comes in 8 foot stock and so somewhere—

Mr. Hansen: If that's the existing – yeah. I wasn't clear if the applicant was using the existing sign panel which is split but, if they were not, it would be preferred that it be one piece. It seems like we see that on some of our sign face were cabinets used more than one face panel they tend to not line up correctly. They individually warp and look unsightly. So I guess if the Commission will approve two panels in this situation, I would just note that they would prefer to see new faces be one panel.

Mr. Beougher: And a question that I have – it looks like the aspect ratio of the sign graphic that you've got is a little taller than what the panel shows. Are you going to stretch it to edge-to-edge?

Mr. C. Smith: Yes.

Mr. Baker: What gets stretched? Isn't the whole sign going to get unproportionally stretched or are you going to have more black?

Mr. C. Smith: Yeah. You'll have more black.

Mr. Baker: Okay. It'll be more black over here on the left and right?

Mr. C. Smith: Yes. Exactly.

Mr. Beougher: Okay. So you're just extending the color, not the graphic?

Mr. C. Smith: Exactly.

Mr. Beougher: Okay. That makes sense.

Mr. Hansen: Are you going to be placing a sign face on the multi-tenant sign on Brice Road?

Mr. C. Smith: Yes. Upon speaking to the realtor, I guess there was a storm that came through that kind of damaged it and there's nothing there now. So they're supposedly in the process of restoring that and that was another question of mine, because there was no way to show what I can do because there's nothing up there right now. It's kind of destroyed on one side and the other side really doesn't have but like maybe one sign up. I would be looking forward to trying to do that as far as advertisement of my business.

Mr. Hansen: And would you be using the same graphic?

Mr. C. Smith: Yes.

Mr. Hansen: So if it's okay with the Commisison, can we approve that sign face on the multi-tenant sign administratively through staff to make sure that they match with what's on there?

Mr. Beougher: Would you like us to include that in a motion?

Mr. Baker: Please.

Mr. Beougher: Okay. Any other questions?

Mr. Smith: Could I just ask one more question? Is this sign to be just surface graphics or is it illuminated in any way?

Mr. C. Smith: I'm looking at maybe surface, it's not illumination.

Mr. Smith: There's no internal illumination?

Mr. C. Smith: No.

Mr. Comeaux: So that box doesn't have illumination?

Mr. Hansen: They do.

Mr. C. Smith: They do.

Mr. Hansen: But what they can do is they can take off – it's like a film and it's colored film that can be translucent and lot of the black films are not translucent, so it's only the characters and any graphics that would be illuminated. Do you know if the background is going to be illuminated on this, the black background? Is it going to be completely opaque?

Mr. C. Smith: Yes.

Mr. Hansen: Okay. Can we make that as a—

Mr. Beougher: And what about the white stripe then?

Mr. C. Smith: It'll be black actually.

Mr. Hansen: So there will be no white stripe?

Mr. C. Smith: No.

Mr. Beougher: Okay.

Mr. C. Smith: There will be – it'll be black continuous all the way through.

Mr. Beougher: Are we talking about the—

Mr. C. Smith: On the stripe that's—

Mr. Beougher: --the pylon.

Mr. C. Smith: --behind the "S"?

Mr. Beougher: Yeah.

Mr. C. Smith: Yeah.

Mr. Beougher: We're talking about the multi-sign.

Mr. C. Smith: Oh, it'll probably—

Mr. Beougher: I'm confused about what we're talking about because the graphic shows a vertical white stripe—

Mr. C. Smith: Right.

Mr. Beougher: --and that's what's going on the building? With or without the white stripe?

Mr. C. Smith: It's going to be without the white stripe.

Mr. Beougher: Okay. And on the multi-party sign?

Mr. C. Smith: It's going to be without the white stripe.

Mr. Beougher: With the same graphic?

Mr. C. Smith: With the same graphic.

Mr. Beougher: Black background opaque, translucent letters and "S" curve I'm assuming.

Mr. C. Smith: Yes.

Mr. Beougher: Mr. Comeaux, did you have another question?

Mr. Comeaux: I did. Mr. Hansen, do you have a sense of the price differential when you do have a one single panel thing?

Mr. Hansen: I have no idea.

Mr. Comeaux: Sometimes even if we don't require you to get one panel, you might want to ask the sign maker if he can do it on one because I think what Mr. Hansen's raising is two years down the road and the gaps are--

Mr. C. Smith: I understand and that will be my question, can they do it in one piece first?

