

MINUTES
CITY OF REYNOLDSBURG
DESIGN REVIEW BOARD
FEBRUARY 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. Richard Hudson Mr. Marshall Spalding
Others Present:	Mr. Justin Robbins

2. APPROVAL OF MINUTES OF JANUARY 3, 2013 MEETING

Chairman Beougher: Are there any amendments or alterations or questions on the minutes from our last meeting? (No response.) Did you all read every word on the 22 pages?

Mr. : Every line.

Mr. Beougher: Okay. Good. Just want to make sure we maintain discipline here. All right. Hearing no amendments, the minutes stand approved as distributed.

3. APPROVAL OF AGENDA

Mr. Beougher: Are there any amendments to the agenda?

Mr. Robbins: Yes. Staff would like to add a discussion of a previous project for the Auto Zone, so I believe it would be under New Business. I would like to add a Number 3. to that.

Mr. Beougher: We'll make that Item C3. All right. Any other amendments to the agenda? (No response.) Hearing and seeing none, the agenda stands approved as amended.

4. PUBLIC COMMENT

Mr. Beougher: Is anyone here to make comments on an item that is not on the agenda? (No response.) Seeing none, I assume that everybody's here to talk about an

item on the agenda. If you would, if you're here to talk about an item on the agenda, we'd like you to – we'd like to swear you in.

5. SWEARING IN OF SPEAKERS

(Mr. Beougher administers the oath.)

B. OLD BUSINESS

1. 6541 LIVINGSTON AVENUE, REYNOLDSBURG, OHIO: APPLICANT: CHERYL EDWARDS, WASHBOARD COIN LAUNDRY (#157953). REFACE WALL SIGN.

Mr. Beougher: Ms. Edwards, if you could come back to the lectern, Mr. Robbins will give us some additional information on this item.

Mr. Robbins: Yes. As mentioned, the property is 6541 E. Livingston. Ms. Edwards was in front of the Board for the January meeting for the Washboard Coin Laundry signage. There was some discussion and some concern from the Board of the handmade nature of the signage. Staff has been in contact with Ms. Edwards since that time and she has provided documentation showing that the sign was, in fact, done by a professional sign company and the design and the logo are the intent of her business, the desired character of what she is proposing to do.

It's the recommendation of staff that the Board approve the signage since it does satisfy the requirements of the code.

Mr. Beougher: Okay. Thank you very much. Ms. Edwards, thank you for coming back. Are there any questions? (No response.) Would anyone like to make a motion?

Mr. Burd: I move that we approve this.

Mr. Spalding: I'll second it.

Mr. Beougher: Any further discussion on this item? (No response.) Mr. Robbins, would you please call the roll?

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

Mr. Beougher: Your application is approved. Thank you and we're sorry for the inconvenience of making you come back. We're glad it worked out. I did notice that your sign had a light on the left side that was flickering or dim. You might want to have that replaced.

Ms. Edwards: (inaudible)

Mr. Beougher: I was driving past the other night trying to get home during the snow storm and I took an alternate route down Livingston Avenue and I just happened to look to my right as I passed by. Thank you very much.

Ms. Edwards: Thank you so much.

C. NEW BUSINESS

1. 7106 EAST MAIN STREET, REYNOLDSBURG, OHIO: APPLICANT: DINA CHERNEY, SIGN GLO, CALIFORNIA FITNESS (#158370). REFACE WALL SIGN.

Mr. Beougher: Well, which one is correct?

Ms. Dina Cherney: Well, I am Dina Cherney and the company is Sign Glo and it is for a California Fitness or Aspen.

Mr. Beougher: Okay. Thank you very much.

Ms. Cherney: Because they cannot make up their minds.

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

Mr. Robbins: Yes. As mentioned, the address is 7106 East Main Street which is California Fitness or Aspen Fitness at the moment, I should say. The applicant is requesting Design Board approval for, in both cases, a new internally lit logo sign on the face of the building, a face change for the pylon sign and in one case, a face change for a vinyl sign. This is something that the staff report doesn't necessarily reflect accurately. Going past the property, I did notice that the Aspen Fitness sign is already up. I assume that's been there for awhile.

Ms. Cherney: Um-um.

