



City of Dayton

Landmark Commission

Meeting Case Record

September 14, 2023

1. Installation of business signage for approval - Case # PLN2023-00232 – 28 W Fourth Street – A Major modification to install a 48" tall by 40" wide projecting sign on the Dayton Arcade on the corner of W 4th Street and N Ludlow Street, or, alternatively, on the face of the building next to the entrance on W 4th Street.

Applicant: KAP Signs
Dave Williams
7564 Webster St
Dayton, OH 45414

Owner: Dayton Arcade Partners
2400 Boston St, Ste 404
Baltimore, MD 21224

Priority Land Use Board: Downtown

Planning District: Downtown

Historic District: N/A

Decision: Approved with Modifications

Case Presentation

Ms. Dakin presented the case. The request is to install new business signage for iHeart Media. Site photographs were submitted. Specifications of the proposed signage submitted by the applicant were presented. This case was previously heard by the Landmark Commission, who requested some alterations to the sign (increasing its opacity so as to lessen the effect of an internally lit sign), as well as more information on the overall signage plan for the Dayton Arcade.

Dave Williams, representing KAP Signs, the applicant, was present to answer any questions. He confirmed which parts of the sign would be illuminated, and how that had been altered since the previous case. Now, only the text and logo of the sign would be lit, and the rest of the sign was to be opaque.

Megan Peters, representing the Dayton Arcade, was also present to speak on the case. Ms. Peters elaborated on the overall signage plan for the Dayton Arcade, and explained why this particular client in the Arcade was requesting a corner mounted projecting sign, as opposed to a sign near one of the building's entrances, which had also been proposed.

Public Comments

No public comments.

Board Discussion

The Board discussed the signage. There was some discussion about the two locations that were presented, and Ms. Parker explained that the second proposed location (next to the "Commercial Building" entrance along Ludlow Street) was not the preferred location, because that is actually the entrance to a residential portion of the Arcade Complex. She explained further that I Heart Media is one of the anchor clients in the Arcade complex, and so the sign is partly for identification, but more for advertisement of the business's presence.

Overall, the Board found the new sign to be an improvement over the previously submitted, more transparent, sign. Ms. Sebald requested a modification to the case, to ensure that the sign was located slightly higher than what was shown, in order to further the visual distance from the other proposed signage near the corner. Mr. Williams was agreeable to this request. Mr. Johnson still questioned the need for the sign to be mounted on the corner.



City of Dayton

Landmark Commission

Meeting Case Record September 14, 2023

Board Action

A motion was made by Ms. Sebald and seconded by Ms. Maragano to approve **PLN2023-00232** – **28 W Fourth Street** with modifications. Modifications include:

1. The sign is to be located higher on the corner at 4th Street and Ludlow, approximately 6” higher than centered on the second story windows.

Mr. Gow	Yes	Ms. McNicholl	Absent
Mr. Heckman	Yes	Ms. Sebald	Yes
Mr. Johnson	No	Mr. Holley	Yes
Ms. Maragano	Yes		

Approved by Landmark Commission (5 in favor, 1 opposed)
Elizabeth Dakin, Secretary, Landmark Commission



City of Dayton

Landmark Commission

Meeting Case Record September 14, 2023

2. Installation of business signage for approval - Case # PLN2023-00315 – 45 W Fourth Street – A Major modification to install two 29.5" tall by 45" wide projecting signs on the Dayton Arcade complex, near the corner of W 4th Street and N Ludlow Street, for the Est! Est!! Est!!! restaurant.

Applicant: Display Dynamics, Inc.
1 Display Pointe
Clayton, OH 45315

Owner: Dayton Arcade Partners
2400 Boston St, Ste 404
Baltimore, MD 21224

Priority Land Use Board: Downtown

Planning District: Downtown

Historic District: N/A

Decision: Approved as Submitted

Case Presentation

Ms. Dakin presented the case. The request is to create two new door openings on the rear of the building, infill windows on the sides of the building, and to install a new aluminum storefront system at the existing storefront. Construction documents were submitted.

Veit Von Parker, representing Display Dynamics, Inc., the applicant, was present to answer any questions. Mr. Von Parker talked about the material of the sign and bracket, as well as the location and method of attaching the sign to the building.

Megan Peters, representing the Dayton Arcade, was also present to speak on the case. Ms. Peters elaborated on the overall signage plan for the Dayton Arcade. She explained that the internal signage guidelines for the Arcade allow for a series of signs, all similar in size and design to the ones presented here, along Fourth Street, to identify the businesses along that façade. She also mentioned that there could possibly be two similar signs on the Ludlow Street façade, given that there is space for two ground-level businesses there.

Public Comments

There were no public comments.

Board Discussion

The Board discussed the signage. There was a discussion about the need for two signs, especially when only one is located near the entrance. Ms. Peters noted that the sign on Ludlow is not located near the main entrance but is located near an emergency exit for the restaurant and is a door that diners could use to access the outdoor patio dining area. She also explained that the outdoor patio area is roped off during business hours, which would help lessen any confusion about the location of the restaurant entrance.

Board Action

A motion was made by Ms. Sebald and seconded by Mr. Heckman to approve as submitted **Case # PLN2023-00258 – 1163-1171 W Third Street.**

Mr. Gow	Yes	Ms. McNicholl	Absent
Mr. Heckman	Yes	Ms. Sebald	Yes
Mr. Johnson	Yes	Mr. Holley	Yes



City of Dayton

Landmark Commission

Meeting Case Record

September 14, 2023

Ms. Maragano

Yes

Approved by Landmark Commission (6 in favor, 0 opposed)
Elizabeth Dakin, Secretary, Landmark Commission