

CENTERVILLE PLANNING COMMISSION
Regular Meeting
Tuesday, October 28, 2014

Mr. Clark called the meeting to order shortly after 7:30 p.m.

ATTENDANCE

Present: Mr. Paul Clark, Ms. Amy Korenyi-Both, Mr. Jim Briggs, Mr. Jim Durham, Mr. Bill Etson, Mr. Robert Muzechuk, and Mr. Kevin Von Handorf. Also present: City Planner Andrew Rodney, Planner Mark Yandrick, Municipal Attorney Scott Liberman, Councilmember JoAnn Rau, City Manager Greg Horn and Assistant Clerk of Council Julie Weaver.

APPROVAL OF MINUTES

No additions or corrections were noted for the minutes of the work session of September 30, 2014.

MOTION: Mr. Briggs made a motion for approval of the minutes of the work session of September 30, 2014, as distributed. Ms. Korenyi-Both seconded the motion. The motion passed 6-0-1, with Mr. Etson abstaining, because he was absent from the meeting.

No additions or corrections were noted for the minutes of the Planning Commission meeting on September 30, 2014; Mr. Briggs said he had not received a copy.

MOTION: Mr. Durham made a motion to approve the minutes of the Planning Commission Meeting of September 30, 2014, as distributed. Mr. Muzechuk seconded the motion. The motion passed 5-0-2, with Mr. Briggs and Mr. Etson abstaining.

Mr. Clark read the Opening Statement about protocol for Planning Commission hearings, before proceeding with the meeting.

PUBLIC HEARINGS

Application P-2014-0025, Variance for Number, Height and Area of Signs
Applicant, Andrew English/Carin Adams of Innocom Corp for Miami Valley
Hospital South, 2400 Miami Valley Drive

MOTION: Mr. Durham moved that Application P-2014-0025 and P-2014-0024, applications for variances for updated signage for two Premier properties in Centerville, be removed from the table for consideration. Mr. Briggs seconded the motion. The motion passed 6-0-1, with Mr. Etson abstaining from the vote.

Mr. Rodney gave the staff presentation on the variances requested by Premier for new ground signs at the Miami Valley Hospital South campus. He described the individual signs in detail, showing photos of the old signs and mock ups of the new ones. He also

showed photos of similar signs at the Atrium in Middletown. The biggest change would be at the main entry to the hospital at Wilmington Pike and Miami Valley Drive where the applicant requested two signs forty-two feet long by eight feet high, that would be internally and externally lit. The current signs, though smaller, were larger than permitted by the UDO, having been approved through the variance process in 2007. The applicant asked for variances for the number of signs, the area of signs and the height of signs.

The City Planner reviewed the standards for a variance, noting that the size of the property, long frontages, deep setbacks and multiple entries were important considerations. Patients, ambulance drivers, and delivery workers would need to spot the correct entrance along streets with high volumes of traffic moving quickly.

Staff recommended approval of the variances, subject to the the following conditions:

1. No more than two (2) ground signs shall be placed at the primary entrance to the MVHS campus at Miami Valley Drive.
2. No more than one (1) ground sign shall be placed at any other entrance point from Clyo Road or Wilmington Pike

Mr. Durham voiced concern that the construction of a future additional entry on Wilmington Pike might initiate a request for more signs along that frontage. He felt that granting the current request would be more than generous. If in the future there was an additional entrance, one of the signs at the main entrance should have to be removed to provide the area for a sign at a new entry.

Mr. Clark opened the public hearing and invited the applicant, Andrew English of Innocom Corp, 7797 Olentangy River Road, Columbus, to the podium. Mr. English thanked the Planning Commission for patience while negotiations with staff were ongoing. He did not feel that Centerville's zoning code was sufficient to address the hospital's need for uniquely identifiable signs with copy large enough to be read while driving. He pointed out that the hospital was one of the largest employers in the community.

Mr. Briggs agreed that clear signage is required that can be read after dark by people who are unfamiliar with the various entryways.

Seeing no other speakers, Mr. Clark closed the public hearing.

Mr. Durham discussed the scale of the signs that are larger than anywhere else in Centerville. He felt the size of the signs was more for the corporate branding than wayfinding, noting much of the forty-two feet of the blue entry signs would have no lettering.

Mr. Etson asked if there were any long-range plans for development that would require an additional entry on Wilmington Pike. Ms. Joanne Ringer, hospital administrator, stated that the approved master plan did not show another ingress on Wilmington Pike.

Mr. Briggs and Mr. Muzechuk felt that the information on the signs for the hospital was important to the safety and well-being of members of the community, especially in consideration of the volume of traffic and the high speed of traffic on Wilmington Pike.

MOTION: Mr. Durham made a motion for approval of Application P-2014-0025, subject to the conditions recommended by staff and amended to state that no more than two signs may be erected along Wilmington Pike. Mr. Briggs seconded the motion. The motion passed 7-0.

In summary, the Planning Commission approved the following Variances:

1. To permit a total of four (4) ground signs at 2400 Miami Valley Drive.
2. To permit a maximum ground sign face area of 43 square feet at South Campus Drive and 360 square feet at Miami Valley Drive.
3. To permit a maximum directional sign face area of 13 square feet at Service Drive and 5 square feet at Miami Valley Drive.
4. To permit a maximum directional sign height of 5 feet at Service Drive and 5 feet 10 ½ inches at Miami Valley Drive.