Mr. Robbins: So, dependent upon the Board wants to go with this, if we approve both versions of the signage package one would include a refacing, one would not include a refacing of that sign. Let me give you a good idea of what we're speaking of here. In this image you can see that the logo to the top left, that'll be new on both options and then the lettering to the center where it says Aspen Fitness, if it stays as Aspen Fitness, that would remain the same. If it gets changed to California Fitness, that would be a refacing. So, just to back up a little bit. As she mentioned, the company doesn't know which name they would like to take so the applicant was wanting to get approval for possibly two different signage packages and allow staff, I guess, to approve whichever one they decide to go with. So option one is the Aspen Fitness as you can see on the screens now. Option two would be California Fitness and with this you

would have a refacing of two signs and a new wall logo sign. This property is located just to the east of the True Value Hardware store; it's, I believe, the end unit on that property if I'm not mistaken. As far as code-wise, staff didn't see any issue with either signage packages.

Mr. Beougher: So they can't make up their mind? How about Reynoldsburg Fitness?

Ms. Cherney: They have been in negotiation with Keith who owns California Fitness who wants to come into this market—

Mr. Beougher: Okay.

Ms. Cherney: --for months. And hopefully they will make a decision by the end of the month and since I was already signed up for the meeting, I didn't want to waste any time and I thought you guys are competent. You can say if they stay Aspen they can put this up and the ground sign already has Aspen on it, and if they go to California Fitness we want the same thing, the logo and the lit sign on the fascia and we would change Aspen over to California Fitness on the ground sign.

Mr. Beougher: All right. Just looking at the exhibits, the color of the California Fitness at least on the exhibit, which I know is not necessarily an accurate rendition, seems to be more discernable but I realize that – I can't tell what color it is, is it blue or purple or magenta? It's difficult to see with the printed copy but it's—

Ms. Cherney: The yellow definitely pops more than the blue but have you driven by that Center and noticed that that particular sign is dark?

Mr. Beougher: I have not observed the sign directly.

Ms. Cherney: I'll tell you why it is dark. It gets more complicated. I've been in this business 30 years and I love it because I never know when something new is going to come up and this is the first time when I've when a landlord has put an extension on a shopping center that he has not provided the box inside the Center itself to put a lit sign. So not only do they not have a box in there, but we have to go in and cut the building. And, of course, the landlord doesn't want to be responsible. I don't want to be responsible. We're going back and forth and I said to Tommy Schottenstein that I know very well, "Fine, I'll just cut your building," and then we'll put a box in there to light it. So if Aspen is actually lit that blue shows up very well because it's a very light blue. So it does not pop the way yellow does.

Mr. Beougher: And I'm assuming that Aspen is not a franchised name and that California Fitness is and they're deciding whether or not to—

Ms. Cherney: I'm not sure if California Fitness is a franchise or if it's just owned by somebody who just keeps expanding.

Mr. Beougher: Okay. Questions from the Board.

Mr. Comeaux: So either you have up there where you have Cal Fitor – and the other alternative where you had the Aspen?

Ms. Cherney: Um-um.

Mr. Comeaux: Is that going to be lit or will there be external lighting on that or how's that—

Ms. Cherney: No. He's going to actually have us cut into that building and put a light box to light up that sign.

Mr. Comeaux: But I'm talking about the – so I understand where it is now, where it says Aspen Fitness in blue.

Ms. Cherney: Oh, you mean the logo up there?

Mr. Comeaux: I mean the logo up there.

Ms. Cherney: Oh, that's internally illuminated, yes.

Mr. Comeaux: That's internally?

Ms. Cherney: Oh, absolutely.

Mr. Beougher: And I think that's the section detail on the exhibit—

Ms. Cherney: Yeah.

Mr. Beougher: -- a surface mounted installation.

Ms. Cherney: It's a channel light letter detail down here.

Mr. Beougher: And then as for Aspen Fitness or California Fitness between the columns, it is—

Ms. Cherney: That's a routed out face.

Mr. Beougher: Yeah. And there's a sign box there?

Ms. Cherney: No. There is no sign box there and that's what we have to do.

Mr. Beougher: Okay. And that sign would be lit?

Ms. Cherney: Um-um, right. And then on the ground sign, Aspen Fitness is already there but if he goes to California then Aspen will be taken off and a new panel put in that says California Fitness, so everything will be even, consistent, except their decision-making. You don't know how many drawings I've done for these people.

Mr. Beougher: I've had clients like that.

Mr. Baker: Seems like the ground-mounted sign is kind of tough to read where it says California Fitness on the orange background with the yellow letters.