Mr. Baker: Or if they could do it – just not do any lettering.

Mr. Comeaux: That's true.

Mr. Baker: Just break it.

Mr. Comeaux: Right.

Mr. Baker: Break it somewhere where there's no lettering—

Mr. C. Smith: Okay. Gotcha, yeah.

Mr. Baker: --so it's just black background.

Mr. C. Smith: Yeah. Okay. That makes sense.

Mr. Comeaux: If it were broken to the right of the white strip. There's no graphic there between the "S" and the "S."

Mr. Baker: And you can see on the existing sign that it's spliced through the_____.

Mr. C. Smith: You can see that there, yeah.

Mr. Baker: Certainly I don't think you want that on your sign. The logo looks nice, so I'd hate to see it shifted.

Mr. C. Smith: Yeah. You've got a point there.

Mr. Beougher: And my suspicion is they'll probably use a piece of 4 by 8 stock and try to get your entire sign out of on piece of stock. And a 12 foot piece of stock would cost more. So I think we want to encourage you to, if it's cost effective, get a single piece sign which can be reflected in the motion. Any further questions?

Mr. Hansen: Sure.

Mr. Beougher: Is there a motion?

Mr. Comeaux: I move that we approve this as presented with the black, opaque background and the lettering in the curve translucent. I recommend you get a one-piece sign, but it's not a condition of the approval and you're allowed to have a sign in the multi-tenant sign once the landlord gets that prepared.

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

Mr. Baker: I'll second.

Mr. Beougher: Any further discussion?

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

Mr. Beougher: Thank you. You're approved.

Mr. C. Smith: Thank you.

3. 2937 TAYLOR ROAD EXTENSION, REYNOLDSBURG, OHIO: APPLICANT: DARCIE BRANT, ANCHOR SIGN, INC., FAMOUS FOOTWEAR (5546-DR). New wall signs.

Mr. Beougher: Will you please state your name and we'll turn it over to Mr. Hansen.

Mr. Russell Walter: Russell Walter.

Mr. Beougher: Thank you.

Mr. Hansen: The applicant is proposing to remove the existing characters that are found on this wall sign at the Famous Footwear. It is a corner building so there are two sign fronts as you can see here. A new logo and copy will be placed within the sign frame and the frame will be painted from black to dark brown. The size of the frame if it were to be counted as part of their signage meets the zoning code criteria for area and while this storefront has a different wall sign execution with the background some of them – most of the signage at this center doesn't have a background but it's the existing condition and the use of the light lettering on the beige background probably needs some differentiation so that it can be easily read. Staff recommends approval as presented.

Mr. Beougher: Thank you. Would you like to add anything else?

Mr. Walter: No. I think he covered it, if there any questions you have.

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

Mr. Smith: Move for approval.

Mr. Beougher: Mr. Smith moves approval. Is there a second?

Mr. Bainter: I second.

Mr. Beougher: Second by Mr. Bainter. Any further discussion? I'll just comment that I appreciate that you're using LED's for the record.

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

Mr. Beougher: Thank you. You're approved.

Mr. Walter: Great. Thanks for your time.

4. 7661 FARMSBURY DRIVE, REYNOLDSBURG, OHIO: APPLICANT: LIYI ZHU, HIBACHI BUFFET (5547-DR). NEW WALL SIGNS.

Mr. Beougher: I am not going to attempt the name. You'll have to say it for us. Well, I could do Hibachi but—

Mr. Liyi Zhu: Liyi Zhu.

Mr. Beougher: Thank you.

Mr. Hansen: The applicant is proposing a new wall of individually mounted channel letters onto the existing building face. The sign meets all zoning code criteria and matches the other signs at the center. Staff recommends approval.

Mr. Beougher: Thank you. Would you like to add anything?

Mr. Zhu: No. Ready for questions.

Mr. Beougher: And the space is – where is this? This is—

Mr. Hansen: Where the old Divinci's--

Mr. Beougher: Yeah.

Mr. Zhu: Yeah. Right behind the Chipotle.

Mr. Beougher: It's got the boat and—

Mr. Zhu: Yeah.

Mr. Beougher: It was originally a restaurant.

Mr. Zhu: It originally was Dynasty Buffet, something like that.

Mr. Beougher: Yes. Okay. Any questions?

Mr. Comeaux: So they took the signage off from the old establishment and they're just putting the new signage on the new establishment? Is there anything they need to do to the façade there at all?

Mr. Hansen: It's on brick.

