

BEFORE THE CONCORD TOWNSHIP, OHIO, BOARD OF ZONING APPEALS

February 11, 2009

Concord Town Hall
7229 Ravenna Road
Concord, Ohio 44077

7:00 p.m.

TRANSCRIPT OF PROCEEDINGS

Board of Zoning Appeals members present:

Gordon Hanford, Vice Chairman
Richard Smith
Claudia Hemphill
James Rowe

Also present:

Kathy Mitchell, Board of Zoning Appeals Secretary,
Zoning Inspector

King & Melton Court Reporters

11668 Girdled Road
Concord, Ohio 44077
(440) 946-1350

7:00 p.m.

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3 VICE CHAIRMAN HANFORD: The Board of Zoning Appeals
4 meeting of February 11th, 2009, is now in session. I would
5 like to introduce the Board: To my left, Claudia Hemphill; to
6 my right, Richard Smith, Jim Rowe. And I am Gordon Hanford.
7 Blair Hamilton, the chair, is absent this evening. And to my
8 far right, Kathy Mitchell, township zoning inspector.

9 Under advice of our counsel, we would ask anybody
10 speaking tonight to be sworn in. Therefore, if you plan to do
11 that, please stand and raise your right hand, everyone who
12 plans to speak. Do you swear that the testimony you are about
13 to give will be the truth, the whole truth, and nothing but the
14 truth, so help you God? If so, say "I do."

15 (Speakers responded en masse.)

16 VICE CHAIRMAN HANFORD: When presenting your case or
17 commenting for or against the appeal, please come to the
18 microphone and give your name and address and confirm that you
19 have been sworn in, please. Each time, confirm that you've
20 been sworn in.

21 And, Kathy, were the legal notices published in a
22 timely manner?

23 MS. MITCHELL: Yes, they were.

24 VICE CHAIRMAN HANFORD: Thank you. We have four
25 items on the agenda tonight. A three-vote majority is required
26 to either approve or deny an appeal. If a request is denied,
27 you have the right to file an appeal. If this is the case,
28 Kathy Mitchell will help you with the details.

29 Since one of the Board members is missing, in other
30 words, we have four out of five here, each appellant has the
31 option of being heard by the four members present or waiting

1 for the full five-member Board. Is there anyone here wishing
2 to wait for the full-five member Board? Hearing or seeing no
3 one, we will continue, because I understand you already knew
4 about the fact that the chair is missing. Okay? Thank you.

5 On the agenda is Conditional Use Permit Number 27,
6 that's the first one. Big Creek Veterinary Hospital Land
7 Holdings LLC proposes to construct a veterinary hospital on
8 Girdled Road on Permanent Parcel Numbers 8A-4A-16, 8A-4A-18,
9 and 8A-4A-19, located in B-1, Restricted Retail District.
10 Veterinary hospitals are permitted as a conditional use in the
11 B-1 District when in compliance with the applicable conditional
12 use requirements set forth in Section XIII of the Concord
13 Township Zoning Resolution.

14 Anyone speaking for that conditional use, please come
15 forward.

16 MR. ROWE: Mr. Chairman.

17 VICE CHAIRMAN HANFORD: Yes?

18 MR. ROWE: Just one housekeeping, the conditional use
19 permit is Number 29.

20 VICE CHAIRMAN HANFORD: Oh, 29. Okay. Thank you.
21 Thank you.

22 MR. PERCIVAL: Joel Percival, 11764 Girdled Road, Big
23 Creek Veterinary Hospital, and I've been sworn in.

24 VICE CHAIRMAN HANFORD: Thank you.

25 MR. PERCIVAL: I would just like to refer to a couple
26 things first and then I will turn it over to the engineers.
27 And every concern you have, I hope we can answer tonight.

28 In our original conditional use narrative, we
29 addressed a few reasons why we do need to expand our business.
30 Our client base has expanded over the years and we need extra

1 space to accommodate our clients. We felt that we've been
2 pretty good neighbors in the 18 years that we've been on
3 Girdled Road. In those 18 years, we have never had a complaint
4 about noise or smell, no complaints at all. So that's one
5 thing.

6 To address a couple of the things in the veterinary
7 service conditions, overnight stays for patients are only for
8 medical and surgical care. We do not do boarding, so it's not
9 like we will have hundreds of dogs in the back of the clinic or
10 anything like that. All the animals are kept indoors. We do
11 not have outside runs or don't have plans for outdoor runs in
12 the new building. There will be a fenced dog walking area but
13 those dogs are dogs that are supervised, not something that's
14 left outside to bark all day long or anything like that.

15 We won't ever bury any animals on the premise. We
16 don't plan on trying to have a crematory. All those animals
17 are taken off site for those purposes.

18 I do have a letter written by one of our neighbors.
19 Is it appropriate to read that now?

20 VICE CHAIRMAN HANFORD: Sure.

21 MR. PERCIVAL: This letter is from Susan Moran at
22 7908 Ravenna Road, and she's been a neighbor and a client of
23 ours for many, many years. I'll just read the letter.

24 "I have been both a neighbor and a client of Big
25 Creek Veterinary Hospital for nearly 10 years. I lived just
26 around the corner from the present facility." And she lives
27 right across the street from where the new facility, where our
28 property comes out. "I have never experienced any problems as
29 a result of having them in the neighborhood. The facility is
30 neat, clean, quiet, and they have been a good neighbor.

1 As a client, I receive top-notch care for my pet, and
2 I have never hesitated to recommend Big Creek to any friends or
3 coworkers looking for veterinary care. As a pet owner, I
4 always enjoyed having a great veterinary facility in my
5 neighborhood.

6 "I am writing to express my support for their
7 petition to build a new facility across the street from their
8 present location."

9 And, now, I think I will turn it over to Chip Hess.

10 VICE CHAIRMAN HANFORD: Thank you.

11 MR. HESS: Good evening. Chip Hess, Hess and
12 Associates Engineering, and I have been sworn in.

13 Joel covered, pretty much, everything as far as the
14 big concerns. We do have a package, as we did last time, with
15 site plan, landscape plans, lighting plans, building
16 elevations. So as we go through and address zoning comments
17 and questions, we will refer to those as we go. We also have
18 the larger board that does show the site plan and architectural
19 elevations.

20 As far as the conditional use and the comments from
21 the township staff, what is traditional as far as addressing
22 those?

23 MS. MITCHELL: Separate.

24 MR. HESS: Separate, so the conditional use is
25 handled independently.

26 VICE CHAIRMAN HANFORD: Yes. It will be done in
27 two — no, the first one, we've got to address, there is a
28 number of comments from the zoning office staff.

29 MR. HESS: We are prepared to go down through all the
30 comments from the zoning staff item by item by item. Would we

1 do that now?

2 VICE CHAIRMAN HANFORD: No.

3 MR. HESS: No?

4 VICE CHAIRMAN HANFORD: Number 2.

5 MR. HESS: Item 2, all right.

6 So as far as the conditional use, I believe that Joel
7 commented on the noise issues as far as the dogs, the smell,
8 things like that.

9 Lights, one item is all the lights will be, per
10 zoning code, pointing down away from the neighbor's property.
11 He did touch on economics. Their business is growing and they
12 will be hiring more staff.

13 VICE CHAIRMAN HANFORD: Actually, I think your letter
14 of December 19th, 2008, from Eric Neate covered all of the
15 issues in 13.03.

16 MR. HESS: Yes, um-hum.

17 VICE CHAIRMAN HANFORD: Any questions?

18 MR. ROWE: No.

19 VICE CHAIRMAN HANFORD: No questions?

20 MS. HEMPHILL: No.

21 VICE CHAIRMAN HANFORD: Anyone here for the, for the
22 appeal, other than the speakers? Anyone here against?

23 MR. SFERRA: I would like to speak for the appeal.

24 VICE CHAIRMAN HANFORD: You didn't stand to be sworn
25 in, so you need to be sworn.

26 MR. SFERRA: I need to be sworn in. Steve Sferra,
27 6399 Fay Road.

28 VICE CHAIRMAN HANFORD: Yes.

29 MR. SFERRA: I just wanted to speak in favor —

30 MS. HEMPHILL: Swear him in.

1 VICE CHAIRMAN HANFORD: Oh, yeah, we need to — I'm
2 sorry. Raise your right hand. Do you swear to tell the truth,
3 the whole truth, and nothing but the truth, so help you God?

4 MR. SFERRA: I do. I just wanted to speak in favor
5 of the proposal. This is the kind of business that Concord
6 needs. We have a new hospital down the road, and a new
7 top-notch veterinary clinic adds to the appeal of Concord
8 Township. I just wanted to speak in favor of it.

9 VICE CHAIRMAN HANFORD: Thank you very much.

10 MR. SFERRA: That's all.

11 VICE CHAIRMAN HANFORD: Anyone else for? Anyone
12 against the appeal? Against the appeal? All right. This part
13 of the public meeting is closed. Discussion from the Board?

14 MS. HEMPHILL: I would like to make a motion that we
15 approve this variance.

16 MR. SMITH: Second.

17 VICE CHAIRMAN HANFORD: Thank you. I didn't ask for
18 that. I should have.

19 MS. HEMPHILL: That's okay.

20 VICE CHAIRMAN HANFORD: All right. Let's see. Any
21 discussion on this? It's pretty straightforward, I think. He
22 covered everything on 13.03. The question is on the approval
23 of Conditional Use Permit Number 29. A yes vote is for the
24 approval of the variance, a no vote denies the use. Would you
25 call a roll, please?

26 MS. MITCHELL: Mr. Rowe?

27 MR. ROWE: Yes.

28 MS. MITCHELL: Ms. Hemphill?

29 MS. HEMPHILL: Yes.

30 MS. MITCHELL: Mr. Smith?

1 MR. SMITH: Yes.

2 MS. MITCHELL: Mr. Hanford?

3 VICE CHAIRMAN HANFORD: Yes. The ayes have it.

4 Conditional Use Permit Number 29 is approved.

5 The next item on the agenda is Number 2, is the Site
6 Plan Review for Application Number 009, and that is for a
7 proposed veterinary hospital for Big Creek Veterinary Hospital
8 Land Holdings LLC. The vet hospital is proposed on Girdled
9 Road, Permanent Parcel Numbers 8A-4A-16, 8A-4A-18, and 8A-4A-
10 19, and located within the B-1, Restricted Retail District. I
11 know you've been sworn in.

12 MR. HESS: Just as we started discussing before the
13 staff comments from the 29th of January, we would like to start
14 with the item-by-item review or response, starting on page 4.

15 VICE CHAIRMAN HANFORD: Yes.

16 MS. GWYNN: I am Angie Gwynn, 2121 Kinsman Road, and
17 I have been sworn in.

18 Starting with Item Number 1 on page 4 about the total
19 project area being exclusive of any portion of the right-of-
20 way, I have talked to Kathy and we have agreed to show on our
21 plans both what's included, the entire property and the little
22 portion that's in the right-of-way on Ravenna Road, and what is
23 exclusive of the right-of-way, so those numbers are both shown
24 on the plans.

25 You can even look at Sheet 3, I think it is, and it
26 already reflects that it's 2.3 acres exclusive of the right-of-
27 way and 2.4 acres in the right-of-way.

28 The three parcels, we have already submitted
29 application to have the parcels consolidated into one. I do
30 have a copy of our application. It's going to be Lot 19 now.

1 MS. HEMPHILL: It's on the web.

2 MR. HESS: Oh, yeah, it's been taken care of then.

3 The data block on Sheet C-3, which if you look at
4 page 3, this Sheet C-3, the 6,100 square feet of proposed
5 streets, I talked to Kathy and we have worked that out. It is
6 not applicable to that site. We had to include part of the
7 parking lot drive as part of that proposed street.

8 Item Number 4, proposed lighting shall be submitted
9 for review and compliance of the requirements of the Zoning
10 Resolution. I have spoken to the architect. We have included
11 a lighting plan. It is Sheet 10, which is B.1.1. It shows
12 where all the lighting in the parking lot will be. And he says
13 that that will be according to code and that any of the lights
14 in the back of the parking lot that's close to the residential
15 properties will be shielded so it won't be a light trespass.

16 Item Number 5 with the proposed signage, we will be
17 submitting a detail of the planter sign with their next
18 submittal for the revisions. The signs that's on the east side
19 of the building, there are two signs right now and that's what
20 was according to code. I have spoken to the architect and that
21 will be removed. We will not be applying for a variance on the
22 signage. It will meet code. If there are any signs, it will
23 be on the front of the building.

24 The height around the wall of the dumpster shall be
25 two feet higher than the container. The landscape architects
26 have noted that in their details, so it will be two feet higher
27 and a cross-section will be provided.

28 Number 7, elevations should show the concrete pads,
29 stairs, and railings for the rear exits and access to the
30 concrete patio on the structural engineering drawings. We also

1 will be providing those. P-11 is a detail of the structural
2 drawings. And Sheet 8 will show you the stairs and the patio
3 on the side of the building with the building elevation. So it
4 has been revised, it just needs to be resubmitted at this
5 point.

6 Please stop me if you have any questions.

7 Number 8 is Area G designated on site plan for the
8 landscape, interior landscaping needs to match on the
9 landscaping plans and also on the site plan. We have updated
10 that and that planning is shown as it was in the site, so it
11 does have the extra.

12 Item Number 9, type of fencing to enclose the
13 exercise area. It's going to be a four-foot vinyl fence and it
14 has been labeled as "exercise area" instead of "dog run" in the
15 landscape plans.

16 Number 10, with the proposed fencing from the
17 adjacent property, we are no longer going to put a fence along
18 the back. We're going to do screening, landscaping screening,
19 so we will not have a fence back there.

20 MR. HESS: The landscape plan is included in the
21 booklet that you have.

22 MS. GWYNN: Yeah, Sheet 5.

23 VICE CHAIRMAN HANFORD: Excuse me just a second.
24 That was what we discussed on the variance approval —

25 MR. HESS: Yes.

26 VICE CHAIRMAN HANFORD: — last month?

27 MR. HESS: Yes.

28 MS. MITCHELL: It's a separate item. There is an
29 existing fence.

30 MS. GWYNN: A different fence.

1 VICE CHAIRMAN HANFORD: Oh, a different fence. Okay.

2 I know there was a neighbor concern on that.

3 MR. HESS: Yes.

4 MS. HEMPHILL: Right. They're taking out the fence
5 back here and putting in landscape.

6 VICE CHAIRMAN HANFORD: Okay. Good. It's nicer.

7 MS. GWYNN: Number 11, the reference to "dog run," we
8 discussed that. It will be labeled as an exercise area, it's
9 not a run.

10 Number 12, cross-section of the screening around the
11 dumpster, that is provided on Sheet 6, so it will be concealed
12 from the public right-of-way.

13 Number 13, the existing trees on the site are maple,
14 locust, and some pine.

15 MR. HESS: We do have some photographs with us if you
16 need to see some of that.

17 VICE CHAIRMAN HANFORD: We will check it for leaves.

18 MR. HESS: It's early for that.

19 MS. GWYNN: Item 14, loading or unloading delivery
20 areas. There won't be any big deliveries to this site. All
21 the animals will, of course, be taken in the main entrance
22 doors, and the same with what few supplies that they have.
23 There won't be, like, a loading dock or anything like that. It
24 is not needed for this site.

