

MINUTES

CITY OF REYNOLDSBURG DESIGN REVIEW BOARD APRIL 2, 2009 6:30 P.M.

A. CALL TO ORDER

1. ROLL CALL

Members Present:	Mrs. Pamela Boratyn Mr. Thomas Eller Mr. Scott Baker Mr. Kevin Bainter Mr. Richard Hudson Mr. Lane Beougher
Members Absent:	Mr. James Comeaux
Others Present:	Mr. Aaron Domini, Planning Administrator

2. APPROVAL OF MINUTES OF FEBRUARY 5, 2009 MEETING

Mr. Domini: The next item is approval of minutes. Anybody have any items on the minutes they would like to amend or bring to the Board's attention? (No response.) If not, they'll stand approved.

3. APPROVAL OF AGENDA

Mr. Domini: The next item is the agenda for tonight, approval of the agenda. I do have one item that I would like to add, or actually two items. The first is the election of officers. As we don't have Mr. Comeaux with us or Mrs. McCloud is no longer with us, we'll have to elect new officers tonight. That's the first item. And the last item that I would like to add is 5365 DR, Midas at 6084 Livingston Avenue. All those in favor. (Response is "aye.") Agenda stands as amended.

4. SWEARING IN OF SPEAKERS

(Mr. Domini administers the oath.)

5. PUBLIC COMMENT

Mr. Domini: Is there any public comment here tonight? Okay. Moving on to New Business.

B. NEW BUSINESS

1. ELECTION OF NEW OFFICERS

Mr. Domini: The election comes from the Board and I did speak with Mr. Comeaux, and he will not be here tonight. And I don't believe I can nominate officers.

Mr. Eller: I'll nominate Mr. Comeaux for Chair.

Mr. Eller : Question?

Mr. Domini: Yes.

Mr. Eller: Is there any chance that maybe before we move this process along, we might want to ask for anybody that would be willing to volunteer to serve as a Vice-Chair or Chair, or would that not be appropriate?

Mr. Domini: May be appropriate. I don't think it would come as a surprise to Mr. Comeaux if he is Chair. Is there anybody interested in being Vice-Chair or Chair other than Mr. Comeaux?

Mr. Beougher: It's my first meeting.

Mr. Baker: It's my fourth.

Mr. Domini: Mrs. Boratyn.

Mrs. Boratyn: Well, I don't think that I can be Chair or Vice-Chair, so — because I'm part of the administration.

Mr. Hudson: I think, Lane, you might want to do that.

Mr. Beougher: It's my first meeting, Dick.

Mr. Hudson: I know. You can always take just—

Mr. Beougher: Just try to—

Mr. Hudson: --the block.

Mr. Beaughner: --keep my head above water.

Mrs. Boratyn: So no one has an expressed interest in being the Chair other than Mr. Comeaux?

Mr. Domini: Why don't we move ahead with the nomination of Mr. Comeaux for Chair. Was there a second?

Mr. Beougher: I'll second that.

Mr. Domini: All those in favor. (Response is "aye.") Mr. Comeaux is now appointed to the Chair position, Chair Person. And moving on to Vice-Chair.

Mrs. Boratyn: Anybody interested in being the Vice-Chair?

Mr. Domini: Mr. Baker?

Mrs. Boratyn: Right here. All right. Well, I guess I will be Vice-Chair if everyone's all right with that. It doesn't say in here that a member of the administration can't be the Vice-Chair but until we can find out – we'll find out whether or not I can be on it.

Mr. Domini: Do we need a nomination?

Mr. Hudson : I nominate Pam Boratyn as Vice-Chair.

Mr. Baker: I'll second.

Mr. Domini: All those in favor. (Response is "aye.") Okay. Very good.

Mrs. Boratyn: Well, I thought that Mr. Comeaux was going to be here, that he would run it. All right. Well, I will run this sort of as an ad hoc thing, but I'm going to do it from sitting here instead of in the middle. Mr. Domini you will have to tell me if I don't do it right, because I've never done it before, so we will see. All right.

2. 1616 BRICE ROAD, REYNOLDSBURG, OHIO: APPLICANT: CHEYENNE EXTERIORS, CLAYTON LAWSON (5359DR). MODIFY EISTING GROUND SIGN.

Mrs. Boratyn: Who is here to speak on this matter? Would you please step up to the mic and before you start, just again, give us your name and—

Mr. Ed Anderson: Board members, my name is Ed Anderson. I'm with Allstar Sign Company of Columbus.

Mrs. Boratyn: Okay. What we've done – the process has been is that Mr. Domini has given the Board a little briefing before we start with the applicant, so we're going to stay with that format, so Mr. Domini.

Mr. Domini: This one I've given less detail on the presentation tonight, because I do cover most of what the technical aspects of the signage are for this and the other applications in the staff report. But this sign does meet all our requirements. It's 10 feet back from the right-of-way. As proposed, it is less than 50 square feet and it is less than 10 feet in height. It does fall within the major commercial corridor Streetscape and Development Design Guideline Standards. I have included those in the staff report

there as I lifted those out of the guidelines and standards for your review. Here's the existing sign. I took this picture today. There's two 6 by 6 posts there and the applicant is proposing to keep the post and the board that is there and change out the face of it, and this was the sign as proposed. As you can see, it's 10 by 4 feet, that's 40 square feet, that is acceptable size according to our standards, which is a maximum of 50 square feet. And you can see it's set back 10 feet or greater from the right-of-way, it's the back of the sidewalk. I think the intention is to keep those poles. Like I say, put it up, put the face on there, and keep the landscaping and exterior ground lighting that is there now. That's all I have. I think in the past we've considered – we have considered brick bases with some of these applicants. I did inspect these posts. They are in good condition. If they're kept, I think they should be painted some complimentary color if the Board doesn't decide some other alternative mounting is appropriate.

Mr. Anderson: What I'm suggesting is actually getting rid of the plywood, because I don't think that is very attractive and I don't think it's very durable. What we want to do is build a 5 x 4 extruded cabinet with lexan and faces on both sides with a 1½ inch pan formed face to prevent, like wind damage or any blowing out of the sign faces. We will paint the cabinet and the poles dark bronze so it's more attractive, unless you specify any other color you prefer. The faces will actually be lexan and the image will be digitally printed and mounted on the back side of the face so that it's not against the weather, so all the weathering will be prevented on the inside of the face so it can be cleaned and wiped down very easily. And that's pretty much it.

Mrs. Boratyn: Does anyone have any questions?

Mr. Bainter: The landscaping – will it remain the way it is now with those two big shrubs there?

Mr. Anderson: It will either remain the way it is or they'll modify it per suggestion. I'm sure they're planning on doing some kind of landscaping around it that's new, like more shrubbery or planting, I'm sure. But I do not know if they plan on removing the bushes or not.

Mr. Domini: I think there was some question. Did you have a question?

Mr. Beougher: Yeah, there's not a picture of the house, but your comments in your report say that we should consider matching the character of the building. Is it a brick building?

Mr. Anderson: Yeah. It's a brick building.

Mr. Domini: It is. It's the traditional, kind of one-story ranch brick on Brice.

Mr. Beougher: And this is within the Streetscape area, so what has been the practice in the past? Have you enforced the brick base or have you—

Mr. Domini: Brick base is not a requirement. It is a design guideline.

Mr. Beougher: Strongly encouraged.

