



**AGENDA**  
**HISTORIC AND ARCHITECTURAL PRESERVATION COMMISSION**  
**WEDNESDAY, November 12, 2025**  
**6:00 P.M.**

Oxford Courthouse  
118 W High Street

**MEMBERS**

Dana Miller, Chair

Corey Watt, Planning Commission Representative	Alex French, Council Representative
Alia Levar Wegner	Brad Spurlock, Vice Chair
Sean Wagner	Kelsey Stryffe

**STAFF**

Sam Perry, Director, Community Development

**MEETING PROCEDURE:** Comments from the public are welcome at two different times during the course of the meeting:  
(1) Comments on items not on the Agenda will be heard under Public Comments – and  
(2) Comments for all public hearing items will be heard during HAPC consideration of said item. Please wait until you are recognized by the Chair, join the Commission table, state your name and address so that your comments may be properly recorded and limit your remarks to a period of four minutes or less.

- I. Call to Order
- II. Approval of Agenda
- III. Public Comments
- IV. Approval of Minutes of September 10, 2025 1
- V. New Business
  - 1. **36 East High Street**, Brick Street Bar, **Certificate of Appropriateness for sign modification**, Mark Weisman, Applicant, Vince Klusty, Klusty Sign Associates, Agent 3
- VI. Old Business
  - 1. Update on Design Guidelines and Preservation Plan progress
- VII. Adjournment

HISTORIC AND ARCHITECTURAL PRESERVATION COMMISSION (HAPC)  
MEETING MINUTES  
WEDNESDAY, September 10, 2025  
6:00 P.M.

**I. Call to Order**

The September 10, 2025 meeting of the Oxford Historic and Architectural Preservation Commission was called to order at 6:00 p.m. by Brad Spurlock.

Those members present: Dana Miller, Alia Levar Wegner, Corey Watt, Kelsey Stryffe, and Brad Spurlock

Those members excused: Sean Wagner, Alex French

Staff members present: Sam Perry, Community Development Director, Zachary Moore, City Planner/GIS Coordinator

Staff members excused: None

**II. Approval of Agenda**

Mr. Perry requested the New Business item to be postponed to the November meeting as requested by the applicant and his attorney. Mr. Spurlock made a motion to approve the agenda as amended. Ms. Stryffe seconded the motion. All were in favor.

**III. Public Comments**

There were no comments from the public.

**IV. Approval of Minutes of July 9, 2025**

Mr. Spurlock made a motion to approve the minutes as written. Ms. Stryffe seconded the motion. All were in favor.

**V. New Business**

**36 East High Street, Brick Street Bar, Certificate of Appropriateness for sign modification, Mark Weisman, Applicant, Vince Klusty, Klusty Sign Associates, Agent**

Mr. Perry explained to the Commission that the applicant and his attorney requested to postpone the case until the November meeting due to unable to attend.

**VI. Old Business**

**Draft Historic District Design Guidelines – Review and Discussion**

Mr. Perry explained the Design Guidelines have not been updated for 30 years.

Mr. Watt arrived at the meeting.

Mr. Perry pointed out the Commission could set up a subcommittee to review and discuss the draft in depth and give updates to the Commission.

Mr. Perry noted the layout, and overall work of the draft is clear, but it does need improvements such as photo qualities, descriptions, explanation on infill construction etc. Mr. Perry explained the consultants addressed the height issue in the Historic District.

Mr. Perry further explained how the Design Guidelines, the Preservation Plan and the Zoning Code go hand in hand. Mr. Perry emphasized how the Design Guidelines would help the property owners with a more predictable process. The Zoning Code covers the Historic District and buildings and sites that are historic but not regulated, noted Mr. Perry. Mr. Perry explained the desire is that the Zoning Code not to unduly impact historic assets. Mr. Perry summarized that the Historic Preservation Plan is a long-term vision and the Design Guidelines are the advice for property owners and the Commission when making decisions.

Mr. Watt expressed his desire to be on the subcommittee.

