

MINUTES
CITY OF REYNOLDSBURG
DESIGN REVIEW BOARD
MARCH 7, 2013
6:30 P.M.

A. CALL TO ORDER

1. ROLL CALL

Members Present:	Mr. Scott Baker Mr. Lane Beougher Mr. Nathan Burd Mr. James Comeaux Mr. Marshall Spalding
Members Absent:	Mr. Richard Hudson
Others Present:	Mr. Justin Robbins

2. APPROVAL OF MINUTES OF FEBRUARY 7, 2013 MEETING

Mr. Beougher: Are there any amendments to the minutes of the February meeting?

Mr. Burd: I have one on page 14 at the bottom, Lane and I were joking whether my opinion was the administration's opinion and I said it was my opinion and that quote was attributed to Mr. Baker and even though we were just sort of joking around, I thought since we were talking about the administration we should attribute that back to me. I believe that was my comment, so it's the last item on page 14. I would just move that that'd be changed to my comment. If we need to move that I'm _____. Thank you. And you should all be impressed that I do read the minutes.

Mr. Beougher: Thank you. Appreciate that. And I did notice that as we started I asked if everybody read all 22 pages and I think Mr. Spalding said every line.

Mr. Spalding: What was that?

Mr. Beougher: Did you say every line in response?

Mr. Spalding: No, I did not.

Mr. Beougher: Was that you?

Mr. Spalding: No.

Mr. Beougher: All right. Mr. Hudson.

Mr. Spalding: There you go.

Mr. Beougher: Well, we'll leave it blank. Any other amendments to the minutes from the February meeting? (No response.) All right. Hearing no further amendments, the minutes are approved as amended.

3. APPROVAL OF AGENDA

Mr. Beougher: Are there any additions to this evening's agenda?

Mr. Robbins: I think in Other Business we can add discussion of development text and restrictive covenants.

Mr. Beougher: Okay. Development text. I was going to say deed restrictions.

Mr. Robbins: Deed restrictions. Okay. I think that's a more concise way of saying it.

Mr. Beougher: Okay. So the item is going to be "Discussion of deed restrictions and their relationship to the work of the Design Review Board" is what I'd like to add. Any objection to that? (No response.) Any further amendments? (No response.) The agenda is approved as amended.

4. PUBLIC COMMENT

Mr. Beougher: Is anyone here to make comments on an item that is not on the agenda this evening? (No response.) Thank you. We'll move on to swearing in of speakers.

5. SWEARING IN OF SPEAKERS

(Mr. Beougher administers the oath.)

B. NEW BUSINESS

1. 2859 TAYLOR ROAD SW, REYNOLDSBURG, OHIO: APPLICANT: PHILIP C. RADKE, RUGGLES SIGN COMPANY, ASCENA RETAIL GROUP (JUSTICE) (#158666). NEW WALL SIGN.

Mr. Beougher: Is Mr. Radke or a representative here this evening? Thank you. Would you please approach the lectern and state your name for the record and then I'll have Mr. Robbins introduce the item.

Mr. Philip Radke: My name is Philip Radke.

Mr. Beougher: Thank you.

Mr. Robbins: Could you state your address as well for the record, please?

Mr. Radke: Sure. 954 Peppercorn Place and that's in Gahanna 43230.

Mr. Robbins: Thank you. As was mentioned, this is application number 1, New Business, 2859 Taylor Road. The applicant is requesting Design Board approval for the following signage: a new internally illuminated wall sign measuring 8' 3" by 3' 2". This sign is located at the Taylor Crossing Shopping Center. This is the Walmart Development. We had a project come through Design Review last meeting for the Lane Bryant and this is directly adjacent to it. So when Fashion Bug shut down they split the space in two and this is the number two tenant that's going in there. You can see where it is in the strip mall. And that's a blank sign. And you can see the sign is just a channel letter wall sign. I'm not even sure if that's a channel but it's—

Mr. Radke: It's channel letter internally made with LEDs.

Mr. Robbins: We would consider this a type B sign so the allowable square footage around 60 square feet. The sign is at 25½ square feet. It is the recommendation of staff that the certificate of appropriateness be granted for the signage in keeping with the existing character of the area and will not adversely affect the overall appearance of the area.

Mr. Beougher: And I notice that there are some window appliques that are not part of the application--

Mr. Robbins: That's correct.

Mr. Beougher: --even though they're shown.

Mr. Robbins: Yeah. You are allowed 25% of your window area to be taken up by signs. That's allowed without a permit, so this isn't included in the application.

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

Mr. Radke: No.

Mr. Beougher: Any questions?

Mr. Spalding: Yes. I have a question. What does Justice do?

Mr. Radke: They're a girl's clothing store.

Mr. Spalding: Okay. Good.

Mr. Radke: I think for like teenagers.

Mr. Spalding : Thank you.

Mr. Radke: You're welcome.

Mr. Spalding : Sorry.

Mr. Beougher: Did you think he was opening a can of worms?

Mr. Spalding : I had no idea.

(discussion)

Mr. Beougher: And I believe this is a Limited Brands company?

Mr. Radke: It used to be. It's a spinoff.

Mr. Beougher: A spinoff?

Mr. Radke: _____ retail.

Mr. Beougher: And I think, if I'm not mistaken, they used to do retail design and I think it started as Limited Too?

Mr. Radke: Limited Too, right.

(discussion)

Mr. Robbins: So this used to be Limited Too?

Mr. Radke: Um-um.

Mr. Robbins: That's interesting

Mr. Beougher: Any other questions? (No response.) Is there a motion?

Mr. Spalding: Yes. I move that we approve the sign as submitted.

Mr. Burd: Second.

Mr. Beougher: Any further discussion? Mr. Robbins, would you please call the roll?

