

MINUTES
CITY OF REYNOLDSBURG
DESIGN REVIEW BOARD
JANUARY 3, 2013
6:30 P.M.

A. CALL TO ORDER

1. ROLL CALL

Members Presents: Mr. Scott Baker
Mr. Lane Beougher
Mr. Nathan Burd
Mr. James Comeaux
Mr. Richard Hudson
Mr. Marshall Spalding

Others Present: Mr. Aaron Domini, Acting Planning Admin.
Mr. Justin Robbins

2. APPROVAL OF MINUTES OF DECEMBER 6, 2012 MEETING

Chairman Beougher: The minutes were distributed in the packet. Are there any amendments or questions about the minutes? (No response.) Comment is that the tape was working this time. Hearing and seeing no questions or comments or amendments, the minutes will stand as distributed, approved.

3. APPROVAL OF AGENDA

Mr. Beougher: There are some changes to the agenda and the first one is Item B1 should be 7107 East Main Street and then the second change is we're going to add C, Other Business and Item 1, Election of Officers for 2013. Are there any other changes to the agenda for this evening? (No response.) Hearing and seeing none, the agenda stands approved as amended.

4. PUBLIC COMMENT

Mr. Beougher: If you're here to make a statement regarding any item that is not on the agenda tonight, this is the time to do so and I don't see any mad rush to the microphone, so we'll assume that everybody is here to talk about an item on the agenda.

5. SWEARING IN OF SPEAKERS

(Mr. Beougher administers the oath.)

B. NEW BUSINESS

1. 7107 E. MAIN STREET, REYNOLDSBURG, OHIO: APPLICANT: JENNIFER BENDER/DaNITE SIGN COMPANY (#158153). New Signs.

Mr. Beougher: Is the applicant or a representative here this evening? Please come up to the microphone at the lectern and state your name and company for the record and then we'll have Mr. Robbins introduce the item.

Ms. Jennifer Bender: Good evening, gentlemen. My name is Jennifer Bender with DaNite Sign Company. We are hoping to get some signs approved for Buy Backs.

Mr. Beougher: Thank you. Mr. Robbins, would you like to introduce the item?

Mr. Robbins: Yes. This is a request for Design Board Approval for the following signage: a new internally illuminated channel letter wall sign and a new monument sign. The property is situated in the vacant Blockbuster building adjacent to, I believe it's a Firestone auto repair shop. The property is within the Community Commercial Overlay District. The zoning of the property is CC. This business is adjacent to a Firestone and it's adjacent to a Checksmart store as well. They have multi-family residential located to the south of the property. You can see the front façade here as it was at Blockbuster, Firestone to the right, Checksmart to the left. You can see at the very edge of the property where there is an existing monument sign. I believe, if I'm correct, it'll be the other area where they're proposing the monument sign, just to the right of the entrance. As it stands, the front façade of the building, as the old Blockbuster the signage was removed and they have internally illuminated channel letter wall signs on the front of the building. For the monument sign, we requested a brick base and they have obliged. The sign measurements, we have 6 foot height which is the maximum inside the Overlay District and we have 6 foot 8 in length and for the wall signage we have 87 square feet which is the maximum size requirements with the allowable frontage of the building. For the monument sign, we have the 6 foot maximum height and it's under the 40 square feet area on a brick base as in keeping with the character of the area.

We would like the Board to recommend whether or not they believe the color of the base is appropriate for the area, whether or not you'd like to see it as more in character with the Streetscape improvements that we have done with the red color. Also, we would like you to consider the monument signage on the slogan that says, We Pay Cash at the bottom. We didn't know if that would be considered a little too big in context with the name of the store and whether or not the applicant would consider changing the S in Cash from the dollar sign to an S, but this is something that we would like the Board to consider asking the applicant. Other than that it's the recommendation of staff that we, upon the Board's approval and discussion, that the signage be approved.

Mr. Beougher: Thank you, Mr. Robbins. Is there anything you'd like to add to Mr. Robbins' discussion?

Ms. Bender: I think that all the requests you've made would be easily done. We Pay Cash can certainly be smaller. We Pay Cash is not a trademark with the dollar sign through it, so we can easily make that to just an S and the brick color is negligible; we just tried to match the building, so it's not a problem to make it red.

Mr. Beougher: Okay. And looking at the Blockbuster photo, the sign for Blockbuster was a vinyl canopy and that has been removed and now the fascia that's remaining, has that been painted to match the building or what's the color of that?

Ms. Bender: It has been painted to a taupe color. The brick itself was closer to a white.

Mr. Beougher: All right. Thank you. Any questions from the Board, from the members?