Mr. Perry mentioned there were discussions to include projecting signs in the Zoning Code thus giving applicants more options. Mr. Watt also mentioned the number of signs allowed in the Historic District.

Mr. Watt wondered whether helpful tools such as tax credits would be included in the Preservation Plan. Mr. Perry stated it would be.

Mr. Spurlock also expressed his desire to serve on the subcommittee. Ms. Stryffe also stated she could serve on the subcommittee.

Mr. Moore also mentioned how the draft talks about infill construction with contemporary design, but it does not elaborate on what that means. Mr. Moore briefly touched on new urbanism. Mr. Moore next showed some examples of infill constructions with contemporary buildings.

Mr. Watt wondered how infill would work with the zoning code in the Historic District and how it would be encouraged. Mr. Moore said the subdivision control would play a role in it and there would be incentives to encourage property owners. Mr. Perry explained it would more likely be indirect incentives.

The Commission has set up a subcommittee consisting of Mr. Miller, Mr. Spurlock, and Ms. Stryffe.

Mr. Spurlock gave a brief update on the first Walking Tour.

## **VII. Adjournment**

Mr. Spurlock made a motion to adjourn the meeting. Mr. Watt seconded the motion. All were in favor. The meeting adjourned at 7:04 pm.



**MEMORANDUM**  
Community Development Department  
513-524-5204

**TO:** Historic & Architectural Preservation Commission  
**FROM:** Sam Perry, AICP  
Director | HAPC Administrator  
**MEETING DATE:** November 12, 2025  
**RE:** HAPC 2025-03 – 36 East High Street – sign modification

Vince Klusty of Klusty Sign Associates and Mark Weisman of Brick Street Bar have requested a Certificate of Appropriateness (COA) to modify the existing Brick Street Bar marquee sign. Their proposal is to replace the manual changeable copy letters with electronic message displays. Typically signs or sign modifications are reviewed and approved administratively. The HAPC Administrator and HAPC Chair did not find that this COA request was “minor in nature” therefore it could not be approved administratively. Thus, it is being placed on the agenda for review, as a standard procedure.

There is also a pending Board of Zoning Appeals (BZA) case regarding this same proposal. The Zoning Administrator denied the sign permit application on July 9 because it does not comply with the sign provisions of the Oxford Zoning Code. An attorney for Mr. Weisman has appealed the zoning decision to the Board of Zoning Appeals, requesting that the decision be overturned. The case is scheduled to be heard September 23.

This COA request can be heard separate from the BZA case, as it is a separate application process. The parameters for the review of a COA can be found in Oxford Code of Ordinances [1152.07\(f\)](#):

*(f) COA Review Criteria.*

*(1) Decisions on a COA application shall be based on consideration of the following criteria:*

*A. The proposed development complies with all the requirements of this code and other related codes and ordinances enforced by the City;*

*B. Properties which contribute to the character of the historic district shall be retained, with their historic architectural features intact and altered as little as possible;*

*C. Any alteration of an existing property shall be compatible with its historic character, as well as with the surrounding district;*

*D. New construction shall be compatible with the district in which it is located;*

*E. The application demonstrates compliance with any historic guidelines or policies adopted by the City of Oxford that are applicable to the subject application; and*

*F. In determining compatibility, the HAPC shall consider the following:*

*1. The general design, character, and appropriateness to the property of the proposed alteration or new construction;*

*2. The scale of the proposed alteration or new construction in relation to the property itself, surrounding properties, and the neighborhood;*

*G. The texture, materials, and color and their relation to similar features of other properties in the neighborhood;*

*H. The visual compatibility with surrounding properties, including proportion of the properties façade, roof shape, and the rhythm of spacing of properties on streets, including setback; and*

*I. The importance of historic, architectural, or other features to the significance of the property.*

*(2) In its considerations of whether an application is deserving of an approval, the HAPC may also consider the cost of modifications or other proposals, where costs for a particular action or inaction may be unreasonable given existing conditions of a structure, site, or area.*