25 15, a knox box shall be installed on the building.
26 The owner shall obtain the knox box application and the
27 location shall be determined during construction.

28 Number 16, the number of and location of
29 extinguishers for the structure prior to occupancy by the fire
30 department, the owner and the contractor will work that out

1 with the fire department and we will do that prior to
2 occupancy.

3 17, electrical plan detail and exit signs and
4 emergency lighting shall be submitted to the Concord Fire
5 Department for review. Emergency lighting will be required in
6 the restrooms. The emergency lighting and exit signs will be
7 on dedicated and nonswitchable circuit. According to the
8 architect and his mechanical guys, the emergency lighting and
9 exit sign and layout is shown on Sheets E.2.1 and E.2.2, which
10 they have not provided to me. But they will be providing
11 battery packs and those plans will be submitted to the fire
12 department for review.

13 The battery packs will help with the emergency
14 lighting upon loss of natural power or normal power, I should
15 say, and they're going to be on an unswitch hotleg. A note
16 will be added to the plans specifying the battery packs and
17 exit signs to be on unswitch hotleg for continuous power.

18 Item 18, the detailed drawings of the fire alarm
19 system. According to Ohio Fire Code, buildings that are
20 classified as a business and have an occupancy rate over 100
21 are required to have a fire alarm. This business does not have
22 100 people in it; so, therefore, we do not feel that it's
23 required and they will not be having a fire alarm.

24 Item 19 is the fire lane and fire access for the
25 trucks. We have provided, on Sheet 2, the access route for the
26 fire truck, you can see. We will be submitting that to the
27 fire department for review, also, but it shows a fire truck,
28 the pumper truck can get into the back parking lot and get out.

29 And then Item 20 is about the adequate radio
30 coverage. The architect asked him about that and he said

1 they're going to test it. And if it's not, if it doesn't have
2 adequate coverage that they will install an amplifier antenna
3 and a battery backup to make sure that it does work.

4 And then Item 21 is compliance with all the other
5 comments from the engineer's office or soil and water. We have
6 received their comments. We've addressed all those and had
7 conversations with them and we will be resubmitting to them
8 after this meeting, so we've addressed all those comments.

9 MR. HESS: The septic system is approved.

10 VICE CHAIRMAN HANFORD: Have you got that letter?

11 MR. HESS: Yes.

12 MS. GWYNN: And we've forwarded that on to Kathy,
13 too.

14 VICE CHAIRMAN HANFORD: Okay. All right. Any
15 questions?

16 MR. ROWE: No.

17 VICE CHAIRMAN HANFORD: Thank you.

18 MR. HESS: Thank you.

19 VICE CHAIRMAN HANFORD: Is there anyone speaking for
20 the site plan review for application —

21 MS. HEMPHILL: Wait.

22 VICE CHAIRMAN HANFORD: Sorry.

23 MS. MITCHELL: You don't have to do that.

24 VICE CHAIRMAN HANFORD: We do not have to do that,
25 okay. Thank you. That saves some time. The chair will
26 entertain a motion for the conditional approval of site plan
27 review for Application Number 009.

28 MR. SMITH: So moved, Mr. Chairman.

29 MS. HEMPHILL: Second.

30 VICE CHAIRMAN HANFORD: Thank you. The conditional

1 approval for Number 2 is moved and seconded. Discussion from
2 the Board?

3 MS. HEMPHILL: I think they've done everything
4 they've been asked to do.

5 VICE CHAIRMAN HANFORD: Yes. All right. The
6 question is on the conditional approval of the site plan review
7 for Application Number 009. Kathy, please call for the vote.

8 MS. MITCHELL: Ms. Hemphill?

9 MS. HEMPHILL: Yes.

10 MS. MITCHELL: Mr. Smith?

11 MR. SMITH: Yes.

12 MS. MITCHELL: Mr. Rowe?

13 MR. ROWE: Yes.

14 MS. MITCHELL: Mr. Hanford?

15 VICE CHAIRMAN HANFORD: Yes.

16 MR. HESS: Thank you.

17 MR. PERCIVAL: Thank you.

18 VICE CHAIRMAN HANFORD: It's approved. If you are
19 planning on leaving, you want to see Kathy just before you go.
20 Thank you.

21 The next item on the agenda is Appeal Number 0109-
22 945.

23 MS. HEMPHILL: Do you want me to just pass them
24 around? We don't have these. Yeah, we do.

25 VICE CHAIRMAN HANFORD: We have all these.

26 MS. HEMPHILL: But we don't have them in color.

27 VICE CHAIRMAN HANFORD: I've got one in color.

28 MR. ROWE: We've got plenty of copies.

29 MS. HEMPHILL: He's sharing.

30 VICE CHAIRMAN HANFORD: He's sharing?

1 MS. HEMPHILL: Yes. That's good.

2 VICE CHAIRMAN HANFORD: Let me just read the appeal
3 on Number 0109-945. Karlsberger, on behalf of Lake Hospital
4 Systems, Inc., LHS, proposes to construct the following signs
5 at LH's new TriPoint Medical Center located at 7590 Auburn
6 Road, GB, Gateway Business District, with specific variances
7 from Section XXX of the Concord Township Zoning Resolution.

8 And as we go through, I would like to refer to, from
9 now on, Sign 38, Sign 1, Signs 2 and 3, and so on. So going
10 forward and present, first, which is Sign 38, freestanding
11 monument sign is proposed on Auburn Road near the northern edge
12 of project boundary. The proposed sign is a 162-square-foot
13 sign with a height of 15 feet. Variances are requested for the
14 type and size of sign which exceeds the 150-foot square foot
15 maximum. See Section 30.04 C.1.

16 MR. SCHULTZ: Okay. Good evening. My name is Paul
17 Schultz. I am with Karlsberger Architects, 99 East Main
18 Street, Columbus, and I have been sworn in.

19 VICE CHAIRMAN HANFORD: Thank you.

20 MR. SCHULTZ: We're here for a number of variance
21 requests. What I'd like to do, if it seems okay, before we dig
22 into every single one of these, we have a couple individuals
23 with us. And I would like to give you just a brief overview of
24 the design parameters and the uniqueness of the site. We have
25 with us tonight Mr. Nick Banks of our office; John Dohner, of
26 Monigle Associates, which is the lead design consultant; and
27 Mr. Gary Robinson with Lake Hospital Systems.

28 What I would like to do is get you organized on what
29 we have just distributed and then have John talk a couple
30 minutes about the parameters, and then we can go through all

1 these. That will help out with some of the questions.

2 VICE CHAIRMAN HANFORD: Sure.

3 MR. SCHULTZ: What you were just handed out, if you
4 look at the site plan for an organizational piece, there is all
5 these numbers along the sides of all the signs. They refer to
6 the sign numbers and sign types. We have gone through and
7 taken these and referenced them back on there so we can cross-
8 reference very easily.

9 With that in mind, I would like to turn this over to
10 John. He can talk about the generalities of how we are and
11 where we're at and go through each one of the sign types.

12 John.

13 MR. DOHNER: Good evening. John Dohner, Monigle
14 Associates, 150 Adams Street, Denver, Colorado, and I have been
15 sworn in.

16 My goal here this evening is to give you a little
17 background into the Lake signage system. You do have a copy, a
18 packet of individual sign types. Monigle Associates is the
19 branding firm that works with Lake to create all their branded
20 elements, signs, which is one of those components within the
21 system.

22 What we have tried to do is create a well-designed,
23 branded wayfinding system. Hospital systems are extremely
24 complex, especially a facility of this size with multiple
25 buildings with multiple functions on the campus. There are
26 also multiple entryways. So what we try to do is we try to aid
27 the user, be it a first-time user, a one-time user, or everyday
28 employee, with the opportunity to make clear and concise
29 decisions in a timely manner at major decision points
30 throughout the campus.

1 The Lake system uses several key components in a
2 signage system. It uses: shape, color, topography, and
3 identification, meaning the signature at the top of the sign.
4 There are finishes on the sign that make it unique. There are
5 shapes on the sign that make it unique to others. So that as a
6 user is approaching this facility, long before they can even
7 read the copy on that sign, they can identify certain elements,
8 such as this is a Lake facility, this is an emergency entrance,
9 helping your community navigate the property in a time of
10 duress and reducing that stress level, making sure that they're
11 able to navigate from Point A to Point B without making wrong
12 turns throughout the process.

13 So as I mentioned, legibility of these signs is key
14 to this wayfinding system. And we do, we accomplish that
15 through those elements that I just discussed.

16 We also sort of approached this system in a family of
17 signs that will encompass all of the Lake facilities so that
18 there is consistency throughout the Lake community at all the
19 campuses, so that each and every campus sign looks the same as
20 you approach those facilities.

21 If you look at the illustrations packet in front of
22 you, which is the small 8-and-a-half-by-11, you will see that
23 there is that type of consistency. And the Lake system is
24 designed with the primary identification at the head of that
25 sign, and it's encompassed in that white panel. It will always
26 be presented that way unless, for some reason, there is a need
27 to reverse that copy for a special situation, but we try to
28 maintain that consistent presentation.

29 There is a red emergency band which will identify the
30 emergency and urgent care centers within a facility. It uses

1 consistent topography. It uses that consistent shape and
2 consistent color. On the lower body of the sign, we break out
3 all of the directional and wayfinding information that will
4 help the user. We pull that out separately so that it's
5 identifiable. We keep the messages short and concise. We
6 don't overload the faces with messages so that the user doesn't
7 have to actually stop to read the sign. They can read it as
8 they're approaching.

9 The copy has been sized to be legible upon approach
10 at varying speeds, so the larger signs have larger copy,
11 smaller signs have smaller copy.

12 And then we also have accent details on the signs,
13 which you're seeing now at the bottom of the blue panel where
14 we've got a finish separation from more of a matte finish or a
15 textured finish to more of a satin finish. So all those key
16 components create the Lake design system.

17 And then if you look through that package just
18 briefly, you will notice that there are a variety of signs that
19 are being used at this campus. We focus primarily on
20 identification as you approach the facility, finding your
21 destination. Secondary would be to get you into the entrance
22 and navigate the major thoroughfares through the property,
23 getting you to where you need to be. And then we dissect it
24 down into more user-specific signage, such as parking lot
25 identification and those types of things, which are your
26 smaller signs. And then, lastly, we also have those entry
27 signs, those entry elements which signal you have arrived at
28 your destination. And then once you have finished what you are
29 at the facility to do, the signs work in reverse to help you
30 exit the facility and get back to where you need to be.

1 So that's sort of the design process that went into
2 the system. Those are the components of the system. And then
3 the individual sign specifics we will talk about here shortly
4 when we address those signs but I just wanted to give you an
5 overview as to how those signs came to be within the system.

6 Are there any questions?

7 MR. ROWE: No, not at this time.

8 MR. SCHULTZ: That all being said, I guess, we're
9 ready to go through the individual sign list unless anybody has
10 any additional questions. Okay.

11 I guess we're going to start with Sign Number 38. If
12 you go to the last page of your packet, that's where that sign
13 is. That just went off. Almost. That sign actually is
14 located on the very top. And that is, as you come around
15 Auburn Road and 44, that is the first sign you are going to
16 see. And that is, again, the intent of this sign is arrival of
17 the big picture element. You are at the Lake facility.

18 We are requesting a slightly larger sign than what is
19 allowed. We feel that, given the things happening within that
20 short piece of road, a monument sign is warranted and necessary
21 of the size to get everybody's attention focused. There are a
22 series of things happening with both a neighbor property that
23 has a medical building there, a series of other properties,
24 too. So we want to, first things first, make everybody sure
25 where they're going as soon as they turn on Auburn Road. It
26 has a function and use of that sign.

27 So what we're requesting is roughly 162-foot square
28 area, and what is allowed is, I think, 150. Do you have any
29 specific questions about this sign?

30 MR. SMITH: Not a question about the sign,

1 specifically, but could you tell me what the distance would be
2 from this sign, Sign 38, to Sign 1, which is —

3 MR. SCHULTZ: The main entrance.

4 MR. SMITH: — the main entrance?

5 MR. SCHULTZ: It's 300 feet, the length of the pond,
6 roughly 300 feet.

7 MR. SMITH: And this particular sign is directly
8 across the driveway from McDonald's?

9 MR. SCHULTZ: Pretty close. As a matter of fact,
10 it's probably not far off from the wooden one that's out there
11 now, the blue one. It's the sign that says "future home of."
12 So as soon as you turn the corner at 44, you've got a point
13 that says, "Yes, I am going to that facility."

14 MR. SMITH: So then from Sign 1, that's directly
15 across the street from the hotel?

16 MR. SCHULTZ: Yeah, that's the main entrance. As
17 soon as you pull into the property, then that sign would
18 identify now you're at the entrance of the property, turn in
19 here.

20 MR. SMITH: So about 300 feet away, I can't see
21 Sign 1 then? Is that the idea of this sign?

22 MR. SCHULTZ: At the intersection of Route 44, you
23 will see Sign 38 but you will not see Sign 1. As soon as you
24 turn the corner, you can focus in on 38 and you will see Sign 1
25 eventually. You will see the figure but you will not be able
26 to read it at that point.

27 MR. SMITH: As soon as I turn the corner and come
28 around that bend, I see the hospital building.

29 MR. SCHULTZ: Yeah, you see the hospital.

30 MR. SMITH: Personally, I'm not even going to see the

1 sign because I am focused on the hospital. Thank you.

2 VICE CHAIRMAN HANFORD: Do you have any comments on
3 Sign 38?

4 MS. HEMPHILL: Yes. In conjunction with Mr. Smith's
5 comments, I too question the need for that. You could put the
6 address on the sign right at the entry there because, as people
7 come from the intersection, they're going to be looking at this
8 building that's going to say "Tri-Point" across the top,
9 correct?

10 MR. SCHULTZ: Well, the thing is they may see that
11 and they may not. Part of the consideration that you have to
12 look at is people may be entering this facility or coming up to
13 that intersection in the state of distress, so that you want to
14 reinforce that whole "This is where I'm going" as much as
15 possible, so you have something within a closer proximity than
16 the building sitting back there. That building may be back
17 there but if I'm in a state of distress, I may see the
18 building, may see the sign on the building, may not. I am
19 going to focus on the first thing I can find. So that's the
20 function of that piece, getting them the big picture and
21 grabbing their attention.

22 MS. HEMPHILL: One question I don't know: The state
23 puts a brown sign, I believe, that says "Hospital" on 90, is
24 that correct, at this exit?

25 MR. SCHULTZ: I think there already are some. As a
26 matter of fact, they probably point to the Lake East facility
27 now. Will that be —

28 MR. ROBINSON: I am Gary Robinson, 33340 in Solon
29 (sic.), Ohio. I am vice president at the hospital. We've
30 actually —

1 VICE CHAIRMAN HANFORD: You've been sworn in?

2 MR. ROBINSON: I have been sworn in.

3 VICE CHAIRMAN HANFORD: Thank you.

4 MR. ROBINSON: We've actually been trying to work
5 with them to get those kind of signs. Certainly, the blue
6 hospital sign, no problem, but those other signs are considered
7 for attractions. And, to date, we haven't convinced them that
8 the hospital is an attraction but we are working on that.