Ms. Cherney: Actually, it would be a lot easier to read than putting yellow on the white. See how True Value put it on the red and Aaron's put it on the blue?

Mr. Baker: Right.

Ms. Cherney: That's why we put the yellow on the orange. We didn't want to do black and orange.

Mr. Baker: That'd match the building.

Ms. Cherney: I would prefer to do yellow background with orange copy but once we get to that point, I'll suggest that because I think you can see that better.

Mr. Beougher: So does Aspen Fitness have a panel in that sign right now?

Ms. Cherney: Yes, currently it does.

Mr. Beougher: And what are those colors?

Ms. Cherney: Blue. It's a blue on the white, I believe.

Mr. Beougher: The white. Okay. It seems to me like it would be appropriately distinct, enough contrast.

Mr. Baker: Right.

Mr. Beougher: And I think the contrast issue is what Mr. Baker's alluding to, the yellow and orange.

Ms. Cherney: Well, how about, we want to keep the colors so, like I said, I was going to suggest to them to do the yellow background with a dark orange copy. You don't want to do red, red isn't good for tanning. You don't want to do blue and take away from Aaron's.

Mr. Beougher: So in the logo sign, the 11 by 52 inch Cal Fit logo sign on the brick, that's an orange background.

Ms. Cherney: That's orange, yellow and teal.

Mr. Beougher: Orange, yellow and teal.

Ms. Cherney: Um-um.

Mr. Beougher: And the letters and the number have a shadow which is teal?

Ms. Cherney: This getting old is terrible. I have to have cataract surgery now. It's a digital print and it will be – yeah.

Mr. Beougher: So my question is, is there a way to use that shadowing effect on the yellow and orange ground sign so that it makes the letters more distinctive so that they pop a little bit more?

Ms. Cherney: I think if you have two colors of dark on top of a light that'll pop more than anything and you have such a little panel to do all that shading.

Mr. Baker: It's the word California. It just seems like it'd potentially be tough to read unless you are up close to it.

Ms. Cherney: It is, but have you ever seen a Penzone sign?

Mr. Baker: I don't recall. I'm sure I have.

Ms. Cherney: You can't read it but when you look at it, because he uses it consistently, you know exactly what it is and this is kind of like their style, so people pretty much know what that is. And I have to say that when they're looking for California Fitness nobody even looks at the sign.

Mr. Baker: You could leave it off.

Mr. Beougher: Okay.

Ms. Cherney: Who knows what that landlord does.

Mr. Beougher: All right.

Ms. Cherney: Or we could do it in the teal.

Mr. Beougher: Well, I think that might actually be a good option for you.

Ms. Cherney: But then you have blue next to blue, too, with Aaron's, see? I was just trying to make it pop by having different – their colors.

Mr. Baker: You can't move it under True Value? Are you stuck to the slot where it says Aspen Fitness now?

Ms. Cherney: That's up to Tommy.

Mr. Beougher: That's closer to the street I suppose.

Ms. Cherney: It's closer to the street. They do have a very, very big area that they rent.

Mr. Hudson: Why don't we use Cal Fit on the sign instead of California Fitness? It's a shorter name.

Mr. Baker: Bigger letters.

Mr. Hudson: Bigger letters. Well it's Cal Fit 10, right?

Ms. Cherney: Yeah.

Mr. Hudson: Why not use that on the ground sign?

Ms. Cherney: We could, but I think Cal Fit 10 would be about the same as California Fitness.

Mr. Beougher: And I think their choice – the copy should be their choice.

Mr. Hudson: It just seems like it's so small.

Ms. Cherney: It is.

Mr. Hudson: Aaron's is pretty easy to read. True Value is pretty easy to read. Do they have a larger space on their sign?

Ms. Cherney: The landlord's not going to let them – I don't know if the landlord will let them use – no.

Mr. Beougher: I think Mr. Hudson's question is, are the True Value and Aaron signs taller—

Ms. Cherney: Yes.

Mr. Beougher: --and to me it looks like they are.

Mr. Hudson: It does look like they're taller.

Ms. Cherney: Yeah. They're two anchors. I built this sign, what, 20 years ago?

Mr. Hudson: Oh, did you? Okay.

Ms. Cherney: Yeah. And the architect wouldn't listen to me. I told him to put Reynoldsburg Center in green and he wanted it in gray and we had a big fight and that is what happened. The architect was fired. I'm still doing signs.

Mr. Baker: Architects are a pain.