(Mr. Baker voted "yes." Mr. Beougher voted "yes." Mr. Burd voted "yes." Mr. Comeaux voted "yes." Mr. Spalding voted "yes.")

Mr. Beougher: Thank you. Your sign is approved.

Mr. Radke: Thank you.

Mr. Robbins: Excuse me. Just for the record, a sign permit is still required and be sure to contact the Building Department as those signs do require building permits.

Mr. Radke: (speaking off mic)

Mr. Robbins: Okay. We like to say it for the record.

Mr. Radke: Okay.

2. 1916 & 1922 BRICE ROAD, REYNOLDSBURG, OHIO: APPLICANT: DINA CHERNEY, SIGN GLO, ALL ABOUT MUSIC – THE CROFT (#158775). NEW WALL SIGN.

Mr. Beougher: Would you please state your name for the record?

Ms. Dina Cherney: Dina Cherney.

Mr. Beougher: Thank you. Mr. Robbins.

Mr. Robbins: This project is located at 1916 Brice Road, The Croft. I believe you said application #158775. The applicant is requesting Design Board approval for the following signage: a new internally illuminated channel letter sign that says “The Croft”. It measures 16’ x 2’6” and a new internally illuminated channel letter sign reading “All About Music,” measuring 17’2” and 1’4”. The proposed business is a music venue and is proposed to be within two storefronts. All the adjacent districts are CC, Community Commercial, and this is in the Big Lots shopping center and you can see right there the purple star where this actually is located.

As far as the sign goes, consider these Type B proposed at 40 square feet, both signs, when they add up together, you’re at about 62 square feet, which means the linear square footage of the front, it meets that requirement. Staff recommends that the Certificate of Appropriateness be granted. We find the proposed signage is keeping with the existing character of the district and will not adversely affect the overall appearance of the area.

Mr. Beougher: Thank you, Mr. Robbins. Anything you’d like to add?

Ms. Cherney: No.

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

Mr. Robbins: Just to jump in and I just want to be on the record, I need your client to contact us about a zoning certificate because that has not occurred yet and they are not fully cleared through zoning, although the sign has been approved.

Ms. Cherney: Okay, I will tell him he gets no sign until he gets that occupancy permit.

Mr. Robbins: So is this “All About Music – The Croft” or “The Croft – All About Music”? It’s written both ways.

Ms. Cherney: It’s “The Croft.” That’s his name of his entertainment company and All About Music is what it is basically. It’s going to be better than that marijuana sign that was up there, Mamajuana. Did you see what they did to that? That place before they left? They absolutely gutted it. It was terrible.

Mr. Beougher: I was thinking that we had heard an application for this space.

Mr. Robbins: That was what it was, Mamajuana.

Ms. Cherney: It looked like marijuana when you were driving down the road.

Mr. Beougher: We can’t rule on appropriateness of names, I guess. In any case, any further questions? Any further discussion?

Mr. Baker: Is there a reason that the signage is so far apart from each other? As a driver going by, I would see that as two tenants.

Ms. Cherney: He has two entrances and he’s going to put two different types of music in there. We could bring it a little closer together.

Mr. Beougher: Are the frames or the tracks for the letters, are those existing?

Ms. Cherney: No, those are raceways and it has to be mounted that way because of the type of fascia that’s there. It’s a rippled metal on top of being slanted.

Mr. Baker: So the raceway will be painted to match the metal roof?

Ms. Cherney: Yes. That’s the way we did Mamajuana’s.

Mr. Comeaux: So you think he’s going to run two separate businesses? One’s going to be The Croft and the other’s going to be All About Music and you enter from two separate doors?

Ms. Cherney: No, I think it’s all going to be under The Croft-- You don’t know because he hasn’t applied yet. It’s all going to be under The Croft, but he does have two entrances.

Mr. Baker: I would have no clue what The Croft is, but if I saw a sign that said All About Music, I'd think it was a music store. I was just asking the question. It reads to me like it's two different stores.

Ms. Cherney: Yeah, could we leave it at that, that if he wants to bring them together that's something that you had suggested and, if not, if he wants it this way, that we can leave it this way?

Mr. Baker: I don't have a problem with that. It looks like they're kind of centered between the columns now. I assume—

Ms. Cherney: Well, this is the way he originally wanted it.

Mr. Beougher: And you said it's a – what is the nature of the business? It's not a music store, which is what—

Ms. Cherney: No, no. They're going to have music in there and dancing.

Mr. Beougher: So it's a nightclub.

Ms. Cherney: Yeah, sort of.

Mr. Beougher: Depending on what the zoning permit—

Mr. Robbins: I spoke with the applicant several weeks ago and we didn't get a good understanding of all the details of what was going in here. And if it's the same person I'm thinking of, were they having some aspect of bingo going on here or is that something else?

Ms. Cherney: He said something about there was bingo in there before and I told him that he has to absolutely check with you before he can do anything in bingo.

Mr. Robbins: I believe that's the person I was speaking to. He mentioned it as some type of church, some type of bingo, some type of music venue and it wasn't particularly clear, which is why I think—

Ms. Cherney: Well, he has to call you and make it clear.

Mr. Beougher: All right, any further questions? (No response.) Okay, is there a motion?

Mr. Baker: I move for approval and, you know, _____ the owner, which is to bring the two signs closer together. I would move that would also be appropriate.

Mr. Spalding: I'll second.

Mr. Beougher: Any other comments? (No response.)

(Mr. Robbins called the roll. Mr. Baker voted “yes.” Mr. Beougher voted “yes.” Mr. Burd voted “yes.” Mr. Comeaux voted “yes.” Mr. Spalding voted “yes.”)