9 MS. HEMPHILL: Okay. All right. Thank you.

10 VICE CHAIRMAN HANFORD: I do have a question. I can
11 understand a large sign to be looking at first. But then
12 beyond, once you're on track, I don't understand why you have
13 to exceed 150 square foot on the entrance, which we will
14 discuss later, but I just, I don't know why. I can't see two
15 large signs on Auburn Road.

16 MR. SCHULTZ: Well, the overall desire is to get as
17 much impact as possible to these individuals coming in.
18 Obviously, there will be people that show up there not in the
19 state of distress. But the one we're most concerned about is
20 the person in that situation. We want to make sure they have a
21 clear path. There is always a series of elements following
22 them and guiding them where they need to be.

23 MR. ROBINSON: Can I add to that, too? I think,
24 traditionally, at all of our other facilities, the major sign
25 is at the entrance because it is such a big property. We want
26 to guide them to the entrance. However, when you do turn that
27 corner, you don't see that sign just yet. And I am sure that
28 the signs that are going to be on the other facility are going
29 to have "University Hospitals" just because that's their name.
30 So if you're told to go to the hospital, I think we want them

1 clearly to know that, when they turn the corner and you see
2 University Hospitals, I might be thinking that's the hospital
3 and I turn in there.

4 And it's particularly, I think, important if somebody
5 is in an emergency situation because that facility is not going
6 to be able to accommodate. So the idea of that sign was to
7 clearly demonstrate to them that this is the medical center
8 they'll be looking for, they're on the right path but they
9 haven't gotten there yet. And I think that was the main reason
10 for that sign that we traditionally wouldn't have at some of
11 our other facilities.

12 VICE CHAIRMAN HANFORD: It just seems, though, that
13 the larger sign is at the main entrance.

14 MR. ROBINSON: It is, but I don't think you see that.

15 VICE CHAIRMAN HANFORD: Well, I know that. But what
16 I am saying is that what you really want to see when you turn
17 off of 44 is the larger sign and then the smaller sign, the
18 main entrance sign, vice versa.

19 And I was just going to say, do you want to come up
20 and maybe discuss that?

21 MR. DOHNER: I will come up and discuss that. That's
22 a very good point. The larger sign at the main entrance does
23 have its purpose though as well because, does have its purpose
24 as well because that larger sign at the main entrance has the
25 scale of identifying that as the primary entrance to the
26 facility because there are secondary entrances around the
27 property that require that type of directional copy. But this
28 sign itself at the main entrance is required at the main
29 entrance, we feel, in that size and proportion to direct people
30 through that main gateway.

1 The sign, the monument sign that you're talking
2 about, Sign Number 38, that sign is just to identify the
3 facility as you come around the corner and let you know you're
4 on the right path. There is no directional copy on it. It is
5 just to say, "This is TriPoint." So there is a rhyme and a
6 reason to Sign Number 38, moving to the main entrance, which is
7 Sign —

8 MS. MITCHELL: 1.

9 MR. DOHNER: — 1, and then moving to the secondary
10 entrances around that facility at a smaller scale, so there is
11 a progression here.

12 MR. ROWE: Moving ahead just briefly, again, I am not
13 all that in sympathy of feeling that you need Sign Number 38.
14 I mean, it's just, I have used Lake Hospital Systems.
15 Fortunately, if it were in an emergency, I would have the EMTs
16 take care of that. People driving there, I mean, yes,
17 stressed, maybe you're going to be with someone having surgery
18 or something but it's just — and then we come to another sign,
19 and then farther down the way we're going to get to these two
20 large pillar-type signs. I mean, I think we're just, we're
21 getting things pretty loaded up there, I mean, image and so
22 forth and everything.

23 But once you get down Auburn Road very far, it's
24 going to be hard to miss that hospital. And, later on, we're
25 going to be talking about a pretty significant size sign right
26 across the top of the building that will be very difficult to
27 miss. I think it's just things are moving along here. I
28 think, basically, I think you've got a few too many signs right
29 at this particular area that are, kind of, a little bit of
30 overkill.

1 It's just, as I, as we walk through this — I realize
2 I am getting a little ahead of the thing but I am kind of
3 focusing around the identification of the site and the main
4 entrance. I mean, it's over covered, I guess, for lack of a
5 better term.

6 MR. DOHNER: And there are a few treeline issues
7 there. As you're coming around the corner, there is growth
8 that will keep you from seeing the letters set on the building
9 or the main entrance as you approach that Sign Number 38. So
10 there are some visibility issues that do exist at that corner.
11 There is some heavy growth, not necessarily the growth on the
12 property but growth across the street as you're coming around
13 the corner.

14 MR. ROWE: Thank you.

15 MR. SMITH: Kathy, the size of the sign is based on,
16 is it the length times the — it's a 15-foot high sign. Is it
17 just the sign area, if you will, or does it include the masonry
18 base?

19 MS. MITCHELL: Excludes the masonry.

20 MR. SMITH: Excludes the masonry base. So the sign
21 face itself is 10 by 15, right, or 10 by 16? I beg your
22 pardon. Roughly, yeah, 10 by 16. And why is it then necessary
23 to not be able to comply with the size limitation, cutting off
24 a foot and making it 15 foot rather than 16 foot?

25 MR. DOHNER: Well, we can certainly take that back to
26 the hospital as a condition. The desire is, again, to get that
27 focus of that individual.

28 MR. SMITH: You are here for variances and I, quite
29 frankly, I haven't seen the practical difficulty nor the
30 hardship for this variance, frankly.

1 Question, Kathy: How many — Is there, there is not
2 a limitation on the number of signs a site can have,
3 identification signs?

4 MS. MITCHELL: There is a limitation. It's one, one
5 freestanding and one wall sign.

6 MR. SMITH: Thank you.

7 VICE CHAIRMAN HANFORD: Any other questions? No? I
8 have one. If you came down 44 and turned right on Auburn,
9 you're thinking is the first sign you're going to see where
10 you're headed because you're in an emergency situation, and as
11 you continue on, you're going to see the main entrance, right?

12 MR. DOHNER: Um-hum.

13 VICE CHAIRMAN HANFORD: Are there any roads beside
14 the first sign that you're going to see coming off of 44, going
15 to the right?

16 MR. DOHNER: The road comes up from Ricerca, which
17 actually feeds the UH property before you get to this sign.
18 When you make that turn, that right-hand turn, you will have,
19 you will know that you have the UH property right there. And
20 then right next, right after their drive will basically be this
21 sign.

22 VICE CHAIRMAN HANFORD: I am just wondering if there
23 would be some confusion as to where that sign is placed. I
24 guess it has nothing to do with the size of the sign but I am
25 just — I don't know.

26 MR. DOHNER: Well, I think there is a legitimate
27 concern on the hospital's part that when you're sitting at the
28 intersection and you've got a UH property, which doesn't have
29 the emergency care facilities, that an individual could be
30 confused and you really need to make sure that you separate

1 those two properties out quickly for that person.

2 VICE CHAIRMAN HANFORD: So as you come up to the
3 first sign, will your eye then catch the next sign?

4 MR. DOHNER: Yes. It's the next step. You will not
5 be reading the text at that point but you know that you, again,
6 since the family of signs are consistent, you know you've got
7 the same shape and colors down the road. I am going to get to
8 the next point. That gives me more information.

9 VICE CHAIRMAN HANFORD: Okay. All right. There is
10 no one left to — against the appeal but I should say that. Is
11 there anyone here either for or against? Seeing none, we will
12 close off the public portion of the meeting and the chair will
13 entertain a motion to approve Appeal Number 0109-945, Sign
14 Number 38.

15 MS. HEMPHILL: So moved.

16 MR. SMITH: Second.

17 VICE CHAIRMAN HANFORD: Thank you. Moved and
18 seconded. Discussion of the Board?

19 MR. SMITH: Quite frankly, I don't see the practical
20 difficulty or the hardship with having to have this particular
21 sign.

22 MR. ROWE: Mr. Chairman. (Changed tape.) Okay.

23 VICE CHAIRMAN HANFORD: You want to —

24 MR. SMITH: I don't see the hardship or practical
25 difficulty, from a zoning variance standpoint, for this
26 particular sign. Before the meeting, I drove out to the site.
27 And coming around the corner, I can easily see the building.
28 And as Mr. Rowe pointed out earlier, there is another proposal
29 coming up for a large building sign. Quite frankly, that would
30 definitely draw my eye to this building if that particular sign

1 is approved. So I concur with Mr. Rowe's original statement
2 about the number of signs on this site.

3 VICE CHAIRMAN HANFORD: Well, let me ask you a
4 question. You're looking at the building on, actually, Auburn
5 Road. What kind of trees were you looking through?

6 MR. SMITH: There weren't any.

7 VICE CHAIRMAN HANFORD: There weren't any.

8 MR. SMITH: I mean, the leaves were down. Yes, there
9 are trees but the leaves were down. But, still, that building
10 towers above.

11 VICE CHAIRMAN HANFORD: Okay. We're on the next
12 sign. And I don't think there is a whole lot of difference
13 between 162 and 150. You say 1 foot.

14 MR. SMITH: Also, the question to Kathy about the
15 number of signs permitted on a development, and the Zoning
16 Resolution says they're allowed one freestanding and one wall
17 sign. Here, we have quite a few signs.

18 VICE CHAIRMAN HANFORD: Well, we're talking a
19 hospital versus —

20 MR. SMITH: I understand.

21 VICE CHAIRMAN HANFORD: People coming up 44 in a
22 panic. So I have a question on just the square footage.

23 MS. HEMPHILL: I would agree.

24 VICE CHAIRMAN HANFORD: Okay. The question in front
25 of the Board is the approval of Appeal Number 0109-945
26 permit — not permit — Sign 38. Kathy, please call for the
27 vote.

28 MS. MITCHELL: Ms. Hemphill?

29 MS. HEMPHILL: No.

30 MS. MITCHELL: Mr. Smith?

1 MR. SMITH: No.

2 MS. MITCHELL: Mr. Rowe?

3 MR. ROWE: No.

4 MS. MITCHELL: Mr. Hanford?

5 VICE CHAIRMAN HANFORD: No. The appeal for Sign 38
6 is denied.

7 Let's move on to (b), Sign 1. Freestanding main
8 entrance sign is proposed on Auburn Road at main entrance
9 drive. The proposed sign is 165 square feet with a height of
10 20 feet and is located 2 feet from the right-of-way. Variances
11 are requested for the type of sign, size exceeding 150 square
12 feet, distance from the right-of-way, and the number of
13 freestanding signs allowed. Section 30.04 C.1.

14 MR. SCHULTZ: Okay. Well, this particular sign,
15 again, this is the main entrance. A couple things of note:
16 Yes, it is over on the square footage; however, it is closer to
17 the right-of-way line than is allowed based on the height.
18 We've looked at the location of the sign and firmly believe
19 that it needs to be where it is. This is a prominent piece.
20 Once you get to this intersection, you need the information.
21 Putting it back roughly 45 feet, which would be in compliance
22 with the setback, would be just too far back.

23 Again, this particular sign, it is the main
24 entrance. It gives you directions for the emergent care, for
25 the physicians' building, directions to three or four spots at
26 the same time. So to get all the information on that we feel
27 has to be on the sign, has the prominence that it needs, this
28 is the size that we are requesting.

29 MR. SMITH: How far is that sign from the right-of-
30 way?

1 MR. ROWE: Two feet.

2 VICE CHAIRMAN HANFORD: Two feet, yeah.

3 MR. SCHULTZ: It is tucked up close.

4 Now, you do understand, especially since the comments

5 you just made about the 38 sign, that whatever happens with

6 that happens. Now this is a much more focal element for us.

7 MR. SMITH: And the total sign area is 165?

8 MR. SCHULTZ: Um-hum.

9 MR. SMITH: What is the height of the sign on this

10 one?

11 MR. SCHULTZ: Total of 25 feet.

12 MR. SMITH: But the —

13 MR. SCHULTZ: That includes the stone base.

14 MR. SMITH: How high is the stone base?

15 MR. SCHULTZ: I believe it's roughly about 4, 4 and a

16 half, so the sign total is 19 to 20.

17 MR. SMITH: Thank you.

18 VICE CHAIRMAN HANFORD: You figure that would be the

19 total allowance, is that what you're figuring?

20 MR. SMITH: No, just the area.

21 MS. MITCHELL: Mr. Chairman, the original proposal

22 showed 20 foot high —

23 MR. SCHULTZ: Actually, 20 foot.

24 MS. MITCHELL: — on the —

25 MR. SCHULTZ: Sign itself.

26 MS. MITCHELL: — sign itself, so it's going to be

27 25. We just need to address that for the record because the

28 variance was based — well, there wasn't a variance for the 20

29 feet. The original proposal showed 20 and it's actually 25.

30 MR. SMITH: The sign face is 25 feet high and then

1 the base is 5 feet high; is that correct?

2 MS. MITCHELL: The sign itself is 20.

3 MR. SCHULTZ: The sign itself is 20 and the base will
4 be 5.

5 MS. MITCHELL: The base will be 5.

6 MR. ROWE: And then the width of it comes out to, I
7 guess, 8 feet and change to come up with 165 square feet?

8 MR. DOHNER: Yeah, 9 foot 8 on the masonry.

9 MR. ROWE: Well, on the masonry?

10 MR. DOHNER: Yeah, so you are about 9 feet wide.

11 MR. ROWE: That would be 180 feet.

12 MS. MITCHELL: It says 8 feet.

13 VICE CHAIRMAN HANFORD: Pardon, Kathy?

14 MS. MITCHELL: 8 feet.

15 MR. ROWE: 8 and change. It would, again, looking at
16 it, it is very nicely presented and everything but it just
17 seems like it could be done in 150 square feet. I just, I
18 mean, down, the transitional down at the bottom where you go
19 from one service to another service, it seems like that square
20 footage could be saved somewhat down in that area without
21 hampering the signage or the verbiage or whatever.

22 MR. SCHULTZ: There is a couple feet of landscape
23 plantings around all the signs, also.

24 MR. SMITH: Kathy, is the freestanding sign height
25 though, they can go to 30 feet high?

26 MS. MITCHELL: That's based on the sign category we
27 have because there is no clear-cut sign category, which is why
28 we've used this particular item, C.1, because of the acreage of
29 the site. So, yes, it can go that high.

30 MR. SMITH: It can go 30, oh, 35 feet.

1 MS. MITCHELL: Yes.

2 MR. SMITH: Okay. Thank you. So the height
3 really is —

4 MS. MITCHELL: Is not the issue.

5 MR. SMITH: — not the issue, just the area. Thank
6 you. Can we get 15 square foot out of it?

7 MR. SCHULTZ: I don't know. I would have to go back.

8 MR. ROBINSON: I think it will be a consistent
9 theme. I mean, the thing with hospitals and the thing we
10 consistently hear in our elderly patients: That they have
11 problems with the wayfinding and readability. We've
12 incorporated, for example, into our print when we do brochures
13 or magazines, we always oversize the print and readability for
14 seniors, which is the majority of our patients.

15 So, I mean, that's why we're trying to get
16 readability in wayfinding. That's going to be a consistent
17 theme throughout, throughout this. And I think you'll see —
18 well, you won't see — but new hospitals around the country are
19 taking a very close look at the wayfinding and the readability
20 and, also, the amount of verbiage on the signs.