Mr. Comeaux: Oh, it's on brick? Okay.

Mr. Zhu: It's not nailed. They took down everything already.

Mr. Comeaux: Okay. Sorry.

Mr. Hansen: Well, wait – no, it's on the sign band, Yeah, sorry, I was getting that confused with another pizza establishment that was on brick.

Mr. Beougher: I think Divinci's had a little oval on the brick, didn't they?

Mr. Hansen: Yeah, they did. So, yeah, I would condition that the EFIS face be repaired so that any—

Mr. Zhu: The whole, everything, they're already being repaired already. No holes showing, nothing. yeah.

Mr. Hansen: Okay.

Mr. Beougher: All right. Any other questions? (No response.)
All right. Hearing none, is there a motion?

Mr. Baker: I move for approval.

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

Mr. Spalding: I'll second.

Mr. Beougher: Second by Mr. Spalding. Any further discussion? (No response.)

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

Mr. Beougher: Thank you very much. Good luck.

Mr. Zhu: Thank you.

5. 8139 EAST BROAD STREET, REYNOLDSBURG, OHIO: APPLICANT: TOM WARNER, ADVANCED CIVIL DESIGN, TIRE DISCOUNTERS (55348DR). NEW COMMERCIAL BUILDING.

Mr. Tom Warner: Good evening. My name is Tom Warner. I'm with Advanced Civil Design and I was not sworn in. I showed up a little late so I need to—

(Mr. Beougher administers the oath.)

Mr. Dave Gottwald: Hi guys. I'm Dave Gottwald and I'm with Tire Discounters and I haven't sworn in either, sorry.

(Mr. Beougher administers the oath.)

Mr. Beougher: All right. So, a new business.

Mr. Hansen: Yes. This is a new Tire Discounters plan for the Shoppes at East Broad. It's one of the out lots and this is the site that's not directly adjacent to the Chase Bank but I guess one site over from – to the east. It's a little bit over an acre and they're planning a 7,311 square foot structure. The site will be accessed from the private drive. The site has been fully landscaped according to code. The dumpster enclosure is well integrated to the site and it's hidden with the extension of the wall from the building. Staff's only concern regarding the building was the color choice for the roof. Looking at the adjacent structures, we have more muted tones that have been constructed for the roof. The PNC Bank has a dark green roof and the Chase Bank has a gray asphalt shingle. We had some concern over the color of the metal roof, which I'll pass around a sample.

Mr. : So the roof color would be red.

Mr. Hansen: The red. I was not able to find a specification for the type of light pole that will be used. I saw the fixture code, but I wasn't able to bring up what that exactly looked like.

Mr. Gottwald: You know, I didn't bring cut sheets with me this evening, but we're fully supportive of really matching what Chase Bank has, to keep _____ across the front knowing full well that Aldi has something different, but we're closer to Chase and I think that makes a little bit more sense.

Mr. Hansen: Yeah. From staff's perspective I think that makes more sense, too. So staff recommends approval with the condition that getting a more subdued red color or a different color is used for the standing seam roof.

Mr. Beougher: Okay. Thank you. Would you like to introduce your project?

Mr. Warner: Sure. Again, Tom Warner with Advanced Civil Design. I'm a principal owner and I'm intimately involved with many of the new Tire Discounters store that they have been building throughout Central Ohio and we've done a few of their stores down in the Kentucky market and they've really created a nice brand for themselves. They're really an asset to the community. I don't know how much we can reveal about job creation and things like that but, as I understand it, they have upward mobility within the company. I think you start out at an entry level position there's a lot of desire for those employees to stick with them for long term. It's family-owned out of Cincinnati and they've been very successful in all the communities they come into. They offer a service need that is affordable and kind of user friendly to the customer, so I feel good as a consultant working with their product because it seems like every community we go into, I've had communities say, "Well thank goodness you're here because we need this." I understand you do have a Reynoldsburg store already, but there is a market on East Broad Street for this kind of use and we're excited to be part of that team.

On the subject of the roof color, this has been evolved over a number of years and this is part of our branding for Tire Discounters. It's kind of like our snapshot. It is Tire Discounters so really the red – I understand the other buildings have more muted colors, but this is really important to the pop of our curbside appeal and I know from ownership they're pretty firm on having this as a part of their standard. We feel it's in good taste. It's not an extraordinarily loud color and it does tie in well with the building. They build a nice elevation. They try to do things right. We worked early with Matt on the site planning and I think we went to the nth level to make sure that Matt's office was satisfied and communicated to before we even started presenting to the community. So I understand the concerns but, at the same time, we're really – that's one that we are pretty firm on at this point and we're willing, like I said, the light pole, that's an easy one for us and I think we've accommodated the landscaping to the level that Matt was interested in having. I think it might even go a step beyond the code with some of the plant materials that we do have. So we feel good about and I suppose I can let Tire Discounters represent a few more items but me, as a consultant, I think it's certainly appropriate and I just hope the Board considers that condition.

