

MINUTES
CITY OF REYNOLDSBURG
DESIGN REVIEW BOARD
JANUARY 14, 2010
7:00 P.M.

A. CALL TO ORDER

1. ROLL CALL

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

2. APPROVAL OF MINUTES OF DECEMBER 3, 2009 MEETING

Chairman Comeaux: Everyone should have received minutes in their packets. Did everyone receive minutes in their package? Great. Are there any additions, deletions, corrections, changes to those minutes?

Mr. Domini: No changes.

Mr. Comeaux: None that I hear so hearing none, they'll be approved as distributed.

3. APPROVAL OF AGENDA

Mr. Comeaux: Aaron, do we have additions or changes to the agenda from—

Mr. Domini: No changes this evening.

4. PUBLIC COMMENT

Mr. Comeaux: Great. If there's anyone here to comment on a matter that's not going to be one of our items for New Business, this would be the opportunity for you to come forward. Seeing none, we'll move on.

5. SWEARING IN OF SPEAKERS

(Mr. Comeaux administers the oath.)

Mr. Comeaux: Also, sir, if you can make sure that you sign in on the sheet for the record.

B. UNFINISHED BUSINESS

1. 6240 EAST LIVINGSTON AVENUE, REYNOLDSBURG, OHIO: APPLICANT: CHI BUI (5399DR). REMODEL EXISTING COMMERCIAL STRUCTURE

Mr. Comeaux: And Aaron, I don't see the applicant here.

Mr. Domini: The applicant is not here. I spoke with him earlier this week, so I'm a little surprised that he's not here.

Mr. Comeaux: Okay.

Mr. Domini: He had the drawings done and was going to come back and see us.

Mr. Comeaux: Okay. Do you know what the applicant's timeframe is?

Mr. Domini: I mean, he wanted to get these approvals as quickly as possible but without seeing the material samples and him having color palette, I don't think this Board would be in a position to do anything.

Mr. Comeaux: I don't think so, no. I mean, unless I'm overruled pretty hard_____. Okay. Then we'll just kind of move on. Do we have to vote on it since it's on the agenda or can we just kind of kick it along until—

Mr. Domini: Specifically, the applicant asked for something to be tabled or continued.

Mr. Comeaux: Okay.

Mr. Domini: You know, it's my understanding that Mr. Jardine had made progress and was expected to be here. Maybe he'll show up later.

Mr. Comeaux: Okay. Well I certainly can push—

Mr. Domini: Push—

Mr. Comeaux: --that to later and see if—

Mr. Domini: Let's see if he shows up.

Mr. Comeaux: That sounds like a good plan.

C. NEW BUSINESS

1. 7123-7125 EAST MAIN STREET, REYNOLDSBURG, OHIO: APPLICANT: JOANNE DUNKEL, REYNOLDSBURG THRIFT SHOP (5400DR). SIGNAGE PANELS.

Mr. Comeaux: Aaron, you want to-- Is the applicant here or is this something we're going to get from you, Aaron?

Mr. Domini: This is something I'll present to the Board. It's pretty straightforward. The applicant is rather elderly. I spoke with her and I didn't see that this Board would have much concern with this cabinet, the face change. Basically, what this is, is a face change and we do hear of face changes now in the Commercial Overlay and what they're proposing is a new face change to kind of provide a better image to Thrift Shop which is related to the cancer alliance. Looking at the store now, you wouldn't know that one of the cabinet boxes is empty and the other one says "Thrift Shop." So, basically, what they're trying to do is kind of create that connection to the organization which they support. They're not expanding the size of the cabinet, they're simply putting those two cabinet faces _____.

Mr. Comeaux: You said that there – I'm sorry, you said there's also some ribbon referenced between the two—

Mr. Domini: Right.

Mr. Comeaux: --sign faces, is that right? And this pink, I take it, is just--

Mr. Domini: It's pink and if I can get the projector working you would see that. But basically, the cancer ribbon _____.

Mr. Comeaux: Okay. So it's the kind of the branding, if you will, of them?

Mr. Domini: Correct.

Mr. Comeaux: Okay.

Mr. Domini: I told the applicant that at this Board, I figured if there were any comments that were made it was going to be a recommendation with some small changes I would communication to them what those are and that we can move forward with this application.