*(3) The HAPC shall encourage alterations and repairs to historic structures and to structures in historic districts in the spirit of their existing architectural style; however, additions in styles different than the existing structure may be approved if such additions complement the existing architectural style. The HAPC shall be flexible in its judgment of plans for alteration, repair, or demolition of structures, sites, and areas of little historic or cultural value except where such alteration, repair, or demolition would seriously impair the historic value and character of surrounding structures or of the surrounding area. It is not the intent of this Chapter to limit alteration or repair to any one period of architectural style.*

The Brick Street Bar is located within the historic 1939 Miami Western Theater building. The marquee sign is a remnant of the former theater and has continued to be used by later tenants of the building. Chapter 25 (pages 75-76) of the [Design Guidelines](#) contain guidance on “Graphics, Signage & Building Identification.”

The Guidelines do not speak specifically to electronic message boards, but do offer the following relevant guidance:

Page 75:

*“The sign code of the City of Oxford shall be consulted”*

Page 76:

*“.....sign illumination shall be indirect (for example: flood lights, but not internal lighting)*

*“sign materials should include wood, stone, metal, glass or composites or plastic, indistinguishable from their natural counterparts.”*

*“[the sign] shall respect the architectural theme, composition and scale of the building to which it is attached.”*

*“sign color shall complement the overall color scheme of the structure.”*

*“sign types which are traditionally associated with strip or highway development are prohibited. (ie. plastic signs, billboards, portable signs, etc.)”*

Previous reviews of Electronic Signs / ATM Screens within the Uptown Historic District, (since 2013, only):

1. 2013 – Oxford Methodist Church – 14 North Poplar Street – A COA for a ground-mounted freestanding electronic reader board sign in front of the church building was denied by HAPC in April 2013.
2. 2013 – Chase Bank – 20 West High Street – A COA for adjusting the location and replacing the outdoor ATM machine for ADA accessibility was approved by HAPC in July 2013, but ultimately not installed and instead moved to the interior vestibule.
3. 2017 – The Den Convenience Store – 119 East High Street – A COA for approving the after-the-fact installation of an outdoor ATM was denied by HAPC in September 2017.
4. 2017 – The Den Convenience Store – 119 East High Street – A COA for approving the new location of an outdoor ATM was approved by HAPC in November 2017 – ultimately not installed.
5. 2018 – Dubois Book Store – 118 East High Street – A COA for a new ATM was approved in July 2018

6. 2018-2019 – Circle K Gas Station – 11 North College Ave – 2 COA’s were approved for multiple sign changes for the gas station re-branding – 1 included the change of manual to electronic fuel pricing signage

Based upon a review of the Design Guidelines and the previous cases regarding electronic signage and screen technology within the Uptown Historic District, there is little support for approving the COA. Additionally, it is clear when viewing new signs outside the Uptown Historic District, that manual changeable copy lettering signs can still be manufactured and are commonly installed in Oxford. (ie. Dairy Queen, Arby’s).

# GRAPHICS, SIGNAGE, & BUILDING IDENTIFICATION

Signs serve two purposes for businesses: to advertise and to identify. Unfortunately, these purposes are often placed at cross purposes when individual businesses attempt to distinguish themselves through ever increasing signage (both in size and number). This has the unintended effect of making all businesses in an area less visible while creating potential traffic hazards, confusion, and aesthetic devaluation. The commercial corridor in the Uptown Historic District has undergone numerous changes in graphics and signage throughout the years in an attempt to find the balance between advertising and identifying particular businesses and maintaining the appearance of the District as a whole.

## General Requirements, Maintenance and Preservation

1. All proposed new, changes in, or replacements of, signage in historical districts must be submitted for HAPC review according to Chapter 1331 of the Oxford Codified Ordinance, the HAPC Rules of Procedure, in addition, all requirements for submissions for planning and zoning regulations.
2. The Sign Code of the City of Oxford Planning & Zoning Code shall be consulted for specific sign regulations in the relevant zoning category underlying a Historic Preservation District.
3. Any change, installation, preservation, or maintenance work on signs in a Historic District shall not permanently alter or damage a building. Likewise, any existing architectural details shall not be removed, damaged, or covered over. When signs are removed, the building surface shall be repaired and/or restored.