Mr. Domini: We have strongly encouraged it. Recently we had an applicant which was Shane Miller, State Farm agent, and he did put his sign on a brick base, and we've done that elsewhere. That's probably the most recent one that I can recall that they go to a brick base.

Mr. Beougher: And I see there are currently ground-mounted light fixtures. Are you internally lighting the sign cabinet?

Mr. Anderson: No, we won't be. It'll be exterior lighting with the ground lighting.

Mr. Beougher: The ground lighting will remain?

Mr. Anderson: Um-um. And we're trying to go this route because we're trying to save our customers some money. Because if we add the brick base, we're going to have to add a substantial foundation underneath to support the brick, plus quite a bit of concrete, so it's going to add probably between \$2,000 and \$3,000 to the cost of the sign. And with the economy, we're just trying to save them money.

Mrs. Boratyn: I do have a couple of comments. It is true that we've looked at asking folks to put the brick base. Is this shrubbery that's at the bottom of the sign?

Mr. Anderson: Those are bushes underneath it.

Mrs. Boratyn: Bushes, okay. I think, for me, and this has come up on a sign we had before. I can't remember which one it was, but, the sign looks pretty busy. You have a lot of writing and a lot of different colors. I just wondered if maybe you thought of making it a little cleaner.

Mr. Anderson: They're trying to match their logo on their business cards and want to tie it altogether as a comprehensive.

Mrs. Boratyn: Well, one of the issues that I had had with a sign similar, they had so much going on, it was – Master Chai. That was Oriental Martial Arts College, was whether or not this is – there are safety issues of the drivers who are coming by and trying to read so much on one side, just trying to catch all this information, so that – I just would wonder if anyone else had any thoughts along that line.

Mr. Beougher: Not only is it – there's a lot going on, but the lettering size is fairly small so, you know, what's – the picture at the top of the page really shows that the most readable or legible piece of it is the phone number.

Mr. Anderson: We'd be happy to modify it in any way you suggest if it would help to increase the copy size and make it readable. We'd be willing to do that.

Mrs. Boratyn: Well, Mr. Domini, maybe you could – you have the most experience in working with folks. I mean, one of the things that we're tasked with doing is we are to try and look at trying to have everything sort of be desirable for the District and have a common look and enhance to protect the public in the private interest there. So I would be interested in working with you to have you modify the sign to make it a little less busy and maybe a little more in line with the other signs in the area.

Mr. Domini: I would support that. I would also add that with the pole color, if the poles are to remain that instead of the bronze, we go with the Reynoldsburg red and I have that paint palette number. But, just in terms of – I mean, we are trying to create some type of cohesive District here. I'm not sure the bronze would flow with, you know, if these other neighboring properties they have pole signs like the one behind there. They're eventually going to go to a brick base. The only difference here is that this applicant has the lighting in place, the shrubbery in place.

Mrs. Boratyn: Right, which looks nice. I think that's nice.

Mr. Domini: So I don't know. That's just the one thought if we're going to specify color on the post. And I'd be happy to work with the applicant. But if I'm not comfortable with where I can really go, then I would ask that it would come back to the Board. And I would ask the Board to give me some direction in terms of number of lines of lettering as well as colors, if they have any suggestions.

Mrs. Boratyn: Well, I will offer some suggestions based on the conversations we've had with Master Chai. Roofing, signing, gutters, windows, doors and the telephone number, those -- and even your Web line -- but the blue and then the pictures and then the circle of the house and the -- I think it was feathers coming down because it's Cheyenne—

Mr. Anderson: The dream catcher and the circular logos are a corporate registered trademark.

Mrs. Boratyn: Okay. If you keep those, perhaps major a more neutral solid background rather than the blue, just a – I actually think you'd see your logo better and I would like to see the sign have less lines of writing on it just for safety reasons, drivers, when they're trying to catch the sign.

Mr. Beougher: Well, and I think if I was trying to find the place I'd drive right past it—

Mrs. Boratyn: Yeah.

Mr. Beougher: Because the name of the company being integrated with the logo is great for a logo, but it doesn't really—

Mrs. Boratyn: --that you can't see.

Mr. Beougher: --make it a sign and I think you have some contrast issues as well with the white lettering, especially the script lettering, you know, putting the capital C back in Confidences.

Mr. Anderson: Yeah, I brought—

Mr. Beougher: All of it invisible.

Mr. Anderson: --pretty much what they have.

Mr. Beougher: I mean, you can probably see it up there. It's very difficult to see.

Mrs. Boratyn: There's so many different types of lettering. So I think if you have the logo, I mean, you have your name and you have your logo and make a more neutral background and maybe we'd just reduce some of the various writings—

Mr. Domini: You think that'll be safer for the motorists?

Mrs. Boratyn: I think it'd be safer for the motorists. I also think people will see it and also identify where you're at, a lot easier than this because I agree with you, Lane. You just kind of – your eye would go past it because it's just too much.

Mr. Anderson: Well, one thing I'd like to try to do is keep the dream catcher the way they have it. That's their logo and then maybe put the name above to the left.

Mrs. Boratyn: I think that would be a very good suggestion. And go with a more neutral —

Mr. Anderson: And then do the windows, doors and stuff and then the phone number and then that's it.

Mrs. Boratyn: Yeah. I think that would be very nice, and a white – more of a white background. So I would be-- What do you all think?

Mr. Eller: One comment. I think the – I was looking at the area today. I think the existing sign fits fairly well in with the surrounding areas and I think that concrete, or the brick base that was mentioned earlier, that was – I think that already existed, that he's just going to put a new sign on an existing concrete base—

Mr. Anderson: Correct.

Mr. Eller: --that that All – State Farm, or the Allstate down the street a couple of buildings, but I don't see the need for a brick base on this particular sign here, but I think the other comments are in order, that the sign needs to be cleaned up a little bit and I'd be prepared to support—

Mr. Anderson: Less busy.

Mr. Eller: --to support some type of a motion that would allow this to move forward if, based on working with the City to clean up the sign a little bit.

Mr. Anderson: Okay. That's fine.

Mr. Domini: Thank you, Mr. Eller.

Mrs. Boratyn: All right. Any other comments from members of the Board?

Mr. Domini: Can I restate what I heard so when I work with the applicant I'm confident we're going where we want to go? And that is fewer colors, a more neutral background, wants to keep the logo, fewer font styles. I heard that – we had inadvertently talked about that.

Mrs. Boratyn: Right.

Mr. Domini: And that was it.

Mrs. Boratyn: Yes. And maybe to consider the Reynoldsburg red for the – maybe look at that color and see what your client thinks of that, rather than the dark bronze.

Mr. Anderson: Is that like a maroon red—

Mr. Domini: Yeah.

Mr. Anderson: --like a brick red, or—

Mr. Domini: Yeah.

Mrs. Boratyn: Um-um.

Mr. Anderson: I don't think they'd have any issues with that.

Mrs. Boratyn: Okay. Mr. Eller, would you like to move based on the summary that Mr. Domini has provided?

Mr. Eller: Yes. I'll move for approval based on what Mr. Domini – or what we just heard and also that the existing -- the bushes remain there and the external lighting remains there and it's in operation.

Mr. Anderson: I may have them trim the bushes back a little bit so it's not obstructing the sign, a little bit just trim them back, just so it looks nice.

Mr. Eller: Okay. I would move for approval based on those comments.

Mrs. Boratyn: Thank you, Mr. Eller. Do we have a second?

