



**ARCHITECTURAL REVIEW BOARD
MUNICIPAL PLANNING COMMISSION
-AGENDA-
Thursday, January 25, 2018 at 7:00 P.M.**

Louis J. R. Goorey Worthington Municipal Building
The John P. Coleman Council Chamber
*6550 North High Street
Worthington, Ohio 43085*

A. Call to Order - 7:00 pm

1. Roll Call
2. Pledge of Allegiance
3. Appointment to the Board of Zoning Appeals
4. Approval of minutes of the January 11, 2018 meeting
5. Affirmation/swearing in of witnesses

B. Architectural Review Board

1. Awnings – **7227 N. High St. (125 Worthington Mall)** (Columbus Awning Co./Talbots)
AR 04-18
2. Modifications to Approved Renovations – **25 W. New England Ave.** (Michelle Bishop)
AR 05-18 (Amendment to AR 42-17 & AR 71-17)
3. Addition and Renovations – **529 High St.** (Julie Koratich/Lennonheads) **AR 06-18**
(Amendment to AR 44-17)

C. Municipal Planning Commission

1. **Conditional Use**
 - a. Recreational Facility in I-1 - **659 Lakeview Plaza Blvd., Suites F & G** (Quentin McCohn) **CU 01-18**

D. Other

E. Adjournment



MEMORANDUM

TO: Members of the Architectural Review Board
Members of the Municipal Planning Commission

FROM: Lynda Bitar, Planning Coordinator

DATE: January 19, 2018

SUBJECT: Staff Memo for the Meeting of January 25, 2018

B. Architectural Review Board

1. Awnings – **7227 N. High St. (125 Worthington Mall)** (Columbus Awning Co./Talbots) **AR 04-18**

Findings of Fact & Conclusions

Background & Request:

The existing gray awnings on the south side of the mall were installed in the early 2000's when Talbots' men's store occupied a portion of the space. This is a request to install new awnings for Talbots.

Project Details:

1. The proposed awnings are shiny vinyl in a bright red color called Serge Ferriair Preconstraint Poppy.
2. The existing hardware would be reused.

Land Use Plans:

Worthington Design Guidelines and Architectural District Ordinance

- Compatibility of design and materials and exterior details and relationships are standards for review in the Architectural District ordinance.
- Fabric awnings are appropriate but should have a matte rather than a glossy surface.
- The general guideline approved for the mall property also referred to fabric awnings.

Recommendations:

Staff is recommending the new awnings be fabric with a matte finish rather than shiny vinyl, which is not typically used in the community.

Motion:

THAT THE REQUEST BY COLUMBUS AWNING CO. TO INSTALL NEW AWNINGS FOR TALBOTS AT 7227 N. HIGH ST., AS PER CASE NO. AR 04-18, DRAWINGS NO. AR 04-18, DATED JANUARY 10, 2018, BE APPROVED BASED ON THE FINDINGS OF FACT AND CONCLUSIONS IN THE STAFF MEMO AND PRESENTED AT THE MEETING.

2. Modifications to Approved Renovations – **25 W. New England Ave.** (Michelle Bishop) **AR 05-18** (Amendment to AR 42-17 & AR 71-17)

Findings of Fact & Conclusions

Background & Request:

This two-story commercial building was constructed in the late 1930's on a 50' x 135' parcel, which is in the C-5 Zoning District. The building covers most of the lot, with some greenspace in the front and a sidewalk along the west side. It is a contributing property in the Worthington Historic District. The building was reportedly constructed as a switch station, but was used most recently as office space, with the Worthington Chamber of Commerce occupying the first floor. The new owner, CBRS Worthington LLC, purchased the building at the end of 2016 and is renovating the structure for use as the office for Datafield Technology Services.

The ARB approved an application at its June 8, 2017 meeting to replace and add windows, add a front porch and balcony; and modify entrances. Modifications to the front façade were approved on October 12, 2017. This application would allow for additional modifications.

Project Details:

1. The previous plans involved the addition of brick veneer to the existing concrete block at the back half of the building. The applicant is now seeking approval to paint the block a shade of brown (Down Home) instead of installing thin brick due to the uncertainty of the adhesion and look.
2. The gutters and downspouts were approved to be black, with the trim approved as Skyline Steel (dark tan shade). Now, the applicant would now like to have the gutters and downspouts be Tuxedo Gray, and the trim be Roycroft Pewter, which are both dark shades of gray.
3. A modified lighting plan is included with this application. Six ground mounted 12 volt fixtures are proposed on the porch near the building and two fixtures are proposed at the outer edge of the porch to illuminate the building. Two LED step lights are also proposed. The color temperature for the fixtures is 3000K. Five bronze fixtures that would light up and down are proposed along the west side of the building.

Land Use Plans:

Worthington Design Guidelines and Architectural District Ordinance

- Compatibility of design and materials and exterior details and relationships are standards for review in the Architectural District ordinance.

- Lighting: Use of fairly small, simple lighting fixtures, and as few as possible, is recommended. Fixtures should not be overly ornate. Avoid excessive brightness.

Recommendations:

Staff is recommending approval of this application, as the proposed modifications are appropriate.

Motion:

THAT THE REQUEST BY MICHELLE BISHOP ON BEHALF OF CBRS WORTHINGTON LLC TO AMEND CERTIFICATES OF APPROPRIATENESS NO. AR 42-17 & AR 72-17 WITH MODIFICATIONS TO THE BUILDING AND LIGHTING AT 25 W NEW ENGLAND AVE., AS PER CASE NO. AR 05-18, DRAWINGS NO. AR 05-18, DATED JANUARY 12, 2018, BE APPROVED BASED ON THE FINDINGS OF FACT AND CONCLUSIONS IN THE STAFF MEMO AND PRESENTED AT THE MEETING.

3. Addition and Renovations – **529 High St. (Julie Koratich/Lennonheads) AR 06-18**
(Amendment to AR 44-17)

Findings of Fact & Conclusions

Background & Request:

This 3400 square foot classically detailed commercial structure was constructed in the early 1970’s, and is currently home to Lennonheads Salon & Spa. Approval was granted by the ARB to construct additions on the north and west sides of the building in June of 2017. This request would amend that approval with a rear addition.

Project Details:

1. The 25’6” wide by 5’ 2 ¾” deep addition would be on the south side of the building at almost the center of the existing wall. The addition would be 10’ from the south property line as is required by the Code.
2. Painted white brick and black standing seam metal roofing are proposed for the addition to match the rest of the building. No openings are proposed for the walls.

Land Use Plans:

Worthington Design Guidelines and Architectural District Ordinance

Construction of an addition to a commercial or institutional building should be approached in the same way as one for an existing home. Such a project involves important design considerations, since an addition can have a major impact on neighboring properties. Include the following considerations when planning an addition to a commercial or institutional building.

- Use exterior materials traditionally used on commercial and institutional buildings in Worthington. These most commonly include brick; frame construction is less common.
- The addition should be subordinate to the main building. This does not necessarily mean that the addition must be smaller than the original, but it should be designed in a way that it does not overwhelm and dominate the original.
- Some architectural review boards require that additions be designed so that they are easily distinguished from the original building. While this is acceptable in Worthington,

the Architectural Review Board does not require it. Matching the original building's design elements in an addition is acceptable.

- Generally, additions should be located as far as possible to the rear of the original building. There may be some instances, however, where building an addition on the front of the original building may be a preferable option. This would especially be true when an addition could replace a front parking lot.
- Paint only surfaces that have been painted before. Stone surfaces were seldom painted originally; painted brick surfaces tend to be more common on commercial buildings than residential. Poor weather resistance or damage to a wall were the usual reasons for painting brick, though sometimes it was just to change the building's look. While unpainted brick or stone should not be painted, if such a surface has been painted in the past, consider re-painting rather than removing the old paint. Avoid using too many colors on a building. Consider using light and dark shades of the same color when choosing body and trim colors.
- While the architecture is of prime importance in a commercial district such as Worthington's, landscaping of building sites is also important.

Recommendation:

Staff recommends approval of this application, as the addition would be appropriately located and should be unobtrusive due to its size and design. Painting the new brick is acceptable because the rest of the building was approved to be painted.

Motion:

THAT THE REQUEST BY JULIE KORATICH OF RED ARCHITECTURE ON BEHALF OF JD SYSTEMS LLC TO AMEND CERTIFICATE OF APPROPRIATENESS AR 44-17 WITH A REAR ADDITION AT 529 HIGH ST., AS PER CASE NO. AR 06-18, DRAWINGS NO. AR 06-18, DATED JANUARY 12, 2018, BE APPROVED BASED ON THE FINDINGS OF FACT AND CONCLUSIONS IN THE STAFF MEMO AND PRESENTED AT THE MEETING.

C. Municipal Planning Commission

1. Conditional Use

- a. Recreational Facility in I-1 - **659 Lakeview Plaza Blvd., Suites F & G (Quentin McCohn)**
CU 01-18

Findings of Fact & Conclusions

Background & Request:

This 14 acre development includes 5 buildings constructed in the late 1980's and early 1990's and roughly half of a retention pond. The uses on the site consist mainly of office, warehousing, and light manufacturing in suites that are roughly 2000 – 5000 square feet in area. Another Recreational Facility (dance studio) was approved last year in the 651 building at the northwest corner of the property.

This request is to locate a personal training business in the middle building at the west end of the site. The space is approximately 4000 square feet. The expected number of clients is not known. A proposed floor plan has been requested.

Basic Standards and Review Elements: The following general elements are to be considered when hearing applications for Conditional Use Permits:

1. Effect on traffic pattern – Parking is available adjacent to the building.
2. Effect on public facilities – No effect has been identified.
3. Effect on sewerage and drainage facilities – The effect would be minimal.
4. Utilities required – No new utilities would be required.
5. Safety and health considerations – None have been identified.
6. Noise, odors and other noxious elements, including hazardous substances and other environmental hazards – None have been identified.
7. Hours of use – Generally 6:00 am – 9:00 pm, with shorter hours Friday through Sunday.
8. Shielding or screening considerations for neighbors – Not applicable.
9. Appearance and compatibility with the general neighborhood – Signage would be required to match that of the other businesses on the property.

Land Use Plans:

Worthington Conditional Use Permit Regulations

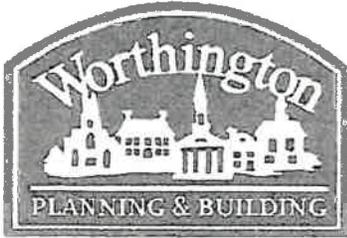
The following basic standards apply to conditional uses in any "C" or "I" District: the location, size, nature and intensity of the use, operations involved in or conducted in connection with it, its site layout and its relation to streets giving access to it, shall be such that both pedestrian and vehicular traffic to and from it will not be hazardous, both at the time and as the same may be expected to increase with increasing development of the Municipality. The provisions for parking, screening, setback, lighting, loading and service areas and sign location and area shall also be specified by the applicant and considered by the Commission. Recreational Facilities are a conditionally permitted use in the I-1 Zoning District.

Recommendations:

Staff is recommending approval of the application, if the number of clients would have ample parking without impacting neighboring businesses.

Motion:

THAT THE REQUEST BY QUENTIN MCCOHN FOR A CONDITIONAL USE PERMIT TO OPERATE A RECREATIONAL FACILITY AT 659 LAKEVIEW PLAZA BLVD., SUITES F & G., AS PER CASE NO. CU 01-18 DRAWINGS NO. CU 01-18, DATED JANUARY 11, 2018, BE APPROVED BASED ON THE PLANNING GOALS OF THE CITY, AS REFERENCED IN THE LAND USE PLANS AND FINDINGS OF FACT AND CONCLUSIONS IN THE STAFF MEMO AND PRESENTED AT THE MEETING.



City of Worthington
ARCHITECTURAL REVIEW BOARD
 Certificate of Appropriateness
 Application

Case #	AR 04-18
Date Received	01-10-18
Fee	\$3,000
Meeting Date	01/25/18
Filing Deadline	
Receipt #	64763

1. Property Location 7227 N. High St.
125 Worthington Mall, Worthington, OH 43083
2. Present/Proposed Use Retail Shop
3. Zoning District _____
4. Applicant Columbus Awning Co.
 Address 297 Old County Line Rd, Westerville Ohio 43081
 Phone Number(s) 614-426-4206
5. Property Owner Worthington Square Venture, LLC
 Address 7227 N. High St., Ste 88, Worthington, OH 43085
 Phone Number(s) 614-312-9535
6. Project Description Recover of 5 Awnings
changing color to Serge Ferrari Precontraint
Satin Awnings Fabric
7. Project Details:
 - a) Design Serge Ferrari Precontraint
 - b) Color Serge Ferrari Precontraint
 - c) Size Recover Existing Awnings
 - d) Approximate Cost 2600.00 Expected Completion Date End of Feb

PLEASE READ THE FOLLOWING STATEMENT AND SIGN YOUR NAME:
 The information contained in this application and in all attachments is true and correct to the best of my knowledge. I further acknowledge that I have familiarized myself with all applicable sections of the Worthington Codified Ordinances and will comply with all applicable regulations.

