

**BELLBROOK VILLAGE REVIEW BOARD**  
**PUBLIC HEARING**  
**JANUARY 28, 2020**  
**AGENDA**

**1. CALL TO ORDER**

**2. ROLL CALL**

**3. APPROVAL OF PRIOR MINUTES OF DECEMBER 2, 2019**

**4. OLD BUSINESS:**

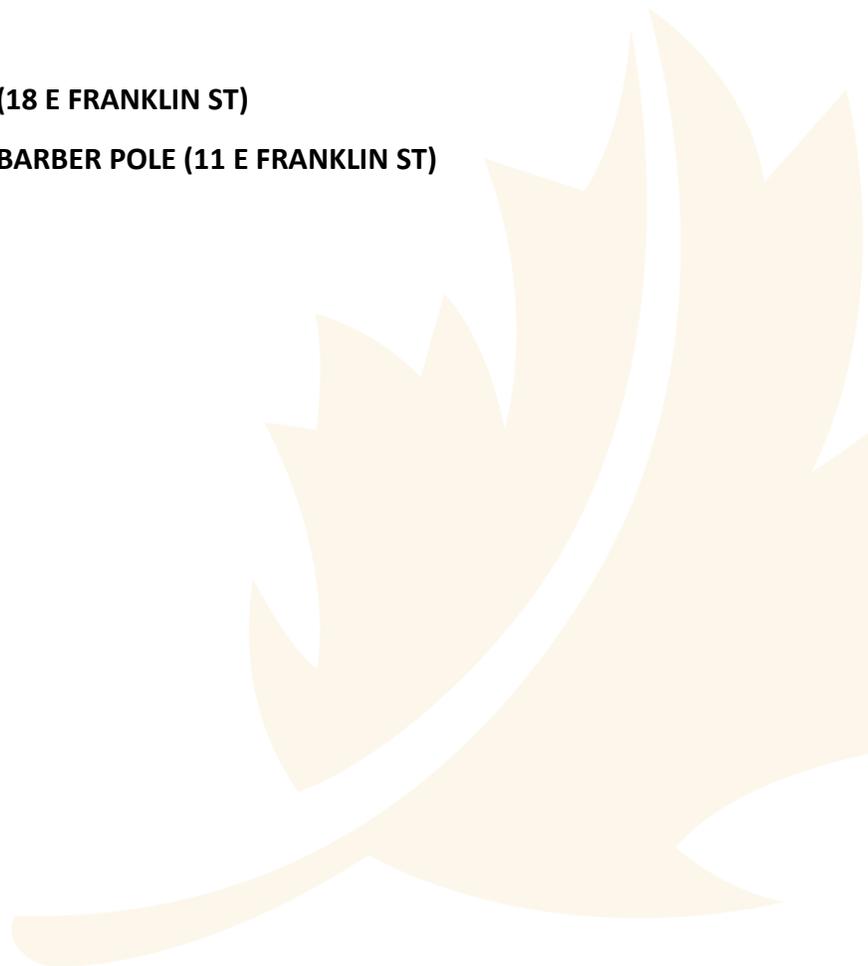
- **VRB CASE 19-12: FLAT SIGN (6 W FRANKLIN ST)**

**5. NEW BUSINESS**

- **VRB Case 20-01: PROJECTING SIGN (18 E FRANKLIN ST)**
- **VRB Case 20-02: PROJECTING SIGN BARBER POLE (11 E FRANKLIN ST)**

**6. OPEN DISCUSSION**

**7. ADJOURNMENT**





# RECORD OF PROCEEDINGS

Minutes of Bellbrook Village Review Board Meeting

December 2, 2019

**PRESENT:** Dana Duckro  
Jacquelin Greenwood  
Karen McGill  
Jeff Owens, Chair

Also present was City Manager Melissa Dodd.