Mr. Spalding: I have a question about the business itself. Is this a nationwide business? Is this just something new for Reynoldsburg? Share with me a little bit more about the business as you know it.

Ms. Bender: It is a national business and there are probably 50 locations nationwide.

Mr. Spalding: So these are the colors on a nationwide basis then, the blue and green?

Ms. Bender: Correct.

Mr. Spalding: Okay.

Mr. Baker: And just for clarification, the existing sign that's there, the Blockbuster sign, that's completely gone. Is that correct?

Ms. Bender: It is. They've left a pole stuck out of the ground, a square pole, and it's slightly larger than the one that we've proposed.

Mr. Beougher: And related to the location of the sign, it looks like in the rendering it's at the same island or peninsula that the Blockbuster sign is. Are you moving it?

Ms. Bender: We would ideally like to put the new sign on the existing foundation. We have a long history of records from Blockbuster and I looked today. We did not install that Blockbuster to my knowledge but I do have – that's their M50 and I have an awful lot of sign drawings that show what their standard foundation for an M50

is and since the sign that we are putting up is smaller than that, we were hoping to be able to use the same foundation. That would depend entirely on your Building Department and whether our engineer would seal it. An alternate location could be across the drive if that is not possible.

Mr. Beougher: Regarding the foundation though, are you saying you are going to do a brick base or—

Ms. Bender: Oh, the base. The base would be as you've requested, red to match the rest of them and we use typically a, what looks like a brick foundation. It's called thin brick veneer. It's a half brick or maybe a quarter of a brick that's mortared onto sheets that are actually considered a pole cover. It doesn't look any different than a brick base, especially when surrounded by landscaping. It goes down flush to the ground.

Mr. Beougher: Mr. Baker, I can tell you have a question.

Mr. Baker: Have we permitted the thin brick in the past or we ask them that they do the full brick base? I don't recall any thin brick in the past.

Mr. Beougher: I think we've been holding a line to some degree. I'm not saying that one hasn't slipped through. I think, in general, we're looking for laid-up masonry construction for the base.

Mr. Domini: I think that's correct, Mr. Beougher. Primarily because of the number of signs in this corridor that have been struck by automobiles, we're looking for something a little bit more durable than the thinset, so would that be something you'd be agreeable to if that's the desire of the Board?

Ms. Bender: If that is Buy Back's option, then that is what we will do.

Mr. Beougher: What is the feeling of the Board as far as the stainless steel cap to the base? I think if the base is actually going to be real brick then that probably wants to be a cast stone type cap.

Mr. Baker: Agreed.

Mr. Beougher: To match the Streetscape. Would that be acceptable?

Ms. Bender: Yes.

Mr. Baker: I've missed a meeting or two lately, but have we approved the removal of the canopy on the face of this building?

Mr. Robbins: Not to the best of my knowledge.

Mr. Baker: Do we need to approve that tonight?

Mr. Robbins: I think we can go ahead and do it.

Mr. Domini: I'd ask the Board to approve that assuming the exterior modification of a commercial structure needs to be approved by the Board.

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

Mr. Baker: How much smaller are we going to make the We Pay Cash text? Are we talking 75%, 80% of the size it's now or do we want to come to a resolution or is 99.9% okay, or would we prefer that it's the same size as the text of DVD, Games, Music, and Blu-ray, something in between? I don't know if staff's talked about this at all or not.

Mr. Domini: From a potential client, I wouldn't want to be confused by a check cashing business. My preference from that standpoint to avoid people turning in here and looking for DVDs and games would be to have DVD, Games, Music, Blu-ray as white where We Pay Cash is and then just increase the size of Buy Backs.

Ms. Bender: Buy Backs' size cannot be increased, because it's already as long as it can be on the sign.

Mr. Domini: Understood.

Ms. Bender: However, we could alter the We Pay Cash to Buy and Sell and we could make it – it looks to me like the DVD, Games, Music, and Blu-ray is about 50% the size of the Buy Backs, so I would think Buy and Sell at 75% would be small enough not to be confused with the Buy Backs but large enough to clarify that it's a place that buys and sells DVD, Games, Music, and Blu-ray.

Mr. Baker: That sounds more appropriate.

Mr. Beougher: So it would say what again?

Ms. Bender: The We Pay Cash would be replaced by Buy and Sell without the apostrophe. We have used that phrase in other places. Buy & Sell is how they typically have used it in the past.

Mr. Beougher: And are people confused about the nature of the business? I mean, Buy Backs kind of says it all and then you've got the types of things you're buying back.

Mr. Baker: It doesn't say selling.