Jay Zini
 Applicant (Signature)

1-10-18
 Date

Susan Mahan for Columbus
 Property Owner (Signature)
 Realty Agent for Worthington
 Square Venture, LLC

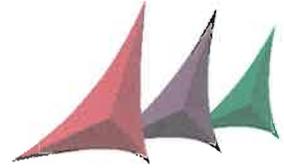
1/10/18
 Date

Abutting Property Owners List for
7227 N. High St.

Corporate Hill LLC	Triangle Real Estate II	470 Old Worthington Rd., Suite 100	Westerville, OH 43082
Edwin D. Popper Tr.		6250 Glenabby Dr.	Westerville, OH 43081-7915
Ohio Automobile Club		90 E. Wilson Bridge Rd.	Worthington, OH 43085
McDonalds Corporation		P.O. Box 182571	Columbus, OH 43218
McDonalds		80 E. Wilson Bridge Rd.	Worthington, OH 43085
Tsai & Chan LLC		40 Northwoods Blvd.	Columbus, OH 43235
Buca Di Beppo		60 E. Wilson Bridge Rd.	Worthington, OH 43085
Worthington Duchess LLC		7141 N. High St.	Worthington, OH 43085
Worthington Duchess LLC		447 James Parkway	Heath, OH 43056
He Hari Inc.		7007 N. High St.	Worthington, OH 43085
Stephen Lewis		126 Saint Andre St.	Worthington, OH 43085
Insight Bank		150 W. Wilson Bridge Rd.	Worthington, OH 43085
Chase Bank		50 W. Wilson Bridge Rd.	Worthington, OH 43085
The Kroger Co.		4111 Executive Parkway	Westerville, OH 43081
Kroger		60 W. Wilson Bridge Rd.	Worthington, OH 43085

Columbus Awning Company

297 Old County Line Rd.
Westerville, Ohio 43081
614-426-4206



City of Worthington
Planning and Building

FROM: Jeff Kneice

PHONE: 614-426-4206

FAX: 614-426-4207

COMMENTS:

Columbus Awning Company will be recovering existing awnings and changing the color from Black to Serge Ferriair Preconstraint Poppy. A sample of the material is attached. If you have any questions please contact me.

Thanks,

A handwritten signature in black ink, appearing to read 'Jeff Kneice', with a long horizontal flourish extending to the right.

Jeff Kneice
Office Manager

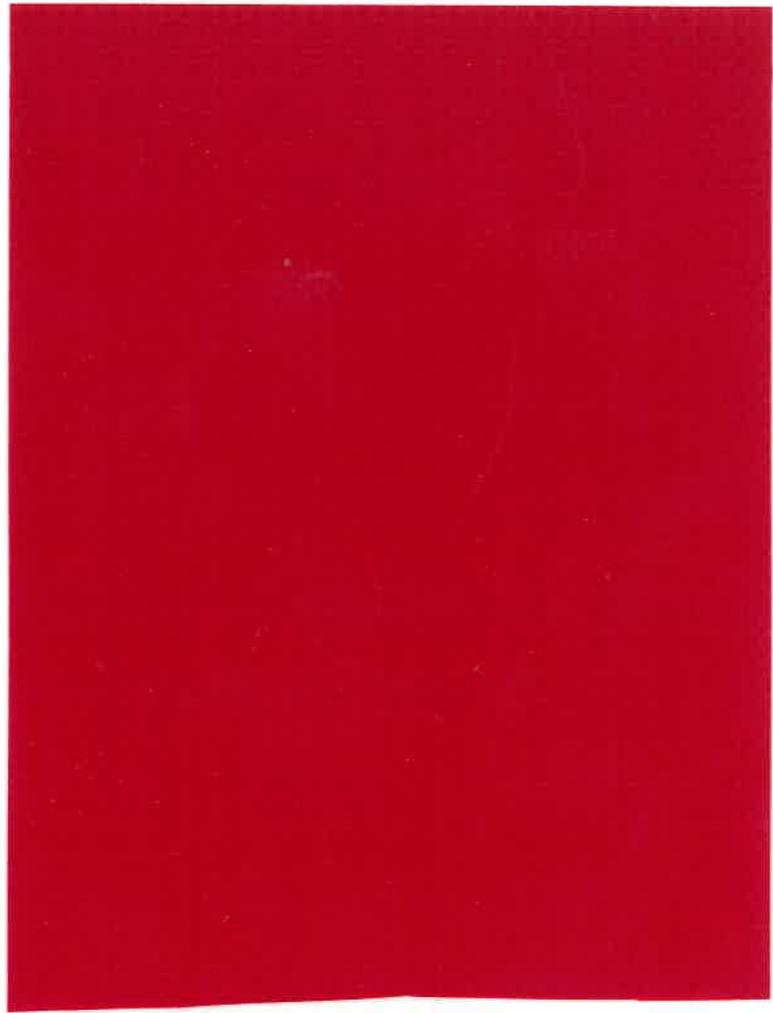
7227 N. High St.



Existing Awnings -



CITY OF WORTHINGTON
DRAWING NO. AR04-18
DATE 1/10/18





City of Worthington ARCHITECTURAL REVIEW BOARD Certificate of Appropriateness Application

Case # AR 05-18 Date Received 01-12-18 Fee \$10.00 pd Meeting Date 01-25-18 Filing Deadline Receipt # 64775 Amend AR 42 & 72+77

- 1. Property Location 25 W. New England Ave, Worthington, OH
2. Present/Proposed Use Professional Office Building
3. Zoning District C-5
4. Applicant Michelle Bishop on behalf of CBRS Worthington LLC

Address 560 Morning Street, Worthington, OH
Phone Number(s) 614-579-0732

- 5. Property Owner CBRS Worthington LLC
Address 25 W. New England Ave
Phone Number(s) 614-579-0732

6. Project Description Modifications to the 6/8/2017 ARB approved project plans including repainting the existing cinder block and changes to gutters/downspouts mfr and trim color. Approval of site lighting plan. Specs for railings on approved 6/08 elevations.

- 7. Project Details:
a) Design Please see attached
b) Color Please see attached
c) Size Please see attached
d) Approximate Cost \$10,000 Expected Completion Date March 1, 2018

PLEASE READ THE FOLLOWING STATEMENT AND SIGN YOUR NAME: The information contained in this application and in all attachments is true and correct to the best of my knowledge. I further acknowledge that I have familiarized myself with all applicable sections of the Worthington Codified Ordinances and will comply with all applicable regulations.

[Signature]
Applicant (Signature)

January 10, 2018
Date

[Signature]
Property Owner (Signature)

January 10, 2018
Date

Abutting Property Owners List for
25 W. New England Ave.

649 High LLC	1225 Dublin Rd.	Columbus, OH 43215
649 High LLC	649 High St.	Worthington, OH 43085
Stephen & Barbara Jerman	11 W. New England Ave.	Worthington, OH 43085
Wacked Hair Salon	11 W. New England Ave.	Worthington, OH 43085
SGS General Inc.	1550 W. Lane Ave.	Columbus, OH 43221
La Chatelaine French Bakery & Bistro	627 High St.	Worthington, OH 43085
Snow House	H. Burkley Showe TI 45 N. 4th St., Suite 200	Columbus, OH 43215

January 10, 2018

CBRS Worthington LLC
25 West New England Ave
Worthington, Ohio 43085

RE: Modifications to elevations and materials for office building located at 25 W. New England Ave, Worthington, Ohio approved at the 6/08/17 ARB meeting.

Due to potential adhesion issues with the thin brick veneer and aesthetic concerns over the difference in the thickness of the thin brick and existing brick material, we are seeking approval to repaint the existing cinder block on the east and west facades in lieu of the application of the thin brick veneer and cast stone banding until we find an alternative solution.

We are also seeking approval to changes to the gutter and downspout system approved at the 6/8/2017 ARB meeting as well as modifications to the color scheme for the gutters/downspouts, fascia boards, soffits and trim. Since we will be utilizing the existing slate roof and repairing and painting the fascia boards, soffits and trim, we believe the proposed color scheme will be more visually cohesive than what was approved on 6/8/2017.

In addition, we are submitting a site lighting plan and fixtures for your consideration. The original approved elevations and plans reflected the installation of pier mount fixtures and wall sconces. However, we feel that the new lighting plan and fixture selection will add to and enhance the alterations made to the front façade and is more in keeping with the lighting of the buildings in the neighborhood. The new lighting plan also includes proposed lighting for the front porch, stairs and fixtures along the west elevation due to safety concerns including egress to the parking lot to the south.

We are also submitting measurement specifications and a schematic for the railings for the front porch and stairs. Although the railings were represented in the elevations and material and color were included in the building plans approved at the 6/8/2017 ARB meeting, a cut sheet with measurements for the custom railings was not. The omission was brought to our attention when we submitted the plans for permit through the City of Worthington.

Thank you for your time and consideration.

Sincerely,



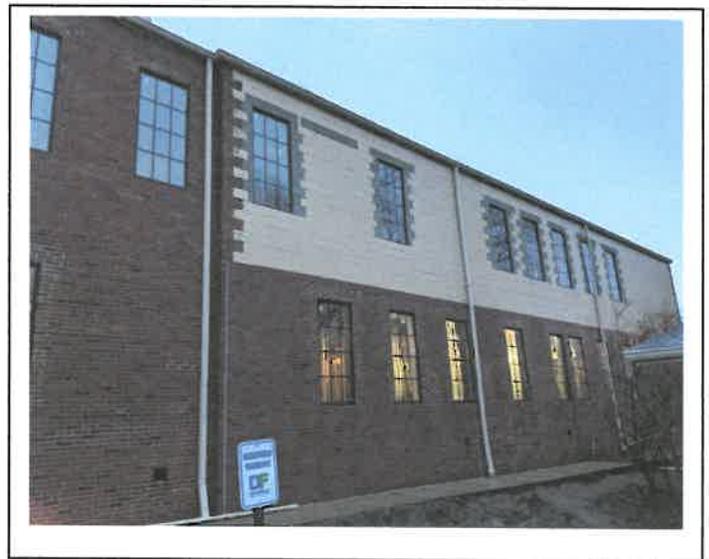
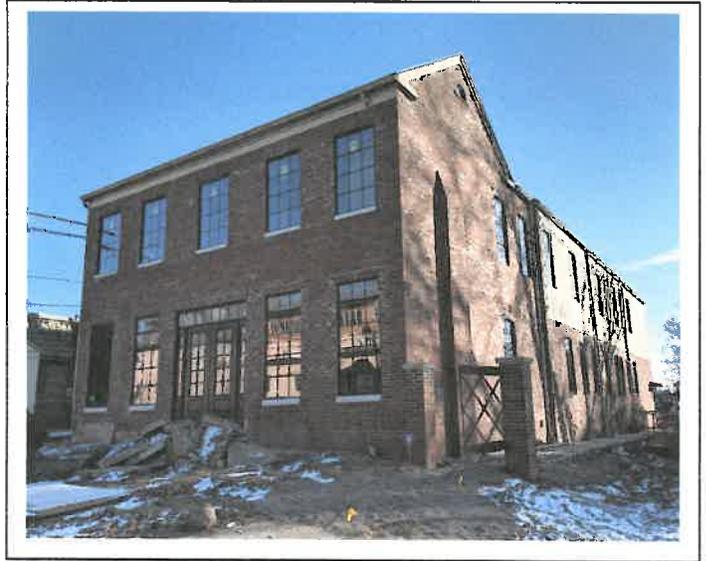
Michelle Bishop

25 W. New England Ave.



100-000167 04/19/2017

25 W. NEW ENGLAND AVE



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25 West New England Ave

PROPOSED FINISHES PLAN:

North Elevation

Gutters (GD2) – Marsh 5” OG Seamless Gutter made with PlyGem 5” gutter coil in Tuxedo Gray

Downspouts (GD2) – 3” Marsh Round Downspout in Tuxedo Gray

Trim (Fascia Boards & Soffit) (TC1) – Repair and repaint. Sherwin Williams Roycroft Pewter (SW 2848)

Porch Railings (HR3) – Axalta Powder Coated Steel in Black Anodic Matte. Specifications attached.