3. 6699 EAST LIVINGSTON AVENUE, REYNOLDSBURG, OHIO:
APPLICANT: STANLEY W. YOUNG, TRINITY SIGN GROUP, COLUMBUS STATE
COMMUNITY COLLEGE (#158789) NEW GROUND SIGN.

Mr. Beougher: Good evening. Welcome. Could you please state your names for the record?

Mr. Stanley W. Young III: Certainly. Stanley W. Young III.

Mr. Eric McMillan: Eric McMillan from Columbus State.

Mr. Beougher: Mr. Robbins, would you please introduce this item?

Mr. Robbins: Yes, this is Application #158789. The applicant is requesting Design Board approval for the following signage: A new internally illuminated ground sign measuring 8’8” by 6’ high. The applicant has gone through the BZBA to get a variance for a second ground sign along that single street frontage. This project is actually inside Reynoldsburg High School and Columbus State is operating, I believe, a post-secondary unit within that existing building and they are requesting signage basically to advertise their presence. As you can see right here in the image, this is where they’re proposing that it go. The opposite end of the island is where the existing signage is for the high school. We’ve worked with the applicant to try and bring the sign into character of the City. He’s worked with us to basically put it on a brick base. The signage itself is, I believe, _____ aluminum, so the blue will not show light through, it’s only the Columbus State area that’s going actually be lit up. As far as code goes, the sign does meet code requirements, so Staff recommends that the Certificate of Appropriateness be granted. We find that the proposed signage is keeping with the existing character of the district and will not adversely affect the overall appearance of the area. Questions?

Mr. Beougher: Do we have a quorum if I excuse myself?

Mr. Robbins: I believe four-- I have to check the code.

Mr. Beougher: Hopefully that won’t be necessary, Mr. Baker. And the reason I’m doing this is Columbus State is one of the clients of my agency and I just happened to come to that epiphany sitting here, so I probably should not vote on this.

Mr. Robbins: You’ll have to bear with me, gentlemen, while I find this in the cod.

Mr. Spalding: The only question I have is that for sure you are going to do the brick base on the sign.

Mr. Young: Well, I appreciate your question. Actually the first design that we had submitted, which I'm sure you have a copy of, shows the sign with an aluminum skirt. And in working with Reynoldsburg staff, they have requested that we come in with an alternate design that would show brick. Now, like any institutional type school, budgets are always a consideration. If they went with the brick, it's going to up the cost considerably. You have to pour a complete foundation, you have to lay block and then face it with brick. So he's looking at another \$3-3500 worth of expense to put a brick base in opposed to an aluminum skirt. So I would just look to you for your thinking and your thoughts on that and possibly some consideration given their budget, so we can discuss that as well. One other point I do want to make is that he had indicated about the illumination. The Reynoldsburg Center down below, it displays black, but that is only because there's a perforated vinyl over that during the day that shows it up as a darker color but, at night, the Reynoldsburg Center will illuminate white. Then the other portion that will illuminate will be the end of the sign, which is red, and that ties in with their way finding for the school and that's lit with LED's. So you have three different elements of illumination and then the Columbus State logo is simply white reflective vinyl. It doesn't light up internally.

Mr. Comeaux: So the red part will be closest to the street then, correct?

Mr. Young: That's correct.

Mr. Comeaux: And then with respect to the brick base, the high school sign at the other end of the island, you know what their base looks like?

Mr. Young: It's a brick base.

Mr. Baker: It is a brick base? While, I'm sympathetic to the cost issue, there's kind of a site consistency that might argue in favor of it in that instance. So I just couldn't remember what their base was for sure.

Mr. Comeaux: And the reason why I brought it up, there's lots of people that come and apply here. Our consistency – we certainly like the LED lights and the other thing that we're pretty insistent on are the brick bases on the signs. So we just don't want to be inconsistent. And we understand the situation, which we do appreciate, but we also have to be consistent with what we have everyone else do.

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

Mr. Spalding: I move that we approve it as presented with the brick base.

Mr. Comeaux: I'll second it.

(Mr. Robbins called the roll. Mr. Baker voted “yes.” Mr. Burd voted “yes.” Mr. Comeaux voted “yes.” Mr. Spalding voted “Yes.”)

Mr. Beougher: Thank you, Mr. Baker, for taking care of that last item and I apologize to the Board for not coming to that realization sooner.

4. 7627 EAST MAIN STREET, REYNOLDSBURG, OHIO: APPLICANT: J. PERSONS, SIGN-A-RAMA, COUNTRYWIDE GOLD BUYERS (#158750). NEW WALL SIGN, PYLON SIGN REFACING.

Mr. Beougher: I noticed that you came in after we swore in the speakers, so if you could please raise your right hands. (Mr. Beougher administers oath.)

Could you please state your names for the record and Mr. Robbins will introduce the item.

Mr. Eric William Lawrence: My name is Eric William Lawrence.

Mr. John Persons: John Persons from Sign-A-Rama.

Mr. Robbins: The address is 7627 East Main, as mentioned Countrywide Gold Buyers, Application #158750. The property is located on the south side of East Main Street, one property east of the Waggoner intersection. This is in the Community Commercial zoning and it's the Historic Overlay District. They are requesting Design Board approval for a new externally illuminated wall sign measuring 13' by 2'6" and the refacing of the monument sign tenant panel measuring 6'2" x 2'.

Mr. Persons: They're both refacing existing signs.

Mr. Robbins: So the wood sign – or what appears to be wood, there's a face on there that you guys are replacing?

Mr. Persons: Yes.

Mr. Robbins: My apologies. I misunderstood. Staff has worked with the applicant on graphics, trying to make it consistent with the rest of the area. The one issue that Staff did have would be the color of the font and text on the monument sign. The applicant did mention that the other sign face that is replacing this is currently blue, is that correct?

