

MINUTES
CITY OF REYNOLDSBURG
DESIGN REVIEW BOARD
FEBRUARY 3, 2011
7:00 P.M.

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A. CALL TO ORDER

1. ROLL CALL

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

2. APPROVAL OF MINUTES FROM THE JANUARY 6, 2011 MEETING

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

3. APPROVAL OF AGENDA

Mr. Baker: Are there any additions or deletions to the agenda?

Mr. Hansen: No.

Mr. Baker: All right. Hearing none, they'll stand.

4. PUBLIC COMMENT

Mr. Baker: If there's anybody here to address the Board for any items that are not on tonight's agenda, now would be the time to do so. (No response.) Seeing none, we'll move on.

5. SWEARING IN OF SPEAKERS

(Mr. Baker administers the oath.)

B. NEW BUSINESS

1. 2314 TAYLOR PARK DRIVE, REYNOLDSBURG, OHIO: APPLICANT: LENS CRAFTERS, SIGN VISION, BRENDA GRAY (5480DR). NEW WALL SIGN.

Chairman Baker: Please state your name for the record.

(Recording failed. Minutes derived from notes)

Jim Gray of Sign Vision represented the applicant.

Mr. Hansen gave a brief presentation of the proposed wall signs. The signs would be comprised of channel letters mounted directly to the south façade of the building. The sign met all code requirements and integrated well with the buildings. It was also noted that the applicant would be changing out face of the ground sign at the corner of Taylor Road and S.R. 256 but no Board approval is needed for this sign since it is not located within the Community Commercial Overlay. Staff recommended approval of the proposed sign as presented

Mr. Baker asked the applicant if there was anything he would like to add to the overview.

Mr. Gray did not have anything to add.

Mr. Baker asked for a motion to approve the wall sign.

Mr. Thompson made a motion to approve the wall sign as submitted.

Mr. Beougher made a second motion.

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

2. 7691 FARMSBURY DRIVE, REYNOLDSBURG, OHIO: APPLICANT: DEAL\$, SIGN VISION, BRENDA GRAY (5481DR). NEW WALL SIGNS.

Darrin Gray was representing for the applicant.

Mr. Hansen presented the staff report. Two new wall signs were proposed with a rebranding that is being initiated with the business. The sign on the west elevation consisted of individual channel letters mounted directly to the building façade. All other signs on this façade are executed in the same manner and Staff recommended approval of this sign. It was explained that the sign on the south façade would be executed in an alternate manner. The existing sign that is on this façade consists of individual channel letters and a small cabinet that is mounted directly to the building façade. The proposed sign consists of red channel letters mounted to a backer board that was then mounted to a raceway. There were some concerns that the execution of

the sign on the south façade is not consistent with others found in the area. The combination of the backer board and the raceway creates an uncusomary space between the sign and the building. It was recommended that the Board discuss further with the applicant alternate means to which the sign could be mounted to the building.

Mr. Beougher inquired from the applicant whether or not the raceway was needed for the sign and if the applicant was aware of the electrical access available on the building.

Mr. Gray stated that the raceway would be used to house the electrical connections. He was not familiar with exactly how the connection came through the building on the existing sign.

Mr. Baker stated that he did not think the backer board was appropriate. He asked if the applicant would be willing to change the color of the lettering for this façade.

Mr. Gray stated that his client would prefer to keep the color for the lettering consistent on both signs. The white backer board was chosen so that the red letters would show up on the red brick façade.

Mr. Hansen stated that the red chosen for the sign was a much brighter red than the dark red brick of the building. It was asked of the applicant whether the raceway could be removed and the backer board depth still be able to accommodate the electrical connections.

Mr. Gray explained that he thought it could be feasible to use a raceway that did not project as far from the building.

Mr. Hansen asked the Board if they thought changing the backer board to a different color such as off-white would benefit the sign. He also asked that if a board were to be used that it return fully to the building so there is not a space created between the sign and the façade.

Mr. Baker stated that he would rather not see the Board used at all. He asked if there is a motion that could be made.

Mr. Beougher made a motion to approve the signs with a condition that there be no backer board.

Mr. Thompson seconded the motion.

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

3. 2675 TAYLOR ROAD SW, REYNOLDSBURG, OHIO: APPLICANT:

SAM'S CLUB, KESSLER SIGN CO, DOUG GABRIEL (5482DR). NEW SIGNAGE, EXTERIOR MODIFICATIONS

Doug Gabriel was present to represent the applicant.