Mr. Beougher: It doesn't say you're selling them though. That's perhaps where Buy & Sell would be informative and, quite frankly, I'm used to seeing either a phone number or website where We Pay Cash goes. So having something other than that is refreshing, not that We Pay Cash is something we see all over the City. Mr. Baker, do you have a feeling on the Buy & Sell versus We Pay Cash?

Mr. Baker: I'd rather see Buy & Sell more so than We Pay Cash. Something that's 75% is probably appropriate. I don't know if it's something that you want to email to Mr. Domini or Robbins and have them give it a quick blessing or is this is something that we just approve here tonight. It seems fairly straightforward.

Mr. Beougher: Agreed.

Mr. Baker: I think if we can settle on the size of the font, that's something that we could go ahead and approve.

Mr. Beougher: Would anyone like to capture that in a motion?

Mr. Comeaux: I move that we approve this matter as presented with the following provisos: the brick base will be 2 feet, true brick masonry, red to match the Streetscape; instead of having a steel cap on top of the brick, have a cast stone; for the sign itself replace the We Pay Cash with Buy, ampersand, Sell and that should be 75% of the Buy Back – the ratio should be 75% of the word Buy Back is presented as; and just that the removal of the awning and refinishing the façade is approved as part of this.

Mr. Baker: Can I clarify one thing?

Mr. Comeaux: Yeah, please.

Mr. Baker: I think we're 75% of where it said We Pay Cash, not 75% of the word Buy Backs.

Mr. Comeaux: Is that—

Ms. Bender: That's fine.

Mr. Comeaux: Okay.

Mr. Beougher: Okay. The motion has been made with a friendly amendment from Mr. Baker. Is there a second?

Mr. Spalding: I'll second.

Mr. Beougher: Mr. Spalding with a second. Any further comment, discussion? (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. Robbins: Staff would also like to remind the applicant that they have to go through the Building Department as well to get building permits for those signs.

Mr. Beougher: All right. Thank you, Mr. Robbins.

Mr. Domini: Mr. Chairman, would you make note that Mr. Comeaux arrived at 6:33?

Mr. Beougher: So noted. Welcome, Mr. Comeaux.

2. 7616 EAST MAIN STREET, REYNOLDSBURG, OHIO: APPLICANT: TRIUMPH SIGNS, BUCKEYE GAS AND GO (#158123). CONVERTING FUEL STATION.

Mr. Beougher: Is the applicant or representative here this evening? Please come to the lectern, state your name for the record and we’ll have the item introduced by Mr. Robbins.

Mr. Joe Smallwood: Joe Smallwood with Triumph Signs.

Mr. Beougher: Thank you.

Mr. Robbins: Item 2 on the agenda, 7616 East Main Street, Valero signage and exterior modifications. Valero is requesting Design Board approval for the refacing of the existing monument sign, new graphics on the canopy including the Valero name and two V logos with a swoosh gesture. They also request Design Board approval for the following exterior modifications: the removal of the white picket fence on top of the fuel canopy, the painting and rebranding of the existing scarlet and gray to the proposed teal Valero color on both the canopy and I’m assuming the building trim -- that’s one thing we’ll have to have you guys clear up a little bit -- repainting the canopy columns from the gray to the beige-tan and changing the graphics and colors on the gas pumps from scarlet to teal. A bit of a background on the site, the property is located within the Historic Overlay District. It was previously the Buckeye Gas and Go and before that a BP fueling station. The property is located on two parcels on the northeast corner of Main Street and Waggoner Road and the surrounding properties include a chiropractic office to the east, single family residents to the north and all adjacent properties are zoned CC Community Commercial.

Mr. Beougher: Do you have anything else to add to the discussion?

Mr. Smallwood: No. He covered everything, but I could go back to your question or discussion about the building color. There is a trim on the front façade that

is currently red and I do see that that is going to be painted a tan color. That's the building trade color that Valero uses nationally. But that would be the only thing because they don't paint the brick because if it's not painted they're not going to paint it.

Mr. Beougher: And you're not painting the split fence block.

Mr. Smallwood: No.

Mr. Beougher: I'm sharing with Mr. Domini that I've contacted one of our former Design Review Chairs and was trying to recall whether the Board asked for the picket fence on top of the canopy and I think I was on Council then and I think they did, so we're reversing a former Board's decision, not that it's detrimental.

Mr. Smallwood: For clarity, it was passed for that to be put there?

Mr. Beougher: It seems to be what I remember but—

Mr. Smallwood: Interesting.

Mr. Beougher: Yeah. I'm not sure. I can't speak with certainty. I was telling Mr. Domini I can't imagine a business ever putting that up without being forced to.