Mr. Comeaux: Aaron, I can ask you a question. The image in the lower left-hand corner?

Mr. Domini: Yes. That's a reference to the logo which you see in the top cabinet. There's a small logo that's similar to the logo.

Mr. Comeaux: So that's not going to appear as a separate sign or anything like that?

Mr. Domini: No. It's Reynoldsburg Thrift Shop with the, basically kind of like the breast cancer ribbon and a Consignment and Donations which that cabinet box is empty.

Mr. Comeaux: And then also, I'm sorry, dense if I am, but the pink decals applied to the storefront glass. I mean, can you give me an idea of like, the nature – I mean.

Mr. Domini: It'll be basically like a dimensional letter, okay, so it's not like a full lit channel letter. And it's my understanding that the applicant prefers the version in the bottom right corner. This is Columbus Cancer Clinic and _____ Alliance. As it's proposed, it will not show the top left on the building.

Mr. Comeaux: Okay. Are there any questions for Aaron or further discussion?

Mr. Baker: So what's the pink stripes on top of the glass – is it-- And that, to me, looks like it's item – well, it's two pink decals applied to storefront glass. They're just pink banners with stripes. Top left image—

Mr. Domini: What's proposed is the top left and then the two face changes that you see on the right, Reynoldsburg Thrift Shop and Consignment and Donations.

Mr. Baker: Is that pink there now, those two banners? Not the banners on the signage itself but the—

Mr. Domini: No, it's not.

Mr. Baker: That's a little much for me.

Mr. Comeaux: Yeah. I guess how important is that _____ goes to it, you know?

Mr. Domini: I think it's rather important to them, because it's my understanding from what the applicant has told me is that that's the identifier of – when you see them you know what it is opposed to Consignment and Donations. What the Board may want to consider is it's supposed to – the Columbus Cancer Clinic and Life Care Alliance on the cabinet base itself, the pink ribbon. They can still get the identifier with that without it being across the face of the building.

Mr. Baker: Well, Aaron, if I may, although the ribbon is pink and I struggle with that a little bit on the blue roof, I can almost live with that; but the pink banding on the glazing below that, below each sign.

Mr. Domini: We would not regulate that because that's part of the window. As a Board, we typically don't _____ window signage.

Mr. Baker: Okay.

Mr. Domini: So, if that's something that – if they put pink banding in the window that's a little different than Car Quest putting a for sale sign. The way the code is written and it's interpreted at this point. But your point is well-taken about the color of the roof with the pink ribbon. I certainly heard a lot of concern about the Little Caesar's awning. Even though that's their corporate standard and this would be the Cancer Foundation Corporate standard as well. But there still is the issue of how it affects the viewer's perspective, which I think is what you're addressing.

Mr. Comeaux: Yeah. I think the ribbon is fine, for me at least. Is there any other discussion, Mr. Baker? (No response.) Hearing none, I will entertain a motion.

Mr. : I move for approval.

Mr. Comeaux: We have a motion. Can we have a second?

Mr. : I'll second.

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

2. 2200 BALTIMORE-REYNOLDSBURG ROAD, REYNOLDSBURG, OHIO:
APPLICANT: DENNIS CLARK, SMOKEY BONES (5401DR). NEW GROUND, WALL,
AND LED SIGNAGE.

Mr. Comeaux: Do we have the applicant here or somebody for them?

Mr. Domini: I'll go ahead and address the Board on this application.

Mr. Comeaux: Yes, please do, Aaron.

Mr. Domini: Like with many of our businesses, we do see re-branding from time to time and that's exactly what we have here at Smokey Bones. They are proposing to, on the ground sign actually change out the cabinet. You'll see it's not a like-for-like cabinet swap so that's something the Board would want to look at. The wall signs are pretty straightforward (inaudible) – proposal for the old Smokey Bones logo. It meets the current code in terms of square footage. The one item I noted in the staff report that the Board may want to consider is that the applicant is proposing the red LED tubing around the perimeter of the roofline similar to Hickory House, what Hickory House has, the difference being this is the LED tubing as opposed to the neon tubing and we talked