Mr. Persons: Blue with silver.

Mr. Robbins: And one of the things that we see is that the rest of the sign panels are red or a dark maroon color. So that's something that we would like the Board to discuss. Secondly, just design wise for the sign, it seems like the name of the business is actually smaller than the slogan and we were curious to see if the applicant

would be willing to kind of switch those sizes around so you actually read Countrywide Gold Buyers as a larger part of the sign rather than the “We buy gold and silver” to the bottom. Following the Board’s determination, Staff would be willing to recommend this for approval.

Mr. Beougher: Thank you, Mr. Robbins. Anything you’d like to add before we entertain questions?

Mr. Lawrence: Well, I would just mention that in addition to the monument sign, the façade sign that is up there right now, also the previous tenant, the existing sign there, the color is blue with a silver shadow. The other tenants are all red with a blue shadow outline and one is red with a silver shadow outline. The previous tenant was already blue, primarily blue.

Mr. Beougher: So I’m going to ask a question, or make a comment, or get myself in trouble based on something Mr. Robbins said. Could you go back to the monument sign? If your name is Countrywide Gold Buyers, do you really need to say “we buy gold”? Silver’s-- I mean, you know, it kind of implies what you’re doing, whereas “All About Music”, we weren’t sure.

Mr. Robbins: It seems to be implicit in the name.

Mr. Beougher: I mean would you entertain diminishing the “We Buy Gold and Silver” to make the name of the business more prominent on the monument sign?

Mr. Lawrence: Yes, sir, I would.

Mr. Beougher: Do we have any thoughts on—

Mr. Spalding: Well, I actually like the idea that they’re telling me what they do. I like the fact that it says, “We Buy Gold and Silver,” but I do agree with him, that your name ought to be probably bolder and then this is a little more subdued, but if you’re going to do business, you kind of got to let them know what you do. I mean I really do believe that. I’m a marketing person, so that’s probably an appropriate thing. The blue awning is already there, is that correct? On the building?

Mr. Persons: The blue awning? Yes, that is correct, yes, sir. I think they alternate red, blue, red, blue on the building.

Mr. Spalding: Which blue awning is yours?

Mr. Lawrence: The first one from the left.

Mr. Robbins: You probably can’t see if up there very well.

Mr. Beougher: So going back to the monument sign, you have the logo with the gold background on your face – on the sign over the awning. Is it necessary to have it on the monument sign, or would that be a way to increase the width of the name of the business and maybe-- I'm thinking that if – the font below is kind of an elongated, tall font. If we shrunk that down to a more square aspect ratio, that might have the same affect. Just my thoughts. Any reaction?

Mr. Persons: From a technical standpoint it certainly is doable; from a business owner's standpoint, I'm sure he's reluctant to give up the logo.

Mr. Lawrence: Yeah, I mean it's part of the branding. It is a franchise. There's 18 stores and they're in Rhode Island, Miami and Texas and also Massachusetts. This is their first store in Central Ohio, so it is a branding image. We do also have – we have just the store hours on the front door with that logo as well.

Mr. Beougher: So as I look at that artwork, it appears that Countrywide Gold Buyers and the logo, and "We Buy Gold and Silver" each take up about 50% of the sign. Is there a change in ratio, 50/50, 60/40, 70/30 that you folks are comfortable with? I mean if it were 60/40 is that enough?

Mr. Lawrence: Yeah, I'm okay with 60/40, yes.

Mr. Baker: Would that still keep the text that says "We Buy Gold and Silver" still bigger than Countrywide Gold Buyers font?

Mr. Beougher: You'll have to if you keep the logo.

Mr. Baker: I think it would, yeah. I mean literally shy of removing the logo or moving it down, which I realize it's all a logo together, I understand that – shy of moving it down and making the "We Buy Gold and Silver" smaller and then growing the Countrywide Gold Buyers, I'm not sure how you get the text to "We Buy Gold and Silver" smaller than the text font for Countrywide Gold Buyers.

Mr. Spalding: And I'm also curious on the logo itself. On the building, CGB had the yellow background, on this sign it doesn't. So which is the logo? I mean just the letters, or the letters on the yellow? I mean what is the actual logo?

Mr. Robbins: Can I just say one thing? We have been working with the applicant and this is one of the things that came up was the presence of the yellow on the monument sign and they were willing to try and match, as best as possible, in the rest of the signs on the monument sign. However on the wall sign you can see that they did retain the gold in that logo.

Mr. Baker: So I suspect they would prefer to have the yellow in the monument?

(Several speaking at once.)

Mr. Beougher: And looking at the sign on the wall – the wall sign, it appears that the serif font is a bolder font than it is on the monument sign. I mean that might help it read a little more-- I don't want to design your sign for you, but I'm just kind of reacting to what—

Mr. Lawrence: Are you comparing the font for the business name in the two logos?

Mr. Beougher: Correct, correct.

Mr. Lawrence: It's the same font. One has been stretched slightly vertically. I mean they're both serif fonts.

Mr. Beougher: Okay, right, but one looked like it was a little thicker through the—

Mr. Lawrence: Right, it's slightly more compressed compared to the one on the bottom. That's why it looks thicker.

Mr. Beougher: Does the logo have to be to the left of your name?

Mr. Lawrence: Yes, that's the way the franchise is.

Mr. Beougher: Okay. Go back to the monument sign. If we were to ask you to not exceed the height of the name letters with the gold and silver letters, what would that do? If we matched the height?

Mr. Lawrence: The bottom line would be, at most, one-third of the sign then, right? And the top two would be two-thirds, at least two-thirds.

