

Agenda
March 9, 2022
7:00 P.M.

1. Call to Order
2. Election of Officers
3. Roll Call
4. Guests and Residents
5. Old Business
6. New Business
 - a. Application for Certificate of Approval: Permanent Signage for Rapid Title located at the Crain-Conklin House 9463 Montgomery Road
7. Staff Report
8. Council Report
9. Approval of Minutes - December 8th, 2021
10. Other
11. Adjournment

Landmarks Commission

Application for Certificate of Approval Permanent Signage for Rapid Title Crain-Conklin House 9463 Montgomery Road

March 9, 2022

APPLICANT: Rapid Title
9463 Montgomery Road
Montgomery, Ohio 45242

PROPERTY OWNER: Galerie Four LLC
9467 Montgomery Road
Montgomery, Ohio 45242

Nature of Request:

Applicant is requesting approval of a new wall sign on the east building elevation.

Zoning:

The building located at 9463 Montgomery Road is a Landmark building, the Crain Conklin House, and zoned 'OM' Core Old Montgomery. The property is located within the Heritage District and the design of the permanent signage is guided by the Heritage District Design Guidelines. Per Section 151.3008 each business is permitted up to 1.5 square feet of signage per linear foot of frontage with a cap at 60 square feet and each business is entitled to three signs.

Staff Findings:

1. The applicant is proposing an 8.5 square foot sign to be mounted on the east elevation of the building.
2. The sign is proposed to be an aluminum sign with grey and red flat cut lettering.
3. The sign is proposed to be non-illuminated.

4. The sign has no more than three lines of letters and is in compliance with Chapter 151.14. The corporate logo is being utilized with the appropriateness to be determined by the Commission in accordance with 151.1405(G)(4).
5. The proposed square footage of the sign is in compliance with Chapter 151.30.
6. The location of the wall sign is in compliance with the regulations of the Zoning Code.

Staff Comments:

The design of the sign is simple and appropriate for the building. The colors and materials are in compliance with the regulations and the proposed square footage of the signs is in compliance with Chapter 151.30 and Chapter 151.14 of the Zoning Code. Should the Landmarks Commission be in support of the application, Staff would recommend a condition that the paint be a satin or matte finish.

PERMANENT SIGN ZONING APPLICATION

City of Montgomery
10101 Montgomery Road
Montgomery, Ohio 45242
Phone: 513 891-2424
FAX: 513 891-2498



Application No.
Permit No.

In addition to this form, for an application to be considered complete, the applicant must submit 3 sets of plans including a site plan showing the location of the sign with relationship to the right-of-way and building, detail on how the sign will be mounted and a colored rendering including message. Applications should be submitted to the Building Department at 10101 Montgomery Road.

Address for proposed sign: 9467 Montgomery Rd Heritage District [checked] Yes ___ No ___
Owner Name: Galerie Four LLC / Susan Berger Landmark [checked] Yes ___ No ___
Address: 9467 Montgomery Rd Zip: Phone: 513-638-1068
Contractor Name: Scot @ Carrera Builds Contact Person: 513-290-0878
Address: Zip: Phone:

This sign will be used for: [checked] Office ___ Retail ___ Single Occupant Bldg. [checked] Multi Tenant Bldg.
Type of Sign: [checked] Wall ___ Projecting ___ Ground ___ Other:
Dimensions of Proposed Sign: 29.25 x 69.625 Cost: 3,000

Sides: (Please Check One) ___ 1 sided ___ 2 sided
Total square footage of sign: 14.15 s.f. Height from grade: Feet
Dimensions of Existing Signs for this Business: Length 69.625 Height 29.25 Total square footage 14.15
72.75 x 29.25 14.18
Building or Tenant Space Frontage: Linear Feet
Illumination (Please check one): [checked] Externally Illuminated ___ Internally Illuminated ___ No Illumination

NOTE: If sign is to be illuminated, an electrical permit will be required

Colors (Please Specify):
Background Black / None Border(s)
Letters, Numbers etc. Rapid Title Inc Other Other colors gray, red.
Message on Sign: Rapid Title Inc.

By signing this application, I acknowledge that I am authorized by the owner to make this application. I have received a written summary of the City of Montgomery's sign regulations. I agree to conform to all applicable laws of the City.

Applicant's Signature: [Signature] Date: 01-26-2022

To be filled out by the Building Department only

Permit Fee: \$ ___ Approved ___ Not Approved
Planning Commission Action:
Staff Comments:
Signature Date

CITY OF MONTGOMERY BUILDING/ZONING PERMIT APPLICATION

FOR INFORMATION CALL:
 NATIONAL INSPECTION CORPORATION 888-433-4642
 CITY OF MONTGOMERY 513-891-2424

(CHECK ONE) RESIDENTIAL _____ COMMERCIAL (Electronic copies preferred, email to communitydevelopment@ci.montgomery.oh.us)

SITE ADDRESS 9467 Montgomery Rd TENANT Rapid Title Inc

PROJECT DESCRIPTION: _____

PLEASE PRINT	NAME	STREET ADDRESS	CITY, STATE, ZIP	PHONE NUMBER & EMAIL
PROPERTY OWNER	Galerie Four LLC Susan Berger	9467 Montgomery Rd	45242	(513)-638-1068 main @ rapid title inc
APPLICANT	Margarita Moxsin	9467 Montgomery Rd	45242	(513) 338-6838 margarita.moxsin@gmail.com
CONTRACTOR	Scott Carrier Build			513-290-0878
ARCHITECT	Signarama	1090 West		

REVIEW REQUESTED: CHECK ALL THAT APPLY

- | | | |
|--|---|---|
| <input type="checkbox"/> New Construction | <input type="checkbox"/> Gas Line | <input type="checkbox"/> Pool (Above Ground) |
| <input type="checkbox"/> Addition | <input type="checkbox"/> Fire Alarm | <input type="checkbox"/> Pool Removal (In Ground) |
| <input type="checkbox"/> Alteration/Remodel | <input type="checkbox"/> Fire Suppression | <input type="checkbox"/> Roof Replacement |
| <input type="checkbox"/> Deck | <input type="checkbox"/> Hood Suppression | <input checked="" type="checkbox"/> Other <u>Sign</u> |
| <input type="checkbox"/> Shed | <input type="checkbox"/> Change of Use | |
| <input type="checkbox"/> HVAC | <input type="checkbox"/> Signage | |
| <input type="checkbox"/> Electrical | <input type="checkbox"/> Pool (In Ground) | |
| <input type="checkbox"/> Electrical Service Size _____ | Line Drawing Required over 400 AMP | |

Is this property located in a Floodplain? YES NO

Total square footage of construction area _____ (required) Estimated project cost 3,000 (required)

COMMERCIAL ONLY:

USE GROUP _____ CONSTRUCTION TYPE _____ OCCUPANT LOAD _____

All construction plans, specifications, site plans and other materials and information submitted with this application are incorporated into and made part of this application. Applicant acknowledges that the Owner has given Applicant the authority to apply for the building permit and agrees to complete the work in accordance with the terms of the permit and applicable Federal, State and local laws and regulations. It is the responsibility of the Applicant to verify and comply with property lines, easements, rights of way, plat covenants and restrictions of record affecting said property. Applicant will notify the Building Inspector upon start of construction, call for required inspections and not use or occupy the structure until a Certificate of Occupancy or Completion (full or conditional) has been issued by the City. An applicant may be held civilly and criminally liable for knowingly providing fraudulent or incomplete information in an attempt to secure a permit. **I certify that I have examined this application and all information in this application is true and correct.**

Applicant's Name (print): Margarita Moxsin Company: Rapid Title Inc

Applicant's Signature: Margarita Moxsin Date: 01-26-2022

Email Address: margarita@rapidtitleinc.com Phone: (513) 338-6838

FOR OFFICE USE ONLY

Application Number(s): Building: _____ Zoning: _____

Conditions: _____ Fee: _____

Bonds: Right of Way _____ Soil and Erosion _____ Street Cleaning _____

Deposit: \$ _____ Received By: _____ Plans Sent to: Building Fire Department Engineering Zoning

APPROVALS

Building Department _____ Date _____ Zoning _____ Date _____

Fire Department _____ Date _____ Engineering _____ Date _____



CITY OF MONTGOMERY

A CHARMING PAST. A GLOWING FUTURE.

