I. CALL MEETING TO ORDER

The meeting was called to order at 7:00 p.m. by Chairman Darby.

II. ROLL CALL

Members Present: Dave Okum, Lawrence Hawkins III, Meghan Sullivan-Wisecup, Tom Hall, Joe Ramirez, Don Darby, Richard Bauer

Staff Present: Anne McBride, City Planner, Don Shvegza, City Engineer; Gregg Taylor, Building Official

III. PLEDGE OF ALLEGIANCE

IV. MINUTES OF THE REGULAR MEETING OF MARCH 12, 2019

Chairman Darby: The Chair will accept a motion to adopt the minutes of our previous meeting held on March 12.

Mr. Okum: So moved.

Mrs. Sullivan-Wisecup: Second

Chairman Darby: Moved and seconded that the minutes be adopted. Voice vote.

(Voice vote taken and the minutes were adopted with a vote of 7 to 0.)

V. REPORT ON COUNCIL

Chairman Darby: Mr. Hawkins.

Mr. Hawkins: Thank you Mr. Chairman. City Council met on March 20th of this year. All seven members were present. We had before us Ordinance No. 8-2019, an ordinance approving a Zone change for the real property located at 12000 and 12050 Princeton Pike in the City of Springdale which was continued till April 17 with a 7 to 0 vote. We also had Ordinance No. 9-2019, an ordinance approving the Preliminary Development Plan for the real property located at 12000 and 12050 Princeton Pike in the City of Springdale which was also continued till April 17th meeting with a 7 to 0 vote. We had Resolution R2-2019 appointing Jeffrey Anderson as a member of the Springdale Community Reinvestment Area Housing Council. That passed with a 7 to 0 vote. We also had Resolution R5-2019 appointing Tom Vanover as a member of the Springdale Community Reinvestment Area Housing Council. That also passed with a 7 to 0 vote. Council also met on April 3rd of this year. Five members were present. With regard to that matter we had one matter of business before us which would have been appointing a member to the Board of Zoning Appeals. That matter was tabled with a 5 to 0 vote until our later meeting in April. That concludes my report unless there are any questions or if there is anything Mrs. Sullivan-Wisecup wants to add. Thank you.

VI. CORRESPONDENCE

None.
VII. OLD BUSINESS

A. PSA Architects, on behalf of Red Dog Pet Resort & Spa/ Circle Storage for the property located at 12010 Princeton Pike, Springdale, Ohio, Final Development Plan (Application 34645)

Chairman Darby: Mr. Taylor.

Mr. Taylor: Thank you Mr. Chairman. As I am sure you all recall this was before you a couple of months ago and you all recommended approval of the Zone Change and the Preliminary Development Plan to Council subject to a variety of conditions. Primarily, staff's comments and some other things that you folks all added. At that time the signage question was going to be finally acted on when the Final Development Plan came in but your recommendation was for the applicant to work with staff and see if the, kind of parameters for the signage could be worked out ahead of time. We met with the applicant a couple of times and basically were unable to get to where staff felt comfortable given the authority to approve it on our own. So, we recommended that the applicant come back here and talk to you all. This is the site of course. Again, just as a refresher, it is the former Staples and former Overstock. It is at the interchange of 747 and 275. It is currently zoned GB. The request was to change it to PUD to enable the self-storage use as well as the pet resort. This is the site plan that you all approved or recommended to Council to approve and just as a refresher this is the way the Red Dog building will look when it is complete and this is the way the Circle Self-Storage will look upon completion. This was a drawing that, this was actually in your packet from the last time around. It showed a couple of sign locations. One which is called sign A on this particular thing which is the interstate sign that is being proposed and sign B is a monument sign now for the 747 location. This is what’s before you tonight. This is the 747 sign. It is basically 48 square feet and it is an electronic sign panel. It does have, you know monumentation supporting it and a landscape bed proposed around it. This is what the applicant is proposing for the interstate sign. It is around 500 square feet and it’s also an electronic sign. That’s kind of the extent of what I have. Mrs. McBride, I know you guys have a substantial report in your packet, so without further a 'due.

Chairman Darby: Okay. Mrs. McBride.

Mrs. McBride: Thank you. The applicant, as you might recall back in February presented us with two signs for this site. One was a 910 square foot sign that was to be on I-275 that was going to be 109 feet in the air, 460 feet, about half of it was to be an LED panel. A second sign was proposed on 747 adjacent to their site access that was going to be 148 square feet, 19 feet in the air and about 50 square feet of that sign was to be an LED panel. As Mr. Taylor just indicated they submitted in March a revised sign package that was for a 525 square foot sign on I-275 that would be 106 feet in the air. It is to be entirely LED and then a second sign, a ground sign that would be 8 feet tall, 61.5 square feet, again adjacent to their access point that was also to be all LED. We have provided you with, as we’ve done previously with the provisions in our GB district that allow for a pole sign within that district provided you have direct frontage on an interstate right-of-way which this site does and that also, section 153.459 (C)(4) also pertains to PUDs. So, should Council go ahead and approve that PUD then this section also would apply to that. I also supplied you with the language for what signage is permitted per section 153.460 (C) which is the larger electronic message board which was designed for the Tri-County Mall development but the provision on this one specifically states that it has to have frontage on the through lanes of an interstate highway. This particular site actually does not have frontage on through lanes but it has actual frontage on the off ramp. Don, if you wouldn’t mind just passing that down. That is just the CAGIS map that will show you where the off ramp is relative to the parcel lines. The proposed sign on 275 is a plain pole structure. There is nothing architectural or masonry or anything about it is as our code requires so it is not consistent with a number of sections of the code. The proposed ground sign exceeds the maximum permitted pitch for an LED sign. They are proposing 16 and the code allows for 12. We did not receive any information on the sign setbacks and our code only permits one LED sign per parcel and obviously they are proposing two. Staff did a little bit of research on some of the signs that are currently in the city that are on 275 and I think that is kind of
self-explanatory in the document that you have. Of particular note though would be things like the restaurants at Pictoria only have 100 square feet per restaurant, the office users at Pictoria have 200 square feet. The Days Inn sign has 96 square feet. The Morris Home Center is 105 square feet. So, I think you kind of get as to what is already there. I called the City of Sharonville, their Planner, John Creech, provided me with the square footage for Pet Suites which is located on 275 just east of our city and the highway sign that they have there is 162 square feet and it was actually permitted before their current code. He also gave me the square footage for the Semco sign which is really large at 672 square feet. We also looked at some sample self-storage facilities that were around the area, not specifically in Springdale but that were more adjacent to interstates or busier highways and you can see from there that almost all of those use ground mounted signage for there because again they are destination oriented use. We did look at a couple of the Circle Storage locations. You can see the pictures there of the Blue Ash location as well as the Eastgate location and the Colerain location in terms of what signage they have at those facilities. We also looked at the Red Dog locations, the ones that were, I believe, developed as Red Dogs. I know that the first one that you see there in Oakley was developed by Red Dog for use as a Red Dog. They have two panels. They have two signs there, one on Redbank and one on Madison but you can see that they are smaller panels. They are part of an overall development sign. Their newest facility, I believe, is one that has pretty recently opened on Columbia Road in Mason. It is one parcel off of Interstate 71 and there they actually have no free standing sign. You've got a picture of the building mounted signage. We also looked at two facilities that they operate in Massachusetts. The one in Boston on South Hampton Street has a ground mounted sign and the one in, and I hope I am going to pronounce this right, Saugus, Massachusetts on Walnut Street, did not seem to have any free standing signage, only the building signage. So, I would offer that for the commission's consideration. Again, staff believes that both of these are destination uses. You are not, in all likelihood, driving around 275 with a dog in the car saying, Oh, I think will take him to dog daycare, there's one. If you are looking for a self-storage facility you've probably either Googled it and found out what is close to your community or like pet boarding you've talked to friends or whatever and gotten the location and then gone there. At any rate if you have any questions about that I'd be happy to answer them.

Chairman Darby: Mr. Shvegzda.

Mr. Shvegzda: I have not comments.

Chairman Darby: Would the applicants want to come forward please. Applicants?

Mr. Cassedy: I'm sorry I didn't hear you.

Chairman Darby: I have one comment before you start. As part of your presentation please advise us as to why your request for signage is so markedly different than what you have at other locations? If you could kind of weave that in because that is a heavy concern for me.

Mr. Cassedy: Sure. Thank you. My name is Mike Cassedy. I am the owner and President of Preferred Resources, a company I started back in 2003 which is a graphic specialist and signage program developer. I design signs, I spec write them, I put them out for bids. Dan Neyer, Neyer Properties is one of my main clients. Izzy's, Sibcy Cline Realtors, LaRosa's and Skyline Chili are some of the major people that I work with. I also work for a company named Atlantic Sign Company, in sales. I have been in the sign industry for 43 years, 44 years in every facet. I was out on the truck and did installation, did service work, design, estimating. I would tell you the one common denominator in 44 years, not one sign user ever spends any more money than they absolutely have to. I have a saying that I use, signage is the last thing that they think about, it is the first thing they want and they almost never have a budget for it. I can tell you 80 to 90 percent of the people that I do business with have that mentality. The interstate sign that we are looking at tonight is approximately $600,000. There are 11 Circle Storage facilities. Three of them, actually I will say four, have electronic message centers proposed for those locations, the questions becomes why haven't they put them up? Because they
are terribly expensive. So, we are looking at this location as an opportunity and I will address, what I would like to do is to be able to address the staff report. What I would like to be able to do is to answer your questions and I would like to be able to address your concerns so that we can get the signage for this location. Staff, in their presentation, spent a substantial amount of time comparing electronic message centers in the vicinity that are substantially less than what we have. Now, when we originally came to Springdale with this proposal we were at 910 square feet, we have now reduced that to about 500 square feet, about half the size to try to accommodate what the city is looking for. We no longer have static identification signs for two businesses. The locations that staff referenced were all single use signage for a single operation. We basically have two full-fledged retail businesses on this one lot and we are using this one electronic message center to advertise both of them. We are doing it solely with the electronic message center. We totally eliminated the static signs to reduce it from 910 down to about 500 square feet. So, we have in our negotiations, to the best of our ability started to negotiate and to work within the parameters that the city has asked us. The city is not particularly in favor pole signs so we designed a ground sign. Now we show a base that is simply painted metal and the reason we did that is because painted metal is a lower maintenance piece of the signage. We can put dryvit, use an EIFS base that simulates what we will have on the building but here is what happens. It is lower to the ground, it gets dirtier faster because it grabs dirt more so than a gloss finish on the painted metal. We can do brick. Let’s go to brick. Their concern is not what that base is made of, their concern is being able to have that street sign. The fact that we don’t have, and I am focusing on the street sign, the fact that we don’t have any architectural features on it, fine we will put an architectural feature on it. We will put a gable and encompass the sign within the gable, what happens? We raise the height of the sign. We were trying to do is to accommodate the city by minimizing the overall height of the sign itself. If we add the gable, now we are up around 10, 11, 12 feet. Without the gable with a simple base we maintain about 8 feet in height. Now, we have a higher elevation at that point topographically so that we can tolerate a low ground sign at that point. The electronic message center has been proposed at 16 millimeter. Now, there has been a ton of confusion in what the heck that means. It’s not the brightness of the sign. It has nothing to do with the brightness of the sign. The pitch, the 12mm vs. 16mm is now close each of the LEDs are to each other. So, when the sign industry originally started with the electronic message centers in LEDs they were 35mm apart, so let’s say this much and now we have them down to this much and the reason that they have reduced it, and I believe that Springdale’s 14 x 48 billboard is a 16mm. The standard for the sign industry, based on the visibility and the viewing of the sign is about a 19mm. They came out with a 16, we said fine we will propose 16 on the proper applications. Now they have come out with the 12 and the 10 which means the LEDs are tighter and tighter and basically what you are looking at, at this point is a television screen. It is not necessary for the street sign to have a 12mm but if the city says, we want 12mm then the end user Circle Storage and the pet will use a 12mm but it is not necessary by the national sign industry standards. What happened was, people think that we are talking about the brightness of the sign. It has nothing to do with the brightness of the sign. The sign brightness is controlled by an automatic dimming system and it can be controlled, turned up and turned down just like we do with a rheostat on any light. Again, we have done the same thing with it, we have an electronic message center, we do have the static signs. Staff referred to destination. Signs work two ways, identification and then advertising. Staff is correct, the locals will know where Circle Storage is. The locals will know where Red Dog is, but there isn’t a single business that survives on existing market. Every business survives on expanding their market. Red Dog will be in competition with Pet Suites. Circle Storage will be in competition with others. The cheapest, least expensive advertising method that you have available to you today is the on premises sign. Red Dog in bare bones does not advertise on TV, Radio and minimizes their print because it is too expensive. The other four locations staff referred to, Redbank Road, those two signs have proposed 3’ x 10’ electronic message centers in a 19mm that will go up. Why haven’t they gone up? Because each sign requires an additional $60,000 to $70,000 investment. So, they are waiting to get that money together. The designs have already been pulled together. The electronic message centers and the signage itself has been reconfigured to accept that additional signage. The interstate sign will be viewed by approximately 130,000 every day, five days a week. If you include the weekend that is almost a million viewings every week. A
million. You can’t get that on radio, you can’t get that on TV and you can’t get that on print in something that is affordable. So, the approach to take a location, which staff referred to has two businesses not one in a topographically challenged location, it sits in a hole, literally. There is no amount of building signs that will do the job that that pole sign will do. You can put a sign in the gable that faces the interstate on the south elevation, you will not see the sign until you are directly in front it and if you are driving 75 mph and turn your head 90 degrees to look at that sign, what are you doing? The only effective means that they have to advertise this particular location when it comes to signage is that interstate sign that they have proposed. The GB allows 50 square feet or allows 50 feet in height. We sit 65 feet below the elevation of the center line of the interstate. We flew a mock-up, Atlantic Sign flew a mock-up and we presented that to you that shows that at 65 feet we barely clear the middle barrier as you travel east bound. So, if we can get 50 feet from the elevation of the center line of the interstate that’s going to work for us and we showed that to you on the presentation that we’ve given to you. The 14 x 35, let’s do it this way, let’s cut it in half. Let’s call it 14 x 17 because they are sharing that display for two companies. They will have to figure out because they do not have a static sign here. They will have to figure out how to keep Red Dog and Circle Storage on that sign and still be able to display other pieces of advertising. They’ll figure it out, they will make it work but here’s the deal. If they try to advertise Red Dog or they try to advertise Circle Storage at the same time that they are advertising their other stuff, those particular logos become so small that it will be difficult to read. But, that was the concession that they’re willing to make. Again, a million viewings a week.

