

**CITY OF CIRCLEVILLE  
PLANNING AND ZONING COMMISSION  
104 EAST FRANKLIN STREET  
CIRCLEVILLE, OH 43113  
(740) 477-8224**

Wednesday, November 6, 2019  
City Hall Council Chambers

MEETING MINUTES

Members Present

Marsha Griebel Graham  
Larry Logan  
Terry Frazier  
Mike Combs  
Don McIlroy  
Brenda Short, Clerk

Visitors

James Reed

Marsha Griebel Graham called the meeting to order at 6:01 p.m.

Marsha stated the first item on agenda is to approve the October 2019 Meeting Minutes.

Don McIlroy made a motion to approve the October 2019 meeting minutes as submitted and Larry Logan seconded the motion. All in favor, motion carried.

The next item on the agenda is **Variance #20-19**, as requested by R&R Sign for Gordmans, located at 23543 US 23, Circleville, OH 43113, to vary the maximum sign square footage from 100 square feet to 268 square feet, in a GB, General Business District.

James Reed with R & R Sign was sworn in.

Mr. Reed stated with the configuration of Gordmans's logo with the "G" swinging down and the "D" going high, 100 square feet makes it hard to read from US 23 unless you are looking for it. The letters are smaller than the letters that were there when Peebles was there. You could draw a box around theirs and get more square footage from it than with Gordmans. Gordmans is also wanting to have their tag line included which adds additional square footage. What causes the large amount of square footage is where the "G" goes down and the "D" goes up.

Marsha inquired if the tag line is also wanted to be included in the sign.

Mr. Reed stated the sign would have the name and the tag line also.

Marsha Griebel Graham inquired what the square footage would be if you removed the tag line and just did Gordmans on the sign.

Mr. McIlroy stated that next to the building is Shoe Sensation and they required a variance for their sign.

Marsha stated she understands that with the "G" and the "D" in the logo it would require more square footage, but is there a reason why you need the advertising part as a description?

Mr. Reed stated that is what is on the signs at the other stores.

Mr. McIlroy stated the tag line is on the sign out front by the highway. On the building, everyone else just has the name of the business. You are being noticed by seeing the tag line on the sign out front and it would not be necessary to have it on the building also.

Marsha Griebel Graham stated you run into problems with other tenants out there that do not have the tag line on their buildings. As the Mayor indicated, the tag line is attached to the name on the sign at the main entrance and is noticeable.

Marsha inquired if he would be willing to go back to them and state they could do the Gordmans but not the tag line. Then we could table this and you could come back to another meeting with the response and move forward then.

She explained that with the discussions of our board here today, we are not acceptable to the tag line being on the front of the building.

He inquired if they approved of this change, then does he need to come back to the next meeting.

It was determined he would have to come back for approval once he got the ok to remove the tag line.

Mr. Frazier suggested we just do an amendment to this and vote on the sign without the tag line.

Mr. Reed stated he would be willing to do that and will notify Gordmans that the sign is approved as it is and that is that.

Terry Frazier made a motion to eliminate the tag line and have the sign as illustrated on the submittal and the total square footage not to exceed the size of the footprint as illustrated. Larry Logan seconded the motion. 5 yeas. 0 Nays

Marshal explained that this permit is approved as long as Gordmans is in agreement to remove the tag line from the store front and total square footage not to exceed the size of the footprint as illustrated.

Don McIlroy made a motion to adjourn and Mike Combs seconded the motion. All in favor. Meeting was adjourned at 6:15 p.m.

As submitted by Brenda Short, Clerk