

## ARC – February 6, 2022 Reviews

MEMEBERS PRESENT: Chairman Tim Franklin, Vice Chair Jason Boltz, Curt Smock, Melanie Baker and Elizabeth Smith. Bill Weber and Nathan Leppo were excused.

**ARC-22-03** – Michael Tammero, of Fusion Industries, for Golf Galaxy, 37 N. Cleveland-Massillon Road, sign review, B-1.

**Zoning Comments:** Property is located on the east side of N. Cleveland Massillon Road, roughly 300' north of the N. Cleveland Massillon Road and Rt. 18 intersection. To the north is the Hobart commercial building, to the east is commercial retail, to the south is the Speedway gas station, and to the west is West Market Plaza. The applicant requires variances to the Zoning resolution to exceed the maximum 20 square foot area for a wall sign and to exceed the 20% coverage for window signs.

Present for the applicant was Mr. Thomas Gianni, of Fusion Group who represents Golf Galaxy/Dick's Sporting Goods and Mike Waterman, construction manager with Dick's Sporting Goods and Golf Galaxy. They presented to the Commission a proposal to install a wall sign for Golf Galaxy. The sign is 14' x 9' 2 7/8" – 129.5 square foot. The proposal also calls for the replacing of the face of the existing monument signs and adding graphics to the windows. Mr. Gianni stated that they have done some minor research and passed some photos out from the previous tenant, OfficeMax, on the signage they had there. Mr. Gianni explained that the photo with the red OfficeMax letters is dated 2015 and the zoning code was updated in 2014. So, he surmised that the OfficeMax was existing prior to the adoption of the current code and that is why the sign's as large as it is. He went to the second photo and noted that the letters have been completely replaced and that photo is from 2021. The letter set was condensed probably to appease and decrease the square footage for the Township, but the sign is clearly over 200 feet with the two signs together. Mr. Gianni further attested that OfficeMax was afforded the two signs and that they are only asking for one; their signage was over 200 square feet and they are asking for 129 square feet on one sign. Basically, they are asking for the same courtesy was given to OfficeMax.

Mr. Chairman replied to say that is a little different in that it was grandfathered because the old sign was approved before the township adopted the new signage rules. When OfficeMax came back with the next sign, that was a rebranding of their corporate signs and that is why they got to keep it. Mr. Chairman clarified with Mr. Gianni that what he's asking for is some latitude for a larger sign. Mr. Gianni presented that the current code is 1.5 square feet per linear foot to a maximum of 40 square feet. That means that the store, that is 26 1/2 feet wide, gets 40 square feet of signage. The Golf Galaxy building is 130 feet wide and to support retail footprint, 40 square feet is going to be lost and not be seen. Mr. Gianni stated that they sat down with the engineering and design group to see what would work on the site, be tasteful and fit the design of the store. Mr. Funk clarified that the property is zoned B-1 and the max size in the B-1 is actually 20 square feet. But it is adjacent to B-2 which allows for the 40 square feet. Mr. Gianni clarified they put together a package that advertises and shows the brand, the longevity of the neighborhood and what needs to be done in order to generate the retail traffic and business to support the store. They are trying to convey a corporate footprint. Chairman asked what the "Performance Center" portion was for and Mr. Gianni stated that inside the store are practice bays for trying out golf clubs.

Regarding the sign materials, Mr. Gianni stated the faces are white acrylic, illuminated with white LED's, aluminum cans mounted through the fascia and are designed for 130 mile-per-hour wind load. Regarding the window signage, he presented that it is kind of eliminated by our code. According to the code the window signage as to have clear visibility into the building for the purposes of fire and police protection. He explained the units are talking about here are display cases that are mounted to the outside of the building itself; there is no visibility into the building so it negates the whole clause. Furthermore, the graphics that are in the display cases are not advertising they are lifestyle graphics.

Discussion ensued among the members. Mr. Boltz mentioned that other projects have come through, requesting similar things, where these types of graphics were considered signage. His confusion is, is this a window graphic that is actually on the glass? Mr. Gianni shared that it is right behind the acrylic fascia. Mr. Boltz then asked, you say this is a display case, what is it displaying? Mr. Gianni stated that throughout the Golf Galaxy network of stores, if you go inside the store, you see graphics on all the walls depicting the same type of thing. There is no advertising, no equipment identification, just people being active; it is a lifestyle graphic. Mr. Chairman asked why they did not just adhere it to the interior of the glass. Mr. Gianni stated that it is a printed, vinyl picture that is adhered to the backside. There are two at 118" x 141" in size. Mr. Funk asked if those graphics were not there could you see into the building and Mr. Gianni replied "no". The cabinets are mounted on the outside face of the building. Mr. Boltz presented that per precedence from other projects, these are considered signs. This represents another 200 square feet of signage plus the 129 square feet requested for the main sign itself. Mrs. Baker inquired as to what the percentage of square footage for the main wall sign to the frontage. Mr. Gianni stated that frontage is 130 square feet and sign is also 130 square feet; roughly is 1 to 1, one square foot of signage for every linear foot of frontage.