Address the idea that we have a 106 foot tall sign, 14 of it is sign, the balance is pole and I will tell you that about 60 to 65 feet of that particular pole will not be visible from the interstate because it falls so low below the interstate itself plus you have a barrier on the interstate that you would have to look over to see the pole. In order to shroud that with a simple metal pole cover is close to $30,000 to $40,000 of which virtually none of the public will ever see. Now if you said to them, okay fine we want you to take 20 to 25 feet from the bottom of the sign and put some sort of decorative shroud on that, I believe that the end user would be receptive to that concept but to take the entire pole structure and to put a metal shroud around it so that it is no longer a pole but a square does two things. It accomplishes nothing and it doesn’t really improve the appearance. We can put some sort of decorative detail underneath the sign and let it go down part of the way but to take it all the way to grade, no one can see it from the interstate and you cannot see it from the ramp because you are already past it. You can’t see it on east bound at all and you can see it on the west bound but once you go past it and down the ramp, you are already past where that pole sign is and you won’t be able to see it unless you are willing to look back as you turn down the ramp. What Preferred Resources has done and what Atlantic Sign Company has done is propose to you a bare bones minimum signage program for this location. If I put up 150 square feet that the GB would allow that is a 10 x 15. That is a waste of time. No one can read it. 10 x 15 is smaller than that wall. It’s, where those windows are right there that is even smaller than that and you go well that looks awful big but put it on a pole that high and see what it looks like. We have proposed to Ray Schneider and John Bishop and Circle Storage and Red Dog a bare bones minimum signage program. We’ve addressed how high does it really have to be by flying a mock-up, taking a crane, taking it out there, flying the mock-up and taking a look at it. We have researched the location. The best location and I agree, I will say this, technically it does not front the interstate technically it fronts interstate property. It’s only because the ramp runs right in front of it that we bring up that technicality. It is not because it is way back and some farm field it is because there’s a ramp right in front of it but technically it faces interstate property. We can’t do 50 feet up, it wouldn’t even bring us to the height of the interstate. So, here’s what we have. We have an existing code that is a GB that basically handcuffs us with those parameters and that is the reason that they have come before the board and said we need a PUD and all of us know that a PUD allows us to make recommendations based upon findings that are applicable to that particular piece of property. We sit in a hole. We’re almost 60 feet, 65 feet below the elevation of the interstate. We have an interchange at that point, if you look at the graphics that we provided you, you will see as you travel east bound, you can barely see that mock-up over that barrier. If you look at it from the west bound on the west bound side you have a very similar situation. We can’t do, if we do a 50 foot setback from the right-of-way of the interstate we are getting closer to the building itself. If we try to move the sign farther west or we try to
move it farther east towards the rail road we have trees that are in the way. We picked the most practical applicable location for this particular sign. This was not off the cuff. We need the sign. If you sat there and you said, well I really don’t think you need the sign you need to ask me, you need to let me know and let me try to convince you otherwise. If they do not have the sign, if they can’t have this signage that particular development is at risk. Now, Ray Schneider, John Bishop and his team Darrell Sears and Greg have done their homework. They’ve got issues with the buildings. They’ve got issues with the parking lot. They’ve got issues all over the place and they’ve tried to address them all but one of the sticking points, and I can tell you in 44 years, it doesn’t surprise me is always this sign thing but there isn’t a business out there, a retail business out there that doesn’t have the type of signage that it needs and that is where we are. Topographically, we sit 60 feet below the elevation of the interstate. We are in a hole. We have an electronic message center that two retails are going to share. This is not about one user having 525 square feet this is about two businesses sharing it so they get half, 200 and some square feet. The actual message center is only 490 and John bumped it up a little bit to give himself a little bit of room but we are actually under 500 square feet. So, we are talking about sharing this to the point where there are only 225 square feet or 250 square feet.

Chairman Darby: Clarification. Couple or three times you have alluded to the fact that this sign is being shared by two businesses.

Mr. Cassedy: Right. Yes.

Chairman Darby: Are you saying that each business would advertise at the same time?

Mr. Cassedy: Am I saying what again?

Chairman Darby: Are you saying that each business would have its advertisement there at the same time?

Mr. Cassedy: That is going to be up to them. I mean here’s the problem, think about as you are driving along the road and Red Dog say I want the whole screen. Circle Storage is now out of luck on that exposure. Now, how many cars went by over that eight seconds or ten seconds or however long it is that never saw the Circle Storage name and vice versa. Circle Storage say I want the whole display, now Red Dog has to figure out how do I make that work?

Chairman Darby: I’m not so sure that we wouldn’t be creating a traffic issue if we tried to put full advertising for two businesses up there but that is not for us to discuss. I think

Mr. Cassedy: I would address

Chairman Darby: I think we have a pretty good feeling of your position.

Mr. Cassedy: But I want to address that. The Ohio Department of Transportation, the Kentucky Department of Transportation, the Indiana Department of Transportation have records, statistics and surveys on accidents that are caused by somebody adjusting a radio, somebody phoning on their cell phone, somebody eating in their car. They have not one record of anyone in an accident because of a sign. Not one. They adjust the radio, there’s a wreck and it’s recorded. Sir, I’m certain that not many people do that but my point is this, the Department of Transportation has no record that says signs cause accidents. It is not a threat to the public’s health, safety and welfare. You have put your own parameters on how often those messages can be changed and you have also put your parameters on how they can be changed and the end user has no issues to that.

Chairman Darby: Alright. We are going to go on. Mrs. Sullivan-Wisecup.

Mrs. Sullivan-Wisecup: Thank you Mr. Chairman. I was writing down notes as you talked because the more you talked the more questions I had. I am going to start with the
ground sign because that is where you started. You said that according to sign standards it is not necessary to have a 12mm. Well according to city code and the city standards it is necessary to have a 12mm. I just wanted to make sure that we understand that. There may be standards in signs but we do have standards here in the city and we do have standards with our code and our standard is 12mm. The pole, you were talking about how it wouldn’t be visible from the highway except for like the top 50 feet if it was in fact to be the 106. So, what you are saying is that all of that 106 will be visible from the street though?

Mr. Cassedy: No.

Mrs. Sullivan-Wisecup: Okay, because when I was looking at the sign I was trying see, I know that part of it will be blocked by the building but will it at any point will it be visible from the road. So, it’s where sign A is?

Mr. Cassedy: Yes.

Mrs. Sullivan-Wisecup: So, it will not be visible, the entire thing will not be visible anywhere from the road?

Mr. Cassedy: From the interstate or from 747

Mrs. Sullivan-Wisecup: From 747

Mr. Cassedy: No.

Mrs. Sullivan-Wisecup: No, because it is up.

Mr. Cassedy: The elevation of the ramp blocks that view.

Mrs. Sullivan-Wisecup: Okay, that was my question. I just wanted to make sure that it wasn’t going to be the whole thing. Also, in our code it says only one LED sign per property and you are proposing that both of these signs be LED? The pole sign and the other sign.

Mr. Cassedy: That is correct.

Mrs. Sullivan-Wisecup: Was there a reason why you needed both of them to be LED? I know on the pole signs we have several different examples that we were given from Mrs. McBride where they were not LED, they were just regular signs and those you could literally put both businesses on there and they could be seen 24/7. Both of them advertised all of the time, have the name of the business and even the phone number on those signs and that would be visible if we did grant the higher pole, those signs would be up all the time, never changing, advertising both companies. Am I correct in that?

Mr. Cassedy: You’re correct.

Mrs. Sullivan-Wisecup: Okay.

Mr. Cassedy: You’re on the mark there. Let me just, in the start of my presentation I said if it is 12mm and that is what the city wants that is what they will do.

Mrs. Sullivan-Wisecup: Okay, I just wanted to make sure that that was that and then I had a question for Mrs. McBride. He said that change of PUD was for the signage. It was my understanding that the change to the PUD was to make sure that we had the storage unit included because of the, I want to make sure that I am understanding.

Mrs. McBride: That’s correct. Staff recommended the Zone Map Amendment to PUD because we did not have a district that allowed both self-storage and dog boarding/grooming etc. in the same district so that’s why they went to PUD.
Mrs. Sullivan-Wisecup: Okay so it was not about and it was not originally about the signage? The signage was not part of the

Mrs. McBride: No, it had nothing to do with it. The other item that I wanted to mention to was that there has been a little bit of discussion about the pitch and that is actually in our code related to the height of the sign. So, for example as you notice I didn’t mention that there was a pitch issue with the taller proposed sign nor is there a pitch issue with the city sign but when you get down to a sign that’s eight feet or lower with an LED sign that is when the 12mm pitch kicks in. It is a scale.

Mrs. Sullivan-Wisecup: Okay. Thank you so much for clearing that up. That’s all I had, thank you.

Chairman Darby: Thank you. Mr. Hawkins.

Mr. Hawkins: Thank you Mr. Chairman. Echoing Mrs. Sullivan-Wisecup, I do think it is important to be consistent with the zoning code in terms of the pitch for each respective sign. I also think it is important that we are consistent with regard to how many LED signs are on a location. I understand your indication and the applicant’s indication of wanting a sign, a pole sign off of the highway. I disagree with the idea that it is necessary. I think it is an advertising opportunity much as what you have indicated and you are right, you do have a lot of cars that go by there. There is an advertising opportunity but in terms of a need of being able to identify the location, a ground mounted sign on 747 accomplishes that. It isn’t an impulse place, it is a destination that you are seeking out and having that sign that is ground mounted on 747 indicates that you have arrived. I said I had indicated before when the applicant came through I was not in favor of there being a pole sign there. I did also indicate though in terms of some flexibility that I would personally, one of seven, would be more flexible with giving some leeway in terms of the size of the sign for the ground mounted sign on 747 because of some of the circumstances that that location has and in consideration of forgoing a pole sign there. So, I am open to the idea of that sign size on 747 maybe exceeding what it may otherwise do but I am not in favor of there being a pole sign there because I do think it is more about advertisement than anything else. I understand, you can say hey this shows this is the exit or what have you but someone is looking for that location and I think that 747 or that 275 sign really is primarily about advertisement. Now, I did have a question. You were talking about may advertise different things. Are we talking about solely things that involve Red Dog and Circle Storage or are we talking about something else?

Mr. Cassedy: No, we are talking about advertising product and service on the premises.

Mr. Hawkins: Okay.

Mr. Cassedy: So, they are not advertising selling used cars. Let me address a couple of things if I may Mr. Hawkins. Signage works two ways, identification and advertising. If we have a 30,000 car count on 747 that is 37 viewings every day times five is 150,000. That is advertising. Identification is, I want to have my dog groomed, I’m brand new to Springdale, where do I go, I Google it. It says Red Dog is on 747. They go I know where 747 is. By golly they go there, there is the sign, here I am. That’s identification but in terms of advertising, someone who is new to this area, never been here before, got three dogs but they happen to work right up north on 747, get off the ramp they go by that sign every day. That’s advertising. I’m not discounting what you are saying. You are correct. Now, let me do this. From the signage industry stand point if the concession is we are only allowed one electronic message center then the end user, Red Dog and Circle Storage will forfeit that electronic message center on 747. We do not want it to become an issue on this proposal. We want it. Here is the other catch. According to the code, we cannot change the sign on the electronic message center but once every 24 hours. According to your chart, what does that do? It almost defeats the purpose of an electronic message center, almost. But if every day we could put a different message up on that electronic message center that we are running a special on dog grooming if your dog is under five pounds then maybe that’s what they would want to be able to do. Now, we call that point of purchase. Skyline Chili has message centers.
They run a Tuesday special on their electronic message. Tuesday you get a 3-way, a coney and a coke for $5.00 normally $8.59. That is point of purchase, I’m trying to literally pull you off the road, that’s the way signage works. That’s the advertising value of the on premise electronic message center.

Mr. Hawkins: I appreciate that, the advertising part of it and it’s a secondary

Mr. Cassedy: Yes.

Mr. Hawkins: It’s a secondary thing but, I mean it goes to the other part, if I’m hungry and I am driving around it may be an impulse, I may say, oh they have a coney deal, I shouldn’t eat that but I am going to go and stop in there.

Mr. Cassedy: Forget that part.

Mr. Hawkins: But that is part of the issue is that it is a little bit different with these two businesses. These are not impulse stops. These are stops that are destinations. So, do not get me wrong, the idea of advertising, what business doesn’t want to advertise. I’ve got a law practice, I love to advertise my law practice. Right, every time I get the opportunity but the issue comes down to, when we are talking about signage, and we are talking about being consistent and we are talking about staying in code and we are talking about not just this location or this applicant but everybody else in the city, what makes sense. So, in this instance, your sign on 747, I think is necessary. Right, we’ve got to have that. The signage up on 275 is a luxury thing to be able to sit there and advertise it. I get it. If I could have a million people see my business, I’d love to have that but we are talking about what is necessary in terms of going through this part of the process.

Mr. Cassedy: And I am not disagreeing with you on that part.

Mr. Sears: Darrell Sears, PSA Architects. To give you reference to the sign on 275, Pet Suites. I go up and down 275 all of the time. My office is in Montgomery and I do work here in this community as well as multiple communities around here. I didn’t even know that Pet Suites existed there until I worked on the building next door. So, to reference their sign in terms of knowing that that business is there. So, when we talk about the sign on 275 it is a marker of a service that is located in your community and it is also going to help the business be successful. It’s along the lines of the communication that we talked about with the West Chester Pet Resort with a 20% increase in revenue with these signs going up. So, I mean when we talk about 275 sign it is a marker. It is not as much advertisement as it is a marker of what services are provided in this community where you can get people outside of the community that are going around 275 and then all of a sudden realize, oh there is a service provided in your community at this location. As we were talking about 747 the length of the road, you know that sign on the highway lets people know, oh it is in this section of 747 not 20 miles north kind of like up in Liberty.

Mr. Hawkins: I don’t know if that sign at 275 indicates that, it indicates that someone is advertising for Circle Storage and Red Dog. You don’t necessarily know that. You know when you get off of the highway and you see the oh yeah here it is indicator which is the key thing. So, I’m just saying, that up there on the highway, if I am driving by, all that is, is advertisement. I don’t know that that is where that is. That could be the equivalent of a billboard. Part of that comes back to, what’s the necessary piece for signs. I want every business to do well in Springdale right but we also need to operate within some confines of zoning. So, again I’d said I as one would be more than willing to have some flexibility with regard to what you guys have on 747 and size wise with regard to that because of some of the difficulties that you have with that location but the 275, that’s advertising. That is pure advertising. You referenced Pet Suites. You were saying that you didn’t realize that was there? You are talking about prior to the pole sign or you are talking about just driving around there even with the pole sign before.

Mr. Sears: Even with the pole sign. I can tell you, I mean I served on animal shelter boards, I’ve been involved in animal care for a long time now. So, I pretty much know a
lot of the facilities around town and I didn’t even know that facility was there even when their pole sign when up.

Mr. Hawkins: I think that’s more reason why the pole sign is not significant then if you don’t even notice that it is there.

Mr. Sears: Well I didn’t even know the service was even available in that community.

Mr. Hawkins: I mean I think that is the part of it where, so I mean it is advertisement, I get that but in terms of we are talking about what is necessary for that business and by your own point some of that stuff gets too in depth. If you are looking for something you may sit there but you are saying that giant pole sign for Pet Suites you’ve driven by it and didn’t even notice it. So, I mean that sits there says why is it necessary to put another one up there if some folks aren’t even going to pay attention to it?

Mr. Sears: Well and I think that’s when Anne referenced the other locations.

Mr. Hawkins: Okay.

Mr. Sears: I mean I have direct experience with the Saugus location, I have direct experience with the Mason location. Those two locations, Mason doesn’t have a freestanding sign because there is not enough traffic on that road and it is so far off of the highway that even if you put a pole sign up there you wouldn’t even be able to see if from the highway. So, that is why there is no monument sign on that location. Now when we are talking about Saugus, Saugus that location the site was so restrictive that we didn’t even have room to put a monument sign on there so we are entirely relying on the building sign for that site. The other site up in Boston is an urban site so you can’t get large signs on urban sites.

(Someone in audience talking off mic.)

Chairman Darby: You need to come to the mic. Please identify yourself.

Mr. Lund: I’m Greg Lund, I am with the developer, John who you guys all met last time who was supposed to come he had a family emergency so he had to bail out last minute so he wanted me to send you his apologies. So, the Boston location which is our most profitable location only has the one sign that was referenced on South Hampton Street which is its main drive street but actually it backs up to interstate 93 which is probably the most traveled highway in Boston coming out of Boston heading south and there are enormous signs that are on the back of the building and it is in large part why we have seen the success of that specific location. So, you know one of the things, one of the points that I’d like to make and I’m on kind of the transactional and finance side so this is near and dear to my heart is how quickly do we get out of the gate for one of these facilities because we can reference older facilities that Ray has been involved in and what he will tell you is yeah it took me three years to get that to break even or it took me five years to break even. Mason will reach break even this year after being in place for four years in large part because we look to draw from a local market but didn’t have the awareness and the advertising that you are referencing. It is critically important for us that for both of these operating businesses that we get out of the ground as quickly as possible. If you think about that pet customer, it is an annuity. You know their pet doesn’t go away. If we provide a good service like we do and they come in the door they are going to keep coming back. So, the one thing that we have learned in reference to the older facilities verses the facilities that we are currently looking at and developing is the immediate impact of having customers be aware and getting them in is immensely important because we have to staff up a facility. We are actually a walk in premises. People can just decide to show up. So although we are kind of, you know that you want to take your dog, we’re not necessarily in a position where we say, oh okay we know we have 50 dogs coming in today so we are going to staff accordingly. We staff, you know, based on kind of max capacity that we think we can get for that day and we could get surprised by an influx. So, for us, from a financial stand point and I think this is a little bit of what Mike was referring to so passionately is, it is critically
important that we are able to create the awareness for the brand in this location so that we can meet our financial objectives.

Mr. Hawkins: Let me ask you a question real quick and I don’t want to hog the mic and I’ll turn it over to the Chairman. I do want to ask, I’m glad you are here in terms of the transactional side. This location is going to be a new location from moving down from West Chester right?

Mr. Lund: That’s correct. Yes we’ve got one location down the street.

Mr. Hawkins: Okay. In the spot in West Chester is that profitable right now?