Appropriate lighting and signage in Uptown Oxford.

4. All signs shall be protected against deterioration or fading.

# GRAPHICS, SIGNAGE, & BUILDING IDENTIFICATION

## Specific Recommendations Regarding Signage, Graphics, & Building Identification

### Exterior:

1. For signs located on the outside of a building, all illumination shall be indirect, and in accordance with Oxford Planning and Zoning Code 1151.03(f).
2. All sign installations must be reversible and cannot damage the underlying structure.
3. Exterior light fixtures and installation selections shall complement the overall architectural character of the building in scale, style, and material.
4. Appropriate exterior sign materials include wood, stone, metal, glass or composites or plastic indistinguishable from their natural counterparts.
5. All exterior signage shall respect the architectural theme, general composition, and scale of the building to which it is attached.
6. Exterior sign color shall complement the overall color scheme of the structure. Sign letters shall contrast with, but complement, their background.
7. Any art work, trademarks, or corporate logos on any exterior sign shall be intimately associated with and specifically designed for the individual business identified. Such logos as beer and soda logos are prohibited. (Examples of acceptable artwork include signs for the Convention and Visitors' Bureau, churches or banks.)
8. Exterior sign types which are traditionally associated with strip or highway development are prohibited. (ie. plastic signs, billboards, portable signs, etc.)
9. Sandwich board signs and banners are allowed per Oxford Zoning Code Chapter 1151.
10. For building identification purposes, address numerals should be attached to all buildings. These should be between 3 and 8 inches high and should be constructed of appropriate and complementary material to the building structure. The address should be easily seen from the adjacent street or public way, yet be as unobtrusive as possible.



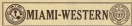
Insensitive signage (left) contrasts very sensitive signage (right). These signs are directly across the street from each other.





Announcing.....

# GALA OPENING



Corner High and Poplar Streets    ☞    Oxford, Ohio

Day Office  
Open at 8:30 P. M.

Home Open  
at 7:00 P. M.

Admission ..... \$10  
Children ..... 15c

# Friday, September 23



011



# CERTIFICATE OF APPROPRIATENESS APPLICATION

Please print legibly. To apply, email completed form and plans in PDF format to [commdev@cityofoxford.org](mailto:commdev@cityofoxford.org)

## BOX 1 | APPLICATION TYPE Select one

- Pre-Application for Certificate of Appropriateness
- Certificate of Appropriateness

## BOX 2 | APPLICATION DETAILS

Property Address/Location 36 E High Street, Oxford, OH 45056

Building Name Current: Brick Street / Historic: Miami Western Theater

Does the proposal involve demolishing an existing building?  Yes  No

Description of Proposed Change(s) Marquee face change to include replacement of old surface panels (both sides) and replacement of electrical wiring and electrical components. The work qualifies as permitted maintenance. Ord. 1137.10(b)(2)(c). Direct lighting is maintained as a non-conforming use. The marquee (former theater) is a non-conforming structure. Materials for historical reference are attached.

## BOX 3 | APPLICANT INFORMATION

Is the applicant also the current property owner?

- Yes (You may skip Box 4)
- No (Do not skip Box 4, and include a Letter of Agency with your submittal)

Applicant Name Mark Weisman

Applicant Company Name Weisman Enterprise Holdings

Mailing Address 36 E High St, Oxford, OH 45056

Email Address mw120396@gmail.com

Telephone Number 513-255-2851

## BOX 4 | PROPERTY OWNER INFORMATION Check if same as Applicant

Property Owner Name Benjy Federbush

Property Owner Company Name 36 E High Street LLC

Mailing Address 185 Varick St, New York, NY 10014

Email Address bwf@varickrealty.com

Telephone Number

## BOX 5 | ARCHITECT INFORMATION Check if same as Applicant

Architect/Engineer Name

Company Name

Mailing Address

Email Address

Telephone Number

**BOX 6 | ATTACHMENT CHECKLIST** Submit all contents in **PDF format**. No printed copies are necessary.

- Narrative/Cover Letter** providing a written description of the proposed exterior change(s)
- Elevations, site plans, renderings, diagrams, photo simulations, and/or other items** necessary to accurately illustrate the details of proposed exterior change(s)
- Photos** of existing site conditions