a little bit about that before. I think Charley's might have had some LED or neon tubing on it and I got a call from their sign company today and they'll be submitting a new sign package because they're re-branding and they also are proposing, or will be proposing LED tubing. So I think that's something the Board will probably see more rather than much of and may want to consider its impact on 256 and how it affects the viewer's perspective traveling down that corridor. I'm not sure if a precedence has been set with Charley's at this point, but it's my opinion that if we do that with Smokey Bones then we definitely would – we would be setting somewhat of a standard for our interpretation of how it affects the corridor, so that's-- In terms of this application, if there's two things I can bring to your attention, it'd be the cabinet sign and the LED tubing. This graphic was provided by the applicant showing sign replacement. Basically where they're going to happen – A being the ground sign, C the north elevation, B the west, D is south. And you have them in your packet, but I put them in here for you as well. Notice the LED tubing as it's proposed will across the gable line here and it continues around. If you look in the bottom right corner and in your packet it comes around the roofline here up over the gable and continues around the roofline. I don't have any concerns for the signage itself. You know, it's taller rather than wider in terms of size and scale, maybe something that the Board wants to consider. And then the ground sign basically has a different shape to it, much more brick relief on either end and then the lettering across the brick base itself is proposed which was not there previously. That's all I have. I'll turn it over to you, Mr. Comeaux, and then_____.

Mr. Comeaux: If I can get you to say your name for the record.

Mr. Dennis Clark: Dennis Clark with Branham Sign Company.

Mr. Comeaux: And then, do you have anything to add to what Aaron--

Mr. Clark: No. Aaron described it very good.

Mr. Comeaux: This Led piping and I'm like not in the industry. Is this something that—

Mr. Clark: This is something – it's something, I mean, that's new and it's a good product and it's coming up more and more on signage and everything.

Mr. Comeaux: Are there any questions for the applicant?

Mr. Baker: Well, I'd like to comment that as a stand alone logo, I like the new Smokey Bones logo. I will say that I actually like the old logo better on this building, though.

Mr. Clark: Yeah. That's the corporate change there. I guess they're changing their logo and it's a corporate change.

Mr. Baker: I don't know what the other Smokey Bones look like outside of the ones in Reynoldsburg but, you know, it's far more of a rustic looking building. I think the old signage is a lot nicer.

Mr. Clark: Yeah.

Mr. Baker: And then I add that the LED tube lighting, too, probably doesn't go quite as well on a rustic building as well.

Mr. Clark: Um-Um. We're just concerned right now on getting the signage passed and everything and also we wanted to, in case later on down the – you know, they didn't want to hold up the LED – I mean the signage because of the LEDs.

Mr. Comeaux: Any other questions for the applicant?

Mr. Baker: There's no work to the brick base of the monument sign, correct?

Mr. Clark: No, there isn't. We've taken the old signs and the old sign down and putting a smaller one in there. No, there won't be any disturbing of the brick.

Mr. Domini: If I may, Mr. Comeaux?

Mr. Comeaux: Yeah, please do, Aaron.

Mr. Domini: It looks to me like the image on the bottom right, then he maybe can address it. I don't think that's to scale, because when I look at the drawing I see it as – it fits 45 inches tall on that gable and Scott maybe would better look at that. It looks definitely, to me, taller than 45 inches. And I don't know when you superimpose them on the building if you actually do them to scale and I'm guessing you probably don't.

Mr. Clark: No.

Mr. Domini: You just show them on the building. Because it looks rather large on the gable end of it and I was double-checking the packet to see the size of it and I don't think that matches.

Mr. Baker: I think you're right. I think it's a little bit big on that gable, the bottom right image.

Mr. Domini: And I had a little bit of a problem with seeing it that large. I don't think it's going to look like that because it's 56 square feet.

Mr. Clark: 50—

Mr. Domini: 56 and 45 inches tall.

Mr. Baker: Well, Aaron, is it 45 inches tall? It's 45 inches tall at the "S." It looks like it's actually—

Mr. Domini: Oh, I'm sorry. Yeah, you're correct.

Mr. Baker: So maybe that is closer to scale than—

Mr. Clark: Yeah.

Mr. Baker: That's a much taller cabinet than just 4 feet.

Mr. Domini: And that may be something else you want to look at and if it meets the standard because the building is much larger than that, but they way it fits on the gable end if it spills – I mean, it kind of spills up over the top beam. I don't know.

Mr. Baker: Yeah. It's interesting.

