

PLANNING COMMISSION MEETING
May 14 2019
7:00 P.M.

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 APRIL 9, 2019

Chairman Darby: Chair will accept the motion to adopt the minutes of our previous regular meeting held on April 9.

Mr. Hawkins: Move to adopt.

Mrs. Sullivan-Wisecup: Second.

Chairman Darby: It has been moved and second that those meeting minutes be adopted. By voice vote.

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

V. REPORT ON COUNCIL

Chairman Darby: Do we have a report on Council this evening.

Mr. Hawkins: Thank you Mr. Chairman. There is no report, we have not met since our special meeting and I reported on Council at that time.

Chairman Darby: From what I hear we will have a long report next month?

Mr. Hawkins: Yes sir.

VI. CORRESPONDENCE

None.

VII. OLD BUSINESS

None.

VIII. NEW BUSINESS

- A. Mandeville Sign Co., on behalf of NAI Entertainment Holdings LLC (Showcase Cinema De Lux Springdale 18), 12064 Springfield Pike, Springdale, Ohio, Minor Improvement requiring Planning Commission Approval (Route 4 Corridor). (Application 34914)

Chairman Darby: Mr. Taylor.

Mr. Taylor: Thank you Mr. Chairman. This is of course the Showcase Cinema which you are all familiar with. 747 on the left and Crescentville at the top of the screen and the Pictoria Drive running around the bottom of the site. There is a few slides here that are all of course included in your full packet of information that you have. This shows the building the way it looks currently. This is the proposed wall signage for the main entrance. This is the IMAX signage that's to the north of the main entrance. This is the Pictoria Drive sign. Down in the lower portion here is the way that it current looks and the large picture of course is what they are proposing. Then finally this is the Crescentville Road entrance sign again showing you the way it is intended to look. That is the extent of what I have for you. Mrs. McBride has the honors.

Chairman Darby: The floor is yours.

Mrs. McBride: Thank you. So the Showcase Cinema is located within our GB, General Business District but it is also within our Subarea A of our Corridor Review District so that has the more restrictive signage so that's what actually pertains. As Mr. Taylor indicated they currently have a sign on the front or the west elevation of their building. It contains 256 sq. ft. and it is channel cut letters and a panel sign. The panel sign is approximately 90% of the total sign area and the sign that they have currently also exceeds the 50% earth tone colors that are required in that CRD district. They also have two signs on each of the main entrance. One that says IMAX and one that says Chatters, one that say Famiglia and one that says Nathans. They range anywhere in size from 12 ½' to about 36'. The total of those four signs is 107.25 sq. ft. of sign area. What they are proposing is to take down that main sign over the main entry and install a Showcase Cinema de Lux as you saw in the slide there at 234.5 sq. ft. It would be also channel cut letters but again it has a panel sign below it. The sign exceeds 50% of earth tone colors and the applicant is also proposing to paint the area behind the sign, the fascia, a silver color. They are also proposing a sign to the north to the left of the main entry that says IMAX. That sign would contain 129.4 sq. ft. It is all channel cut letters but the sign exceeds also the 50% earth tone colors of the corridor review district. Based on the length of their elevation they are actually entitled to 785 sq. ft. of sign area on that front façade. The total of the new signage, the IMAX and the Showcase Cinema de Lux along with the four small signs that are to remain is only 471.15 sq. ft. of sign area. So, the issues that are before the commission with regards to those is the fact that there is going to be the panel sign included in the big sign over the door and then the colors of the sign. So that is what you are looking at on those. The freestanding pylon sign on Pictoria right now contains 78.5 sq. ft. and they are indicating that they are going to replace that panel with one that is 79.5 sq. ft. The sign is going to remain at the 21' 11" in height that it is today. The existing sign and the proposed sign both exceed the 50% of the non-earth tone colors so that is the issue that is before you with regards to this sign is the color of it. They are also proposing to replace the panels on the sign on the Crescentville Road sign and that also, it is the same size and the same height but again there's a 50% earth tone color issue on those signs so the commission would need to look at that. They are also replacing their directional signage but that complies with our code Section 153.459(C)(10). So, again the issues that are before the commission this evening then it is not area or number of signs or height of signs it is simply the fact that they have that panel sign over the front elevation for a portion of the sign area as well as the color on the freestanding sign, the main sign on the building and then the signs on Crescentville Road.