Ms. Cherney: No, they're not, but they need to stop at a certain point. It was a great design but leave the colors up to me. I'm the color girl.

Mr. Beougher: All right. So I guess I'll look at the staff report.

Mr. Baker: I'm not asking that it would be a requirement. I'm just suggesting that it's tough to read the word California with those two colors. Other than that I have no issues with it.

Mr. Beougher: Staff is recommending that we approve both proposals to offer some flexibility to the owner. Any concerns with doing that?

Mr. Hudson: No.

Mr. Beougher: And if not, I will entertain a motion.

Mr. Spalding: I move that we do approve both signs as submitted.

Mr. Baker: I'll second.

Mr. Beougher: And just to clarify since there are actually four signs, you mean—

Mr. Spalding: Both proposals.

Mr. Beougher: --both proposals. Mr. Spalding accepts the friendly amendment.

Mr. Baker: I'll re-second.

Mr. Beougher: All right. Any further discussion on this item? (No response.)

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

Mr. Beougher: I still like Reynoldsburg Fitness, but you're approved both ways.

Ms. Cherney: It may even come to that. I'll keep track and see how long it takes him to put his sign up there.

Mr. Beougher: All right. Thank you very much.

Ms. Cherney: No. Thank you.

Mr. Robbins: Staff would also like to remind the applicant that building permits are required for signage within the City so we would strongly recommend that you contact the Building Department before starting any work.

Ms. Cherney: Of course.

Mr. Beougher: Mr. Robbins, she's been doing this for 20 years.

Mr. Baker: Thirty, didn't she say 30?

Mr. Beougher: I don't know.

Mr. Baker: You say this to all the applicants. Architects are a pain. You are on the record as saying a building permit is required.

Mr. Beougher: All right. Well thank you very much, Ms. Cherney.

2. 2857 TAYLOR ROAD, REYNOLDSBURG, OHIO: APPLICANT: SARAH PETERS, JONES SIGN CO., LANE BRYANT, (#158404). New wall sign and canopy sign.

Mr. Beougher: Please state your name for the record.

Mr. Robert Schorr: Robert Schorr.

Mr. Beougher: Thank you, Mr. Schorr. Mr. Robbins, would you please introduce— wait a minute. Mr. Schorr, since you came in late I need to swear you in. (Mr. Beougher administers the oath.) Mr. Robbins.

Mr. Robbins: Yes. As mentioned, this property is at 2857 Taylor Road. This is a storefront that was originally a Fashion Bug and since they're going out of business, the storefront was split into two and Lane Bryant is proposing to move into one of the spots.

Mr. Beougher: I got some good deals on Christmas presents there.

Mr. Robbins: At Fashion Bug?

Mr. Beougher: Yes.

Mr. Robbins: This has been a fun one for staff recently because of the address split. By the way, we'll be getting a Justice store in the other half of it. It'll be covered in the next Design Review Board meeting in March. Going back to this proposal, the applicant is requesting Design Review approval for the following signage: a new wall sign, a backlit channel sign measuring 25 feet by 2 feet and a new under-canopy sign which is black backlit acrylic measuring 4 feet by 1 foot. Maybe the applicant can speak a little more about this. I am not completely familiar with – the way it was mentioned on the drawings is it shows up as a black and there's perforated vinyl which then becomes backlit at night.

Mr. Schorr: That's correct.

Mr. Robbins: Okay. As far as the wall sign goes, it meets code. Staff didn't find an issue with it. As far as the under-canopy signage goes, this is something that we'd like the Board to discuss. My intuition – our intuition says that this should be classified as a blade sign in some manner. I mean, it's an under-canopy sign that comes down—

Mr. Beougher: Yes.

Mr. Robbins: This little guy right there.

Mr. Beougher: Right.

Mr. Robbins: So, this is something that wouldn't be visible from the street--

Mr. Schorr: Just if you're walking underneath the canopy and sidewalk area you can see it there.

Mr. Beougher: Do the other shops have a sign like this or not?

Mr. Robbins: This is something I have to check out.

Mr. Beougher: Okay.

Mr. Baker: I doubt that they do.

Mr. Schorr: I don't believe they do, to tell you the truth. I think it looks classy, personally.

Mr. Beougher: I've seen it a lot in other centers.

Mr. Schorr: If people are walking from one end to the other, they really don't know the store unless they see the vinyl on the window.

Mr. Beougher: Right. They have to walk in the street to see the sign unless it's on the windows or something.