Mr. Domini: My concern is less of that than the tubing.

Mr. Comeaux: Now, the signs are just illuminated signs, they're not LED or anything like that?

Mr. Clark: No.

Mr. Comeaux: Yeah. I don't know what they're measured in, but what's the brightness of the LED piping that you're going to have there?

Mr. Clark: I don't have that answer and I apologize.

Mr. Comeaux: I'm guessing – just trying to figure out visually whether – what you're trying to achieve. Is it just so they can see kind of the red outline and—

Mr. Clark: I would say so, yeah, to—

Mr. Comeaux: Can I see it a mile away?

Mr. Clark: Um-Um.

Mr. Domini: As you're coming-- I don't know, but typically we can have this discussion on them later but Mr. Baker and I and Mr. Beougher have done some research. In talking with several sign companies, all of them have indicated that the illumination – I don't know the foot candle, but it's less with the LED than a neon if you put them side by side, which is why a lot of people still like neon.

Mr. Clark: Um-Um.

Mr. Comeaux: And you said we haven't really addressed the piping issue before, is that right?

Mr. Domini: Not since I've been here.

Mr. Comeaux: I don't remember it either.

Mrs. Boratyn: I have a question. You said that O'Charley's has lights like this now? They have some kind of lighting along it's edges?

Mr. Domini: I haven't noticed it at night, but I talked with the sign company that they have today and they indicate that that is, in fact, _____. I don't know if other Board members have seen O'Charley's at night have noticed that.

Mrs. Boratyn: I guess my question would be, if we already have a restaurant there that has that kind of lighting and it's neon, it's not LED, then putting another one there with this lighting doesn't change the character. We've already said that you've already agreed and have that lighting down there. If the LED is less bright than the neon, that's better. I know the LED is going to be cheaper for energy costs.

Mr. Clark: Right.

Mrs. Boratyn: So that would be my only thing. If O'Charley's has already got some lighting, I don't know that it makes—

Mr. Domini: I don't know. I guess I would ask some of the other Board members because I don't—

Mr. : I think O'Charley's does.

Mr. Comeaux: And we're pretty confident that they did that in – consistent with us having approved it.

Mr. Domini: Well, it's relatively new so, yeah, it must have been.

Mr. Comeaux: Oh, yes, Mr. Haire. Mr. Haire is here and he'd like to make a comment that might give us some context.

Mr. Haire: O'Charley's, yes. O'Charley's does have LED lights currently. We have a number of businesses in the City that have that. Most recently put up was the Hickory House with a very similar LED lights that illuminate the roofline. I will tell you that I received a number of complaints when the Hickory House put those up. People tend to think – they tend to associate that type of lighting with an adult business. That's the main complaints that we heard when those were put up.

Mr. Comeaux: So they're on other buildings. We approved them before. You think it's gone through this process? Okay. That's what I wanted to know. Okay.

Mr. Thompson: Just a thought. I'm not sure that it would be a bad thing to have the LED lighting, but I'd be concerned about what we need to go forward because I'm not sure I want to drive down 256 and see nothing but kind of, what I would consider kind of simulated neon everywhere I look. It may be the wave of the future, but I think that'd be something you have to think about as we're moving forward on this type of lighting. I mean, I don't have any problem with the cabinet signs and the new signage, but I'm not sure about just the whole aesthetic value of driving down 256 and see businesses more and more them picking up the LED signs.

Mr. Domini: That was my concern with that corridor.

Mr. Thompson: Because they might become a competition, like when one business starts it and then they say, "Well, we have to be seen so we're going to outline our roofline with maybe a blue one."

Mr. Comeaux: _____

Mr. Thompson: I'm not sure where it would lead to.

Mr. Domini: What I think might be a good recommendation, Mr. Comeaux, is that unlike in the past, we currently are having a discussion about this exact item.

Mr. Comeaux: Right.

Mr. Domini: I know the applicant wants his sign approved. I know his client wants the sign approved and, at this point, they don't want the process to be held up by the LED tubing. I think it's unique in that we're currently debating this current issue and we don't have particularly a direction that we're going. We already finished that debate and I think it might be prudent to look at this application without considering that and ask the applicant to come back when we're finished having that conversation.