**Note:** Upon checking an application for completeness, staff may require additional information and/or materials above and beyond the items listed above in order to perform a complete evaluation for compliance with relevant Code provisions. You are welcome to contact Community Development at 513-524-5204 ahead of submission to determine whether additional items may be required. For example, a **material sample** may be requested for certain small-scale changes such as new signage, doors, etc.

**BOX 7 | APPLICANT SIGNATURE**

*As the owner or owner's agent, I hereby agree all information contained in this application is true, accurate, and complete to the best of my knowledge. I acknowledge the application will first be checked by City staff for completeness prior to processing. Upon intake, staff will consult the Chair of the Historic & Architectural Preservation Commission (HAPC) to determine whether an application is approvable in an administrative fashion, or will require being heard by the full Commission at a regular meeting date.*

**Applicant Name (Print)** Mark Weisman

**Applicant Signature**



**Date** 7/8/25

**Processing Fee**

The appropriate processing fee amount will be determined during a completeness check by Community Development staff. It may take 1-2 business days for a completeness check to be performed. The applicant will receive a digital copy of a processing fee invoice via email once it is ready. Fees may be paid in-person by check or credit card at the Finance Department window on the first floor of the Oxford Municipal Building, 15 S College Avenue, Oxford OH 45056. For credit card payments, the City accepts Visa, MasterCard, or Discover, and such payments may also be taken over the phone by calling our Finance Department Utilities line at 513-524-5221, Option 1.

**Bond Requirement for Demolitions**

Be aware that any future Demolition Permit cannot issued unless accompanied by a COA and shall include:

- (1) a **performance bond** posting with security equivalent to 100% of the approved cost of leveling the site, filling with soil and sodding or seeding the surface.
- (2) payment of a **mitigation fee** of ten percent (10%) of the approved demolition cost.

**COA Review Criteria** For source text, refer to Oxford Zoning Code [Section 1152.07\(f\)](#)

Decisions on a COA application shall be based on consideration of the following criteria:

- (1) The proposed development complies with all the requirements of this code and other related codes and ordinances enforced by the City;
- (2) Properties which contribute to the character of the historic district shall be retained, with their historic architectural features intact and altered as little as possible;
- (3) Any alteration of an existing property shall be compatible with its historic character, as well as with the surrounding district;
- (4) New construction shall be compatible with the district in which it is located;
- (5) The application demonstrates compliance with any historic guidelines or policies adopted by the City of Oxford that are applicable to the subject application; and
- (6) In determining compatibility, the HAPC shall consider the following:
  - A. The general design, character, and appropriateness to the property of the proposed alteration or new construction;
  - B. The scale of the proposed alteration or new construction in relation to the property itself, surrounding properties, and the neighborhood;
  - C. The texture, materials, and color and their relation to similar features of other properties in the neighborhood;
  - D. The visual compatibility with surrounding properties, including proportion of the properties façade, roof shape, and the rhythm of spacing of properties on streets, including setback; and
  - E. The importance of historic, architectural, or other features to the significance of the property.
- (7) In its considerations of whether an application is deserving of an approval, the HAPC may also consider the cost of modifications or other proposals, where costs for a particular action or inaction may be unreasonable given existing conditions of a structure, site, or area.
- (8) The HAPC shall encourage alterations and repairs to historic structures and to structures in historic districts in the spirit of their existing architectural style; however, additions in styles different than the existing structure may be approved if such additions complement the existing architectural style. The HAPC shall be flexible in its judgment of plans for alteration, repair, or demolition of structures, sites, and areas of little historic or cultural value except where such alteration, repair, or demolition would seriously impair the historic value and character of surrounding structures or of the surrounding area. It is not the intent of this Chapter to limit alteration or repair to any one period of architectural style.