Mr. Lund: Not profitable, no.

Mr. Hawkins: Okay.

Mr. Lund: So, we need to quadruple the sales volume for this specific site the way it is currently being structured to be profitable. You know in fairness to that; that is what our facilities do. So it is not that we are taking a complete leap of faith it is what we have recognized that a facility in a secondary location like the current West Chester facility, no matter how good the service is and how good the facility is you are going to struggle because we are a business of awareness and you know the point that people are driving by and they may not the first or second or third or fourth time recognize that it is a service that they need today or they are going to bring their pet there but then when all of a sudden their significant other goes and gets a job and they say well oh geez what are we going to do with the dog during the day? They say that Red Dog is right off of 275. So it is that constant ability to remind people that we are there that is important.

Chairman Darby: Mr. Hawkins has your question been answered sufficiently?

Mr. Hawkins: Yes. Thank you.

Chairman Darby: Okay. Mrs. McBride.

Mrs. McBride: Thank you. I just wanted to clear something up, a couple of things for the commission. One is that the message hold time that was mentioned, the 24 hours that applies to LED signs that are eight feet and lower. So, for example McDonald’s. All of the other LED signs basically nine feet and over have an eight second hold time on them. So, if an LED sign was approved at 106 feet or whatever it is, it would have an eight second hold time. I just wanted to make sure that you were aware of that. Then I guess, you know, I think the commission almost kind of has to look at this as a permanent billboard for these two users and I just wonder how I would google something like this?

Mr. Cassedy: I’d like to address that just for a minute.

Chairman Darby: Excuse me sir. You want to ask Anne a question?

Mr. Okum: In regards to the changeable time. That changeable time, doesn’t the Department of Highways have a 20 second standard and I know our code would allow the eight second change, but I thought that the highway department said a 20 second standard. When we did sign research originally I believe that all interstate signs were supposed to be on a 20 second loop?

Mrs. McBride: I don’t have those standards

Mr. Okum: I think it was a D.O.T. thing.

Mr. Cassedy: I can address that. That’s applicable to billboards, off premise signage.

Mr. Okum: Okay.
Mr. Cassedy: This is not an off premise, this is not

Mr. Okum: This is an on premise billboard.

Mr. Cassedy: Anne mentioned billboard and that like throws up all kinds of red flags.

Mr. Okum: No, no it’s just the size of it basically.

Mr. Cassedy: It’s not really a, it’s not a billboard.

Mr. Okum: That’s alright, I understand. Thank you.

Mr. Cassedy: It doesn’t fall under the national requirements.

Chairman Darby: Thank you. Mr. Ramirez.

Mr. Ramirez: Thank you Mr. Chairman. Two quick questions. Is this a two sided, the proposal on the pole sign, is that an image on both sides?

Mr. Cassedy: Yes it is. So you can view it east bound and west bound.

Mr. Ramirez: Would the imaging be the same all of the time at the same time?

Mr. Cassedy: Yes it would be.

Mr. Ramirez: Different messages?

Mr. Cassedy: Right.

Mr. Ramirez: I had something else.

Mr. Cassedy: I will tell you this, just for humor. A gentleman up in Toledo had a four foot by six foot, the one with the little letters that you had to change out, he used to play Trivial Pursuit, put the question on one side and the answer on the other.

Mr. Ramirez: Just for the record, I think Mr. Hawkins’ comments kind of mirror what mine would be as concerns the pole sign and being more in the advertisement then it would be for a directional type sign. So, just my comment on that one. Thank you.

Chairman Darby: Mr. Bauer.

Mr. Bauer: Thank you Mr. Chairman. One overall all comment. I’m not opposed to both signs and the pole sign that faces the highway, but I’m a little disappointed in what came back to us. I guess I envisioned a little more give or take on what was being proposed. It appears that it is pretty much the same. There’s some definitely differences but again, if we were to go forward, I would like to work on, 1. I do agree with Mr. Ramirez and Mr. Hawkins that is advertisement. You said it yourself in that the appearance of that sign just look across the highway and we spent months coming up with the design of that, or we didn’t come up with it, approving a design that the sign company and the developer came up with that sign and that billboard. I’m going to call it a billboard. It is a sign. It advertises businesses in Springdale. Those businesses down along that side of the corridor and it is a public service for Springdale but again, we worked on that sign. This one has some difficulties with the height and what can be seen and what can’t be seen. But, I believe that that can be engineered and something could be done with the appearance of that sign.

Mr. Cassedy: I don’t disagree with you. The problem is some if it is apples and orange applications. The Springdale sign is totally visible, 100% from both directions of the interstate. We just don’t have that because the way that this thing sits in a hole. That’s part of the, if it was up like the Springdale sign is, then there would be a legitimate argument to be made that hey you need to dress this up with some architectural
features. For all practical purposes whether you are traveling east bound or west bound you cannot see 60 to 65 feet of that pole.

Mr. Bauer: I agree with that. What I am saying is the part that is visible, I believe can be engineered to be architecturally pleasing to some degree. So, that is what I would like to work towards.

Mr. Lund: Just a comment on the piece about the maybe a little more about the give and take and a little bit more negotiation. So, I think we, it was referred to when we first came in that we originally came in with a 910 square foot sign. You said well that was ridiculous to begin with why would you do that? Well, part of the reason is because the actual code allows for a sign of that size assuming that we are a PUD and I think that was our underlying assumption. We were told that we couldn’t get the two uses that we were asking for under the current General Business zone so we were going to be a PUD and when we came in here last time it was loosely voted on that the Planning Commission would be supportive of that.

Chairman Darby: Let’s keep in mind that that discussion involved you having, you are requesting the PUD’s designation okay with our feelings about the size of the sign.

Mr. Lund: Sure.

Chairman Darby: So, it wasn’t as though it was, you understand

Mr. Lund: Not trying to suggest that that was because you were in favor of it by way of use you were in favor of it by way of signage. As we look at the guidelines, it essentially suggest that we could have a 300 to 720 square foot electronic sign and that the entire sign could be 1.4 times larger than that. So, I do see some give and take by way of the reduction from what has been contemplated at least at some point with the code with regard to a PUD. What we came in to the Planning Commission with the first time and the fact that we actually asked for a pole sign on 747 and it was made pretty clear to us at that point that the Planning board wasn’t interested in that so we made a modification there. To Mike’s point the comment about not having two electronic signs on site, we’ve offered up to eliminate at least the one of 747, so I do think that there has been, you know kind of more give and take than it would appear based on what you guys are seeing.

Mr. Bauer: Okay. I guess I wasn’t looking at the 910 I was looking at what was presented in Mrs. McBride’s report and that is kind of how I remember it. Regardless I guess I’d be looking at further development of that, those signs on the property and maybe give and take as far as the ground mounted sign and the pole sign. One question about what is in front of me here and what I am seeing in front of me in the handout we got over the weekend. The ground mounted sign, is that relevant? Is that current because that is not what I see in front of me here. I see a sign mounted on brick and two signs.

Mr. Cassedy: What we did was give you a concept of design without the electronic message center. That’s what you are seeing up on the screen and that is what you are seeing in your handout.

Mr. Bauer: Right.

Mr. Cassedy: So, if you said fine, you can have the one on the interstate but you can’t have the other one, this is a basic design at six feet to the top of the sign and we are using the brick base instead of a metal base because brick has more of a permanence appearance. It’s kind of a lasting, you know we can do an EIFS and I mentioned that. We can do an EIFS base on it but the problem is as the guys are cutting grass, as they are fooling around with the landscaping the EIFS material actually collects dirt so it becomes a maintenance issue. So, we prefer to just paint metal with a gloss finish, rain washes it off and keeps it clean, keeps it looking fresh and keeps it looking new or go to a brick which has a more permanence looking appearance to it.
Mr. Bauer: So the sign that’s up there, the LED was the lower part with the dog picture?

Mr. Cassedy: Yeah, the LED is the 8.5 x 10.3 the portion of it. So, we say fine we scrap this, we’ve got to go back again.

Mr. Bauer: Okay. That’s it for now.

Chairman Darby: Okay. We’re going to go to Mrs. McBride next but let me mention, you guys do have a full proposal before us and so far I think the only point of discussion has been signs so we really need to get on. Mrs. McBride.

Mrs. McBride: I just wanted to clarify that, because the applicant was just speaking about the electronic highway signs in the PUD zoning district. That is off of the table because they do not have frontage on a through lane on an interstate highway. So, forget that. Okay. You saw with the CAGIS that it is on the off ramp so.

(Multiple people talking off mic. not audible.)

Mrs. McBride: So, the applicant was just talking about how they are allowed to have between 300 and 720 square feet of sign area and the LED can be 1.4 times the area of the electronic display and so forth. That, all of that section is off the table because it specifically says if the PUD has frontage on the through lanes of an interstate highway it shall be permitted one electronic sign per PUD to advertise businesses that are part of the subject development. This site does not have frontage on the through lanes of 275. It’s got frontage on the north bound off ramp for 747.

Chairman Darby:  Thank you. Mr. Taylor.

Mr. Taylor: Thanks Mr. Chairman. Just, I kind of wanted to make just a point of clarification based on your statement. You all actually did recommend this for approval to Council already and really the issue that is before you tonight is the sign situation. I just wanted to reiterate that. I believe the recommendation for approval has been made but it was subject to coming to some sort of agreement on this signage question and I think it is such an important issue that you guys need to tie that down before the final recommendation goes to Council is that this is what we believe is warranted.

Chairman Darby:  I misspoke but regardless we still need to move on. Mr. Hawkins.

Mr. Hawkins: I just had a quick question as I was looking at some of the other paperwork. I just wanted to clarify, the chain link fence is going to have barbed wire on it?

(Talking from audience off mic. unsure of speaker): No it is not.

Mr. Hawkins: Okay. I guess I want to be clear what your guy’s position is.

Mr. Lund: So, I’ll take it maybe from a place on the business perspective. We are excited about this property. It fits what we do from a business perspective really well. We can accommodate the storage facility, we’d accommodate the Red Dog. This is a very significant investment though. You guys probably aware of the asking price on the property and then we have to fully renovate basically 100,000 square feet. We’ve had some hardships around. We thought that this property would be part of an enterprise zone so with some of our early underwriting suggested that it would get some support that way and in some conversations with Christine we understand that HCDC puts our use in the retail category and therefore we would not be able to be a participant in that program. We’ve had more due diligence on the building and we have recognized that the building isn’t in the same condition that we initially underwrote the deal and that of course increases our cost and we have operating expenses as anybody does who ramps up two businesses at the same time. So, we are, in all honesty, and it is going to sound like a negotiation but it really, or a threat but it is really not, we are at a teetering point by way of this project and its financial feasibility. The one place where we feel like we can get some support from Springdale and take some risk out of our equation is on the
sign side. As maybe insignificant as that may seem to some of the members of the commission. The worst thing to spend money on is losses around operating costs. You never get them back, it is an empty theater seat. We are okay, clearly spending money on improving the asset. To Mike’s point it is a $600,000 sign. If we didn’t think it was going to be impactful for the business in the short and long term we wouldn’t be up here pleading with you guys to understand our position. I’m sure Ray has other places he’d like to spend $600,000 but he is that passionate about the fact that this is that important for the success of these two businesses. So, if you, in asking us what our position is at this point in time, that is as clear as I can be about that.

Mr. Hawkins: With regard to where you guys are would you guys consider foregoing the pole sign if you guys had the monument sign on 747 approved with the understanding that it would match the pitch requirement?

Mr. Lund: Unfortunately no. We believe, as Mike stated before that the sign package as presented is probably the minimum that we feel like we can do. But certainly having both of them is a necessity.

Mr. Hawkins: Okay. I had a question for either Gregg or Anne. I don’t know if you guys would know this. Do you guys know what the cost is for advertising on the Lamar sign or maybe Christine knows?

Mrs. Russell: So, on the outdoor advertising device the lower end of the cost and that is for Chamber members is $250 per month but we are allotted 1/6 of the time for that sign so it is a very limited time on that sign.

Mr. Hawkins: Do you know is there a waiting list?

Mrs. Russell: There is not, not right now.

Mr. Hawkins: Okay. So, $250 bucks if you are a member of the Chamber. Anybody could go and put on that sign or I’m sorry that advertising device.

Mrs. Russell: Outdoor advertising device.

Mr. Hawkins: Okay. Thank you ma’am.

Chairman Darby: Mr. Ramirez.

Mr. Ramirez: Thank you Mr. Chairman. Mr. Hawkins brought up the chain link fence and the barbed wire. You also have on your site plan or your sign plan the white vinyl fence. Will that replace the chain link?

Mr. Sears: No, we have the chain link around the perimeter of the property. There’s actually an existing chain link that abuts 275 as well as part of the rail road so we were going to replace/upgrade that section of chain link and that is back on the back side of the Circle Storage building and we have gates that are on the front side of it and that is where the chain link would stop at that point. So, anything that is visible from 747 section of the road does not have any chain link along that segment.

Mr. Ramirez: What is the height of that fence?

Mr. Sears: I believe that the preliminary approval on that was an eight foot fence.

Mr. Ramirez: The reason we have the vinyl on this plan?

Mr. Sears: The vinyl is for the outside dog runs and that’s in order to calm the animals when they are outside so that they don’t get distracted as well as it also reduces noise impact on the surroundings.

Mr. Ramirez: The heights of that?
Mr. Sears: Please?

Mr. Ramirez: The vinyl fence, how high is that one?

Mr. Sears: The vinyl fence is outlined on, I believe I have it on the plan here.

Mr. Ramirez: I think we have it here.

Mr. Sears: I think you have it on the packet that we submitted prior, we have the site plan.

Mr. Ramirez: Yeah, it is eight feet. Okay.

Mr. Sears: (talking off mic. not audible.)

Mr. Ramirez: Okay. Thank you.

Chairman Darby: Mrs. Sullivan-Wisecup.

Mrs. Sullivan-Wisecup: Thank you Mr. Chairman. I was just going to say about the sign for the Chamber of Commerce, if you need to know who to contact to join the Chamber of Commerce it is Julie Matheny. You can look her up and she will work with you on the sign. She takes phone calls every single day about it. I think that would be great if you would decide that instead of the pole sign. That would be a cost saver and it would resolve a lot of this discussion I think. It is up to you.

Chairman Darby: Thank you. Mr. Hall.

Mr. Hall: Thank you Mr. Chairman. I’d like to echo Mr. Hawkins and Mr. Ramirez’s comments on the billboard that the applicant is proposing to put up. It just seems like that if I am going across 275 at 65 mph I’m not going to say, Oh I can have the dog washed there today and jump off. Where if I were actually looking to house the pet I would Google search it, find your location on 747 with your nice sign out there and be able to pull right into it. It wouldn’t be a spur of the moment, driving down 275 at 65 mph.

Mr. Lund: But wouldn’t you agree that just a general awareness is that when you, the thought arrives to you that you need to do something with your pet, had you seen that sign every day in your commute or some other mode of transportation then you wouldn’t need to Google it, you would just know that the Red Dog is right there and I can bring my pet there. I mean I think there’s a concept of the billboard which is hey it is Chick-fil-a and I am hungry right now and I want to get off and I certainly understand that but on the flip side we are not trying to suggest that we are a billboard. We are trying to suggest that this is creating awareness for current and future customers and getting them in the door as quickly as possible because once that customer comes the first day, assuming that they still have their pet on the second day, which is usually the case, they will continue to come back and building that business that quickly is immensely important. So, I understand that it is not by nature an impulse decision but I think it is certainly one where if you are aware of it by the nature of knowing that it is there you would use it.

Mr. Hall: Thank you for your comment.

Chairman Darby: Mr. Okum.