The approval is subject to the following conditions:

1. No more than two (2) ground signs shall be located on Wilmington Pike.
2. No more than one (1) ground sign shall be placed at any entrance point from Clyo Road

Application P-2014-0024, Variance for Height and Area of Signs
Applicant, Andrew English/Carin Adams, Innocom Corp for Premier Health
6611 Clyo Road

Since application P-2014-0024 had already been removed from the table in an earlier motion, Mr. Rodney proceeded with the staff report for this variance for a new ground sign at the Premier medical building at 6611 Clyo Road adjacent to Centerville Business Parkway. He located the property on a zoning map and an aerial photo and showed photos of the property, including the existing signage.

The City Planner described the proposed sign as six feet high with thirty-four square feet on each face. The sign would be lighted both internally and externally. Mr. Rodney felt the faces of the sign were larger than required for visibility.

Mr. Rodney noted the thirty feet of setback from Clyo Road and the fifteen feet of setback from Centerville Business Parkway favored the variance; the location of the

detention basin prohibited increasing the setback in favor of additional size. He pointed out that none of the 300 square feet of wall signage for the building was being utilized.

On the general merit of the application, staff recommended denial of the variance for the requested sign area. No physical hardship, not created by the owner, was present. Staff recommended denial of the variance, but added that, as an alternative to denial, the Planning Commission might consider a trade-off of sign area, if no wall signs were used on the building. It would not be straight tradeoff because ground signs tend to be more obtrusive.

Mr. Clark opened the public hearing. Mr. Andrew English, the applicant from Innocom, 7792 Olentangy River Road , Columbus, spoke on behalf of the variance. He described the present sign as dated and reviewed the most important elements of effective signage. He said his firm wanted a type of sign that could be there long-term—with changeable panels that could advertise the five or six practices in the building.

When Mr. Clark stated he felt the trade-off of the area for the two sign types was important, Mr. English stated that there were currently two 2'x3' wall-mounted signs at the entry doors. Mr. Rodney interjected that these signs did not qualify as wall signs for Planning Department purposes because they could not be read from public right-of-way.

Mr. Durham agreed with the staff report that the increased area was not justified. The placement of the detention area was the biggest criterion for the variance, but it was not a compelling reason to grant it. He did see the possibility of trading off wall sign area for a larger ground sign.

Mr. Von Handorf asked if there were other ways to make the sign more readable, noting how repetitive the panels were. Mr. English stated that this design had been determined to be the best solution. The firm wanted the panels to be a standard size for speedy updates over time. Mr. Durham pointed out that enabling the sign company to work with standard size panels was not a legally compelling reason for a variance. Even the hardship of the detention basin was created by a former property owner. Mr. English noted the number of end-users in the building needing adequate signage. He stated that Premier would be amenable to doing without wall signs.

Mr. Muzechuk questioned what would be reasonable and appropriate in this particular situation, and Mrs. Korenyi-Both cautioned that Planning Commission had to be careful not to set a precedent for other businesses along Centerville Business Parkway that might want larger signs. Mr. Etson asked again if there would be a way to use fewer panels or shorten the verbiage to make the lettering larger, but Mr. English remained staunch. He repeated that the building was geared to five users and said that it was important to have the Premier name so that patients could identify it for insurance purposes.

Mr. Clark agreed with the potential for a trade-off of sign area. Mr. Durham stated that the setback allows the extra sign height, and it would be reasonable to increase the sign area in exchange for wall signs.

MOTION: Mr. Durham made a motion to approve Variance One for a sign twelve feet high, with the condition of a setback of thirty feet from Clyo Road and fifteen feet from Centerville Business Parkway, as recommended by staff. Mr. Von Handorf seconded the motion. The motion passed 5-2 with Ms. Korenyi-Both and Mr. Muzechuk voting no.

MOTION: Mr. Durham made a motion to approve Variance Two for a sign area of 52.6 square feet, with the condition that there be no wall signs on the building. Mr. Briggs seconded the motion. The motion passed 4-3 with Mr. Von Handorf, Mr. Muzechuk and Ms. Korenyi-Both voting no.

COMMUNICATIONS

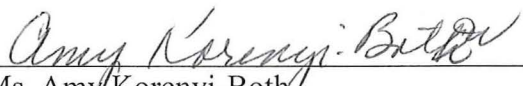
Mr. Rodney offered registration for the upcoming Miami Valley Planning and Zoning Workshop on December 5, 2014. Mr. Muzechuk voiced interest in attending.

Mr. Rodney announced that the grand opening of the Costco Warehouse was scheduled for November 13, 2014. He said he expected to receive applications related to two large end-users for the area to the east of the Costco building and for a building in the village center at Cornerstone, in time for the December meeting.

Comments and questions from several members followed. Mr. Briggs asked for updates on the fence at Ross Mercedes on Loop Road, the debris on the Voss lot at 290 Loop Road, a potential pizza place at Cornerstone, and the status of the Zengel Final Development Plan. Mr. Durham inquired about consistent design (materials and height) standards for buildings in the Cornerstone development. Mr. Etson asked about the Final Development Plan for the NW quadrant of the Minch development at Sheehan, Social Row and Paragon, before Mr. Briggs made comments stating the primary focus of the Planning Commission should be determining whether an application meets the requirements of the statutes.

The next meeting was scheduled for November 25, 2014 in the Council Chambers at 7:30PM.

There being no further business, the meeting was adjourned.



Ms. Amy Korenyi-Both
Acting Planning Commission Chair