Mr. Schorr: Vinyl, yes.

Mr. Robbins: So this is one of the issues that staff was dealing with is that it's an internally illuminated sign. If we classify it as a blade sign, this is something that's prohibited. You can't just have a backlit blade sign. If we consider it as something that's kind of inside the building and we can say that it's not necessarily viewable from the street, I think what they've submitted would be acceptable. This is something for the Board to discuss.

Mr. Baker: How well lit is it underneath that canopy?

Mr. Robbins: At night, I mean, I assume it's – I haven't been there at night. What seems to be the case with this sign is that it's black vinyl, is that correct? And then the only part that would be backlit would be the actual text that says Lane Bryant, so it's not a massive glaring red.

Mr. Schorr: Not at all. No.

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

Mr. Schorr: No. I think we talked about it clearly there. I have seen that shopping center area. It's illuminated fairly in comparison to any other shopping center as you walk down through it. I wouldn't say it's brighter or not and in some parts, if the lights are out, it's awful dark in areas, too, if they're not serviced and kept up. I think this just adds a really classy way to see that as you walk down the sidewalk.

Mr. Beougher: And I see on the last page of the sign drawings that there is a window vinyl detail as part of the application. Is that—

Mr. Robbins: This is something that doesn't necessarily apply to a sign from the code, as long as it doesn't cover over 25% of the window area, so we didn't include that in the Design Review.

Mr. Beougher: So, my first reaction when I opened my packet when I received it in the mail was somebody had stolen my signature, because I've been signing my first name in a very similar way for about 40 years and anyway, so I wish I had copyrighted it. It's a little different but very, very similar. So I hope that the Limited Brands doesn't come after me for--

Mr. Schorr: They might.

Mr. Beougher: _____ their copyright since they probably have it registered. Any questions from the members?

Mr. Baker: So if we classify this is a blade sign, it cannot be internally lit?

Mr. Robbins: That'd be correct.

Mr. Comeaux: When you say blade sign, can you give me an instance I might be familiar with? I mean, are you talking about something that would be the main sign for the establishment?

Mr. Schorr: These are signs you typically see in storefronts. Take for instance, the Historic District, you would have signage that would come out perpendicular from the building. We consider that a blade sign.

Mr. Comeaux: Sure. Like the one--

Mr. Beougher: Connell's Hardware, Vick's Pizza.

Mr. Schorr: A bracket normally holding the--

Mr. Beougher: Those are not in compliance in that area.

Mr. Comeaux: Right. I understand, but I'm trying to get a sense for what blade sign means and if that's what blade sign means, I know where I would come out on this, is what I'm saying.

Mr. Beougher: Yeah. It's a sign that can be seen perpendicular to the building.

Mr. Baker: I like the idea of putting them under the canopy. We can't change the zoning from here but I think it can be internally illuminated if we deem it a blade sign.

Mr. Robbins: I mean, I will say the signage is, you know, we look at things that are typically seen from the street, typically seen not necessarily inside the store, but stuff that affects the public view. This is kind of a quasi situation where it is technically outside of the building, but it's not necessarily visible from the street.

Mr. Schorr: Yeah, it's not its audience.

Mr. Beougher: I'm trying to think where I've seen these signs and I'm thinking in my childhood era, you know, Chillicothe, Circleville.

Mr. Baker: And at Jeffersonville?

Mr. Beougher: Maybe.

Mr. Baker: Yeah. I think they're great but people would follow suit over time.

Mr. Schorr: Yeah. I like the LED lit, too as long as it's not overwhelming as you walk down through. It really does add a great job, and they do that at Jefferson as well. A lot of them though kind of are a blade sign in a way at Jefferson where they're hanging or they're bracket applied. This is a really nice mounted system that sticks out and LED lit that's a really nice design, subtle.

Mr. Beougher: And is it visible from, not necessarily the street but the parking lot?

Mr. Schorr: Not really unless, you know, depending on how far that hangs down to this isn't anything you really see from the parking lot at all.

Mr. Beougher: You might be driving by on the access road—

Mr. Schorr: You might catch it if you're just in front of the store as you pass and look underneath, you might catch that, but you really don't see those things. That's not its audience. Its audience is there, that's walking down the strip from one store and looks down the sidewalk and then sees that just for convenience.

Mr. Baker: Does it turn off when the store is closed?

Mr. Schorr: Yeah, I believe that would go with the time switch with the top of the signage.

Mr. Baker: So it's like an open and closed sign?