Mr. Bainter: I'll second.

Mrs. Boratyn: That was second by Mr. Bainter. Mr. Domini, would you call the roll?

(Mr. Domini called the roll. Mr. Hudson voted "yes." Mr. Bainter voted "yes." Mr. Baker voted "yes." Mr. Eller voted "yes." Mrs. Boratyn voted "yes." Mr. Beougher voted "yes.")

Mr. Domini: All right. Well, the sign stands with those conditions and based upon the condition that we can come to an agreement together and—

Mr. Anderson: Excellent.

Mr. Domini: --I will talk to you shortly, I'm sure.

Mr. Anderson: Okay. Thank you for your time.

Mrs. Boratyn: Thank you for coming. All right we'll move to the next.

3. 1915 STATE ROUTE 256, REYNOLDSBURG, OHIO: APPLICANT: CAPITAL CITY COMICS, TONY KAZLAWSKY (5360DR). NEW WALL SIGN.

Mrs. Boratyn: And we have someone here to speak to that. And would you please state your name for the record.

Mr. Kazlawsky: Tony Kazlawsky, owner.

Mrs. Boratyn: Okay.

Mr. Domini: Mr. Kazlawsky has recently opened this business and has been operating without a sign, so it's nice to see him come in and apply for the sign. This is the Livingston Center. To the left there, just off of the screen, would be the Sunset Grill and down at the opposite end of this center is Scali's. I apologize for not getting a more broad picture of the center, but I can briefly describe the signage that's there. To the

left you have Sunset Grill. They have changeable copy sign as well as the neon, which I'm not sure if that's operable. The cleaner is on around the other side, there's a dry cleaner. That's kind of a dated sign. Scali's just got a new sign. I believe we saw that not too long ago. And that was basically a, kind of not really a cabinet box, but it's like the Kazlawsky's where it's a panel that's affixed to the front of this building and it is white with red lettering. So this applicant is proposing this sign. It does meet all the standards for size. It's a Type B sign. It's well within the standard for the size of the sign. In looking at -- I think at this point we're just looking for compatibility with the shopping center in terms of font styles and color, lettering color, that type of thing, but it's a pretty straightforward application. Do you want to add anything, Mr. Kazlawsky?

Mr. Kazlawsky: No.

Mrs. Boratyn: Are there any comments from members of the Board?

Mr. Baker: Question.

Mrs. Boratyn: Mr. Baker.

Mr. Baker: What -- where are the colors?

Mrs. Boratyn: Up here? You can see them here.

Mr. Baker: I got it. Okay. So it's pretty vibrant blue or—

Mr. Kazlawsky: Yeah. It's just a -- I don't know, it's a royal blue.

Mrs. Boratyn: Mr. Domini, could you tell us again the colors of the other tenants among there?

Mr. Domini: Sunset Grill is pink and aqua, Scali's is white and kind of a maroon with black outline, almost a maroon red, and the cleaner has the kind of reddish brown, different font, different styles of signs. This center recently got a new -- the new roof put on. There is no cohesive look to the center, but hues of red are found in three of the signs and the roofing. I think Scali's has recently added to that kind of look and this tenant is kind of following suit in terms of the type of sign. We don't have a consistent font style or color scheme going though. So this is starting to develop somewhat of a theme which is beneficial.

Mr. Beougher: It kind of looks like the title of a comic book.

Mrs. Boratyn: Um-um.

Mr. Baker: Yeah, the font.

Mr. Eller: Aaron, can you back up the slide previously to show that-- this shows the way the new roof and the new front – that's the actual color I think, isn't it, right there?

Mr. Domini: That is the new roof, correct.

Mr. Eller: So, then, when we see the new Capital City Comic sign, it's going to be placed on this maroon—

Mr. Domini: Yes.

Mr. Eller: --which, not unlike that--

Mr. Domini: Right.

Mr. Eller: Yeah. It'll actually be on this maroon rather than what looks like a bluish background with your other slide there.

Mr. Domini: Thank you, Mr. Eller. I think that was a – that's just the effect of a printer and then a scanner playing with the colors, but it will be that sign with the black and blue lettering and white background with this kind of the red fascia that you see here.

Mrs. Boratyn: Well, Mr. Kazlawsky, the lettering, I think, fits the comics. I mean, that's something – when you see that lettering it's pretty similar comics. I'd make one suggestion to you. Given the coloring of the roof, the maroon and stuff, you might want to just keep it all black, Capital City Comics, rather than have the two-tone. But I don't – I think that he complies with everything.

Mr. Domini: I think – yeah, I think it does – it complies with the standards. The question I think you bring, Mrs. Boratyn, is whether it's compatible with – the color scheme is compatible with the building.

Mrs. Boratyn: Right. With the two-tone—

Mr. Eller: What is your thinking about the two colors, the blue and the black?

Mr. Kazlawsky: Well, it just – we just picked the blue just to stand out from – it could be changed, but it's just something to stand out, you know, the comic part.

Mr. Eller: Did you take into consideration the maroon background or the new roof and the new front there?

Mr. Kazlawsky: Yes.

Mr. Eller: And you like the way that looks on there?

Mr. Kazlawsky: Yes, but I'm open for suggestions, if need be. And the street ones, so I think just the one solid color, one on the street, the face replacement is just one solid color, it's all black, the one on the street, single lighted text.

Mrs. Boratyn: Well, are there any other further comments?

Mr. Beougher: What would be your second choice of a color other than black? I mean, given the fact that there's some resistance on the way it appears with the building.

Mr. Domini: Did you mean blue or do you mean black?

Mr. Beougher: Other than blue. I mean, you know, we've heard the Scali's sign's a deep maroon. I don't know that we want you do pink and aqua but—

Mr. Kazlawsky: No. I would think possibly a red. I don't know if I'd want them to match the building.

Mr. Beougher: Are you intent on the blue? Is it—

Mr. Kazlawsky: No.

Mr. Beougher: It's not a deal breaker then?

Mr. Kazlawsky: No.

Mrs. Boratyn: Well, I would suggest that you make it black, Capital City Comics and all be black. I think that would be very nice and classy against the maroon roof. That would be my view. It would be very nice and classy against the maroon roof.

Mr. Eller: I guess I can understand why he wants Comics as a different color just from a standpoint. I mean, because really he's trying to sell comics, not necessarily Capital City, but his comics, so that's why he's trying to have that standout, to be the first eye catcher. I guess -- is there another color that goes with maroon?

Mr. Domini: Gray.

Mrs. Boratyn: You had mentioned red?

Mr. Beougher: Well, you said Scali's sign is maroon color on one—

Mr. Domini: No, it's a shade of red.

Mr. Beougher: A shade of red.

Mrs. Boratyn: And they're the anchor on the other end, right? They do have the Italian black the same shade, but there is black in that sign. I'm going from recollection. I believe there's red, black and white are the colors.

Mr. Eller: I visited the area today down there and I don't see any consistency. It seems like it's just a hodgepodge of signs in that whole strip. So if your sign is compliant with what the City's requirements and if that's really what you want, I don't think I would be one to resist whatever colors you want. I don't think it fits that well with their new roof and that new color, but I think that should be more your decision than anybody else's.

Mr. Beougher: Well, my concern is that if there is no theme there now, maybe this becomes a second sign in a scheme for the center and then the next one might have a little more direction going in and in trying to comply with a certain color scheme unless they want aqua and pink. Would you have a resistance to the colors that Scali's used – I mean the red, shade of red?