Mr. Hansen described that the Board had heard this case previously in 2009. However, because the applicant did not secure building permits within a year of the approval, a new Certificate of Appropriateness was needed. The application was the same as previously and the intent to change the exterior material above the front entrance from a corrugated plastic to EIFS was still supported by Staff. A recommendation for approval as presented was presented.

Mr. Gabriel confirmed that the work to be done involved removing the existing signs, changing the exterior material, and installing the signs back in the same location.

Mr. Baker asked if there was anything else needing to be presented to the Board and then asked for a motion.

Mr. Bainter provided a motion to approve the exterior changes as presented.

Mr. Hudson made a second motion.

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

4. 1400 HAFT DRIVE, REYNOLDSBURG, OHIO: APPLICANT: ARNOLD INSURANCE, CARNEY/RANKER ARCHITECTS, DARIN J. RANKER (5483DR). EXTERIOR MODIFICATIONS.

Mr. Darin Ranker was present at the meeting.

Mr. Hansen explained that the applicant was proposing a number of exterior modifications to an addition at the rear of the building. The addition needed a number of maintenance and material upgrades. Improvements included removal of the vertical wood siding with replacement aluminum siding that matches the existing structure. The existing windows would be replaced with an aluminum window that matches those found on the front. A new gabled roof would be installed over the existing flat roof and shingled to match the existing house. It was explained that the existing house is primarily residential in character as well as the adjacent properties. The proposed modifications would match the character of the existing structure and integrate it well with the residentially zoned district to the south. A recommendation of approval for the application without any conditions was made.

Mr. Baker asked the applicant if there was any additional information that he would like to include.

Mr. Ranker stated that the improvements were much needed.

Mr. Baker asked for a motion to be made.

Mr. Beougher made a motion to approve the application as presented.

Mr. Thompson seconded the motion.

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

5. 7589-B EAST MAIN STREET, REYNOLDSBURG, OHIO: APPLICANT: REYNOLDSBURG FAMILY DENTAL, SIGNS OF INTEGRITY, SHAWN HIGHFIELD (5484DR). NEW WALL SIGN, GROUND SIGN FACE CHANGE.

Chairman Baker: State your name for the record.

Mr. Shawn Highfield was representing for the application.

Mr. Hansen: This is a corner building at Graham and Main Street. We approved a sign on this building not too long ago for the Nail sign. What they're proposing is a similar type of sign that's a metal – it's not really a cabinet but just a metal face for which the business name and the graphics would be applied to and this would be mounted directly to the face of the building. So there's this sign that's proposed. It meets their zoning code requirements and because it's similar to the other Nail sign which – here, you can see. Staff thinks it's executed well and we see no concern for this approval of the wall sign.

The ground sign was proposed to the Board using a light background and translucent face and we had previously discussed for the Nail sign that we were migrating away from the translucent faces because this is in Olde Reynoldsburg and interior illuminated signs are not recommended. So in order to accomplish the intent of the guidelines, we require that the nail sign have this translucent face where only the characters are illuminated. So, again, we want to continue this for this tenant panel and obviously there'll have to be some modifications to the colors that are used and for the background and the characters, but staff recommends approval of the wall sign and the ground sign face change with the condition that the face of the ground sign is opaque so only the characters are illuminated and that they utilize the same color scenario there in some form or fashion.

Mr. Baker: Have anything to add?

Mr. Highfield stated that Mr. Hansen had spoken with him previously on the ground sign needing to be not entirely illuminated. He presented an alternate face design to the Board utilizing a blue background and white lettering.

Mr. Baker: The new wall mounted sign, is that about the same size of the one that's on the nail salon?

Mr. Highfield confirmed that the wall sign would be about the same size.

Mr. Baker: Actually, it looks a little small. Might be because of the—

(inaudible)

Mr. Baker: Well, I think that the nail salon's got canopies on it. The wall height's—

(inaudible)

Mr. Baker: Yeah, so there's a lot of stone around this one but—

Mr. Comeaux: Are you going to have gooseneck lighting or are they going to light this sign at all?

Mr. Highfield explained that he was working with the electrical contractor to add gooseneck fixtures.

Mr. Comeaux: It looks, in one of the pictures, like they just have an overhead lighting. It doesn't look like it's a gooseneck.

Mr. Baker: Right.

Mr. Hansen: Oh, for the nail salon?

Mr. Baker: It's just mounted to the soffit.

Mr. Comeaux: Yeah, there _____. I don't know.