Mr. Beougher: And it might mean that instead of increasing the name of the business you might have more white space, which might make it easier to read driving by it at 35 miles an hour, which is what I always do.

Mr. Baker: I don't know if you could vertically stretch slightly the Countrywide Gold Buyers and then shrink vertically the "We Buy Gold and Silver" to at least get them to be comparable, 50/50, or the same size I should say.

Mr. Lawrence: Let me make sure I understand, because I was a little confused there. When you say same size, you're talking about the "We Buy Gold and Silver" versus one line of Countrywide Gold Bueyrs?

Mr. Beougher: Well, I think right now, "We Buy Gold and Silver" is the same height as the two lines of your name. And what I'm saying is if you shrunk at least the

height of “We Buy Gold and Silver” to match the height-- Any idea what those heights are of each of the letters?

Mr. Persons: I don’t have that with me, but probably 4”, between 4-5”.

Mr. Beougher: Well, I’m gravitating towards 60/40 and, you know, kind of towards two-thirds/one-third. I’m not sure we’re going to get what we’re after, but that’s kind of where I am.

Mr. Comeaux: In the past we kind of set parameters and then say, “Shoot for 60/40 and then run it by Staff.” Is that something we can still do?

Mr. Robbins: I think it is. I think this is something that’s kind of, you know, if it’s measurable like 60/40, this is something we can just take a look at and see if it meets those requirements.

Mr. Beougher: And graphic design is not precise, it’s an eyeball, and 60/40 may not be as pleasing as 61/39 or 59/41. Anyway, so, okay, would anyone like to try to craft that into a motion?

Mr. Baker: So we’re okay with the blue? It stands out.

Mr. : I think it stands out a lot more on this picture than it does when you drive buy it, because the sign that’s there now is blue and it really doesn’t jump out like this appears to be jumping out at us, so I think there’s some precedent there with having a blue sign there now. It would be nice if it was red, but it seems like blue’s your company color. That’s my only comment. I don’t think it looks quite as – I don’t know what the right word is.

Mr. Robbins: There wasn’t enough sunlight when I took that picture.

Mr. Beougher: It’s backlit by fluorescent tubes that are probably warm white and it’s giving it a off-white, a yellow glow. I don’t know if those backgrounds are faded, originally started out white and maybe have discolored a bit, but your sign will probably fade, too, eventually.

Mr. Lawrence: We are going to try and use the existing panels as well, as long as there’s not too much sun damage on them.

Mr. Burd: Is the Plaza Center, is that a navy blue at the top of the sign? I thought I remembered it being blue.

Mr. Beougher: Okay, anybody want to take a crack at a motion?

Mr. Baker: Can I just try and phrase it so I understand it as well?

Mr. Beougher: Please.

Mr. Burd: We're saying that the name of the business right now is around 50% of the sign and the logo right now is around 50% and we're asking them if they would be willing to shift that so the logo – I'm sorry, so the slogan would be 40% and then the name of the business would be 60. Is that roughly where we're at?

Mr. Beougher: Yes, that's what I think the intent of the Board is. If someone could craft a motion.

Mr. Burd: I'll attempt a motion. I'll move that we approve this with the understanding that the monument sign logos will shift a little bit, since the logo is approximately 60% and the slogan "We Buy Gold and Silver" is approximately 40%, with giving Staff an opportunity to review before it's finalized.

Mr. Spalding: I'll second.

Mr. Beougher: Just to comment, I like the word approximately in that motion, so that's what I was going for. Any other comments or questions? (No response.)

(Mr. Robbins called the roll. Mr. Baker voted "yes." Mr. Beougher voted "yes." Mr. Burd voted "yes." Mr. Comeaux voted "yes." Mr. Spalding voted "yes.")

5. **2965 TAYLOR ROAD WEST, REYNOLDSBURG, OHIO:** APPLICANT MARYBETH SHAY, ARCHER SIGN CORPORATION (#158824). DENTAL WORKS, NEW WALL SIGNS.

Mr. Beougher: Would you please state your name for the record and then we'll introduce the item.

Mr. Scott Lee: Yeah, my name's Scott Lee. I'm from Professional Image Signs representing Archer Signs.

Mr. Robbins: As mentioned, this is Application #158824. The property is located within the strip retail center located at the southeast corner of Baltimore-Reynoldsburg Road and Farmsbury Drive, so we're returning to the same shopping center. They're requesting Design Board Approval for the construction of a new exterior wall sign, the refacing of an existing monument tenant panel, and, in the rear, they're also requesting a wall sign at the back of the building. The new internally illuminated front wall sign will measure 14'5" x 2'. The new non-illuminated rear vinyl lettering is the same dimensions at 14'5" by 2'. The refacing of the monument sign tenant panel is at 4'11" x 2'6". The proposed business is within the Community Services district and it's going to be a dental office and the adjacent businesses include a tanning salon, tax prep company and a jeweler.

This is the tenant space that they're looking to move into. The comment that Staff had was the sign on the rear is basically the same size as the sign in the front. We do have concern over this and it doesn't necessarily conform to the portion of the code that requires street frontage for a sign like this. We understand the need to have some sort of identification in the back for deliveries or people who might wander through, but I think this is a bit large for what its intent should be. So Staff would like the Board to consider whether or not the presence and/or size of the rear signage is appropriate for the intended use. Following the determination of the Board, Staff finds that the sign package is in keeping with the character of the district and will not adversely affect the overall appearance of the area.

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

Mr. Lee: When you said the rear sign, you said vinyl?

Mr. Robbins: I believe that's what I—

Mr. Lee: Okay, that should be – it's like a PVC. It'll be a PVC routed letter instead of vinyl lettering.

Mr. Spalding: Just a curiosity point. I'm familiar with most of those buildings back there and most of them don't have any signs in the back at all. Just the fact that they do have something back there that identifies the building is pretty rare, cause most of them really don't.