Mr. Anderson: No. I can look into that.

Mrs. Boratyn: It would be nice. You'd be anchoring both ends in the same color and I think that does meet one of the elements that we looked at. The exterior material, texture and color, the visual impact – considers a whole for the area. It is something that we can look at, but again—

Mr. Kazlawsky: Well, do you want the red or do you want it to match the building more so?

Mrs. Boratyn: I think it's the color that Scali has, right?

Mr. Domini: Right. I don't think you'd want to match the roof color, but a different shade of red.

Mrs. Boratyn: Right.

Mr. Domini: And I don't think the Board is interested in telling you what color to have your sign, but they are interested in trying to make the sign and the building and the entire center compatible.

Mr. Kazlawsky: Right.

Mr. Domini: Compatible with the district. That's one of the functions of the Board.

Mrs. Boratyn: Right. That's one of our functions. That's why we're talking to you about it and the man who was here before. That's kind of what we are to do is try and offer suggestions to keep it compatible. That's why we're suggesting it. If you're

not wed to the blue, maybe you would consider something that is more in line with the color scheme that's out there.

Mr. Kazlawsky: Okay.

Mr. Domini: Make a motion?

Mrs. Boratyn: Does someone want to make a motion on the sign?

Mr. Eller: I'll move to approve. What he's got now is fine. If he wants to change the color to red, that's his choice.

Mrs. Boratyn: So moved. Do we have a second?

Mr. Bainter: I'll second.

Mrs. Boratyn: All right. Mr. Domini, will you call the roll?

(Mr. Domini called the roll. Mr. Eller voted "yes." Mrs. Boratyn voted "yes." Mr. Beougher voted "yes." Mr. Hudson voted "yes." Mr. Bainter voted "yes." Mr. Baker voted "yes.")

Mrs. Boratyn: Thank you, Mr. Kazlawsky.

Mr. Kazlawsky: Okay. Thank you.

4. 2087 STATE ROUTE 256 UNIT K, REYNOLDSBURG, OHIO: APPLICANT: NEW USES, RICHARD D. BIGHAM, JR. (5362DR). NEW WALL SIGN

5. 2087 STATE ROUTE 256 UNIT C, REYNOLDSBURG, OHIO: APPLICANT: THE ORIGINAL MATTRESS FACTORY, RICHARD D. BIGHAM, JR. (5463DR). NEW WALL SIGN.

6. 2087 STATE ROUTE 256 UNIT 9, REYNOLDSBURG, OHIO
APPLICANT: PLATO'S CLOSET, RICHARD D. BIGHAM, JR.,
(5364DR)

Mrs. Boratyn: The next is, there are three signs, State Route 256, all in the same center so I think maybe we could address them together. Mr. Domini, do you think that might make more sense?

Mr. Domini: These are three separate sign applications. They're all very similar signs at the same center and I think will all have the same issues that we'll be discussing. We'll vote on them individually, but I think we should discuss them as a whole.

Mrs. Boratyn: Is that all right with everyone to do that? (No response.) Okay. So we'll be discussing New Uses, the Original Mattress Factory and Plato's Closet and, sir, state your name for the record.

Mr. Richard Bigham: My name is Richard Bigham. I live at 326 Canyon Drive, S., Columbus. My part in this is I'm the sign installer. I have the shopping center owner here and one of the tenants. The three stores that we're talking about are all local chains. Each one of them has 10 stores. They have an image which they've established which are the logos that we're showing here. When I got involved in this, I didn't realize that there was a sign plan that had already been talked about but, as I say, the 10 stores that they have – this is what they look like and, as you all are aware, there's channel letters all over the area. So, basically that's my part of the deal and Brian Barker's here so if you've got any questions or anything—

Mr. Domini: Mr. Bigham, I'm going to go through a couple of issues and then if you want to answer some questions.

Mrs. Boratyn: Mr. Domini, when you do go through it, I'd ask you too, to cover what was approved by this Board in September so that we know what it is we've already approved for this area because this would be a change to what this Board had already approved.

Mr. Domini: Sure. In September of '08 we had an application which covered the renovation of this center, Stoney Creek Plaza. It was Item 5336DR and since that time, the applicant has made progress on the center. I'm sure many of you have been watching what's been going on there. I took these pictures today. The image in the top right there is the far north end which is near completion in terms of the renovation. There is a more detail of the facade of the building which is not part of the gable end and then the bottom right picture is the south end of the center which is still under construction for the remodel. The issue that we have with these signs, which is why they're back before us again, is that when we originally approved the application, 5336DR, part of that approval was with the new signage, was part of the overall renovation of the center. And I apologize, I don't have the best scanner, but this is a scan of the submittal from the architect and on this it does detail both the gooseneck lighting and the fluorescent lighting. And I apologize, what I handed out to you, I've referenced the gooseneck lighting and I will state that the signage we're reviewing tonight is not the gooseneck lighting. The gooseneck lighting is only for the gabled ends. The other signs that we're looking at are more for the front of the building that are not part of the gable end, which originally when it was proposed, it was proposed that all the signs would have this style tenant panel and obviously you can see that there, both on the gable end and then on the end without the gable, part of the building without the gable, and with this fluorescent lighting. And this was what was submitted by the applicant at the time. It was actually specified – he had – I think he stated at the time that it wasn't necessarily this manufacturer, but it was a style, as you see there with Banana Republic in a more detailed illustration in the lower left on that same image,

which is right here and then another cut sheet of the sign which shows that fluorescent lighting here.

So what's changing is the applicant's now submitting a sign package for these individual tenants which is for interior illuminated channel letter, which deviates from the original approval in two ways. First, it doesn't have the tenant panel which we approved which looks like this and, secondly, it doesn't have the exterior lighting from this fluorescent mounted unit here. So those are the two points of deviation which is why the sign application is before you again. So what we are looking to approve is both the change, but also the new signage which is shown for the New Uses. This is 5362DR, 5363DR. This has my notes on it. I apologize, I was doing some calculations for the Original Mattress Factory, and then Plato's Closet.

Mrs. Boratyn: Thank you, Mr. Domini. Would you go back to the one, that one there, okay. So just so that we're all in the same understanding, I'd just like to make sure that I remember this correctly. So when we originally approved signs that would resemble the Banana Republic, so it would have had a plain sign and there would have been illumination above them, and I remember the discussion. We thought this would go very well with the gooseneck lighting that was going to be at the front of the building, so there would be this similar look across the building.

Mr. Domini: Correct.

Mrs. Boratyn: Okay.

Mr. Domini: I think that's why the architect and the applicant designed it, because it was a cohesive look.

Mrs. Boratyn: A cohesive look that would go across. And those letters on these signs, they would be smaller, closer to maybe 18, 20 inches than these larger letters that are being proposed in the new signage, correct?

Mr. Domini: The detail on the tenant panel was that they were 2 feet 2 inches as a whole panel—

Mrs. Boratyn: Right.

Mr. Domini: --and then the lettering was—

Mrs. Boratyn: Inside that.

Mr. Domini: roughly 18—

Mrs. Boratyn: About 18 inches.

Mr. Domini: --inches—

Mrs. Boratyn: Okay. But now the proposal now is going to be much larger, because there's no backing panel and the lighting is going to come from inside rather than above it, correct?

Mr. Domini: That's correct.

Mrs. Boratyn: So that would be the changes. Okay. But the gooseneck at the gables is going to stay, correct?