Mr. Smock felt that the Golf Galaxy main sign is fine and is appropriate for the size of the façade. Regarding the two graphics on the sides, that comes down to interpretation of the code and he did not feel they were necessary. Mrs. Smith stated she is happy for the refresh of the building. She understands their trying to get a lifestyle brand there, but thinks things it looks cleaner without it – it's golf and it says it right there. Mrs. Smith didn't think the faux window art was necessary if it comes down to a variance battle. Mr. Chairman stated that the window graphics could be simplified or removed because as Mr. Gianni said himself, when you walk in the store, the store is surrounded with the graphics all around the walls. He's also had a concern about the height/size of the Golf Galaxy wall sign because it is very close to Cleveland Massillon Road and Route 18. Mr. Chairman stated he is happy that they relocated from the previous location but he didn't think they needed the sign to be this large. He suggested cutting in half and it would still be extremely visible. Additionally, with the window signs, if you are slowing down to look closely at those window signs, you're probably running into somebody because of the traffic there. Mr. Boltz had no issue on the Golf Galaxy sign being in proportion to the façade and in context to the other buildings in the area. When it comes to the graphics, he felt, from a precedence standpoint from other projects, this is considered a sign and he is not in favor of it. Mrs. Baker agreed with pretty much everything said. Personally, she felt the frontage is very classy and the graphics would take away from how nice the façade is with the stone and how everything looks.

Mr. Waterman presented, being a resident, has seen this space and is happy they are going in there as well. He knows that coming east to west on Market there is zero visibility of the signage there; but if you come West to East, at Cleve-Mass and Rt. 18 intersection, the Taco Bell on the corner blocks visibility to the space. If you go north on Cleveland Massillon, traffic is substantially lower for going south. We're not getting as much traffic as you think so that is why we are proposing this bigger size signage. It gives just a little bit more visibility. He gave examples of JoAnn Fabrics and Acme's large signs. He also noticed that Joanne Fabrics does have lifestyle images on their glazing, at approximately 50% or more of each window section on their storefront.

Mr. Chairman moved on to the monument signs and Mr. Gianni stated they are replacing the existing monument sign faces within the existing structures. They will install pretty much the same and use pin letters mounted to the brick fascia. Mr. Funk confirmed that the replacement of the monument signs meets code. Regarding landscaping around the signs, Mr. Funk shared that Stark Enterprises owns this property and thinks they typically landscape in the summertime. He suggested the Commission ask applicant to put in some landscaping in their recommendation. Mr. Waterman agreed with that and stated that they will take care of landscaping, under construction, as there is other landscaping that needs addressed. But going forward they will make sure to document and send it to the zoning office. Regarding lighting, if they choose to do lighting, they would need to submit it to the zoning office also.

Motion to approve the main wall sign as presented by Mr. Smock; seconded by Mr. Boltz. Roll Call: Mrs. Baker, Mr. Boltz, Mrs. Smith and Mr. Smock. Vote: 4 – 0 to approve.

Motion to deny the window graphics as presented by Mr. Boltz; seconded by Mr. Smock. Roll Call: Mrs. Smith, Mrs. Smith, Mr. Smock and Mrs. Baker. Vote: 4 – 0 to deny.

Motion to approve the monument signs, provided that landscaping is addressed and that the applicant come back to the Commission if they choose to do uplighting, as presented by Mrs. Baker; seconded by Mr. Boltz. Roll Call: Mrs. Baker, Mr. Boltz, Mrs. Smith and Mr. Smock. Vote: 4 – 0 to approve.

**ARC-23-04** – Kris Burkett for Bethel Lutheran Church, 3852 Everett Road, site and building/elevation review, R-2.

**Zoning Comments:** Property is located on the south side of Everett Road roughly 1,500' east of the N. Cleveland Massillon Road and Everett Road intersection. To the north is Richfield Village, to the east, south and west is single family residential.

Mr. Kris Burkett presented to the Commission a proposal to construct a 30' x 30' – 900 square foot pavilion to the rear and south of the existing church. He presented another rendering of the proposed pavilion and stated they do not plan on any landscape at this time because the cost of the pavilion is a bit out of their range. However, they do have a church member that is donating almost two thirds of the cost. The materials will be a post and beam, timber frame look. The posts and beams will be white oak, cut and notched. The roof trusses will be a 30" on center, and a Hemlock roof decking metal roof. The foundation slab will be 4" reinforced concrete with 12" x 48" deep sonotubes under each post. They are within the allowed square footage and meet all the setbacks and location requirements per accessory structure regulations. Mr. Burkett stated there will be no lighting at this point. He shared that the use will be for church, soccer workshops and outdoor ministry.

The Commission was good with the proposed plan.

Motion to approve the application as presented by Mrs. Baker; seconded by Mr. Smock. Roll Call: Mrs. Smith, Mr. Boltz, Mrs. Baker and Mr. Smock. Vote: 4 – 0 to approve.