Mr. Domini: And I think that's good, because one of my concerns and I think tags along with what Mr. Thompson was talking about, it's just, what kind of brightness and I don't know how you measure it, whether it is in foot candles or what. I'd like to have a grasp, grip.

Mr. Clark: I can email Aaron what we have there at the shop of what the candle – what you need to know. I'd be more than happy to share that.

Mr. Comeaux: Are there any other comments?

Mr. : I think it would look a lot like the Hickory House and I was for the LED lighting on Hickory House. Now, I think you said that people complained about it. I

pushed for it. I even came over here and fought for it to try to help them out. They needed to brighten that building up. It's a dead-looking building. This building is very dark – I mean, that was the Hickory House. This building is very dark and I think the LED lighting would light it up and help the customers and I think that's what they're trying to do is trying to bring in customers. Their sales are down, they're trying to get it up, what do we do? You could light the building up with spotlights, but I think this is a subtle way of adding some color to it.

Mr. Clark: Um-Um. And it's like I say, the LED is a, you know, like even Aaron said that it's cost efficient – less electricity and everything.

Mr. : And it's a low light.

Mr. Clark: Right.

Mr. : It really does not, I don't think it detracts. I think Charley's is much brighter, O'Charley's is much brighter than this would be.

Mr. Clark: Right. But I can get the information and send it to Aaron.

Mr. Comeaux: I don't know if we need, like just going forward to get the sense when they have the piping but – so it sounds like-- Is there any other questions for the applicant, I guess? Mrs. Boratyn.

Mrs. Boratyn: I was just going to make a motion.

Mr. Comeaux: Yeah. Fantastic. I was just going to ask for that.

Mrs. Boratyn: Well, I would move that we move forward on the signage and then put – we wait on the _____ -- the piping, siding, until we have a little further discussion and then they could come back to that.

Mr. Comeaux: Just two – Aaron, from a process standpoint, you wouldn't need a separate application fee at that point would you, if we approve the signs but not the piping?

Mr. Domini: Yeah, until – I'll cross that bridge with Brandon when we get there. I'd rather just approve the application and move the application along.

Mr. Comeaux: Okay. That's—

Mr. Domini: We can deal with Brandon to address that.

Mr. Comeaux: Sure. That's fine. We have a motion to approve the signage that we have, but not include the piping at this point. That's the motion. Can we get a second?

Mr. : I'll second.

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

3. 1765 BRICE ROAD, REYNOLDSBURG, OHIO: APPLICANT: HARRY KOUGENDAKIS, MARINO'S SEAFOOD, (5402DR). GROUND SIGN.

Mr. Comeaux: Do we have the applicant here, Aaron?

Mr. Domini: Yes. And I'm going to ask him for his official pronunciation because I've worked with him a couple times and I don't know how to pronounce his last name.

Mr. Comeaux: Yeah. Sir, if I could get your official pronunciation and also get you to sign in and make sure you sign in there.

Mr. Harry Kougendakis: Kougendakis. Harry Kougendakis.

Mr. Comeaux: Okay. Fantastic. Aaron can give a brief presentation and then we'll have some questions for you.

Mr. Kougendakis: Okay.

Mr. Domini: The applicant's currently operating Arthur Treachers under a different name. It is now Marino's Seafood. _____ this particular applicant is new doing business in Reynoldsburg and was not aware of the – of our code and it was my understanding that actually him moving into this establishment the owner changed the sign for him as part of getting him to come open up the business so I was forgiving with him and he's been easy to work with, but I do want him to come through the process and then be sure the Board had a chance to review it and we crossed our T's and dotted our I's. So this is where Arthur Treacher's sat. I think you're all familiar with the location and the former sign, the logo of Arthur Treacher's and this is the new sign. It's a non-conforming sign. They're simply changing out the face, does not increase the level of non-conformity, in my opinion. The only item I noted on here which I notice that in discussion in the past is the brand on the sign. I think there was some discussion in the past about this _____ the City. This is prior to my time. I just wanted to bring it to the Board's attention and I did talk to the City Attorney and we have the City Attorney with us tonight. But it's my understanding that we cannot regulate the content of a sign. We can only regulate the sign itself but not the content of it. That's always been my understanding as a Planner, so I'm hesitant to actually advise the Board to do something about the logos on there, but I did want to bring it to your attention if you chose to have a discussion item about it or you wanted to ask Mr. Ross. He's here with us tonight. That's all.