APPLICATION FORM

Meeting (Circle): Board of Zoning Appeals Planning Commission Landmarks Commission

Project Address (Location): 9467 Montgomery Rd, 45242

Project Name (if applicable): "Rapid Title Inc." sign

Auditors Parcel Number: 603-0003-0037-0

Gross Acres: _____ ^{finished area square ft 2580} Lots/Units _____ Commercial Square Footage _____

Additional Information: _____

PROPERTY OWNER(S) Susan Contact 513-638-1068

Address 9467 Montgomery Rd 45242 Phone: _____

City Montgomery State Ohio Zip 45242

E-mail address main@rapidtitleinc.com

APPLICANT Rapid Title Inc Contact Margo / Galina

Address 9467 Montgomery Rd Phone: _____

City Montgomery State Ohio Zip 45242

E-mail address margarita@rapidtitleinc.com

I certify that I am the applicant and that the information submitted with this application is true and accurate to the best of my knowledge and belief. I understand the City is not responsible for inaccuracies in information presented, and that inaccuracies, false information or incomplete application may cause the application to be rejected. I further certify that I am the owner or purchaser (or option holder) of the property involved in this application, or the lessee or agent fully authorized by the owner to make this submission, as indicated by the owner's signature below.

Property Owner Signature [Signature]

FOR DEPARTMENT USE ONLY

Print Name Susan Berger / Galerie Four LLC

Date 1/26/2022

Meeting Date:
Total Fee:
Date Received:
Received By:



CITY OF

MONTGOMERY

A CHARMING PAST. A GLOWING FUTURE.

Landmark Commission Application for Certificate of Approval

Owner Name: Galerie Four LLC / Susan Berger

Address: 9467 Montgomery Road, Cincinnati, OH 45249

Owner Phone Number: 513-638-1068

Business Name (if applicable): Rapid Title Inc.

Business Owner & Phone Number: 513-818-8031

Landmark Building: Yes No

Heritage District: Yes No

Proposed Work:

Building sign

Date: 1/26/2022

Owner's Signature: 

HVAC & Electrical Permits

A Building Permit Application for new construction, additions or alterations/remodels may include HVAC and/or Electric; however, the applicant must also provide the name of the HVAC and/or Electric Contractor and must check "HVAC" and/or "Electric" under Permit Type Requested. **The plan reviewer will not review the plans for HVAC and/or Electric approval if the box is not checked.** Commercial HVAC and Electric permits may be applied for separately. Line drawings are required for commercial electric permits and any project over 400 amps at the time of application. Fire Damage Reconnects require an insurance adjusters report. Reconnects require reason for shut-off to be submitted.

Items required to be submitted for zoning permit. (Specific items may be determined to be inapplicable or unnecessary and may be waived by the Zoning Administrator.)

1. One copy of a general vicinity map.
2. Three copies of detailed site plan, drawn to scale. Site plans should include the following information:
 - a. All lot lines with dimensions.
 - b. Designation of all right-of-ways.
 - c. Designation of any and all easements pertaining to the property or directly abutting the property.
 - d. North arrow and scale.
 - e. Location, setback, and dimensions of the main building, accessory structures, patios, decks, driveways, and other accessory uses.
 - f. Site plans for new houses, or substantial additions (over 400 sq. ft.) shall have a professional surveyor's stamp.
 - g. Erosion control measures to be maintained during construction, if applicable.
 - h. Percentage of all impervious surface coverage in the front yard on residential lots, if applicable.
 - i. Any additional temporary access drives; location of any and all stockpiles of dirt to be retained and excavated; and location of any dumpsters to be used during construction, if applicable.
 - j. Any other pertinent data as may be required by the Zoning Administrator to determine and provide for the enforcement of this Zoning Code.
3. Application fee.
4. A pre-construction meeting, when requested by the Zoning Administrator, to discuss and/or clarify plans submitted for review.

If applicable, upon approval of the zoning permit, the City will notify the applicant of the amount of any erosion or sediment control bond required, a right of way maintenance and repair bond for the value of public improvements in the right of way that may be damaged during construction and a cash bond for street and sidewalk cleaning. All bonds shall be paid prior to the issuance of permit.

The City of Montgomery does not issue the following permits or approvals. Applicants must secure permits from these agencies directly:

Plumbing Permits	Hamilton County General Health District	513-946-7852
Water Service	Greater Cincinnati Water Works (for most properties)	513-591-7700
Sanitary Sewer Service	Hamilton County Metropolitan Sewer District	513-244-5500
Gas & Electric Service	Duke Energy	513-421-9500

Additional information and forms can be obtained online at www.montgomeryohio.org or by contacting the Community Development Department at 513-792-8309.



CONSENT OF OWNER(S) TO INSPECT PREMISES

To: City of Montgomery Landmarks Commission and Staff
City Hall
10101 Montgomery Road
Montgomery, Ohio 45242

Re: Review Subject Site

Dear Members and Staff:

As owner(s) of the property located at 9467 Montgomery Road, we hereby grant permission to Members of the Landmarks Commission, Consultants to the Landmarks Commission and City of Montgomery Staff to enter the property for visual inspection of the exterior premises. The purpose of said inspection is to review the existing conditions of the subject site as they relate to the application as filed to the Landmarks Commission.

Property Owner(s) Signature 

Print Name Susan Berger / Galene Four LLC

Date 1/26/2022

Landmarks Commission Members:

Bob Bamman

Jane Garfield

Brett Macht

Stephen Schmidlin

Larry Schwartz

Kevin Smith

Mark Stella

Dusty Rhodes, Hamilton County Auditor

generated on 1/26/2022 3:16:55 PM EST

Property Report

Parcel ID 603-0003-0037-00
Address 9463 MONTGOMERY RD
Tax Year 2021 Payable 2022

Index Order
Parcel Number

Property Information

Tax District 211 - MONTGOMERY-SYCAMORE CSD
School District SYCAMORE CSD

Appraisal Area 60301 - MONTGOMERY 01
Owner Name and Address
 GALERIE FOUR LLC
 9467 MONTGOMERY RD
 CINCINNATI OH 45242
 (call 946-4015 if incorrect)

Land Use
 447 - OFFICE - 1-2 STORIES

Tax Bill Mail Address
 GALERIE FOUR LLC BORIS BERGER
 9467 MONTGOMERY RD
 CINCINNATI OH 45242
 (Questions? 946-4800 or
treasurer.taxbills@hamilton-co.org)

Assessed Value
 150,170

Effective Tax Rate
 85.937716

Total Tax
 \$12,917.60

Property Description

MONTGOMERY RD 45.375 X 204.90 IRR LOT 20 PT 15 LODOWICK WELLERS

Images/Sketches



Appraisal/Sales Summary

Year Built	1900
Total Rooms	0
# Bedrooms	0
# Full Bathrooms	0
# Half Bathrooms	0
Last Transfer Date	11/9/1999
Last Sale Amount	\$0
Conveyance Number	0
Deed Type	WE - Warranty Deed (EX)
Deed Number	890688
# of Parcels Sold	1
Acreage	0.315

Tax/Credit/Value Summary

Board of Revision	No
Rental Registration	No
Homestead	No
Owner Occupancy Credit	No
Foreclosure	No
Special Assessments	Yes
Market Land Value	284,520
CAUV Value	0
Market Improvement Value	144,540
Market Total Value	429,060
TIF Value	0
Abated Value	0
Exempt Value	0
Taxes Paid	\$6,464.97
Tax as % of Total Value	0.000%