**CALL TO ORDER:** Chairman Owens called the meeting to order at 6:00 pm.

**ROLL CALL:** Mrs. Duckro, yes; Mrs. Greenwood, yes; Mrs. McGill, yes; Chairman Owens, yes.

## **FORMAL APPROVAL OF MINUTES:**

After polling members of Board, as there were no corrections or additions to the regular meeting minutes of November 7, 2019, Mr. Owens declared the minutes approved as written.

**OLD BUSINESS** – none

## **NEW BUSINESS**

- **VRB CASE # 19-10: GROUND SIGN (26 N WEST ST)**

Mrs. Dodd presented this case for an entrance sign to be placed by BellHOP Café. This is part of the new branding of Bellbrook Plaza. It is a wayfinding sign to direct traffic into the plaza. This will be a 5' x 6' (30 sq. ft) one-sided sign on wooden pillars. This is within the size limit which only allows for 36 sq. feet.

The owner, Brian Koch was in attendance. Mrs. Greenwood asked if the sign would be lit. Mr. Koch answered that it would be lit from the ground facing up. He also explained why the sign is not two-sided. Due to the location next to a parking spot, the second side would be blocked from view. Instead the sign will be placed on the diagonal and will be well visible. This will also make it less likely to be struck by a vehicle.

Mrs. Duckro asked if since it is listed as a ground sign, is it actually on the ground? Mr. Koch explained that it will be raised 18 inches and be landscaped. She also appreciated the rendering for the board to see and voiced her opinion of wishing it was two sided.

Mrs. McGill made a motion to approve **VRB Case #19-10 Ground Sign (26 N West St)**. Mrs. Greenwood seconded the motion. The secretary called the roll. Mrs. McGill, yes; Mrs. Greenwood, yes; Mrs. Duckro, yes; Chairman Owens, yes. The motion passed 4-0.

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December 2, 2019

- **VRB CASE # 19-11: Projecting Sign for 26 E Franklin St**

Mrs. Dodd started the discussion by saying that this request is from Little Miami Handworks LLC. The sign meets all of the limits and requirements. The board

Mrs. Duckro made a motion to approve **VRB Case #19-9 Projecting Sign for 26 E Franklin Street**. Mrs. McGill seconded the motion. The Clerk called the roll. Mrs. Duckro, yes; Mrs. McGill, yes; Mrs. Greenwood, yes; Chairman Owens, yes. The motion passed 4-0.

- **VRB Case # 19-12: Wall Sign for 6 W Franklin St**

The City Manager presented the case for an interactive MLS sign to be placed on a front window of Bella Realty Group. She explained that this is an exciting new kind of sign. There is no staff recommendation because there has never been a request for a sign like this in Bellbrook. The sign will be placed on the center window. It is a touch screen, is 12 sq. foot and is flat. Mrs. Dodd explained that this sign could be considered an internally-lit sign which are prohibited in the Village District. Other internally lit signs have been approved in the past by the board even though they are prohibited by Article 14 of the zoning code.

Mrs. Duckro asked for clarification on that requirement. Mrs. Dodd explained that internally-lit signs are not allowed in the old village district.

Mr. Owens stated that as a person in real estate he has seen other signs like this one at trade shows. They work like a computer. There is a screen and underneath is a keyboard. It gives pedestrians an interesting sign.

Mrs. Duckro said she likes it. She asked whether they could approve it or if they need to change to code before approval. Mrs. Dodd explained that a denial could be fought since other internally lit signs have previously been approved including the one for the Presbyterian Church last year.

Mrs. Greenwood expressed her surprise that they approved that sign. Mrs. Dodd said that it was not the first one approved and mentioned Dot's Market and the Road Dog gas station. Mrs. Greenwood added that those were grandfathered in. Mrs. Greenwood asked if it would make a difference if the sign were placed within the alcove to the building. Mrs. Dodd said she thought the mounting had to be on the window.

Mr. Owens said his concern was with the change appearing on the screen and if it would be a distraction. Mrs. Dodd answered that the image is dimmable and changes throughout the day.

Mrs. Duckro said her pros for the sign is that it is high-tech, modern and attractive to young people. She believes this outweighs the possible distraction argument. She asked if this sign was a way for the owner to get publicity.