21 I think you will also see what we tried to do is
22 reduce this down to English. You know, in the past, you see
23 medical, go to medical facilities and you see the terminology
24 we understand. We try to reduce this, also, to English that
25 everybody understands. So, I mean, that's what we're trying to
26 do for all of this.

27 So, I mean, we can shrink it but I think, you know,
28 we're not addressing something that has been a complaint around
29 the country at all hospitals. And we want this to be a
30 different kind of hospital from the design to the wayfinding.

1 I mean, we truly believe — We have a senior advisory
2 group that's been in place at the hospital for at least six
3 years. It's a group of seniors and we meet with them quarterly
4 and ask their advice on things. One thing we did address was
5 wayfinding and distance from our facility.

6 And, quite frankly, we took them on a tour of,
7 actually, Lake West Hospital and just said, "Okay, take us
8 through your thought process." They're getting lost. They
9 can't see things until they get up on them and it's too late.
10 So we tried to incorporate into this, I mean, we want it to be
11 a different facility. We want it to be friendly for the
12 patients and the families and that's, you know, what we're
13 trying to incorporate into these designs.

14 So when, you know, it's only 15 feet but it reduces
15 that letter size to a point that, you know, it may not be
16 readable to somebody with, many of our customers that come that
17 are elderly and have problems with their vision.

18 MR. SMITH: The letter size doesn't have to be
19 reduced if, in fact, the logo area is reduced.

20 MR. ROBINSON: Well, I think if we had to reduce it,
21 we would have to be thinner to get to the — I mean, we would
22 have to chop off a couple of feet, I think, in width.

23 MR. SMITH: Thank you.

24 MR. ROWE: Well, it's 8 feet high, so 1 foot gives
25 you 8, not quite 2 feet. I don't know. I think there is a
26 better way.

27 MS. HEMPHILL: Well, this is the biggest one.

28 VICE CHAIRMAN HANFORD: This is the biggest, yeah.

29 MS. HEMPHILL: It's not like they're all going to be
30 this big. This is the main entrance.

1 VICE CHAIRMAN HANFORD: Main entrance. Is there
2 anyone speaking for the appeal? Anyone for it or against?
3 Hearing and seeing none, I am going to close down this part of
4 the public meeting and the chair will entertain a motion to
5 approve Appeal Number 0109-945, Sign Number 1.

6 MR. SMITH: So moved, Mr. Chairman.

7 MR. ROWE: Second.

8 VICE CHAIRMAN HANFORD: Thank you. Discussion?

9 MR. ROWE: Are you going to entertain the vote on two
10 different things, the signage size and the placement?

11 VICE CHAIRMAN HANFORD: Well, no one has addressed
12 the placement in the previous discussions, so we can still talk
13 about it now. If we feel we are going to have to break it up,
14 fine.

15 MR. ROWE: Kathy, at that location, being 2 foot from
16 the right-of-way, what would that place it from, actually, the
17 edge of the pavement? Do you know how wide that road is?

18 MS. MITCHELL: Well, that right-of-way is going to be
19 — Is that the one where it's going to be widened?

20 MR. SCHULTZ: That is already shown widened.

21 MS. MITCHELL: It is already shown widened?

22 MR. SCHULTZ: Yes.

23 MS. MITCHELL: So that distance from the pavement to
24 here, do you have that number?

25 VICE CHAIRMAN HANFORD: Is it 20 feet?

26 MS. MITCHELL: We're not dealing with the standard
27 60-foot right-of-way anymore because of the roadway.

28 MR. SMITH: The blue line is the new right-of-way
29 width?

30 MR. SCHULTZ: We're back, you're starting to go down

1 into the pond area. My apologies. The red location is the
2 proposed location. To be in compliance with the location, we'd
3 have to go, we're now starting to go down roughly a couple more
4 feet into a hole, so we will start, that whole sign just
5 started to go down into a hole.

6 MR. SMITH: Is there a dimension? This is the, red
7 is the new right-of-way line?

8 MR. SCHULTZ: Yeah.

9 MR. SMITH: And then the pavement, is that new?

10 MR. SCHULTZ: That's going to be the new pavement.

11 MR. SMITH: So pavement to the red line, do you know
12 what the dimension is?

13 VICE CHAIRMAN HANFORD: 15 feet?

14 MR. ROWE: Is there a scale on that?

15 MR. SCHULTZ: You're probably about 15 but I don't
16 think —

17 VICE CHAIRMAN HANFORD: The other thing, too, you
18 want to pick up the site from here, that first sign, right?

19 MR. SCHULTZ: Um-hum.

20 VICE CHAIRMAN HANFORD: 38. And then you pick up the
21 sign here. It's down here.

22 MR. SCHULTZ: You're down in the hole here. We have
23 a real concern.

24 MR. ROWE: Well, it wasn't that. I was just trying
25 to get a focus on —

26 VICE CHAIRMAN HANFORD: How far we're getting.

27 MR. ROWE: Yeah, yeah.

28 MR. SMITH: So 15 by roughly 17 feet.

29 VICE CHAIRMAN HANFORD: I don't see a problem with
30 the sign size or location.

1 MR. SMITH: The variance request, as far as area
2 goes, is only 10 percent.

3 VICE CHAIRMAN HANFORD: Yeah, it's nothing. More
4 discussion?

5 MR. SMITH: No. Thank you, Mr. Chairman.

6 VICE CHAIRMAN HANFORD: The question in front of the
7 Board — Jim?

8 MR. ROWE: No. I was mentioning to him it's 10
9 percent.

10 VICE CHAIRMAN HANFORD: The question in front of
11 the Board is the approval of Appeal Number 0109-945, Sign
12 Number 1. Kathy, please call for the vote.

13 MS. MITCHELL: Mr. Smith?

14 MR. SMITH: Yes.

15 MS. MITCHELL: Mr. Rowe?

16 MR. ROWE: Yes.

17 MS. MITCHELL: Ms. Hemphill?

18 MS. HEMPHILL: Yes.

19 MS. MITCHELL: Mr. Hanford?

20 VICE CHAIRMAN HANFORD: Yes. Okay.

21 We will move to Signs 2 and 3, gateway sign/entrance
22 pillars are proposed on the main entrance drive off of Auburn
23 Road just after the main entrance sign. Proposed signs are
24 20.09 square feet with a height of 16 and a half feet.
25 Variances are requested for the maximum height requirement of 4
26 feet for gateway signs. Section 30.03 B.

27 MR. SCHULTZ: Again, these two pillars are to
28 reinforce the suburban feel of the campus. It is not uncommon
29 for most subdivisions to have a gateway in some form. As a
30 matter of fact, if you go around the corner to South Drive, you

1 can see the remnants of the old gateway for that. Again, you
2 turned on the property. Now it's just a subtle reinforcement
3 as you go up the drive and create that sense of suburban feel
4 to the property.

5 I believe the requested variance is the, well,
6 they're 16 feet tall, 16 feet tall. The way that Kathy has
7 been looking at this is with the residential code, which is
8 fine. I mean, that's something we're attempting to get that
9 feel. But the nature of the property and the size of the
10 entire facility, I think, would be awfully difficult to
11 accomplish that task with a 4-foot sign. Just when you look at
12 the scale of the building and everything else that's happening
13 around it, you are not going to get that.

14 MR. SMITH: When you look at this, yes, perhaps it's
15 compared to the residential district signs but, in fact, this
16 is a commercial zoning district, so the gateway sign
17 application really doesn't even apply in this case, in my
18 opinion.

19 MS. MITCHELL: Mr. Smith, under Item 30.04 A, it
20 identifies all signs committed in residential districts, which
21 is, we have applied in other locations.

22 MR. SMITH: Thank you.

23 MR. SCHULTZ: I think, if you were in a residential
24 scenario with this, 4 foot would be totally appropriate if
25 you're looking in reference to one- or two-story buildings. We
26 have a five-story facility sitting there. I don't think it
27 would look appropriate.

28 MS. HEMPHILL: Do you, by any chance, know what size
29 those pillars are on South Drive? Do you know if they're
30 shorter than this or the same?

1 MR. SCHULTZ: They're probably shorter but they're
2 still at least 8 feet tall, at least, if not more.

3 MS. HEMPHILL: Well, 8 is half.

4 MR. SCHULTZ: Pardon?

5 MS. HEMPHILL: 8 is half.

6 MR. SCHULTZ: I know, I know. They're not quite as
7 big. We actually did mock-ups of these on site and we sat
8 there in the driveway tried to get a feel for, you know, did it
9 look appropriate? And everybody did feel that way primarily
10 because, like I said, if you were in a residential scenario,
11 you would see that sign sitting in front of a one-, two-story
12 building. Now you're going to see the sign sitting in front of
13 a five-story building. It's a different animal.

14 MS. HEMPHILL: Do you still have your mock-up?

15 MR. SCHULTZ: Maybe.

16 VICE CHAIRMAN HANFORD: I have a question. After
17 turning right at Lake Medical Center sign that we just talked
18 about, okay, where do you think the person thinks he is that he
19 needs this Tri-Point Medical Center sign at all? I mean,
20 what's the point?

21 MR. SCHULTZ: Again, it is just another —

22 VICE CHAIRMAN HANFORD: I mean, you have turned right
23 into what it says, the medical center, and now you've got
24 another sign.

25 MR. SCHULTZ: It is just another gateway element to
26 get them —

27 MR. SMITH: Another design element.

28 MR. SCHULTZ: Yeah.

29 MR. ROWE: I don't know.

30 VICE CHAIRMAN HANFORD: We could save you some

1 money. I just don't understand it. If I drive into
2 McDonald's, I don't expect to see Burger King. The sign is
3 there.

4 MR. ROBINSON: But I believe this one is not
5 functional for wayfinding. It's an architectural element to
6 complement the building. It is more for effect.

7 MR. ROWE: But I just, again, don't see the —

8 VICE CHAIRMAN HANFORD: Excuse me. Let's have a look
9 at this.

10 MR. ROWE: As a possible user of the facility, I
11 don't see the thing being necessary.

12 VICE CHAIRMAN HANFORD: Have you seen the job done by
13 our zoning people?

14 MR. SCHULTZ: Yes.

15 MR. ROBINSON: Yes.

16 VICE CHAIRMAN HANFORD: These are the two signs we're
17 talking about right here. Now, if you make a right here,
18 you've got this large sign. Where do you think this person is
19 going to when he sees the hospital in front of him?

20 MR. ROBINSON: It is not for direction.

21 MR. SCHULTZ: It is not directional.

22 VICE CHAIRMAN HANFORD: So it's an identifier.

23 MR. SCHULTZ: Yes.

24 MR. ROBINSON: It's an architectural effect.

25 VICE CHAIRMAN HANFORD: So it's really nice to have
26 but it's not functional other than —

27 MR. SCHULTZ: Yeah.

28 VICE CHAIRMAN HANFORD: Okay. All right.

29 This is a good job, by the way, Kathy, very good.
30 Thanks, Bruce.

1 MR. ROWE: He can do that in all our future
2 meetings. Keep him off the streets.

3 VICE CHAIRMAN HANFORD: Didn't we have gateway signs
4 on UH?

5 MS. MITCHELL: Yes.

6 VICE CHAIRMAN HANFORD: That's what I thought. Your
7 mock-up said 16 and a half feet was where you wanted to be.

8 MR. SCHULTZ: It actually looked correct, standing
9 there in the driveway. And that's not just me saying that but
10 10 other people stood there and looked at it and said, "Yeah,
11 it looks right." Understand, you're looking in front of a
12 five-story building, so your scale is different than what you
13 would normally see in residential.

14 MR. SMITH: What was the area on Signs 2 and 3, sign
15 area.

16 MR. SCHULTZ: Four foot in height, I believe.

17 MS. MITCHELL: 20.9 square feet.

18 MR. SCHULTZ: 20.9 square feet.

19 MR. SMITH: So they comply with the square footage
20 requirement.

21 MS. MITCHELL: Yes.

22 MR. SMITH: It's just the height in this case,
23 right?

24 MS. MITCHELL: Yes.

25 MR. SMITH: Okay. I think I know.

26 VICE CHAIRMAN HANFORD: You think you know. Any
27 other questions?

28 MR. ROWE: No.

29 VICE CHAIRMAN HANFORD: Anyone for or against?
30 Seeing none, this portion of the meeting is closed. The

1 question in front of the Board is the approval of the Appeal
2 Number 0109-945, Signs 2 and 3.

3 MR. SMITH: Motion to approve, Mr. Chairman.

4 VICE CHAIRMAN HANFORD: Yes.

5 MS. HEMPHILL: Second.

6 VICE CHAIRMAN HANFORD: At least, it conforms with
7 the square footage.

8 MR. SMITH: Yeah, but it's four times higher. With
9 all due respect to the individual, I mean, at some point in
10 time, we have to look at the Resolution and say, "How can we
11 comply?" rather than, "Let's design this and see if we can pass
12 it." That's just a comment.

13 MR. ROWE: So noted.

14 VICE CHAIRMAN HANFORD: Pardon?

15 MR. ROWE: So noted.

16 MR. SMITH: I don't have objection to the sign itself
17 because they are permitted but the height is four times higher.

18 VICE CHAIRMAN HANFORD: I agree. Four foot does look
19 kind of small.

20 MS. HEMPHILL: If four foot is too small, I don't
21 know, maybe we should find your mock-up and have a field trip.
22 That's another option.

23 MR. ROWE: I just don't particularly — yeah, you can
24 have a sign there at some time but —

25 MS. HEMPHILL: How many times can you stay "Tri-
26 Point?"

27 MR. ROWE: Pardon?

28 MS. HEMPHILL: You're asking, how many times do you
29 need to say "Tri-Point"?

30 MR. ROWE: Yeah, sure. I already, 100-some feet

1 before, know I'm at Lake Tri-Point Medical Center, and I am
2 going to get up the way a little further and there will be some
3 more things confirming that. That's kind of the way I look at
4 it. We've got a lot of signs.

5 VICE CHAIRMAN HANFORD: Any other comments?

6 MR. ROWE: No.

7 VICE CHAIRMAN HANFORD: Okay. The question in front
8 of the Board is the approval of Appeal Number 0109-945, Signs 2
9 and 3. Kathy, call for a vote, please.

10 MS. MITCHELL: Ms. Hemphill?

11 MS. HEMPHILL: No.

12 MS. MITCHELL: Mr. Rowe?

13 MR. ROWE: No.

14 MS. MITCHELL: Mr. Smith?

15 MR. SMITH: No.

16 MS. MITCHELL: Mr. Hanford?

17 VICE CHAIRMAN HANFORD: No. Okay. All right.

18 Now, the next sign is Sign 8. Freestanding pylon
19 sign is proposed on Auburn Road between the main entrance drive
20 and South Drive. The proposed sign is 97.5 square feet with a
21 height of 15 feet and is located 2 feet from the right-of-way.
22 Variances are requested for the type of sign, distance from the
23 right-of-way, and the number of freestanding signs allowed.
24 Section 30.04 C.1.