Mr. Domini: I think maybe we should let the applicant -- Mr. Barker, is here. I asked him to come tonight just to address the Board why the change and what his vision may be. Mr. Barker, would you like to address the Board and just to explain to the Board why we're seeing the change?

Mr. Brian Barker: Certainly. My name is Brian Barker and I'm the owner of the shopping center and I'm here this evening to answer any questions that you might have that I can, but it's also just to let you know that I've lent my support to the tenants in their application to come and ask for a variance to what was previously agreed to here. From what they have shown me, I don't think that it would in any way detrimentally affect the appearance of the shopping center with the extent of money that we are spending on it. So I just kind of want to vocalize that. Go back to your point of the gooseneck lighting, not one of the fixtures will be reduced by virtue of this request to change the signage. And like I said, none of the gooseneck lighting fixtures will go away by virtue of this request, so that appearance will stay consistent.

Mrs. Boratyn: I have a couple of questions for you, Mr. Barker. So, I mean when I look at this, what I see is that there will be this external lighting up at the gable area but on the panels, instead of there being an exterior lighting that would shine on those, a more of a flat -- I mean, a more of a maybe centered letters that don't -- aren't so large and internally lit. There'd be light above them, so there'd be like this light all the way across. But now what you'll have is individually lit signs. Would that be correct, internally lit?

Mr. Barker: Well, I'm not the best to speak to regarding the specific signage. I think the sign—

Mrs. Boratyn: Okay.

Mr. Barker: --installer would be better for that.

Mr. Anderson: Each letter will--

Mrs. Boratyn: Exactly.

Mr. Bigham: There are individual letters.

Mrs. Boratyn: Right. And that is a difference -- just so the Board, if you remember-- I mean, that will be a different look from having lighting over the top that shines down on letters that aren't lit, the letters that are individually lit across there.

Mr. Baker: Are these in compliance?

Mr. Domini: In terms of size they are, yes.

Mr. Baker: Is there anything about them that's not in compliance?

Mr. Domini: No, there's not. I mean, not in terms of the standard for setback and size. They don't blink, rotate, swirl, vibrate, or strobe. They are compliant with the sign code.

Mr. Baker: Okay.

Mr. Domini: We're looking at -- if you look in your staff report, I always include our duties and responsibilities and then our standards for review. And that's really our litmus test if anything. It's my job to tell you whether or not they meet the standards of the sign code. It's your job to look at these standards.

Mr. Baker: Sure.

Mr. Domini: --the standards for review.

Mrs. Boratyn: This is what we are -- to meet and discuss with the applicants and discuss.

Mr. Beougher: I'm going to suggest that this isn't just an approval of a sign. This is a change from an integrated look of a center that the entire design concept was approved by this panel. And I think that, you know, while the signs look like you'd see driving any street in Columbus, this has a much nicer cohesive look that creates character. And the signage panels are part of the character that you've done very well in creating for the center. I mean, it's a good integrated look and, like I said, the signs that I'm seeing on the other exhibits just don't have the same character. And one of Aaron's comments is the Board must approve the changes in signage and determine if the new signage as proposed matches the character of the newly renovated buildings, and I don't think it does. That's just my opinion.

Mr. Barker: If I could address one issue there. Because we have so much frontage areas in between the two gables, putting a tremendously wide panel on the front of that face just really didn't create any character to the shopping center. I think actually the script letters, or the channel letters, look better in that regard than a panel on a 60-foot wide section of the building, especially since these are larger tenants. I

mean, our smaller tenants that have a 20-foot frontage this make a lot of sense, I think, for them because their signage is somewhat limited as it is.

Mr. Domini: Mr. Barker, we are deviating away from this tenant panel. Well, are you planning to keep the tenant panel for the gooseneck lighting areas of the gabled end? If not—

Mr. Barker: Yes.

Mr. Domini: You are. Okay.

Mr. Barker: Well, again, the requests are for these specific tenants. It's not for the signage underneath the goosenecks.

Mr. Domini: Right.

Mr. Barker: That's not part of this application.

Mr. Domini: And have you explored the idea of doing a dimensional letter with the proposed fluorescent exterior lighting on the dimensional letter, so then everything is a dimensional letter on the center and it's all exterior lighted and a cohesive look?

Mr. Barker: That you would have to ask the tenant. I don't know if they have explored that option or not.

Mr. Domini: Because it wouldn't change—

Mrs. Boratyn: Right.

Mr. Domini: --it wouldn't change – I mean, the Original Mattress Factory, if the Board felt that it would be suitable, could still have their look. I think you'd need to make it smaller, but you'd still have the clean look of the exterior lighting which is distinctive as opposed to interior illuminated channels.

Mrs. Boratyn: Actually, I agree with Mr. Domini. It was what I was going to maybe suggest is that you consider-- okay, we don't have the Board – you don't have the Board, but maybe make the letters smaller and keep the outer lighting across the top and you'd still, I think, get the effect you want, but it would be more in line with what this Board approved as being what it was looking at for that center, for the look of that center which is part of what this Board was created for. Does that make sense?

Mr. Barker: Again, I would defer that question to the sign company on whether they have that approved.

Mrs. Boratyn: I think there's a fellow in the audience who would like to speak but if you – did you swear in that what you would say would be the truth? If you want to speak I would need you to do that and come up to the mic and give us your name.

(Mr. Domini administers the oath.)

Mr. Rick Monroe: Yeah, my name is Rick Monroe and I'm representing Sign Light and my clients, Original Mattress and Plato's Closet. As they had mentioned, these are their corporate logos and I guess when they come here to the Board there was no indication that the exterior lighting was going to set in the middle of that big storefront at any time. And if you go back to the original plan that they sent you for the Banana Republic, they're showing you individual letters. So I guess my concern is what's the difference between a letter not lighting and lighting, because there was no plan for any, basically gooseneck lighting down through the middle of that center.

Mrs. Boratyn: Okay, sir. Well, I don't think we're talking about the gooseneck lighting over those individual signs.

Mr. Monroe: Well, you see in this thing, you referred to the Banana Republic. That's got some kind of downlighting to it, so.

Mr. Domini: That's what was originally approved, the leasing agent should have conveyed that to his or your clients —

Mrs. Boratyn: That is what we were suggesting that—

Mr. Monroe: Yeah. Well, that's gooseneck lighting no matter if it's an individual box or long fluorescent tube.

Mr. Domini: But what was submitted by the applicant in September and approved was for exterior illuminate signage.

Mrs. Boratyn: I have the notes.

Mr. Domini: And it's on this detail here. It says cool lighting, linear fluorescent and then these signs -- or these lighting specs were a part of the package.

Mrs. Boratyn: Correct. That is what is in our minutes.

Mr. Domini: Yeah.

Mr. Monroe: I mean, I'm not here to say that — I guess if they're individual letters and you've already seen the individual letters, what's to say that Mr. Barker doesn't say, "Well, I'll extend the canopy lighting clear down through the whole center and let them have their individual letters whether they light up or not." I don't think that has really much to do with it if you're trying to keep an aesthetic look with the center.

Mrs. Boratyn: I think we are trying to keep a cohesive look and I think what we were suggesting is that we -- that the Board consider accepting doing away with the panel, but asking that you keep the fluorescent lighting above the letters and go with your letters, but maybe have them be a little smaller than what was proposed. I think that is what we're suggesting.