Notes

Dusty Rhodes, Hamilton County Auditor

Property Report

generated on 1/26/2022 3:18:48 PM EST

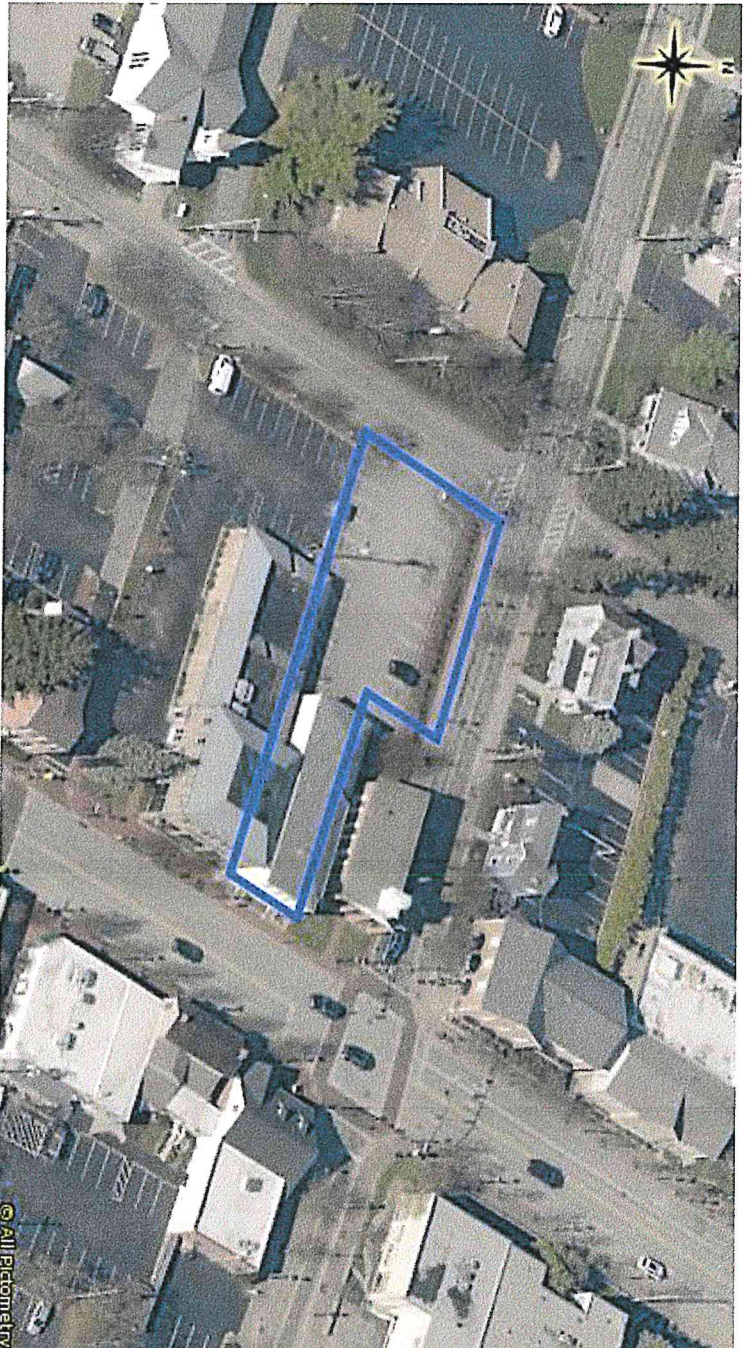
Parcel ID 603-0003-0037-00 **Address** 9463 MONTGOMERY RD **Index Order** Parcel Number **Tax Year** 2021 Payable 2022

Structure List			
Structure Name	Use Code	Finished Sq. Ft.	Year Built
Structure 1	447 OFFICE - 1-2 STORIES	5,160	1900

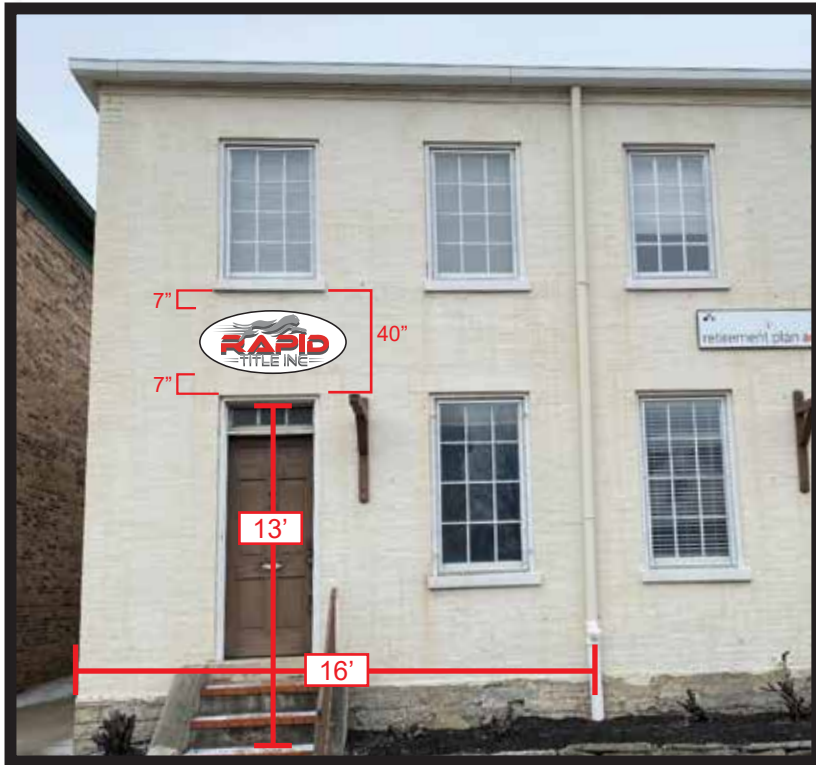
Commercial Appraisal Data			
Section	Occupancy	Finished Area (sq. ft.)	Story Height
Section 1	344 Office Building	2,580	10
Section 2	344 Office Building	2,580	10

Improvements			
Improvement	Measurements	Year Built	
525-Asphalt	6600	1976	

office

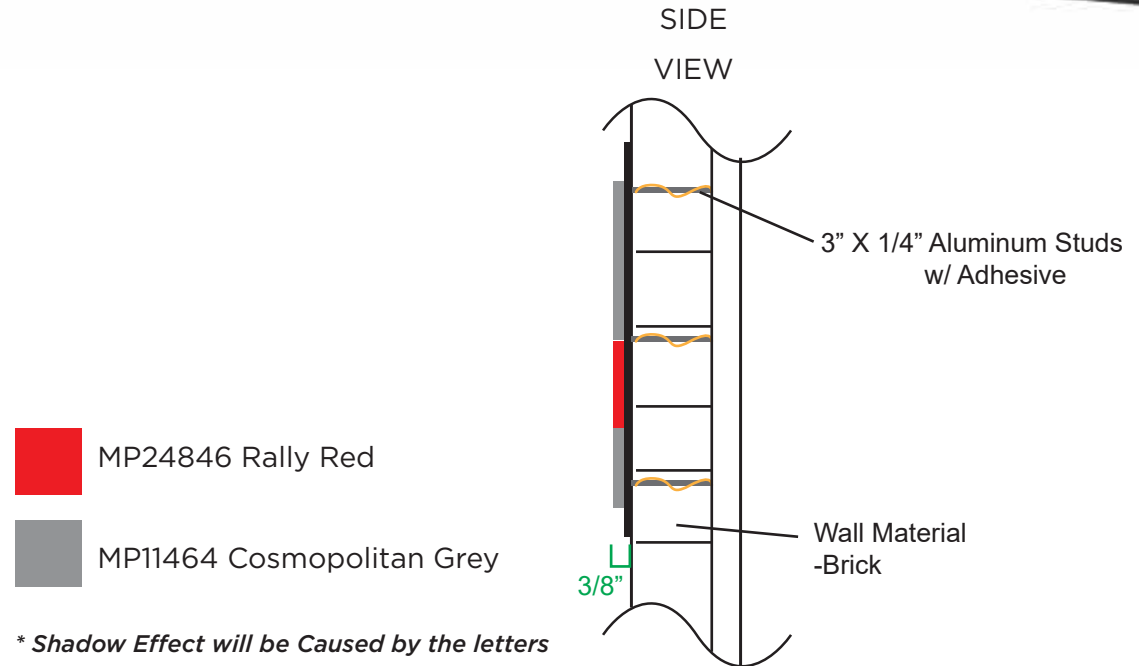


11/29/2020



SPECIFICATIONS

- QTY: 1 Dimensional Wall Sign
- 1/4in Flat Cut Aluminum Logo & Letters Painted Grey
- 1/4in Flat Cut Aluminum Letters Painted Red (RAPID)
- Overall size: 26" x 60"= 10.8 SQFT
- Oval SQFT: 8.5
- 1/8in White Aluminum Backer w/ Black Border
- Stud Mounted



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**CITY OF MONTGOMERY
LANDMARKS COMMISSION MEETING
City Hall, 10101 Montgomery Road, Montgomery, OH 45242**

December 8, 2021

<u>PRESENT</u>		
<u>GUESTS & RESIDENTS</u>		<u>STAFF</u>
Lee Ann Bissmeyer Vice Mayor Montgomery City Council	Kelly Kolar President & Founder Kolar Design 807 Broadway, 5 th Floor Cincinnati, OH 45202	Tracy Henao, Assistant City Manager Kevin Chesar Community Development Director Karen Bouldin, Secretary
Blake Kishler Senior Designer Kolar Design 807 Broadway, 5 th Floor Cincinnati, OH 45202		<u>ALL COMMISSION MEMBERS PRESENT</u> Larry Schwartz, Chairman Brett Macht Steve Schmidlin Kevin Smith Mark Stella, Vice Chairman
		<u>COMMISSION MEMBERS NOT PRESENT</u> Bob Bammann Jane Garfield
		<u>CONSULTANTS PRESENT</u> John Grier, John Grier Architects Beth Sullebarger, Sullebarger Assoc.