Chairman Darby: Thank you very much.

Mrs. McBride: Just one other, so Planning Commission does have the ability to modify those under the corridor review district provision.

Chairman Darby: Thank you. And that is all from staff? Representatives want to come forward.

Ms. Regan: Good evening, Wendy Regan with Mandeville Sign that is at 676 George Washington Highway in Lincoln, RI.

Chairman Darby: Good evening.

Ms. Regan: Okay I think you have done a pretty good job. I could go through sheet by sheet but I think you have seen, it's a fairly straight forward. This is an existing business in an existing location. It is simply a name change. I have Jim Cummings from National Amusements here. I can bring him up or I can just tell you through our discussions that Showcase has gone through a quite thorough interior upgrade at this theater. There are no longer 18 individual theaters. Jim we are down to 14 you said? Down to 14 so it either needed to be changed to Springdale 14 but based on the interior improvements and the sort of increased service that is available here with the more comfortable reclining seats the fact is that as people in this area have driven by and seen the same sign, your eyes sort of, your brain sort of passes over it. So, what can we do now that we have spent all this money to get people to come in and actually see why it's worth putting us back on their list for regular entertainment? New signs. People will stop and you'd be amazed. Your brain is phenomenal. It is like, wait something is different, oh yeah it is now IMAX, it is now showcase. Maybe we should stop in and see it. The theater business as a whole has really taken a hit. One of the unintended consequences maybe we should say of modern technology. With people having so many different options now for movie viewing, I think that it is fair to say and it's true to say that the movie theater business has suffered as we have had these technological improvements and varying options to watch the movies that we can stream them right on our phone, we can you know subscribe to movie channels at home. It's a very large location. It's been in the area. They truly desire nothing more than to remain in the area but they need to be a successful business to do so. So, for those reasons the decision was made to bring this signage into agreement if you will with the most current standards for their new upscale locations. I'd be happy to field any questions. I would just like to say that I honestly made an effort, a true effort. Earth tones, what are earth tones? The definitions that you can get run the gamut from being as specific as something that is made from the red clay of the earth which is how the term originated but the general, the one that seems to repeat as you go through so many of and god bless the internet are colors that are found in the natural environment. Okay well what does that mean? You have the blue sky, you have the green grass, you have the yellow sun, you have, where do you decide where earth tones begin and end and without attempting to pick a battle over are they earth tones or not, I think my point with the color pallets is, it is really difficult to know how this board is going to interpret a particular color and if this board is going to deem it to be an earth tone or not an earth tone. The fact that this is a trademarked, the IMAX and the blue color tones that is their corporate trademarked identity and it's really critical at this point in the decision of this theater, are we going to make it to do everything that they can to bring people back in and they really feel that this is one of the biggest things that they can do for themselves.

Chairman Darby: I want to compliment you because staff was very very complimentary about your submittals and your communications. We like that.

Ms. Regan: Thank you and staff was equally accommodating and helpful at every step of the way. There was not a phone call that was not returned an email that was not responded to and I deal with municipalities through the US and Canada and you should be proud of your selves.

Chairman Darby: Thank you. Mr. Okum.

Mr. Okum: Thank you Mr. Chairman. Just a couple things. This building, and I have commented on this in other presentations from other developments, this development and this building, the building signage is significantly back from the public right-of-way a very great distance. In addition to that the applicant has requested about 40% less signage less than they are permitted which is very favorable and it obviously makes the mark anyway. So, I am very much in favor of the request and will be supporting the motion. The only sign that sort of doesn't work for me and it is not a negative, it is just when they put it up it sort of seemed silly the way they did it and staff will probably disagree with me but it is the sign on Springfield Pike/Pictoria. It faces the wrong way. You literally have to turn you head to see the sign and I am not adverse to if it is within zoning and it would be done nicely with maybe a different, like a maybe a monument base and so forth. That sign being reconfigured and changed so that it would be facing, so you would see it going north and going south.