Mr. Smallwood: They do have picket fence screening and on the canopies on top of the building. They're only partially—

Mr. Beougher: Where is Valero based, just curiosity?

Mr. Smallwood: San Antonio.

Mr. Beougher: I see a lot of them in the south and I'm seeing them in Ohio recently.

Mr. Smallwood: Yeah. They're definitely growing in the Midwest. That's their growth area, and the southeast, south, mid-south. The Texas area, they're on every corner just about but they are coming up.

Mr. Beougher: It seems like there are some along 71, both north and south.

Mr. Smallwood: Yeah. There are just about two or three at the most, I think.

Mr. Beougher: Is this the first in Columbus or is it one of many?

Mr. Smallwood: This one is the first that we've done in Columbus. We've probably done 10 in Toledo and other parts of the country, but in Ohio it's just been Toledo and now Columbus and Smithfield is one of them which isn't too far, I guess, but that's another one that's coming up.

Mr. Baker: Is there one in Coshocton?

Mr. Smallwood: I'm sorry?

Mr. Baker: One in Coshocton? I could swear there's one in Coshocton.

Mr. Comeaux: Yes, there is. That might not be one of yours but there is one—

Mr. Beougher: All right. Any questions from the members? Any discussion on the removal of the picket fence or the teal color, the brand color?

Mr. Spalding: That is your corporate color, correct?

Mr. Smallwood: Oh, yeah. Presently, I kind of think that the picket fence, and you guys would probably know this more than I because I'm sure you've been to Ohio State games, but isn't the picket fence part of the stadium? Isn't there a part of the inside of the stadium that has that look, and being that this almost looks like an Ohio Buckeye store.

Mr. Beougher: Yeah. The picket fence preceded the Buckeye Gas and Go. It was a BP with a picket fence.

Mr. Smallwood: They had that on the—

Mr. Beougher: Which is why I'm thinking it was probably forced upon them. And you're right, it does match the — there is some screening for mechanical equipment on the roof of the store itself.

Mr. Smallwood: And it's not our intention to touch that and the top of the canopy there's no mechanical--

Mr. Beougher: No.

Mr. Smallwood: --equipment on top of the canopy that you would even see.

Mr. Beougher: Okay. Any discussion? Is there a motion?

Mr. Spalding: Yes, I do wish that we were to approve this as submitted.

Mr. Baker: I'll second.

Mr. Beougher: Any further discussion?

Mr. Domini: I just wanted to note for the record that this is an existing non-conforming sign. I don't want us to get tripped up in the future, so I'd like us to consider

it general maintenance of the sign. We would not typically allow vinyl signs in the Historic District but given that this sign's existing and the gas station is existing, I would consider this an existing non-conforming.

Mr. Beougher: Thank you, Mr. Domini, and I just noticed-- Can you go back to the last slide? The Fleet Discount sign hanging off of the sign and I see that there's a Visa, MasterCard, something else on the current sign. Is that a deal breaker?

Mr. Smallwood: No. The Visa and MasterCard would come off the sign, right, but the Fleet sign was originally part of our application, but if that is something that you need to have removed then it's definitely doable.

Mr. Baker: It looks better than what's there now.

Mr. Beougher: Okay.

Mr. Domini: Is that sign illuminated?

Mr. Smallwood: The fleet sign?

Mr. Domini: Yeah. The fleet sign.

Mr. Smallwood: No. The fleet sign is just an aluminum panel that is swing-mounted to that arm, but the Valero part is backlit and the Unlead part is backlit.

Mr. Beougher: And shouldn't Unlead be Unleaded?

Mr. Smallwood: No. Actually, they don't – that's how they do theirs.

Mr. Beougher: It's a southern thing.

Mr. Smallwood: I guess.

Mr. Beougher: A Texas thing. You don't mess with Texas.

Mr. Comeaux: Your question about the fleet, does that increase the surface area of the signage that we need to be concerned with or is that not an issue on ground signs?

Mr. Domini: This sign is already non-conforming. It's slightly increasing the degree and non-conformity but—

Mr. Comeaux: Okay.

Mr. Smallwood: If we're asked to remove it, we can do that. Then I don't think it would be an issue. There will be no size change though.

Mr. Beougher: I have another question. You see in the aerial view there is a retaining wall at the back of the curb cut onto Waggoner Road. As I recall, there's a gas pricing sign on the back of that retaining wall.

Mr. Smallwood: There is.

Mr. Beougher: Are you dealing with that at all?

Mr. Smallwood: Actually, I didn't know about that, but I can tell you that we will remove that if it's still there.

Mr. Beougher: So noted. Okay. Any other discussion? (No response.) All right, 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: Thank you and welcome to Reynoldsburg.

