

## MEETING NOTES

DATE MAY 15, 2018  
PLACE 111 NORTH FRONT STREET, CONFERENCE ROOM 203, SECOND FLOOR  
TIME 3:00 PM – 3:50 PM  
PRESENT Matt Egner, Ryan Szymanski, Kim Way, Trent Smith  
ABSENT William Fergus, Bart Overly, Judy Box

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### A CALL TO ORDER

### B APPROVAL OF MEETING SUMMARY

3:00 - 3:05 **MEETING SUMMARY – APRIL 17, 2018**  
MOTION BY: **Mr. Szymanski / Mr. Egner**  
MOTION: **To approve the Meeting Summary as submitted.**  
VOTE: **4 - 0 to Approve**

### C APPLICATIONS FOR CERTIFICATE OF APPROVAL

3:05 - 3:20 1. APPLICATION: **EF\_18-05-001**  
ADDRESS: **530 WEST TOWN STREET**  
PROPERTY: **OUT OF TOWN, LLC**  
OWNER:  
APPLICANT: **BRIAN HIGGINS | METROPOLITAN HOLDINGS**  
TO BE  
REVIEWED: **SIGNS**

#### STAFF REPORT:

- Mr. Ferdelman presented slides of the site location and existing site conditions. He also described the relevant details of the proposal as noted in the Staff Report. The site is within the Arts and Innovation sub-district.
  - **Staff suggests locating the leasing sign to align with an architectural element.**

#### DISCUSSION:

- Applicants present – Brian Higgins (Arch City Development, LLC), Jonathan Barnes (Jonathan Barnes Architecture and Design)
- Mr. Higgins described the sign designs and locations.
- Mr. Szymanski enquired about the location of specific signs.
- Mr. Higgins further described their locations.
- Mr. Szymanski suggested that the main sign be set lower on the façade.

#### SIGNS: 530 WEST TOWN STREET

MOTION BY: **Mr. Smith / Mr. Egner**

MOTION: **To approve the signs designs and locations for Out-of-Town on the condition:**

1. **That the top of the main sign be aligned with the top of the doors on the second floor and shifted horizontally to be centered between the door and the opening to the west.**

VOTE: **4 - 0 to Approve**

3:20 - 3:50 2. APPLICATION: EF\_17-05-001-C  
ADDRESS: 491 WEST BROAD STREET  
PROPERTY OWNER: A.D. FARROW  
APPLICANT: BART OVERLY | BLOSTEIN/OVERLY ARCHITECTS  
TO BE SIGN  
REVIEWED:

**STAFF REPORT:**

- Mr. Ferdelman presented slides of the site location and existing site conditions. He also described the relevant details of the proposal as noted in the Staff Report. The site is within the Broad Street sub-district.
  - **Staff recommended disapproval of the proposed sign and location, but suggested locating sign on sign band on the new building.**

**DISCUSSION:**

- Applicants present – Brian Polgar (BLOV Architects), Shawn Clark (DaNite Sign Co.)
- Mr. Egner enquired about the blade sign.
- Mr. Ferdelman stated that the blade sign was approved, so no need to discuss that sign.
- Mr. Egner commented that at the last meeting the Board suggested the sign be mounted on the new building up near the parapet.
- Mr. Clark questioned the code definition of roof sign; the sign in question is mounted on a lower portion of the building; the parapet to the East is two feet above and the parapet to the West is approximately ten feet above.
- Mr. Polgar commented that the proposed sign is below the roof line of the building and is well integrated within the entire building.
- Mr. Ferdelman reviewed the code definition:  
"Roof line" means in the case of a flat roof, the uppermost line of the roof of a building; in the case of a pitched roof, the lower edge of the eave; or in the case of an extended facade or parapet, the uppermost height of said facade or parapet.
- Mr. Way remarked that the 'main entrance' will be at the rear of the building and it is not as important to reiterate the business and name when two other signs already do that job.
- Mr. Polgar stated that the client requested the sign and placement; is it technically a roof sign due to the other building elements.
- Mr. Ferdelman replied that in a conversation with two zoning officials, the sign is viewed as a roof sign.
- Mr. Way commented that he understands the design strategy but wants to be careful when going against the development standards adopted in the EF Plan.
- Mr. Smith commented that he was not opposed to the sign, it is on the lowest portion of the building and seems to an architectural element; it does not seem to be a roof sign.
- Mr. Ferdelman stated that the EFRB has the authority to modify development standards.
- The Board and Applicant discussed the lighting details; LED's directed to wash the letters, not bright.
- Mr. Way commented that he was conflicted; the same sign has be reviewed three times by this Board without showing the work/alternatives that got you to this decision.
- Mr. Clark commented that the sign is an important architectural element of the
- Mr. Egner stated that he did not want to set a precedent.
- Mr. Polgar reiterated that their interpretation is that the sign is not a roof sig as it does not above the highest roof.
- Mr. Szymanski remarked that the proposed sign is not intrusive; it would be more problematic higher on another part of the building(s).
- Mr. Ferdelman reviewed the EFRB By-Laws; a simple majority once quorum is established is all that is required to pass a motion.
- Mr. Smith commented that the sign design and placement seem appropriate.
- Mr. Ferdelman commented that the rationale should be put in the Board's motion.
- Mr. Egner referred to the Staff Report for possible modifications to the design.
- Mr. Szymanski suggested modify the size of the font between AD Farrow and Harley Davidson.
- The Board and Applicant discussed the size of the sign(s).

**SIGN: 491 WEST BROAD STREET**

MOTION BY: **Mr. Smith / Mr. Szymanski**

- MOTION:
1. To modify C.C. 3323.21(D)(4) of the EFD code to allow the installation of a roof sign at 491 West Board Street.
    - a. Based on the condition that the proposed sign is mounted on the lowest segment of an existing building along the Broad Street frontage as illustrated; the highest portion of the proposed building being 12 feet +/- above the top of the sign.
  2. To approve the sign design as submitted.

VOTE: **3 - 1 to Approve**

**E BOARD APPROVED APPLICATIONS ISSUED CERTIFICATES OF APPROVAL**

	APPROVED : ITEMS APPROVED	COA ISSUED
1. EF_17-12-002B 401 W RICH ST (RIVER & RICH)	01/16/2018: GRAPHICS PLAN AND LIGHTING	04/25/2018: BUILDING SIGNAGE
2. EF_18-03-001 548 W STATE ST (MIXED USE)	04/17/2018: PARKING REDUCTION, ZONING RECOMMENDATION	04/20/2018: CV RECOMMENDATION

**D NEXT MEETING**

TUESDAY – JUNE 19, 2018 AT 3:00 PM  
111 NORTH FRONT STREET, CONFERENCE ROOM 203, SECOND FLOOR