Mr. Beougher: I think if we were able to zoom up on the doors, I think there's a door sign that probably has in pretty plain lettering what the name of the business is, so the delivery guy goes to the right door. Is that accurate?

Mr. Robbins: To the best of my knowledge, yes. I mean it looks like there is a small red sign on the back of each door.

Mr. Spalding: That's what I'm saying. All of the businesses along there, that's as big a sign as they have is the little door sign.

Mr. Comeaux: There is a provision of the code that says wall signage needs to have like road frontage, right? So are we even allowed to approve a sign that doesn't have frontage?

Mr. Robbins: No. However there are provisions that state there's a size limitation for situations such as this and we're basically talking about the signage that's on the rear door right now, something of that size, off the top of my head I want to say 2 square feet or something around there. The scale of this is completely out of—

Mr. Beougher: What is the exposure on the back? What does it face? Is it landscaped screening?

Mr. Robbins: There is landscaped screening and there is, I believe, multi-family in the rear of that. So it does face a large mound of evergreen trees.

Mr. Spalding: It faces Smokey Bones' parking lot. The front of the building does, the back of it faces the back of the Walmart—

Mr. Robbins: There's a wall back there and there's a little condominium development over that wall.

Mr. Beougher: Right, that's what I was thinking and there's got to be some sort of either a fence or landscaping.

Mr. Spalding: There's a fence around the entire length of that parking lot.

Mr. Robbins: Okay, so we're zooming in now where the mouse cursor is, right here is where the proposed dental office would be. You would be able to see the sign from what looks to be duplexes to the rear; however, they are pretty well screened and there is a fence separation as well. Is that clear?

Mr. Spalding: And it sits on a slope. It's actually really high. That's about a 15' fence because of the slope. It's pretty high.

Mr. Beougher: So the sign is actually facing another wall across the parking lot or loading area. So why do they want to spend the money on the sign for that location?

Mr. Robbins: I asked the same question.

Mr. Burd: This sign's already up, isn't it?

Mr. Lee: I don't think so.

Mr. Burd: I'm almost positive it is. I was there yesterday and unless I'm confusing paper, I'm almost positive the sign's already up.

Mr. Lee: There's actually another sign company involved in this. They're – Archer is the one that's building it and it was subcontracted to them. They, I guess, got sick or something and couldn't show up, so they needed somebody from Archer Sign to come down here, which I represent Archer Sign, so I will not be the installer of it, but—

Mr. Baker: I pulled my car right in this little area and the sign's up, so just throwing that out there.

Mr. Lee: And that's the rear sign or the front sign?

Mr. Baker: That's the rear sign. I was where these cars are parked here and I just turned around and drove out. I was actually there looking at some other things and decided to check it out, but you can't see them from these homes on Donwick. You can't see the sign. The fence is large. There are trees there.

Mr. Robbins: Out of curiosity, is the front sign up?

Mr. Baker: The monument sign was up, I believe. I can't recall whether the front sign's up or not, but I'm positive the back sign is up, the one we're discussing right now.

Mr. Beougher: Okay, so Staff reports that Staff would like the Board to consider whether or not the presence and/or size is appropriate for the intended use. And I think what I would like to do, and Mr. Robbins can tell me if I can do it, is entertain a motion for the front sign and the monument sign and then ask for a motion on the rear sign. I believe we can bifurcate the item.

Mr. Robbins: I think that's – I have no issue with it.

Mr. Beougher: Anyone of the Board have an issue with it? (No response.) Okay. Any other questions before we go to the motion? (No response.)

Mr. Spalding: I move that we approve the monument sign and the front sign as submitted.

Mr. Burd: Second. Any other comments? (No response.)

(Mr. Robbins called the roll. Mr. Baker voted "yes." Mr. Beougher voted "yes." Mr. Burd voted "yes." Mr. Comeaux voted "yes." Mr. Spalding voted "yes.")

Mr. Beougher: Thank you. Two out of three are approved. Now we'll go to the rear sign. Is there a motion?

Mr. Spalding: I just have one more question on the rear sign. You don't know whether or not the sign is actually up already?

Mr. Lee: No. They called me at 3:00 this afternoon.

Mr. Spalding: I understand. But Mr. Burd believes that the sign is up. He's 100% sure that the sign is up, so that certainly preferentially clouds my judgment, because I'm not inclined to have them take down something that's already up.

Mr. Beougher: Mr. Spalding, I appreciate your concern; however, for the purposes of discharge of your duties as a Board member, you should not let that cloud your judgment. The fact that it's installed is a violation of our codes and actually might predispose me to vote against it and it shouldn't.

Mr. Comeaux: And notwithstanding that, I get back to I'm not even sure we can approve it. I mean I think the way the size is, because it doesn't have frontage, I mean unless somebody tells me I'm misremembering that provision of the code, I can't approve it. My understanding of the code, because we're run across it a couple of times, is there's got to be frontage for this size of sign.

Mr. Beougher: And I think, would the BZBA be the proper jurisdiction to appeal to?

Mr. Robbins: Yes. The presence of a sign of this size would require a variance, which would basically be – it would allow a second wall sign on a building that only has one street frontage. And the way the code reads is that you're allowed one wall sign per major street frontage. There is some considerations if the building is on a corner, you'd be allowed two and if there's kind of a street – main street in front and a main street in back, however this does not satisfy those requirements.

Mr. Baker: Do we vote on something or do we table? I don't know if you can table half an item or a third of an item.

Mr. Comeaux: Can I ask one question? I don't see – I agree with you all. The guy that goes around back to deliver, is he that blind that he has to have that big of a thing? I guess you said 2 square feet?