Mr. Comeaux: Do you have anything to add, sir?

Mr. Kougendakis: No, sir.

Mr. Domini: They make some good fish and chips.

Mr. Comeaux: They do, huh?

Mr. Kougendakis: We've got another shop on 5th Avenue in the Grandview area. We've been there for about 25 years, so we gave our shot here in Reynoldsburg.

Mr. Comeaux: Does your one on Grandview, and I don't know where it is—

Mr. Kougendakis: 5th Avenue.

Mr. Comeaux: --5th Avenue. Okay. But your signage there, does it also include reference to the 7Up and RC Cola branding?

Mr. Kougendakis: No.

Mr. Comeaux: Okay. Are there any other questions for the applicant? We can't regulate that what's on the sign and I mean in terms of what the brands are there or not.

Mr. Domini: I mean, this is classic _____, small and there is the _____ too, for stuff that's offensive but obviously this is not offensive.

Mr. Comeaux: Yeah. I guess I do have one other question. Did you have to go through any process getting 7 Up's approval or the bottler's approval to include their logos on the signage?

Mr. Kougendakis: No, sir. _____. They probably paid for the sign. That's the advertising _____.

Mr. Comeaux: Are there any other questions or comments for the applicant then? (No response.) Hearing none—

Mr. _____: I'll move to approve as is.

Mr. Comeaux: Okay. Fantastic.

Mr. Baker: I'll second.

Mr. Comeaux: We have a motion to second.

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

Mr. Domini: Mr. Comeaux is trying to _____ Mr. Jardine. He never showed up and we did not take any action on that.

Mr. Comeaux: Yeah. Thank you for reminding me. We did not take any action on that and—

Mr. Domini: I guess that would _____.

(inaudible)

Mr. Comeaux: And I don't—

Mr. Domini: I think what we can do – I—

Mr. Comeaux: I guess I would—

Mr. Domini: _____ that we have 45 days which that have been from the the original submittal at the original hearing. The only thing that comes to mind and maybe you have the right idea about this is that we approve what was submitted and ask Mr. Jardine to come back under a separate application with his colors and material samples.

Mr. Comeaux: Yeah.

Mr. Domini: We would just be approving – I don't know what we'd be approving.

Mr. Comeaux: Yeah. I mean—

Mr. Domini: _____ the design _____.

Mr. Comeaux: Yeah. The pictures he had for us last time were very nice, but we have no samples.

Mr. Domini: _____.

Mr. Comeaux: Oh, you have them here? Great. Fantastic.

Mr. Baker: Well, and as an architect, too, I can understand him wanting to get a comfort of not one to take these things all the way through his process and spending the time if the Board wasn't – if the Board looked at it and said that's not a good scheme or schematic design. I think he was looking for more of a, you know -- yeah, it's a good

direction. You can, you know-- It's tough because we're not here to look at schematic designs so much but—

Mr. Domini: And I wouldn't say this about every applicant, but I think Mr. Jardine has gone to great lengths to make this project the right project. Typically, if he recommends that approval would be approving the materials and the color, I would object but in this case I don't have any problems with that because I don't think he's going to be presenting us with anything that would be out of the ordinary anyway. In fact, he's gone to great lengths to make this project right and meet the new overlay standards which I thought was a tough thing to do with this kind of building.

Mr. Comeaux: So—

Mr. Domini: And I just want to – I just don't want us to start over with him.

Mr. Comeaux: I agree.

Mr. Domini: Chi Bui is also a good business owner and _____ standing. I want to help her open up that new business.

Mr. Comeaux: Yeah, I mean, I agree with you. I guess to _____ your sense, if we do nothing then you're saying we're going to have to start all over. Is that what I'm hearing you say? If we let it die tonight and don't—

Mr. Domini: That's a yes. I believe we do because if we have to take action in 45 days which we don't have enough time until our next meeting.

Mr. Comeaux: And it's not an option for us to table it on our own motion.

Mr. Domini: _____ taking action in 45 days.

Mr. Comeaux: Okay.

Mr. Domini: Unless tabling is in action, I don't think that's the intent of the code but—

Mr. Comeaux: Okay.