West Elevation

Cinder Block (CC4) – Repaint existing cinder block. Sherwin Williams Down Home (SW 6081)

Gutters (GD2) – Marsh 5” OG Seamless Gutter made with PlyGem 5” gutter coil in Tuxedo Gray

Downspouts (GD2) – 3” Marsh Round Downspout in Tuxedo Gray

Trim (Fascia Boards & Soffit) (TC1) – Repair and repaint. Sherwin Williams Roycroft Pewter (SW 2848)

East Elevation

Cinder Block (CC4) – Repaint existing cinder block. Sherwin Williams Down Home (SW 6081)

Gutters (GD2) – Marsh 5” OG Seamless Gutter made with PlyGem 5” gutter coil in Tuxedo Gray

Downspouts (GD2) – 3” Marsh Round Downspout in Tuxedo Gray

Trim (Fascia Boards & Soffit) (TC1) – Repair and repaint. Sherwin Williams Roycroft Pewter (SW 2848)

South Elevation

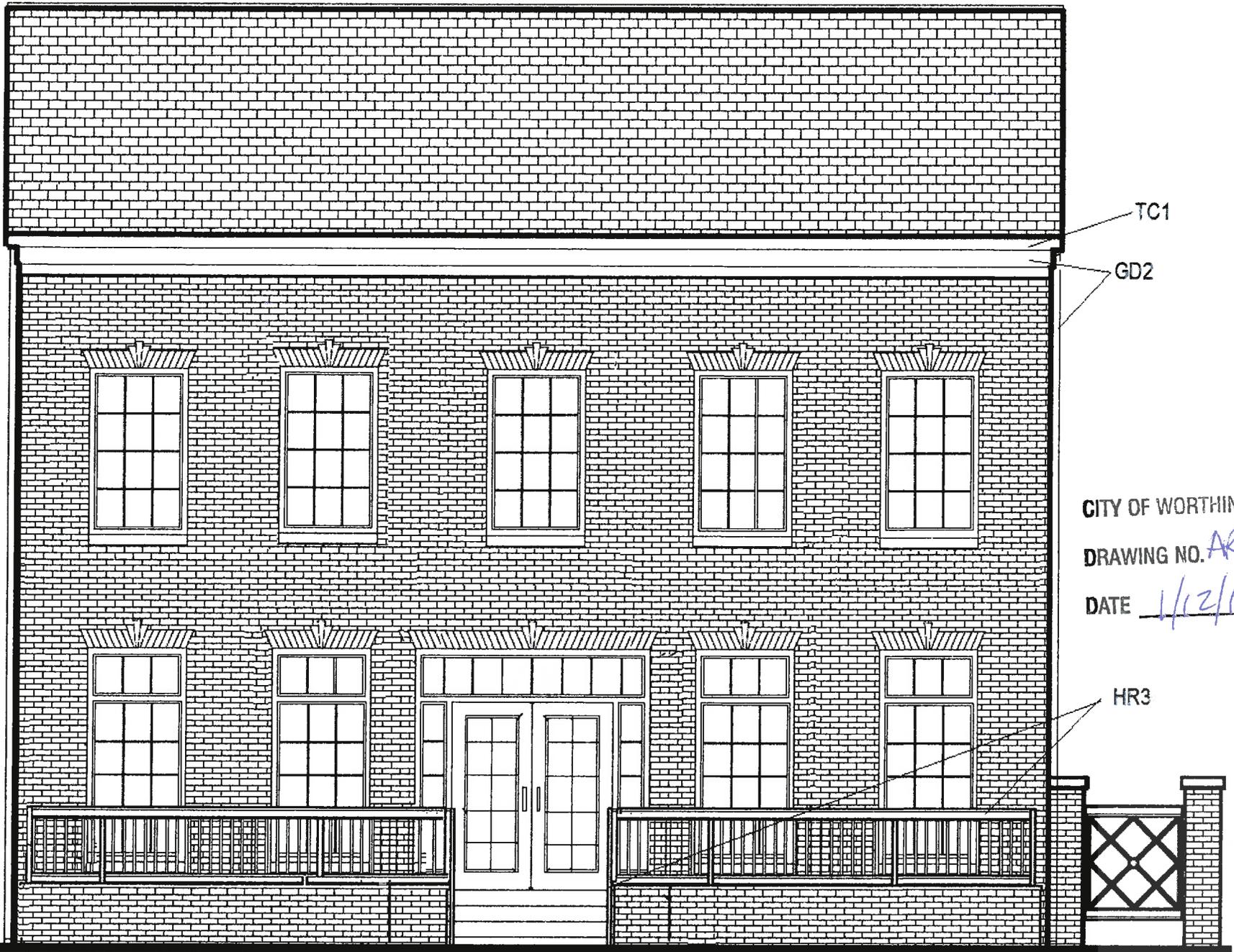
Cinder Block (CC4) – Repaint existing cinder block. Sherwin Williams Down Home (SW 6081)

Trim (Fascia Boards & Soffit) (TC1) – Repair and repaint. Sherwin Williams Roycroft Pewter (SW 2848)

CITY OF WORTHINGTON

DRAWING NO. AR05-18

DATE 1/12/18



CITY OF WORTHINGTON
 DRAWING NO. AR0518
 DATE 1/12/18

FINISHES KEY

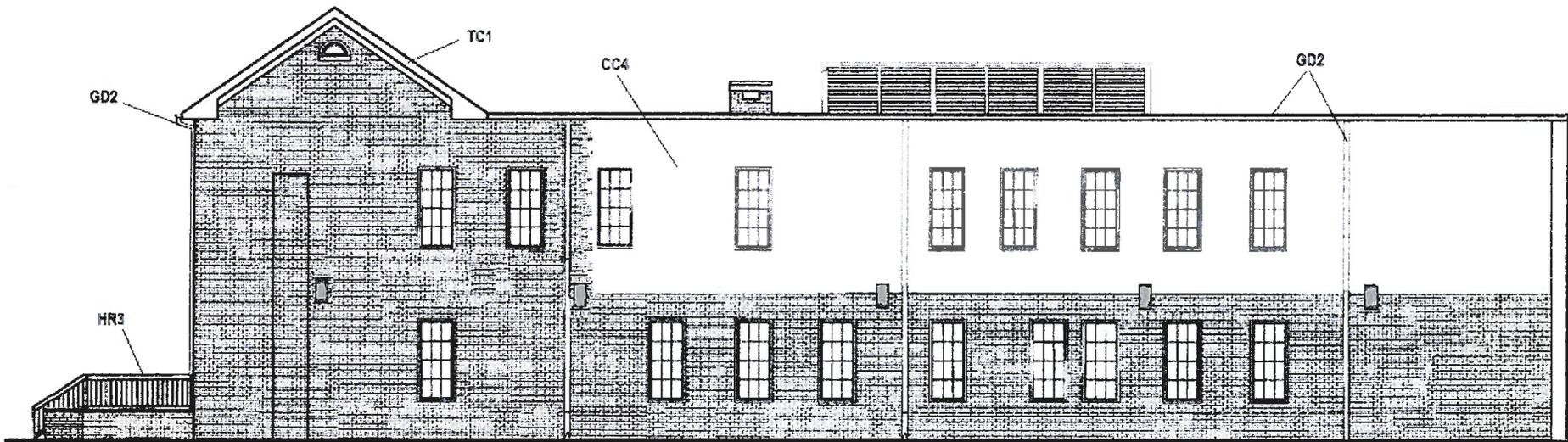
TC1 - Fascia and Soffit Trim Color:
 Sherwin Williams - Roycroft Pewter (SW 2848)

GD2 - Gutter & Downspout
 5" OG Gutter & 3" Round Downspout
 Color: Mastic Tuxedo Gray

HR3 - Railings
 Axalta Powder Coated Steel
 Black Anodic Matte
 *See Attached Specifications

north elevation
DataField

25 West New England Ave.



FINISHES KEY

TC1 - Fascia and Soffit Trim Color
 Sherwin Williams - Roycroft Pewter (SW 2848)

GD2 - Gutter & Downspout
 5" OG Gutter & 3" Round Downspout
 Color: Mastic Tuxedo Gray

HR3 - Railings
 Axalta Powder Coated Steel
 Black Anodic Matte
 *See Attached Specifications

CC4 - Cinder Block Paint Color
 Sherwin Williams - Down Home (SW 6081)

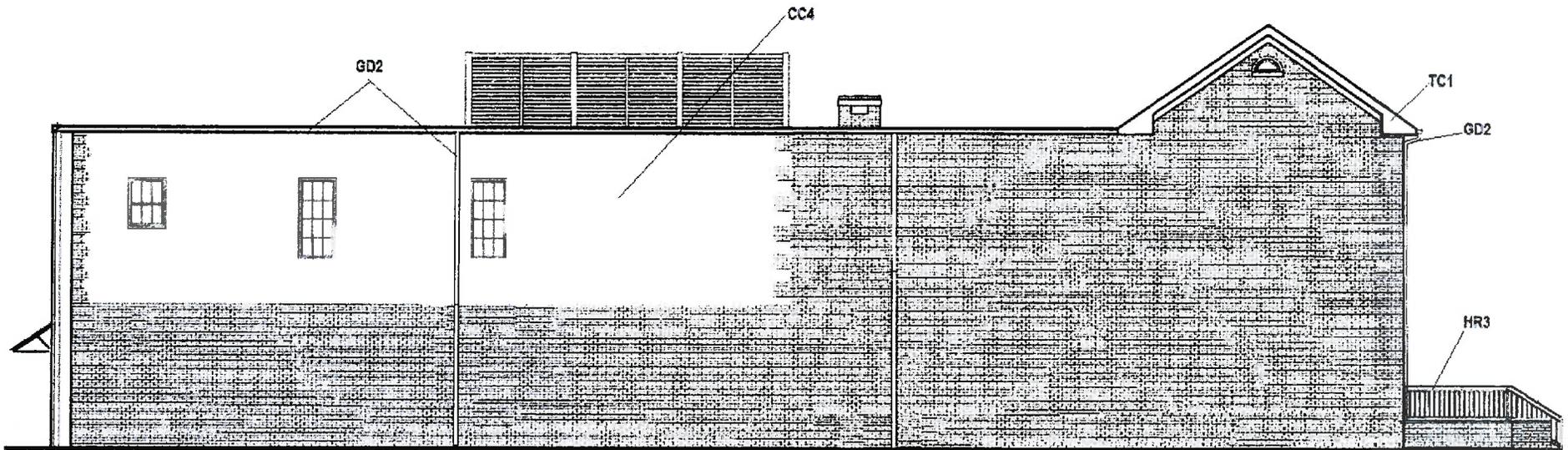
west elevation
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25 West New England Ave.

CITY OF WORTHINGTON

DRAWING NO. AR05-18

DATE 1/12/18



FINISHES KEY

TC1 - Fascia and Soffit Trim Color:
Sherwin Williams - Roycroft Pewter (SW 2848)

GD2 - Gutter & Downspout
5" OG Gutter & 3" Round Downspout
Color: Mastic Tuxedo Gray

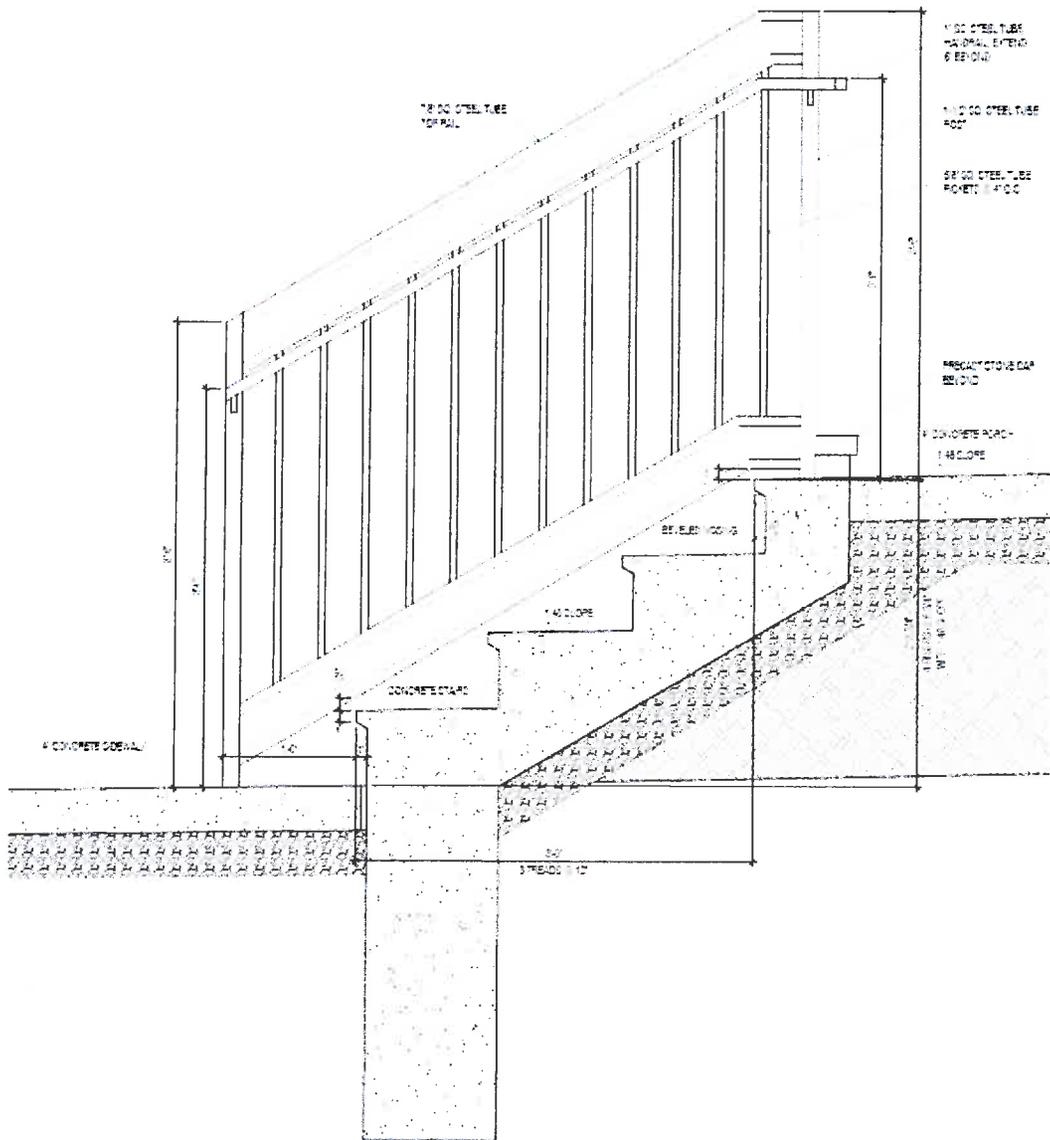
HR3 - Railings
Axalta Powder Coated Steel
Black Anodic Matte
*See Attached Specifications