Mr. Robbins: I'd have to double check on that, but it's close.

Mr. Comeaux: I mean if there's a big wall back there, what's the sense in it? That's how I look at it. Personally, I can't imagine them going through BZBA to put a sign back there. I mean even if they get the variance, they're paying a lot of money to show it to nobody.

Mr. Robbins: I have no problem voting on this.

Mr. Spalding: I'm okay with it, too.

Mr. Beougher: As we keep talking about it, and Mr. Comeaux bring up the provisions of the code, I was thinking well, it could go down on vote, it could die for lack of a second, it could die for lack of a motion, or the Chair could decide not to call the question, which is kind of where I'm at. And it wasn't my intent to trick anybody by saying that we would consider it as two items. So, as the Chair, I think I should ask for a motion. (No response.) Hearing none, you have approval on two of the three signs and if the other sign is already installed, the Staff will have some conversation and it will need to be addressed by another body at the minimum.

Mr. Comeaux: Just one comment. If you look at the code again and you tell me I'm wrong, we can talk about whether the size is appropriate, but absent that, I can't get my head around even considering a motion.

Mr. Lee: Let me ask you something. If the sign's installed, what you're saying is it needs to come down.

Mr. Beougher: No, what we're saying is it will need to go before the Board of Zoning and Building Appeals in order for it to remain up. So if they file an application with the BZBA, while that application is pending, the sign can stay. But if they don't hear it or if they turn it down, then it will have to come down. Mr. Burd, I'm looking at you and Mr. Robbins. Is that an accurate interpretation?

Mr. Burd: That would be my understanding of it.

Mr. Robbins: That would be my understanding as well.

Mr. Lee: Now the other question, if it does come down, since there are door decals on the back, we are allowed to put a door decal on the door?

Mr. Robbins: Yeah, if you wanted to contact Staff, we can go over the-- I'll have to check the code. I don't want to tell you the wrong thing, but it does allow for directional signage.

Mr. Lee: Can I ask what we're talking about price-wise in variance fees so I can go back to her and say something to her?

Mr. Robbins: I want to say a variance is in the \$350 range for a commercial property.

Mr. Lee: Let me ask you another thing. Are you the ones that hear that too?

Mr. Beougher: No, that will be another Board and they meet on the third Thursday.

Mr. Lee: So there's no opinion I can get from you whether it's even worth doing?

Mr. Robbins: I can tell you that variances, you do have to demonstrate a hardship, that is being imposed unbeneficial use of the land by the zoning code. Just a precursory look at this, I think that might be a little bit difficult to justify.

Mr. Burd: Even then, it still has to come back in front of us again for approval, right?

Mr. Robbins: That's correct.

Mr. Burd: And I don't believe it would be something that I would want to support.

C. OTHER BUSINESS

1. DISCUSSION OF SIGN REFACING FOR 1714 CENTURY CITY WEST, REYNOLDSBURG, OHIO: FOR REYNOLDSBURG POLICE DEPARTMENT.

Mr. Beougher: There was an emailed sign face that was circulated by Staff.

Mr. Robbins: So the property, and this is in front of the Century City Apartments, what was previously Smokey's Bar, they had that nice little pole sign out front, the Reynoldsburg Police Department has moved into this space. The sign is existing and they are wanting to reface it to reflect the Reynoldsburg Police Department Substation. So this is the sign that they're going to take off. This is the existing sign that's in the substation right now and they're just wanting to get some faces made and put into that area. Since it is part of the City of Reynoldsburg, they necessarily can't govern themselves, but are making a good faith attempt at following the intent of the zoning code. Any kind of response we could get from the Board would be appreciated.

Mr. Baker: It'll say Substation on the signage?

Mr. Robbins: I believe so.

Mr. Baker: Any way it could be put in a more strategical location than slightly off-center?

Mr. Robbins: I can make that recommendation, absolutely. What would you recommend? Justify it to the left?

Mr. Baker: Either that or even to the right. Either one would be better than slightly off-center.

Mr. Beougher: To me, the badge looks flat. I mean we've got some cars running around here with some beautiful artwork on them. I mean, can't we ask for as much on the sign?

Mr. Baker: I think that's a good point. I think that would be – I don't know if Mr. Burd has any knowledge of this. Are you involved in this in any way?

Mr. Burd: No. I'm actually – they separated Safety from Service, so technically I'm not. But I did talk to someone with the City who is familiar with this and the only thing that came to my mind was the comment that was already made about the odd placement of the substation. We have the ability, as a City, to make nice signs and we can do this and I think that they'd be willing to work with any suggestions we make. But this is a good thing for the City. This is going to be much more prominently featured than the current sign.

Mr. Baker: And the sign is pretty bland. I feel bad for anybody going to Smokey's Bar and they wind up in the substation.

Mr. Beougher: So is the substation in the previous bar?

Mr. Burd: The substation, I believe, is behind the previous bar. Do you know, Justin?

Mr. Robbins: This is the furthest I got. The powers of Google sometimes don't take it all the way. There is a building that is within the main area of Century City and it's my understanding that that is the police substation, but bear with me while I get this turned off. Okay. It's my understanding that this building here is where the substation is. Do you know if that's correct, Mr. Burd?

Mr. Burd: I believe so. I've only been back there once and that's when they were doing the grand opening and I believe that's where it is and so I think part of the reason why they want this sign out front is because nobody really knows it's back there. My recollection is that the ownership of the complex offered this space to the City for very strategic reasons, but a lot of people don't yet realize it's there. I've also been told by our Safety Director that they are going to have somebody working at the station soon. Right now it's kind of empty, but they are planning to do more than they've done and this sign is a part of that. I believe that you're right on where you have the cursor, that that is where their office is right now.