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Call to Order

Vice Chairman Stella called the meeting to order at 7:02pm, as Chairman Schwartz was running late.

Roll Call

The roll was called and showed the following response:

- PRESENT: Mr. Schmidlin, Mr. Smith, Mr. Stella, Mr. Macht (4)**
- ABSENT: Ms. Garfield, Mr. Bammann, Larry Schwartz (3)**

All in attendance introduced themselves.

It was decided to rearrange tonight's agenda, until Chairman Schwartz arrived.

Staff Report

Ms. Henao stated that she has been working with an applicant who lives at 7960 Remington Road who is looking to tear down an existing single-family and replace it with a new single-family

Landmarks Commission Meeting

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26 attached unit. It is in the Heritage District, so this application will come before the Landmarks
27 Commission for design review, at some point. The application is scheduled to go before Planning
28 Commission on December 20, 2021. This application will require one side-yard variance, as there
29 is a small triangular piece of the structure that does not meet the setback. This application will go
30 before BZA first, then Landmarks.

31
32 “Build Cincinnati” will be moving into a new building at 7777 Ted Gregory Lane. Wentz Design
33 will stay in the building; Evolo Kitchen and Bath Design is moving and Stir may be closing. Build
34 Cincinnati is interested in painting a mural on one of the blank walls on the building. Staff has held
35 some preliminary discussions with them, but it would come before the Commission for comment, if
36 it moves forward.

37
38 Ms. Henao stated that we did receive approval from the Planning, Zoning and Landmarks
39 Committee for the Historic Preservation Matching Grant for a two-year period. This will move
40 forward to the Community Improvement Corporation (CIC) next week, for consideration. The
41 request from Montgomery Inn (from the November 2021 Landmarks Meeting) will also be on the
42 CIC agenda next week.

Minutes

45 Mr. Schmidlin moved to approve the Landmarks Commission minutes of November 10, 2021, as
46 amended. Mr. Smith seconded the motion. The Commission unanimously approved the minutes.

47
48 Larry Schwartz joined the meeting at 7:20 p.m. and took his seat as Chairman.

Guests and Residents

51 Chairman Schwartz asked if there were any guests or residents who wished to speak about items
52 that were not on the agenda. There were none.

53
54 Chairman Schwartz reviewed the process for this evening’s meeting, stating that after Ms. Henao
55 reviews the Staff Report, the Commission will ask any questions of Staff. Then the applicant will
56 speak, and again Commissioners will ask questions of the applicant. After that, we will open the
57 floor to all guests and residents who wish to speak. After the guests and residents have spoken, the
58 meeting will be closed to the public, and the remaining time will be spent on discussion between the
59 Commission, the consultants, and the applicant. There will be no more comments or questions
60 taken from the public. Then, finally, the Landmarks Commission will decide to table, approve, or
61 deny the application. He asked if there were any comments or questions from anyone about this
62 process. There were none.

New Business

65 There was no new business to discuss.

Old Business

68 *Discussion of text amendments to Chapter 151.30 Sign Code and 151.15 Old Montgomery*
69 *Gateway District Regulations.*

70
71

Landmarks Commission Meeting

December 8, 2021

72 **Staff Update**

73 Ms. Henao gave a summary of the discussion held at the Landmarks Commission November 10,
74 2021 meeting. She stated that much of the information requested by Landmarks at the November
75 2021 meeting, regarding illumination, will be presented by Kolar this evening.

76
77 Chairman Schwartz also wanted to continue discussions from the November 2021 meeting on
78 whether we have different sign regulations for 3-story buildings than those for 2-story buildings.
79 He was interested to see what Kolar has proposed.

80
81 **Kelly Kolar, President & Founder, Kolar Design, 807 Broadway, 5th Floor, Cincinnati, OH**
82 **45202** began by showing her presentation on the wide screen to all in attendance. She noted that the
83 size of signage was determined and agreed upon at last month's meeting and that the size increases
84 were in proportion to the buildings.

85
86 Regarding the lighting, she showed signage depicting what was currently allowed by the Code –
87 examples of a day-lit sign, gooseneck lighting, and external illumination. With external
88 illumination, the entire square footage is lit, not just the lettering, but also the area around the sign
89 itself. There are no real limits to the illumination or the amount of illumination.

90
91 She then showed an example of a back-lit or halo-lit signs. Chairman Schwartz asked why you
92 would choose side illumination versus halo illumination. Ms. Kolar stated that it was a style,
93 mostly part of the brand. There was not really any benefit to it being brighter, it was a “look” –
94 purely aesthetic. Mr. Kishler felt that it made it look a bit “crisper”. He cited Stone Creek
95 restaurant as an example of lighting on the side of their letters. Ms. Kolar stated that it gave a little
96 bit more of a “punch” to each letter.

97
98 Mr. Grier noted that signs illuminated from above from lights physically on the building is what
99 was done historically to illuminate signs. Halo lighting was something that has just recently been
100 introduced to signage on buildings.

101
102 Chairman Schwartz recalled the example of a type of signage lighting we do not want to see, and
103 noted Christ Hospital, as an example. He asked what type of lighting they had. Ms. Henao
104 explained that their entire icon was illuminated, but the letters were individually lit. Chairman
105 Schwartz felt that was a slippery slope, in terms of other companies doing the same thing.
106 Ms. Henao stated that this is currently permitted by Code, in all business districts except for the
107 Heritage District and the Old Montgomery Gateway District, including the Vintage Club. It is
108 permitted to have internal illumination on letters and logos; but you cannot illuminate the entire
109 background of a sign. She spoke of GE Credit Union, as an example of the logo being lit, and then
110 the individual letters were lit. Mr. Grier pointed out that if your sign was on a box panel sign, then
111 the background would have to be opaque.

112
113 Chairman Schwartz was concerned with the brightness of the lights.

114
115 **Blake Kishler, Senior Designer, Kolar Design, 807 Broadway, 5th Floor, Cincinnati, OH 45202**
116 stated that there can be limitations on the number of lumens or the brightness of the light.

Landmarks Commission Meeting

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117 He stated that if you strike the right balance on a sign, it is not overwhelming to look at, but it is
118 legible; it maximizes legibility.

119
120 Mr. Stella had concerns that some businesses that would want lighted signage to easily see, if you
121 were driving on the street versus walking by, but he did not want them to be too bright.

122
123 Ms. Henao understood and pointed out brightness levels were not currently regulated, but if the
124 Commission felt that the lumens, or the level, was very important, it could be regulated in the code.
125 Mr. Stella stated that he would want to be able to see the sign but did not want to see it from a mile
126 away. Mr. Kishler stated that if it was too bright, you wouldn't see it very well (not legible).

127
128 Chairman Schwartz felt that if you had an overall limit, then very large signs might be too dim
129 because they would have to spread it among all that footage, but, if you allow lumens per letter,
130 then if you have signs with lots of letters and logo space, they would be way too bright. He was not
131 sure this could be balanced. Mr. Kishler stated that you would still have the same square footage,
132 whether it was 20 letters or 5. He noted that the "face" square footage of the letter would still fit
133 within the maximum. He also felt the LED quantity would be relatively the same. It would not be
134 like 5 LEDs per letter. He felt that we should list a maximum.

135
136 Chairman Schwartz was concerned less about the letters; it was more about the logos because
137 someone could make a logo that filled the entire space, and that entire sign could be lit up.
138 Ms. Henao understood, noting that similar situation with the GE Credit Union. She stated that if
139 this was a big concern, we might say, "only lettering may be lit at night" and not allow logos to be
140 internally illuminated.

