



MINUTES

DESIGN REVIEW BOARD THURSDAY, FEBRUARY 2, 2017 7:00 PM

PLACE: COUNCIL CHAMBERS
7232 E. MAIN ST, REYNOLDSBURG, OH 43068

A. CALL TO ORDER

PRESENT: Bowman, Hicks, Carr, King, Sampson
ABSENT: Hudson, Zollars

2. APPROVAL OF MINUTES

1. Design Review Board – Regular – January 5, 2017

Minutes stand approved.

3. APPROVAL OF AGENDA

Agenda stands approved.

Mr. Snowden: No changes to the Agenda, but please allow me to make one announcement, Mr. King will be our 2017 Planning Commission Representative, so let's all welcome Mr. Ivan King.

4. SWEARING IN OF SPEAKERS

Vice Chairman Bowman: If you plan to speak tonight, please sign in, and we will swear you in now. If able, please raise your right hand. Do you swear or affirm that the testimony you are will give in front of the Board will be truthful? If so, please answer "I do".

B. PUBLIC COMMENT

No public comments.

C. UNFINISHED BUSINESS

D. NEW BUSINESS

1. **6563 E. Livingston Ave.; Application #176022; Applicant: Izzet Tulum; Business: Arena Diner; Comprehensive Sign Plan**

Mr. Snowden: 6563 Livingston Ave - Arena Diner - Comprehensive Sign Plan. Application: #176022 - Certificate of Appropriateness. The property is located on the south side of E. Livingston Avenue, just west of Baldwin Road. Existing Zoning: CC Community Commerce District / CCO Community Commercial Overlay District. The request is for a certificate of appropriateness for new signage. Current Use: Vacant. Proposed Use: Eating and Drinking Establishment. Applicant: Izzet Tulum. The applicant is requesting the Board review and approve a certificate of appropriateness for a comprehensive sign plan.

The applicant proposes new wall signage on the front façade of the structure. The site is developed with an existing commercial building, you can see the aerial on the screen in front of you. It was previously used as a fast food style restaurant with drive-thru service. The adjacent shopping center is also in the CC zoning district and contains various commercial businesses such as retail sales, office uses, and two childcare centers. To the east, the property abuts multi-family dwellings in the AR-2 zoning district. To the north, the property abuts a church in the S-1 district across Livingston Ave. Everything that fronts East Main Street that is zoned commercial is within our Community Commercial Overlay, in this case. This has been a vacant property for a number of years, and was originally constructed as a prototype building for Dairy Queen. We have had a couple of different eating and drinking establishments that have looked at the site over the years. The applicant went to the Board of Zoning and Building Appeals in December to request a Special Exception Use Permit to approve the use. I made a few comments underneath the Comprehensive Sign Section but I think we are all familiar with how they work. This case was referred by the Code Compliance Division because a complaint was received that they erected wall signage without a building permit or zoning certificate. Staff determined that in order to be compliant with the Zoning Code, the DRB needed to approve a Comprehensive Sign Plan for this new signage. These are type "B" wall signs because the property is 81FT from the public right-of-way, and the cut off is 80FT for a type "B" wall sign. That means that the applicant is entitled to 172SF of wall sign area. That is a lot of signage. The area of the proposed wall signs is 96SF of total area according to the calculations submitted by the applicant. The Zoning Code does not allow any signs to extend beyond 12IN from the façade of the structure. The applicant's sign mount plans do not indicate the proposed projection, but staff determined the projection to be no more than 5IN based on a site visit. The intent of that is to prevent signs from projecting a far distance and not being architecturally compatible with the building. The proposed signs are individual letters constructed of wood and painted white. The design of the letters, including the font and colors is consistent. This is not grossly larger than some of the previous signage and it is not illuminated, and Staff supports it. I have some information for the applicant but I do not think they are present tonight. With that, I recommend the Board apply the standards for design review and determine if the proposed signage and exterior modifications enhance the characteristics of this commercial district. Staff's recommendation is that the Board approve the application for a certificate of appropriateness as submitted. I will turn things back over to Mr. Bowman and would be happy to answer any questions.

Vice Chairman Bowman: Thank you Mr. Snowden. Any comments or points of discussion?

Mr. Sampson: I am looking at the lettering. Are there any kind of flood lights that will illuminate these?

Mr. Snowden: This is non illuminated signage. None of this signage is illuminated based on both the plans and my site visit. If the applicant wanted to illuminate the sign in the future, the Board would need to look at it again and all the required electrical and building permits

would need to be pulled. That is not proposed at this time.