(inaudible)

Mr. Hansen: I didn't realize they had done that.

Mr. Baker: It's a sheet metal sign, correct? And how is it mounted to the stone façade on the front?

(inaudible)

Mr. Baker: Okay. That's all right. I was worried about drooling rust marks over the years, so it's not going to be something that's going to rust—

Mr. Highfield: They will be galvanized.

Mr. Miller: --and run down the front of the-- all right.

Mr. Hansen: If you're out at the site, it doesn't look like these brackets are painted anyway but they pretty much blend into the stone. They're not very noticeable when you're standing in front of the sign.

Mr. Baker: Are they painted?

Mr. Highfield: They're just—

Mr. Hansen: I think they are galvanized – yeah, brackets that are just light in color. But, yeah, I've looked at the proposed drawings and saw the brackets and he said that they were the same brackets that were used at the Nail sign and I went out there and checked it, see it, and you really can't see them that much.

Mr. Baker: Any other questions or comments?

Mr. Beougher: Are they attached to the blue? Is that like a corporate color, because the red and the blue, I'm not liking very much.

(inaudible)

Mr. Baker: I agree.

Mr. Beougher: I mean, it's a very vibrant blue. A darker, deeper blue would be a little more appropriate. The red is almost a very deep red and the blue is almost a royal blue which has a lot of intense color to it. And it almost makes the sign look like it's directing you to the circus or something. No offense. Alone it would be fine, but with the red it just is too much, too much color.

Mr. Baker: You're saying the contrast _____ the fluorescent type on the ground sign?

Mr. Beougher: It's just a very vibrant blue and obviously, with – I don't know if that's the actual color.

Mr. : Yeah.

Mr. Baker: Would they be opposed to going with a darker blue?

Mr. Highfield stated that his client would prefer to have matching colors.

Mr. Hansen: Both signs, meaning the wall mounted sign and the—

Mr. Baker: I think the concern is the ground mounted sign.

(inaudible)

Mr. Beougher: Is there a color graphic of the wall sign, or is it black and white?

Mr. Highfield stated that the same toothbrush graphic would be used on each sign.

Mr. Beougher: Okay. And the toothbrush is a gray?

Mr. Highfield: Yes.

Mr. Hansen: Could you do the white face, have it opaque but then have all blue letters that are then translucent?

Mr. Highfield: That could be a possibility.

Mr. Hansen: I'm almost thinking you don't need to use the light.

(inaudible)

Mr. Hansen: Those light blue letters – they're going to show up when they're illuminated.

Mr. Baker: Yeah, I think I'd rather see that than the reverse.

(inaudible)

Mr. Baker: So, then would his name also change to the blue lettering so it could illuminate? It's black now.

Mr. Highfield stated at that point he would be more inclined to make the entire face opaque and he would discuss with his client about it later.

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

Mr. Beougher: I move to approve with the original artwork and that the face of the ground sign is opaque, completely opaque.

Mr. Bainter: I second.

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

6. 7085 EAST MAIN STREET, REYNOLDSBURG, OHIO. APPLICANT:
FIRESTONE, RWL SIGN COMPANY (5485DR)

Mr. Hansen: The applicant is proposing two wall signs to replace the existing wall signs. They have a number of existing wall signs now and they would be simplifying the signage on the building and also removing some painted stripes that are on the building making it cleaner. So you can see the existing signage that's there now. The neon Firestone that is there now will be removed and a channel letter raceway mounted sign will be put in its place. There's a tag line behind here that will also be replaced and there's a wall cabinet that says Bridgestone Tires that will be removed and then replaced over here with non-illuminated letters. The stripes will be removed and then painted this green color. Here's a detail of the channel letter sign that will be mounted to a raceway which, I assume, will match the color of the building façade. The non-illuminated letters are like an acrylic or plastic. Here's an image of the existing building with the different sign components. Here's a close-up of the fascia there, the painted stripes. Those stripes do wrap around the building on the corners and then in the far corner on the other side of the building. So staff recommends approval of the proposed sign. They meet the code requirements.

Mr. Baker: Are they planning on repainting that entire band?

Mr. Jones confirmed that it will be repainted.

Mr. Hansen: I did have one question. I notice that one light fixture here on the end has been damaged at some point. Is that going to be repaired when they're doing work on the building?

Mr. Jones could not confirm if the light fixture would be repaired.

Mr. Baker: No, it's like a wall sconce on the building. Maybe you can see it up there. It's the far western wall sconce. The arm's there, but the light fixture got knocked off somehow.