141
142 Mr. Stella asked how we determined the actual verbiage – how do we know what is just the right
143 amount of light/LED/lumens. Ms. Kolar stated that there is a measurement called foot candles, and
144 there is a measurement of the amount of lumens – the actual diodes of the lights themselves – how
145 much light they put out. She stated that she could get a chart and submit to Staff. Ms. Kolar
146 recommended that we match the face-illuminated to the side and back-illuminated to prevent one
147 sign being brighter than the other. Then, we could establish the overall lighting scheme. Ms. Henao
148 stated that you could use color temperature, as well.

149
150 Ms. Kolar would like to submit a chart to Staff, to match what is currently allowed with the foot
151 candles, the diodes' strength, and the Kelvin warm-to-cool lighting. She would like to establish a
152 range – we don't want the bright blue or the hot white.

153
154 Ms. Henao reported that this was something that Staff was currently working on --for the entire
155 development itself. They want all the color temperatures to be in the same color family.

156
157 Chairman Schwartz pointed out that another concern that was brought up in November: for the
158 higher signs, should there be more limitations because it would look bad to have brighter lights on
159 the lower portion of the building and dimmer lights higher. Ms. Kolar felt they could let the high
160 and the low lighting be the same type, but be designed within these ranges, so you didn't have that
161 overly bright light.

162

Landmarks Commission Meeting

December 8, 2021

163 Mr. Stella was concerned with street lighting, post lighting, and all lights – he did not want it to be
164 overly lit. Ms. Henao agreed and reiterated that they were during a photometric plan for the entire
165 development. She was working with the Development Team on the building lighting also, to be
166 sure that it was all within a range. She noted that it would be slightly brighter than the Heritage
167 District, purposefully, so that it did not look exactly like the Heritage District, but still very
168 complimentary. She explained that the lumen measure we are looking for is 2700. It is a warm,
169 yellowish color, and will be used throughout the entire development. There will not be the bright
170 LED lighting that is used for a hospital or for a gas station, for example.

171
172 Chairman Schwartz understood the elegance of having uniformity in the code concerning the
173 lighting, but he had concerns with these 2 to 3-story buildings overlooking residential on Cooper
174 Road and having a 3-story sign shining on Landmark homes. Mr. Stella stated that the buildings
175 behind his house on Cooper Road were tall. Ms. Henao reminded the Commission that the
176 buildings directly abutting Cooper Road were apartment buildings that would not have signage on
177 the back. Mr. Stella was concerned that the hotel could possibly be seen from the residential area.

178
179 Mr. Kishler noted that in the master sign plan, there is currently no signage proposed for the
180 “second floor and higher” tenants on the Cooper Road side. This was done on purpose, to eliminate
181 high signs facing directly into the Heritage District.

182
183 Ms. Henao showed actual photos from Cleveland, Ohio, of illuminated signage in the evening,
184 noting what they did not want, and confirming that the number of lumens and temperature can
185 affect the ability the legibility of the sign. These were pin-mounted letters, face lit, taken from a
186 pedestrian eye level.

187
188 Ms. Sullebarger asked Staff if she felt that the face illuminated sign was like the internally
189 illuminated signage – that is permitted now in other districts. Ms. Henao confirmed that internally
190 illuminated signage was permitted in every other business district in the City; however, only
191 external or halo-lit signs are permitted in the Old Montgomery Gateway District and only external
192 illumination permitted lighting is permitted in the Heritage District.

193
194 Ms. Sullebarger noted that the difference with the face illuminated sign is that it has a flatness to it,
195 it is just the face; whereas the side illuminated sign looks more 3-dimensional.

196
197 Chairman Schwartz was also concerned with putting on limits because it still is un-enforceable.
198 What if they decided to put in brighter bulbs, what would we do? Ms. Henao stated that it was
199 actually very easy to enforce – it would have to be on the application, and it would be made a
200 condition upon approval of the permit. If the tenant made a minor change, for instance changing the
201 color temperature from 2700 to 2800, it might be difficult to notice and enforce. However, if it was
202 a big change to bright white light of 4000 Kelvin for instance, if it was easily determined by the
203 naked eye, it would be enforced.

204
205 Mr. Stella was concerned that when a new tenant moved in, the signage lighting would then again
206 need to be enforced. Ms. Henao stated that this would be controlled through the sign-permitting
207 process, which is how things issues are handled now.

208

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209 Chairman Schwartz had another concern with logos, and the brightness they would allow.

210
211 Mr. Macht suggested that if you prohibited logos – that would be the simplest and cleanest
212 approach. The tenant would then have to apply for a variance, and then we tell them they must stay
213 within the lighting parameters. They can either come and say we can use the logo in compliance
214 with the lighting parameters or we can't. He felt the City has required logos to fit into color
215 guidelines before, for instance with the CVS color. Having requirements about lighting for logos is
216 very similar. Chairman Schwartz said that the Commission did the same thing with the Starbucks
217 logo.

218
219 Ms. Kolar referred to the rendering on the screen, noting that there was no building lighting yet –
220 and the Development Team was working with the designer.

221
222 For the signage, Ms. Kolar noted that there would be layers of light. On the left side, where the
223 trees were, there would be gooseneck lighting – all the way down the street – and that would
224 connect with the Heritage District. The recommended locations of the tenant signage will be tied to
225 the datums of the building; there will not be random locations. Chairman Schwartz felt it would
226 look messy if you had one tenant come in with back-lit signage, and another tenant come in with
227 front light, another with gooseneck. Ms. Kolar stated that all of those were currently permitted, but
228 she felt that the chart would control the amount, color, and the foot candles for the distance of the
229 light, and it would give an overall uniformity and illumination consistency across the facade. She
230 believed this would not look messy but allowed for more creativity and character to the building.

231
232 Ms. Sullebarger agreed with the halo lighting, the face illuminated, and the side illuminated, but she
233 felt that the externally lit casts a light over a larger area – and that would be different. Ms. Kolar
234 agreed.

235
236 Chairman Schwartz agreed, noting that the people who owned the building would have some say in
237 the signage. Ms. Kolar stated she was proposing that signs were not to be permitted in the top cap
238 of the building; they would have to apply for a variance. Their proposal recommends that the signs
239 stay within the frame of the architecture, suggesting that they be placed near the focal points on the
240 corner of the buildings, and on stairwells. Mr. Kishler agreed – stating it gave a consistent place for
241 those logos to be.

242
243 Chairman Schwartz asked how they might accommodate 5 tenants on that facade. Ms. Kolar felt
244 that because of square footage permitted, they may not all be allowed to have signs. She noted that
245 there is a square footage limit per facade. There was more discussion, as Chairman Schwartz still
246 felt it was possible.

247
248 Mr. Stella asked if they proposed naming the buildings, so people would know where some tenants
249 were located. He asked if this will naturally occur, or how this will happen. Ms. Kolar stated that it
250 was called folksonomy and people create their own names for the buildings. She stated that in this
251 situation, the buildings will only have street addresses; we are not proposing building names (i.e.,
252 the Chrysler Building).

253

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254 Mr. Schmidlin suggested that we let Ms. Kolar review her entire presentation first, and then have
255 Landmarks ask questions afterward. He felt that we were caught up in the minutia and needed to
256 see the big picture first. He felt that if we saw the big picture, then we discuss the details and ask
257 questions. Ms. Kolar agreed.
258

259 Mr. Kishler showed a rendering with external illumination for the ground level and the third level
260 tenants, using the gooseneck lights. He felt that gooseneck lighting was very effective, at a
261 pedestrian scale. It was not as effective when you get to higher levels; and so, expanding to permit
262 tenants to have internal illumination could help make the signs crisper. He noted that you would
263 see a combination of lighting. He felt that by allowing those higher-level tenants to have the
264 legibility, but still controlling the temperature and brightness, was a good solution.
265

266 Chairman Schwartz asked if there needed to be slightly brighter lighting on the upper levels to be
267 seen. Mr. Kishler stated that you would not, because brightness did not equal legibility; in some
268 cases, it could hurt it.
269

270 Mr. Stella asked if the development would still have a circular bench, that they had seen in earlier
271 drawings. Ms. Henao stated they would not, that Planning Commission and City Council did not
272 approve them because it was too modern for the development. The Development Team has not yet
273 come back with a new, proposed bench type. Staff stated that they were thinking of a true wood
274 teak bench or keeping it in that black powder-coated aluminum type that is used throughout the city.
275