Mr. Smallwood: Thank you.

Mr. Robbins: Staff would like to remind the applicant that for signage, it still does require building permits, so be sure you contact the Building Department to sort that out.

Mr. Beougher: Thank you, Mr. Robbins.

3. 6541 EAST LIVINGSTON AVENUE, REYNOLDSBURG, OHIO: APPLICANT: CHERYL EDWARDS, (#157953). REFACE WALL SIGN.

Mr. Beougher: Ms. Edwards, I presume.

Ms. Cheryl Edwards: Yes.

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

Mr. Robbins: Yes. As mentioned, this is Item Number 3, 6541 East Livingston. It's for a wall sign refacing in the Community Commercial Overlay District. The zoning for the property is CC. The wall sign is at the moment existing. The property is located in a commercial retail strip on the south side of Livingston and this is in the strip that's behind the old Dairy Queen. There are a couple of businesses in there.

Mr. Beougher: Off of Baldwin Road?

Mr. Robbins: Yes, that's correct. I think it's next door, am I wrong, to the Mexican grocery store?

Ms. Edwards: Actually, it's on down, so there's a daycare right there, so it's between the daycare and the tax place.

Mr. Beougher: Okay. I see.

Mr. Robbins: So here's the image that I have on the screen right here. I believe it's hopefully in the center. Right here, is that correct?

Ms. Edwards: Yes.

Mr. Robbins: We have a couple images of the sign refacing. This is a washboard coin laundry in the distance and then we have one that's a little bit closer. The main concern that staff had was that it doesn't necessarily, in our opinion, conform to the purpose of the code and stated in Section 1181.01 it says to promote the clarity and sign communication to promote harmony between and among the physical characteristics of the sign and the physical characteristics of surrounding land, structures and other development features and to promote attractive and orderly appearance in all districts. The main concern we had is that the font of the text looks to be handmade and this is something that we would like the Board to consider whether or not it would meet the intent of the code.

Mr. Beougher: Ms. Edwards, do you have a response to that and maybe I can reframe the question. Is it handmade or is it intended to look handmade?

Ms. Edwards: It's both. It's intended to look handmade. I wanted it to have, because it's washboard, I wanted it to be an old like theme. That's what I wanted. So they could've cleaned it up to be more conformed and blocked, but I wanted it – that's the way I wanted it to look.

Mr. Beougher: And looking at the background, the bubbles, I assume those are soap bubbles in various hues.

Ms. Edwards: Yes.

Mr. Beougher: Those appear to be airbrushed or something and they look professionally done.

Ms. Edwards: Yes. It was professionally – that was added to it.

Mr. Beougher: Okay. So the original sign was just that white background with the hand lettering?

Ms. Edwards: That's correct.

Mr. Beougher: And hand painted lettering?

Ms. Edwards: Yes, that's correct.

Mr. Beougher: Questions from the members?

Mr. Comeaux: So, just so I'm clear, this sign is already there, correct?

Ms. Edwards: Yes, it was.

Mr. Comeaux: Does staff know what was there before? It was a blank box before it or did you have a sign for your business there before it or is your business replacing a prior business?

Ms. Edwards: It's replacing a prior business. Fabric Fresh Laundry was there and there was a Fabric Fresh sign up there.

Mr. Comeaux: Okay. So did they have this cabinet like you have there?

Ms. Edwards: Yes. Those are just panels and so the panels were taken down and my sign was painted on there and then the panels were replaced.

Mr. Beougher: Would anyone like to express an opinion?

Mr. Comeaux: We don't have pictures of the prior signage, for instance? I mean, was the prior signage of similar character? Was it—

Mr. Domini: We didn't know the sign was installed. It was brought to our attention by Code Enforcement, so we never had the opportunity to go examine what was there, so I don't have any images of what was there or recollection, to be honest with you.

Mr. Comeaux: So, if I may real quick, so when staff was expressing these concerns about the nature, character, etc., is it about the face itself or is it about the condition of the sign, the wall and everything?

Mr. Domini: It's not-- I think for staff, our concern was not the content. It is really not our job to regulate that content.

Mr. Comeaux: Right. I understand.

Mr. Domini: It was durability and the construction of the sign. In all the years I have been doing this, I've never seen that type of adaptive re-use of a cabinet box sign. My personal opinion, is I like the bubbles. I think it's kind of nice, but my concern is of

durability and the handmade nature of it. I think that was Mr. Robbins' expression as well in his review.

Mr. Beougher: So you would be okay with the sign being hand-painted if the paint stayed on it.

Mr. Domini: One of our conversations was, was this drawn and then did the graphic get submitted to a sign company and professionally made.