Mr. Beougher: Any other questions? (No response.) Well, personal opinion, I don't see much of an issue with the under-canopy sign and I'm not sure that it has – I'm not completely in agreement that it's a blade sign and I guess I'm not opposed to approving it.

Mr. Baker: I'm not opposed.

Mr. Comeaux: Yeah, and just my sense, because like you said, the audience is really is the pedestrians rather than the vehicle traffic on the road. That's why I would come down the same place I think.

Mr. Burd: I agree, totally.

Mr. Beougher: Okay. Is that Administration's opinion?

Mr. Baker: It's my opinion. I think it's nice though. I think it'll be a nice touch there.

Mr. Beougher: All right. Is there a motion for approval?

Mr. Baker: I move for approval.

Mr. Beougher: Mr. Baker with a motion. Is there a second?

Mr. Hudson: I'll second.

Mr. Beougher: Second by Mr. Hudson. Any further discussion or comment?
(No response.) Mr. Robbins.

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

Mr. Beougher: You're approved.

Mr. Schorr: Thank you very much.

Mr. Beougher: Blade sign and all.

Mr. Robbins: As I told the last applicant, make sure to check with the Building Department.

Mr. Beougher: And don't forget to sign in.

3. UPDATE ON OTHERS ON SIGNAGE

Mr. Beougher: Update on others on signage or something to that effect.

Mr. Robbins: Yes. A bit of background for anybody who didn't hear me. This project came through Design Review as a new commercial project and site enhancements and signage was included in the package. With this package, this is a drawing that was included on the front sheet, it was rather small. The height of the sign is 10 feet. Code-wise it's large and it's not necessarily in character with the rest of the area.

Mr. Baker: Is it up?

Mr. Robbins: No. It was conditionally approved by the Board that the brick color and the base be approved by staff and the base – there was an issue with the base not being as wide as the sign and the brick color matching things that had been done in the area. Last week we had a sign permit that was submitted for this sign—

Mr. Beougher: Staff, did we approve that height?

Mr. Baker: That's not me standing next to it. It's a regular sized guy.

Mr. Robbins: Staff thought that with this design that the Board wasn't necessarily acting on the best information that they had at the time, given the size on the drawing and this is something that I think was overlooked as well, is the scale of this thing. We've been in contact with the applicant and it is something that we thought was problematic.

Mr. Beougher: So staff has not approved as we asked?

Mr. Robbins: That's correct.

Mr. Beougher; Okay.

Mr. Robbins: We are in a holding pattern right now with the sign because once it goes up it's going to be there for a long time and it's big.

Mr. Baker: Six (6) foot tall, right? That's our max.

Mr. Robbins: No. Within the Overlay District, 6 feet. We're at 10 feet.

Mr. Baker: We're at 6 foot. This is as high as they can be so we would ask them to crop 4 feet out of this?

Mr. Beougher: But you're saying this is outside of the Overlay District?

Mr. Robbins: That's correct.

Mr. Beougher: So what is the maximum size for this?

Mr. Robbins: Ten (10).

Mr. Baker: It's still big.

Mr. Robbins: It's very big and this is something that, like I say, I don't think that the vote was determined based on the best information that the Board had. So we've been in contact with both their local representative, the national representative for signage who takes care of all signage for Auto Zone and Auto Zone. Auto Zone is steadfast at the 10 foot height. We would've been open to something if they would take that down a little bit. They are pressing the issue in terms of "it was something that was approved by the Board and we are going forward with it." They are willing, however, to make some compromises with the size of the base. This was something that was submitted to us today. We think it represents something that's a little better than the 7 foot by 13 foot brick wall. This is not something necessarily that we are extremely happy with but this is where we're at right now.

Mr. Beougher: So if I'm recalling correctly, some of the signage in that area is a little different. We've got the corner sign at Broad and Waggoner which is – has the seal of the City of Reynoldsburg and has some columns or pilasters or whatever you want to call them. Is there a diamond pattern on those? Is there a diamond insert?

Mr. Robbins: That I don't know for sure.

Mr. Beougher: Seems like there's something like that there and I drive past it every night on the way home.

Mr. Robbins: Trying to get a zoom in of the signage that's there right now and this is on Broad Street, at the very eastern edge of the site.

Mr. Beougher: Right and this is next to the Tire Discounters that has been built.

Mr. Baker: Do you happen to have a copy of the application which we approved this conditionally?