Mr. Beougher: Let me ask a couple questions about the roof color. Were you involved with the project on Reynoldsburg-Baltimore Road?

Mr. Warner: I was not.

Mr. Beougher: Do you know what the color of the roof is there?

Mr. Warner: I don't know that.

Mr. Hansen: I do. There's actually – there's no roof there. They don't use a full pitched roof. They have peaks--

Mr. Beougher: Okay.

Mr. Hansen: --which are not _____ so essentially it's a flat roof.

Mr. Beougher: Right. So it's just a façade, a gabled façade.

Mr. Hansen: Façade. Yeah, gabled façade.

Mr. Beougher: Like a stone cap or a coping metal cap?

Mr. Hansen: Yeah and I believe it was green.

Mr. Gottwald: It is green.

Mr. Hansen: Green.

Mr. Hansen: Okay.

Mr. Beougher: Questions from the Board.

Mr. Smith: Like you said, I don't have as much problem with the red as I would if it was combined with bright yellow lettering.

Mr. Beougher: What color is the sign face? Is it red as well?

Mr. Warner: This application has not included – oh, on the letterings?

Mr. Beougher: Yes.

Mr. Warner: They're red. I've actually got an example from another project. I don't know if this is the best quality snapshot—

Mr. Beougher: That would be helpful to pass down the row.

Mr. Warner: I just brought one copy.

Mr. Beougher: We can pass it down. I'm with you, Mr. Smith. I think red over brick is probably a little more tasteful than—

Mr. Smith: Well, it becomes more subtle without the other combination and I don't mind this very much at all. I think it's rather attractive.

Mr. Warner: And I can tell you a little history from my design experience. We designed a store for them south of town and I think they had a little bit more standardized building elevation that was maybe a little bit more affordable at the time and went through a pretty rigorous review with the community that we were proposing the new building. And as much as there might have been some pushback by Tire Discounters, when it was built the owner loved how it ended up looking and that's really become the template for all the future stores. So we've really – you go down to the Kentucky market and you might see a Tire Discounters store has moved into a painted block building, but all the new stores are really very similar in nature. They might have a different number of bays depending on the community they're in and the volume of traffic they're expecting for that location but that's really the difference, is number of bays, the office is essentially the same size on every store. They've got a template.

Mr. Beougher: Could you hold up the samples again because the brick is more brown than it is in the rendering so I just want the Board to see that.

Mr. Warner: Yeah, that's why I – it's not the best. It's a color print that I printed off and my color printer may not hit the tones quite the same as that elevation.

Mr. Beougher: But it does give us a sense and it almost matches the brick at that point but it is going to be more brown.

Mr. Warner: Right.

Mr. Comeaux: Have you built stores of this design in, say Dublin or Westerville, Worthington, Hilliard?

Mr. Warner: Well, let's see. We—

Mr. Comeaux: And I'm just getting – I'm trying – those are kinds – Mr. Beougher has raised this before. You know where I'm going I think, which is if we say go ahead and have your red roof here but then you cave someplace else.

Mr. Warner: No. Last year we finished a store in the City of Dublin and we went through a pretty rigorous review and it's the same building. I think that one is an 8,000 square foot footprint but it's the same building elevation. We are actively working on – there's one under construction on South Hamilton Road although that's not – that's Columbus and probably not a great example before a rigorous review. They've got one proposed in front of a Giant Eagle just south of Easton and that's – I think they had more feedback from the owners who already liked the store. The owners of the center have a little bit more say in that than the City of Columbus does on their Design Review, but it's the same store and it's the same roof and it's the same brick so we're – that's really – it came from that one community a number of years ago and that's become the template for their design.

Mr. Beougher: Mr. Comeaux, I usually ask that question when they have a yellow band along the fascia.

Mr. Hansen: And Dublin didn't require a shake roof?

Mr. Warner: It wasn't Dublin, the City of Delaware.

Mr. Hansen: Okay.

Mr. Warner: Yeah. I did a Monroe Muffler in Dublin and it was shake and about 30 feet higher than we needed.