CC4 - Cinder Block Paint Color
Sherwin Williams - Down Home (SW 6081)

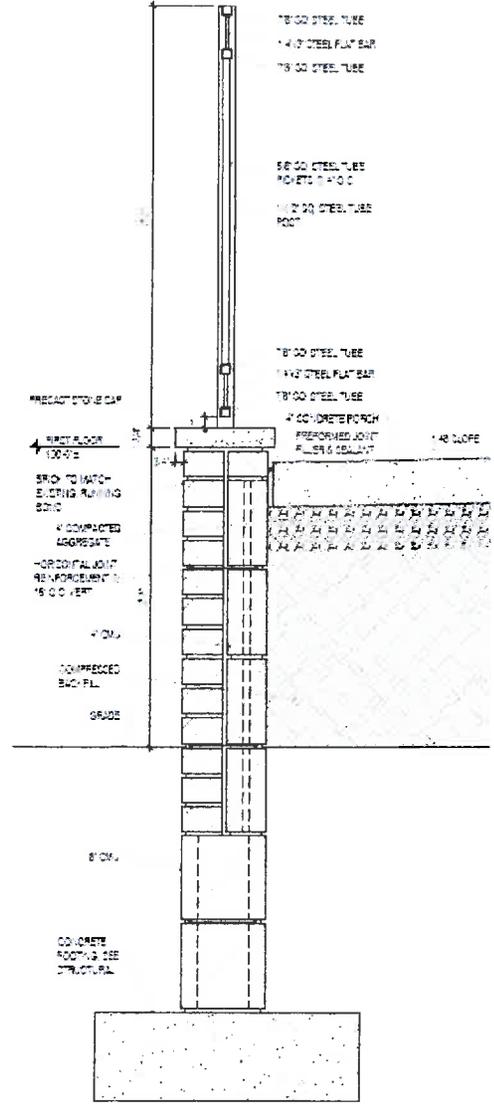
east elevation
DataField

25 West New England Ave.

CITY OF WORTHINGTON
DRAWING NO. *AR05-18*
DATE *1/12/18*



2 stair section 1/12 @ 1/4"



3 railing detail 1/12 @ 1/4"

railing detail (HR3)

DataField

25 West New England Ave.

Custom Steel Railings
 Material: Axalta Powder Coated Steel
 Color: Black Anodic Matte

CITY OF WORTHINGTON

DRAWING NO. *AR05-18*

DATE *1/12/18*

5" OG Gutter and 4" Round Downspouts in Tuxedo Gray



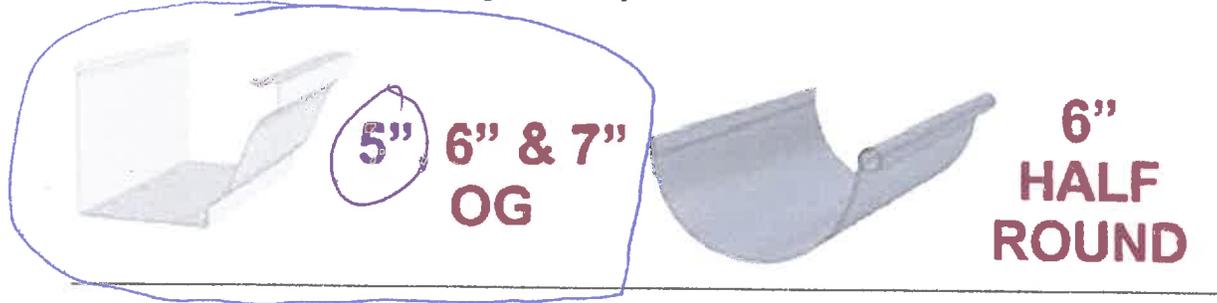
Experience the Marsh Advantage!

Gutter, Accessories & Machines

Gutter & Accessories

The perfect match gutter system. Don't overlook this important detail in the overall appearance of your home!

- Marsh offers gutters and accessories to exactly match Mastic colors
- Marsh stocks 25 colors of 5" and 23 colors of 6"
- Marsh offers COPPER gutter and accessories
- Marsh offers 12 special order colors
- Marsh offers continuous gutter for pick-up or delivery
- Marsh offers 5" & 6" gutter coil by the foot or full roll
- Marsh offers 7" commercial gutter coil by the foot or full roll



CITY OF WORTHINGTON
DRAWING NO. AR05-18
DATE 1/12/18



< Ply Gem Gutters

< Gutters

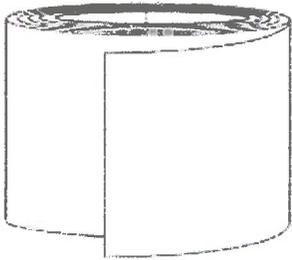
< Seamless Gutter

5" Gutter Coil

Seamless Gutter

Q

Our 5" gutter coil is available in .027 and .032 inch nominal thickness and finished on one or both sides, our seamless gutters are made from the best quality aluminum coil and feature a full line of accessories to create an effective rain removal system. Available in white or a wide variety of colors to complement Ply Gem siding and accessories, our seamless gutters are flexible and designed to protect your home against the elements for years.



Colors

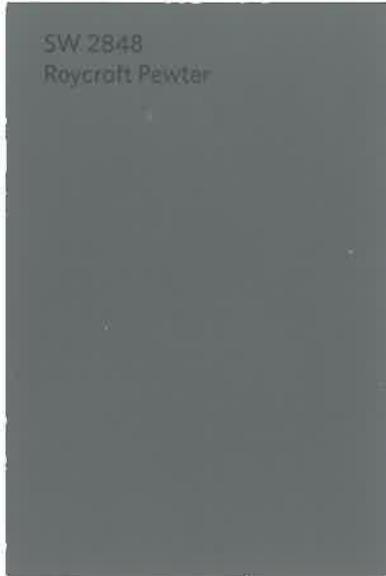
24 Exterior Colors Available



10 Premium Exterior Colors Available



CITY OF WORTHINGTON
DRAWING NO. AR 05-18
DATE 1/12/18



SW 2848
Roycroft Pewter



SW 6081
Down Home

198-C5

DataField

25 West New England Ave

PROPOSED LIGHTING PLAN:

North Façade

- 6 – “A” WAC 3” Inground Wall Wash Fixtures located between windows on front elevation
- 2 – “B” WAC Brick Opal Lights located on either side on stairs on north porch wall illuminating porch deck
- 4 – “C” WAC LEDme In Step Light located on front steps, 2 per side

West Façade

- 5 – “D” WAC Tube LED Outdoor Sconce located along west side elevation

CITY OF WORTHINGTON

DRAWING NO.

AR05-18

DATE

1/12/18



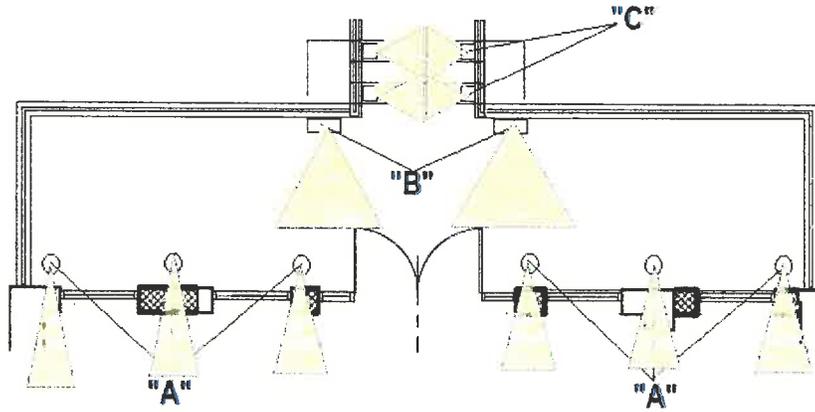
CITY OF WORTHINGTON
DRAWING NO. AR0518
DATE 1/12/18

FIXTURES "A" & "C"
"A" - WAC 3" Inground 12V
"B" - WAC LEDme Step Light

north elevation

Exterior Elevations
DataField

25 West New England Ave.



FIXTURE KEY

- "A" - WAC 3" Inground 12V
- "B" - WAC Opal Brick Light Endurance
- "C" - WAC LEDme Step Light

Overview Front Porch Lighting Plan
DataField



25 West New England Ave.

CITY OF WORTHINGTON
 DRAWING NO. *AR05-18*
 DATE *1/12/18*



FIXTURE "D"
WAC LED TUBE - model: WS-W26

west elevation

Exterior Elevations

DataField

25 West New England Ave.

CITY OF WORTHINGTON

DRAWING NO. *AR05-18*

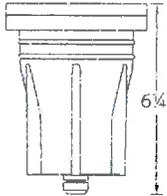
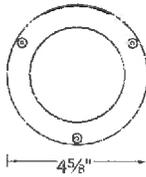
DATE *1/12/18*

3" INGROUND 12V

5031

WAC

LANDSCAPE LIGHTING



Fixture Type: COLOR: BRONZE ON BRASS

Catalog Number: "A"

Project: DF - 25 W. NEW ENGLAND

Location: FRONT FACADE

PRODUCT DESCRIPTION

Landscape Wall Wash luminaire

FEATURES

- Tiltable and adjustable beam angle
- Integral dimmer
- IP67 rated, protected from temporary immersion under water
- Drive over up to 4500lbs
- Solid diecast brass or corrosion resistant aluminum
- Available concrete pour kit
- 6' lead wire and direct burial gel filled wire nuts included
- Maintains constant lumen output against voltage drop
- UL 1838 Listed
- Not suitable to use with external dimmers

SPECIFICATIONS

Input: 9 - 15VAC (Transformer is required)
Power: 2W to 12W / 2VA - 17VA
Brightness: 70 lm to 505 lm
Beam Angle: 15° to 60°
CRI: 85
Rated Life: 55,000 hours

IEC safety Standard	Walk over	Drive over
Resistance to static load test	Yes (1125lbs)	Yes (4496lbs)
Resistance to torque and shear loads test	N/A	Yes

ORDERING NUMBER

		Color Temp		Finish	
5031	3" Inground 12V	27	2700K	BZ	Bronze on Aluminum
		30	3000K	BBR	Bronze on Brass

5031-_____

Example: 5031-30BBR

CITY OF WORTHINGTON
 DRAWING NO. AR05-18
 DATE 1/12/18

wacighting.com
 Phone (800) 526.2588
 Fax (800) 526.2585

Headquarters/Eastern Distribution Center
 44 Harbor Park Drive
 Port Washington, NY 11050

Central Distribution Center
 1600 Distribution Ct
 Lithia Springs, GA 30122

Western Distribution Center
 1750 Archibald Avenue
 Ontario, CA 91760

3" INGROUND 12V

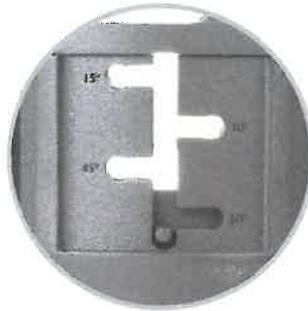
5031

WAC

LANDSCAPE LIGHTING



Typical Inground
Most light output goes into the air, causing light pollution



Adjust Beam Angles
Presets at 15°, 30°, 45°, 60°



Adjustable WAC Inground
Adjust the light to where you need it



Typical Inground
Most light output goes into the air, causing light pollution



Tilt and Aim
Up to 40° of adjustability preset at -20°, -10°, 0°, 10°, 20°



Adjustable WAC inground
Adjust the light to where you need it



Control Brightness
Adjustable from 70lm to 505lm
Presets Comparable to 10W, 25W, 35W, 50W, 75W Halogen source



CITY OF WORTHINGTON

DRAWING NO. ARO518

DATE 1/12/18

wacighting.com
Phone (800) 526.2588
Fax (800) 526.2585

Headquarters/Eastern Distribution Center
44 Harbor Park Drive
Port Washington, NY 11050

Central Distribution Center
1600 Distribution Ct
Lithia Springs, GA 30122

Western Distribution Center
1750 Archibald Avenue
Ontario, CA 91760

3" INGROUND 12V 5031

WAC LANDSCAPE LIGHTING

Rock Guard

Protects the fixture face



5030-GRD-BZ
Bronze on Aluminum

5030-GRD-BBR
Bronze on Brass

Optics

Enhances saturation of florals and foliage



LENS-25-AMB
Amber

LENS-25-RED
Red

LENS-25-FR
Frosted

LENS-25-GRN
Green

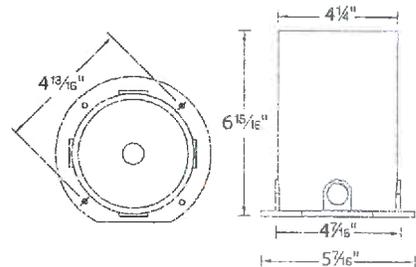
LENS-25-BLU
Blue

LENS-25-HCL
Honeycomb Louver
Reduces glare

Concrete Pour Kit

For installation in concrete
Five 1/2" NPT threaded holes, PC

5030-PIP-PVC
Shown with temporary dense foam cap



Magnetic Transformers

Stainless Steel, 12-15V output, IP65 rated, UL 1838 listed
See transformer spec sheet for details and its accessories

9075-TRN-SS
75W Max

9150-TRN-SS
150W Max

9300-TRN-SS
300W Max

9600-TRN-SS
600W Max



CITY OF WORTHINGTON

DRAWING NO. AR0518

DATE 1/12/18

wacighting.com
Phone (800) 526.2588
Fax (800) 526.2585

Headquarters/Eastern Distribution Center
44 Harbor Park Drive
Port Washington, NY 11050

Central Distribution Center
1600 Distribution Ct
Lithia Springs, GA 30122

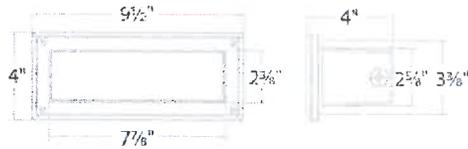
Western Distribution Center
1750 Archibald Avenue
Ontario, CA 91760

OPAL BRICK LIGHTS Endurance™

WL-5105

WAC LIGHTING

Responsible Lighting®



Fixture Type: **COLOR: ARCHITECTURAL BRONZE**

Catalog Number: **"B"**

Project: **DF - 25 W NEW ENGLAND**

Location: **PORCH SOUTH WALL**

PRODUCT DESCRIPTION

Die cast aluminum factory sealed housings with patent pending design for a water and dust proofing. IP66 rated outdoor brick light.