# RECORD OF PROCEEDINGS

Minutes of Bellbrook Village Review Board Meeting

December 2, 2019

Mrs. Greenwood said people access that information at home. She stated that she didn't like it but if we are going to let others have internally lit signs we should let them do whatever they want.

The board also asked if the signs that will be placed on the inside of the window flanking the sign will be lit. Mr. Owens said he has seen examples of these and they are also lit.

Mrs. Duckro made a motion to approve **VRB Case # 19-12: Wall Sign for 6 W Franklin Street**. Mr. Owens seconded the motion. The Clerk called the roll. Mrs. Duckro, yes; Mr. Owens, abstain; Mrs. Greenwood, no; Mrs. McGill, no. The motion failed 2-0.

Mrs. Duckro stated that she understood why the others voted against the motion.

Mr. Owens said that he thought he would like to see more information or a video of a similar sign.

Mrs. Greenwood asked what would happen if the owner moved the sign to another location like in the alcove. Mr. Owens added that if the whole sign was on the inside of the window the board would have no authority.

The board decided that they had more questions for the owner. Mrs. Greenwood made a motion to rescind the last vote on **VRB Case 19-12 Wall Sign for 6 W Franklin Street**. This was seconded by Mrs. McGill. Mrs. Greenwood, yes; Mrs. McGill, yes; Mrs. Duckro, yes; Mr. Owens, yes. The vote was rescinded 4-0.

Mrs. McGill made a motion to table **VRB Case 19-12 Wall Sign for 6 W Franklin Street**. This was seconded by Mrs. Greenwood. Mrs. McGill, yes; Mrs. Greenwood, yes; Mrs. Duckro, yes; Mr. Owens, yes. The case was tabled 4-0.

The board asked that the owner answer the following questions:

1. What is the size of the changeable part of the sign?
2. How often does the image change?
3. Can they bring a video or representation of the sign?

## **OPEN DISCUSSION**

Mrs. Duckro asked for an update on the cases that were tabled at the previous meeting. Mrs. Dodd said there has been no new information received.

The board commented on the Christmas window displays set up by the Darts who own 7 W Franklin Street and asked staff to extend their appreciation.

Mr. Owens asked about the status of the house at 100 E Franklin Street. Mrs. Dodd answered that the property has sold. The new owner is a contractor who would like to demolish it. The city has asked for an external opinion.

**RECORD OF PROCEEDINGS**  
Minutes of Bellbrook Village Review Board Meeting  
December 2, 2019

**ADJOURN**

Being no further business to come before this regular session of the Chairman declared the meeting adjourned at 7:00 pm.

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Jeff Owens, Chairman

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Pamela Timmons, Clerk of Council



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To: Village Review Board  
From: Jessica Hansen, Planning & Zoning Assistant  
Date: January 27, 2020  
Subject: VRB Staff Report for 6 West Franklin Digital Sign

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### Summary

The request is to install a Flat wall sign on the property located at **6 West Franklin Street, Bellbrook, OH 45305**.

### Applicant Information:

- **Applicant Name:** Bella Hart
- **Applicant Address:** 6 West Franklin Street, Bellbrook OH, 45305
- **Property Owner:** Hartstone Capital LLC
- **Property Owner Address:** 1513 Chestnut Grove, Bellbrook OH, 45305

### Sign Information:

The request is to place a 3'x4' (12 sq. ft.) interactive flat sign on the window at the property listed above. The interactive sign will be placed on the middle window to the west of the door. It should be noted that the windows directly adjacent to the proposed sign will also have signage but will be located on the inside of the window.

The sign when not displaying realty information could potentially display important information like city announcements, or even historical information about Bellbrook according to Chris Naab of Touch Point Systems, Inc. the point of contact of the display manufacturer, if Ms. Hart is willing. The sign will auto adjust its brightness for day and night schedules those schedules as well as other information is controlled by a computer on the inside of the building like seen in the attached images. According to a shop owner that staff spoke with who has a similar sign, these signs are actually less bright than other window signs that are commonly seen in downtowns, and far less distracting. The signs are oriented for pedestrians and not for vehicles.