Mr. Okum: Thank you Mr. Chairman. I guess a lot of discussion occurred and I have been trying to be patient but it is difficult. I understand your intent and I think there was a comment made by one of the other commissioners in regards to the thought process of the sign being there and where the business is. You stated in your description that you don’t see the business, so basically the sign is so that people are aware in this area that there is a business and then they get off the exit and they get there. There was a lot of thought that went into the code when it was written to allow
the signs to be along the through lanes on the express way and it was very thoughtfully put together and the reason for that was the same reason the state, O.D.O.T. has the 20 second time loop and the reason is that there is a lot of decisions that are being made right there at 747 at that exit ramp that people are making as they are exiting and to see signs that are moving and changing or in this particular case, one time changing every six seconds, is it six seconds? Eight, every eight seconds is a distractions and I don’t care what you say it is to me so I know it is and I drive every day. So, if I am one person it is a distraction so I am telling you it is a distraction. You can go statistically all you want but that’s the reason that they don’t put digital signs at exit, on the exit ramps in a lot of places. They put them along straight lines. The Beltway Plaza, the Beltway Plaza has a sign permissible area of currently for 544 square feet. That sign currently with static sign boards on it serves 22 businesses, 22 not two but 22 businesses. Okay, let’s talk Morris Center. Morris Center serves three businesses it is 105 square feet. Let’s take the Chamber of Commerce sign that serves probably 120 different businesses and 1/6 of all of those signs are for Springdale businesses and that sign serves the entire community and everybody in the Chamber. Stay America serves one purpose, one business, 220 square feet. Now, if I say those names to any person in this room, to anyone here, everyone can identify and know that sign. So, you can tell me that you need 500 square feet or 550 square feet or whatever, I’m talking mass and I am talking purpose. Super 8, 160 square feet. The, God forbid, Springdale Inn & Suites, 96 square feet. Pictoria, with four businesses being served, prime businesses, 200 square feet. Okay, almost every one of those signs are at straight of way, almost every one. SmoQ and Pictoria, static sign, not a moving sign, 100 square feet per panel. So, when you are requesting from us 525 square feet and you have reduced it down, my thought is really. What’s the intent but to get your point out there and people to know that your business is there? The one negative comment that I have had from more residents and more people in the community is that darn sign at Semco, that billboard. The digital billboard for one business and why in the world Sharonville ever approved it I have no idea but it is there. That sign there is 672 square feet. You are 75% the size of that billboard and if that is not a billboard it’s a billboard to me. It’s a billboard. I want you to succeed but I don’t want to put us, the City of Springdale, in a position where we are going to have the same situation come up for Beltway Center to Morris, to every one of the businesses that adjoin or are on the through lanes of 275. I still haven’t even gone into that gable wall of the building, are you having any signage?

Mr. Lind: No.

Mr. Okum: None on the gable? Why not?

Mr. Lind: You can’t read it.

Mr. Sears: You can’t see.

Mr. Okum: I see it every day.

Mr. Sears: Well if you are on the exit ramp and you are decelerating

Mr. Okum: And I know there’s a business there and I know what is in it then right?

Mr. Sears: But you have to be decelerating and you are going to have to turn to the right to look at it but if you are on 275

Mr. Okum: I totally disagree with you, I drive this road every day.

Mr. Sears: I do to.

Mr. Okum: Okay.

Mr. Sears: If you are on 275, if you are on number two lane, number three lane or number four lane you won’t see it.

Mr. Okum: Okay. You obviously don’t see it going east bound.
Mr. Sears: And west bound.

Mr. Okum: Which we accept. You are allowed in our code a certain amount of square footage of signage on the building. I would certainly encourage you to utilize that. I would be in favor of signage on the building there. I’d be in favor to static, a static display on that side of the building if it were static. I’m not going to be in approval and recommending approval for a digital sign that changes every six seconds that is on that back side of the building. I also say that I would also state that I support staff’s position that if would need to be surrounded and treated as a typical sign with surrounds etc… A good example and you mentioned the brick surround. Everybody in the world knows that Christ Hospital built that beautiful sign that they put up on 75 and that’s got metal panels around it so it looks like brick but it is metal panels. So, I don’t have a problem with metal panel looking brick so I don’t want you to think that I’m isolating you to a masonry structure that is significant cost. I understand the reason for that.

Mr. Cassedy: The significant cost was over $1 million dollars.

Mr. Okum: For brick?

Mr. Cassedy: No, for the work that that Christ did?

Mr. Okum: That Christ did.

Mr. Cassedy: That Christ did.

Mr. Okum: That is a heck of a sign.

Mr. Cassedy: Close to $2 million.

Mr. Okum: They must do really well.

Mr. Cassedy: Well they are a big business.

Mr. Sears: Keep in mind, we don’t intend on changing the sign every eight seconds.

Mr. Okum: You can.

Mr. Sears: Right but what I mean we would be fine coming to an agreement if it was, that we couldn’t change it every hour.

Mr. Okum: I would be more inclined to once a day and it would be during the night time hours just like our corridor district is. I would be more inclined to that but I am still not totally in favor of 525 square feet because I see Morris Furniture being significantly visible. I see Stay America at 220 square feet being significantly visible. I see Super 8 significantly visible. I see Pictoria with their four panels, three panels at 100 square feet which is 400 square feet visible and that ungodly Dave & Buster’s sign that is there for the Beltway Center at 544 square feet is just ridiculous.

Mr. Sears: I think the one thing that is kind of being missed

Mr. Okum: That’s pretty close to your size.

Mr. Sears: I think one thing that is being missed here is all of these locations that you are mentioning have buildings above the grade plain so they also have the building as a locator. In our situation here we don’t even have any buildings really visible from the highway.

Mr. Okum: I look at that sign as information for your business and a marketing tool just as a newspaper would be or an ad on the internet or wherever. I see it as an advertising tool for your business, not as a locator for your business.
Mr. Cassedy: Mr. Okum, it works both ways. I mean that’s where I guess we are missing the boat and I tried to define signage as advertising and identification. If, to Mr. Hawkins’, if we were to put the same graphics that you see there, and say this exit, it become identification and not necessarily advertising.

Mr. Okum: We can’t judge on content, you know that?

Mr. Cassedy: I’m sorry?

Mr. Okum: You understand we do not deal with content.

Mr. Cassedy: I’m not, Mr. Okum, I understand that. I understand that you have a very strong opinion about this and I don’t mean to antagonize this case but you are wrong. The south elevation where the gable is, if you put a sign there and the reason that there isn’t a sign there is because it is just as much of a hazard and threat to the public’s health, safety and welfare if you try to turn and read it.

Mr. Okum: Okay.

Mr. Cassedy: You cannot read that sign until you are directly in front of it.

Mr. Okum: That’s your position.

Mr. Cassedy: It’s not my position. It’s a fact.

Mr. Okum: I understand but everybody here on this commission has to make a decision and I’m getting vibes that they are asking me, because I have raised the motion to make a motion to bring this thing on the floor to finalize this, not finalize this permanently but finalize this for the evening because I got a feeling, a pretty good feeling the way it is going to go.

Mr. Cassedy: What I am trying to do is to discount the concept of putting something on the building that is effective and it is not.

Mr. Okum: I think you heard one of the Planning Commission members saying that a pole sign might be favorable?

Mr. Cassedy: Yes.

Mr. Okum: Okay. I didn’t hear, and I have heard other people say, I have heard people say that 550, 525 square feet is too much. I have heard people say that they are open to carry the discussion further but at this point I don’t see a favorable motion coming from this commission.

Chairman Darby: At this point

Mr. Cassedy: The Microcenter is 12 x 37.

Chairman Darby: At this point folks I have one more light and we need to bring this to closure. Mr. Hawkins.

Mr. Hawkins: Thank you Mr. Chairman. I just wanted for the sake of the applicant and for the record make sure that if either Mrs. McBride or Mr. Taylor would state what procedurally will take place if this application is approved or denied in terms of their next steps.

Chairman Darby: It need not be an approval or a denial. The applicant is always allowed to seek a tabling that would eliminate the need to come to a final vote this evening and during that time there could be future negotiations to perhaps come to a solution that would be acceptable to this board but everyone in here is hearing the same thing I’m hearing. As is this proposal is not going to pass tonight. Mrs. McBride or Mr. Taylor do you have anything to add?
Mr. Taylor: Well, not really but you are absolutely correct. There’s three things that can happen. You can approve their proposal, you can deny their proposal or they can request that they table it while we continue to work through it. If, in the event that it comes to a vote and you do not recommend approval of what they are proposing tonight, they can still take it to Council if they wish and Council can, with a 5 to 2 vote, a super majority, they can amend your recommendation if Council feels like that is an appropriate action. So, there’s different ways to move forward. Obviously the easiest path forward is to get Planning Commission’s endorsement and recommendation because Council tends to listen to Planning Commission and in fact they frequently refer things back to Planning Commission for their recommendation. Having said that, it is your right to proceed however you see fit. Is that pretty clear?

Mr. Lund: I think if I could just address the timing for a second. Time is not necessarily on our side for a variety of different reasons. As you can imagine we’ve got a seller that has us on a time line and would like us to close at some point. We’ve got a seasonality to our business that is very important. As you can imagine Thanksgiving is an immensely important time for us to be open. It is what drives a lot of first time customers because they realize, oh geez I’m going out of town for three days I need to do something with my dog. So, that’s one of our spikes and that’s where we get a big bump. So, just as you consider where you are and think about our positioning from a timing stand point we are very sensitive to that. Thank you.

Chairman Darby: Mrs. Sullivan-Wisecup.

Mrs. Sullivan-Wisecup: Thank you Mr. Chairman. I do want to remind everybody on the commission that, I didn’t know if everybody here is aware, I know that Mr. Hawkins has updated everybody on this, we have in fact continued both of our, the PUD and this very thing from being approved by the Council, we were waiting for this particular piece. So we have, as Council, have already tabled all of ours for an entire month now in waiting for this. So if we do continue this that means that Council is also going to have to continue for another month which will, and I know he is saying that the time constraints, whether that is a factor or not with us up here that that would put them actually back two months from then if they get tabled because it will be a month before they come here again and then a month before Council hears it again.

Chairman Darby: I would mention that possibility that we always have for discussion in terms of a special meeting. I’ve got my calendar here. I’m glad that I did this Easter is coming up. What are you feelings?

Mr. Okum: It depends on the applicant. If the applicant wants to continue.

Mr. Lund: At this point we would be willing to table it for future discussion.

Chairman Darby: Please? Okay.

Mr. Lund: Do a special meeting if possible.

Chairman Darby: Please sir?

Mr. Lund: We would like to table it for a special meeting if possible.

Chairman Darby: Let’s do the table. The chair will accept a motion to table based on the applicant’s request.

Mr. Okum: So moved.

Chairman Darby: It’s been moved.

Mr. Hall: Second.

Chairman Darby: Seconded that this item be tabled. Now let’s talk about. Would the secretary please call the roll on the tabling?
(Secretary called the roll and the motion to table was approved with a vote of 7 to 0.)

Chairman Darby: Okay, we've got that part done.

(Discussion between the Planning Commission members to set a date for the requested special meeting.)

Chairman Darby: Yes.

Mrs. Sullivan-Wisecup: So, my question is, what is this going to accomplish? What new is going to come back? If we table this what new is coming to the table?

Chairman Darby: It would have to be on the pole situation.

Mrs. Sullivan-Wisecup: Okay but my question is

Chairman Darby: Signage situation.

Mrs. Sullivan-Wisecup: Are we going to have something new or are we going to come back with this same plan again and say this is it? Because if we are going to plan a whole special meeting and it is coming back saying nothing has changed then why aren't we voting right now?

Chairman Darby: With the applicant requesting a tabling, it would be my assumption that they had plans

Mrs. Sullivan-Wisecup: That you plan on coming back with an alternative to what we have here or no? Because I just want to make sure that we are all on the same page here on what we are doing.

Mr. Lund: Yeah, I think we can consider some options but at this point it has been fairly one sided in our attempt to tell you what we are looking for. So we don’t know if it is a no go on a pole sign in its totality or if it is something about size. I guess to your point maybe some type of working session in which we can have a productive conversation about that so we, if we do have a special meeting we bring you back something different but we would certainly need some feedback from you guys.

Mrs. Sullivan-Wisecup: Okay, I just want to make sure

Mr. Lund: I know it is a good point. We can do this again in three weeks.

Mrs. Sullivan-Wisecup: I didn’t want to have to go all through the same thing so I just wanted to make sure.

(Discussion again went back to the setting of a date for the special meeting.)

Chairman Darby: Let me say to those of you who are waiting. I appreciate your patience and be assured we will pay just as much attention to your cases. Okay, so that is done. We will reconvene with you guy on May 6th at 7pm. In the meantime, Mr. Taylor staff will be working with these folks I assume.

Mr. Taylor: Yes.

Chairman Darby: Okay, thank you very much.

Mr. Lund: Thank you all for your time.

Chairman Darby: Thanks a lot.
B. Housing Network of Hamilton County, 242 West Sharon Road, Springdale, Ohio, Final Development Plan (Application 34743)

Chairman Darby: Mr. Taylor.

Mr. Taylor: Thank you Mr. Chairman. Again this is something that you folks saw last month and the issue was actually the materials on the façade of the building as you may recall. You folks made some suggestions that would hopefully save them some money and allow them to be able to use some masonry materials on the building. So this is actually the revised site plan. They did eliminate the one parking space. They moved, which allows them to get the 20 foot setback from the parking on the east property line and they also at your suggestion removed a few trees from the rear yard. The net result, this is the landscape plan which essentially everything works. This is the same floor plan it hasn’t changed, however; this is a rendering of the building and of course you have several more renderings in your packet. The long and the short of it here is I think the applicant has made a significant effort to try to work with the commission and come up with an alternative that at least if not maybe necessarily in the absolute letter of the code is certainly within the spirit of the code. The idea here would be that the two wings of the building that protrude, and you can see it better on this rendering than you ever could on the elevation that you saw last time. You can actually see how the wings of the building protrude and the brick will actually return all the way back. So as you are driving by a long Sharon Road it is going to give the appearance of essentially a full brick façade, however; it is not entirely brick. I believe it is not a brick, it is actually brick veneer correct? Yes. Deanna Heil, the architect for the Housing Network is here should you have any questions for her. I think probably Anne and Don both maybe have some brief comments on this.

Chairman Darby: We will move on to Mrs. McBride.

Mrs. McBride: Thank you. I actually don’t have any real comments other than we still have the characteristics and the requirements of the Route 4 corridor study but I agree with Mr. Taylor in that I think they have made a very good faith effort to do that. We did not receive these prior to the staff reports being done hence why that comment is in there. That’s all I have.

Chairman Darby: Mr. Shvegzda.

Mr. Shvegzda: My only comment, as Mr. Taylor mentioned they have eliminated that one parking space and they have submitted some additional information regarding the storm sewer that is out within the right-of-way. The Public Works Director and myself are looking at that currently.

Chairman Darby: Does the applicant want to make any comments.

Ms. Heil: I’m Deanna Heil with City Studios Architecture. I don’t need to make any more comments but I did want to bring the sample of the type of brick that we are looking at. It is a simple red brick with some modeling with some neutral colors in it to go along with the siding.

Chairman Darby: Thank you. Mrs. Sullivan-Wisecup.

Mrs. Sullivan-Wisecup: Thank you Mr. Chairman. I just want to thank you guys so much for doing this. You took everything into consideration that we said and came back with a really really great alternative. I really love this, this is great. Thank you.

Chairman Darby: Mr. Okum.

Mr. Okum: Thank you. Mr. Chairman I hereby move to approve the following project: Housing Network at 242 West Sharon Road, case number 34743 per specifications and designs provided in our meeting packet as exhibits which were submitted by the applicant and reviewed by staff prior to the meeting. Including the color elevation
drawings that were also submitted. This motion includes staff, our City Engineer’s recommendations and considerations contained in his report.

Mrs. Sullivan-Wisecup: I second.

Mr. Okum: Anne’s was out. I have to go back before that, did you have something? Wait just a second. I have to go back before that. Did you have something that I, in your report you had about?

Mrs. McBride: We had the no signage for the development. No freestanding lighting for the site and that the commission determine that the design standards are appropriate for this.

Mr. Okum: All except your comment in regards to the elevation?

Mrs. McBride: Well actually you could include that.

Mr. Okum: I can?

Mrs. McBride: Yes.

Mr. Okum: Okay then I’ll amend my motion to include our City Planner’s recommendations and considerations.

Mr. Hall: I’d like to second that Mr. Chairman.

Chairman Darby: It has been moved and second that this submittal be approved as identified in the motion. Would the Secretary please call the roll?

(Secretary called the roll and the motion was approved with a vote of 6-1 with Mr. Hawkins voting against.)

Chairman Darby: Didn’t think we could do it did you? Congratulations. Welcome to Springdale.

Ms. Heil: Thank you.

VIII. NEW BUSINESS

A. Professional Design Associates on behalf of Pipefitters Local 392, 1300 Century Circle North, Springdale, Ohio, Revised Development Plan (Application 34867)

Chairman Darby: Mr. Taylor.