Mr. Robbins: I don't with me.

Mr. Baker: I'd love to see how big the numbers were on that, if they were legible.

Mr. Beougher: So the sign between the National City – I'm sorry, the PNC and the Burger King is—has both panels on it.

Mr. Robbins: Okay. So this little guy right here—

Mr. Beougher: Yeah, that has the signs for both the bank and the Burger King. Are you looking for the—

Mr. Robbins: There we go, excuse me. So we had the Chase Bank, this little guy right here and their monument sign and then there's the pylon sign for the existing establishment, the Lowe's development and then here's another monument sign at Aldi's.

Mr. Beougher: So can you zoom in on Aldi's for a second?

Mr. Robbins: Certainly.

Mr. Beougher: So you see how it has kind of a pilaster at the ends and then the Lowe's sign even has a sign between two columns.

Mr. Robbins: That's correct.

Mr. Beougher: And if I'm not mistaken, there's a little diamond shaped insert near the top. It's kind of difficult to see. Do you see what I'm seeing?

Mr. Robbins: Um-um.

Mr. Beougher: So the Aldi's sign isn't 10 feet tall. _____ scale.

Mr. Robbins: I was trying to see if I had the documentation. I don't have it with me. This is something you might actually be able to find inside the office, if you guys want to check further into it.

Mr. Baker: I wouldn't mind seeing it.

Mr. Beougher: Yeah.

Mr. Robbins: You want me to do a quick search right now?

Mr. Baker: Go for it.

Mr. Comeaux: Mr. Beougher, I know on occasion you've talked about, like the landlord giving you sometimes grief about their consistency. I can't remember if this is one of those or not. I can't remember if you had said something about PNC Bank there. I can't remember. I just wonder whether it's Taylor – it might have been a Taylor development where you said that – I'm sorry, where Taylor—

Mr. Beougher: Taylor Square had some design. They raised the bar on the design _____.

Mr. Comeaux: Okay. Maybe that's what it was.

Mr. Beougher: He was referring to the McDonald's and Shell station across the street. He was working for that, for the Design Board to _____ that brick _____ and that was before the Center was developed.

Mr. Comeaux: Yeah. Because if I was Lowe's, for instance, and now this tenant down the road is getting this gargantuan sign, and not that Lowe's is—

Mr. Beougher: It's pretty big sign.

Mr. Comeaux: It's a pretty big sign, right, but I wouldn't be surprised if the Auto Zone is bigger than that.

Mr. Beougher: Right. Well, it's not taller than that.

Mr. Comeaux: It's not taller, that's true.

Mr. Beougher: But it's definitely competing.

(discussion)

Mr. Spalding: What was that first picture that he had? My mind could be playing tricks, but I don't think that this sign is the same sign, the actual sign itself as what they submitted when we first approved it. I mean, I know we're _____ height and all, but I don't even think the sign itself is the same.

Mr. Beougher: You're talking about the sign with the single post.

Mr. Spalding: Yeah. No, no. The actual sign at Auto Zone, I think these colors and things are different and they look to me, as I remember, different than what we first saw when we approved it.

Mr. Beougher: So that sign was 13 foot 11 inches long and 3 foot 7 inches tall and we can go back to the slide, but I think that's the same.

Mr. Baker: Correct.

(speaking off mic)

Mr. Baker: That's fine. Yeah, thank you.

Mr. Beougher: There was some discussion while you were out of the room, Mr. Robbins, that the Board members thought that the sign might be larger than what was on the drawing, but that doesn't seem to be the case. I think because the brick wall, or the foundation, or the base has gone from what, half the width of the sign to at least the ends of the chamfered corners and it's so much brick it just looks huge; and I think the columns are an improvement, however-- Can you go back to look at the -- is it possible to look at the sign for either Chase Bank or for PNC and Burger King?

Mr. _____: It just seems like that wall -- looks like you're building a massive wall.

Mr. Beougher: I feel like I'm driving on Broad Street.

Mr. Baker: _____ over your eyes?

Mr. Beougher: Yeah.

(inaudible)

Mr. Beougher: It'd be further down.

(discussion)

Mr. : It's going to be on Broad Street.

Mr. Comeaux: Chase is right there.

(discussion)

Mr. Spalding: I'm curious if the landlord has any say on the signs as well.