(Inaudible)

Mr. Baker: Although the old Firestone letters will look great in Mr. Hansen's basement, I think the new signage is an improvement. It definitely cleans it up. Any questions or comments from the Board? (No response.) Anybody else want to fight Mr. Hansen for those letters? (No response.)

(inaudible)

Mr. : The what?

Mr. Jones: The luminaries.

Mr. Comeaux: There are two that are right by the front entrance, but there's also one way down the wall. You can't really see it. If you can look in there, it's the far, far right but—

(inaudible)

Mr. Baker: So those light fixtures will be removed also in the front?

Mr. Jones: No, the two by the front door are going to be there, but the one you're concerned about at the far end of the wall that's broken, it will be removed.

Mr. Beougher: The fascia is plywood?

Mr. Jones: Yeah, that's where you can see it most. It looks like it's got some weathering.

Mr. Beougher: So my question under the Firestone panel – under the Firestone individual letters now, I assume there will be holes that you'll need to patch or repair. How's that going to be done?

Mr. Jones: (Inaudible)

Mr. Beougher: There's no plan to replace any of those panels?

Mr. Jones: They will be replaced as necessary.

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

Mr. Thompson: I'll move to approve.

Mr. Beougher: Second.

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

C. OTHER BUSINESS

1. DISCUSSION OF OLDE REYNOLDSBURG STRATEGIC PLAN

Mr. Hansen: Well, I won't go through the entire presentation again. I think you heard the tail end of it when you were here. But, generally, we have, as the staff, decided in the Development Department that we need a general direction for Olde Reynoldsburg, strategy to focus our policy and dollars that we may have to helping business development in the area, promoting visitation to the district, and to start to

identify Olde Reynoldsburg as you may in Olde Worthington, so there's something that the community can start to begin to identify, start to visit. We have outlined a plan which we've given copies of to you to review and, hopefully, you'll be able to give us some comments in regards to our ideas. Some of them are policy based, some of them are _____ this particular strategy. There's a lot of ideas in there and some of them are pretty easy to execute, like providing signs along 256 to Olde Reynoldsburg, which we can do quite easily. Others are more extensive as far as the development scenarios. But we'd like to get the recommendation of this Board, just because you're involved in the daily development of Olde Reynoldsburg, in charge of its appearance, how it progresses as we execute the revitalization components. We'd like to get a letter of recommendation which we can give to City Council showing your support for our ideas, but it's still a draft plan. So we'd definitely like to get your comments on it. Email me any comments, you can mark on the plan and drop it off or mail it back. I'd be more than happy to meet with you guys individually. So please take the time to review it and also give us your ideas on the logo options. I'm trying to integrate a couple different components on the logo which represent Reynoldsburg, whether it be the lamp posts, or what we're using as the tomato leaf.

Mr. Beougher: The one on the bottom right, those look like grape leaves or something. So did you review the Main Street Revitalization Plan?

Mr. Hansen: Yeah and there are actually some components which I've carried through in here.

Mr. Beougher: I see a parking strategy and I see some other recommendations might be re-recommended.

Mr. Hansen: Exactly. We realize that particular plan, it's still valid in a lot of aspects.

Mr. Beougher: A lot of public amenities that they envisioned.

Mr. Hansen: But, you know, simple strategies like parking on Main Street with stripes on it, not a whole lot of money.

Mr. : If the speed limit is taken down to 25 (inaudible)

Mr. Hansen: We did not consider that, but we're only proposing parking in locations where it's already accommodated. It's just not striped. So the locations that you see in that parking strategy are already locations where you can park. We're just suggesting that we go through and stripe them and by that visual key that you can park and stop in Olde Reynoldsburg.

So, hopefully, we can get comments from you in this month, in the next 2-3 weeks, and then come back with you with any significant issues that the Board

members may have, discuss them, and, hopefully, recommend a vote or a positive recommendation of the board.

Mr. Beougher: I just have to make a comment. One of the applicants tonight was putting a business into the building at the corner of Graham and Main and we spent a lot of money upgrading that intersection, even took the land by eminent domain, on the promise that there would be an ice cream shop there. So I see an Italian ice and coffee going into one of the businesses, so I just will believe it when I see it. I'm still waiting for my ice cream shop.

D. ADJOURNMENT

The meeting was adjourned at 8:14 p.m.

Mr. Baker, Chair

Matt Hansen, Planning Administrator

This document was transcribed by:
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