FEATURES

- IP66 and ETL & cETL Wet Location Listed
- ADA Compliant
- Factory-Sealed LED Light Engine
- Die-Cast Aluminum Construction (K-Alloy)
- 120V Direct Wire - No Driver Needed
- Frosted tempered glass lens for even illumination.

SPECIFICATIONS

- Construction:** Die-cast aluminum (K-Alloy)
- Power:** Line Voltage input (120V), 50/60Hz
- CRI:** 90
- Dimming:** 100% - 10% with Electronic Low Voltage (ELV) dimmer
- Finish:** Architectural Bronze, Black, Graphite and White
- Standards:** IP66, ADA, ETL & cETL Wet Location Listed
- Rated Life:** 80,000 hours
- Operating Temperature:** -40°C to 50°C (-40°F to 122°F)

ORDER NUMBER

		Power	Max Delivered Lumens	Color Temp	Finish
WL-5105-30	Opal	5.5W	110	3000K	ABZ Architectural Bronze ABK Architectural Black AGH Architectural Graphite AWT Architectural White

Example: **WL-5105-30-AGH**

CITY OF WORTHINGTON
DRAWING NO. A20518
DATE 1/12/18

WAC Lighting
 www.waclighting.com
 Phone (800) 526.2588 • Fax (800) 526.2585

Headquarters/Eastern Distribution Center
 44 Harbor Park Drive • Port Washington, NY 11050
 Phone (516) 515.5000 • Fax (516) 515.5050

Western Distribution Center
 1750 Archibald Avenue • Ontario, CA 91760
 Phone (800) 526.2588 • Fax (800) 526.2585

Model: WL-LED100

LEDme® Step Light

WAC LIGHTING

Responsible Lighting®



Fixture Type: COLOR: BRONZE (BZ)

Catalog Number: "C"

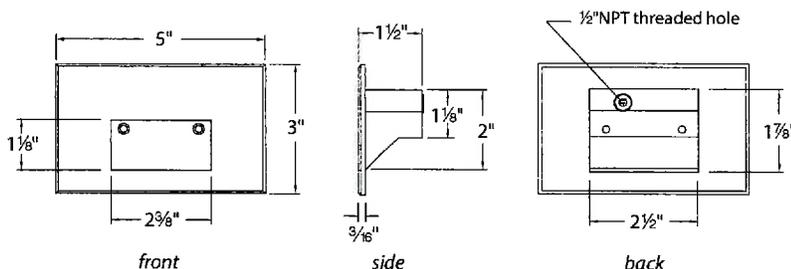
Project: DF - 25 W. NEW ENGLAND AVE

Location: FRONT STEPS

PRODUCT DESCRIPTION

Horizontal rectangle LEDme® Step Light. Designed for safety and style on stairways, patios, decks, balcony areas, walkways and building perimeters.

Features an architectural design. Energy efficient for long-lasting indoor and outdoor lighting solutions. Creates an attractive, romantic impression at night.



FEATURES

- Solid diecast brass, corrosion resistant aluminum alloy, or cast stainless steel construction
- Direct wiring, no driver needed
- Low profile, flush to wall aesthetics with no visible hardware
- 40,000 hour rated life
- Balanced lighting, free of shadows with minimum glare
- IP66 rated, Protected against high-pressure water jets
- Up to 200 fixtures can be connected in parallel
- Replaceable LED module
- 5 year WAC Lighting product warranty

SPECIFICATIONS

Construction: Die-cast aluminum or 316 marine grade cast stainless steel

Power: Direct wiring, no remote driver needed. Input voltage: 120V or 277VAC 50/60Hz

Light Source: 3000K CCT Samsung HV-AC High Power LED, CRI: 85
Optional color lenses. Total power consumption of 3.9W

Mounting: Fits into 2" x 4" J-Box with minimum inside dimensions of 3"L x 2"W x 2"H
Includes bracket for J-Box mount.

Dimming: Dim to 10% with electronic low voltage (ELV) dimmer
Approved dimmers: Lutron Nova-T NTELV-300 & NTELV-600, Lutron Vietri VTELV-600, Lutron Diva DVELV-300P, Lutron Skylark SELV-300P, Lutron Maestro MAELV-600

Standards: IP66, UL & cUL Listed for wet locations, Title 24 JA8-2016 Compliant.

ORDER NUMBER

Model #	Light Color	Finish
WL-LED100 120V	C White 3000K	SS Stainless Steel
	AM Amber 610nm	BK Black on Aluminum
	RD Red 640nm	WT White on Aluminum
	BL Blue 430nm	BN* Brushed Nickel on Aluminum
WL-LED100F 277V	BZ Bronze on Aluminum	
	C White 3000K	BBR Bronze on brass
	AM Amber 610nm	

*Brushed Nickel Finish is for interior use only



Example: WL-LED100F-BL-SS

CITY OF WORTHINGTON

DRAWING NO. AR05-18

DATE 1/12/18

wacighting.com
Phone (800) 526.2588
Fax (800) 526.2585

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44 Harbor Park Drive
Port Washington, NY 11050

Central Distribution Center
1600 Distribution Ct
Lithia Springs, GA 30122

Western Distribution Center
1750 Archibald Avenue
Ontario, CA 91760

Model: WL-LED100

LEDme® Step Light

WAC LIGHTING

Responsible Lighting®

FIXTURE PERFORMANCE

Input Voltage	Light Color	Finish	Lumens
WL-LED100 120V	C White	BBR Bronze on Brass	32
		SS Stainless Steel	45
		BK Black on Aluminum	31
		WT White on Aluminum	68
		*BN Brushed Nickel on Aluminum	31
		BZ Bronze on Aluminum	32
	AM Amber	BBR Bronze on Brass	21
		SS Stainless Steel	28
		BK Black on Aluminum	19
		WT White on Aluminum	38
		*BN Brushed Nickel on Aluminum	19
		BZ Bronze on Aluminum	21
	RD Red	SS Stainless Steel	3
		BK Black on Aluminum	2
		WT White on Aluminum	4
*BN Brushed Nickel on Aluminum		2	
BZ Bronze on Aluminum		2	
BL Blue	SS Stainless Steel	5	
	BK Black on Aluminum	3	
	WT White on Aluminum	8	
	*BN Brushed Nickel on Aluminum	3	
	BZ Bronze on Aluminum	4	

Input Voltage	Light Color	Finish	Lumens
WL-LED100F 277V	C White	SS Stainless Steel	37
		BK Black on Aluminum	25
		WT White on Aluminum	58
		*BN Brushed Nickel on Aluminum	25
		BZ Bronze on Aluminum	27
		SS Stainless Steel	20
	AM Amber	BK Black on Aluminum	14
		WT White on Aluminum	29
		*BN Brushed Nickel on Aluminum	14
		BZ Bronze on Aluminum	15
		SS Stainless Steel	2
		BK Black on Aluminum	1.5
	RD Red	WT White on Aluminum	3
		*BN Brushed Nickel on Aluminum	1.5
		BZ Bronze on Aluminum	2
		SS Stainless Steel	4
	BL Blue	BK Black on Aluminum	3
		WT White on Aluminum	6
*BN Brushed Nickel on Aluminum		3	
BZ Bronze on Aluminum		3	

*Brushed Nickel Finish is for interior use only

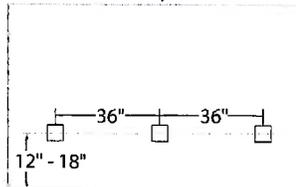
CITY OF WORTHINGTON

DRAWING NO. ARO518

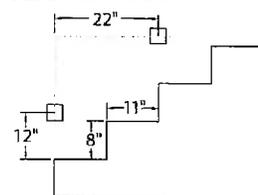
DATE 1/12/18

SPACING RECOMMENDATIONS FOR OPTIMAL LIGHT DISTRIBUTION

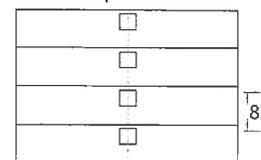
Corridors / Hallways



Stairs - Wall Mount



Stairs - Step Mount



Mount in center of stair as close to the upper tread as possible. For best results use one light per step for steps narrower than 5'.

wacighting.com
Phone (800) 526.2588
Fax (800) 526.2585

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44 Harbor Park Drive
Port Washington, NY 11050

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Lithia Springs, GA 30122

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1750 Archibald Avenue
Ontario, CA 91760

TUBE – model: WS-W26

LED Outdoor



Dark Sky Friendly

Up & Down Light



Brushed Aluminum



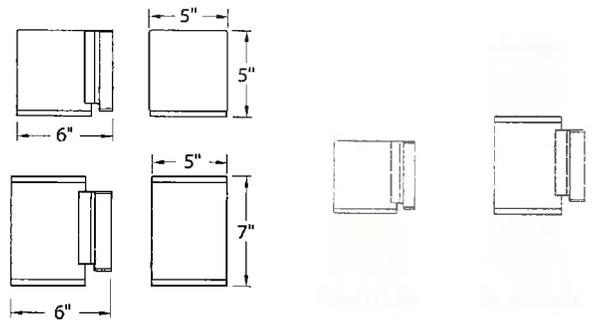
Black

Fixture Type: COLOR: BRONZE

Catalog Number: "D"

Project: DF - 25 W. NEW ENGLAND

Location: WEST FACADE



PRODUCT DESCRIPTION

Precise engineering using the latest energy efficient LED technology with a built-in reflector for superior optics; An appealing cylindrical profile with powerful LED single and dual-ended lighting perfect for accent and wall wash lighting.

FEATURES

- IP65 rated - Wet location listed
- Aluminum construction with etched glass
- Universal driver (120V, 220V, 277V) *Only for WS-W2604*
- 277V option available *special order (Only for WS-2605)*
- Integral transformer in luminaire
- Replaceable LED module
- **70,000 hour rated life**
- **Color Temp: 3000K**
- **CRI: 90**

SPECIFICATIONS

- Construction:** Aluminum
- Light Source:** High output LED
- Dimming:** Dims to 10% with an electronic low voltage (ELV) dimmer
- Mounting:** Mounts directly to junction box
- Finish:** Brushed Aluminum (AL), Black (BK), Bronze (BZ), Graphite (GH), and White (WT)

ORDER NUMBER

Model	Type	Height	Watt	LED Lumens	Delivered Lumens	Finish
WS-W2605	<i>Dark Sky Friendly</i>	5"	18W	1235	1145	AL <i>Brushed Aluminum</i> BK <i>Black</i> BZ <i>Bronze</i> GH <i>Graphite</i> WT <i>White</i>
WS-W2604	<i>Up & Down Light</i>	7"	32W	2470	2195	



Example: **WS-W2604-BK**
For 277V special order, add an "F" before the finish: **WS-W2605F-AL**

CITY OF WORTHINGTON
DRAWING NO. *ARC0518*
DATE *1/12/18*



Modern Forms – A WAC Lighting Company
www.modernforms.com
Phone (800) 526.2588 • Fax (800) 526.2585

Headquarters/Eastern Distribution Center
44 Harbor Park Drive • Port Washington, NY 11050
Phone (516) 515.5000 • Fax (516) 515.5050

Western Distribution Center
1750 Archibald Avenue • Ontario, CA 91760
Phone (800) 526.2588 • Fax (800) 526.2585



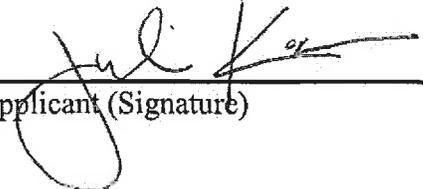
City of Worthington
ARCHITECTURAL REVIEW BOARD
Certificate of Appropriateness
Application

Case #	AR 06-18
Date Received	01-12-18
Fee	\$2.00
Meeting Date	01-25-18
Filing Deadline	
Receipt #	64776
Amend AR 44-117	

1. Property Location 529 N. High Street | Worthington, OH 43085
2. Present/Proposed Use Present & Proposed Use: Salon & Spa - B Use Group
3. Zoning District C-1
4. Applicant Julie Koratich - Red Architecture + Planning
Address 855 Grandview Ave. Suite 295 | Columbus, OH 43215
Phone Number(s) 614-487-8770
5. Property Owner JD Systems LLC
Address 529 N. High Street | Worthington, OH 43085
Phone Number(s) 614-436-6688
6. Project Description Expansion of Existing Building, Installation of new roof.
7. Project Details:
 - a) Design Symmetrical Colonial
 - b) Color White Brick, Black Shutter & Black Standing Seam Roof
 - c) Size 4,500 SF
 - d) Approximate Cost \$17,000 Expected Completion Date 2018
(South addition)

PLEASE READ THE FOLLOWING STATEMENT AND SIGN YOUR NAME:

The information contained in this application and in all attachments is true and correct to the best of my knowledge. I further acknowledge that I have familiarized myself with all applicable sections of the Worthington Codified Ordinances and will comply with all applicable regulations.