Mr. Beougher: So screened or otherwise?

Mr. Domini: It's a little bit different. That could be – you can see it might be appropriate depending on your opinion on how it fits the character of the district, but typically we don't allow the handmade nature of signs just because of its durability in the elements.

Mr. Beougher: And I'm going to agree with you, because I kind of like the effect but when the paint starts chipping off it's not going to look very good. I mean, I don't know that it will.

Ms. Edwards: I was just told that it wouldn't, but I don't know. We've had some really bad weather so—

Mr. : It got through the icicles.

Mr. Beougher: Any other comments?

Mr. Baker: It's certainly nothing we want to get in the habit of, people painting or hand-making signage. That's a tricky one. I look at this and a lot of time when you get the homemade-ish looking fonts and stuff that it's still more consistent throughout. You know, there are a lot of fonts out there that you can get from websites or whatever and you can type it in and modify it to look in similar nature, just still more consistent throughout. I don't know if the word "board" was supposed to bend up like that or if that's just kind of the nature in working on something so big and doing it by hand and it just naturally happens. So, all-in-all, I like the concept of the sign. I think the bubbles around the word "coins" is kind of dark and kind of – you know what, maybe on my photocopy it is.

Mr. Domini: The strict interpretation of the Code 1181.05(e) prohibited signs does not allow for a sign which is created or changed by means of freehand lettering or writing with paint, chalk or other material including chalkboards or mocca boards. We also have Item 13 under the same section of the code which a sign constructed of paper, cloth, cardboard materials determined by the code administrator to be insufficiently durable for the purposed location use for life expectancy of the sign. So that's really where our review came from. It wasn't our personal opinion, that's actually part of the City's Code of Ordinances and it's nothing against your business and the

quality of your sign, but our job is to regulate the quality of construction within the City and so, you know, it puts the Board in a tough position because you already have the sign up there. If you came to us with this sign as a proposal, it would probably wind up not even making it to this Board. So staff has never seen this before which is why they actually brought it forward.

Mr. Spalding: So we're basically saying – I just want to make sure that I understand where we're at with this. So if this lady gets a professional sign company to turn around and do the sign to where it looks more professional, then we would approve it? Am I correct with that assumption?

Mr. Beougher: I think so.

Mr. Domini: It's ultimately up to the Board. I feel it fits in the character of the district. Staff's main concern is just the durability and this Board getting in the habit of approving the handmade nature of these types of signs.

Mr. Beougher: Retroactively.

Mr. Domini: And setting a precedence, so that's really a concern in interpreting the code correctly, enforcing the code. And obviously that provision is pretty basic and it's there for a reason.

Mr. Beougher: So if you really wanted it to be homey in Southeastern Ohio you'd say "warshboard," put an R in there.

Mr. Comeaux: So this is just paint on that plastic façade, is that right?

Ms. Edwards: It's paint, but _____ paint, the way I understand.

Mr. Comeaux: Sure. I understand what you're saying.

Mr. Beougher: I think you have the start of a really nice sign concept. I think the execution is perhaps a bit deficient for what the code requires. Is that an accurate characterization?

Mr. Baker: I believe it is.

Mr. Beougher: So we like the kind of imperfections in the lettering. There could be some finessing there to make it look a little more consistent while still looking, you know, kind of freestyle. The washboard graphic is a little light as well. I'm not sure if there's a way to maybe have someone add some more – I'm trying to figure out if those are eyes or whether it's just – is it a washboard with eyes, a living washboard? See what I'm saying?

Ms. Edwards: No. That's actually the grain in the wood, because the washboard use to be a wooden, one of those old washboards with metal down the front of it and that's why the sign was actually like a country-type thing because it wasn't something that—

Mr. Beougher: And I get that, yeah.

Mr. Baker: Well, like I mentioned, I like the concept. I think given – put in the hands of a graphic designer they could probably clean it up, make it look professional and probably do a pretty bang-up job with it. The concept's nice and my photocopy is dark so when I said dark bubbles, given a better photo, the bubbles are nice and it all looks pretty good, just the hand. I'd get it in the hands of a graphic designer.

Ms. Edwards: So, but you're saying the bubbles are okay. It's just the—

Mr. Baker: Well, I commented that they were too dark but I didn't – my photocopy is darker than the actual—

Ms. Edwards: Oh, okay, because they are real light and especially when the lights are on at night they're even lighter.

Mr. Baker: Yeah. I was given a better photocopy and much lighter than my copy.

Mr. Beougher: Are you willing to re-work the sign panels?

Ms. Edwards: Yeah.

Mr. Beougher: Is the business producing some money and you have some funds to do that?