25 MR. SCHULTZ: If I may, Sign Number 8 and, again,
26 Item (e), Signs 17, 18, 19, 21 and 27, are all the same size.
27 This particular one is located just past the water tower. And
28 the intent is, again, you now passed by the main entrance. You
29 need reinforcement to get to the next point, next decision
30 point. If you pass by the front drive and you're in that turn,

1 you cannot see the next decision point, which would be Sign
2 Number 17 all the way down at South Drive, so this gets you to
3 Sign Number 17.

4 Again, this particular sign, location wise, I don't
5 think we can pull it back off the road any further because
6 you're just not, it will never be seen.

7 In terms of size, again, it's consistent now with all
8 the rest, basically, that are on the property. You have a
9 consistency of shape, color, location of color, size. There
10 may be different directional indicators on these but, again,
11 now you've got into a pattern here where every one along your
12 path now, to get all the way back through and out the discharge
13 area, are now the same size.

14 MR. ROWE: Is that also the recommended way into the
15 emergency or is the emergency up here?

16 MR. SCHULTZ: The recommended way into the emergency
17 is via South Drive. You've got to come all the way past the
18 front entrance to turn.

19 MR. ROWE: Okay.

20 VICE CHAIRMAN HANFORD: Jim, the directional sign
21 here, straight ahead and come around this way.

22 MR. ROWE: Yeah.

23 MR. ROBINSON: I would add that you physically cannot
24 see the structure from that point. And I don't know,
25 Mr. Smith, if you drove down the other way.

26 MR. SMITH: I didn't.

27 MR. ROBINSON: If you drive down the other way, you
28 can't really see the physical structure until after, I think,
29 you're by that water tower.

30 MR. SCHULTZ: Oh, absolutely.

1 MR. ROBINSON: And then the main entrance creeps up
2 on you like that. And I've done it because I come up 44
3 sometimes to work.

4 VICE CHAIRMAN HANFORD: If someone does take it
5 wrong, you do have this covered with an emergency sign
6 indicating that way, right, this one, this sign here?

7 MS. HEMPHILL: The red.

8 MR. SCHULTZ: Yes. If you're coming up —

9 VICE CHAIRMAN HANFORD: I mean, in case you got the
10 wrong way, you can find your way.

11 MR. SCHULTZ: Yes.

12 MR. ROBINSON: Yes, sir.

13 MR. SMITH: This is something — Are we on Sign 8?

14 MS. MITCHELL: Yeah.

15 VICE CHAIRMAN HANFORD: Yeah. But I am saying the
16 sign, this part, these parts here will direct the person to
17 where he is supposed to go, in other words, the arrows, if he
18 happens to go down the wrong way. I was looking at that.

19 MR. SMITH: On the diagram, Number 8, is E the east
20 and W the west sign face?

21 MR. SCHULTZ: Correct. That's the same sign.

22 MR. SMITH: Okay. So this has got me going to
23 emergency. If I am going west, I am going straight ahead to
24 emergency; and if I am going east, I am going the other way.

25 MR. SCHULTZ: If you've come from this way on Auburn
26 Road and you miss South Drive, now you hit this sign and it
27 says, okay, go this way. There is a secondary way you can get
28 to the emergency, via the front entrance. It is not the
29 preferred way to do that but you still have to give those
30 people that have missed the first turn a way back in.

1 MS. MITCHELL: Probably, a bit more snaking around.

2 MR. SCHULTZ: Well, yeah, it is. It is not preferred
3 but you still —

4 MS. HEMPHILL: But you can still get there.

5 MR. SCHULTZ: If a person misses that turn, you've
6 got to get them there still.

7 MS. MITCHELL: Probably, a U-turn.

8 MR. SCHULTZ: The U-turn is not, you know, definitely
9 not preferred.

10 MR. ROWE: We cleared the hurdle of the placement to
11 the right-of-way earlier on with the other sign.

12 MR. SCHULTZ: Likewise, that's going to come into
13 play as you go around the bottom with those signs, too. We
14 keep those all as tight as we can.

15 MR. SMITH: Is Sign 17 the same size as Sign 8?

16 MR. SCHULTZ: Yes.

17 MS. HEMPHILL: Yes.

18 MR. ROWE: Yeah, same size.

19 MS. HEMPHILL: Almost all these red guys are the same
20 size.

21 MS. MITCHELL: They're all on the drawing. They're
22 all the same size.

23 MR. ROWE: You go all the way up.

24 MR. SMITH: They're a story and a half high, 15 feet
25 tall.

26 MR. SCHULTZ: Well, in the middle of winter, take
27 three feet off for snow.

28 VICE CHAIRMAN HANFORD: Right.

29 MR. SMITH: That doesn't work for me. I'm sorry.

30 MR. SCHULTZ: Still, all these signs now will be

1 consistent as you go around that. That's important for
2 wayfinding.

3 MR. SMITH: So we're asking for a variance for road
4 for setback and —

5 VICE CHAIRMAN HANFORD: Height.

6 MR. SMITH: And —

7 MS. MITCHELL: And number of signs.

8 MR. SMITH: And number of signs, setback and number
9 of signs.

10 VICE CHAIRMAN HANFORD: Yeah, type of signs.

11 MS. MITCHELL: They're all the type because they
12 don't meet. Every one of them is the type of sign because it's
13 technically a shopping center, which this is not. We did that
14 previously as well, as recommended by legal, so we just kept it
15 in there.

16 MR. SMITH: Explain that type of sign.

17 MS. MITCHELL: Because the three categories in the
18 code break it down for freestanding sign: For either a
19 shopping center 20 acres or more or a business development of
20 less than 20 acres, or your third option is a freestanding sign
21 no more than 40 square feet. And because Items 1 and 2, the
22 hospital doesn't really fit into the category of a shopping
23 center even though it's on 20 acres or more. It's not a
24 business development of less than 20 acres.

25 Item 1 is the best one because of the size of the
26 site. And so, therefore, technically, the variance is for the
27 type of sign because it's not a shopping center and we don't
28 have any other category in the code to address that.

29 MR. SMITH: So the type of sign has to do with
30 suburban and residential shopping.

1 MS. MITCHELL: Yeah, that's all.

2 MR. SMITH: I didn't know if it meant pylon versus
3 pole sign or ground sign.

4 MS. MITCHELL: No.

5 MR. SMITH: Thank you.

6 VICE CHAIRMAN HANFORD: Any other discussions, Jim?

7 MR. ROWE: No.

8 VICE CHAIRMAN HANFORD: Richard?

9 MR. SMITH: No. Thank you, Mr. Chairman.

10 MS. HEMPHILL: No.

11 VICE CHAIRMAN HANFORD: Okay. Is there anyone
12 speaking for the appeal or against? Seeing none, this portion
13 of the public hearing is closed. The chair will entertain a
14 motion to approve Appeal Number 0109-945, Sign 8.

15 MR. SMITH: Motion to approved for the second time,
16 Mr. Chairman.

17 VICE CHAIRMAN HANFORD: Anyone second?

18 MR. ROWE: Second.

19 VICE CHAIRMAN HANFORD: Thank you. Discussion? I
20 don't see a problem.

21 MS. HEMPHILL: I don't have a problem.

22 MR. SMITH: Once again, we're talking about the
23 number of signs.

24 VICE CHAIRMAN HANFORD: We're talking about a
25 hospital. We're talking about old people. You're not as old
26 as I am.

27 MR. SMITH: You're talking about a very large
28 building that's easily seeable. I'm sorry but that doesn't
29 hold water with me.

30 VICE CHAIRMAN HANFORD: I figure, if you're driving

1 there, you're looking at signs, not the hospital.

2 MR. SMITH: I am looking at the building I am going
3 to, quite frankly.

4 VICE CHAIRMAN HANFORD: Okay. All right. The
5 question in front of the Board is the approval of the Appeal
6 Number 0109-945, Sign 8. Kathy, please call the roll.

7 MS. MITCHELL: Mr. Hanford?

8 VICE CHAIRMAN HANFORD: Yes.

9 MS. MITCHELL: Mr. Rowe?

10 MR. ROWE: Yes.

11 MS. MITCHELL: Ms. Hemphill?

12 MS. HEMPHILL: Yes.

13 MS. MITCHELL: Mr. Smith?

14 MR. SMITH: No.

15 VICE CHAIRMAN HANFORD: Okay. Let's move on to
16 Signs 17, 18 — And, by the way, it's passed, the previous one.

17 Signs 17, 18, 19, 21, 27, freestanding pylon signs,
18 are the same?

19 MR. SCHULTZ: Again, yes. I think the only
20 difference between (d) and (e) is (e) is actually at entrance
21 points, (d) was to get you to the entrance drive.

22 VICE CHAIRMAN HANFORD: Let's just read that. Signs
23 are proposed along South Drive as secondary entry points,
24 drives, to the site. Proposed signs are 97.5 square foot with
25 a height of 15 feet. Variance is requested for the type of
26 sign, 2 feet distance from the right-of-way, Sign 17 only, and
27 the number of freestanding signs allowed. Section 30.04 C.1.

28 Let's go over your comments again.

29 MR. SCHULTZ: Oh, okay. Again, the signs are all the
30 same size. These are key entry points. We want them right out

1 at the edge because, again, as you see, just about all of these
2 have "emergency" on it, so there is a very real belief that the
3 individual coming up to the sign is going to be in a sense of
4 distress. We want them easily identifiable, quickly
5 identifiable, and consistent in height and color and locations,
6 different color.

7 MS. MITCHELL: Paul, can you talk about the driveway?

8 MR. SCHULTZ: We will start with Number 17, down at
9 South Drive and Auburn Road. Again, if you're coming up either
10 way on Auburn Road, if you come up from the north and you've
11 missed the, where you come by the main entrance, now this is
12 where you're being directed to go to the emergency department.
13 This is the primary path to get there, so this Sign Number 17
14 is very important. This is your first shot to get it right to
15 get to the ED. This will direct you down South Drive.

16 Now, the next one, which is the first one over this
17 way, that is the preferred entrance for people going to the
18 ED. That road will take you directly into the dropoff entrance
19 for the emergency department. Again, we want consistency. You
20 hit the first sign, it tells you to get there. You see the
21 second sign, it tells you to go this way. That goes straight
22 into the front door of the ED.

23 The next sign over is for the ambulance crew. That
24 sign goes directly into the ambulance garage.

25 MS. MITCHELL: Sign 19?

26 MR. SCHULTZ: 19, yes. And, again, coming all the
27 way around to Sign 27, yes — 21, that is the discharge exit.
28 Again, if you've missed two or three opportunities to get to
29 the ED in the quickest fashion, again, this sign will have
30 another back door. If you've gone past the way you should get

1 there, it is going to have another back door to get you in by
2 the ambulance garage and right up to the front door of the ED.

3 29, which is all the way along the top —

4 MS. MITCHELL: 27.

5 MR. SCHULTZ: 27. My eyes are starting to go. That
6 is a service entrance.

7 MS. MITCHELL: And they're all users of South Drive.
8 Avery still uses South Drive as well.

9 MR. SCHULTZ: You notice, on 27, "emergency" is only
10 on one side. So if you're coming up the other way, it directs
11 you to come around the bottom and keep going. If you've gotten
12 all the way past there, you've passed it all. So that sign
13 does have "emergency" on one side only. It is slightly
14 different, but the sign is the same size, shape and proportion
15 as all the rest of them.

16 VICE CHAIRMAN HANFORD: Any questions?

17 MR. SMITH: Yes. Why is it necessary to have all the
18 signs be 15 feet tall?

19 MR. SCHULTZ: Again, this, the belief that you want
20 this thing easily and quickly identifiable.

21 MR. SMITH: I'm driving. I am looking up in the sky
22 and these things are 15 feet tall.

23 MR. SCHULTZ: Well, the top is 15. Here, the most
24 prominent piece on there, "emergency," is probably around the
25 12-foot range maybe but it is consistent at that. So once you
26 hit the first one, you will always be looking at that same
27 spot. I don't think you're looking into the sky, maximum 15
28 feet. The only thing that's going to be up there is the actual
29 logo and the name. The information and directional sign and
30 those components are probably in the 10- to 12-foot range.

1 We don't want to have anything down too low because
2 if there is either vegetation there or there is snow there in
3 the winter, you don't want anything down real low. Again, you
4 want those out, being prominent. You want them so everybody is
5 going to be able to read.

6 If you shrunk them down, that whole question of, do I
7 shrink the letters and everything down and the eligibility?
8 If you're coming through at 45 miles an hour down that road,
9 shrinking that sign down may become a bigger deal.

10 MR. SMITH: 45 miles an hour down —

11 VICE CHAIRMAN HANFORD: Auburn.

12 MR. SMITH: The rest of them, you're not going 45
13 miles an hour.

14 MR. ROWE: It would seem that once you're on the
15 South Road or whatever, on the campus, as it were, that 15 is
16 kind of large.

17 MR. SCHULTZ: Well, inside the campus is fine. It's
18 a different thing. But what we're after with all these
19 perimeters signs is a sense of consistency. And that's a key
20 element in the wayfinding, is that you're always looking for
21 the same size, shape and thing to get you where you have those
22 decision points.

23 MR. ROWE: It seems like an awful lot of concern.
24 We've got a lot of inept people visiting the campus or
25 something like that. I qualify as a senior visitor to the
26 campus and it wouldn't bother me if one was 12 and the other
27 was 9. I can see the coloring and the whatever, fine, but —

28 MR. SCHULTZ: I think, if nothing else, from an
29 aesthetic value, you want all these decision point signs to be
30 the same size.

1 VICE CHAIRMAN HANFORD: Claudia?

2 MS. HEMPHILL: Well, actually, when I was looking at
3 this, I couldn't understand why you couldn't chop off five feet
4 and still have them 10 feet because, even with snow piled up 3
5 feet on there, they're still 10 feet tall and the road is still
6 the same height. Of course, that messes up your, the nice
7 change of matte and shiny.

8 MR. SCHULTZ: Well, it would affect the aesthetics of
9 the sign.

10 MS. HEMPHILL: I mean, the letters could still be the
11 same size. You wouldn't have to change that.

12 MR. ROWE: The sign on Auburn at South, I can see
13 because the one above is going to be 15 feet. But once you're
14 there, it seems like those would be a little smaller, smaller
15 size.

16 MR. DOHNER: John Dohner, I have been sworn in.

17 VICE CHAIRMAN HANFORD: Yes, sir.

18 MR. DOHNER: If I can just make a statement that, to
19 my earlier comment that the facility signage is also here to
20 get people out of inappropriate locations, such as service
21 drives. And I know that, in this room, we're all pretty
22 functional people and can navigate a site pretty well. But if
23 you're 85 and on the verge of losing your license — and these
24 are frequent visitors to a health care facility — these signs
25 actually do provide a service to the community and keep it
26 safe, help those visitors. And there are visitors that have
27 never been to the facility before.

28 And I think, back to the consistency issue, if you
29 start chopping off signs and you've got a stairstep around
30 campus, you've got a hodgepodge mix of signs. I think,

1 aesthetically, it detracts from the campus. So if we can keep
2 it consistent and uniform, I think there is a benefit to that.

3 VICE CHAIRMAN HANFORD: Of course, the feeling on
4 some of the Board is you can be consistently shorter.

5 MR. DOHNER: That's true, we could be consistently
6 shorter but it varies from the Lake design system that's going
7 to be used at all of their facilities. And, again, the key to
8 the system is identification, knowing those signs by shape,
9 color, recognition on approach.