Applicant (Signature)

01/10/18
Date

Property Owner (Signature)

Date

Abutting Property Owners List for
529 High St.

Bryan Fletcher	Jessica Hemmelgarn	36 W. South St.	Worthington, OH 43085
First Financial Bank		547 High St.	Worthington, OH 43085
Jonathan & Laura Knape		544 High St.	Worthington, OH 43085
Bruegger's Bagels		530 High St.	Worthington, OH 43085
U A Group Ltd		510 High St.	Worthington, OH 43085
Rutherford Funeral Home		515 High St.	Worthington, OH 43085
William & Rosanne Yang		41 W. South St.	Worthington, OH 43085

January 10th, 2018

City of Worthington – Planning & Building
374 Highland Ave.
Worthington, OH 43085

To Whom It May Concern,

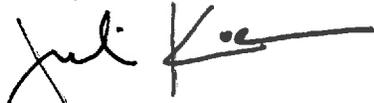
Please accept the following as the **Supporting Statement** as required by the Architectural Review Board Application.

This submittal is addressing the change of *only* the bump-out along the South wall of the existing building. The other elevations were previously reviewed and subsequently approved with conditions under AR 44-17. In the AR 44-17 submittal, a small bump-out was shown in the proposed site plan at the southwest corner of the building. After further development of the interior of the space, it was determined that the bump-out area would best work in the location and of the size proposed in this submittal.

The bump-out will be constructed to match the existing adjacent surfaces; the wall will be brick painted white, and the roof will be a black standing-seam metal roof that will match the existing roof, in both materiality and the pitch of the roof. It does not encroach upon the 10' side-yard setback.

Please let me know if you have any questions or need anything else from me at this time.

Thank You,



Julie A. Koratich, RA
red architecture + planning

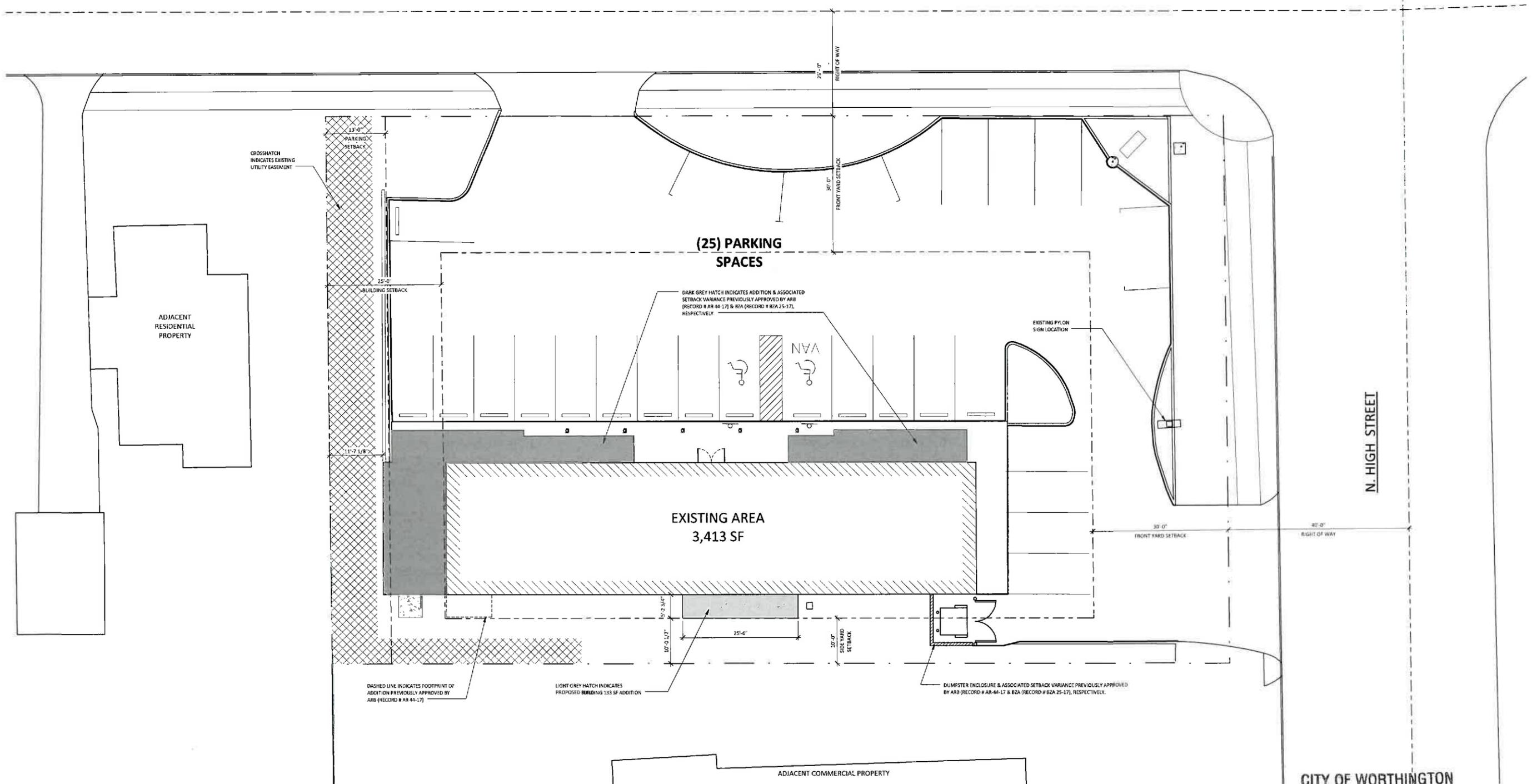
529 High St.



100-000314 03/26/2014

W. SOUTH STREET

N. HIGH STREET

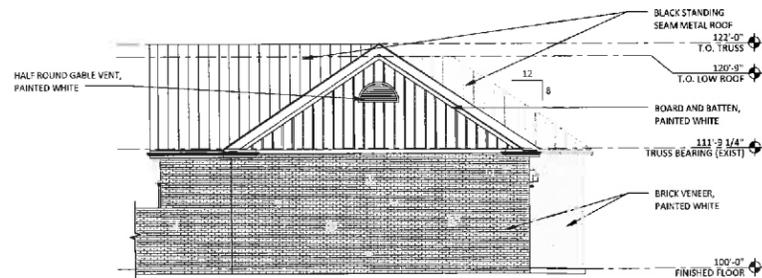


CITY OF WORTHINGTON

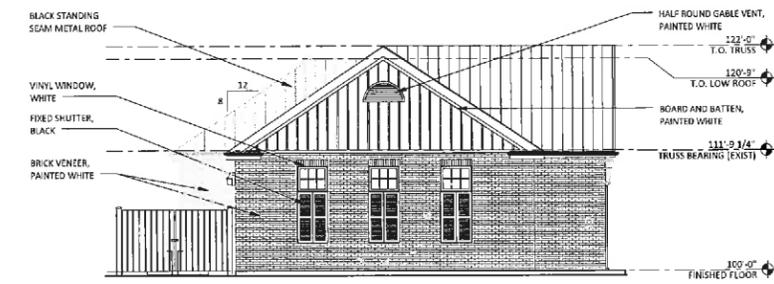
DRAWING NO. AR06-18

DATE 1/2/18

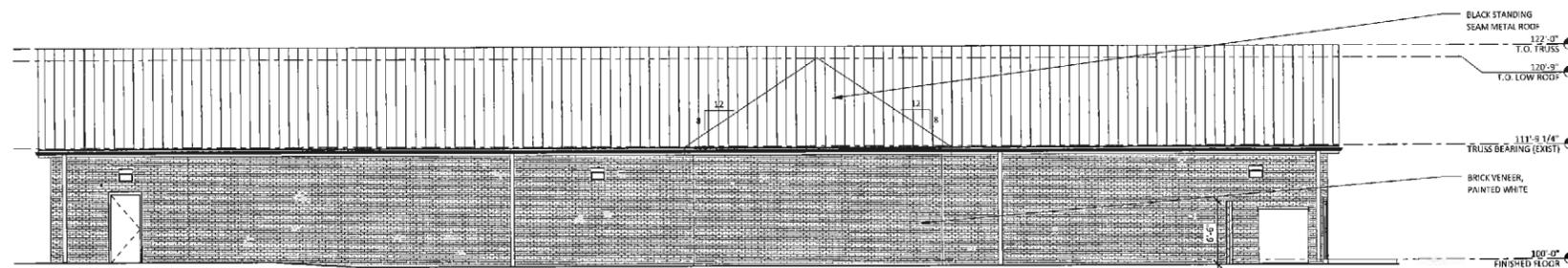
ARCHITECTURAL SITE PLAN
1" = 10'-0"
ARB-1
TRUE PLAN



3
ARB-2
1/8" = 1'-0"
EXTERIOR ELEVATION - WEST

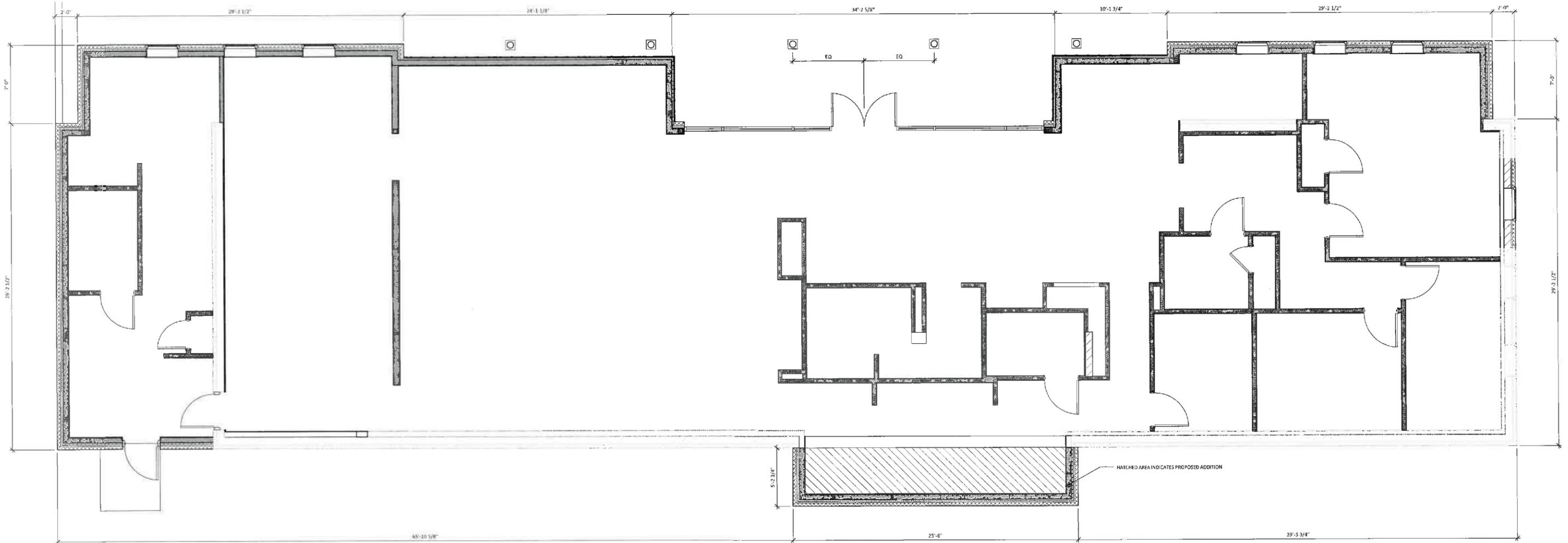


2
ARB-2
1/8" = 1'-0"
EXTERIOR ELEVATION - EAST



1
ARB-2
1/8" = 1'-0"
EXTERIOR ELEVATION - SOUTH

CITY OF WORTHINGTON
DRAWING NO. AR 06-18
DATE 1/12/18



1 ARCHITECTURAL FLOOR PLAN
 ARB-3 1/4" = 1'-0"

CITY OF WORTHINGTON
 DRAWING NO. AR 06-18
 DATE 1/12/18



City of Worthington

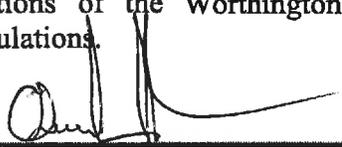
CONDITIONAL USE PERMIT APPLICATION

Case #	CU 01-18
Date Received	6-11-18
Fee	\$25.00
Meeting Date	1-25-18
Filing Deadline	
#64773	

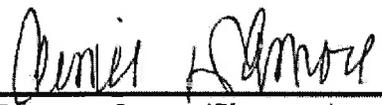
1. Property Location G59 Lakeview Plaza Blvd. Site F & G
2. Zoning District C / L1
3. Applicant Quentin McCohn
Address 7782 Ridge Row Rd
Home Phone 614-596-7003 Work Phone " "
4. Property Owner Lakeview Commercial Properties LLC
Address 470 Olde Worthington Rd Site 100
Home Phone 614-540-2404 Work Phone 614-540-2404
6. Business Name McCohn Muscle
7. Type of Business/Conditional Use fitness/personal training

PLEASE READ THE FOLLOWING STATEMENT AND SIGN:

The information contained in this application and in all attachments is true and correct to the best of my knowledge. I further acknowledge that I have familiarized myself with all applicable sections of the Worthington Codified Ordinances and will comply with all applicable regulations.