Mr. Taylor: Thank you Mr. Chairman. This is the site and the proposal and you all may recall there was some discussion, it never actually made it before you because we were kind of going back and forth with the applicant and they have basically resubmitted under a new application. They have complied fully with the comments from Anne and Don regarding the landscaping and the storm water management. Basically the proposal is, in the southeast corner here they are going to extend their parking lot. This is the shaded area there that is in your packet is the area that they are expanding. You can see that they are modifying the storm water detention basin. This is the landscape planting plan that indicates the buffer that they are planning in addition they have the amount of caliper inches that they are removing and replacing. So the long and the short of it is this is actually coming to you, I believe, in full compliance with our regulations.

Chairman Darby: Thank you. Mrs. McBride.

Mrs. McBride: I don’t have anything really more to add. They are proposing to add 45 parking spaces which will give them a total of 236. They have addressed all of the
comments that we had relative to landscaping the new parking area and there is not going to be any new lighting that is going to be added for this area.

Chairman Darby: Mr. Shvegzda.

Mr. Shvegzda: As Mr. Taylor indicated they are, by expanding the parking lot they are filling in part of the detention basin and they are compensating for that including the impervious area and they are modifying the outlet structure to allow the proper release rate.

Chairman Darby: Okay. Thank you. Mr. Bauer.

Mr. Bauer: Thank you Mr. Chairman. This is a question for staff. So, no additional lighting, no additional lighting needed?

Mrs. McBride: That is correct.

Mr. Bauer: Okay. Thank you.

Mr. Okum: Mr. Chairman I would like to move to approve the following project: Plumber and Pipefitters Local 392 at 1300 North Century Circle, case number 33948 per specifications and designs and designs provided in our meeting packet as exhibits which were submitted by the applicant and reviewed by staff prior to this meeting. This motion includes staff, City Engineer and City Planner’s recommendations and considerations.

Mrs. Sullivan-Wisecup: I second the motion.

Chairman Darby: Moved and second that this submittal be approved as identified in the motion. Secretary please call the roll.

(Secretary called the roll and the motion was approved with a vote of 7 to 0.)

Chairman Darby: Congratulations.

Chairman Darby: We are going to take five Springdale minutes and then we will reconvene.

B. CF Partners / Zips Car Wash, 11346 Princeton Pike, Springdale, Ohio, Minor Revision to a PUD (Application 34836)

Chairman Darby: Mr. Taylor.

Mr. Taylor: Are you going to excuse yourself?

Mrs. McBride: Mr. Chair, I need to excuse myself from this case. This gentleman is an active client of mine. So, if you want I can step out or whatever is most appropriate.

Chairman Darby: That is your choice.

Mrs. McBride: Okay, I think I will just step out.

Mr. Taylor: Totally unfair.

Mr. Okum: We will call you back in.

Mrs. McBride: Please do, or don’t that’s your decision.

Chairman Darby: Mr. Taylor.
Mr. Taylor: Here we go. This ought to be really interesting for you folks. The case is at Cassinelli Square. This is the lot on Cassinelli that is immediately south of kind of the main drive coming into the center. This is the overall PUD site plan if you will and you can see the area of the carwash that again is immediately adjacent just to the south of the entrance to the center. This is the detail of the layout. There are basically functionally the thing circulates in kind of a clockwise direction there, actually a counter clockwise, excuse me. You can see the little cars down there, that’s kind of the entrance. You’d drive through the tunnel, you come back out. You can vacuum your car or whatever you choose. This is a landscape plan that shows again kind of some detail of the site. As you can see there is a significant amount of landscaping proposed. The dumpster enclosure is that little square kind of sitting at a diagonal of the parking area up there. This is elevations of the building. The top one is the actual entrance. The other one is the office side and then finally this is the exit at the top there and the tunnel elevation where you are going through in the car. Just to try to kind of run through comments here briefly. Cassinelli of course is a PUD. The Covenants that were originally recorded with the Cassinelli Square indicated that any use that was permitted in the GB district would be a permitted use within Cassinelli, therefore; it is staff’s opinion that this would be considered a minor modification to the PUD but the two members of Council that sit on the commission have to affirm or deny.

Mrs. Sullivan-Wisecup: I find it to be a minor modification.

Mr. Hawkins: I also find it to be a minor modification.

Chairman Darby: Thank you.

Mr. Taylor: Thank you folks. Basically the building setbacks and the green space requirements are met. Landscaping essentially is within compliance with our standards. We need to get some modification to the photometric plan to make it comply. Specifically what we are looking for are the average maximum and minimum ratios for them to actually provide that information. Under item seven there’s some detail on the signage proposal. Issues for your consideration, 1. They’re actually requesting signage on three sides of the building which doesn’t present staff with too big of an issue, however; they are a little bit over what they would normally be allowed and the signage, the Zips signs are cabinet signs and as you know our code calls for wall signage to be channel letters. So, you all will need to consider that. In addition they are proposing this Free Vacuum stuff on the building which staff thinks that maybe that’s a little over the top. Again that would be for your consideration. At the last page of their report there you can see the issues that we feel like you need to address. 1. Is the lighting plan that needs to be submitted for staff approval? 2. You need to determine whether the additional Zips sign and the Free Vacuum sign are appropriate or not. Whether the Zips signs are panel signs, if that is appropriate. Finally whether the commission believes that the building style and materials compliment the development. Staff’s position would be that it’s EIFS and brick and the applicant had a little difficulty bringing samples to you. They are somewhere in transit on a UPS truck, however; they do have photographic representation of what it would look like for your consideration. That is a non-professional planner’s planning opinion. I’ll do my best to answer any questions that you might have as to this application and then with that I would like to turn this over to Don.

Chairman Darby: You did good. Mr. Shvegzda.

Mr. Shvegzda: Thank you Mr. Chairman. In regards to traffic, a trip generation summary for the peak hour was submitted and reviewed by the City Traffic Engineer. They concur that the peak hour trip generation is less than 100 trips so no detailed traffic study would be required. There are no modifications being proposed for the drive entrance at the signalized intersection of 747. The access point to the site occurs back off of the Cassinelli parking lot. It’s basically through a parking lot aisle that is a couple parking stalls to the south of the main entrance into the Cassinelli Square PUD. If you note that essentially the existing asphalt will be removed up to the property line of this particular site, this particular lot. What that does is create where
the parking stalls are to remain on the Cassinelli portion of the parking lot it configures it such that there is no turn around T, nothing for the vehicles to back out and turn and then square up and exit the parking area. Our comment was to basically eliminate those spaces so that you would have the other areas available to do that. Comment back from the applicant was that if the work is off of their property they can’t make those kind of decisions. Our response to that would be to reconfigure everything back within the subject lot such that turn around T’s would be provided for those parking stalls. In addition with that new perimeter of that portion of the Cassinelli portion of the parking lot being created that will have to have a concrete curb around the perimeter of that space to delineate that edge. Regarding to the storm water detention, there was the original PUD for Cassinelli Square development and noted that for this particular lot 2,500 cubic feet of detention would be provided for this site. It is my remembering way back I think it was determined that a certain amount of detention would be required for the overall site and they kind of spotted it to different locations of proposed out lots. So, that is why that was probably arranged for this particular site. The applicant is showing three sections of 48” diameter pipe which is being utilized to store the storm water. Some calculations have been submitted. Obviously we will have to have more detailed calculations to verify that the restrictions on each of these points is allowing sufficient water to be stored in those 48” diameter pipes. So, that will be submitted for final plan submittal. In addition to the analysis for the catch basins essentially the existing storm sewer that this is tying into, those things would also have to be submitted as far as final plan development. In regards to the storm water management provisions of the City’s land use regulations that has that thing for redevelopment where you either have a 20 net percent reduction of the sites impervious area or treat 20% of the water quality volume. In this particular instance, because of removing the parking lot surface and creating the landscape area they are reducing the impervious area by about 27% so by that fact they meet the water quality provisions by the reduction of the impervious area. Some other misc. comments, I think this was mentioned back when we had the small hospital before us in March of last year, there is a stop sign that’s erected for the incoming traffic signal there at Kemper Road. The provision for that signal being there was that there be continuous inbound movement that it would not be restricted. So, that sign needs to be removed and warning plates need to be put on the other three stop signs. Then, just in general, as far as parking pavement markings just in general on the subject property they are kind of faded and need some touching up. Such items as cross-access agreement, storm water agreements appear to be noted in the covenants for the overall PUD so that is covered in that aspect of the documents. That concludes my comments.

Chairman Darby: Thank you. Would the applicants want to come forward?

Mr. Kolb: Good evening, my name is Craig Kolb. I’m with Terra Firma Associates and I am here representing CF Partners. With me tonight is Mark Batista who represents Zips Carwash. So, Mark can answer specific questions about the building and signage and that sort of thing. I’m here to address a couple of the conditions that Don just highlighted, the misc. conditions. Talking about the removal of a stop sign up near Haverty’s. That’s located on property that we no longer own so we don’t have the ability to remove that. Likewise with the existing faded parking spots, you are looking to have

Chairman Darby: Excuse me. Mr. Shvegzda did you have a comment.

Mr. Shvegzda: Just in regard this is an overall PUD it is not just one little lot, it is overall control of the thing is necessary for different elements of each of the development but it is an overall PUD. It was actually a part of the last comments on the small hospital and was part of the motion that was integral with that approval.

Chairman Darby: So you say that to say?

Mr. Shvegzda: That this should be, again a part of this approval that the stop sign be removed.
Mr. Kolb: I guess what I am saying is that we have no ability to do that. No legal right to access that property. It is property that we used to own but once it was sold we just have no right to remove the stop sign or to restripe the parking spaces that are off site.

Chairman Darby: Staff?

Mr. Taylor: I, excuse me Craig just one second, I believe, since it is a requirement of the PUD, the entire PUD, because the stop sign doesn’t really immediately impact this development so we wouldn’t be going to that property owner and say look, they want to build a car wash or they want to build a small hospital or they want to build a hoozie whatzit. You know the requirement is that thing is not supposed to be there so I believe we have the authority through the Building Department to, let’s say begin some sort enforcement action and tell them to get that thing out of there that that’s not part of the approved PUD.

Chairman Darby: And that action would be against whom?

Mr. Taylor: The current property owner.

Chairman Darby: Okay. Thank you. And the restriping that was mentioned?

Mr. Taylor: That is more of a property maintenance issue. We actually are going to be probably talking to a number of property owners in the city regarding parking in general. We have a fairly significant property maintenance issue with parking lots in general. I think what we are going to have to do and I have spoken with the Economic Development Director about this so that we don’t destroy the relationship that we have with the business community by getting after everybody. We want to give them some notice that these kind of things need to be resolved in some kind of a reasonable time frame. So, that is kind of the ongoing plan for all of the parking lot maintenance in the city.

Chairman Darby: Thank you.

Mr. Kolb: Other than that we are in agreement with the staff recommendations here. We would like to discuss signage. I can assure you we are not looking for a 100 foot pole sign here but we are looking for a little one.

Chairman Darby: Shucks!

Mr. Okum: We were ready for that.

Mr. Kolb: Well we enjoyed that discussion.

Chairman Darby: We are rehearsed. We are well rehearsed for it.

Mr. Kolb: We are looking for a little bit of extra signage and I will let Mark address that. We agree with the comment with the no back up T’s and again that was an issue of not having the ability to work on others properties so we have completely redesigned the site plan that will be submitted tomorrow that will address that. But we agree that was an untenable situation. With that I will let Mark address the signage as well as if there is anything else that you have Mark.

Mr. Batista: Hi, I’m Mark Batista representing Zips. As far as the signage goes the free vacuums are kind of what we are. That is an important part of our marketing and sales that we provide free vacuum, club memberships, wash once every day once a day. Our concept is to keep your car clean all of the time. Protect it. If, I think in here we actually had a monument sign and obviously people are going to know that this is a car wash. It sells itself but the free vacuum would be something and I guess if we can maybe eliminate one side of it because we face the building facing because it worked out best for everyone that way. We normally like to face them with there so we do get a whole lot more signage but it just doesn’t make any sense to do it so I
Chairman Darby: Mr. Taylor.

Mr. Taylor: We weren’t provided the size of the free vacuum sign so it would be, I would want commission to know how big that is going to be.

Mr. Batista: Okay.

Chairman Darby: My question to you was going to be, was our issue with the additional signage or was it the size of the signage?

Mr. Taylor: Well, just to kind of go through this if you don’t mind. They are allowed 77 square feet. They are proposing 162 square feet without, plus the two free vacuum signs. So, they are significantly over what they would be permitted to have and I think our conclusion internally was that the identification of the car wash seemed appropriate. Again, I don’t know how big they were planned but if you look at the words “Free Vacuum” on the elevation it looks pretty significant to me. So, again this is really kind of your call I think but I do believe if we were inclined to permit something here, we need to tie it down a little bit. Which elevation would that be on and how big would it be and I would assume that these would be channel letters since it’s a wall sign because that is what our code requires.

Chairman Darby: Thank you. Okay we will have some questions. Are you ready?

Mr. Batista: Yes sir.

Chairman Darby: Mr. Bauer.

Mr. Bauer: Thank you Mr. Chairman. Couple questions before I go to signage. It is a hot topic, that signage to night.

Mr. Batista: It sure is.

Mr. Bauer: As far as, I didn’t see Mr. Shvegzda talk about stacking of vehicles, I mean in the past and I am going to use Mike’s because it seems like when I pass one of those on a day after a long winter, sun shiny day that cars are stacked out to the nearest road. Route 4, Kemper in Springdale. What do you envision as far as the stacking of vehicles?

Mr. Batista: Well we normally, typically minimum for use is 20 cars stacking and the difference, just a little difference between us and Mike, we do not have greeters so ours is more of a Chick-fil-a style where the transaction is a whole lot faster. Mike’s tends to, part of his concept is to sell you an upgrade through the car wash. We do that, it is basically a Chick-fil-a with a gate arm and you go through the prompts and it is one every two minutes you can go through there. That is part of the concept. Then our other concept is we are more of a loyalty program where you buy a $15 a month package and you wash once a day, every day any time you want. So, on that we put an RFID reader in the far left hand part of your car and as soon as that reader reads the gate goes up. So, as far as processing more cars, we don’t have as much of an issue in the stacking.

Mr. Bauer: Okay.

Chairman Darby: What is the procedure for a car that doesn’t have the reader?

Mr. Batista: It goes in and there’s basically the driver side and then a screen comes on and it say would you, a woman comes on, on this particular one and it says would you like to buy a car wash? So it is interactive with a screen and then you just pick a $7 wash a $10 wash or whatever and then you can add your upgrades. Then you put in
your credit card or cash and then we do the transaction, the gate goes up and you are in.

Chairman Darby: In your opinion that would work faster than Mike’s?

Mr. Batista: Oh, yeah. That’s the reason we can go to two gates compared to four lanes typically at a Mike’s or more of a full serve type of style car wash.

Chairman Darby: Okay, thank you.

Mr. Batista: This is an express model.

Chairman Darby: I’m sorry this was Mr. Bauer’s question, I just got carried away.

Mr. Bauer: You’re okay. You are ready to go aren’t you?

Chairman Darby: My car’s dirty.

Mr. Bauer: Car wash. So do you envision, looking at the layout of the site, do you envision cars being backed out into the parking spaces of the adjacent area?

Mr. Batista: No. Will it happen on days that are banner days? I’m not going to lie to you, it could but we typically then have someone out there directing the traffic around so it is not scattered through. But 99% of the time it has never been an issue.

Mr. Bauer: Okay. The parking spaces within that is where the vacuums are?

Mr. Batista: Yes sir.

Mr. Bauer: Okay. No the dreaded signage. Free Vacuums,

Mr. Batista: I will be a whole lot easier, I can assure you that.

Mr. Bauer: I appreciate your concessions already on the ground mounted sign because I was going to ask if that was really necessary. Will you be granted some access to the sign, the major sign that’s right next, would be right next to you?

Mr. Batista: Yes I think it’s the third panel.

Mr. Kolb: It is the fourth or fifth panel down from the top, they are entitled per the declaration for Cassinelli Square to have a half of a panel. Right now Battery Giant no longer is in the center and has a half of a panel. So that is where it would be if they elected to use it.

Mr. Bauer: Okay, so the free vacuum, do you know, I am not a big proponent of that. I know you said that’s your business but I don’t like that on the side of the building just the way that it looks. Size wise it would help give some, because it does look like Mr. Taylor said it looks like it takes up a good portion of that side of the building. It, just to me then it becomes a billboard more that sign free vacuums. I don’t know if it could be done elsewhere on a ground sign or something. I don’t know but that sign on the side of the building, I don’t particularly like that but I’m willing to work with you on that. I think that is all that I had.