276 Chairman Schwartz asked if there would be any signs visible to the residential area on Cooper.
277 Mr. Kishler showed a building rendering of the Cooper-facing side, facing the north. He pointed
278 out that high signage would not be allowed, only lower signs that would likely not be visible;
279 however, it was possible that someone could apply for a variance. Ms. Kolar reminded all that they
280 were proposing the signage be on the corners, along Montgomery Road, and that the residential
281 buildings have no signs on them.
282

283 Mr. Stella pointed out that there would be signs on the back of the building of parking garage 1 that
284 would face north. Ms. Kolar did not think you would see the signs from the residential, as they
285 were so deep in the middle of it. Mr. Stella thought that considerable light would come from the
286 parking lot -- which would have to be lit up, for safety reasons. Ms. Kolar agreed that the parking
287 garage would be lit.
288

289 Ms. Kolar stated that in just looking at signage lighting, she felt it would be helpful to create a chart
290 that showed a range of lumens, the foot candles and the color acceptable to Landmarks. This could
291 be given to Planning Commission, in addition to the proposed building signage locations, as a
292 recommendation from Landmarks.
293

294 Chairman Schwartz asked how the Commission could really understand what this would look like
295 on a building, even if they gave parameters. He stated that Ms. Kolar may intuitively know what
296 that would look like on a building, but the Landmarks members probably would not. Ms. Kolar
297 stated that she would provide renderings to show the brightness of each foot candle, etc.

298 Chairman Schwartz did not feel that this showed well enough on a PowerPoint. Ms. Kolar stated

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299 that she could find actual examples / photos, as Ms. Henao did this evening, with her examples from
300 Cleveland. She could also include the spec sheet / chart.

301
302 Ms. Henao suggested that this Commission could request Staff to develop those parameters,
303 because she could work with the expert lighting consultant, who is currently helping to design the
304 overall development lighting. Ms. Henao stated that the International Sign Code Council does this
305 type of work and may have suggestions.

306
307 Staff explained that the Planning Commission has a bit more experience in dealing with lumens and
308 foot candles and color temperature because they get those applications quite frequently – regarding
309 site development. If Landmarks would like, you could also recommend that the Planning
310 Commission, in concert with Staff and the applicant, come up with maximum foot candles, lumens
311 and color temperature, to incorporate into the proposed text amendments.

312
313 Chairman Schwartz stated that with all due respect to the Planning Commission, he did not feel they
314 would think of how to build a Historic District if it was appropriate or not appropriate – on the same
315 level as Landmarks would. Ms. Henao stated that Staff/City wants the same outcome that the
316 Landmarks does regarding lighting. She reiterated that there was an expert lighting consultant at
317 work on the entire development and she would like to have the ability to work with the expert to
318 ensure the overall development lighting is in line with the signage.

319
320 Mr. Schmidlin asked if it would be wise to suggest a maximum number of lumens, something that
321 would make us all comfortable. Ms. Kolar stated that she would use the Historic District examples
322 as a benchmark. Ms. Henao stated that you could use the same foot candles that we already use, in
323 terms of light trespass. This would match up with the rest of the lighting regulations currently in
324 place now. The City has already established a color temperature for the Old Montgomery Gateway
325 District to be in the 2700 range of Kelvins. Ms. Henao stated that those factors could help establish
326 the regulations.

327
328 Chairman Schwartz stated that if the current measurement is based on how bright it is, five feet
329 from the property line, it would seem that it would become problematic for face-lit signs because
330 they sign away from the building. Ms. Henao stated that it should not be an issue. There is a
331 difference between something being visible beyond a property line and light trespass. Light
332 trespass is light spilling onto the property. It doesn't mean that you won't see the light, but that the
333 light is not actually spilling on the ground.

334
335 Chairman Schwartz would like to see, with whatever guidelines we propose, how those guidelines
336 would work for a logo sign. Ms. Henao stated that can be part of the discussion. She asked for
337 clarification. Would the Commission prefer to prohibit internally lit logos or allow them to be lit
338 under certain conditions, such as being in line with lettering. Mr. Kishler stated that would offer
339 some protection against just having a large lit logo.

340
341 Mr. Grier pointed out that when a logo is so big, it will compete with the architecture, in general.
342 Ms. Henao gave an example – the GE logo sign with the airplane had to have an opaque
343 background and only the airplane was permitted to be illuminated. She reiterated that they could

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344 write in that logos could only match the size of the lettering, and must be in line with the lettering,
345 and still match with the square footage.

346
347 Mr. Stella stated that he still felt that the GE sign was too bright. Ms. Henao explained that was
348 because there were no temperature colors discussed or limited on that sign. Chairman Schwartz
349 felt it was very difficult to write regulations that would cover all logo types and that some would be
350 subject to interpretation. Ms. Kolar reminded all that these signs still were controlled by square
351 footage.

352
353 Ms. Henao stated that writing up that logos could not be lit was the cleanest way. Then, they could
354 have their logo, but only the channel lettering could be internally illuminated.

355
356 Mr. Schmidt asked Ms. Kolar what she thought. Ms. Kolar stated that it all goes back to the size of
357 the blue box – how much can be illuminated inside there. If someone wants to put their logo button
358 in there, she felt they should be more consistently placed within the limits of the blue box. It would
359 look worse if you had internally illuminated, and then face lit for the logo.

360
361 Ms. Henao reminded the Commission that the proposed text amendments prohibit having two types
362 of lighting on the same sign is not permitted. Mr. Schmidlin felt that the recommendation could be
363 that we stop trying to control that, and let it just be controlled by the square footage, and the lumens
364 and the color.

365
366 Mr. Smith felt that the third-floor person would struggle with their signage because they may want
367 their logo, but it couldn't be lit. They will have to make a difficult decision. Ms. Henao agreed,
368 stating that is where legibility comes in – that internally illuminated or face-lit are much crisper and
369 more legible. The external lighting on the halo lighting is very difficult to see.

370
371 Chairman Schwartz suggested language saying that it may be allowed, if it is deemed to be
372 compatible, and not extreme, to give us a leverage, if needed. Ms. Henao added that the Code could
373 say that internally illuminated logos shall be approved by the Landmarks Commission, specifically,
374 so it would be required to come here, and get the stamp of approval from this Commission. This
375 could be written in, instead of outright banning it -- this would be another approach. This could
376 address any extreme situations that may arise.

377
378 Mr. Macht wanted to clarify, in the locations identified on Kolar's proposed sign location chart, that
379 the signs shown depicted the maximum width and height of the sign. Mr. Kishler confirmed, noting
380 that the logo would also be limited to that height. These are the permissible footprints of signage.
381 They could not go on a metal surface, a column, or other windows. Ms. Kolar stated that this will
382 be what we want the landlords to use, to give to the tenants; we do not want any variances.

383
384 Mr. Macht thought that we should keep it controlled and consistent and put maximums on the color
385 of the light. He was not in favor of a bright blue sign and a warm yellow sign being side-by-side.

386
387 Mr. Smith envisioned the first building on the right, when travelling from the roundabout, having 3
388 signs lit up, on all 3 levels, in a row, as the entrance to our city. He felt that many tenants would
389 want their signs right there. It's not the amount of light, it is the look, the first thing you see when

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390 you come into Montgomery. He questioned if that fit within our brand and had concerns. He felt
391 the spacing needed to be adjusted, rather than all 3 in a row.

392

393 There was more discussion about the view, when entering the City.

394

395 Chairman Schwartz was not suggesting that we require small signage for the first level but had
396 concerns with those tenants who would want to put in a big logo. Ms. Henao suggested some
397 language to keep this in check: logos may be permitted to be illuminated, if they are appropriate to
398 the scale and architecture of the building and approved by Landmarks Commission.

399

400 Ms. Henao showed the Commission actual building examples in Montgomery of current signage on
401 second floors. She also pointed out that a lot of businesses did not have signage on the second
402 floor. A lot of that is regulated by the building owners, who offer some tenants signage, and do not
403 permit it for others.

404

405 Mr. Smith was concerned with too much light and clutter/business coming from 3 signs on all 3
406 floors in that corner. Mr. Stella was glad that there would not be a lot of ground signs here.

407 Ms. Henao stated that the zoning code allowed for ground signs in the district, but these buildings
408 are not conducive to ground signs, because they are right on the setback and there was not enough
409 space.