Ms. Edwards: I don't really have the funds to do it right now, for a professional to do it, because I know it's going to be really, really expensive and I just opened and so hopefully things are going to get better. Right now people are realizing that we're there and we are getting business but probably what I would have to do, if that's what you want me to do, I'd probably just have to take the sign down for now.

Mr. Baker: Even that's an issue.

Ms. Edwards: Well, they had – the reason why I said that is we were concerned because when we had it done – in other words, there wasn't anything up there and the owners of the complex, they were saying that it was okay, but I didn't know. So I'm really sorry that the sign went up, but it was supposed to be like a turnkey so they were supposed to take care of everything. And when I said, you know, about my sign, my attorney was saying that not to leave the Fabric Fresh up there, because that belonged to somebody else and that could be an issue. So I was concerned about that by taking

the sign down and leaving everything exposed, but then I find out that they were saying that it would not hurt the wiring, the lights and things like that.

Mr. Beougher: Mr. Domini, do we have the ability to perhaps grant a temporary – I mean, one that would expire in six months or something like that, to give her a little more time to—

Mr. Domini: We only have the power to do 30 days.

Mr. Beougher: Thirty days? How many times can we renew?

Mr. Domini: (Inaudible)

Mr. Beougher: And that's probably not enough time.

Mr. Domini: I would not want that to be an exposed cabinet either.

Mr. Beougher: Right.

Ms. Edwards: The only thing about the 30 days, you said – I probably couldn't even get it made even if I had the money, it probably couldn't even be done in 30 days though because you have to have someone to come out and get the sign. You know, you'd have to make arrangements for all of that.

Mr. Beougher: When you say we have the ability to grant 30 days, are talking about tabling it or would tabling it give another 30 days?

Mr. Domini: No. We're talking about issuing a permit.

Mr. Beougher: A 30-day permit.

Mr. Domini: You could get the option the table it.

Mr. Comeaux: So, if we tabled it and she came back to us next month and she had a plan going forward, what would happen between now and the next meeting? I'm not trying to be coy, I'm just wondering. I mean, the City, it wouldn't take action?

Mr. Domini: We would just consider it as an active application and then dealing with it, I would assume.

Mr. Comeaux: Yeah.

Mr. Domini: This is a very unique and special circumstance I've never really encountered.

Mr. Beougher: Well, and I don't want us to be unfriendly to businesses, especially ones that are starting up and trying to make a go of it. Would you be willing to come back at our meeting in February and come back with a proposal? Here's what I'm suggesting. I think you could probably find, you can shop around, find a sign company that would be willing to work with you and quote you a good price and then work up a design, bring it back for the Board to look at and then we could give you a 30-day permit on the existing sign with approval for the new sign. That gives you 30 more days to get the sign made.

Ms. Edwards: Yes.

Mr. Beougher: Is that a workable situation for you?

Ms. Edwards: Yes.

Mr. Beougher: Okay. All right. Is there a motion to table?

Mr. Comeaux: I move that we move to table.

Mr. Burd: Second.

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

(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: We'll see you next month and if you need help locating sign companies, can staff help with that?

Mr. Domini: We can't give you recommendations, but we can tell you who typically submits to the City, give you a couple ideas.

Mr. Robbins: And anything you have questions about as well, you can call us directly and send over examples of what you're thinking. We can give you some kind of suggestions.

4. 8525 EAST BROAD STREET, REYNOLDSBURG, OHIO: APPLICANT: ED NABAKOWSKI, ACOCK ASSOCIATES, ARCHITECTS, LIMITED BRANDS (#158101). Building expansion.

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

Mr. Ed Nabakowski: My name is Ed Nabakowski.

Mr. Beougher: Ed, I don't know how to pronounce your name so I wasn't going to try it. Mr. Robbins, could you please introduce this item?

Mr. Robbins: Yes. As mentioned, Item Number 4, 8525 East Broad Street. This is in the Limited Brands warehouse district. The applicant is proposing expansion of the commercial building in order to accommodate for extra mechanicals and cooling tower, I believe. Is that correct?

Mr. Nabakowski: That's correct.

Mr. Robbins: The property is located on the south side of East Broad Street approximately half-way between Taylor and Waggoner Road. The modifications I've proposed are set back about 1,700 feet from the right-of-way. The zoning for the property is, I believe, is R, restricted industry. I'll double-check that and make sure.

Mr. Domini: I'll check it.

Mr. Robbins: Yes. The plan, as you can see, there are three buildings they have on the right-hand side. Building Number 7 as it's called out is where the proposed cooling tower is to be. The image on the left shows-- It's a little loading dock that's right there, correct? It's kind of—

Mr. Nabakowski: That's a service entrance.