Mr. Domini: I'm not making a suggestion. I'm just giving options to the Board. It's either A or B. But if you're going to go with B and you're going to do it as a tenant panel, then the question is do you have interior illuminated channel letters at some places, tenant panels at other places with gooseneck lighting? I suggest keeping the exterior lighting and the tenant panels. I believe this will add to the district as a whole, and match the character of other new commercial centers.

Mrs. Boratyn: Right.

Mr. Domini: I think we just need to have some commitment from the applicant telling us what the center going to look like.

Mrs. Boratyn: From what we thought it was back in September.

Mr. Domini: Right.

Mrs. Boratyn: Because we had a very good idea of what we thought it was all going to look like in September, but it does sound as though it's going to be changing now. We just kind of want to understand. Is it going to be a panel in the middle, gooseneck lighting and then on the sides you'll have some that are internally lit such as these and then others

Mr. Barker: Again, for the—

Mrs. Boratyn: --for the fluorescent above.

Mr. Barker: --with the smaller tenants that have the panels underneath the gooseneck lighting, yes, those will be panels and they'll have the letters. Again, I don't think that having the channel letters on here would be something that would be inconsistent with the appearance of the shopping center. And I guess, so I would support our tenants' requests and, again, I am. I've spent a lot of money trying to get the center to look better but I -- again, I don't think deviating from their corporate signage would be something that I'd want to see. I'd rather see that it's the channel letters and, again, I don't think that would be inconsistent at all with this shopping center.

Mrs. Boratyn: Thank you, Mr. Barker. Are there comments from members of the Board?

Mr. Eller: I'll comment that I appreciate what you're doing down there and I don't have any problem with any of these three applications as you've discussed tonight, and I think the fact that you're going to keep the gooseneck lighting – I think I've heard you commit to keep the gooseneck on the gable areas whenever that signage happens, that the goosenecks will be there and I don't see a problem with that combination of both. I think it would look acceptable.

Mr. Barker: You're correct. We will keep the gooseneck on all the gables.

Mr. Domini: May I comment on that, please? If you're going to keep the gooseneck, are you keeping the tenant panel or are you doing a channel letter at the gooseneck, or are you doing a dimensional letter? Because keeping the gooseneck lighting with a tenant panel, and channel letters on other parts of the building will not create a cohesive look to the center.

Mr. Barker: I mean, again, changing the tenant panel under the goosenecks isn't part of this application, so I would assume they would have to stay or someone would have to come back at a future date to talk to you about that.

Mr. Domini: That's correct.

Mr. Barker: Okay.

Mr. Domini: So the intent is that they—

Mr. Barker: The intention is still, yes, to have what was approved underneath the goosenecks.

Mrs. Boratyn: Are there any other comments?

Mr. Baker: What is the maximum size for this type of sign?

Mr. Domini: The maximum size is 2 square feet per linear foot of building face.

Mrs. Boratyn: Anyone have any other questions or comments, or wish to make any motion regarding these – we would have to take them all individually.

Mr. Beougher: I just have one comment. Plato's Closet and New Uses are both 28 inches high and then Original Mattress Factory has, I guess, 30. What's the size of the fascia?

Mr. Barker: If I'm not mistaken it's, I believe it's 36 inches.

Mrs. Boratyn: 36.

Mr. Beougher: 36, so it's not really to scale then? But it looks like it's touching the top and bottom of the fascia.

Mrs. Boratyn: Well, is the "O" 36 or is the "O" 20?

Mr. Monroe: The "O" is 30.

Mr. Beougher: Okay.

Mr. Baker: Can you go back to the detail that the architect drew, the section cut, to see if it's dimensioned on there? Yeah. It doesn't look like it is.

Mrs. Boratyn: All right. So, maybe if I can sort of wrap up in my mind as to what we have here. We have – in September we had approved that there would be a certain type of signage across this entire building. There is now moved to make a variance for some of the individual tenants. We are not considering tonight the front, the gooseneck lighting at the gables with their dimensional lettering.

Mr. Domini: Tenant panel.

Mrs. Boratyn: Tenant panel and a dimensional letter, right?

Mr. Domini: No dimensional, just a tenant.

Mrs. Boratyn: No dimensional letter, just tenant panel. Okay. So we are looking at channel lettering for the others, that it would be internally lit and no lighting above them, the fluorescent panel lighting which was what we had looked at before. We had looked at gooseneck lighting, gable and facades above the tenant signage and long linear fluorescent along the vertical soffits, so those will not be there. So that's what we have in front of us and that's what we are considering on these three signs.

Mr. Domini: May I address the applicant? If the issue was the corporate logo, why do we lose the fluorescent lighting, because you can have a corporate logo and keep the fluorescent lighting.

Mr. Monroe: Well, in this center, I know you guys are thinking that the gooseneck lighting, but have you ever seen a fluorescent fixture, long and ugly, them look really bad. If they're going to light up an area that's 20 foot long with two fluorescent fixtures, it looks like a mess. That's what they light billboards up with. You don't want that on a shopping center. Now, if you said the whole center should be lit with the gooseneck lighting over everything, I might agree with that, but as a sign manufacturer, I would no way light up a center with fluorescent fixtures as down-lighting.

Mr. Domini: But that was what was proposed. The architect should have known whether or not it was going to look attractive.

Mr. Monroe: Yeah. I don't know who approved that or whose scheme of things that was. I don't know, but that, you know, compared to what your gooseneck lighting is, there's no comparison to what a fluorescent fixture would look like suspended in the air.

Mrs. Boratyn: All right. Thank you, Mr. Monroe.

Mr. Monroe: Yes, ma'am.

Mrs. Boratyn: Any further question? Anything further from any member on the Board on any of these two signs? (No response.) Does anyone have a motion on this?

Mr. Eller: Do we need to move individually on these?

Mrs. Boratyn: Yes.

Mr. Domini: Yes, thank you. So if there are no further questions, we can consider 5362DR.

Mrs. Boratyn: Which would be New Uses, correct?

Mr. Domini: Yes.

Mrs. Boratyn: Is there a motion on the sign for New Uses?

Mr. Domini: May I ask one more question?

Mrs. Boratyn: Yes, Mr. Domini.

Mr. Domini: I know we talked about the size of the lettering. Is the Board okay with the different size fonts? In other words, you're going to have the fascia filled up differently in different places. And I know this may not be a fair representation because, as Mr. Beougher pointed out, it may not be to scale. We're not sure if this is a 26 inch there, this is 36 inch or 30. What'd you say this one was, Mr. Monroe?

Mr. Monroe: The "O" is a 30 inch, the r-i-g-n-a-l is 24, and the Mattress Factory is 18.

Mr. Domini: Okay, thank you. And this one looks like it is 28 inch.

Mr. Monroe: 30 inches is actually from the top of the "N" to the bottom of the "N".

Mr. Domini: Okay.

Mr. Monroe: So they're really not 30 inch letters. They're, you know, it's jumbled so it's probably more like 24 inch letters.

Mr. Domini: And are those intended to curve like that?

Mr. Monroe: Yeah. That is their corporate logo.

Mrs. Boratyn: And Plato's Closet? What size – are they--

Mr. Domini: This is 26.

Mr. Monroe: 26 inch letters, I believe. 28 inch letters, ma'am.

Mr. Beougher: One more question. Has your architect taken a look at the sign, shops, or rendered an opinion?

Mr. Barker: He did look over them. He did not offer any opinion on it.