410

411 Mr. Grier suggested that we include some verbiage to cover the fact that some logos are just not
412 appropriate with the architecture. Ms. Henao offered suggested verbiage: Logos may be internally
413 illuminated, if appropriate to the architecture, scale, and massing of the building, and approved by
414 the Landmarks Commission. This is like what is already written for signs in the Heritage District.

415

416 Mr. Stella suggested that we make tight rules now; that it would be easier to loosen them later, than
417 to do the reverse. There was more discussion.

418

419 The Commission all agreed that controls for brightness and color temperature were appropriate.

420

421 Ms. Sullebarger was in favor of keeping the logo in line with the size of the lettering.

422

423 Mr. Stella had concerns with it being too flashy and distracting, full of lighted signs, once you come
424 off the roundabout and enter Montgomery.

425

426 Mr. Smith stated that he had researched internally lit letters, and looked at six historic towns and
427 cities, all having limitations on internally lit signage. These cities also allowed halo lighting. The
428 difference was that they were all one and two-story buildings. So, the argument that a third story
429 needed internally illuminated signage made sense to him. However, he reiterated his earlier
430 concern of seeing 3 signs in a row, vertically, on a building --it didn't look like our brand. He was
431 not concerned with the safety issue, as Mr. Stella voiced, he was concerned with the look and feel
432 that it brings. Mr. Smith suggested that we should make some controls around not allowing 3
433 lighted signs in a row, vertically, on 3 levels.

434

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435 Ms. Henao suggested that, as we were differentiating the allowable size for the first two levels, we
436 might say that below three stories, only halo and external lighting be permitted; three stories and
437 above, the signs were permitted to be internal. Mr. Smith felt that internal lighting would be ok for
438 all stories and clarified that his point was concern with the placement of 3 in a row. Mr. Grier
439 agreed with Mr. Smith. There was more discussion among the Commission.

440
441 Mr. Smith suggested taking the second proposed sign out on the stack and that would alleviate his
442 concern.

443
444 Ms. Sullebarger stated that she would like to see a mock-up of this, and how it compares, before we
445 made that change. She was not sure that when we saw it, we would really like it better. She
446 pointed out that we are not talking about the historic Heritage District. What we are talking about is
447 a completely new development, and it is not necessarily appropriate for a completely new
448 development to look like the Heritage District. She also pointed out that the buildings that will be
449 closest to the Montgomery Gateway District are two-story. The three-story buildings are at the
450 south end, then you step down to two story, like the rest of Montgomery. So you will not see this
451 juxtaposed to the Heritage District. She felt that what the Commission members were saying is
452 most appropriate for the Heritage District, not the Old Montgomery Gateway District.

453
454 Ms. Henao added that differentiating between the Heritage District and the Old Montgomery
455 Gateway District isn't necessarily a bad thing. This new area was never intended to replicate the
456 Heritage District. In fact, in her opinion, different lighting regulations makes the Heritage District
457 stand out.

458
459 Mr. Schmidlin felt that we needed to allow the experts to come in and tell us what will look best,
460 and then we tweak it from there. There was more discussion about signage and lighting.

461
462 Chairman Schwartz stated that we could ask Planning Commission, Staff and Kolar to create some
463 guardrail recommendations. Ms. Henao restated the suggestions she heard at the meeting:

- 464
465 1) Staying with the light trespass guideline that is already established,
466 of .01 foot candles, five feet from the property line.
467
468 2) Creating a temperature range for signage.
469
470 3) Creating a brightness level using information on lumens and diodes.
471
472 4) Additional language stating that logos may be permitted to be internally illuminated,
473 if appropriate to the architecture, and in line with lettering, and approved by the
474 Landmarks Commission.
475

476 Ms. Henao stated that this would be giving guidance to Planning Commission on how to proceed.
477 Staff would also provide the Planning Commission with the minutes from the December meeting, as
478 well as the November meeting. Staff will also work with Kolar to establish what we feel is an
479 appropriate lumens range, based on this conversation.

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480 Ms. Henao explained the judicial process: Landmarks recommends to Planning Commission,
481 Planning Commission would then make a recommendation to City Council. Ultimately, City
482 Council will decide on these changes.

483
484 Ms. Sullebarger asked for a rendering of these elevations with real sample signs, including logos,
485 instead of just light blue sign areas, as shown tonight. She would like it to show a life-like
486 rendering for the entire elevation. She suggested taking the rendering of 2A and placing signs in
487 place of the blue boxes, so that the Commission could see a sample of all face illuminated, or a mix
488 of lighting, so we could see what it would look like, and compare.

489
490 Ms. Kolar asked if the internal illumination, with the constraints described earlier would also be
491 allowed. Ms. Henao confirmed. Ms. Kolar stated that she would provide two renderings: one to
492 show the actual lettering examples inside the blue box areas, to share with the Planning
493 Commission. She would create another rendering to show the range of photos that show the Kelvin,
494 the warmth and coolness of the lighting – to show the range of that spectrum.

495
496 Mr. Stella asked if she would show the second-floor signs in different places, and an example of all
497 3 signs in a row, vertically – for the tower. Mr. Grier suggested showing it with 3 on the tower –
498 and then show it with one sign on the top and one sign on the bottom, to compare.

499
500 Ms. Kolar asked if she needed to prepare those renderings for discussion to share with Planning
501 Commission, or to bring back to Landmarks. Much discussion ensued regarding whether to make a
502 recommendation with changes by staff or if the applicant should come back to the Commission.

503
504 Ms. Sullebarger liked the current proposed zoning chart, showing all the recommended locations of
505 possible signage. She felt it would look very balanced, and stated that, with a building that large, it
506 was not a bad thing to emphasize a corner. She felt that if we could see a rendering, it would help.
507 She also noted that this was a very upscale development and felt that the tenants and signage would
508 follow this trend.

509
510 There was more discussion. Chairman Schwartz still held concerns regarding the signage lighting
511 and language changes. He felt that there was a lot of information / missing pieces that needed to be
512 known and addressed before this Commission made a motion and a vote.

513
514 Ms. Henao asked the applicant if she was in favor of tabling this application, or if she wanted to call
515 for a vote. Ms. Kolar requested that the vote be taken.

516
517 Ms. Kolar wanted to address Mr. Smith's point about the elevations. She noted that while they are
518 recommending the locations on their zone chart, they do not have to be in that location, they could
519 move around on level 2.

520
521 Chairman Schwartz felt there were a lot of items that we didn't know about; he would like to see
522 renderings to see what it would look like in the day and the night. He was not ready to make a
523 recommendation to Planning Commission and wished to table this request.

524

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525 Ms. Henao stated the applicant has the right to call a vote. If that is what they choose to do, the
526 Landmarks Commission vote along with the minutes would be forwarded to the Planning
527 Commission and the applicant would need to provide the additional requested information to the
528 Planning Commission (PC). Ms. Henao suggested that the Commission could list in your motion
529 what recommended changes the Commission would like to see. Since the applicant is calling for a
530 vote, Staff felt it would be wise to craft a motion that reflects something close to what the
531 Commission would recommend.

532
533 Mr. Smith reiterated that the 3 stacked signs was the only real issue for him and he felt that PC
534 would make a proficient decision about this issue.

535
536 Mr. Stella asked Ms. Kolar if she had a certain urgency in obtaining this vote. Ms. Kolar stated that
537 she has already missed the next Planning Commission's agenda and will now need to go into
538 January. They have long lead times for creating and receiving materials for signage; long lead
539 times for receiving diodes coming out of China; her costs were going up 30%, and the lead times
540 have gone from a 12-16 week to a 16-20 week lead time.

541
542 Ms. Kolar stated that she has already shown the Commission a rendering of what this will look like.
543 Chairman Schwartz stated that he was not concerned about the locations, the size or scale of
544 anything. He just had no idea what the signage would look like, based on what the foot candle
545 recommendation will look like, especially on a building.

546
547 Mr. Schmidlin asked if Chairman Schwartz would be comfortable with Ms. Henao making these
548 decisions to recommend to PC. Ms. Henao suggested she could consult with the 2 Landmark
549 consultants on the brightness issue when making a recommendation to PC and City Council.

550
551 Ms. Henao described the timeline and process: the proposed amendments will move forward to the
552 PC, then on to City Council for consideration. Since this was an ordinance change, there is a much
553 longer process as it requires 3 readings of Council and an additional month referendum period
554 before going into effect. Even if there is a positive from the Landmarks Commission
555 recommendation today, it is still a six-month process until the changes would be effective. The first
556 tenants are planning a May move-in date, which is where Staff believe the real concern with tabling
557 the application stems.