Mr. Sampson, A second comment is that I understand that the application is for the signage but the exterior of this building is in somewhat weathered condition. Does the new owner plan to do any exterior renovations.

Mr. Snowden: Not that I am aware of. I can tell you that along with the building division, we have written several recent violations to clean up some trash and other items at the property. If you look at item "3" under "Next Steps", the applicant needs to contact both myself and the Building Official to talk about their drive thru signs and their ground sign which they have taken the faces out and the Code requires that is maintained properly. There may be some additional compliance issues, but the applicant has not proposed any other outside renovations. They proposed signage only.

Vice Chairman Bowman: Mr. Snowden, are they allowed to illuminate the signage from external lights?

Mr. Snowden: The applicant here, based on this application, is going to be bound to the sign they are proposing. The only sign type that is prohibited by our zoning code in this location is wall mounted, internally illuminated cabinet signs. Channel letters, raceway mounted channel letters, non-illuminated and externally illuminated goose neck, all of those sign types would be permitted here. The fact is they have not made the application for that. If they want to illuminate the signs, they will have to have the Board look at it and have the electrical inspected. We would evaluate the materials, how they are going to do it, the intensity of the lighting, make sure the lighting is not directed toward the public street, and so on. The bottom line is, they are bound to what they are submitting in this application.

Mr. Hicks: When we vote on this, we would be voting on only what is presented to us. It sounds like they are going to be required to do something with their pole sign out front and that would be a second submittal, in order to approve that signage?

Mr. Snowden: If it is a reface within an existing cabinet, I have the power to approve that administratively. If I feel that any new proposed sign reface is not consistent with the signage, I can then refer that to the Board. That is a change when the new sign code was implemented last year. We did that to speed up the approval process a little for the re-faces, but the fact of the matter is, if the applicant or property owner do not what to adhere to the guidelines, I can refer to the Board and the Board can make the final decision. We still have that power to review.

Mr. Hicks: So if this package was approved, and they came to you with a solution to fix the pole sign that is consistent with, and satisfactory, you would be able to approve that?

Mr. Snowden: Correct. And, what I would be looking for is similar colors and fonts to what they are proposing. Also complying with our sign code that limits the colors of signs to four colors. I think, given the age of that sign and the fact that it was a Dairy Queen specialty prototype sign, they may even need to take the cabinet down and come back with a new cabinet, which would come to the Board. I think there is a lot more that needs to be done there. And, although this application does not cover that, there are some compliance issues

that we will continue to address.

Vice Chairman Bowman: Any other comments or questions? Seeing none, I will entertain a motion.

(Vote.)

Mr, Snowden: I will contact the applicant with the items listed under the "Next Steps" section of the Staff Report. Also, I will work with our Building Division to discuss any outstanding compliance issues that we are having. Thank you very much.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Steven Hicks, Board Member
SECONDER:	Bill Sampson
AYES:	Bowman, Hicks, Carr, King, Sampson
ABSENT:	Hudson, Zollars

2. 2793 Taylor Rd.; Application #176107; Applicant: Seth Dorman - WD Partners; Business: Walmart Store #2726; Signage

Mr. Snowden: 2793 Taylor Road - Walmart - Comprehensive Sign Plan. Application: #176107 - Certificate of Appropriateness. The property is located on north side of Taylor Road, east of Baltimore- Reynoldsburg Road. Existing Zoning: CS Community Services District. The request is for a certificate of appropriateness for new signage. Current Use: Retail Sales. Applicant: Seth Dorman/WD Partners. Proposal - The applicant is requesting the Board review and approve a certificate of appropriateness for a comprehensive sign plan. The applicant proposes new wall signage on 3 facades of their existing structure. The site is developed with an existing multi-tenant commercial building and related improvements. The other tenant spaces include retail sales uses. To the north, the property abuts a condominium complex (multi-family dwellings) in the AR-2 district. This application probably looks familiar to those of you who were on the Board at the end of last year. This is what we would call a refresh. The applicant is refreshing their overall building. In front of you, you can see a rendering from the applicant showing the existing front elevation and the proposed front elevation. The applicant will be painting the building and refreshing some of the signage to be consistent with Walmart's current branding. Two days after the meeting in November when this was reviewed, Staff contacted the applicant to say that we have their written notification, and the applicant said that their client was wanting to make some changes to the signage. So, here we are again to review. The big changes are as follows: 1)The text of the outdoor living signage is now "Lawn and Garden". 2)They added a "Pick Up" sign to the western portion of the facade. 3) They have added the orange to be consistent with some of their new branding. I think there were some minor tweaks to the sign area. 4)And, they are also adding a sign for the vision center. The area of the 12 proposed wall signs is 655.06SF of total area. As I have said, they are entitled to over 1200SF of signage, so they are using that in a creative way, which is the point of the Comprehensive Sign Plan. They are showing people how to enter the building to get to