Mrs. Boratyn: For the record, that was Mr. Barker. All right. So we are considering the New Uses sign and the number of that again, Mr. Domini.

Mr. Domini: 5362DR.

Mr. Eller: I move for approval of 5362DR.

Mrs. Boratyn: Is there a second?

Mr. Bainter : I'll second.

Mrs. Boratyn: And, Mr. Domini, would you call the roll.

(Mr. Domini called the roll. Mr. Bainter voted "yes." Mr. Baker voted "yes." Mr. Eller voted "yes." Mrs. Boratyn voted "yes." Mr. Beougher voted "yes." Mr. Hudson voted "yes.")

Mrs. Boratyn: With that, the sign for New Uses, 5362DR is approved. Is there a motion for the Original Mattress Factory which is number – Mr. Domini?

Mr. Domini: It should be 5363. I believe there's a typo on the agenda. 5363DR.

Mrs. Boratyn: 5363DR.

Mr. Baker: I'll move to approve 5363DR.

Mrs. Boratyn: Moved to approve by Mr. Baker. Is there a second?

Mr. Bainter: I'll second.

Mrs. Boratyn: Second by Mr. Bainter.

(Mr. Domini called the roll. Mr. Beougher voted "yes." Mr. Hudson voted "yes." Mr. Bainter voted "yes." Mr. Baker voted "yes." Mr. Eller voted "yes." Mrs. Boratyn voted "yes.")

Mrs. Boratyn: So the sign for Original Mattress Factory has been approved and we are on the sign for Plato's Closet which is 5364DR. Is there a motion?

Mr. Bainter: I'll move for approval.

Mrs. Boratyn: That was Mr. Bainter. Okay. Moved. Do we have a second?

Mr. Eller: I'll second.

Mrs. Boratyn: Second by Mr. Eller. Mr. Domini, please call the roll.

(Mr. Domini called the roll. Mr. Hudson voted "yes." Mr. Bainter voted "yes." Mr. Baker voted "yes." Mr. Eller voted "yes." Mrs. Boratyn voted "yes." Mr. Beougher voted "yes.")

Mrs. Boratyn: Plato's Closet sign is approved. Thank you, gentlemen.

Mr. Domini: The next item is 5365DR. I'd like to read this one because it's not on the agenda.

Mrs. Boratyn: Is there someone here to speak to this?

Mr. Domini: Yes.

Mrs. Boratyn: All right.

Mr. Domini: Let me briefly explain what's going on with this application. I was down doing some work at Brice and Livingston intersection yesterday afternoon, taking some pictures for some project work that we'll be working on and I noticed Midas was being repainted and technically this is an exterior modification which we do need to approve. So I did contact the owner and he was agreeable and came in and turned in his application, so I did add him to the agenda. I believe Midas is repainting their buildings as part of some type of overhaul. I'll let the applicant address that in a moment. This picture was taken just recently and you can see here where the painting had stopped. This was the original color and I have some other pictures that were turned in by the applicant. I'll just send these around. I didn't scan them all in because I just got them today. That shows other parts of the building in terms of what the

previous color was and what perhaps the new color would be. Just to give you an idea of what Midas stores are looking like, I did get on the Web and take some pictures of what other Midas stores are being shown as on the different websites and these are two I pulled up to give you an idea of how this one fits in the context with others. And I also apologize, because this was last minute I did not have a chance to get down and take pictures of this part of Livingston. I can describe it to you. Basically this from Brice Road extending westward you have Monroe Muffler on the corner, Midas is here, the Greek restaurant is here which is blue and white, this right here is the Chinese restaurant which is white and blue, then you have Goodyear, and there are a couple of other businesses sprinkled on that side of Livingston, which would be the north side. So again, Monroe, the Chinese restaurant, the Greek restaurant, Midas, and a Goodyear at the end. Goodyear is on the far west side.

Mrs. Boratyn: Is it yellow and black?

Mr. Domini: Yes, I believe there's blue on there as well.

Mrs. Boratyn: And white?

Mr. Domini: White.

Mrs. Boratyn: The building is white.

Mr. Domini: I'm not sure what color the actual building is.

Mrs. Boratyn: Okay.

Mr. Domini: And the Monroe is blue and yellow and white.

Mrs. Boratyn: Would you please state your name for the record?

Mr. Matthew Belford: Good evening, Board. My name is Matthew Belford. I'm actually not the owner. I'm the District Supervisor here representing the company.

Mrs. Boratyn: And I'm sorry, would you say your last name again?

Mr. Belford: Belford.

Mrs. Boratyn: Belford.

Mr. Belford: Yes.

Mrs. Boratyn: All right. Mr. Belford, any comments you'd like to make for the Board?

Mr. Belford: Yeah. I can actually answer the questions about the Goodyear. It is yellow and blue on the top portion of it where the Goodyear signing is and the building is actually white. One thing I will say is that all the businesses in, let's say, from Monroe at the corner of Brice and Livingston down to the Goodyear are all blue and white except for two businesses which are our building and then also there's another small family repair facility down the road from us and a used car center, which are red and white. Now the color that you had pointed out was actually the old color in this picture here, that's actually not accurate. You'll see in the pictures that are being sent along there's a picture of the back of the building where only half of it had been painted and it's actually the gray, which is what I call prison gray which really doesn't fit the area in which it's in and that's what we're trying to do. Not only is this a corporate move across the country as far as the colors that are being shown here, it's also going to make our buildings look and match the areas much better. We haven't changed the colors of our buildings in several years. I think most of you have probably seen Midases around town. They've been the gray with a couple of stripes that are blue and red that go across them and they're extremely outdated so, you know, we're making a large move to take care of the buildings, make them look better.

Mr. Domini: So is the intent is not to go all red? Can you describe what the color scheme will be?

Mr. Belford: Yeah. As a matter of fact, you'll see on the back of the building it's like – it's what I'm calling a buttermilk color and it's like a – it's light tan, it's not white so it's not real bright and it won't match all the other blue and white buildings, but it's just light enough it'll make a difference apart from those buildings. The red portion, as you see it here, is all the red you're going to see. That's it, there's not going to be any more red on the building. Not on the back portion, on either sides of the back, there will be no red, just on these two front portions here and it's simply to make the signage, which is the Midas yellow, stand out as opposed to the rest of the building.

Mrs. Boratyn: So, Mr. Belford, then as I understand it, we've looked at these pictures, you intended to paint the rest of that wall there red so that—

Mr. Belford: No.

Mrs. Boratyn: No?

Mr. Belford: No. That's going to be the cream or tan or buttermilk color that—

Mrs. Boratyn: Okay.

Mr. Belford: --that's on the back of it.

Mrs. Boratyn: So you are going – it's only going to be red where you've painted it—

Mr. Belford: Yes.

Mrs. Boratyn: --and then the bottom half is going to be that brown or tan color—

Mr. Belford: Yes.

Mrs. Boratyn: --and then the brown will wrap around the back.

Mr. Belford: Yes. That's correct.

Mrs. Boratyn: So it'll be all brown on the back and then brown below the red.

Mr. Belford: Yes. That's correct.

Mrs. Boratyn: Okay. So your building would be red across the top and then brown around that tanish color, the bottom half and around.

Mr. Belford: Whichever color you'd like to call it, yes. I'm not quite sure what they would call that color.