Applicant (Signature)



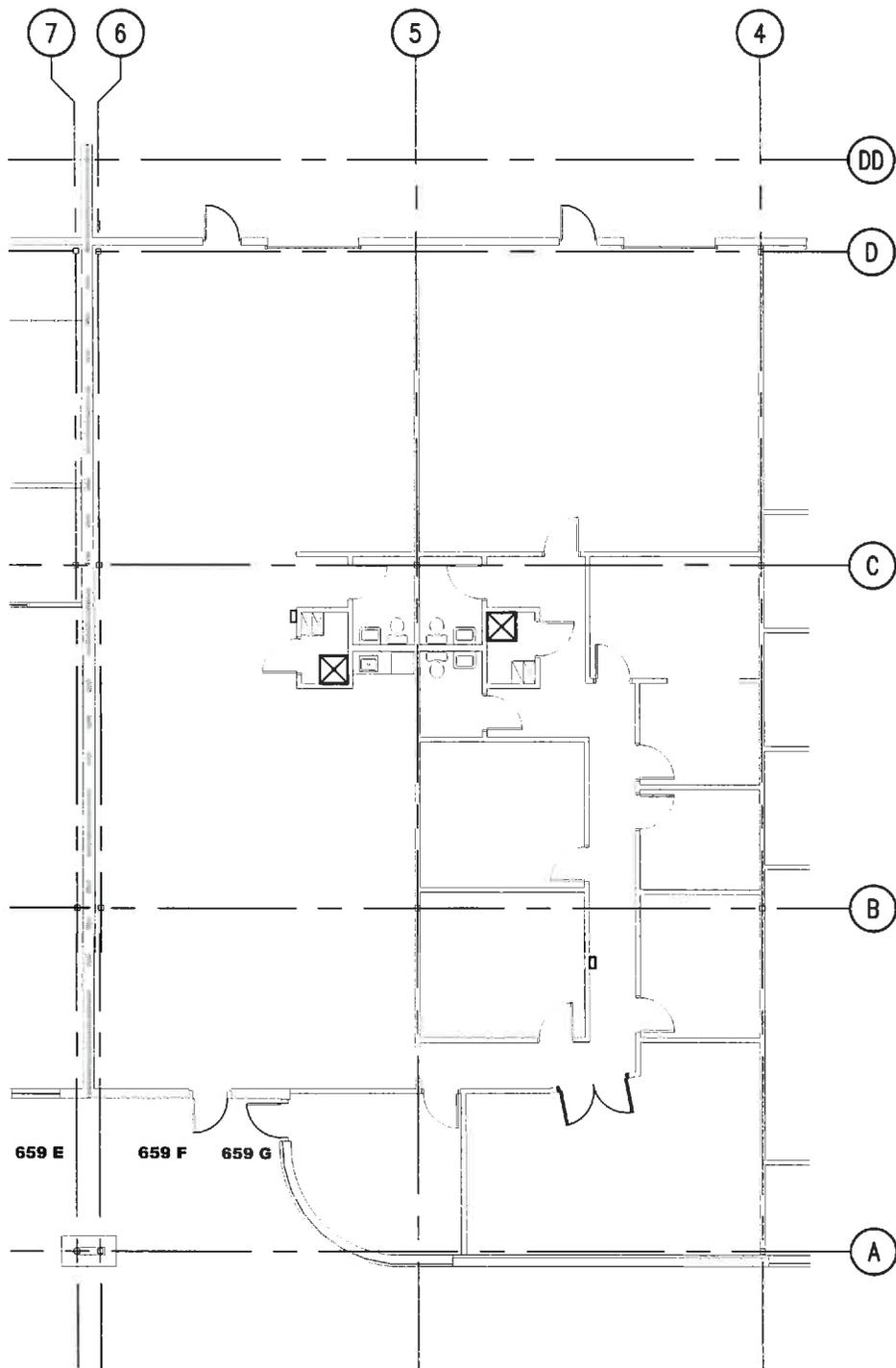
Property Owner (Signature)
Director Commercial Real Estate

Abutting Property Owners
for
659 Lakeview Plaza Blvd., Suites F-G

AF-1 Lakeview LLC
CEM LLC
RM-USE LLC

28202 Cabot Rd., Suite 210
700 Eagle Ridge
2110 Hancock St., Suite 300

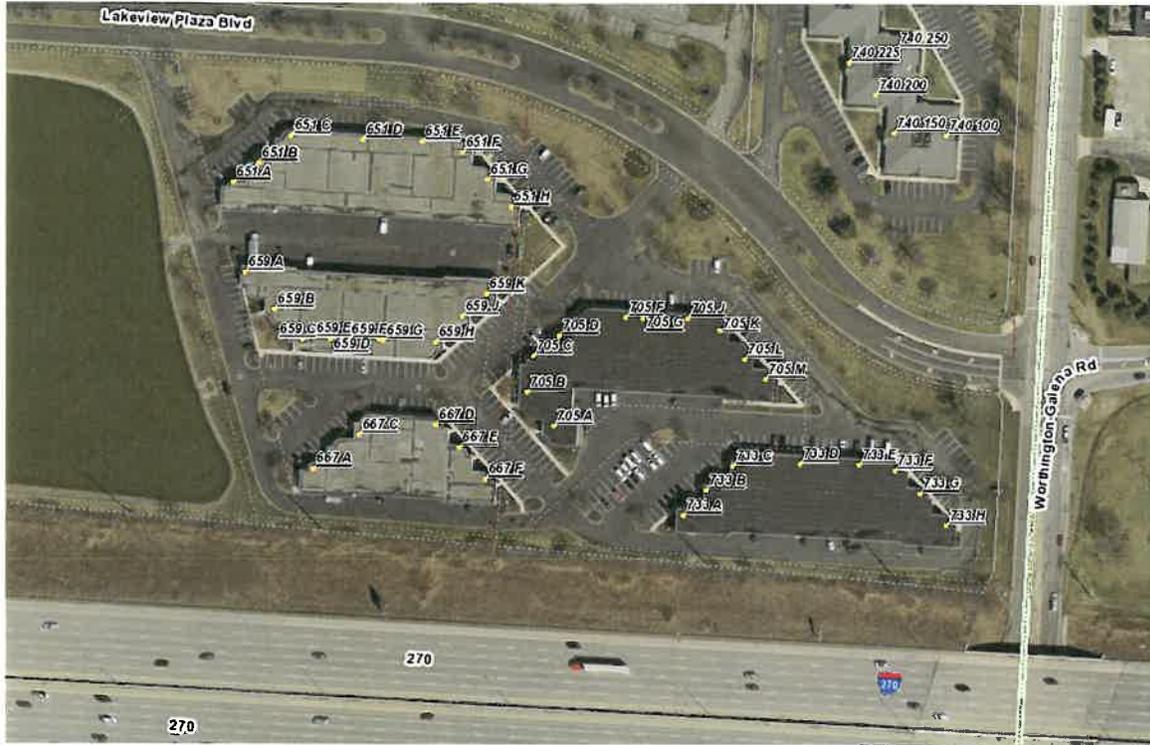
Laguna Niguel, CA 92677
Powell, OH 43065
San Diego, CA 92110



CITY OF WORTHINGTON
 DRAWING NO. *CU01-18*
 DATE *1/14/18*

659 F & G

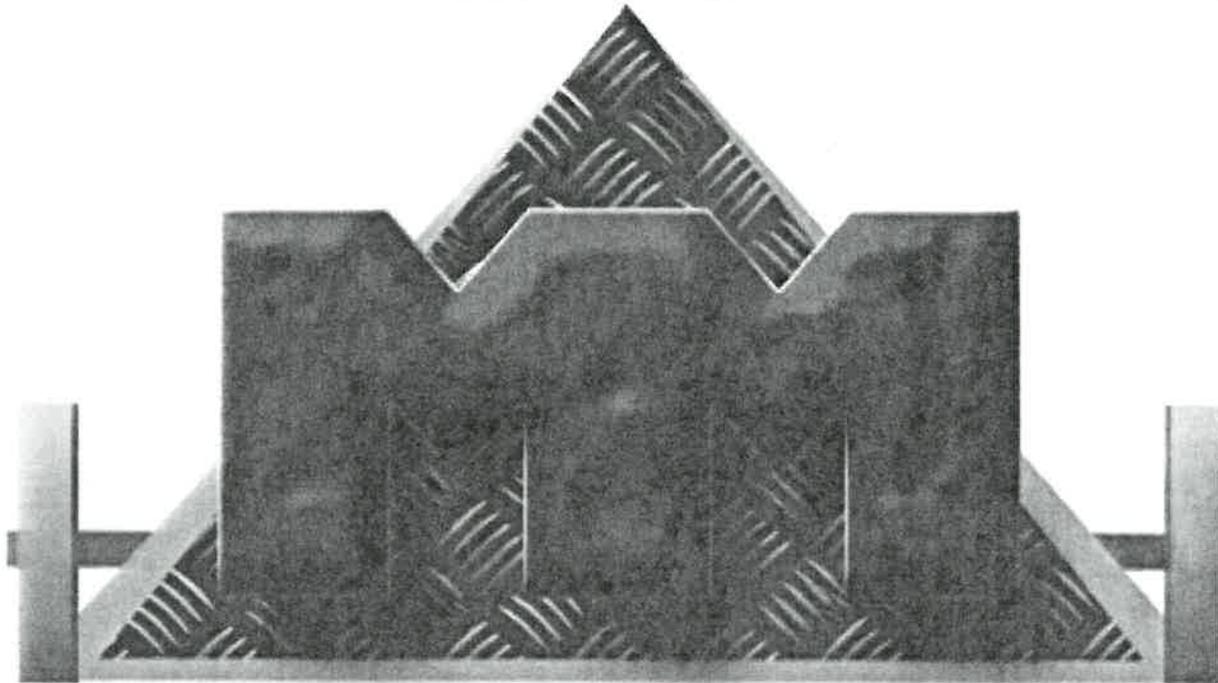
659 Lakeview Plaza Blvd.



100-005934 12/13/2013

2016

McCohn Muscle Training Studio



CITY OF WORTHINGTON

DRAWING NO. cd 918

DATE 1/14/18

Quentin McCohn

McCohnMuscle@gmail.com

1/1/2016

CONTENTS

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- 3 Vision Statement 3
- 4 Company Values 3
- 5 Company Services..... 4
- 6 Company Operations 5
- 7 Target Market Analysis 6
- 8 Market Segmentation..... 6
- 9 Marketing Strategy 8
- 10 Management and Personnel Plan..... 8
- 11 Competitors 9
- 12 Projected Start Up Expenses..... 9
- 13 SWOT Analysis 10
- 14 Pricing Strategy **Error! Bookmark not defined.**

McCohn Muscle Training Studio

1 EXECUTIVE SUMMARY

Founded October 2012 by Quentin McCohn, McCohn Muscle Training was established to provide world class training and education services to clients committed health and personal fitness. Quentin McCohn has over 16 years experience in the fitness industry and is focused on his trainers and clients success. He is a five year U.S. Army veteran. Quentin earned his Bachelor of Arts in History at the Ohio State University. He began his ACE certified personal training career at BOSS Fitness in Columbus in 2008. His business was built during the housing market crisis and recession during 2008. His hard work, creativity, and persistence helped him to flourish during this time while others were going out of business. After 3 years in small business Quentin worked for the big box gym, Urban Active on Polaris. During this time he became a Training Director and excelled to the top 5 in the company in personal training sales. After a year at Urban Active, McCohn Muscle Training was established.

Heart disease and obesity are increasing at alarming rates causing an increase in the demand for health and fitness services. Depression and poor mental health also causes millions of people to seek out help from fitness trainers to get stronger physically and mentally, while building there self esteem. Corporations are offering incentives to their employees for keeping their weight, body fat, blood pressure, and cholesterol at a certain level, and even more than that, some of these corporations are paying for fitness trainers to engage in exercise and physical activity several days a week.