Ms. Regan: Is it possible to flip to a site plan? I am an out of townner so I need a little more help when you say where that sign is.

Mr. Okum: We understand.

Ms. Regan: Right there.

Mr. Okum: It is a little hard to tell based upon that.

Chairman Darby: Is it in the packet Dave?

Mr. Okum: Well you are looking at it straight on. Ironically being here for so long and ironically the original sign was not that direction. The original sign went left to right and it had little channels on it with the name of each.

Ms. Regan: Where you slid your letters in?

Mr. Okum: It changed the letters and yeah but that was 30 years ago. So, I am talking really old here. It is up to Showcase but if they decided not to go with this new sign and they wanted to do a new monument sign there and be more in tune with the design features, I'd be not adverse to them rotating that sign to be visible going north and going south on Springfield Pike. But, based upon the application I am not going to keep them from moving forward and I am sorry it might affect your sign sale but on the other hand it may increase or improve on your sign sale. But we do encourage monument signs along Springfield Pike, it is part of the corridor review district. A monument sign there would be ideal. You'd have to probably locate it, do a little bit with the location because of Pictoria because that is a public street and you would have to hit that 10 foot, I think it is 10 foot right setback? Setback line. On the other hand nobody ever parks out there anyway and I am a frequent, as a matter of fact my wife's waiting for me to go to a movie tonight. So, we will get done with this, I'm supposed to be done here.

Ms. Regan: I'll take a motion.

(Laughter.)

Mr. Okum: I'm not tell you where I am going but she's waiting for me. So, anyway enough said.

Chairman Darby: I'm sorry you started it. Mr. Hawkins.

Mr. Hawkins: Thank you Mr. Chairman. You better be going to Showcase.

Mr. Okum: Where do you think?

Mr. Hawkins: I agree with Mr. Okum. I'm in favor of this signage package. In terms of the colors and everything I think with regard to the positioning of the building and the distance away from the roadway that the colors make it a little bit more visible and help it pop a little bit as well as the fact that there is some trademarking and branding that goes along with why those colors are appropriate.

Ms. Regan: Thank you.

Chairman Darby: Mr. Hall.

Mr. Hall: Thank you Mr. Chairman. I'd like to echo Mr. Hawkins' comments and Mr. Okum's comments. I feel the same way and would be in favor of it.

Ms. Regan: Thank you.

Mr. Okum: No more lights. Mr. Chairman if I can? I hereby move to approve the following project, NAI Entertainment Holdings at 12064 Springfield Pike, case number 34914 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 staff, our City Planner's recommendations contained in their report with the exclusion of items 1 and 2. Okay?

Mrs. McBride: Yes or approve it just as they submitted it.

Mr. Okum: Approved as submitted. I am going to ignore that, I am just not going to say staff's comments at all in this motion and say this motion is based upon the significant reduction in signage from what is allowed in our zoning code and the distance from the public right-of-way.

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

Chairman Darby: It has been moved and second that this submittal be approved as described 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.

Ms. Regan: Thank you very much.

IX. DISCUSSION

X. CHAIRMAN'S REPORT - NONE

Chairman Darby: Under Chairman's report I have been saving up, I've got about two hours.

(Lots of laughter.)

Chairman Darby: I was kidding.

XI. ADJOURNMENT

Chairman Darby: Chair will accept the motion to adjourn.

Mr. Okum: Move to adjourn.

Mrs. Sullivan-Wisecup: Second.

Chairman Darby: Moved and second that we are adjourn and we are out of here.

Respectfully submitted,

_____, 2019 _____
Don Darby, Chairman

_____, 2019 _____
Richard Bauer, Secretary