Mr. Robbins: A service entrance and they're proposing to fill that space in there. The applicant provided us some renderings of some before and after shots in context with the rest of the building, so it looks like it's going to be about half a story higher than the rest of the building. The footprint is approximately 400 square feet with a height of 49 feet. The surrounding building is 37 feet in height. Materials and design we think match the aesthetics of the existing building and due to the distance we don't think that it would be highly visible from the street.

Mr. Beougher: And due to lots of landscaping between?

Mr. Nabakowski: Yes. In addition.

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

Mr. Nabakowski: No. I think the area that we're putting the expansion is already paved, so any landscaping that gets disturbed, we'll just repair.

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

Mr. Baker: Where is the existing dumpster going to go? Is there a dumpster in there?

Mr. Nabakowski: There is an existing dumpster and we are planning on just locating that on the pavement to the west of the expansion.

Mr. Baker: I think it looks better than what's there now.

Mr. Spalding: It looks great.

Mr. Beougher: Do we need to be concerned, Mr. Domini or Mr. Robbins, with the screening of the dumpster? Is there a requirement this far back on the property?

Mr. Domini: Typically, we would require that to be screened. I think staff's interpretation would be that, because of all the landscaping between the right-of-way and the building, that would actually be screened and not visible.

Mr. Beougher: It's kind of screened on three sides now because the building wraps around it, but what I'm hearing is that it's going to be out in front of one of the service doors on the paved area? Is that—

Mr. Nabakowski: I believe that's correct, yes.

Mr. Beougher: Okay. Any other questions? I'm not hearing much concern about the dumpsters, so—

Mr. Baker: Just curious. Can I ask just out of curiosity, what is this chiller room going to be used for? Is this for computers or—

Mr. Nabakowski: No. It's for mechanical equipment that's going to service the entire campus.

Mr. Beougher: And the cooling tower on the roof is – I assume there are other cooling towers on the roof that are screened or not screened?

Mr. Nabakowski: There are existing cooling towers on the roof now. The new cooling tower is going to be located on – it's a one-story expansion and then everything above that is just screened _____ to a screen _____.

Mr. Beougher: Okay.

Mr. Nabakowski: The existing cooling tower is behind the existing penthouse there.

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

Mr. Baker: I move for approval.

Mr. Beougher: Second?

Mr. Burd: I'll second.

Mr. Beougher: Any further discussion? I want to just mention, my comment was about, it says a new cooling tower, see two (No.3) on existing roof. Is that—

Mr. Nabakowski: There are two cooling towers there now.

Mr. Beougher: Is that the two boxes there?

Mr. Nabakowski: Those two boxes are the penthouses that we—

Mr. Beougher: Okay. So there are cooling towers in this area that are not shown.

Mr. Nabakowski: That's correct.

Mr. Beougher: Okay. And they're not screened.

Mr. Nabakowski: No.

Mr. Beougher: Thank you. Any further discussion? (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.")

C. OTHER BUSINESS

1. Election of Officers for 2013

Mr. Beougher: It has been my distinct pleasure to serve as your Chair for the last year and Vice-Chair before that and if anyone else would like to nominate someone for Chair for 2013, I would be more than willing to step aside.

Mr. Spalding: But if we nominated you, you would stay?

Mr. Beougher: I don't know.

Mr. Baker: Well, then I nominate Mr. Beougher.

Mr. Spalding: I second.

Mr. Beougher: Are there any other nominations? (No response.) All right. Mr. Robbins, do you want to call the roll on that?

(Mr. Robbins called the roll. Mr. Baker voted "yes." Mr. Beougher stated, "I'll abstain." Mr. Burd voted "yes." Mr. Comeaux voted "yes." Mr. Hudson voted "yes." Mr. Spalding voted "yes.")

Mr. Beougher: Are there any nominations for Vice-Chair?

Mr. Comeaux: I nominate Mr. Baker.

Mr. Beougher: I'll second that.

Mr. Beougher: Are there any other nominations? (No response.) All right. Would you call the roll, Mr. Robbins, please?

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

Mr. Beougher: And as we discovered a year ago or so, maybe two years, the staff is the Secretary for the Board so that completes election of officers for 2013. Thank you for your confidence and I look forward to a new year and new opportunities for the City of Reynoldsburg, making it more beautiful. All right.

Mr. Spalding: Thanks for your hard work. You did a great job.

D. ADJOURNMENT

The meeting was adjourned at 7:27 o'clock p.m.

Lane Beougher, Chair

Aaron Domini, Acting Planning Adm.

This document was transcribed by:
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