certain services. My only real question was in regard to the "Pick Up". When I visited the site, that was where the carts were entering the structure, I would like to have clarified if you are proposing to have that as a long term separate building entrance. I would just like more information about what exactly they are proposing, but overall I am comfortable. I recommend the Board apply the standards for design review and determine if the proposed signage and exterior modifications enhance the characteristics of this commercial district. Staff's recommendation is it that the Board approve the application for a certificate of appropriateness as submitted. I would be happy to answer any questions and I will turn things back over to Mr. Bowman.

Vice Chairman Bowman: Would the representative for the applicant come up and say your name and address, please?

Mr. Dorman: I am with WD Partners, Dublin, Ohio. Thank you all very much. It is great to see you again. Walmart has asked me to convey their apologies that they have had to send me in front of you again so soon after the last approval. I have been working with Walmart long enough to tell you that their remodel projects, their priorities, do sometimes change, and additional monies are allocated to projects, and as a result, we are back in front of you. Eric did a great job in highlighting the main change with this application, the addition of the wall sign highlighting Walmart's buy online, pick up in store program, and also the small vision center sign. I think the net addition to the signage area, to what was approved in November, is about 64SF. In addition, to highlight the program. We are requesting the orange on the building. That is a branding color for their new pick up program. If you go into the store, you will see orange guide you to where to [pick up you online ordered items. I am happy to answer any questions. I think Mr. Snowden had a question.

Mr. Snowden: This is a good educational moment for our Board because a lot of retailers are going towards this now, my question is, is the intent of that to show how to enter the building for that service? Is that something you are looking at in the future, or is it to advertise the program on your facade? Can you clarify?

Mr. Dorman: With a lot of their stores, they are putting the orange at one of their primary corners, generally on the side of the building. They do have some parking spaces that have been identified. If that is not happening at this store yet, it may be in the future. They set aside a couple of spaces. I believe there is a phone number you can call when you pull up to the space, and an associate will come out with your groceries. You can stay in your car and they will put the groceries in the car for you. The other option is to go into the store if you have other shopping to do, and toward the back usually, there is a pick up area where you can get your items. I think what you are seeing on the facade is really just to highlight the program, not necessarily where you need to go to enter. You can enter from either side and I believe it will probably be in the back like most of the other stores.

Mr. Snowden: To clarify, they may possibly be doing some modifications to the rear for parking, but that is not part of this application?

Mr. Dorman: Not part of this application. With some of their other stores, they have on the

sides of the building, usually the side less impacted by other store functions, they have about 6-8 parking spaces which are identified.

Mr. Snowden: Mr. Dorman, if they are proposing that modification, just make sure they talk to me. Please convey that to your client. Depending on the location, there could be some impact. If it is toward the front, there is probably minimal impact due to the massive parking field. If it is toward the rear, that is adjacent to the multi-family, and depending on what they are proposing, changes to the facade, more activity, striping, new spaces, etc... If I understand you correctly, this is really just advertising the program, advertising that they have a new service, but they are not proposing to cut a hole in this for a new door. Is that accurate?

Mr. Dorman: That is accurate. I think if you see anything, you will probably see a new man door, or they are going to try to find an existing man door to use. Parking spaces they identify, typically just have pick up painted on the space.

Mr. Snowden: Just have them get a hold of us so that we can look at it. There may be no need for anything to happen, but I like to know what changes they are making to their site so that we can assure there are no issues.

Mr. Dorman: I will convey that to Walmart. Thank you.

Vice Chairman Bowman: Any other questions or comments? Very well, hearing none, I will entertain a motion.

(Vote.)

Mr. Snowden: Mr. Dorman, on page six of the Staff Report are the items you need to complete the items for your signage, You will need a zoning sign permit, and a building sign permit to mount the signage. Contact us as soon as possible, and I will provide that to you in writing.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Bill Sampson
SECONDER:	Richard Carr
AYES:	Bowman, Hicks, Carr, King, Sampson
ABSENT:	Hudson, Zollars

E. OTHER BUSINESS

F. ADJOURNMENT

Chairman



Planning and Zoning Administrator