

DESIGN REVIEW COMMITTEE MEETING MINUTES
MAY 20, 2021

Members present: Kert Radel, Don Hassler, Kevin Bleichner, Steve DeSalvo, Dan Scofield, Lee Rosato, and Greg Kathman.

MINUTES OF THE PREVIOUS MEETING

The minutes of the previous meeting, held November 19, 2020 were approved unanimously.

OLD BUSINESS

NEW BUSINESS

Freestanding Sign – Fairfield Plaza – Sunoco/Pfefferle – 465 Nilles Rd.

An application has been submitted for a freestanding sign. The proposed sign will include tenant signage for Sunoco and Pfefferle tire, as well as Fairfield Pub and the hair salon that are located on the parcel. The installation of the sign represents a three-way partnership between the city, Sunoco, and Pfefferle. The city has been working with both property owners to try and get one uniform sign for all of the businesses located on the two parcels. Pfefferle Tire is located on a flag lot; the lack of frontage limits the amount of signage they are permitted for the property. For several years they have been using a box truck that is parked on the property to advertise their business. The truck will be removed permanently once the sign is installed. The temporary banner that Fairfield Pub is currently using for signage will also be removed once their sign panel is installed. The sign panels for Fairfield Pub and the hair salon will need to be submitted to and approved by Design Review. The sign posts will be wrapped in brick and landscaping will be installed around the base, along with other site improvements. New curbing is also planned for around the base of the sign. Steve Weeks, with Tri-State Signs was in attendance. The size of the sign was discussed. The existing sign is 50 square feet, and 10 feet tall. The proposed sign will be 105 square feet and 12 feet tall. The new sign will also be approximately 50 feet wider.

Greg Kathman made a motion to approve the sign as submitted. Motion carried unanimously.

Face Change – Nelson’s Popcorn Land – 5094 Pleasant Ave.

An application has been submitted for a face change to a building sign. The business is located at the old Subway restaurant. The proposed sign is 22.5 square feet and consists of a white background with black, Gaelic lettering. The applicant Christopher Nelson was in attendance. Mr. Kathman stated that the “LLC” is generally not printed on signage and suggested that there would be more room on the sign if it was removed. There was discussion regarding the color of the sign. Other signs in Reigert Square were shown that consist of one color background and one color lettering that are better seen from Pleasant Avenue, and it was suggested that Mr. Nelson consider adding a different color background to make the sign stand out. He plans to change the sign to have a yellow background with black lettering in a different font with

some “popcorn” kernels. Rather than tabling the request for a month, it was decided that the revised signage be heard at Planning Commission on May 26 for final approval.

Greg Kathman, seconded by Kevin Bleichner, motioned to recommend approval of the signage, with the proposed revision to the design and color of the signage to be heard by Planning Commission for final approval. Motion carried unanimously.

Face Change – Marie’s Beauty Supply & More – 5080 C Pleasant Ave.

An application has been submitted for a face change to a building sign. The proposed sign is 22.9 square feet and consists of a white background with black Gaelic lettering. It was suggested again that the “LLC” be removed and a different color background be added to make the sign stand out and easier to read. Mr. Nelson stated the background color would be changed to purple. The storefront currently has opaque window signage on both of the windows and the door. Erin Lynn, Planning Manager, stated that window signage is not regulated, however you cannot see inside of the store and this could present a security issue for police. She recommended the applicant remove some of the window or door signage to allow more visibility.

Greg Kathman, seconded by Don Hassler, motioned to recommend approval of the signage, with the proposed revision to the design and color of the signage to be heard by Planning Commission for final approval and the opaque window signage on the door must be removed and replaced with just the phone number and hours of operation. Motion carried unanimously.

Signage and New Paint Color – Mercy Health – 544 Patterson Dr.

Mercy Health currently has two locations Downtown; one on Wessel Drive and one on Sandy Lane. The Sandy Lane location will be relocated to this new location. Extensive interior renovations are planned for the site, as well as new paint color and signage. A new sign panel in the existing off-site freestanding sign and new building signage are proposed. Approval to locate on the off-site sign was given when Aldi did the lot split on the adjacent property. The building signage consists of illuminated channel letters that will be blue and green. The building paint color will be cream with taupe accents. New windows are going to be “punched” in on either side of the building. The parking lot light pole was discussed. The base of the pole should be cleaned and repainted. Aldi replaced one of the light poles when the new store was built. Mercy plans to replace the remaining outdated light pole to match the new one. The existing trees on either side of the building will remain, as required by a condition of approval when the rest of the building was demolished. Planning Commission will hear the conditional use request on May 26, Design Review will only approve the signage and minor exterior changes.

Josh Walters, representative for Mercy Health, was in attendance. He stated that Mercy is in charge of the interior remodel and the signage; the landlord handles the exterior work. They intend to repair, reseal, and restripe the parking lot. Limited landscaping will be added in the front of the building. The storefront and EFIS will be repaired and the whole building will be painted. All of the exterior lighting will be upgraded, including the addition of security lighting in the back of the building.

John Holbrook from Neyer Properties was in attendance. He stated that there was an existing light pole in the middle of the parking lot that they initially were not planning to replace, but will if necessary. Mr. Hassler stated that he wanted to make sure that the parking lot was well lit, especially in winter, when it gets dark earlier. There was discussion regarding the construction timeline. They plan to be finished with construction by November and hope to move in and open in December.

Greg Kathman motioned to approve the signage and paint color as submitted, with the condition that the light poles are cleaned and repainted and the photometric plan for the parking lot is submitted to Planning Commission for approval. Motion carried unanimously.

Consent Agenda

- Face Change - Rebound Chiropractic - 5088 Pleasant Ave.

Reports/General Discussion

Design Review Committee meetings will continue to be held in Council Chambers indefinitely.

Motion to adjourn carried unanimously.