10 MS. HEMPHILL: At different facilities. So are you
11 suggesting that other facilities, you're going to put 15-foot
12 high signs.

13 MR. DOHNER: I am suggesting that at hospital
14 facilities, yes.

15 VICE CHAIRMAN HANFORD: Is this a 14-footer?

16 MS. MITCHELL: That's at South Drive now. The
17 existing sign, we checked it and it's 14 feet.

18 MR. SCHULTZ: So what we're proposing is only one
19 foot taller.

20 MS. HEMPHILL: Fifteen.

21 MR. SCHULTZ: And somebody coming in from out of
22 town, that sign is not greatly visible from the road. I mean,
23 I had to look for that sign.

24 VICE CHAIRMAN HANFORD: Have you seen this?

25 MS. MITCHELL: Yeah, I just gave them a copy.

26 VICE CHAIRMAN HANFORD: Oh, you got it. Thank you.

27 MR. SMITH: Don't you think that most people using
28 the facility are coming in the main entrance, most people,
29 other than the ambulance drivers and delivery people?

30 MR. DOHNER: People in most distress are coming in —

1 MR. SCHULTZ: People under the most distress are
2 coming in the back entrance to the emergency room. People that
3 are visiting the physicians and visiting patients and those
4 types of visits are coming in through the front drive and we
5 want them to find that front drive. We also want them not to
6 be using the emergency drive. We want to get them back around
7 to the front of the hospital.

8 MR. SMITH: So they're being directed to go to the
9 back of the hospital, right, emergency?

10 MR. DOHNER: Yes. You're being directed to come down
11 South to get into the emergency facility. But if, by chance,
12 you're leaving a certain area or looking for another area
13 within the property, coming out of the administrative building,
14 you come around the back side of the facility, you don't want
15 that traffic to be driving down the emergency drive or
16 ambulance drive as well.

17 VICE CHAIRMAN HANFORD: Any other questions for these
18 gentlemen? Sorry, Jim. Any other questions for these
19 fellows?

20 MS. HEMPHILL: No.

21 VICE CHAIRMAN HANFORD: All right. Is there anyone
22 speaking for the appeal or against? And seeing none, let's
23 move on. The public hearing for this appeal is closed. The
24 chair will entertain a motion to approve Number 0109-945,
25 Signs 17, 18, 19, 21 and 27, freestanding pylon signs.

26 MR. SMITH: So moved, Mr. Chairman.

27 MS. HEMPHILL: Second.

28 VICE CHAIRMAN HANFORD: Thank you. Discussion?

29 MR. SMITH: I think the design could be rethought
30 out.

1 VICE CHAIRMAN HANFORD: What, down to 14?

2 MR. SMITH: Well, the reason they are what they are
3 appears to be because of the logo. I don't, I really have a
4 hard time with this, whether or not there is a hardship here,
5 with their not being able to comply with the Resolution signage
6 since there is a massive number, in my opinion, a massive
7 number of signs. Signs are required, there is no doubt, and
8 direction is needed, but I think because of the numbers and
9 size of the signs that, personally, this thing should be
10 rethought.

11 VICE CHAIRMAN HANFORD: Well, I think if we're going
12 to do that and, say, it doesn't pass, we ought to give them
13 some recommendations on what you're thinking about because that
14 doesn't look overly huge. It is only one foot less.

15 MR. SMITH: How far away was that picture taken?

16 VICE CHAIRMAN HANFORD: It looks like they're sitting
17 in the middle of the road.

18 MS. HEMPHILL: Middle of the driveway.

19 MS. MITCHELL: On the driveway.

20 MS. HEMPHILL: On the driveway.

21 MS. MITCHELL: That was Bruce.

22 MR. SMITH: How far is the sign off the road? These
23 are only two feet off the road, so I don't think that's a fair
24 depiction in the picture.

25 VICE CHAIRMAN HANFORD: So if you're coming down,
26 driving down, I know you're going to see that sign but where do
27 you start to see the sign? You make your left and you're going
28 to see the sign. Anyway, any other discussions?

29 MS. HEMPHILL: Well, I do understand having, if
30 you've ever ridden with anybody that can't find where they're

1 going, and the fact that you offered to drive them, they are
2 looking everywhere and they do get lost. That's why — I like
3 the 5-foot signs more than this. And I understand the
4 consistency.

5 MR. ROWE: The consistency, let's see, the Sign 17
6 has to match with Sign 8 — I think it's 8 up there — and does
7 not match, in a way. I can see keeping those two. But once
8 you're in there, it seems like —

9 MS. HEMPHILL: I think you're going to have more
10 people in there than you think. I think they're going to make
11 a wrong turn, whether they miss the main exit, entrance —
12 excuse me — or they come going north and they turn onto South
13 Drive when they're really looking for the main entrance because
14 they want to park and go visit someone. I think you're going
15 to have more traffic on South Drive than meets the eye.

16 MR. ROWE: Well, the point was brought up about if
17 you're coming along at 45 miles an hour, okay, we've got a
18 larger sign that gets you in there. And I don't think you're
19 any longer, if you're feeling a little bit lost, that you're
20 going to be driving 45 miles an hour that you can't work with
21 smaller signs.

22 MS. HEMPHILL: It could be shorter.

23 MR. ROWE: Again, I also submit, to some degree,
24 anyone who attempts to drive themselves to an emergency
25 situation isn't a good way to go.

26 MS. HEMPHILL: But they're going to.

27 MR. ROWE: Well —

28 MR. SCHULTZ: Just, can I make one point?

29 VICE CHAIRMAN HANFORD: Yes.

30 MR. ROWE: Sure.

1 MR. SCHULTZ: If I understand correctly, we're in
2 compliance with the size and shape of the sign. It's just a
3 matter of quantity. And correct me if I am wrong, but I don't
4 think anybody is arguing the location issue.

5 VICE CHAIRMAN HANFORD: No.

6 MR. SCHULTZ: So this is just whether it's needed at
7 all.

8 VICE CHAIRMAN HANFORD: No. You've got to have signs
9 at all of those.

10 MR. SCHULTZ: Absolutely.

11 VICE CHAIRMAN HANFORD: What we're saying is the
12 height. The height is the issue; is that correct?

13 MS. HEMPHILL: But they're okay.

14 MR. SCHULTZ: But that's in compliance.

15 VICE CHAIRMAN HANFORD: Yeah. So I am saying that's
16 not a problem.

17 MS. HEMPHILL: Right.

18 VICE CHAIRMAN HANFORD: The 2 foot from the right-of-
19 way, I don't see that's a problem. And each roadway into there
20 has to have a sign. So, I mean, anyway, we have had
21 discussion.

22 The question in front of the Board is the approval of
23 Appeal Number 0109-945, Signs 17, 18, 19, 21 and 27. Kathy,
24 could you read the roll call, please?

25 MS. MITCHELL: Are we doing individual or are we
26 doing all of them?

27 VICE CHAIRMAN HANFORD: That's a good question.

28 MS. MITCHELL: The only distinction with 17 is the
29 distance; otherwise, everything else was just for the number of
30 signs.

1 VICE CHAIRMAN HANFORD: Well, let's rule on 17
2 first. I think that's the most important.

3 MS. MITCHELL: Okay.

4 VICE CHAIRMAN HANFORD: So —

5 MS. MITCHELL: Mr. Smith? I am sorry.

6 VICE CHAIRMAN HANFORD: Let me just do this, redo
7 it. The question in front of the Board is the approval of
8 Appeal Number 0109-945, first sign, which is 17. Call the
9 roll.

10 MS. MITCHELL: Mr. Smith?

11 MR. SMITH: Yes.

12 MS. MITCHELL: Mr. Rowe?

13 MR. ROWE: Yes.

14 MS. MITCHELL: Mr. Hanford?

15 VICE CHAIRMAN HANFORD: Yes.

16 MS. MITCHELL: Ms. Hemphill?

17 MS. HEMPHILL: Yes.

18 VICE CHAIRMAN HANFORD: Okay. The next question in
19 front of the Board is the approval of Appeal Number 0109-945,
20 Signs 18, 19, 21, 27, as to the number.

21 MS. MITCHELL: Yes.

22 MS. HEMPHILL: Do we need a motion on that? So
23 moved.

24 VICE CHAIRMAN HANFORD: Second?

25 MR. SMITH: Second.

26 VICE CHAIRMAN HANFORD: Thank you. Kathy, call for
27 the vote, please.

28 MS. MITCHELL: Mr. Hanford?

29 VICE CHAIRMAN HANFORD: Yes.

30 MS. MITCHELL: Ms. Hemphill?

1 MS. HEMPHILL: Yes.

2 MS. MITCHELL: Mr. Rowe?

3 MR. ROWE: No.

4 MS. MITCHELL: Mr. Smith?

5 MR. SMITH: No.

6 VICE CHAIRMAN HANFORD: Signs 18, 19, 21 and 27 are
7 no, so that's not passed, not approved.

8 All right. Next, (f), Signs 4, 6, 7, 11, 12, 14, 15,
9 16, 20, 22, 28, 30, 36 and 37, freestanding directional signs
10 proposed along the interior aisles through the site. Proposed
11 signs are 15 square feet with a height of 5 feet. Variances
12 are requested for the type of sign, size and height. Section
13 30.05. These are signs within the parking area.

14 MR. SCHULTZ: Yes. And I'm looking at Signs 6 and 7
15 right now and they're directing you to the exits. Signs 6 and
16 7 on the right-hand side are primarily, these are directional
17 signs for parking. I believe the variances are, one, for type
18 of sign. If I understand correctly, that's a quantity issue.

19 MS. MITCHELL: Yes.

20 MR. SCHULTZ: We do need the signs at parking to
21 direct people. You have people going for an MOB, you have
22 staff, you have visitors, et cetera, so we do need directional
23 signs for parking.

24 The rest of the variances for that is at the square
25 footage and the height. How far —

26 MS. MITCHELL: Well, I am sorry. Let me say,
27 directional, we don't have a clear-cut category for this, which
28 we placed under 30.05, which is our only directional-type
29 sign. So the variance itself is for the type of signs and the
30 size, type and quantity.

1 MR. SCHULTZ: Again, these are only 5 feet tall, so
2 if you deduct a couple feet for snow, which we will have, you
3 will have your verbiage approximately 3 to 4 feet off the
4 ground and it's not that high, especially in the dead of
5 winter.

6 MR. SMITH: Team member, what's a team member?

7 MR. SCHULTZ: Employees.

8 MR. SMITH: Employees?

9 MR. SCHULTZ: Employees.

10 VICE CHAIRMAN HANFORD: It's a PC term for employees.

11 MR. SMITH: So employees wouldn't know where to
12 park?

13 MR. SCHULTZ: Depending on the employees, some
14 employees are not allowed to park up front. Actually, the
15 employees, we do not want them parking up front. That's for
16 the patients and visitors. So you direct them to certain
17 lots. Now, I don't think this facility does that but certain
18 facilities also separate out the docs from the rest of staff.

19 MS. HEMPHILL: Is that one also —

20 MR. SMITH: So Signs 14 and 15 are team members?

21 MS. HEMPHILL: By marking it that way, it also
22 reminds the patients not to park there. Is that what your
23 intent would be, to keep the patients where you want the
24 patients parking.

25 MR. SCHULTZ: Yes. It's a polite way of saying,
26 "Don't park there."

27 Again, if you look at Sign Number 11, in particular,
28 the one sign face, now, we do have four layers of type face
29 plus two arrows. As you get all that on the sign, it does
30 start to get busy at 5 feet. And, again, we want to maintain

1 consistency of the sign type so as people move through the
2 property they're seeing the same thing.

3 MR. ROWE: On those signs that are 5 foot by 3 foot,
4 how large is that print?

5 MR. ROBINSON: Almost 3 inches.

6 VICE CHAIRMAN HANFORD: Pardon?

7 MR. ROBINSON: Almost 3 inches.

8 MR. SCHULTZ: 3 inches.

9 MR. ROWE: Thank you.

10 MR. SMITH: Is Sign 30 necessary, pointing to the
11 main entrance, pointing to exit State Route 44 and I-90?
12 Sign 30 is right by the main entrance.

13 MR. SCHULTZ: That's a decision point between the MOB
14 and the hospital itself.

15 MR. SMITH: A decision point.

16 MR. SCHULTZ: And, likewise, on the way out, if you
17 are a person that gets easily confused, we're trying to tell
18 you whether you're going to get out to I-90 or you're going to
19 go the other way.

20 MR. SMITH: Sign 5 is just beyond, towards Auburn
21 Road from Sign 30, which would be considered on the next item,
22 I think. So Sign 30, Sign 30 has a main entrance. So Sign 30
23 is read east and west. Okay. The east sign face on Sign 30
24 says "main entrance."

25 MR. SCHULTZ: So if you are coming up from the MOB,
26 coming up the hill from the MOB, you can go directly to the
27 main entrance or it will direct you out, well, direct you to
28 the main entrance or out to State Route 44 and I-90. Coming
29 in, you would see the main entrance, pointing to the main
30 entrance.

1 So instead of just saying "exit," we're telling you
2 where you're going to go at the exit. You're going to go out
3 to the interstate or you're going to go down the other
4 direction.

5 MR. SMITH: Do we have out-of-state people coming to
6 this hospital?

7 VICE CHAIRMAN HANFORD: Going down Interstate 90 to
8 see the all-star sports arena, the Q?

9 MR. ROWE: Well, as mentioned back on the UH
10 situation, I think it was kind of felt that once you got into
11 the place you could probably get out of the place without too
12 much difficulty.

13 MS. HEMPILL: I think you need all these little
14 5-foot signs that they've got. Those are the ones that are
15 more important to me than the other ones because they get in
16 there and they don't know which way to go. All the trees look
17 the same and all the parking spots look the same. Ride with
18 somebody directionallty challenged sometime.

19 MR. SMITH: It's 5 foot high.

20 VICE CHAIRMAN HANFORD: That's shorter than I am.

21 MR. SMITH: Kathy, one of the variances is for
22 height. Is that based on Section 30.05?

23 MS. MITCHELL: Yes. This was the toughest sign to
24 fit into our category but this was the best category in terms
25 of direction, so we were working with —

26 MR. SMITH: But 30.05 talks about signs being limited
27 8 feet in height. So is the variance for no sign shall occur
28 between 3 feet and 6 feet in height?

29 MS. MITCHELL: Yes.

30 MR. SMITH: Thank you.

1 VICE CHAIRMAN HANFORD: Any questions, further
2 questions for this gentleman?

3 MR. SMITH: No, Mr. Chairman.

4 VICE CHAIRMAN HANFORD: All right. This portion of
5 the public meeting is closed. Since there is no one left for
6 whether for it or against it, I will dispense with that, and
7 the chair will entertain a motion to approve Appeal Number
8 0109-945, Signs — what have we got here — Signs 4, 6, 7, 11,
9 12, 14, 15, 16, 20, 22, 28, 30, 36, and 37.

10 MS. HEMPHILL: So moved.

11 MR. SMITH: Second.

12 VICE CHAIRMAN HANFORD: Thank you. Discussion?

13 MR. ROWE: It seems like those are pretty much, you
14 know, going to cover the requirements for identifying the
15 parking areas and so forth as desired.

