

Heidi M. Miller

BOARD OF ARCHITECTURAL REVIEW
Work Session
Tuesday, November 18, 2008

Ms. Miller called the meeting to order at 7:30 P.M.

Attendance: Ms. Heidi Miller, Chairperson; Mr. Charles Graham; Mrs. Laverne Stebbins; Mr. James Treffinger; Mr. Frank Holloway; Mr. Jaime Garrett. Absent: Mr. Bill Etson. Also present: Mr. Ryan Lee, Planner.

Mr. Lee introduced Mr. Ron Weir, Fast Signs, and Mr. Mike Reilly, Insignia Signs, for their attendance at the meeting.

Mr. Lee stated as a result of the Unified Development Ordinance (UDO) the provisions for temporary signs in the Architectural Preservation District (APD) will change. Currently, a temporary sign of 12 sq. ft. per side, or a total of 24 sq. ft., is permitted to be displayed for a period of 30 days out of each evenly divided quarter of the year. What is proposed is to allow the display of temporary signs during regular business hours for each business within the APD, but have more control on the form, style, and materials of temporary signs, therefore getting away from banners, vinyl signs, etc. Further, the size of temporary signs will be reduced to 6 sq. ft. per sign face and an overall height of 4 ft. The location of these temporary signs will be restricted to the entrance areas of the business, porches, and the main focal points of the business in the APD. The colors to be permitted on the signs will remain as they currently are restricted. The UDO will reference the Design Review Criteria (DRC) which will provide the design and styles of temporary signage that will be permitted by right. Other styles of signs will be reviewed by the Board for specific approval on a case-by-case basis.

Based on the types and styles of signs now available as well as what their clients are requesting, staff invited Mr. Weir and Mr. Reilly to the meeting for their input.

Mr. Weir stated he and Mr. Reilly appreciated the opportunity to discuss what the general populous requests in terms of signage by clients in various municipalities. They agreed the Centerville staff is very accessible and supportive in terms of guiding and providing suggestions for sign proposals in order to make the approval process relatively easy.

Mr. Weir suggested a term be included in the UDO to differentiate between a temporary sign and one that is to be displayed during the regular business hours.

Mr. Lee stated staff had discussed that issue, but determined it should be kept within the same section in the UDO document.

Mr. Holloway suggested a qualifier be added such as "daily" temporary sign.

Mr. Garrett suggested wording such as "unlimited (no permit)" and "limited (permit required)" could be used to avoid confusion to business owners.

Mr. Weir stated the wooden type of signs such as a style for a custom appearance will be significantly higher in cost to the business owners. Further, a wooden sign does not weather very well.

Ms. Miller stated the desire of the members is to have temporary signs of good quality, durability, and appearance as it appears from the street combined with the messaging that it contains. She stated they did not oppose rectangular shaped signs, but want something that would be available to provide a nice aesthetic look and yet have regulations for font and colors like those in place for permanent signage.

Mr. Weir stated there are molded plastic signs available that have a handle on the top with hinges to make it very portable and lightweight which could be loaded with sand or water to stabilize it in place. They come in a variety of colors and sizes, however, 2 sign faces would have to be made for each sign. There are angle iron signs which is made out of the same material as a residential real estate sign constructed in an "A" frame style with a handle at the top. A single two-sided sign would hang from "S" hooks in the middle of the sign frame to allow a double-sided sign.

Mr. Reilly stated there could be a possibility of placing a cedar material around the plastic sign structure and covering the remainder with the sign face so that the plastic would not be visible, however, it would be considerably more expensive.

Ms. Miller stated if the plastic frame was a different color than white, the sign itself would cover most of the face and the frame would not be as noticeable.

Mr. Garrett asked if it would be possible for the City to purchase the temporary signs and rent them to business owners on a yearly basis in order to regulate the quality of temporary signs with the APD.

Mr. Lee stated he had discussed that option with staff and determined it would not be practical from not only a cost issues, but from a storage issue. If the standards are included in the DRC, sign companies could make those approved items available to their clients.

Mr. Weir stated a catalog could be put together by each sign company to present to their clients for approved temporary sign styles. The format could include size, color, materials, etc., to be selected by each client.

Mr. Lee stated the purpose of the DRC is to include the information for not only signs, but also exterior materials, renovations, etc., as a guideline for business and property owners within the APD.

Ms. Miller asked the cost of custom temporary sign.

Mr. Reilly stated a temporary sign done with cedar, aluminum hinges, and the sign faces would be a minimum of \$1200. He stated that most business owners will do as little spending as possible in these economic times.

Mr. Lee stated the term "custom" has been used to describe temporary sign styles which deviate from the typical plastic "A" frame design to be more in line with the aesthetics and character of the APD. Furthermore, the ability to display the temporary signs during regular business hours as opposed to restricted dates of display is an incentive for business owners to utilize. Other types of temporary signs such as banners, etc., will be permitted on a limited display, case-by-case basis.

The members asked Mr. Weir and Mr. Reilly to submit some information to the members of suppliers they use in order to review some of the colors and styles readily available to consumers. The members and sign representatives agreed they would share information in order to establish appropriate requirements to be included in the DRC.

Mr. Weir suggested the approved color chart be incorporated into the DRC to further distribute that information to business owners. Further, possibility the PMS numbers could be labeled below the color chips. The PMS numbers are universal numbers associated with colors to allow exact matching of color between different manufacturers.

Ms. Miller stated a Work Session should be held sometime in January to review the progress in the revision of the DRC.

There being no further business, the meeting was adjourned.