558
559 Mr. Schmidlin proposed that we make a motion tonight, based on Staff's suggestion of working
560 with the Landmarks consultants to help establish brightness levels. Ms. Henao stated that she
561 would craft language, in concert with Mr. Chesar, and the applicant. That language will be in the
562 text amendments, and she will send to Mr. Grier and Ms. Sullebarger, for consideration. This
563 would all be worked out before taking it to PC in January 2022.

564
565 Mr. Grier also pointed out that it would be extremely helpful if Ms. Kolar could show the two
566 tenants' signs that will be moving in, in May, on one of her renderings. Ms. Kolar stated that these
567 two tenants were following these meetings, and were waiting for the PC meeting, as well, before
568 they actually submitted their applications.

569

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570 Ms. Sullebarger pointed out that there were five opportunities for any member of the public to
571 comment on this, before City Council made their decision: next Planning Commission meeting on
572 January 10; public hearing at City Council, and then 3 reads at City Council. There is also an
573 opportunity for referendum, as well. So, there were lots of other opportunities to make comment,
574 and make a change if there were additional concerns raised.

575
576 There was more discussion; Chairman Schwartz was very concerned with not having enough
577 information to make a good decision. Other members felt differently, and wanted to move this
578 application forward, allowing Staff, the consultants, and the applicant to present this to Planning
579 Commission.

580
581 There was discussion about determining the proper number of lumens permitted, and the maximum.
582 Ms. Sullebarger suggested that it be comparable and in line with those used in the Old Montgomery
583 Gateway District. Ms. Henao suggested that the temperature and the lumens be in line with what is
584 being planned throughout the entire new development. She would also consult with the Landmark
585 consultants and the lighting expert already working on the Montgomery Quarter. There would be a
586 cap established on all.

587
588 Most of the Commission recommend approval of the text amendments with the additions of
589 establishing requirements for light trespass, lumens and color temperature, as well as the addition of
590 regulation stating that logos may be permitted to be internally illuminated and appropriate to the
591 architecture of the building and approved by Landmarks Commission. Logos may be permitted to
592 be internally illuminated, if in line with lettering, and appropriate.

593
594 Mr. Macht suggested that we didn't exceed the lumens that were defined for the overall site. Mr.
595 Schmidlin agreed, but also deferred to the consultants. Ms. Kolar also liked this idea.

596
597 Ms. Kolar stated that she could include a photographic example of the Cleveland sign "Whimsy
598 Willow"—which is an example of what we do not want. She can also include a sign example of the
599 nighttime rendering of the west elevation. She can obtain a lumens number from that rendering, so
600 if that is the right look, she can use that, as the basis / benchmark, and let the consultants offer the
601 range. Ms. Kolar noted that the range of brightness depended upon how many diodes that were
602 placed inside each letter. If it is an individual letter, and you put in 100 light bulbs, it would be very
603 bright; 50% would be must less bright. That is why Mr. Macht's suggestion keeps this in check.

604
605 Chairman Schwartz requested the applicant to bring the renderings back to the Landmarks
606 Commission before the Planning Commission meeting.

607
608 Ms. Henao stated that the applicant was hoping to attend the PC meeting on January 10. She stated
609 that if the applicant was agreeable to tabling the request, the Landmarks Commission could hold a
610 special meeting prior to the Planning Commission meeting.

611
612 There was discussion about holding a special meeting, and it was determined that it was not feasible
613 because of the judicial process timeline and because the applicant would not have enough time to
614 turn around the requested renderings. More importantly, the applicant did not agree to tabling the
615 request asked for a vote tonight, with the additional constraints included in the motion.

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616
617 Ms. Henao explained that we would need a majority of the members present to approve this, which
618 would be 3 members. If it was not approved, it would still go on to the Planning Commission, but
619 with a negative recommendation.

620
621 Ms. Sullebarger asked Chairman Schwartz and the Commission if there were any signs in the
622 Gateway District that they felt were too bright. It was agreed that the GE and the Christ Hospital
623 signs were examples of signs that were too bright although they are not in the Old Montgomery
624 Gateway District. Ms. Henao pointed out that there were no internally illuminated signs in the
625 Gateway District because it was currently not permitted.

626
627 ***Mr. Schmidlin moved that Landmarks Commission make a recommendation to the Planning***
628 ***Commission to approve the application for text amendments to Chapter 151.30 Sign Code and***
629 ***Chapter 151.15 Old Montgomery Gateway District Regulations, with the addition of:***

- 630
631 ***1) establishing maximum foot candles to be no more than 0.01 foot candles from the***
632 ***property line***
633 ***2) creating a temperature color range***
634 ***3) establishing a maximum lumen level, consistent with the existing District***
635 ***(Old Montgomery Gateway), utilizing a lighting expert and final approval of the***
636 ***Landmarks Commission consultants, Ms. Sullebarger and Mr. Grier***
637 ***4) add the language that logos may be permitted to be internally illuminated, if appropriate***
638 ***to the architecture, scale and massing of the building, and approved by the***
639 ***Landmarks Commission***
640 ***5) In all cases, logos shall be in line with the lettering size***
641 ***6) Ask that the experts look at the two corners, 3 over 3 signs vertically stacked, and take***
642 ***their recommendation, if a limit is needed***
643

644 ***As detailed in the Staff Report to Landmarks Commission dated December 3, 2021.***

645
646 ***Mr. Macht seconded the motion.***

647
648 ***The roll was called and showed the following vote:***

649
650 ***AYE: Mr. Smith, Mr. Stella, Mr. Macht, Mr. Schmidlin*** (4)
651 ***NAY: Chairman Schwartz*** (1)
652 ***ABSENT: Ms. Garfield, Mr. Bammann*** (2)
653 ***ABSTAINED:*** (0)
654

655 ***This motion is approved.***

656
657 **Staff Report (additional)**

658 Ms. Henao stated that Mr. Bammann will be resigning from the Commission due to a work conflict.
659 Commission members had Mr. Bammann's email in their packet. Ms. Henao stated that they will
660 advertise in the *Montgomery Bulletin* to fill the vacancy.

661

Landmarks Commission Meeting

December 8, 2021

662 Mr. Stella stated that he will also be leaving, and his family will be moving from Montgomery
663 within the next year. He stated that he will resign from the Commission in January 2022.

664
665 **Council Report**
666 Vice Mayor Lee Ann Bissmeyer stated that she will now be the liaison to the Landmarks
667 Commission, as Mr. Margolis has been appointed mayor. She thanked the Commission for their
668 tedious, thoughtful work this evening. She assured the Commission that all of the Council members
669 read their minutes and discuss items and rely heavily on the Landmarks' comments and expertise to
670 make their decisions.

671
672 Ms. Bissmeyer stated that Council was looking into options on how to move forward (only for
673 2022) with the MCLA (Montgomery Citizens Leadership Academy) program in this COVID
674 environment. She stated that many of the Montgomery companies were concerned with this new
675 COVID variant and were not willing to commit to being a host.

676
677 She asked for any questions.

678
679 Mr. Stella asked if we were selling any of the Christmas ornaments this year. Ms. Henao confirmed
680 that we were.

681
682 Chairman Schwartz stated that he sent Ms. Henao a recommendation for new DORA (Designated
683 Outdoor Refreshment Area) cups, with the idea of putting Landmark buildings on the cups.

684 Ms. Henao stated that there is an upcoming meeting regarding the DORA program, because they
685 were at the point where they needed to purchase more cups. Their first order of 5,000 cups was
686 very close to the end. It was suggested to put the Sage Tavern and the Yost Tavern on the cups.
687 She will bring up Chairman Schwartz's idea at this meeting.

688
689 Ms. Bissmeyer stated that Council approved Montgomery Quarter to be an Entertainment District,
690 which will allow liquor licenses for the new development.

691
692 **Other**
693 There was no other information to report.

694
695 **Adjournment**
696 Mr. Stella moved to adjourn. Mr. Smith seconded the motion.
697 The meeting adjourned at 10:25 p.m.

698
699
700
701
702 _____
703 Karen Bouldin, Clerk
704 /ksb
705 _____
706 Larry Schwartz, Chairman
707 _____
708 Date