**Per section 18.20B(4)(a),** *Any sign located inside or behind a window shall not be subject to any provision of the Ordinance, except the Prohibited Signs and Sign Characteristics contained in this Ordinance. As such, any signage located behind a window will NOT require VRB approval nor will a permit be required*

**Per Section of 18.20B(4)(a)(2),** *No sign attached flat against the face of a building or painted thereon, shall be larger than forty (40) square feet and shall not extend more than (12) inches from the building face. Per the*

applicant, the proposed sign measures 3' x 4' (12 sq. ft.) and meets the minimum size requirements as stated in this ordinance.

**Per Section 18.20B(4)(a)(7)** *No sign shall be lighted internally nor shall there be rotating beams, beacons, or flashing illumination. All signs shall be lighted by separate light source set as to not constitute a hazard to pedestrian or vehicular traffic. No back light shall be allowed.*

**Per Section 18.20B(4)(a)(8)** No sign shall be permitted which incorporates physical movement or the illusion of physical movement.

## **Discussion**

The sign would be lit and technically would be considered to not follow the lighting and animation sections of the zoning code for the Old Village District. However, if you reference the image of the back of the sign and what is in the store, you will notice that the display, that is in "violation" is on the inside of the window much like any other lighted sign in downtown that is internally lit. The only part of the sign that is located on the exterior of the building is what is considered the touch pad and boarder for the sign. As for animations, the sign must be activated by a pedestrian or it will cycle through the previously mentioned messages. From observation of a similar sign and conversation with the business owner with said sign the source lighting is no brighter or no more distracting than other signs we currently have in downtown.

With that being said, the Village Review Board should also take into consideration the audio aspect and the additional lighting of the 8.5x11 internal signs and decide if that deemed appropriate for downtown. The audio isn't loud by any respect, but it is a consideration that should be discussed before approval or disapproval. The lighting of the internal signs as well as the lighting of the sign in general needs to be taken into consideration. Other signage in downtown has been approved that are internally lit, if we allow one business owner then when do we not allow another business owner to not have a internally lit sign? If so, does VRB wish move forward with a variance?

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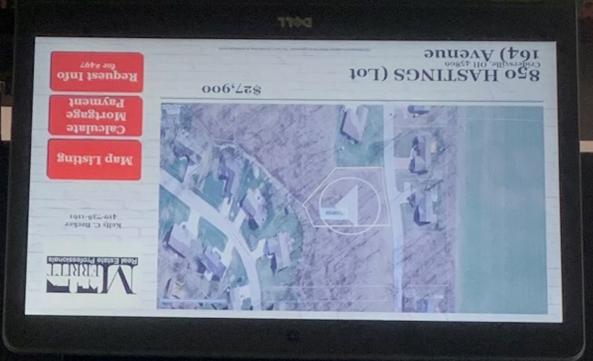
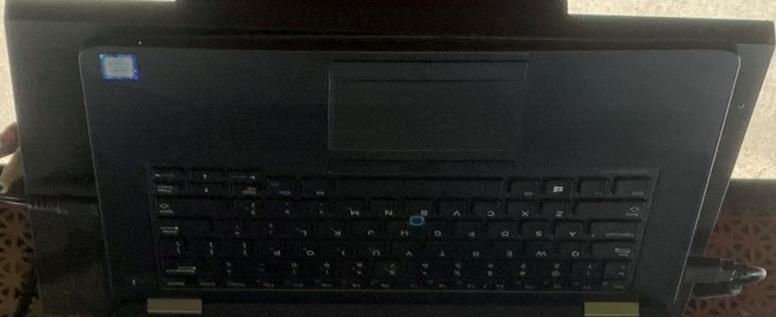
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Handwritten notes on a board:

1802 Kawanda	1102 Kedjo	1102 Aultra
110 N Hwy 101 Dance	852 Lelen McLison	810 Dunham Josh
810 Dunham Kyon	852 Lelen McLison	110 N Hwy 101 Dance