Mr. Hansen: I just wanted to note that signage will have to come back for this building at a later date.

Mr. : Okay. So we're just approving—

Mr. Hansen: Just the building.

Mr. : The building and its color scheme.

Mr. Hansen: The site plan.

Mr. : And the site plan.

Mr. Hansen: And the landscaping and the lighting.

Mr. : Okay. I really like the landscaping. I think it's—

Mr. Hansen: The landscaping was topnotch.

Mr. : It's really outstanding.

Mr. Beougher: And just to note for the record. The BZBA has approved the major site plan and we're all copasetic. Any other comments, questions, concerns? Well, I won't let you get out of here before I say that we bought a set of tires from Tire Discounters and I'm always surprised when I take the car in to get a puncture fixed, they don't charge me anything. I live just south of here and I'm a little disconcerted about the phantom tire buyer running around my neighborhood. So, anyway -- all right, I digress. Any other comments? Is there a motion?

Mr. Hudson: I'll move to approve.

Mr. Beougher: Thank you, Mr. Hudson. That's the first time you spoke up today.

Mr. Hudson: That's right.

Mr. Beougher: Is there a second?

Mr. Spalding: I'll second.

Mr. Beougher: Mr. Spalding with a second. Are there any further comments, any further discussion? (No response.)

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

Mr. Beougher: Thank you very much and good luck and we'll see you for signage I guess.

Mr. Warner: Yes, we will. Thank you very much. And for point of clarification, the approval does have us with – because it was a staff condition with the red roof.

Mr. Beougher: The motion did not include a staff condition.

Mr. Hansen: Great. So as submitted.

Mr. Comeaux: Technically, neither did it include the lights, but you said you'd match with Chase.

Mr. Warner: _____ match with it. Okay.

Mr. Beougher: Thank you.

6. 2389 TAYLOR PARK, REYNOLDSBURG, OHIO: APPLICANT: JILL WADDELL, DANITE SIGN, PETSMART (5545DR). NEW WALL SIGNS.

Mr. Beougher: Can you please state your name?

Mr. Robert Schorr: Robert Schorr.

Mr. Beougher: Robert, did you swear in?

Mr. Schorr: No, I did not.

(Mr. Beougher administers the oath.)

Mr. Hansen: So sorry, this was a last minute addition to the application. From staff's calculation of the three signs separately, the area is just below the maximum square footage allowed. They're allowed 2 square feet per every lineal frontage of building face and it appears that they are doing channel letters directly mounted to the building face as well as a sign face change to the existing multi-tenant sign fronting I-70. Staff recommends approval as presented.

Mr. Beougher: Thank you. Would you like to add anything?

Mr. Schorr: No.

Mr. Beougher: Are there any questions? Is this a new business or is this—

Mr. Hansen: This is a relocation from Brice Road. Is that what you're including?

Mr. Schorr: Yes, and what is the old location?

Mr. Hansen: Where is the old location?

Mr. Schorr: Right.

Mr. Hansen: Yeah, on Brice Road, south of I-70—

Mr. Beougher: Oh, okay.

Mr. Hansen: -- is their existing store and they're relocating to—

Mr. Beougher: Okay. So it's in Columbus now?

Mr. Hansen: Yeah.

Mr. Beougher: Cool. Yes, just in the interest of increasing our business space in Reynoldsburg, Ohio. Are there any questions that don't match the City of Columbus?

Mr. Comeaux: The multi-tenant sign is both the one on 70 and the one on 256?

Mr. Hansen: I assume so, but I only saw-- No, there is two, yes. Sorry, I missed the first one.

Mr. Comeaux: Okay, they're marked I-70 and one's marked State Route 256. Thank you. What is this adjacent to? Is this in the outbuilding or is this in the area with Target?

Mr. Waddell: I believe it's in the area with Target. I'm not sure to tell you the truth.

Mr. Hansen: It's in line with Target. It's the new construction with the existing building pad that was there. Petsmart is being built in conjunction with Old Navy, which we'll see new signage in the next coming months.

Mr. Beougher: The elevation's just kind of a disembodied representation. I'm not sure where it belongs. Any other questions? (No response.) Is there a motion?

Mr. Spalding: I move that the Board approve as presented.

Mr. Smith: I second.

Mr. Beougher: Any further discussion? (No response.)

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

D. AJOURNMENT

The meeting was adjourned at _____ p.m.

Lane Beougher, Chair

Matt Hansen, Planning Administrator