**Demolition Approval Criteria** For source text, refer to Oxford Zoning Code [Section 1152.09\(e\)](#)

The HAPC may approve a COA for demolition only if one of the following is satisfied:

- (1) The applicant has given clear evidence that the structure has incurred extensive damage to its basic structural elements such as roof, wall, and foundation requiring substantial reconstruction, and the structure presents an immediate danger to the public health, safety, or welfare as declared by the Chief Building Official (condemnation) but that such damage was not done through neglect of the property by the owner or former owners; or
- (2) The demolition is proposed for a structure that is identified as non-contributing or historic non-contributing in an adopted inventory of the applicable zoning district; or
- (3) The applicant demonstrates that the following conditions are met based on the designation of the site or structure in an adopted historic inventory:
  - A. Historic Structures
    - i. The applicant must demonstrate that the costs to rehabilitate or renovate the structure to a purposeful use exceeds 50 percent of the fair market value.
    - ii. The City shall reserve the right to have an individual or entity that is not a member of HAPC to assess the financial feasibility of renovating the structure.
    - iii. The COA shall not be approved if the cause of such damage was due to neglect by the owner or previous owners.
  - B. Non-Historic Contributing Structures
    - i. The removal will not adversely affect the architectural or historic integrity of the streetscape; or
    - ii. The structure is not consistent with other structures in the district in terms of historic character, architectural style, construction material, height, setback, or mass.

## Cover Letter

Certificate of Appropriateness Application

Brick Street / Former Miami Western Theater

36 E High Street, Oxford, OH 45056

The proposed exterior changes include:

Marquee face change to include replacement of old surface panels (both sides) and replacement of electrical wiring and electrical components. The work qualifies as permitted maintenance. Ord. 1137.10(b)(2)(c). Direct lighting is maintained as a non-conforming use. The marquee (former theater) is a non-conforming structure. Materials for historical reference are attached.

# LETTER OF AGENCY

To Whom It May Concern:

Please be advised that

Vince Klusty, Klusty Sign Associates

---

(Applicant Name)

has permission to represent our interest with the City of Oxford regarding

Brick Street Marquee

---

(Application Description)

located at

36 E High Street

---

(Property Address/Location)

Thank you,

Benjy Federbush


---

(Property Owner Printed Name – must be a person)

36 E High Street LLC

---

(Property Owner Company Name – if applicable)

  
\_\_\_\_\_  
(Property Owner Signature – must correspond to printed name above)

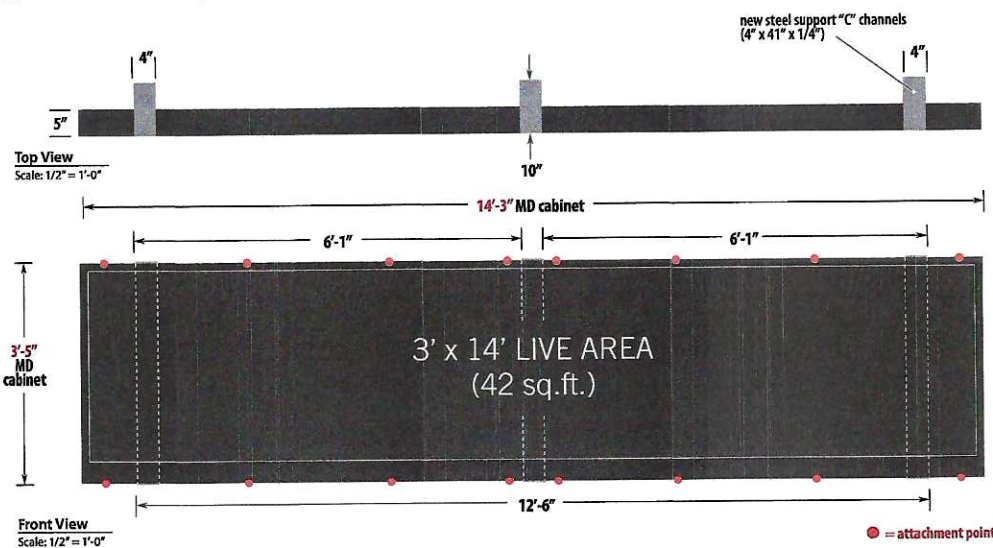
\_\_\_\_\_  
(Date)