1825 DUVAL DRIVE  
\$459,000  
850  
CENTURY 21

3711 Siblum Drive  
\$219,900  
946  
CENTURY 21

1006 YALE AVENUE  
\$234,900  
971  
CENTURY 21

642 CLAREMONT  
\$264,000  
522  
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Billings, MT 59102  
406.294.2121

1000 Park Ave  
\$199,000  
107  
CENTURY 21



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To: Village Review Board  
From: Jessica Hansen, Planning & Zoning Assistant  
Date: January 27, 2020  
Subject: VRB Staff Report for VRB Case 20-01 18 East Franklin Salon 4 Sign

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### Summary

The request is to install a projecting sign on the property located at **18 East Franklin Street, Bellbrook, OH 45305**. Request for variance from section 18.20(3)(b)(2) of the zoning ordinance.

### Applicant Information:

- **Applicant Name:** Julia Rose
- **Applicant Address:** 18 East Franklin Street, Bellbrook, Ohio 45305
- **Property Owner:** James Rich
- **Property Owner Address:** PO Box 104, Bellbrook, Ohio 45305

### Sign Information:

The request is to place a 37.6 inch diameter circular sign connected to a frame constructed of steel tubing. The total height of 40.4 inches and the total width of the bracket being 16 inches. The sign will be located on the front on of the building above the door. The sign is a projecting sign totaling 7.7 sq. ft in size. The sign will be located 109.7 inches from the sidewalk or 9.1416 Feet. The sign will say "Salon 4, Established 2017."

**Per section 18.20B(3)(b),** *In no case should the sign or its supports extend above the highest point of the building supporting the sign. A sign may project from a building beyond the property line and over a public sidewalk providing:*

*(1) it does not intrude more than 3/4 of the sidewalk width; and*

*(2) it clears the sidewalk by ten (10) feet.*

### Discussion

The sign meets all regulations except regulation 18.20(3)(b)(2) in which the sign does not clear the sidewalk by 10 feet. VRB would need to decide if the nature of the building warrants the business owner getting a variance from this regulation





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To: Village Review Board  
From: Jessica Hansen, Planning & Zoning Assistant  
Date: January 27, 2020  
Subject: VRB Staff Report for VRB Case 20-02, 11 East Franklin Barber Pole

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### Summary

The request is to install a projecting sign Barber pole on the property located at **11 East Franklin Street, Bellbrook, OH 45305**.

### Applicant Information:

- **Applicant Name:** Jami S. Thompson
- **Applicant Address:** 11 East Franklin Street, Bellbrook, Ohio 45305
- **Property Owner:** Bella Hart
- **Property Owner Address:** 7 East Franklin Street, Bellbrook, Ohio 45305

### Sign Information:

The request is to place a rotating, lit, barber pole on the corner of 11 East Franklin Street, Bellbrook, Ohio 45305. The sign is 8.66 in length and 4.72 inches in width for a total of 2.27s square feet.

**Per section 18.20B(3)(b)**, *In no case should the sign or its supports extend above the highest point of the building supporting the sign. A sign may project from a building beyond the property line and over a public sidewalk providing:*

*(1) it does not intrude more than 3/4 of the sidewalk width; and*

*(2) it clears the sidewalk by ten (10) feet.*

**Per Section 18.20B(4)(a)(7)** *No sign shall be lighted internally nor shall there be rotating beams, beacons, or flashing illumination. All signs shall be lighted by separate light source set as to not constitute a hazard to pedestrian or vehicular traffic. No back light shall be allowed.*

**Per Section 18.20B(4)(a)(8)** *No sign shall be permitted which incorporates physical movement or the illusion of physical movement.*

## **Discussion**

The sign meets all regulations with the exception of regulation 18.20B(4)(a)(7) & 18.20B(4)(a)(8). Regarding internal lighting and animation. However, barber poles have a long-standing tradition of being a feature in downtowns and it is up to the VRB to determine if the business owner requires a variance from these regulations.



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