Mr. Beougher: We were just discussing that. And who is the developer? There is part of the parcels that the The Limited--

(discussion)

Mr. Robbins: This is something staff would definitely be willing to look into to see if there is any sort of signage regulations that the developer, the property owner would have for signage such as this, based on the fact that all the rest of the signs in the development look very, very similar.

Mr. Comeaux: Yeah, I mean, if you— You should make an inquiry whether or not, because I don't know what the signage looks like for the, is it Tire Discounters is going to be there? I'm not sure what their signage looks like but if we kind of – or they were hammered into a smaller sign, particularly with the brick wall thing. If you're coming down Broad Street you're not even going to see the signage in one direction for Tire Discounters and the other direction for Chase and Chase is Chase. They're a little bit different ball of wax, but if you have a big brick wall, you get no value from your sign at all.

Mr. Beougher: All right. So what are you looking for from us?

Mr. Robbins: What I'm trying to do is let you know the situation. Legally I don't know what recourse we have.

Mr. Beougher: So we conditionally approved it with the conditions being brick base, width of the sign and they've complied.

Mr. Robbins: Yes.

Mr. Comeaux: And those are all within code? Like the 10 feet high 11 feet wide, whatever.

Mr. Robbins: I wish that wasn't so.

Mr. Comeaux: Okay. I understand.

Mr. Beougher: All right. Well, thank you for the information and I would ask that you keep us posted.

Mr. Robbins: Definitely will.

Mr. Beougher: And even if there's an update between meetings, perhaps you could send us a note.

Mr. Robbins: Certainly. If we get any material-- This has been going on in the past, just a few days, so we actually got this drawing today of the two columns and—

Mr. Comeaux: And I do think that – it's my sense at least and I thought you had said it was yours that the columns are better than the full brick wall and also do go back and check with the developer themselves and see if they can put any pressure on them to _____.

Mr. Spalding: So are you suspecting they will come back and visiting this again next month or will they need anything else from us?

Mr. Baker: I don't think they do, do they?

Mr. Robbins: Yeah. I don't think there's anything really, I think, since we kind of gave it our blessing at the time, passed with conditions and they've met the conditions, legally I don't know what recourse we could have. And the applicant seemed very, very willing to push that as far as it would go.

Mr. Beougher: So the next step is angry citizens asking us what we were thinking.

Mr. Spalding: Well, they should consider their neighbors, too, because like you said, you're blocking out Chase one way, you're blocking out Tire Discounters the other way.

Mr. Comeaux: Absolutely.

Mr. Spalding: I mean, I don't know why they want a wall so big.

Mr. Beougher: Right. And even though on the other side of the street we have the City of Columbus and there are some signs that are larger than we might like, it is within our jurisdiction and, anyway, it is a five-lane highway. Not that that's an excuse, but it does mitigate the circumstances a bit.

Mr. : Our best option is to just tell them that we really encourage the two columns. I mean, is that the best we can do?

Mr. Robbins: They seemed willing to work with us on the base. They would not budge on the height or the size of the sign.

Mr. : Well, I would just encourage us to push for the two columns, although legally we may not have any recourse.

Mr. Robbins: The second drawing that I showed, this here was done by them. We sent them a sketch over of something that I think would be reasonable to do and they came back with this, which I do think is better than the giant wall.

Mr. Beougher: Okay. Thank you for keeping us up to date.

Mr. Robbins: I know it's something that we will not be extraordinarily careful about.

Mr. Beougher: And I think we should be very careful as we conditionally approve things and ask staff to – delegate tasks to staff. We need to do what we need to do to keep the City looking good.

Mr. Comeaux: Well, and part of the problem here is it's outside the Overlay that you worked on and, I mean—

Mr. Beougher: Maybe we need a Broad Street Commercial Overlay.

Mr. Comeaux: Something to that.

Mr. Beougher: Another committee.

Mr. Comeaux: Well, I'm not saying that.

Mr. Robbins: It does seem odd that there are only a certain amount of commercial properties outside of the Overlay and we basically have two standards, one for the Overlay District which covers a large portion of the commercial properties within the City and then those kind of far extents that are outside of that. To staff, at least, it would make sense that it could be reasonable all the way through.

Mr. Beougher: Well, Council could extend the Overlay or revise the legislation. I mean, that's kind of outside of our jurisdiction. We could make a recommendation though. Okay. Thank you. With nothing further to come before the Board, we stand adjourned at 7:18.

D. ADJOURNMENT

The meeting was adjourned at 7:18 o'clock p.m.

Lane Beougher, Chair

Justin Robbins

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