Mr. Domini: --you know. And I can consult with Mr. Baker and Mr. Beougher when I get those samples from him if the Board is comfortable with that. You would basically be approving the design as it is.

Mr. Comeaux: I mean, again, I think the drawings he had were very good. There were a few questions if I recall correctly – one about where the trash was placed and things like that. I can't remember if we had all the signage laid out for it.

Mr. Domini: That would come under a different application.

Mr. Comeaux: Oh, so this wasn't—

Mr. Domini: The signage—

Mr. Comeaux: Okay, so this wasn't even – okay.

Mr. Domini: Signage was never a part of this application.

Mr. Baker: I agree with Aaron. I typically wouldn't approve something like this without seeing the whole package, but I do think he's done a pretty nice job and I would be more than willing to review any samples that he submits at a later date if – I think he would have had some pretty nice.

Mr. Comeaux: And so is he going to then come back separately with the signage anyway so—

Mr. Baker: Okay. That's fantastic then.

Mr. Comeaux: I mean, if that's the case, then I think maybe we can move forward with Aaron taking that. If I can get a motion, then Aaron obviously would consult with whoever on the Board he feels is competent to help with those things. If I can get a motion then we can do that.

Mr. Baker: I'll move to approve 6240 East Livingston.

Mr. Comeaux: Okay.

Mr. Baker: No applicant number I guess.

Mr. Domini: B-1.

Mr. Baker: Right here it is. 5399DR.

Mr. Comeaux: I have a motion. Can we get a second?

Mrs. Boratyn: I second.

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

D. OTHER BUSINESS

1. Election of Officers

Mr. Comeaux: All right. Now I can move on to Other Business, election of officers. Well--

Mr. : You know where this is headed, don't you?

Mr. Comeaux: I do think I know where this is headed and we need to have a nomination for Chair and Vice-Chair, I take it, and I think I know where this is headed, but I'm not going to push myself off of-- Mr. Bainter.

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

Mr. Comeaux: Okay. And then do we want to simultaneously nominate somebody for Vice-Chair or is there—

Mrs. Boratyn: I will nominate Mr. Baker.

Mr. Comeaux: Fantastic. Okay. Great. Is that okay? I mean, we have a motion. Is that consistent with your motion, Mr. Bainter?

Mr. Bainter: Yes.

Mr. Comeaux: Okay. Great. We have a motion. Can we get a second?

Mr. : Oh, I'll second.

Mr. Comeaux: Okay. _____ nominate you.

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

2. DISCUSSION OF LED LIGHTING

Mr. Comeaux: All right. And then, Aaron, you said that you've had some either discussion on LED lighting or some information you or some other people have gathered, is that right?

Mr. Domini: I've done some work on this at the direction of the Board and I've exchanged e-mails with Mr. Baker and Mr. Beougher. I guess two things – three things have happened. I've called a couple of sign companies to see what their input was on the issue, why they use one over the other. Mr. Baker did a little bit of poking around on the interviews and then I did a brief, kind of search, in terms of code related ordinances that have been used to regulate neon. And what I found was, talking with the sign companies, that this was really a personal preference, that LED is not as bright as neon. So the big retailers typically use neon for this reason. And when you get a large sign

like at Target, Kroger, something like that, Sam's Club, that the LED will actually leave gray areas around the site of the sign. And I've actually seen that and was kind of wondering why that is – if the bulbs were going bad, but it's because they're LED and they don't fully light the cabinet. Neon is much more expensive to manufacture, design and power, so there is a higher up-front cost with neon because you have to bend the tube and it's really a skilled craft at this point and the LED tubing pretty much comes in a box. The cold weather also causes LED's to function at a lower illumination as opposed to the neon with the gas-filled tubing. So when it's colder out, the LED lights will actually be somewhat dimmer than neon. The LED functions like a battery, cold weather causes it not to illuminate as brightly. So, again, for this reason, a lot of retailers prefer to stick with the neon. I've also learned that the neon will last 20+ years and in some cases isn't even maintained for 20 years unless somebody threw a rock at it and broke it. So it has a very long lifespan. And the LED typically only lasts 4-6 years and has to be replaced at a much higher frequency. That's something else that's considered by the purchaser. I think what we're seeing in the industry, and Mr. Clark indicated a little bit to this earlier, that a lot of clients go with the LED as a cheaper up-front cost if you're not a big retailer, you don't need the power, the price is low so the industry's going to LED for this reason. It's much easier to install, which also lowers the cost as opposed to neon. The LED, according to Mr. Baker, some of his research has shown that it uses 6-10 times less power than the neon light.