Photos of existing site conditions:



**TWO (2) MESSAGE DISPLAYS (MD) and SIX CUSTOM (6) STEEL SUPPORTS**

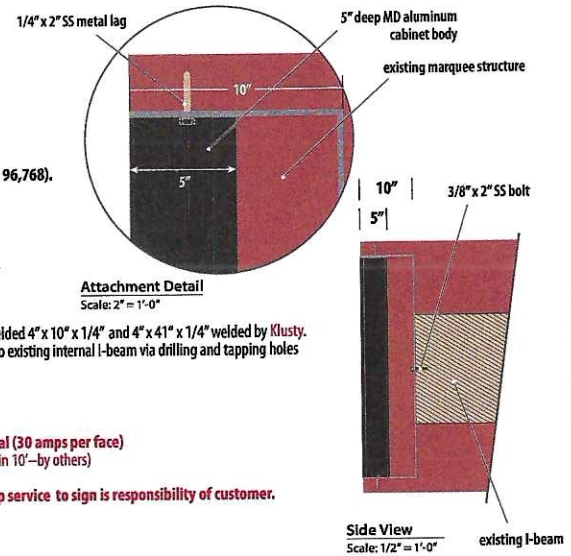


- MESSAGE DISPLAY (MD)**
- Watchfire™ 6mm W-series full color.
  - Matrix size: 144 x 672 (True 1R, 1G, 1B Pixels: 96,768).
  - Viewing angles: 150° Horiz / 95° Vert
  - Communications method: 4G cellular wireless.
  - Maximum brightness daytime: 7,500 NITS
  - Maximum brightness night-time: 700 NITS.
  - Software: Watchfire™ Ignite OPx (cloud-based).
  - Includes spare parts kit.

- DISPLAY SUPPORT**
- Secured to custom "C" channel consisting of welded 4" x 10" x 1/4" and 4" x 4 1/2" x 1/4" welded by Klusty.
  - The "C" channel is to be mechanically fastened to existing internal I-beam via drilling and tapping holes into it and fastening with 3/8" bolts.

- ELECTRICAL**
- Dedicated Primary Electric By others.**
- EMC: dedicated circuit 120 volt / 60 amps total (30 amps per face)
  - Final connection by Klusty only if in place (within 10'—by others) and to code at time of installation.
  - \*NOTE: provision of sufficient voltage/amp service to sign is responsibility of customer.
  - Watchfire sign UL listed. Ⓢ

- ADDITIONAL SPECIFICATIONS**
- Remove existing pan faces and recessed background cabinet



Scale: 1/8" = 1'-0"

\*After zoning approval, manufacturing methods may be subject to change.  
\*Colors may not be exact as shown because of printer limitations. Refer to actual material color charts for true color representation.

APPROVED BY: \_\_\_\_\_ DATE: \_\_\_\_\_  
 LANDLORD: \_\_\_\_\_ DATE: \_\_\_\_\_  
 APPROVAL: \_\_\_\_\_  
 All designs and specifications are the sole copyrighted property of Klusty Sign Associates, Inc. Any unauthorized use, copying, or reproduction is a violation of Federal Copyright law and will be subject to prosecution.  
 CLIENT: Weisman Enterprise Holdings  
 LOC: 36 E. High St.  
 CINCINNATI, OH 45205  
 BY: Brian Marco  
 REP: Vince Klusty  
 DRAWING NO: BS-7.5327\_zoning

**Klusty SignAssociates**  
 Design | Branding | Logistics  
 3160 East Kemper Road • Cincinnati, OH 45241 1517