Chairman Darby: Thank you. Mr. Hall.

Mr. Hall: Thank you Mr. Chairman. You’d indicated in your opening comments that a large portion of your business was from the free vacuums. Could you reiterate on that a little bit more on that? Is that the substance of your business?

Mr. Batista: No, that’s just our draw.
Mr. Hall: Could you tell us a little bit more about it because you are asking for a concession for the signs on here and so can you give us an overview of it please?

Mr. Batista: Okay, the model, this is an express car wash which is an in and out fast and give you the ability to vacuum when you want to vacuum and it is a free vacuum that comes with our, it comes with the price of the car wash. You can't come in and just free vacuum.

Mr. Hall: Okay.

Mr. Batista: But that is the draw is a $7 or $8 wash includes a free vacuum instead of spending $2 more at the vacuum and you can pick your time to vacuum. That's, when I say that's the draw, that's what we provide as a draw into this car wash.

Mr. Hall: So that's your business model that when you buy a car wash you have the privilege to use the vacuums. Somebody can't just pull up there and start sweeping their car out is that correct?

Mr. Batista: That's correct.

Mr. Hall: One last thing, will you be staffed? Do you have staff there in case a car gets stuck, in case of a problem that the vacuum cleaner doesn't work? Is it staffed?

Mr. Batista: Sure. Yes sir, a minimum of two people during all operating hours there are two people on site all of the time for those to bring the people onto the track, prep the car and it goes out. Deal with the vacuums, deal with customers, deal with those issues, yes it's always staffed.

Mr. Hall: Okay, thank you for your comments.

Mr. Batista: The vacuums are turned off at night so it is not like someone can come in there and just vacuum the car. So they are shut off at night after we leave.

Mr. Hall: Not into the logistics of your business but when a vehicle goes through and buys a car wash, how does the vacuum cleaner know to give this person however much time you give them?

Mr. Batista: Oh, it’s unlimited.

Mr. Hall: So the vacuums that are available all times during the day to anybody that would pull in there so you really don’t have to buy a car wash then right?

Mr. Batista: No, you do. You get a free vacuum with the car wash.

Mrs. Sullivan-Wisecup: You just scan something?

Mr. Batista: No, well we know, we monitor. The way that we have these set up is you can see when someone comes in that they are trying to bypass the gate arms. You just monitor, that is what that other person does is monitor that lot to make sure that nobody comes in and just pulls into a vacuum.

Mr. Hall: So, but not getting into your business per se, what’s to keep two or three cars from coming up and just using the vacuum other than your person on site? Anything?

Mr. Batista: Nothing.

Mr. Hall: It’s nothing mechanical then?

Mr. Batista: No.
Mr. Hall: So in other words when I pay my X number of dollars to go through the wash and somehow it synchronizes with the vacuum cleaner and I go out and clean out my car.

Mr. Batista: No, there are not tokens, no nothing. The vacuums are running.

Mr. Hall: So the vacuum cleaners are open then unless the business is closed?

Mr. Batista: They are in the holders so there’s no whistle, there’s no vacuum sound then if you see an open vacuum, you go and vacuum your trunk of do whatever. So, it is not time based.

Mr. Hall: Okay, thank you.

Chairman Darby: Mr. Hawkins.

Mr. Hawkins: Thank you Mr. Chairman. I am disappointed that the vacuums can’t just be used by anybody. In terms of the three Zips signs that indicate that they are going to be LED illuminated panel signs, I just wanted to confirm that is the case because the signs up there on that B1 elevation have that goose neck lights that look like they are shining down on that sign. Are they shining down on the sign or are those just shining down on the ground below?

Mr. Batista: They are just shining down on the ground. They will be back lit. That is our standard sign that we put out. It is LED and they are back lit, yes.

Mr. Hawkins: Okay, thank you.

Mr. Batista: It is more decorative than it is functional.

Chairman Darby: Before I move on, I’ll make a comment. I see how free vacuums is a tremendous to your marking plan and we have some pretty solid comments in the report about the overage of signage that you have. So, as we work through this I hope you guys are processing some potential compromises about how we might get around that okay?

Mr. Batista: Okay.

Chairman Darby: Alright. Mr. Okum.

Mr. Okum: Thank you Mr. Chairman. You know I am a browser so I did some internet searching. Let’s talk a couple of things so I understand. A couple things that have come up recently for this commission is channel lit letters is a standard in our PUD districts and specifically along Princeton Pike and you’ve got significant panel box units. Do you have a logo medallion of the express like you do no your logo sign in your sign packages available for communities that do not allow this box sign? Because that is what I am going to be asking for instead of the big yellow box, a medallion with your express logo and car wash on it. I would be more favorable to more signage if we get more closer to what the code calls for.

Mr. Batista: Fair enough. The car washes, we have 150 of these around the country so I am sure that channel letters are something that we’ve had come up.

Mr. Okum: We did on Take 5 down the street. We restricted just a small logo to the Take 5 which is the auto oil change thing next to Mike’s and the rest of it was channel lit letters restricted and I think that should be consistent for your development as well. At least in my opinion. I think that the free vacuums is a marketing tool. I certainly understand, I think that is a little large and I think staff commented that they thought it was a little large. We may get to a motion on approval of your development with signage not being finalized tonight because I think this commission would like to see a final signage package. In regards to your vacuums, a number of the companies that are providing vacuums today have the large red canopy, overhead
drops which I saw on one of your sites that is in my pictures here and I was just wondering is this the vacuum assemblies?

Mr. Batista: Yes.

Mr. Okum: Okay. So, for the commission’s point of view, if I can get there again, there will be, how many of those vacuum units are on your site?

Mr. Batista: Right now the drawing shows, we will only put the first two, I want to say there was 20.

Mr. Okum: Twenty of those canopy arms throughout the site. So, where we restrict the poles, the light poles to be consistent with the development we are going have a bunch of red, and I understand the purpose of it but we are going to have this throughout.

Chairman Darby: Are those covered?

Mr. Okum: They were not listed in staff’s report.

Chairman Darby: That’s how they are covered?

Mr. Okum: No, those are not covered.

Chairman Darby: That is what you see is what you get?

Mr. Okum: That’s what you get.

Mr. Hall: That is very similar to Tide’s.

Mr. Okum: Tide’s does that too. Tide’s has those.

Chairman Darby: There’s 20 of those on site?

Mr. Okum: Twenty of those in the parking lot.

Mr. Batista: No, there’s actually, well yeah I guess 20 spots would be, yes. I’d say 20.

Mr. Okum: Twenty of those canopy, those loopy loops. Metal loops.

Mr. Batista: Yeah, they are powder coated and those will be red and that gives you the ability to obviously work your front seat and your back seat without dragging the hose through.

Mr. Okum: Right, sure I understand that makes it worse but I wanted the commission to understand because staff didn’t comment on that and I don’t know if staff realized it but they said the light poles have to be consistent with the zoning so I was.

Mr. Taylor: I wasn’t aware

Mr. Okum: I understand and I just want to make sure that we are all on that page so we clearly understand it. Okay. Going from there, the front roll up door, we’ve discouraged front roll up doors.

Chairman Darby: Is that a corporate color?

Mr. Batista: Yes sir. The red?

Chairman Darby: Yes.

Mr. Okum: Those units.
Chairman Darby: The reason I raised that question is we've got 20 of those in red gaudy. That's just my opinion. Go on.

Mr. Okum: Okay. Getting to the front door, garage doors facing the public, the street front and I'm sure you've had this question come up from other communities if you have 200.

Mr. Batista: One hundred and fifty.

Mr. Okum: One hundred and fifty, there's other types of open doors that you can come up with that are more translucent or clear panel versus the steel roll up door.

Mr. Batista: Roll up door.

Mr. Okum: Especially for off hours and your hour are probably till what 9:00pm?

Mr. Batista: Eight to eight typically.

Mr. Okum: Eight to eight. Then the ground mounted sign, you are not sharing the sign with, what was it called, Friday's? You're not

Mrs. Sullivan-Wisecup: Friday's is closed.

Mr. Batista: I don't think that sign's there is it?

Mr. Okum: That monument is still there I think.

Mr. Batista: There's a concrete

Mr. Okum: Pad?

Mr. Batista: Yeah.

Mr. Okum: The signs gone? Is that where your sign would go?

Mr. Batista: Yes. Oh, no no no, excuse me.

Mr. Okum: The little monument sign.

Mr. Batista: No I am proposing to eliminate that.

Mr. Okum: Is that on your site? Is that in front of your business?

Mr. Batista: No.

Mr. Okum: It's further down?

Mr. Batista: Yes.

Mr. Okum: Okay, because we do have approval on the PUD and the signs been removed just so we all understand that that sign is probably not, if somebody goes in Friday's they will probably want to do something with the sign there to and there was a lot of discussion around ground signs. The one thing I noticed on the ground sign was, we typically have a masonry base, landscaped around it. Here it is painted red metal cabinet and

Mr. Batista: Well I mean what I'd like to do, if you don't mind is come back with a full sign package, because I will change it to channel.

Mr. Okum: So we can comment. Yeah.
Mr. Batista: Then present whatever and then we can come back and then if you don’t like the size of the free vacuum, I’ll shorten those up.

Mr. Okum: Maybe medallion your Express Zips in a single. If it says car wash in single channel lit letters below it and it says Zips Car Wash I don’t care. I’m not worried about content, I’m worried about mass and how that impacts the public and the right-of-way. So, I think that is everything I had. Your building color pallet, we’ve got a pretty good idea. It’s in a brown tone?

Mr. Batista: Well yeah. Yes, when they say shipped guaranteed overnight that’s not necessarily

Mr. Okum: Oh that’s the illustration, your color. Okay.

Mr. Batista: That’s the EIFS color

Mr. Okum: And your skirt wall.

Mr. Batista: Then here is the metal

Mr. Okum: Yeah we knew that would be that color. We pretty well knew that that would be bright red. Okay, I think that is all that I had Mr. Chairman.

Chairman Darby: I would like for some other comments. If I am seeing this site with 20 red canopies.

Mr. Batista: Well there’s no canopies.

Chairman Darby: Well what are they called?

Mr. Batista: Just vacuum booms.

Chairman Darby: Vacuum whats?

Mr. Batista: Booms. B O O M S

Mr. Okum: Booms. The pole and then the loopy thing goes over top and that has cross arms.

Chairman Darby: That’s one.

Mr. Okum: That’s one and then there is another pole with a loopy thing.

Chairman Darby: You don’t have a model where they are more in sync with say the building itself?

Mr. Batista: Color wise?

Chairman Darby: Yes.

Mr. Taylor: The red of the building matches the red

Mr. Batista: Right.

Mr. Okum: It ties to the red.

Mr. Taylor: The red stripe on the building is intended to match the red boom color.

Chairman Darby: It would be a lot better if it was intended to match the brick color.

Mr. Okum: Which one, this is at all of your locations this here? These booms?
Mr. Batista: Yes.

Mr. Okum: Okay, I thought it was. Here, there’s a picture with them in a field. I’m sharing my camera for the record. I’m sharing my phone with the commission showing the typical vacuum layout. It just went away, I’m sorry. Hold on.

Chairman Darby: You want me to call a 13-year old.

Mr. Okum: Yeah we need that. I’m sorry, I’m trying to get there Mr. Chairman. I’ll get it shared.

Chairman Darby: Mr. Hall.

Mr. Hall: Thank you Mr. Chairman. Just for clarification, how many vacuums will you have versus how many vacuum booms will you have?

Mr. Batista: Well there is on, so there are 20 spaces so there will be 20 booms because one will be on the passenger side and one will be on the driver side and then the next person shares that driver side passenger side.

Mr. Hall: But there will be 10 vacuums then correct?

Mrs. Sullivan-Wisecup: Twenty.

Mr. Okum: Twenty.

Mrs. Sullivan-Wisecup: There’s twenty.

Mr. Batista: There will be 20 vacuum booms.

Mr. Hall: Twenty vacuum booms, how many vacuums?

Mr. Batista: Twenty but there won’t be, at each boom is not a separate vacuum. We have two producers, they are 25 horse power producers that provide the vacuum for ten booms each.

Mr. Hall: Okay, so there is not a physical vacuum at each boom.

Mr. Batista: No sir.

Mr. Hall: You have two units that produce the vacuum that are somewhere located in the building or somewhere like that. I completely understand. Thank you.

Chairman Darby: Okay. Mr. Bauer.

Mr. Bauer: I don’t want to lengthen this but, so you said 20. I see more than 20 spaces there. The ones closest to the building wouldn’t have?

Mr. Batista: No the ones furthest from the building we wouldn’t have it.

Mr. Bauer: Okay. I don’t object to the color myself.

Chairman Darby: We have no more lights Dave.

Mr. Okum: I know but the applicants agreed that he would hold off on signage so I’m going to

Chairman Darby: Don’t worry about the color. I’m a voice in the wilderness on that.

Mr. Taylor.
Mr. Taylor: Just a point of clarification. So, Dave I think that your motion would just say that this does not include signage and that would come back on a separate submission.

Mr. Okum: Right. Yes. Can I ask a question Mr. Chairman?

Chairman Darby: Sure.

Mr. Okum: Do you really need 20 vacuum booms and 20 parking spaces for vacuuming? Is it that busy? I've never been to a Zips so let me understand.

Mr. Batista: Yes sir.

Chairman Darby: That is what that free vacuum stuff does for you. In all seriousness this would be a welcome addition.

Mr. Okum: You are okay with the roll up door being something in a translucent type?

Mr. Batista: Yeah, I don’t know if it could be a roll up door, some other door.

Mr. Okum: Whatever your front door.

Mr. Batista: Now, would you want? Is it 100% glass or the top section?

Mr. Okum: No, just so it looks more like a

Mr. Kolb: Garage door.

Mr. Okum: Yeah.

Mr. Batista: Okay, because we have had issues when all of the panels are glass because then it becomes dirty.

Mr. Okum: Well it is going to become dirty and need to be cleaned

Mr. Batista: But I means as far as providing the upward level to be glass to make it more decorative, yes we can do that.

Mr. Okum: Okay. Just so we all understand again just making sure I am covering all of my bases are there any awnings or canopies planned for this site because some of yours have a canopy and an awning on the entry to the drive thru?

Mr. Batista: There is a Chick-fil-a style canopy so the sun doesn’t affect the screen on the pay station.

Mr. Okum: Oh on the pay station canopy.

Mr. Batista: Only. There is a canopy there kind of like a Chick-fil-a style.

Mr. Okum: But not where the operator stands by the door where you go in?

Mr. Batista: No.

Mr. Okum: Okay. Is there any accent lighting or LED lighting that is perimeter or on the lighting?

Mr. Batista: I believe in the lighting plan we had LED along the one side but I need to follow up on that. I've got to get you another photometric study with that with the requirements from the staff.

Mr. Okum: Okay so your accent lighting, I think this commission, at least I want to see that with your signage.
Mr. Batista: Okay.

Mr. Okum: I think I got everything Mr. Chairman. Are we all good? Everybody okay on the vacuums and the canopies? Okay.

Chairman Darby: Okay.

Mr. Okum: Mr. Chairman I hereby move to approve the following project: CF Partners/Zips Carwash at 11346 Princeton Pike, case no. 34836 per specifications and designs provided in our meeting packet as exhibits which were submitted by the applicant and reviewed by staff prior to this meeting. This motion includes the following conditions: staff, our City Engineer and City Planner’s recommendations and considerations contained in their report. Accent lighting, neon or effects on the building shall be submitted along with a signage submission at a later time for approval by this commission. Special parking and drive site planning conditions to be reviewed by staff for final drive and parking layout to be approved by staff. Exterior color pallet as submitted in the color representation. The entry corridor on the Princeton Pike side shall be treated different than a solid metal panel door and have more translucent effect.

Mr. Batista: That is the exit.

Mr. Okum: You go in

Mr. Batista: The door facing Princeton Pike is the exit.

Mr. Okum: Then my motion says the door nearest to 747/Princeton Pike shall be not a solid steel door but something of transparent/translucent. Signage is not included in this motion and shall be reviewed by this commission separately and the 20 vacuum booms and posts shall be painted red as indicated on the plan.

Mr. Batista: Powder coated red.

Mr. Okum: Power coated.

Mr. Batista: Powder coated.