16 VICE CHAIRMAN HANFORD: I agree. Richard?

17 MR. SMITH: Nothing, Mr. Chairman.

18 VICE CHAIRMAN HANFORD: No question. The question in
19 front of the Board is approval of Appeal Number 0109-945,
20 again, Signs 4, 6, 7, 11, 12, 14, 15, 16, 20, 22, 28, 30, 36,
21 and 37. Kathy, call the roll, please.

22 MS. MITCHELL: Ms. Hemphill?

23 MS. HEMPHILL: Yes.

24 MS. MITCHELL: Mr. Rowe?

25 MR. ROWE: Yes.

26 MS. MITCHELL: Mr. Smith?

27 MR. SMITH: Yes.

28 MS. MITCHELL: Mr. Hanford?

29 VICE CHAIRMAN HANFORD: Yes. That part, (f), is
30 approved.

1 Next one is (g), Signs 5, 9, 13, 23, 29, 32, 34 and
2 35, freestanding pylon signs are proposed along the interior
3 aisles throughout the site. Proposed signs are 97.5 square
4 feet with a height of 15 feet. Variances are requested for the
5 type of sign and the number of freestanding signs allowed.

6 MR. SCHULTZ: Again, I will start with Sign
7 Number 5. First off, if you look at the site plan, these are
8 all designated with red. These are illuminated. As opposed to
9 some of the signs, these will show up at night. They also,
10 again, this goes back to what we had talked about with the
11 signs in the perimeter. They're 15 feet tall. They mark major
12 decision points.

13 And, again, the initial intent was all these signs
14 are typical. So when you come into the property at, whether
15 you're down at South Road, Auburn Drive or you're in the middle
16 of the thing trying to figure out where to get to the emergency
17 department, you're looking for the same sign. So, again, this
18 is all at major interior decision points consistent with all
19 the decision points that you've seen entering the property,
20 other than the front door.

21 Some of these do actually sit down a little bit in
22 grade, as an example, Number 5, which if you came in the main
23 drive, just as you see the creek going through, it will be
24 right there. It does drop off quite a bit. So do understand,
25 some of these are sitting in holes, if you will. But, again,
26 the intent is to make them consistent with all the other
27 decision points on the property.

28 MR. ROWE: It seems that they're basically of the
29 size of the signs earlier, that 18, 19, and so forth and so on,
30 that are probably going to be resubmitted or readdressed or

1 something since they did not get an approval for their size.
2 And these, perhaps, the one, again, might be a bit — maybe 5
3 is a bit unique and it has to be looked at as far as its
4 requirement of size just because of the dropoff in grade level
5 but the others seem to be pretty visible.

6 VICE CHAIRMAN HANFORD: What about 9? Is that
7 dropoff consistent with the other side on Number 5?

8 MR. SCHULTZ: No. That probably would be, pretty
9 much, at grade.

10 VICE CHAIRMAN HANFORD: Okay.

11 MR. SCHULTZ: 29 will drop off, that slopes out. You
12 might see the same thing on 23, which is at the discharge.
13 Very little slope at 35, and 34 is basically flat.

14 VICE CHAIRMAN HANFORD: So you're saying 5, 23 and
15 29, 5 for sure and 23 and 29 are possibles?

16 MR. SCHULTZ: Yes.

17 MR. SMITH: What is Physician Pavilion on Sign 5?

18 MR. SCHULTZ: It's the medical office building.

19 MR. SMITH: Thank you.

20 VICE CHAIRMAN HANFORD: Any other questions?

21 MS. HEMPHILL: No.

22 VICE CHAIRMAN HANFORD: This part of the public
23 hearing is closed. I am wondering whether we should set a
24 motion up for keeping Signs 5, 23 and 29 separate from the rest
25 or — Any suggestions?

26 MR. SMITH: What's that, Mr. Chairman? 5 —

27 VICE CHAIRMAN HANFORD: 5, 23 and 29. 5, for sure,
28 23 and 29 are questionable.

29 MR. SMITH: — 23, 29.

30 VICE CHAIRMAN HANFORD: I have a suggestion. We know

1 5, for sure, is low, right?

2 MR. SCHULTZ: Right.

3 VICE CHAIRMAN HANFORD: And you want to keep these
4 signs, pretty much, consistent.

5 MR. SCHULTZ: Yeah.

6 VICE CHAIRMAN HANFORD: So maybe we should lump 9,
7 13, 23, 29, 32, 34 and 35 all together. If we go ahead and say
8 yes to 23 and 29 and they're sticking way up —

9 MR. SCHULTZ: Yeah. I think it's important that
10 everything is the same.

11 VICE CHAIRMAN HANFORD: So let's — We know 5, for
12 sure, is in a hole, right, or possible?

13 MR. SCHULTZ: Oh, I know it's in a hole, but
14 depending on how you put the foundations we can work with it,
15 to a point.

16 MR. SMITH: Excuse me. How can you impact the —
17 That's a drainage to the detention channel. That sign can't
18 impact that.

19 MR. SCHULTZ: It won't be down in the drain. It may
20 move a foot, not dimensionally located but we may slide it off,
21 but do understand that that grade drops off significantly.

22 MS. HEMPHILL: So what are you suggesting, they make
23 the signs taller?

24 VICE CHAIRMAN HANFORD: No. What I am saying is, if
25 we say okay for 5 and then they find out that it is not as deep
26 and we don't approve the others, I am just saying, then you're
27 going to have this.

28 MR. SCHULTZ: Which we don't want.

29 VICE CHAIRMAN HANFORD: Which we don't want. So
30 maybe we should just keep —

1 MR. SCHULTZ: Keep them all together.

2 VICE CHAIRMAN HANFORD: Just go with Sign 5, 9, 13,
3 just keep it all together. And it will be up to you later to
4 come back and with a new proposal, if it's denied — I'm not
5 saying it's going to be but I'm saying if it's going to be,
6 then you can rework all of the topography of the area so
7 they're all consistent.

8 MR. SCHULTZ: Yeah.

9 MS. MITCHELL: You have to recommend for the
10 applicant to request that it be tabled, in terms of fees,
11 rather than close it and deny it because then they have to come
12 back and submit a whole new application and everything is new
13 again.

14 VICE CHAIRMAN HANFORD: So you are recommending we
15 table (g)?

16 MS. MITCHELL: If that's what the Board is
17 recommending, but the applicant has to agree to table it to go
18 back and evaluate that.

19 MR. SCHULTZ: Might I recommend something? When you
20 look at, and I will start with Sign Number 8, which was (d).
21 You guys approved that one and then (d), (e), and I believe (g)
22 are all the same size. Consistency is important to us. If
23 that is the case, I would like to table all three because,
24 again, from the design standpoint, we want all that to be
25 consistent. And if we get denied on one, tabled on another, we
26 do stand a chance then winding up with up and down again.

27 VICE CHAIRMAN HANFORD: So say that again, (g).

28 MR. SCHULTZ: I am going to go back all the way to
29 Sign Number 8, which was (d). You guys approved that sign, if
30 I am correct.

1 MR. ROWE: And also 17.

2 VICE CHAIRMAN HANFORD: And 17.

3 MR. SCHULTZ: And 17, okay. But then we had 18, 19,
4 21, 27, which is the rest of ones that were on the bottom side.

5 And now we come up on (g), which is 5, 9, 13, 23, 29, 32, 34
6 and 35. All those signs are the same size.

7 MR. ROWE: Right.

8 MR. SCHULTZ: Per design. We would like to maintain
9 a consistency of design. We would like, I think, what would be
10 preferred is to table all that and come back and get something
11 that is agreeable and consistent. I just have a bad feeling if
12 I get denied on one, tabled on another, we do stand a chance of
13 not maintaining the consistency. I think we would all be
14 better served with that.

15 MS. MITCHELL: We would have to rescind your vote.

16 MS. HEMPHILL: I was going to say, we have already
17 voted on those.

18 VICE CHAIRMAN HANFORD: Yeah, we voted on 18, 19, 21
19 and 27. If that's —

20 MR. ROWE: Well, it seems like a good way.

21 VICE CHAIRMAN HANFORD: If their purpose of this is
22 to have consistency, and I can see that, how do we, how do we
23 go about doing that?

24 MS. MITCHELL: Maybe address the item that you're on
25 now and recommend that be tabled. And then, as a matter of
26 housekeeping, go back to Item (d) and, for the record, make a
27 motion as requested by the applicant and change that.

28 VICE CHAIRMAN HANFORD: Okay. Well, we would have to
29 vote to say that that's what we want to do, first, right?

30 MS. MITCHELL: Yes.

1 VICE CHAIRMAN HANFORD: Okay.

2 MS. HEMPHILL: Did we close the public hearing on
3 this?

4 MR. SMITH: The denial on Item Number (e) is based on
5 the number of freestanding signs.

6 MS. MITCHELL: As is this, as is this item.

7 MS. HEMPHILL: So the denial was on the number.

8 MR. SMITH: It's the same thing with Item (g), it's
9 the number of signs. I think we sorted got lost in the, my
10 sign is down lower in grade than the pavement and we got lost.
11 It's the number of signs. It doesn't have anything to do with
12 whether the sign is up or down in grade.

13 VICE CHAIRMAN HANFORD: You're right. This is the
14 number of signs, right, and now I'm looking at something
15 different. And these are freestanding pylon signs within,
16 basically, the ground, so just around the parking area. True?

17 MS. HEMPHILL: So you were saying, if I am
18 understanding, your reason for saying no on that other one was
19 you felt that one sign per driveway was too many along here?

20 MR. SMITH: Yes.

21 MS. HEMPHILL: I mean, there is no right or wrong
22 answer.

23 MR. SMITH: Yes.

24 MS. HEMPHILL: Yes, okay. Well, then maybe it's best
25 to let —

26 VICE CHAIRMAN HANFORD: Let's table (f), ask them if
27 they want to table (f).

28 MS. HEMPHILL: He didn't want some denied and some
29 tabled. He wanted them all tabled.

30 MS. MITCHELL: Do you want to recess for a minute?

1 MS. HEMPHILL: Sure.

2 VICE CHAIRMAN HANFORD: Yes.

3 MS. MITCHELL: So we can —

4 VICE CHAIRMAN HANFORD: I think, let's have a recess
5 just for a second.

6 MR. SCHULTZ: Okay.

7 VICE CHAIRMAN HANFORD: The washroom is just down the
8 hall, get a drink, and we will be back.

9 (Short break.)

10 VICE CHAIRMAN HANFORD: Okay. Thank you. We're back
11 now. We're looking at (g) and wondering if you want to table
12 that and then come back.

13 MR. SCHULTZ: Yeah, that's fine. We will table that.

14 MR. ROBINSON: Could I ask a question though before
15 we do?

16 VICE CHAIRMAN HANFORD: Yes.

17 MR. ROBINSON: Just for our own knowledge, is the
18 height within variance?

19 MR. SMITH: The height?

20 MR. ROBINSON: Is the height within your code?

21 VICE CHAIRMAN HANFORD: It's the type of sign and the
22 number of freestanding signs allows.

23 MR. ROBINSON: It's the type and the number, not the
24 height.

25 VICE CHAIRMAN HANFORD: Correct.

26 MR. ROBINSON: Okay. And for clarification, that was
27 the same on 18, 19, 21 and 27?

28 MS. HEMPHILL: Correct.

29 VICE CHAIRMAN HANFORD: Yes.

30 MR. ROBINSON: It was —

1 VICE CHAIRMAN HANFORD: It's the number.

2 MS. HEMPHILL: It's the number.

3 MR. ROBINSON: The number?

4 VICE CHAIRMAN HANFORD: Yes.

5 MR. ROBINSON: Not the height.

6 VICE CHAIRMAN HANFORD: Pardon?

7 MR. ROBINSON: Not the height.

8 VICE CHAIRMAN HANFORD: Right.

9 MR. SMITH: However, that might have something to do
10 with our decision.

11 MR. ROBINSON: Okay.

12 VICE CHAIRMAN HANFORD: Okay. So just going over
13 this again, (g), Signs 5, 9, 13, 23, 29, 32, 34 and 35,
14 freestanding pylon signs, as proposed along the interior aisles
15 through the site. Proposed signs are 97 and a half square feet
16 with a height of 15 feet. Variances are requested for the type
17 of sign and the number of freestanding signs allowed,
18 Section 30.04 C.1, is tabled.

19 MR. ROWE: Right.

20 VICE CHAIRMAN HANFORD: Thank you.

21 Let's move on to (h), Signs 24 and 25, plus one not
22 numbered, three walls signs are proposed on the east and south
23 walls of the building. The two "emergency" signs are 13.3
24 square feet each and one "ambulance" sign is 10.6 square feet.
25 Variances are requested for the number of wall signs allowed.
26 Section 30.04 B.1.A. Proceed.

27 MR. SCHULTZ: If I can find the packet here, these
28 signs are on the entrance. These are basic emergency, red
29 emergency signs. Sheet EG 3.18. We have three of them. Two,
30 25, there is two of those. That's why it says "plus one not

1 number." They're on two faces so that as you came in from
2 South Drive, come down the driveway, you've got that sign
3 square in your face. You know you're going right to the
4 emergency.

5 If you came in through the main entrance, which folks
6 do, you came in, you make your way through. As you turn the
7 corner, your first opportunity to see the ED entrance, you
8 would also see signs that say "emergency." So that's why we
9 have two of those.

10 Sign 24 is for the ambulance garage. It's a
11 different color, a little distinction between where you drive
12 up with somebody and where the ambulance is going. Again,
13 they're consistent size.

14 MR. SMITH: Kathy, number of wall signs?

15 MS. MITCHELL: One.

16 MR. SMITH: One.

17 MR. ROWE: Is only one of the Number 25 emergency
18 signs shown on this layout or am I missing something? I know
19 it's got to be around here somewhere.

20 MR. SCHULTZ: Two of them. As you come up the road,
21 coming directly in this way, so you can see that one driving
22 in.

23 VICE CHAIRMAN HANFORD: South Drive.

24 MR. ROWE: Okay. That's that.

25 MR. SCHULTZ: So then that face —

26 MR. ROWE: Then there is one over.

27 MR. SMITH: Are those illuminated signs?

28 MR. SCHULTZ: Yes.

29 VICE CHAIRMAN HANFORD: While you're looking at that,
30 let me just see if there is anybody speaking for the appeal or

1 against. Seeing none, public hearing for this appeal is
2 closed. The chair will entertain a motion to approve Appeal
3 Number 0109-945.

4 MR. SMITH: So moved, Mr. Chairman.

5 MR. ROWE: Second.

6 VICE CHAIRMAN HANFORD: Thank you. Let me just read
7 this. Signs 24 and 25, plus one not numbered. Three wall
8 signs are proposed on the east and south. The two "emergency"
9 signs are 13.3 square feet each and the "ambulance" sign,
10 10.6. Variances are requested for the number of wall signs
11 allowed. Section 30.04 B.1.A, as I read before. Discussion?

12 MR. ROWE: Well, I think, particularly these signs, I
13 mean, these are hospital signs. We don't have a thing that
14 covers hospitals. Certainly, identifying clearly where the
15 emergency situation is something that has to be done.

16 MR. SMITH: Lack of the number of wall signs in the
17 Resolution is truly a hardship in this case because we do need
18 to have the ambulances know where they are entering and
19 emergency people coming to the emergency need to go where
20 they're going.