Many of our ideal clients will be time-strapped, and will not have a ton of disposable income, so we will offer a range of services to reach their needs. Short 30min training session, 60min training sessions, group training, online training, corporate fitness, nutrition and body work services. McCohn Muscle has began maximizing efficiency by automating payments, using autoresponders for prospects, and automatic email and newsletter communications. We have reached up to 68 clients training in a 1,000sqft space so abilities would increase exponentially with a 4,000sqft space and a hard top parking lot at our disposal.

Our first four years of operation, McCohn Muscle Training was a referral based business. We did well getting results for current clients, and getting them to refer friends, family and coworkers. We have added Facebook marketing into our business the past year. This has given us hundreds of hot leads and prospects for us to reach out to. Facebook marketing has led to significant growth in our business and reputation. It has increased our ranking on Google (although we are not at the top yet) and has put us at the top of Facebook searches for fitness trainers in Columbus.

In order to be successful we need a space that operates as efficiently as our business. The 3,900 sqft we looked at is a perfect fit. We are looking forward to developing a good relationship with the property manager. If there is problems with lighting, ceilings, plumbing, etc we expect the issue to be repaired ASAP. This will help ensure that our business runs smoothly and continues to perform at a high level.

2 MISSION STATEMENT

Mission Statement

To motivate others to become healthier, stronger, and better.

3 VISION STATEMENT

Vision Statement

To inspire the country to take control of their health.

4 COMPANY VALUES

McCohn Muscle has a core belief in **helping** others to succeed.



- H- Hard Work** It's a part of our culture
E- Enthusiasm We approach our work with it
L- Leadership We lead by example
P- Preparation We prepare you for your journey, challenge, mission
S- Strength We help give you the strength to finish it

5 COMPANY SERVICES

Overview:

The vision of McCohn Muscle is to inspire the country to take control of their health by offering world class training services and a high quality training facility with excellent trainers. McCohn Muscle Training Studio will provide services in the following areas:

- Muscle training
- Diabetes and obesity control
- Boxing
- Aerobics
- Yoga
- Nutrition
- Online Training
- Education
- Corporate programs

McCohn Muscle Training Studio will be focused on helping clients to get results quickly. They will provide a studio environment that is clean and professional with quality equipment from reputable manufacturers. Several types of training and educational packages will be offered to meet a variety of consumer's needs and wants.

Insert some photos here of equipment, training, or gym

Hours of Operation

McCohn Muscle Training Studio will be open during the following hours:

Monday: 6am to 9pm

Tuesday: 6am to 9pm

Wednesday: 6am to 9pm

Thursday: 6am to 9pm

Friday: 6am to 5pm

Saturday: 7am to 3pm

Sunday: 10am to 3pm

6 COMPANY OPERATIONS

Insert information about the facility, what services are provided, types of equipment provided, and staff.

Our facility's heartbeat is the passion for fitness. That is what keeps us strong. Helping people help themselves is our greatest reward. Our 3,900sqft facility will grow to be a major training center in Central Ohio. We already have space and strength equipment. Over time we will add a couple of treadmills, a spin bike, and turf in the middle of the facility for maximum strength and conditioning training. Our open area toward the front of the gym will provide space for different training classes including MMA, boxing, zumba, yoga, children's dance, spin class, and nutrition classes. Additional chairs will also give us the ability to present to the community about fitness, nutrition, proper clothing and footwear, overcoming obstacles, etc We will leave a small area open behind the front desk for child's space.

Quentin McCohn will be head of all training , sales, and marketing. He will be responsible for hiring and managing all fitness trainers. specialized instructors, and administrative staff. Our administrative manager will be responsible for hiring and training our Director of First Impressions, all administrative staffing, and interns.

Our quality of equipment and trainers will be held to an exceptional standard, as will the quality of our staff. The focus is on hiring good people and developing their talents to increase our value as a training facility.

7 TARGET MARKET ANALYSIS

The proposed location for McCohn Muscle Training Studio is the city of Worthington, Ohio in the Shops at Worthington Place. We will also offer mobile training services to serve our corporate client base.

According to 2013 report of Columbus Biz Insider the average household income of Columbus residents is \$43,844. Our target customer profile consists of those with a combined total household income of \$50,000 or more which is 53.8% of the population of Columbus.

Household Income	% of Population
Less than \$25,000	22.6%
\$25,000 - \$49,999	23.5%
\$50,000 - \$74,999	19.3%
\$75,000 - \$99,999	12.6%
\$100,000 or more	21.9%

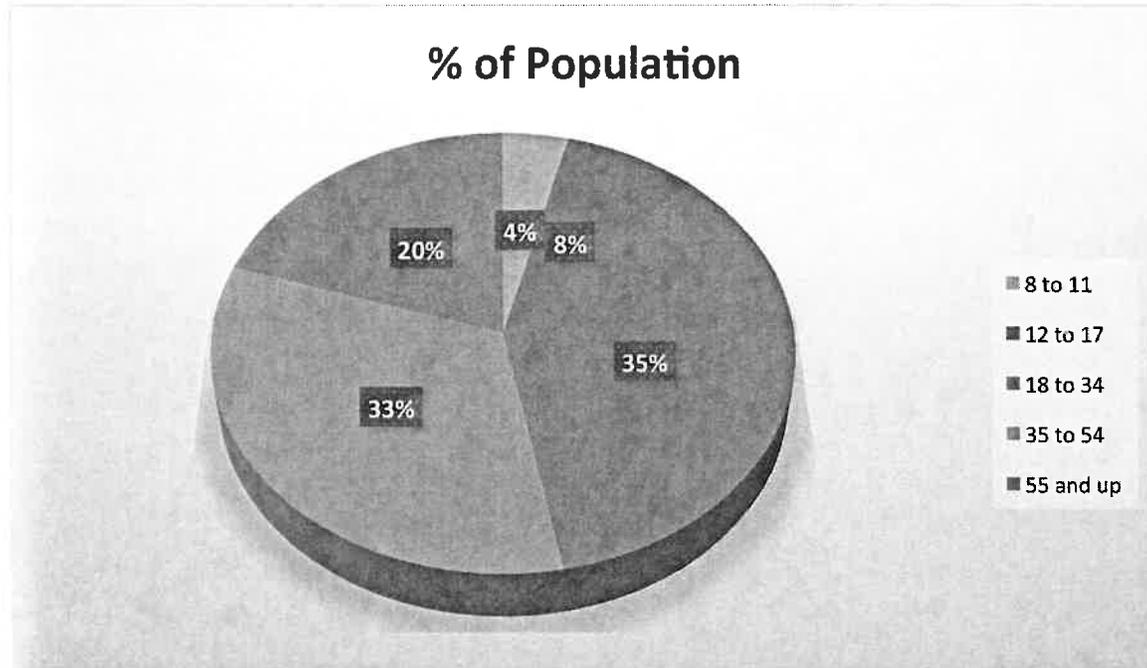
The total 2013 population of Columbus Ohio was 822,553. Which was up 1.12% from 2003 with a total population of 733,706. Per the growth rate of 1.12% the population of Columbus is estimated to reach over 1.6 million by the year of 2019.

8 MARKET SEGMENTATION

Fitness training continues to have growing market because of the people becoming more aware of what is causing illness of all types in America. Not only that, but everyone wants to look great. Seniors want to feel good and keep up with their children and grandchildren. Men have a desire to keep their edge, at work and in the bedroom. Women want to look great, feel better, and be a positive role model for their kids. Our facility will serve all of that. Our environment will be comfortable, clean, and will promote a sense of community.

The weight loss market is generally geared toward women. Of the 25% of Americans we were on a diet in 2007, two thirds were women. But there may be growing opportunities in marketing toward men. Surveys show that, in general, dieters have higher income than non-dieters, live in rural environments rather than urban, and are most often in their 40s and 50s.

Most of these potential clients are parents, and their kids are involved in sports. This opens up another market for us with kids camps and strength/conditioning training for young athletes.



Source www.ibisworld.com major market segmentation (2013)

Cyclical Trends in the Industry

Health club business is somewhat affected by different seasons. The new year gets much busier as people have set goals to get in better physical shape.

- Out of the total 41.3 million members in the USA 48% are male and 52% female
- Average annual income of Personal Training client is \$65,000
- Top area of development in US health clubs is cardiovascular equipment
- Although medical research has pointed out several benefits of fitness and workouts, still almost 70% of the population in America is not active in gym settings

Health club memberships increased from 47.7 million to an estimated 52.6 million during the five year period from 2008 to 2013. Those numbers will continue to rise as consumers pursue healthier lifestyles and discretionary income grows the IBIS world report project.

Health care club industry has a lot of potential for both existing and new investors.

One factor for growth is health care expenditure. In the US in 2010 growth reached \$2.62 trillion. In 2015 it is over \$3.52 trillion

Market Opportunities

Market is growing for many reasons, some of them are following:

1. Over 671 million people are affected worldwide by obesity
2. An estimated 160 million Americans are either overweight or obese
3. In 2012, more than one third of children and adolescents were overweight or obese
4. In 2010, obesity and overweight were estimated to have caused 3.4 million deaths globally, most of which were from cardiovascular causes
5. The medical care costs of obesity in US was over \$147 billion in 2008

9 MARKETING STRATEGY

MMT will enter in the market to serve business professionals that serves top 53.8% of the city's population. MMT studio will provide world class services, attract world class clients, and will be a top 3% fitness facility in Central Ohio marketplace.

MMT will work to retain current clients during transition and will start targeting the 53.8% that lives or works within 5 miles of the studio. Many of our current clients work or live within a mile of Wilson Bridge. This opens up Corporate Fitness and workplace fitness opportunities. We will educate about the benefits and needs of fitness and wellness programs. This will be accomplished by continuously growing a contact list through public interaction and Facebook ads, and by running our corporate wellness challenges and online fitness programs. We will continually reach out through guerilla marketing as well.

MMT has an official website for creating brand and company image, as well as social media presence, blog, and fitness apparel.

MMT has made our presence felt in north Columbus, Worthington, Westerville, Dublin, Lewis Center, Galena, and Powell. We will continue by participating in major events of fitness and health care awareness and education programs. We will be viewed as subject matter experts in fitness and health.

Value Proposition

Private facility with quality equipment from reputable manufacturers

Fitness training with paid in full (PIF) monthly, 4-month, 6-month and 12-month EFT plans.

Certified personal trainers dedicated to helping clients achieve maximum results in minimum time

Marketing Budget

20-25% of all monthly business expenses will be allocated toward marketing. This budget will be used for advertising on Facebook, brand apparel, signage, gift certificates, networking events, and print.

10 MANAGEMENT AND PERSONNEL PLAN

MMT will start with a total of 3 initial staff members including the owner, trainer, and administration specialist. We will grow our staff over the next five years to earn \$600-800k per year.

Advisors

Laura Skaates of Skaates Family Chiropractic has been a long time coach of Quentin and McCohn Muscle Training.

Bob Malhotra, top 3% sales agent in Central Ohio for Nationwide Insurance.

Frank Pucher of Fitness 121 in New Jersey, and Todd Durkin of Fitness Quest 10 in San Diego are also advisors of MMT.

11 COMPETITORS

MMT will enter a highly competitive market in Columbus, but the following three will be direct competitors due to their close proximity to the MMT studio

1. Worthington Community Center 345 E Wilson Bridge Rd Worthington, OH 43085 website www.worthington.org Services offered: Health screenings, personal training, 6 week shape up, group fitness, spinning, mind body classes, swimming pool
2. D1 Sports Training 8080 North High St Columbus, OH 43235 website www.d1columbus.com Services offered: Combine training, bootcamp, personal training, strength training, speed and agility
3. Metro Fitness 1245 Worthington Woods Blvd Worthington, OH 43085 website www.metrofitness.com Services offered: Personal training, group training, Silver Sneakers, weight room, child care

12 PROJECTED START UP EXPENSES

Below is an estimation of our projected financial needs for the startup of this company

Projected Need	Projected Expense
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Fitness Facility Development

I already have 50% of facility equipment in storage. Both squat racks, a bench, 5-100lbs DB set, a rower, and Arc Trainer, a Jammer, assisted pull up, leg machines, and plates. I need to add 3 black/red 8lbs medicine balls with divots. 10,12lbs also. 3 BOSU balls, 2 more dynamax balls, three slam balls, 5-30lbs small dumbbells all racked, 8 station jungle gym cable machine, hammer strength and cybex for circuits (5 more pieces), smith machine, 5-50lbs kettlebells, two adjustable benches, front and back door mats, painting, flooring, mirrors

\$25,360

6-month Promotion and Marketing blitz, Staffing

\$12,500

Total

\$37,860

13SWOT ANALYSIS

Strengths

World class personnel and group training

Maintaining clients in a highly competitive market

Competitive cost of service in Columbus market

Weaknesses

Personal training services can be high cost

Being in the gym all day servicing clients opens you up for scrutiny

Opportunities

Fitness training market is growing rapidly

Increasing heart and obesity disease are causing people to prioritize health activities

Employers are looking to fitness professionals to help control high health care costs

Threats

Competitors offering lower cost services even though they may not be as valuable

Growing crossfit community appeals to people ages 20-40