

Minutes of the Planning Commission Meeting
February 2, 2017 6:00 P.M.

MEMBERS PRESENT: Katie Gallagher, Mayor
Tony Demarco, Council Representative
Jim Oper
Joe Polidori
Meg Ryan Shockey

ABSENT:

ALSO PRESENT: Dave Kulcsar, Building Commissioner
Dawn Neal, Secretary

Mayor Gallagher called the meeting to order.

Motion by Gallagher, second by Polidori to approve the minutes of January 5, 2017. **Vote Resulted:**
Yes: Gallagher, Oper, Ryan Shockey, Polidori. No: None Abstain: Demarco (**Approved**)

A first request was from Lamar Advertising to change a billboard to a digital display located along Interstate 71 on P.P. # 431-07-002. The next request was from Lamar Advertising to change a billboard to a digital display located along Interstate 71 on P.P. # 431-08-006. Mayor Gallagher explained that these items on the agenda tonight were deferred from the November 3, 2016 and January 5, 2017 Planning Commission meetings. She explained that last meeting Law Director Butler had discussed some different protocols and best practices in regards to digital billboard. Subsequently there has been some follow up. She mentioned the paperwork Law Director Butler sent to the Commission. We did not receive any new information on these requests from the applicants. Law Director Butler spoke and explained the reasoning for the paperwork. He also stated that at the last meeting, he requested the applicants gather information about the specifics of their billboard for the Commission to help them make the decision about the billboards they plan to change, this information will also ensure they will meet the standards suggested by the Planning Commission per the email he sent out on January 3rd to both applicants. The email states all signs must meet, at a minimum, all applicable requirements of the Brooklyn Codified Ordinances, the Ohio Revised Code and the Ohio Administrative Code, and the rules and regulations promulgated by the Ohio Department of Transportation along with many other items the Planning Commission feels must be met. Mayor Gallagher asked Lamar if they have brought any new information for the Commission to review. Scott Rowland from Lamar spoke he stated that he had not brought any new information for the Commission, but he is more than willing to answer any questions they had. He also stated Lamar has been doing this type of work for 12 years and can comply with all guidelines set by the state and city. Mr. Polidori asked how the brightness can be controlled. Mr. Rowland explained that they can be controlled by their corporate offices; it will have a manual control and will meet the state minimum requirements. Mr. Rowland asked how their billboards were going to comply with the (f)(1) standard of not enticing driver. He stated they will have phone number and things of that nature on the billboards. Mr. Butler explained the (f)(1) "No digital billboard content may be used that entices driver interaction while driving" is meant in a manner to which it will not have a "text now to win" or items of that nature to entice the driver to use their phone at that moment. They will be allowed to advertise phone numbers and such but not something that will make the driver have grab their phones at that moment to distract them. Mayor Gallagher suggested the Commission address all the items as a whole and then will vote on them individually after all discussions are complete. The final request was from Outfront Media LLC to relocate 3 billboards and also change 2 of them to digital display located along Interstate 71 on P.P.# 431-

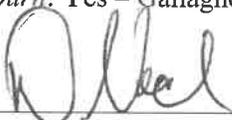
09-005. Mr. Keaton from OutFront spoke and passed out prints that explained the location and heights of his digital billboards. He explained that his proposed billboard will meet all existing laws set by all state and local government guidelines. He explained the details listed on the survey that states the distance between each sign and they will be taking down two existing Lamar signs and replacing them with two of theirs in different locations. He explained the sign will change 7-8 times per minutes. The billboards will have 3 stick sensors on signs that will automatically adjust the brightness throughout the day and also have a manual override that will be monitored 24 hours a day via cameras at their corporate offices. If the sign does malfunction it will automatically go to black. His paperwork gave the structural information and soil inspection report. Mr. Polidori asked Commissioner Kulcsar that he thought when they passed the sign on 480 he thought they had to be a mile away from each other. Does this not apply? Commissioner Kulcsar stated that the sign on 480 was a private business sign on someone else's property and that sign had several variances with it. Mr. Polidori stated that does not then apply to these signs. Commissioner Kulcsar replied correct, that these are billboards and different types of signs. Mr. Oper asked because these requested billboards are not in residential area and that is why that rule does not apply. Commissioner Kulcsar replied if that is the requirement the city set, yes, but they must meet the state guidelines that have been set. Distances set by ODOT must be met, even if we approve these, they will still have to get approval from ODOT for them. Mayor Gallagher asked if we approve these and they are not within that 500 feet, that the state requires, then the state will hold them liable. Commissioner Kulcsar stated yes, we are not here to enforce the state laws. Mr. Oper asked how often the sign is maintained. Mr. Keaton explained they are maintained via video surveillance 24 hours a day. Commissioner Kulcsar asked Mr. Keaton if he will have to get a variance for the billboard height. Mr. Keaton explained yes, because two billboard will be located in a gulley, we will need a variance for 2 of the signs. Mr. Keaton offered that this variance will not be visible from the roadway, they will look the same height when driving on the road. There was further discussion.

Motion by Oper, second by Gallagher to **APPROVE CONTINGENT THAT APPLICANT FOLLOWS MODEL GUIDELINE SET BY PLANNING COMMISSION** the request from Lamar Advertising to change a billboard to a digital display located along Interstate 71 on P.P. # 431-07-002. **Vote Resulted:** *To APPROVE:* Yes: Gallagher, Demarco, Oper, Ryan Shockey, Polidori. No: None. **(APPROVED)**

Motion by Gallagher, second by Oper to **APPROVED CONTINGENT THAT APPLICANT FOLLOWS MODEL GUIDELINE SET BY PLANNING COMMISSION** the request from Lamar Advertising to change a billboard to a digital display located on P.P. # 431-08-006. **Vote Resulted:** *To APPROVE:* Yes: Gallagher, Demarco, Oper, Ryan Shockey, Polidori. No: None. **(APPROVED)**

Motion by Gallagher, second by Oper to **APPROVE CONTINGENT THAT APPLICANT FOLLOWS MODEL GUIDELINE SET BY PLANNING COMMISSION** the request from Outfront Media LLC to relocate 3 billboards and also change 2 of them to digital display located along Interstate 71 on P.P# 431-09-005. **Vote Resulted:** *To APPROVE:* Yes – Gallagher, Demarco, Oper, Ryan Shockey, Polidori. No: None. **(APPROVED)**

There being no further business, **Motion** by Gallagher, second by Oper to adjourn. **Vote Resulted:** *To adjourn:* Yes – Gallagher, Demarco, Oper, Ryan Shockey, Polidori No: None. **(Meeting Adjourned)**



Dawn Neal, Secretary



Mayor Katie Gallagher, Chair