Finally, I did look around and found some communities – typically the Florida communities, the Hilton Heads, the resort communities had a problem with the neon apparently, from what I can read into it, where they had a strip where every T-shirt shop and every store had neon in the window and some of them have attempted to regulate that, even if it's from the inside. I can tell you there's much debate about that and there's a log of blogs and newspaper articles surrounding that issue. So it hasn't gone uncontested from what I've read, many of the communities I've found have done that – again, most of them resort communities and we all go to resort places from time-to-time and you know what that strip looks like. So that's kind of where we're at and I hope I answered most of the questions the Board is looking for. I think the foot candle question is a good question that we can look into to get a better idea of what the illumination is side-by-side. Is there anything left unanswered that the Board would be interested in?

Mr. : I think Mr. Beougher brought it up in the context of what can we do to encourage these businesses to consider LED and I don't know that there's anything here that just says "there's no good reason for neon." I don't know where we go from here on that either.

Mr. Domini: I thought it was interesting to think in terms of energy to manufacture the LED lights transported, have somebody install it 4 or 5 times, in the lifespan that you would have a neon light sitting there. I don't know. Upfront I thought it would be great, but when I started to learn some of this other stuff, the amount of energy it would take over the lifespan to maintain the LED, to manufacture it, transport

and install it, I'm not sure you would be saving all that much energy. If you just put them side by side and plug them in, obviously you see the cost savings.

Mr. : Just for me in this discussion tonight, it was brought up that these businesses are trying to attract new clients in and from the looks of this there is a reason in some instances to use neon. If you're Target and you want to put a sign on 70 as people go by, you don't want it to be LED where it's kind of dimming out when it gets cold. So personally I wouldn't be too comfortable imposing a very rigid structure saying let's go to LED.

Mr. Domini: Well, it looks like to me, by default, the industry is typically going to LED. If you're a small guy and you're opening a business, you're going to choose LED by default.

Mr. : Well, I think going forward we should look for instances where we could encourage people who come before us to think about LED as an alternative. Unless I'm missing something, in terms of recommending something legislatively to City Council that it become incorporated in _____.

Mrs. Boratyn: (Inaudible) These lights aren't bright and flashy. They're a more softer look. I think in that respect it is good. I would not want to drive down 256 or anywhere else and see neon lights along the road.

Mr. : Yeah, I certainly think if the alternative is LED piping or neon piping, I would take LED piping.

Mrs. Boratyn: It can be tasteful, too. It's not like they're putting LED everywhere.

Mr. : I don't think you want it to look like a Las Vegas strip or a junk strip down in Daytona. But I think to light up a building that is dark to begin with – Smokey Bones and the Hickory House were two dark buildings. It just kind of enhanced Hickory House so you can find it and it does set back a little bit. The carwash kind of blocks it.

Mrs. Boratyn: Right and it's safer when you pull into an area lit with a softer light at night. It's not blinding. I'd rather have some lighting in that area than go to a restaurant that's too dark.

Mr. Baker: In terms of the signage itself, as a Design Review Board, I think the main things we should be concerned about are the design aspects of the lighting itself. Really the only two things I found that led towards that was Aaron's point here that the LED doesn't light the big letters as well. And something else I found on line was saying that the LED signs can be one-third to one-fifth the thickness of neon signs. I haven't seen any application that's come through yet that I've wished their signage was thinner. So at this point in time I struggle to say to an applicant, you know, have you thought about LED?

Mr. : I certainly don't think there's a problem raising that question with them, but kind of shoe-horning them into it, I think, is kind of _____.

Mr. Domini: (Inaudible) --wrap the whole side of your building in LED lights -- really understand everything we could about LED and neon. It does use less energy.

Mrs. Boratyn: (Inaudible)

Mr. Comeaux: Any other questions or comments?

E. ADJOURNMENT

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

James Comeaux, Chair

Aaron Domini, Planning Administrator

This document was transcribed by:
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