Mr. Okum: Powder coated?

Mr. Batista: Not painted.

Mr. Okum: Powder coated.

Chairman Darby: It makes all the difference in the world.

Mr. Okum: It does. I’m good, that’s it.

Mr. Hall: Mr. Chairman I’d like to second that motion.

Chairman Darby: Thank you. It has been moved and second that this submittal be approved as identified in the motion. Secretary please call the roll.

(Secretary called the roll and the motion was approved with a vote of 7 to 0.)

Chairman Darby: Thank you for coming.

Mr. Batista: Can I ask one question. The accent lighting, do you want accent lighting or would you rather not have accent lighting and do you want it shining down or up on the building?

Mr. Okum: I prefer that it is directed towards the building, accent lighting because we do have a restriction on glare and impact on traffic and drivers. So that will be
reviewed by staff so that if somebody is coming north or south on Princeton Pike or out of the lane at Cassinelli that those lights don’t get in their eyes and affect their driving.

Mr. Batista: So, ground up more than

Mr. Okum: Ground up is much better. Even just so it doesn’t impact the public and if you do have light accent lights like your LED strip or neon strip, the issue becomes if they become non-working or partially non-working and they just lower the appearance.

Mr. Kolb: May I ask a question? Regarding the two misc. items the offsite items are those excluded from the motion?

Mr. Okum: The items that Mr. Shvegzda mentioned?

Mr. Kolb: The striping and the removal of the

Mr. Okum: Those still fall because it is a PUD and everything with a PUD is one PUD so those items will need to be addressed. Staff will deal with you on that.

Mr. Kolb: Is that more of an enforcement issue? Because we literally have no legal ability to go on another’s property to remove that.

Chairman Darby: I thought we’d sorted that out.

Mr. Okum: Staff will work with you on that.

Mr. Kolb: Same thing on the striping?

Chairman Darby: Yes. Thank you for coming.

Mr. Batista: Thank you.

Mr. Okum: Somebody call Anne

Chairman Darby: Wake her up please.

Mrs. Sullivan-Wisecup: Liz is on it.

C. Atlantic Sign Company on behalf of Ross Dress for Less, 485 East Kemper Road, Springdale, Ohio, Minor Revision to a PUD (Application 34839)

Chairman Darby: Mr. Taylor.

Mr. Taylor: Okay, here we go. You all, I’m sure recall we’ve seen the Ross thing with the Bed Bath and Beyond conversion and so forth. Basically we have been back and forth with the applicant a number of times regarding signage and this is kind of the net result of where we are. It is a PUD. The aerial indicates the Dress for Less is in the south corner here. This really kind of shows the location of the store. Kind of a note-worthy thing here as we go down the road and you will see why this is important as we go along. Do you see the blue color here folks? That’s actually the Ross space and what’s, let’s say the white area if you will that’s south of the Ross space is actually space that is being retained by the landlord. When Anne gives her report you will see why that is important. This is the way, there’s a number of little individual signs as well as the main sign. This is the appearance of the front of the building. This is probably maybe the most difficult thing to deal with. This is on the rear, on the Tri-County Parkway side. With that we will have the professional report.

Mrs. McBride: Okay, I’m back.
Chairman Darby: Mrs. McBride.

Mrs. McBride: Thank you. So on the north elevation as Mr. Taylor was saying they have the two ovals which say Ross. One on the left side and one on the left side and those are each about eight square feet and we saw those when they came in initially. The Ross Dress for Less sign itself is 258.5 square feet. They are allowed more square footage than that, they are actually allowed 329.8 square feet on that building elevation but they can’t exceed 250 square feet on any one side. So, this sign the Ross Dress for Less is actually 8.5 square feet over what they are permitted. It is a PUD so this commission can approve that additional 8.5 square feet which is still significantly under the signage that they are allowed for that elevation. Okay, then on the south elevation that faces Tri-County Parkway, when we originally saw this they were taking that whole back piece of the building, the entire south façade. Since that time the landlord has decided to keep a significant part of that so all that Ross has on the south elevation is 33 lineal feet and that is how we calculate our sign square footage for wall signage. So, they would be entitled to a 33 square foot sign on that south Tri-County Parkway elevation. The Ross sign that they are showing is 64 square feet. It is the sign that we saw originally and again at that point in time it was permitted because they had an awful lot more building footage. So it will need a variance from 33 square feet to 64 square feet. This person on the staff does not object to that variance but I would think that the Planning Commission, if you are going to approve that might want to put the provision in that this would be the only sign then on that south elevation so that it has the appearance of what we originally thought was going to happen on the building.

Chairman Darby: Question, the area that was maintained by the owner, are there plans for or what would be the plans for that in the future?

Mrs. McBride: It’s my understanding they are using that for warehouse space.

Chairman Darby: Okay.

Mr. Reed: Hi.

Chairman Darby: Hi.

Mr. Reed: Hopefully I can help with that. First of all my name is Tommy Reed, I’m with Atlantic Sign.

Chairman Darby: You drew the short straw tonight didn’t you?

Mr. Reed: Hey the first case was not my job. I want to make that perfectly clear right of the bat. I do understand what Mrs. McBride is saying, however; I have provided documentation from the landlord. He himself describes that elevation as being 75 linear feet that they have available for signage. So, that makes me 100% positive that the landlord would be in agreement that if you were to grant this 64 square foot sign, basically it is the Ross area he is just storing some stuff right next to it and that they would not put another put another sign there because if that was recognized as 75 linear feet of Ross the 64 square foot sign would be allowed and it kind of blows my argument for the front signage out of the water if that is not considered.

Chairman Darby: Okay. Thank you. Mr. Okum.

Mr. Okum: So, just so I understand this, Ross still has the lease on that space? No.

Mr. Reed: No, they don’t have the lease but the landlord is the person that provided us with the information even after I came to them with the staff report.

Mr. Okum: So is the 75 feet, if I take that blue, go back to the blue spot there. Is that 75 feet that little blue width?

Mr. Taylor: No, that’s 33 feet.
Mr. Reed: No that little blue width is 33 feet.

Mr. Okum: It is truly 33 feet?

Mr. Reed: Ross occupies 33 feet of that back elevation, however; the landlord is keeping a small portion of that, what 75 minus 30 feet

Mr. Okum: Oh, I see.

Mr. Reed: For storage. He has no intent of putting another vendor or anything in there. He is the person, I took the staff report back, this has been negotiated several times and I apologize for that. I took that information back to our national sign company who deals directly with the landlord. The landlord provided the drawing that I submitted that they have 75 lineal feet. That is what he is saying. So, I can only tell you what he is telling me because he is the landlord.

Mr. Okum: So that bump out is really 75 feet long? No? Okay it is only 33. I got you.

Mr. Reed: It is 33 and then there is the building next to it that makes up the additional 75.

Mr. Okum: Okay. From here to here.

Mr. Taylor: From this point here all the way to here is 33 feet 3 inches.

Mr. Okum: Got it.

Chairman Darby: But where does the other come in?

Mr. Taylor: They are saying that there, I don’t know where they got this magical 75 feet because this is much more, it is 150 feet.

Mr. Okum: That’s why I was having a problem understanding. Okay. Where the 75 came from makes no sense at all.

Mr. Reed: I just give you what they give me. He owns the building.

Mr. Okum: Okay, since staff has recommended that this will be the only sign on the south elevation with a limit of 64 square feet for sign number five that’s what it will be in the motion.

Chairman Darby: No lights.

Mr. Okum: Mr. Chairman I’d like to move to approve Ross Dress for Less at 485 East Kemper Road, signage package for case number 34539 to include specifications and designs contained in the exhibits as submitted and reviewed by staff prior to the meeting. This includes the staff, City Engineer and City Planner’s recommendation and the signage conditions shall state that sign number five, as illustrated on the drawings shall be the only sign on the south elevation at a total of 64 square feet.

Mrs. Sullivan-Wisecup: I second.

Chairman Darby: It has been moved and second that this submittal be approved as identified in the motion. Secretary please call the roll.

(Secretary called the roll and the motion was approved with a vote of 7 to 0.)

Chairman Darby: Congratulations.

Mr. Reed: Thank you all very much. I’ll do my best to keep them within the range of sanity on that pylon sign if they listen to me. I can’t make any promises.
Chairman Darby: Thank you.

(Talking off mic. not audible)

D. Text Amendments – Springdale Zoning Code

Chairman Darby: Mrs. McBride.

Mrs. McBride: Thank you. So I did a memo to you all dated April 3, 2019 and basically what it does it outlines in April of 2011 we amended the Springdale Zoning Code to provide for signage for the Tri-County Mall PUD. At the time, you may remember that sign was to be an LED sign that was going to identify the tenants within the mall. We tied that very specifically to the Tri-County Mall PUD not thinking that somebody else might come in and apply for a PUD. At any rate, so Tri-County Mall has never moved forward with that sign so I would like to suggest that the Planning Commission consider deleting that section 153.460(C) from the code. If and when Tri-County Mall ever wants to move forward with it we can certainly consider it under other ways. But as long as it is in the code it is available to other folks.

Chairman Darby: Do you want to share the back story on this?

Mrs. McBride: I’m sorry?

Chairman Darby: Do you want to share the back story on this?

Mr. Okum: We already know it.

Mrs. Sullivan-Wisecup: We lived through it.

Mrs. McBride: It’s just a text amendment recommendation from your City Planner.

Chairman Darby: Thank you.

Mr. Okum: I move that this request for removal of this section item C of 153.460 be removed from our zoning Code.

Mr. Ramirez: Second.

Chairman Darby: It has been moved and second that this submittal be approved as identified in the motion. Secretary please call the roll.

(Secretary called the roll and the motion to remove Section 153.460(C) from the Zoning Code was approved with a vote of 7 to 0.)

IX. DISCUSSION

Chairman Darby: This evening folks, and I will also, I’ve got lights here. Mr. Taylor.

Mr. Taylor: Sorry, I have one brief thing and one maybe not brief thing.

Mr. Okum: Why not, we haven’t made it 11 yet.

Mr. Taylor: The brief thing is, the Maple Knoll people, I hope you all recall the Coventry Court project that we looked at not long ago. The building that is on the east side was approved by you all as a six unit building and that parking lot that you see to the north of what is now a three unit building was not there. That was all building. As it turns out the Maple Knoll group bought those two residential lots subsequent to the rest of the purchase and for some reason that I can make no sense of, they have some huge issue with consolidating the plat and including those two parcels with the rest of the Maple Knoll property. Unless they do the consolidation plat we can’t allow the building to be
built across the lot lines. So, believe this or not they have asked would we be okay with them reducing that six unit building to a three unit building and putting that parking lot in there instead of doing the consolidation plat. We discussed this at staff with Mr. Darby and the conclusion of your staff folks was that this didn’t require action by Planning Commission because it is clearly in keeping with what you all did approve but Mr. Darby felt that it was important that you folks know what is going on, hence this is what’s likely to happen.

Chairman Darby: One comment from me. As you recall when we discussed this with the additional units the real hang up with the parking, the elimination of parking and potentially how it could affect Manor House. I recall that was a big issue with everybody. So, what they have done in essence is they have reduced the structure, reduced the size of the structure. Given addition parking, that’s why we concurred that you’d be happy to see this because it is just a reduction.

Mr. Okum: In the spirit of things I think it is a wonderful choice because I was the one that mention the parking for Manor House.

Chairman Darby: Especially this time of night it works real well. Good job Mr. Taylor. Now you had another semi-short one?

Mr. Taylor: Well I hope to be short. If we are going to entertain a discussion on the staff level with Red Dog I really need some direction from you folks as to where we are going with this pole sign.

Chairman Darby: Mr. Okum.

Mr. Okum: I made a comment, Anne didn’t get to hear it last month but last month I spoke about mass and how it impacts people and this is one of those mass things that we are seeing here. What’s relative is all the other signs that are supplying and supporting businesses along our corridor of 275 and how those businesses are visible to these business signs are visible to them. Mrs. McBride gave us illustrations of 120 square feet, 100 square feet, 125, 150, that basically every one of us could visually identify those signs very readily. So, to whether whatever in my opinion if Red Dog wants that sign their one digital sign to be there and it is static and it changes at midnight or 2AM one time every 24 hours and it is a static sign and it is a better knit than what we typically allow I don’t have a problem with it being a digital sign that can be graphically visual. I don’t you guys may have a different opinion than that.

Chairman Darby: What kind of size would you not have a problem with?

Mr. Okum: One hundred and fifty. I mean I can see we’ve got pictures of all of the other 150’s and every one of us can see them.

Chairman Darby: How many of those are singular or are the parts of a massive sign?

Mrs. Sullivan-Wisecup: Well on the Pictoria offices and restaurants if you see it say 200 square feet per panel. So for instance if I’m looking at the one that says Beckfield College, that is 200 square feet for just that. So the other ones the Pictoria restaurants, 100 square feet per panel. I can see doing that a 100 square feet per panel because you have the Papadeaux and the private dining. If they had it literally just like that you’d be able to see both of their businesses.

Mrs. McBride: I mean I think another good example is the Morris Home Center at 105 square feet.

Mrs. Sullivan-Wisecup: That is the one that they want up on a pole sign though correct?

Mrs. McBride: Yes.

Mrs. Sullivan-Wisecup: And we are talking 106 feet up on a pole sign. How tall are these pole signs?
Mr. Okum: Signs, it’s not the height it’s how it is relative to where you are at, where you are viewing it from. I can’t disagree with the applicant that the base of the sign is in that creek.

Mrs. Sullivan-Wisecup: They are in hole.

Mr. Okum: You know a 600 foot elevation the highway is at almost 700 so there is 100 of distance or drop. So, I agree I think staff holding tight on it was the right thing to do. I think that we clearly have illustrations of successful businesses that have visual impact, Northrup. I mean I could go through it you see them all on the expressway every day and you know these businesses are being seen. Papadeaux you know. Is it a Papadeaux size sign or is it a little bit smaller like Best Western or one of the others.

Mrs. Sullivan-Wisecup: Because I’m thinking about the Papadeaux sign, that is right there by the highway and what they were saying was a little bit further off so would you need to make it a little bit bigger so that you could see it? Do you know what I mean? If it is further off of the road than the Papadeaux sign would you, even though it is up high in the sky would you be able to see it from where you are or would it need to be bumped up to 200 square feet for each panel?

Mr. Okum: You are saying because of the distance from the road?

Mrs. Sullivan-Wisecup: Right.

Chairman Darby: To piggy back on that question, you tech folks. Does the fact that this is to be a computerized sign have any implication as to should it be bigger or smaller as far as static? What, I don’t know that.

Mr. Okum: If they’re knit, if they bring the millimeters down to 16, yeah, the digital, the reading will be very clear.

Chairman Darby: Let me put this, oh Mr. Ramirez.

Mr. Ramirez: My only, I don’t know if anybody else noticed that when Mr. Hawkins brought up the idea of rental of space on the Springdale sign, all three of them lit up and I am thinking a $600,000 pole sign and $250 per month to rent space on the Springdale sign, quite a bit of difference. I don’t know if they are going to bring that back into discussion or not but that may just be a solution for them if that pole sign doesn’t go through which I am not in favor of.

Chairman Darby: Christine so 1/6 of the time is dedicated to Springdale? What about the remainder, how is that accessed as a Springdale?

Mrs. Sullivan-Wisecup: Lamar also rents out but it is a lot more expensive to rent that.

Mr. Hall: Well you have to be a member of the Chamber.

Mrs. Russell: Yes, so the

Mrs. Sullivan-Wisecup: Yeah to do that but to do through Lamar you don’t have to.

Mrs. Russell: For the Chamber portion of the sign, and I would have to go refresh my memory but I believe that it is 1/6, it is different on each side and I don’t know why. So it is like 1/6 on one side and 1/8 on the other side but the Chamber logo appears on a 1/3 of it so they get 2/3 of the sign. They obviously in any business whether they are in Springdale or not is perfectly able to rent full priced space from Lamar for a portion of the remaining time.

Mr. Okum: Christine can I bring something up? I am a Fairfield business but I can still be a member of the Springdale Chamber?
Mrs. Russell: Yes.

Mr. Okum: Do I have the rights of a Springdale because I’m a Chamber member that I can be on the sign or do I have to be a resident of Springdale Business and be a Chamber member.

Mrs. Russell: So, I’ve recently reread the criteria, I believe that the business has to be located in Springdale.

Mr. Okum: I thought that is the way it was going to be and that’s the only reason I brought it up.