21 VICE CHAIRMAN HANFORD: Okay. That's good. The
22 question in front of the Board is approval of Appeal Number
23 0109-945, Signs 24 and 25. Call for a vote, please.

24 MS. MITCHELL: Mr. Smith?

25 MR. SMITH: Yes.

26 MS. MITCHELL: Mr. Rowe?

27 MR. ROWE: Yes.

28 MS. MITCHELL: Mr. Hanford?

29 VICE CHAIRMAN HANFORD: Yes.

30 MS. MITCHELL: Ms. Hemphill?

1 MS. HEMPHILL: Yes.

2 VICE CHAIRMAN HANFORD: The appeal for 24 and 25 is
3 approved.

4 The next one is Sign 10, main wall sign as proposed
5 on the east wall of the building. Proposed sign is 324 square
6 feet. The variance is requested for the size of the sign,
7 exceeding maximum of 100 square feet.

8 MR. SCHULTZ: That sign is shown on EG 3.13.

9 MR. ROWE: Thank you.

10 MR. SCHULTZ: This sign is located at the top of the
11 building on the screen wall. So as you look at the front of
12 the building, you would see the main elevators. You have the
13 screen wall that's currently up and it would be up there, I
14 believe, on the left side.

15 This is a long-distance identifier of the building.
16 You know, I think, the size of the sign, you have to
17 understand, you're also five stories up in the air. So if you
18 were to look at this sign as something, like, in a strip
19 center, it would be colossal. Being five stories up, almost 90
20 feet in the air, you know, it's, again, relative to the
21 location and scale of the building it's on.

22 MR. SMITH: So 9 feet tall, over 9 feet?

23 MR. SCHULTZ: Yeah.

24 MR. SMITH: The logo. The logo is roughly 9 foot 4
25 inches by 7 foot 4.

26 MR. SCHULTZ: The screen wall that it sits on, just
27 in reference to that piece of the building, is about 14 feet
28 tall. So when you look at the elevation of the building, are
29 you actually filling up the entire side with the sign? No, not
30 really. It's a good chunk of it but not the entire side.

1 MR. SMITH: Maximum size is 100 square feet, so this
2 is three times more than the Resolution permits.

3 MS. HEMPHILL: Do you have a picture of it?

4 MR. SCHULTZ: With a 10-by-10 sign that high in the
5 air, you wouldn't see it.

6 MR. ROWE: Something, EG 3.13 is showing the sign is
7 the length, I believe, of 70 feet 7 inches.

8 MR. SCHULTZ: Yes. The other thing is —

9 MS. HEMPHILL: Do you have a drawing of the building
10 with this sign on it?

11 MR. SCHULTZ: Do you have an elevation?

12 MR. ROWE: It's way over 300.

13 MR. SCHULTZ: No, I don't.

14 MR. SMITH: Kathy, how is the sign area calculated?
15 Is it just the letters or is it the background?

16 MS. MITCHELL: You take the rectangular form, so we
17 took the two pieces. We didn't take all the dead space
18 underneath. We took the logo itself.

19 MR. ROWE: What they did was take the Tri-Point
20 Medical, the Tri-Point Medical and then the logo, right?

21 MR. SCHULTZ: There is, the scale in reference to the
22 building is approximately 300 feet long on that wall.

23 MR. SMITH: It's a nice piece of architecture.

24 MR. SCHULTZ: Thank you.

25 VICE CHAIRMAN HANFORD: Any questions by the Board?
26 Okay. Is there anyone speaking for the appeal or against? And
27 since no one is still — they've all left, no further questions
28 for the public hearing. This public hearing is closed. The
29 chair will entertain a motion to approve Appeal 0109-945, Sign
30 10.

1 MR. ROWE: So moved.

2 VICE CHAIRMAN HANFORD: Second?

3 MS. HEMPHILL: Second.

4 VICE CHAIRMAN HANFORD: Thank you. Discussion?

5 MS. HEMPHILL: I would really like to see where it's
6 going to go on the building. I am sorry. I am not trying to
7 give you a hard time. I am really not being able to visualize
8 it, and I am usually pretty good.

9 MR. SCHULTZ: Have you been on the site lately?

10 MS. HEMPHILL: I drive by all the time. Doesn't mean
11 I can see it. Is it in the center?

12 MR. SCHULTZ: If you look at the very center —

13 MS. HEMPHILL: Yes.

14 MR. SCHULTZ: — you have two elevators going up and,
15 like, a little hat, cap up there.

16 MS. HEMPHILL: Yeah.

17 MR. SCHULTZ: The very top, there is a tannish screen
18 wall on both sides of it.

19 MS. HEMPHILL: Okay.

20 MR. SCHULTZ: It would occupy about a third of one
21 side, way up there.

22 MS. MITCHELL: This gives a nice depiction.

23 MR. SCHULTZ: When you drive by, the main entrance is
24 right here. These are two brick elevator towers going up right
25 where you see that little cap. There is a tan screen wall that
26 runs that full length right behind there.

27 MS. HEMPHILL: Right.

28 MR. SCHULTZ: It would sit right in here. That
29 distance to that distance is 300 feet. The sign itself is
30 roughly from there.

1 MR. ROWE: 70 feet.

2 MR. SCHULTZ: 70 feet.

3 MR. SMITH: The height from grade is five stories?

4 MR. SCHULTZ: Yeah. I think the very top of the
5 building has to be something like 90 feet or so. You see that
6 tan band way up top there?

7 MS. HEMPHILL: Yes.

8 MR. SCHULTZ: That's where it would sit.

9 MS. HEMPHILL: So it would be left of the center.

10 MR. ROWE: Yeah.

11 MS. HEMPHILL: Okay. Thank you very much.

12 Appreciate it.

13 MR. SCHULTZ: You are welcome.

14 VICE CHAIRMAN HANFORD: Questions?

15 MR. ROBINSON: I was going to point out, if you do
16 drive by the site, for about a two or three-week period, we had
17 a banner up there with a black box that said "Tri-Point Medical
18 Center."

19 MS. HEMPHILL: Okay. I think I missed that one.

20 Sorry about that.

21 MR. ROBINSON: So it's not —

22 MS. HEMPHILL: Didn't look.

23 MR. ROBINSON: It's not in your face, really, because
24 we had it up there for, I think, about three or four weeks.

25 MS. HEMPHILL: That helped with the picture, thank
26 you, and with that.

27 VICE CHAIRMAN HANFORD: Discussion? Okay.

28 The question in front of the Board is the approval of
29 Appeal Number 0109-945, main wall sign Number 10. Call for the
30 roll, please.

1 MS. MITCHELL: Ms. Hemphill?

2 MS. HEMPHILL: Yes.

3 MS. MITCHELL: Mr. Smith?

4 MR. SMITH: No.

5 MS. MITCHELL: Mr. Rowe?

6 MR. ROWE: Yes.

7 MS. MITCHELL: Mr. Hanford?

8 VICE CHAIRMAN HANFORD: Yes.

9 The next part of the appeal is (j), Sign 26, wall
10 sign is proposed under the canopy of the main entrance doors.
11 The proposed sign is 22.5 square feet. A variance is requested
12 for the number of wall signs allowed. Section 30.04 B.1.A.

13 MR. SCHULTZ: Okay. This sign, if you go to page
14 number 18, bottom left, you will see the sign physically
15 inset. It is located underneath the main canopy, right where
16 you drop off. It is on the building itself and it's just
17 giving a name of the building. It's not untip — you know, not
18 different from many buildings you have out there which have a
19 name either engraved in stone or whatnot on the building.

20 I believe the variance, the cause for a variance is
21 just strictly quantity issue.

22 MS. MITCHELL: Yes.

23 MR. SCHULTZ: So this is not a function of it's too
24 big or too many square feet. This is just, strictly, we have
25 used up all our allowance on wall signs. Again, it is just
26 another subtle, it's the name, name of the building underneath
27 the canopy.

28 MR. SMITH: Name of the building, you don't see when
29 you come in the driveway, right, that variance that just got
30 approved?

1 MR. ROWE: Yeah.

2 MS. HEMPHILL: Okay. It's 3 and a half feet high.

3 How long is it? Am I missing something?

4 MR. SCHULTZ: I want to say about 12, 16 feet.

5 MS. HEMPHILL: Thank you.

6 VICE CHAIRMAN HANFORD: It's 3 and a half feet, are
7 you sure?

8 MS. HEMPHILL: High, yeah. That's big.

9 VICE CHAIRMAN HANFORD: It's less than that. It's 22
10 and a half square feet.

11 MS. HEMPHILL: It's 3 and a half feet, that's 42
12 inches.

13 MR. SMITH: You're right, because the mounting is 3
14 and a half feet. The sign itself —

15 MS. HEMPHILL: — is smaller.

16 MR. SMITH: Probably.

17 MR. SCHULTZ: It's 17 feet long.

18 VICE CHAIRMAN HANFORD: Pardon?

19 MR. SCHULTZ: It is 17 feet long.

20 MS. HEMPHILL: It's 17 feet. But from here to here,
21 this part is 3 and a half, so the actual blue part here is not.
22 The part that extends is not. The whole thing on the whole
23 background would be 17 feet.

24 MR. ROWE: I think, at this point, I would already
25 feel pretty comfortable that I was at Tri-Point Medical Center,
26 having been brought in by signs out front. You can't miss the
27 sign just previously passed at the top of the building. It
28 seems like it might be a little superfluous.

29 VICE CHAIRMAN HANFORD: What was the intention of the
30 second sign.

1 MR. ROBINSON: What you don't see, well, on the site
2 itself, is the MOB. We've been calling it the physician
3 pavilion. It's being built right now. It's a four-story,
4 100,000 square foot addition. So there will be an entrance to
5 the physician pavilion. There is an entrance to our outpatient
6 services. There is an entrance to the ED. Around the back,
7 there is a discharge entrance. So it's the main entrance to
8 the hospital. So I think, you know, in terms of other
9 buildings, this does have several different entrances.

10 VICE CHAIRMAN HANFORD: Each doorway will have a sign
11 over it.

12 MS. HEMPHILL: You're identifying entrance.

13 MR. ROBINSON: Well, this one is, like, the main
14 entrance identifier, so it does serve a functional purpose.

15 VICE CHAIRMAN HANFORD: Okay. Thank you for that
16 clarification.

17 MR. SMITH: The doctors' pavilion, what kind of
18 signage will we see in the future for that one?

19 MR. SCHULTZ: On the other building, I don't know.
20 We're not —

21 MS. HEMPHILL: It's not yours.

22 MR. ROBINSON: Yeah. That building is a joint
23 venture with a group of physicians so, I mean, they're going to
24 be coming separate.

25 MR. SMITH: Their own sign package.

26 MR. ROBINSON: Yeah, their own package.

27 MR. SMITH: Thank you.

28 VICE CHAIRMAN HANFORD: Is there anyone speaking for
29 the appeal or against? Seeing none, the public hearing of this
30 appeal is closed. The chair will entertain a motion to approve

1 Appeal Number 0109-945, Sign 26.

2 MR. SMITH: So moved, Mr. Chairman.

3 MS. HEMPHILL: Second.

4 VICE CHAIRMAN HANFORD: Thank you. Discussion?

5 MS. HEMPHILL: Size is not an issue, Kathy?

6 MS. MITCHELL: Correct.

7 MR. ROWE: It's just the number.

8 VICE CHAIRMAN HANFORD: No. But it is an identifier
9 to the front and we are going to have two other buildings.

10 MR. SMITH: So is the 300-square-foot sign we just
11 approved.

12 VICE CHAIRMAN HANFORD: That's directing you to the
13 facility from some distance and then there is doorways.

14 MS. HEMPHILL: It's overkill, in one way.

15 VICE CHAIRMAN HANFORD: Well, it is.

16 MS. HEMPHILL: There's got to be another way to
17 identify the main door.

18 VICE CHAIRMAN HANFORD: Put "main door" over the
19 thing.

20 MS. HEMPHILL: That would work.

21 MR. ROWE: The canopy kind of defines it.

22 MR. SMITH: Folks, if you don't know where you're at
23 by the time you get to the front door, excuse me —

24 VICE CHAIRMAN HANFORD: You're in trouble.

25 MR. SMITH: You missed the signs coming in.

26 VICE CHAIRMAN HANFORD: The question in front of the
27 Board is the approval of Appeal Number 0109-945, Sign 26, wall
28 sign. Kathy, call for the vote, please.

29 MS. MITCHELL: Mr. Rowe?

30 MR. ROWE: No.

1 MS. MITCHELL: Ms. Hemphill?

2 MS. HEMPHILL: No.

3 MS. MITCHELL: Mr. Smith?

4 MR. SMITH: No.

5 MS. MITCHELL: Mr. Hanford?

6 VICE CHAIRMAN HANFORD: Yes. All right. It is
7 denied.

8 MR. SMITH: Thank you for that long dissertation.

9 MR. SCHULTZ: It's a lot of signs.

10 MR. SMITH: Yes, it is.

11 VICE CHAIRMAN HANFORD: Okay. All right.

12 Next on the agenda is the approval of minutes, and
13 call for a motion to approve the minutes.

14 MR. ROWE: I make the motion that the minutes be
15 approved as submitted to us.

16 MR. SMITH: Second.

17 VICE CHAIRMAN HANFORD: Second. All in favor, say
18 aye.

19 MR. SMITH: Aye.

20 MS. HEMPHILL: Aye.

21 MR. ROWE: Aye.

22 VICE CHAIRMAN HANFORD: Aye. The ayes have it. It's
23 approved without additions or deletions, right? All right.
24 Thank you.

25 MS. HEMPHILL: Do you want to disband the meeting?

26 VICE CHAIRMAN HANFORD: Yeah. I was just going to
27 say, I think I should also just tack on what the date was for
28 the minutes, right? I didn't do that.

29 MS. HEMPHILL: The minutes for the January 14th.

30 VICE CHAIRMAN HANFORD: Thank you. January 14th,

1 2009, are approved as written.

2 The February 11th, 2009, meeting for Zoning Appeals
3 is now closed.

4 (The meeting was adjourned at 9:37 p.m.)

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1 STATE OF OHIO)
2)
3 COUNTY OF CUYAHOGA)
4

CERTIFICATE

5 I, Melinda A. Melton, Registered Professional
6 Reporter, a notary public within and for the State of Ohio,
7 duly commissioned and qualified, do hereby certify that, to
8 the best of my ability, the foregoing proceeding was reduced
9 by me to stenotype shorthand, subsequently transcribed into
10 typewritten manuscript; and that the foregoing is a true and
11 accurate transcript of said proceedings so taken as
12 aforesaid.
13

14 I do further certify that this proceeding took
15 place at the time and place as specified in the foregoing
16 caption and was completed without adjournment.
17

18 I do further certify that I am not a friend,
19 relative, or counsel for any party or otherwise interested
20 in the outcome of these proceedings.
21

22 IN WITNESS WHEREOF, I have hereunto set my hand and
23 affixed my seal of office this 26th day of February 2009.
24
25
26
27

28 _____
29 Melinda A. Melton
30 Registered Professional Reporter

31 Notary Public within and for the
32 State of Ohio

33 My Commission Expires:
34 February 4, 2013
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