

CITY OF CIRCLEVILLE
HISTORIC DISTRICT REVIEW BOARD
104 EAST FRANKLIN STREET
CIRCLEVILLE, OH 43113
(740) 477-8224

July 17, 2019
CITY ADMINISTRATION ~ CONFERENCE ROOM

MEETING MINUTES

Members Present: Paul Johnson, Jill McFarland and Marilyn Delong; Kim Hunter, Clerk.

Visitors Present: Terry Frazier and Jeff Dalrymple.

Paul Johnson called the meeting to order at 9:05 a.m.

The first item on the agenda is to approve April 2019 Meeting Minutes.

Paul Johnson asked are there any revisions, corrections or alterations to the minutes? If not, the chair will entertain a motion to approve the April 2019 minutes as submitted.

Marilyn Delong motioned to approve the April 2019 Meeting Minutes, seconded by Jill McFarland. All in favor, motion approved.

The next item on the agenda is COA #3-19, as requested by El Pedregal Mexican Restaurant, 129 West Main Street, Circleville, to install one 3 1/2' x 8 1/2' single sided internally illuminated wall sign on the building fascia at El Pedregal Mexican Restaurant, 129 West Main Street, Circleville.

Jeff Dalrymple with Custom Sign Center stated I worked with Efrain Torres on the El Pedregal Mexican Restaurant in Lithopolis. Basically, we just kept it the same. This is their logo, so the proposal was just to maintain their branding. There isn't a lot of space to work with. They have done a really nice job on the façade. The only place we could really find to do a wall sign would be the brick area between the two windows. There is about a 3' x 8' space to work with. The last restaurant had a big sign band on the preexisting. Originally, we were looking to do a 20' sign and we weren't aware of the façade until later. Therefore, we downsized it quite a bit just to fit it in the space that we had. We tried not to be too obtrusive. It would be a singled-faced illuminated wall sign with a polycarbonate face that is back-printed. Most likely it will be LED, everything we do these days is LED illumination.

Paul Johnson asked did we accept into the Sign Ordinance the 1.5 sq. ft. per lineal foot. Was that actually adopted?

Kim Hunter replied yes, that is correct.

Paul Johnson stated he falls well within that.

Jeff Dalrymple stated I think we had about 60' that we could work with.

Paul Johnson asked is it entirely necessary to internally illuminate?

Jeff Dalrymple replied we can manufacture it either way. If we are going to do in non-illuminated, I would probably just have him do what they call a shoe box. That is where they take .080" aluminum and break all four sides and put it up with a graphic on it. It would probably be about 1-2" deep. If you didn't want illumination. He wanted illumination for the evenings.

Paul Johnson stated I think that illumination is important. My family owns a building two doors over that has a box sign on it and I don't like it. We are trying to improve the architecture and aesthetics in downtown Circleville. A box sign just doesn't have a lot of architectural flare. I am expressing my own opinion. Marilyn and Jill, please chime in wherever you want. If I had a preference, it would be to do a non-back lit sign with some external illumination. You could maybe even have gooseneck lights, something other than that. That is just one voice on this board.

Jeff Dalrymple that I cannot comment on. There are apartments above the restaurant, so as far as the gooseneck lighting I don't know what all that would entail as far as the invasiveness. We don't do exterior lighting like that but we could do a back-lit sign. I could find out if we could do a face that would almost be like channel letters. It is a flat-face, but they do a push-through acrylic to make it more of a glow. It would still be internally illuminated. One option would be to make the background opaque. You would still have the stone, but it would just be a flat graphic on aluminum where the actual letters would push through.

Paul Johnson stated almost give you a halo-type effect?

Jeff Dalrymple replied yes.

Paul Johnson stated that would be similar to what Vinton County Bank has next door. It is a little less commercial looking.

Jeff Dalrymple replied it is definitely more artsy looking. I understand, but this is the most economical and biggest bang for your buck as far as visibility and that sort-of thing.

Paul Johnson stated that is just my input. As far as the graphic and the letters, does anyone have any comments or concerns?

Marilyn Delong stated it looks really nice.

Paul Johnson stated it certainly looks better than what had been there previously. I look back at our meeting minutes from the first time Richard was in and we were looking at an Irish Restaurant. It was not a fully developed rendering like you have. This is attractive, but I am just concerned about the box sign and how that is lit. If you could do something where it could be lit otherwise that would be good. Again, that is just my opinion.

Jeff Dalrymple stated I am just taking notes and will get back with the owner of the business on what your views were on the box sign.

Paul Johnson stated the good news is that it is not built yet.

Jeff Dalrymple stated we would never build anything without a permit in hand.

Paul Johnson stated you are a smart man. You would be surprised at how many people have come in the opposite order and seeking forgiveness.

Jeff Dalrymple stated I can definitely run that by Efrain and see what he thinks. Ultimately, it is between you guys and them. We will build whatever we need to build.

Paul Johnson asked does anyone want to make a motion to the effect that the aesthetics, lettering and sign appearance as proposed is acceptable. However, the illumination needs to be revisited.

Jill McFarland stated I will make a motion to approve the aesthetics, lettering and sign appearance, but to revisit the lighting, seconded by Marilyn Delong. All in favor, motion approved with lighting to be revisited.

Paul Johnson stated I hope that gives you some guidance on what we are looking for.

Jeff Dalrymple replied yes, it does.

Paul Johnson stated we really appreciate you coming in proactively.

Jeff Dalrymple replied that is the best way to do it. He is going to be opening the restaurant soon. We had talked about a temporary sign. Does that have to come before if I just do a flat graphic or banner to put up there until we figure out?

Paul Johnson replied I think we can probably make a motion to allow a temporary sign until a permanent one is in place, with the understanding that the permanent sign will be in place within a reasonable time. Jeff, what is a reasonable time?

Jeff Dalrymple replied our production time is 4 to 6 weeks so I would say two months after you approve the final design.

Paul Johnson asked can we make that amendment to Jill McFarland's motion.

Kim Hunter replied yes.

Jeff Dalrymple replied thank you. I will report back to Efrain. Do you want me to email the new design to you?

Marilyn Delong asked can we do that so he doesn't have to come back for another meeting.

Paul Johnson stated email the information to Kim and she will email it to us. We will review it and approve it that way.

Jeff Dalrymple stated I will send a night-time version as opposed to a day-time version so you can see what it will look like illuminated. With that background it will look like that during the day and then at night the pepper and the lettering will come through.

Paul Johnson asked if anyone had anything else they would like to discuss. If not can I have a motion to adjourn the meeting.

Marilyn Delong motioned to adjourn the meeting. All in favor, meeting adjourned.

Submitted by: Kim Hunter