Mr. Spalding: How much space is there?

Mr. Burd: It's not large. It's not a large space, but it's big enough to have some staff there if we can get them over there.

Mr. Beougher: Yeah. If I'm not mistaken, that is where Smokey's was.

Mr. Burd: I don't know. I never went to Smokey's.

Mr. Beougher: Well, I have not been there either; however, I have had a number of conversations with a previous police chief about some activity there, so I kept my eye on it so I know where it is.

So they're not looking for anything from us other than some suggestions or guidance or—

Mr. Robbins: Yeah. I think that would be correct.

Mr. Beougher: Well, it just seems like we could do a little better and, like I said, I think the artwork that we've got on the sides of our police cars is an appropriate starting point. We should be proud of that.

Mr. Robbins: I will definitely relate this to our contact at the police department.

Mr. Burd: Do you know, is this made already?

Mr. Robbins: This is on the substation.

Mr. Burd: So this is what we're looking at – it actually exists right now?

Mr. Robbins: Yeah. This is a wall sign on the substation, so this isn't laying on the ground to be put up to the best of my knowledge. They haven't—

Mr. Burd: They're already installed.

Mr. Beougher: Okay. Any other comments that Mr. Robbins can take back? (No response.) Okay. Well, thank you.

2. **DISCUSSION – DEED RESTRICTIONS**

Mr. Beougher: And I added this item. I wanted to chat a little bit about what we discussed at our last meeting and this is related to the Lowe's outbuildings and was it Auto Zone?

Mr. Robbins: Yes.

Mr. Beougher: And there was a voluminous deed restriction distributed that commented that the sign is subject to review by the developer and that multi-tenant signs were encouraged, and so it seems to me that we don't need to worry about it to some degree. However, we do need to worry about it because unless they take it to the developer for approval, it's not going to get done. Mr. Robbins, do you have any updates on where they are in this process?

Mr. Robbins: Yeah. We have a few updates. First of all, we have a better idea of why they were putting up a monument sign instead of using the provided sign that they already had, the shared tenant sign. Apparently when the first tenant moved in they took up the entirety of that sign. But that being said, we requested that the applicant provide us or the applicant's attorney with something stating that the developer was aware of what was going in and was basically an approval of that sign. They have since provided us with that, yes. So this is not Lowe's. This is, I believe, Limited Holdings. One thing I think we should do is take a look at, because these development techs kind of went through several different landowners, so when it was originally written, when the land was rezoned and parceled off, it was a landholder and then they sold it to kind of a holding company and it kind of went down the line. So a lot of those documents referenced that original document, although they might not have those signage regulations in there. I believe you have a copy of that original document that was written when the land was rezoned and originally purchased. So I would like to make it aware to the applicant that the documents that they necessarily have for their

land when they purchased it might not represent the full entirety of the regulations on that property. What I mean by that is they have a 10-page deed restriction and that deed restriction references the 100-page deed restriction that you have. That's how we originally tracked that down through the Franklin County Recorder's Office, so there are a lot of numbers.

Mr. Beougher: Okay. And as I recall, this was all developed by companies within The Limited family of real estate development wings.

Mr. Robbins: That I can't speak to.

Mr. Beougher: I remember a developer's breakfast several years ago that they announced their plans for this site and across the street and other areas and I think even my house and, what is it, Woods at – Waggoner Park. No, The Park at Waggoner was part of that Limited purchase, so in any case. Okay. As far as we know the sign is going forward as it was—

Mr. Robbins: We're having our City Attorney review everything. I'm not an attorney, so I don't what power the City has to enforce a deed restriction like this and if there is a clause in there that says if it's over 30 days after they submit to the original developer, if there's no determination made, it's basically approved. So it could be the case that that happened, we don't really know. And there is another clause in there that said it is subject to the original developer's approval as well and, I believe, it said Lowe's.

Mr. Comeaux: The only thing I can think of is that if, when they initially came before us for a site plan it was governed by the site plan if they made any representation to that point about signage, but that's the only thing I can think of in terms of the City being able to enforce anything. The thing I expressed to you earlier when we kind of talked about this _____ is I don't know that any other tenants there are going to come forward and say, "Well, if they get that sign then I get—" But I would be shocked if that happened.

Mr. Beougher: Well, I'm not a lawyer either and I certainly don't confess to know property law very well, so I'll leave it to the City Attorney and we'll just keep tabs on it should it happen to come back, or we just chalk it off to one that we missed.

Mr. Robbins: Yeah. Unfortunately, 100% it's difficult to achieve and this is one of those things that I know Staff is definitely going to be much, much more on the lookout for. And, like I said, this is something that went through with a major site plan, so I think we are focused on the major site plan portion of it. Typically, with these things, signage will go through secondly.

Mr. Beougher: So it hasn't been before us?

Mr. Robbins: The Auto Zone has.

Mr. Beougher: Okay. It was part of the building design approval.

Mr. Robbins: Yeah. Not a major site, but--

Mr. Beougher: Which are sometimes separate. Sometimes they send the building design through and then they bring the signs later.

Mr. Robbins: Exactly.

Mr. Beougher: And this came through all at once, so we need to be more aware of what's going on as well.

Mr. Robbins: I agree.

Mr. Beougher: And the item that was withdrawn from the agenda, is that coming back or is that—

Mr. Robbins: Very unlikely. I believe they considered the _____ replacement their best option.

Mr. Beougher: All right.

E. ADJOURNMENT

Mr. Beougher: Well, with nothing further before the Board, we stand adjourned at 7:42 p.m.

Lane Beougher, Chair

Justin Robbins

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Area East Secretarial Service
7668 Slate Ridge Blvd.
Reynoldsburg OH 43068