

# MINUTES DESIGN & REVIEW BOARD

JANUARY 8, 2013

**MEMBERS PRESENT:** Keith Speirs, Dick Kinder, Louise Keating, John Campbell, Sandra Hull, Dick Deffenbaugh and Susan Bates

**STAFF PRESENT:** Val Jesionek

## I. MINUTES

Sandra Hull moved, Susan Bates seconded, to approve the Minutes of December 11, 2012 as received. Motion carried unanimously.

## II. PROJECT REVIEW AND/OR APPROVAL

- A. **DR-457. (C-4, Public Square Landmark District). North Coast Sign & Lighting, on behalf of Lemonberry Frozen Yogurt,** requesting Board approval in order to erect two (2) non-illuminated, building mounted signs totaling 22.7-sq. ft. at 137 West Liberty Street.

Jim Briola, North Coast Sign & Lighting, stated cut out, PVC letters were proposed. Mr. Briola stated the letters would be mounted to aluminum, and would be offset from the panel by ¼". Mr. Briola stated it was uncertain how the sign would be illuminated but would like the option to have "halo-like" letters. Mr. Briola noted that the back of the letters would be routed out, and LED lights would be added so that, after dark, the letters would show up as a silhouette and the background would illuminate.

Mrs. Hull expressed concern with the tenants above and the signs being illuminated. Mr. Briola stated the lighting would be confined to the area and would not glow outward or upward.

Mr. Briola stated another way the sign could be illuminated would be to put a thin line of LED's underneath the molding. The LED's would have 1 ½" covering over them painted the same color as the background so that the LED's would not be visible. At night, the LED's would shine downward on the letters and the sign face.

Mr. Campbell suggested that the Board consider approving the signs with the backlighting of the letters being included in the approval and if the owner wished for another form of illumination, then approval of the new lighting would be needed from the Board.

Mr. Deffenbaugh stated he felt the illumination was a “creative approach” to other types of lighting the Board had reviewed. Mr. Briola stated the lighting would be subtle and would not conflict with the design of the building.

Louise Keating moved to approve signage as proposed for Lemonberry Frozen Yogurt at 137 West Liberty Street. Also included in the approval was backlighting of each individual letter as suggested by the proponent. Sandra Hull seconded the motion. Motion carried unanimously.

- B. DR-458. (C-4 District). Wooster Appliance** requesting Board approval in order to erect a 20’ high, 68.5-sq. ft. freestanding sign, internally illuminated, at 231 South Market Street.

Bill DeRodes, owner of Wooster Appliance, stated the proposal was to recreate the sign which was removed from the former Walnut Street location where it had existed since 1964. Originally there were two arrows on the sign, but were in bad condition and could not be repaired. Mr. DeRodes stated the center section of the sign would be refurbished and a yellow circle was added which was reflective of the era. Mr. DeRodes stated the yellow circle would be lit but not flashing. Mr. DeRodes stated only 300 of the signs were ever issued by GE, but it was thought that the sign in question was probably one of the last in existence.

Mr. DeRodes stated he realized the sign exceeded the square footage and height requirement. Mr. Campbell questioned if the Board granted the variances for the sign. Mrs. Jesionek stated yes. Mr. DeRodes stated the Board stipulated that if they ever left the site, that the sign would have to be removed.

Mr. DeRodes stated the original intent was to have the light band “blinking/travel”, but because they were not able to do that, they had considered removing the yellow band and making it the original sign.

Mr. DeRodes noted that Chuck Dillon, Dillon Motors, was not opposed to the sign.

Mr. Kinder questioned if thought was given to another location for the sign. Mr. DeRodes stated the sign company recommended the location in question for its visibility. Mr. DeRodes stated they hoped to have the sign in place in April.

Sandra Hull moved to approve the sign for Wooster Appliance at 231 South Market Street, with or without the yellow band/circle of lights. Dick Deffenbaugh seconded the motion. Motion carried unanimously.

- C. DR-459. (C-1, North Market Street Landmark District). LetterGraphics, on behalf of REA & Associates,** requesting Board approval in order to erect a 10’ x 62” freestanding, illuminated sign at 545 North Market Street.

Chris Butdorf, LetterGraphics, on behalf of REA & Associates, stated REA & Associates had updated its logo. The existing sign structure would remain; a face

change and overall color scheme was proposed to reflect their new corporate colors.

Mr. Kinder questioned if the existing sign was internally illuminated. Mr. Butdorf stated yes.

Mrs. Hull questioned the background color. Mr. Butdorf stated it was a “warm cream” (actual color name was “broccoli cream”) but was not grey like the color rendering showed. Mr. Butdorf noted that the size of the sign would not change – only a new face was proposed.

Susan Bates moved to approve signage for REA & Associates at 545 North Market Street as submitted. Dick Kinder seconded the motion. Motion carried unanimously.

Meeting adjourned at 5:46 p.m.

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**Val Jesionek, Staff Liaison**