

ARC – April 10, 2023 Reviews

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

ARC-23-08 – Jeff Clark, of Easy Sign Group, for Calvetta Bros. Floor Show, 1000 Ghent Road, sign review, B-1.

Zoning Comments: Property is located on the west side of Ghent Road, on the northwest corner of the I-77 and Ghent Road intersection. The site contains a multi-occupancy building known as 1000 Ghent. There is single family residence and offices located to the north, the previous site for Dimitroff's Furniture is located to the east, I-77 is located to the south, and Montrose Zion Church is located to the west. The signs do require a variance from the Board of Zoning Appeals to exceed the permitted wall signage size of 20 square feet, as they are proposing a total of 52.5 square feet.

Mr. Jeff Clark presented to the Commission is proposing new wall signage for Calvetta Brothers Flooring. The main sign on the front of the building is 234" x 20" - 32.5 square feet and is non-illuminated. They are also proposing an additional 20 square feet of descriptor signage listing available products. Mr. Clark stated the signage is formed vinyl letters, stud mounted 2 inches out on the front of the building and non-illuminated. The sign letters are in proportion to the other businesses in that plaza. He shared that he was unaware that there is a need for the variance until this evening; nor was he aware the square footage maxed out at 20 square feet per business as his client has two storefronts that they are combining. Mr. Funk clarified to say that it still counts as one business, even if you have multiple storefronts, you are one business and permitted one sign. Regarding the additional signage, Mr. Clark shared that he visited the site and pointed out the entrance via his exhibit on screen. This signage includes descriptive words that tell what kind of flooring products the business sells. This is a great location for traffic and he feels part of their thinking was why have an empty space above that storefront.

The Commission inquired if they could put the product descriptors down on the glass in any way and Mr. Funk stated that the regulations state signs may cover up to 20% of each window surface. So, they could eventually do that with the words, "carpet, vinyl, wood, ceramic" on the windows. Mr. Boltz stated that because the "Calvetta Bros. Floor Show" is proportionately similar to the adjacent units he could support the variance request; but recommended moving the product descriptors to the windows; that would be vinyl stick on, non-illuminated lettering. After much discussion on options for the additional signage, Mr. Chairman stated he preferred it to be on the glass. Mrs. Smith noted that the other tenants don't have extra marketing on the soffit, and if all those words are across the soffit it might get too garbled. Mr. Boltz stated that it meets the spirit of our code to have the business name, but not the other words. Mr. Clark stated he will take the Commission's recommendations back to the project manager to decide what path they will take.

Motion to approve the application "Calvetta Bros. Floor Show", being 12 square feet over code, as presented, and to have the applicant relocate the words "carpet, vinyl, wood, ceramic" to the glass by Mr. Boltz; seconded by Mrs. Baker. Roll Call: Mr. Weber, Mr. Boltz, Mr. Smock and Mrs. Baker. Vote: 4 – 0 to approve.

ARC-23-09 – Mike Critchfield, Revere Local Schools, 3420 Everett Road, stadium lighting review, R-2.

Zoning Comments: Property is located on the southwest corner of the Everett Road and N. Revere Road. To the north is Revere School property, a church, and a single-family home is Richfield, to the east is Revere Schools property and single-family residences, to the south is Revere Middle School and to the west is the administration building. The proposal does require a variance to exceed the permitted height for pole lighting in the R-2. The maximum permitted height for a light pole is 15 feet.

Mr. Mike Critchfield presented to the Commission a proposal to replace the existing Revere stadium lighting. Mr. Critchfield stated that they have very outdated stadium lighting for the field and this proposal is strictly for the field lighting. Currently, there are four, 58-foot poles on the four corners of the stadium itself. Their bulbs are old, metal halide bulbs that use a lot of energy and take a long time to warm up and provide lighting on the field. They have come to the realization that those need to be replaced and are looking to update them with state-of-the-art LED lighting. This lighting comes with a lot of advantages as far as controlling the lights, where currently they don't control the lights other than to turn them on and off. If approved, they will then have the capabilities to actually adjust lights and make the field a brighter field. Mr. Critchfield stated that they're currently at half of what the average "on the field" has for lighting. He stated that it aims down at the field but it doesn't actually project onto just the field. With the LED lighting it will be more concentrated to the field. He estimated it would be an increase to almost double, maybe a little less than double, of the field lighting itself, on the surface of the field. This will give participants better lighting to see what they are doing and also for the spectators. Mr. Critchfield stated they anticipate the light spillage on the field itself will actually be less.

Mr. John Kaufman, of Musco Sports Lighting, presented to the Commission the overview, via his exhibits on screen, of the general idea of what the poles will entail. He stated that one of the reasons they are going with new poles is the majority of the schools they do these days are 80 foot and higher poles. So, if you're mounting height is too short you are basically going to take the fixture and open it up to all the properties around you. It's like taking your car headlights and putting them on high beams and shining them at the neighbors' house. But going with a taller pole we can keep the light directed down on the field. They ran a scenario with the existing pole heights, re-created it on the computer and he walked them through the current field plan on screen. He read off all the calculations and explained how they came up with their averages. Mr. Chairman asked him many poles were there now and Mr. Kaufman stated there are four and they are proposing four new ones. Basically, they're moving them 10 feet away from the existing pole locations. He shared what the new calculations/readings would be and explained them to the Commission. With the new pole heights and LED's, the horizontal at the roadway will go from .68 to .1. The vertical will go from 6.8 to .6. The Candela drops down to 40,000 from 170,000. Mr. Kaufman stated, again, we are increasing from 30-foot candles to 50-foot candles. So are increasing the light on the field, decreasing the light off the field and staying with four poles.

The Commission inquired on the number of fixtures on each pole and Mr. Kaufman informed them that there will be the same number of fixtures; there is 48 now plus the two parking lights. Mr. Chairman asked about parking lights and what height they were. Mr. Kaufman stated they are just doing them on the back and they are 30 feet now. He had cut sheets to distribute and explained that it's a down light, like you see in any parking lot, straight to 100-watt, LED fixture, down light. Mr. Chairman asked if overall when you're in the community, and the game is on, there will be actually less light haloing around and it will be more directional to the stadium onto the field. Mr. Kaufman confirmed that to be correct. And, because the Candela readings are lower the glow around the stadium will go away and be less like high beam headlights for the surrounding neighbors.

Discussion from the Commission ensued with Mr. Boltz asking about the color temperature and Mr. Kaufman stated that now all the yellow, metal halides run about 3,000 to maybe 4,200. LED, which is 5,700 K, is more towards the blue side of the spectrum than the yellow. This is for efficiency; this is the most efficient color temperature. It will not be an issue for the players on the field, it's more about the evenness of the light on the field that impacts the players. Mr. Kaufman shared that the controls for the lighting will allow for dimming.

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

ARC-23-10 – Christopher Maurer, Red House Studio, 1904 N. Cleveland-Massillon Road, building /elevations review, B-5. Applicant was not in attendance; will move this case to the May agenda.