Mrs. Russell: Then beyond that you get a discount if you are a Chamber member verses a non-Chamber member. I think a non-Chamber is $400 per month and the Chamber member is $250 per month.

Mr. Okum: I’m not a proponent to digital signage completely but on the other hand if it is only changing once a day and it’s got the clarity of basically a picture, why not give the business the opportunity to get their message out there. But maybe you guys feel differently than I do.

Chairman Darby: It’s too late at night now. Meghan.

Mrs. Sullivan-Wisecup: I just feel like if we do that then we are allowing billboards at businesses and if we are going to set that precedent with them the next person that comes along they say well this person has basically a billboard why can’t we have a billboard for our company and pretty soon we just have a bunch of pole sign billboards, LED lit you know all over.

Mr. Okum: Meghan if you too, I mean technology is changing and things look differently. I mean it used to be that all of the signs were plastic panel and now they stretch fabric and it is LED lit, internally LED lit.

Mrs. Russell: If I may, I think also the uniqueness to this is that it abuts 275 and if you just mentally walk down those properties pretty much every property already has a sign. There’s really not many more properties that could add sign on 275 unless my late night brain is not remembering.

Mr. Okum: The City property.

Mrs. Russell: Well whoever goes there is probably going to want signage.

Mrs. Sullivan-Wisecup: I don’t know that they would want a 500 and something square foot of signage. I think that needs to be

Mr. Okum: I’m down at the 150.

Mrs. Sullivan-Wisecup: Yeah.

Mr. Hall: I thought you were at the one up in here.

Mr. Okum: I am at 150 square foot.

Mrs. Sullivan-Wisecup: Yeah but up in the air.

Mr. Okum: Up in the air with an architectural base and not a straight pole and all of the things.

Chairman Darby: Let’s talk about the pole also but Mrs. McBride.

Mrs. McBride: I was just going to say that any of our properties that are in either the GB or the PUD district that has direct frontage on an interstate highway right-of-way,
so not the through lane that we were talking about previously is entitled to a pole sign at 50 feet in height. I agree with the commission that there are extenuating circumstances that would certainly warrant a variance for this site and that that sign can contain 150 square feet of sign face and then it goes on to talk about the design and so forth of the sign as well as the pole. So that is criteria that is set.

Mrs. Sullivan-Wisecup: Is that 150 per business so basically they would basically have 300.

Mrs. McBride: It is 150 per side.

Mrs. Sullivan-Wisecup: They would have to share. Okay that’s what may whole question was. I didn’t know if we were talking is it 150 total or is it going to end up being 300 by the time we have both of them. That was what I wanted to make sure.

Chairman Darby: Mr. Taylor.

Mr. Taylor: Thanks Mr. Chairman. One thing I would like to just point this out and this goes under the heading of for what it is worth. When you look at the Morris sign it is only 105 square feet but the structure is huge and therefore it draws your attention. Similarly the Front Room and exactly and the Front Room/Cincy Mattress thing you know the sign is small but the structure is very large and so you see it. Really if you look at the two Pictoria signs it is the same way.

Mr. Okum: They are architectural elements.

Mr. Taylor: So it may be that they can draw attention by the structure itself and limit the size of the advertising if you will to a more reasonable size. One of the reasons that we notice these signs is because they are massive. It is not specifically that it says Morris it is just BOOM there is this thing and I think they are a fixated on this giant LED panels sticking on a stick basically. I think there’s a way that they can get something accomplished. Granted at 106 feet tall that pylon, I’m not sure how you go about doing that to create something with some mass I really don’t but I just think 500 square feet of an LED panel is kind of ludicrous. I get what they wanted. He made the case for it. For $600,000 they get one million views a week. I can’t imagine how much one million views on cable TV a week would cost you. It is certainly not a one-time $600,000 cost.

Mr. Okum: But 100 square feet or 150 or 200 square foot sign will get the same number of views.

Mr. Taylor: I’m not disagreeing with you all I’m saying is I think the reason that they are pushing this so hard, they know they don’t have an argument for the site this is brand building. Everybody that drives the 275 corridor is going to be building their brand. They are going WOO, just like they do with SEMCO. That’s where they are coming from.

Mrs. McBride: Mr. Hawkins is giving you the sign down there.

Mr. Taylor: Is that the wrap it up sign?

Mr. Bauer: Just quickly. I wouldn’t be worried about setting a precedent because I don’t think we are. We’ve got very good unique aspects here at this business and why they need a sign where they are at so I don’t think we are setting a precedent. We can easily define why we decided what we decided. One LED verses two LED’s I guess that is their choice. If you are not going to change that sign more than once a day to me it is dumb to be LED. You might as well make it a static sign like Morris.

Mr. Okum: You can get your message out there.

Mr. Bauer: But once a day? I don’t know. Anyway that is just my opinion.

Mr. Okum: You don’t agree with that once a day?
Mr. Bauer: What’s that?

Mr. Okum: You don’t agree with once a day?

Mr. Bauer: No. I would put a static sign in there.

Chairman Darby: Mr. Hall.

Mr. Hall: Thank you Mr. Chairman. My concern about that sign is not the size of it, the height of it but the location of it. It is right at a very very busy intersection. Is that going to take away from an individual or a big rig going down through there looking at that sign and going straight off of the exit and into dropping down onto 747? I think that should be a consideration and it was a consideration with me. I think the sign is too close to the intersection. Thank you.

Chairman Darby: My comment, question is, pole sign design because it has a big pole and we specifically stand, you can’t have that you have to do something with it to make it look good. How do you make that tall pole look good? Well it stupid to say well you can’t have that you have to do something with it to make it look good. How do you make that tall pole look good? Well it stupid to say well we will start out from the level where people can see it and we will do it like that. That doesn’t work. To me that is something that needs to be engineered. Let’s talk about what we are or where we are. We deal in give and take every meeting that we have, it is give and take especially when we talk about PUDs. I think right now we are at a point where this sign or no sign potentially is a deal breaker. If it is not they should play poker, okay. They should play poker. That doesn’t mean a lot to me because you don’t come in here and say this is what I want, if you don’t give it to me I’ll go someplace else. Not sure they want to go someplace else because this relatively unattractive site works well for what they want. Okay, so they don’t have all of the chips but I do think we have to be concerned that if we take a position that nothing is going to go in that spot where they want the sign this development may not go forward and if that’s the case then that’s the case. I think Mr. Bauer makes a real good point in terms of precedents. This is a very unique situation. We have a lot of unique situations. So we could say that the next person who comes in here whose property is down in a hole and you need to, then you know that would be the precedent for you. I think we need to give serious serious thought just how far we will go. That’s my story and I’m sticking to it.

Mr. Okum: I think staff needs direction.

Chairman Darby: We haven’t given any.

Mr. Okum: I’ve expressed myself. I said 150, 200 max. and that would be it.

Mr. Taylor: And do something with the pole.

Mrs. McBride: And you are okay with the additional height?

Mr. Hall: This is going to be like the cellular antenna, a tower that this is going to be mounted up on top. That is what this is going to be like.

Chairman Darby: Question staff, does it, just in terms the physical topography there, does it have to be really as tall as they are making it in terms of I am driving and what do I see.

Mr. Taylor: If 50 feet above the traveled lane I know I think that’s off the table in the pole sign but that was the guideline when we had the PUD signage.

Chairman Darby: How are they in contrast to these signs as far as how up it is?

Mr. Taylor: It is about the same height as the Lamar. It’s the same visible height as the Lamar sign roughly.

Chairman Darby: Okay.
Mr. Taylor: But, I mean if you look at the CAGIS topo I think we determined that they were a little off at 60 feet but it is substantial. It’s in the realm of 50 feet or something from the ground at the back of the parking lot which is where they are talking about putting this thing, to the elevation of the traveled lane. I mean for this thing to be 100 feet tall it is probably about where it is going to end up needing to be.

Mrs. McBride: Well except that they were saying that the 500 and some square foot sign needed to be 100 and some odd feet tall so if this one is going to be 150 or 200 then it probably doesn’t need to be that tall. You need the 50 or whatever it is to get it up out of the hole right?

Mr. Okum: You need to be able to see the bottom of the sign.

Mrs. McBride: Then the code say if this site was level with 275 that you could go up to 50 feet. So we need to give them a variance if we are going to approve this sign that makes up this difference, this 50 feet or whatever it is right and then whatever we feel is reasonable on top of that to make their sign visible. Now if they are saying that they need 50 feet to do 900 square feet and 50 feet to do 500 and some odd square feet do they really need 50 feet to do 150 or 200 square feet?

Mr. Hall: But there is going to have to be a lot of engineering on that wind loading.

Mrs. McBride: Part of the cost.

Mr. Taylor: When they come for a building permit not a zoning permit but a building permit they will have to provide that. Believe it or not every sign (talking off mic. not audible)

Mr. Hall: And you can’t have that thing laying over 275 one day.

Mr. Okum: Not in the opposite side right in the middle of the opposite side of the express way we have got a cellular tower there with 10 antennas on it. It is much higher.

Mrs. Sullivan-Wisceup: That’s ugly to.

Mr. Okum: At least it is there and not in your neighborhood right?

Mr. Taylor: So backing the truck up a little bit, 150 to 200 in terms of the size yes?

Mr. Okum: I’m okay with that.

Chairman Darby: I’m okay with that. I can’t speak for everybody else but I still have issue with this pole. I’m not a builder, I’m not an aesthetic person but I do know a pole is a pole.

Mrs. McBride: Let’s get to the height first and then we will talk about the pole. How does that sound?

Chairman Darby: Okay, are you going to talk about

Mrs. McBride: I’m going to talk about my 50 feet again okay. Then they would like another 56 feet or whatever it is. So, do we start to walk them back off of that and say we think that you have a hardship because you sit down in a hole we are willing to look at 80 feet and we are probably going to end up at 90?

Mr. Bauer: That’s total height?

Mrs. McBride: Yes.

Mr. Ramirez: No higher than any other one out there then?
Mrs. McBride: Right. So I’d throw out if I was negotiating, I would throw out 75 or 80 and let them come back at 90.

Mr. Okum: Frankly if you look at the illustration they gave us you couldn’t read the darn thing either.

Mrs. McBride: Then let’s talk about the pole. Because the code does require that it be designed to be constructed of materials, colors and design details which match or correlate to one of the principal buildings on the site. Sign shall have incorporated architectural features or finishes such as a gable, arch or pediment. So, I am going to read that to them and say that the commission would like to see that and let them come back with a design. Now if that

Chairman Darby: Just to add to that folks if you recall what we went through with the design of that Lamar sign and look what we got. I mean I haven’t seen any signs nicer than that.

Mr. Okum: I have up in Dayton.

Chairman Darby: Well I don’t go to Dayton.

Mrs. McBride: You and Dayton.

(Multiple people talking over each other at the same time.)

Mr. Okum: Moraine has a gorgeous sign.

Mrs. McBride: They are getting a new Kroger.

Chairman Darby: Well we are #2.

Mrs. McBride: So the other thing is it say specifically no bare metal pole shall be allowed, all poles must be wrapped or covered with a material that compliments the overall design of the sign and is consisted with C above which is what I just finished reading. So, is the, so I understand that would be the intent of the commission. How do you feel about that portion of the sign that is going to be down in the hole? Do they need to wrap that or are you good if they go say 10 feet below the level of I-275?

Mr. Okum: Yeah 10 feet below the level of the edge of the pavement or the edge of the berm or shoulder.

Chairman Darby: Why 10, why not 20?

Mr. Okum: You’d have to look down at it. It is useless.

Chairman Darby: Make it look better.

Mr. Okum: You’ve got this pole sitting there and you’ve got this big round thing down at the bottom that is just going to go 50 feet or 40 feet down and it is just going to be, they may do two poles.

Mrs. McBride: They could. So is the consensus then 10 feet below that or 20 feet or 15 or?


Mr. Okum: Ten is fine.

Mrs. McBride: Ten but I am not backing off of that. Okay it has got to be in a landscaped bed. Do we want it in a landscape bed back there?

Mr. Okum: No.
Chairman Darby: That would be overkill.

Mr. Okum: We will give them a break on that.

Mrs. Sullivan-Wisecup: We are conceding on that.

Mrs. McBride: I'm working with them just like they were working with us tonight. It's got to be set back equal distance to the height of the sign.

Mr. Okum: We've got one other item. Are we going to allow digital and how often it changes?

Chairman Darby: I'm agreeing with Mr. Bauer, if you are going to change it once a day it may as well be a static sign.

Mr. Okum: It doesn't necessarily work that way. We've got digital signs at McDonald's and it is static.

Chairman Darby: Okay let me ask you this. What's the down sides of changing it more than once a day?

Mr. Okum: Distraction of the driver and that is the reason that I brought it up because Anne said and the code is written to say the through lanes and that was very specific because it was to keep it away from the interchange.

Chairman Darby: Okay I'm confused then. How often does the Lamar sign change?

Mr. Okum: Every six seconds

Mrs. Sullivan-Wisecup: Every eight second.

Mr. Okum: Eight seconds.

Chairman Darby: Eight seconds verses all day?

Mrs. Sullivan-Wisecup: Because it is not by an interchange, it's while you are driving past.

Mr. Hall: It changes quick.

Chairman Darby: It's what now?

Mrs. Sullivan-Wisecup: It is while you are driving past it is not like on an exit

Mrs. McBride: Ramp.

Mr. Okum: It is not on an exit ramp.

Mr. Hall: I guess the question that I have is why would it even be an LED sign you are only advertising two businesses.

Chairman Darby: They put their little puppies up

Mr. Okum: They can put their puppies on it and make it look pretty.

(Multiple members talking at the same time over each other not able to separate talking.)

Mrs. McBride: Put cats on it.

Mr. Okum: Put cats on it yeah. What's that?
Mr. Bauer: It will look like the one at Tri County, across the street.

Mr. Okum: Oh that is terrible. The blue and yellow sign.

Mr. Hall: That is terrible.

Chairman Darby: You are saying a sign is terrible?

Mr. Okum: The blue and yellow, yeah it is awful.

Mr. Hall: It is.

Mrs. Sullivan-Wisecup: Because they were making the case for 20 seconds.

Mr. Okum: But Anne are signs currently are static, they change once a day? For digital signs?

Mrs. McBride: Our signs that are under eight feet can only change once every 24 hours.

Mrs. Sullivan-Wisecup: Above eight feet they can change more?

Mr. Okum: Right and I am just saying

Mrs. McBride: Every eight seconds.

Mr. Okum: I am just saying that because of its proximity to this exit ramp it needs to be more static. There is a real advantage to it because it does give them an opportunity to advertise Thanksgiving, park your cat here or you know whatever or dog. I don’t know.

Mrs. Sullivan-Wisecup: Well they said they would.

Mr. Okum: I think you are giving them a digital sign where the code doesn’t give them permission.

Mr. Ramirez: I would like to restrict that to, he mentioned, to their own business. They may not advertise

Chairman Darby: Now they agreed that that was going to be the case.

Mrs. McBride: The code doesn’t allow for them to have an off premise sign on this PUD. That is a use.

Chairman Darby: Okay off premise?

Mrs. McBride: Right.

Chairman Darby: So they can’t advertise their location in Dayton?

Mrs. McBride: No, they can advertise their boarding, their pet spa, their dog training, their doggie daycare, their blatant disregard for cats. They can, you know, self-storage whatever but they can’t advertise McBride Dale unfortunately.

Chairman Darby: Do you guys have what you need?

Mr. Okum: No she didn’t get it static or moving?

Mrs. McBride: So is the consensus that they can have the LED? Hello?

Chairman Darby: The only issue is
Mr. Bauer: I’d like to limit them to one LED on the site whether that is the pole sign or the ground sign.

Chairman Darby: It will be true to the code that way.

Mr. Okum: Save them money.

Mrs. McBride: Okay. Then we will work out the changing depending on what they select. Okay.

Mr. Ramirez: So he agreed to one LED correct? The other one would be a static ground sign?

Mr. Okum: See that didn’t make any sense to me at all. That was a

Mr. Ramirez: That was his concession.

Mr. Okum: I understand but you can’t see both of those signs at the same time. That made no sense at all.

X. CHAIRMAN’S REPORT

None.

XI. ADJOURNMENT

Chairman Darby: Moved adjourned first, second we are out of here.

Respectfully submitted,

________________________, 2019 ________________________________
   Don Darby, Chairman

________________________, 2019 ________________________________
   Richard Bauer, Secretary