Mrs. Boratyn: All right. I'll cut to the chase and tell you that I think it'd look better if it were white, but—

Mr. Belford: You know, as a matter of fact, we – I have a store on Refugee Road that we did. It's actually a light gray and I thought it looked very good, but they had decided to go with this new color. They didn't want all the stores to look the same and that's Midas International that made that decision. They wanted distinct differences between the buildings, so you'll notice that even if you drive from city to city, some of them have a darker gray bottom, some of them have a lighter gray. It's just – they're changing each one of the buildings, so.

Mrs. Boratyn: Well, if it were white and red, I think you'd fit really well in with the community, even though everybody else is blue and white. I mean – because I understand that Midas is red and yellow so, I mean, that makes sense. You look at the ones that Mr. Domini showed us of other places, I think that's fine.

Mr. Belford: Yes.

Mrs. Boratyn: I guess I would ask the Board, do you have any – I mean, did you – you looked at these pictures. You have any idea what colors it would be? It would be more of a—

Mr. Eller: I just have a question. With this slide that Aaron, that one right there, do you see the – like the street logo there with the yellow and black. Are any kind of a trim or anything that you have planned—

Mr. Belford: We have done that on several of the locations. Not all of them have them because of the brick building portion itself. It's very difficult to get the signs to stay on, they tend to fly off in high winds and this particular building does not have a finished front fascia like we have on the other buildings where we have like aluminum siding. It's not really siding, but it's like an aluminum fascia. This store does not have that. You'll actually see where steel plates have been in place where there used to be windows and that's what those large square sections are behind the signs.

Mr. Eller: No, I was referring to the – I think it was just painted on the—

Mr. Belford: The swoops there?

Mr. Eller: --yellow and black accent there.

Mr. Belford: Yeah. That's actually like – it's an aluminum piece that's there.

Mr. Eller: Oh, it is? I'm sorry.

Mr. Belford: Yeah. It's mounted to the building.

Mr. Eller: Oh, okay.

Mr. Belford: And as far as I know, we're not planning on doing that with this particular building and the reason is because of the – getting it to stick to the brick.

Mr. Eller: Okay—

Mr. Belford: It doesn't want to—

Mr. Eller: --so your plan is just to come down to wherever it is and stop and then change colors and there'll be no trim in there, there'll be no accenting or --

Mr. Belford: As far as I know we have not planned to put the swoops on this building. If that is something that I would need approved, of course, I would bring it up later and come back in as well, now that I know I have to do this.

Mr. Domini: Mr. Belford, may I ask why you're going with buttermilk— I know that this may sound like a small question, but why are you going with the buttermilk when other stores have this kind of red and gray color scheme? I personally think the buttermilk will clash, and will not match the character of the overall building design.

Mrs. Boratyn: Or white?

Mr. Belford: You know, I've got to be honest with you. I didn't choose the color, I just kind of follow the orders. I, myself, I like the light tan which is actually lighter than that. It almost looks white and I think it looks very nice. I think their ideas were – is

because there's so many white and blue buildings right next to us, and they're literally white, that we want to just stand out just a little bit. In going with the buttermilk color or whatever, it would be just enough to make us look different. And all the other businesses, Goodyear for example, Monroe, their color companies – their company colors are blue and white, so.

Mrs. Boratyn: Mr. Belford, the back of the building is going to be all this buttermilk color?

Mr. Belford: Yes.

Mrs. Boratyn: So what you were going to finish was the white right there on the side, buttermilk?

Mr. Belford: Yes, that's actually a primer that you're seeing there.

Mrs. Boratyn: Okay. Well, I'm at least glad you're not making it all red. I think that would look terrible.

Mr. Belford: I'd have to agree with you there. It would be pretty terrible, yeah.

Mrs. Boratyn: I mean, you'd just be sticking out like that, you know. Are there any questions or comments from the Board?

Mr. Domini: I'd like to thank you for not having tires displayed outside your place of business, in this picture, which is good.

Mr. Belford: Yeah—

Mr. Domini: We've had that problem a lot with—

Mr. Belford: Well, we're actually trying to get away from that.

Mr. Domini: Okay. Good.

Mr. Belford: We have to move them in and out because essentially, with the amount of tires we have in there, it takes up a whole bay just to store them. So we try and tuck them, or move them out of the way to get a car in, then move them back in if we can. And we've actually followed all the signage issues. When I first came down here two years ago, I know that I'd gone through some signage issues where there were signs on the tires and putting signs on the street. And, you know, of course I've removed all that and followed compliance with that, so.

Mr. Domini: No, it looks, the site looks clean so I think you're doing a good job.

Mr. Belford: Well, it's actually going to be cleaner. I'll have to come see you guys later because I'm removing a bunch of the cluttered bushes and stuff and cleaning up the lot a little bit. It's just – I think I counted there's 30 bushes right there in the front of the building, some only this tall and it just doesn't make sense to have them there. So I'll actually be planting grass to make it look better, but that'll be a different date.

Mrs. Boratyn: Mr. Eller.

Mr. Eller: What are your bay doors, what are they like, are they – they're all up now. When they're down, are they mostly glass?

Mr. Belford: Yeah. They're all glass.

Mr. Eller: Okay. So the trim will be – or they'll be no significant color or no contrast there?

Mr. Belford: Yes. It's a natural aluminum color on the framing and glass windows.

Mrs. Boratyn: Thank you, Mr. Belford. Are there any further questions from the Board?

Mr. Eller: Is your sign going to change at all out there?

Mr. Belford: No. Absolutely not.

Mr. Eller: Same sign.

Mr. Belford: Same sign.

Mr. Hudson: I'll move to approve.

Mrs. Boratyn: Mr. Hudson moves to approve. Is there a second?

Mr. Beougher: Second.

Mrs. Boratyn: Second by Mr. Beougher. Mr. Domini, would you please call the roll.

(Mr. Domini called the roll. Mr. Bainter voted "yes." Mr. Baker voted "yes." Mr. Eller voted "yes." Mrs. Boratyn voted "yes." Mr. Beougher voted "yes." Mr. Hudson voted "yes.")

Mrs. Boratyn: Thank you, Mr. Belford.

Mr. Belford: Thank you very much.

Mrs. Boratyn: Mr. Domini, is there anything further for the Board?

C. OTHER BUSINESS

Mr. Domini: Just that we had a discussion on LED signs and I did get the City attorney's opinion on that issue that we talked about and I put that before you tonight.

Mrs. Boratyn: Did you pass it out?

Mr. Domini: I did. If I didn't, I'll be sure to give you copies before I go. Did I pass it out?

Mrs. Boratyn: Do you have the attorney's opinion.

Mr. Domini: The question was regarding both, how do we enforce LED signs as well as, is a sign that is capable of having changeable text but is not changing text, is that a violation? And the City gives us – the attorney gives us his opinion on that, so I think we have much more clarity now regarding that issue. Obviously, if we were to change the Code – that is a BZBA duty I think. I brought this to this Board's attention because we've been seeing so many LED signs, I wanted us just to have a clear opinion on how we're supposed to be looking at them, how they're supposed to be regulated and when there's a violation, how it's supposed to be identified and brought to our attention, and he does outline that here in his opinion.

Mrs. Boratyn: Anyone have any questions about the opinion? (No response.) Mr. Domini, would you just make sure we all have a copy? Meeting is adjourned.

E. ADJOURNMENT

The meeting was adjourned at _____ o'clock, p.m.

Pamela Boratyn, Chair

Aaron Domini, Planning Administrator

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