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# BUSINESS MATTERS

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## Why We Do What We Do

### The Regulation of Business Signs

Cities regulate all types of business activities: ingress and egress to a business, building code issues and, the most concerning of all for most businesses, it seems – the regulation of signs.

Why does the City regulate business signage as we do? Well, one of the main reasons we regulate business signs is to protect you from your neighbor! How so, you ask? Well, the same regulations for size, color, location of the signs that apply to your business, also apply to your neighbor's business. And your neighbor may not have the same taste in signage that you do! For example, one 24-square-foot sign may be adequate and appropriate for your business, but your neighbor may think that in order to promote their business, he or she needs a 100-square-foot blinking neon sign, three 50-square-foot signs along the road and a pole sign that is 30 feet high. Does that sound like something

that you would want next to your business? The City doesn't want that next to your business either.

Now, some business owners say the City is too strict with the signage regulations. Is that the case? Maybe. But again, once the proliferation of signs begins, it is very hard to reign them back in to a reasonable level. And the City wants to ensure a high-quality and attractive look for all of our businesses, while allowing flexibility for you as a business owner or manager to make the best decision on how to best advertise your business.

The City is always open to constructive suggestions regarding our sign code. Very recently, we received some suggestions from businesses to allow temporary signage for grand-openings of new businesses or special events that the business may be hosting. The City felt that was a good idea, and is currently considering legislation to allow temporary signage for just those types of things. If you have any ideas on how to tweak the sign code to provide a better way to advertise your business through signage, while enhancing the look of the City, please contact Dan Boron, City Planner at (937) 748-6183.

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## Rosati's Authentic Chicago Pizza

While Rosati's Pizza, located at 40 East Central Avenue, just recently opened in Springboro in January 2006, it can trace its roots way back to 1895. Restaurant founder Fred Rosati opened an Italian restaurant in Coney Island, New York during that year, but moved it to Chicago 11 years later. In 1979, the Rosati family began to franchise the carry out/delivery stores, and now Rosati's has over 100 restaurants in 11 states. The Springboro location is actually the first in Ohio.

The Springboro Rosati's is family-owned by two sisters, Wendy Gesiakowski and Tracy Thomas, and their father Larry Gesiakowski, all transplants from Chicago.

Rosati's offers Chicago-style pizzas, including thin, double-dough pan, Chicago-style deep dish and stuffed pizza as well as ribs, chicken and fish and shrimp baskets. Lunch and dinner specials are offered daily and all menu items are available for delivery and large party-size catering orders.

To order or learn about all the other items on Rosati's large varied menu, please call (937) 748-4700.



This newsletter is a publication of the City of Springboro. Visit us on the web at [www.ci.springboro.oh.us](http://www.ci.springboro.oh.us). All inquiries should be made to Chris Pozzuto, Assistant City Manager at (937) 748-4350.

## That Music Place

That Music Place recently relocated from N. Main Street to the Pointe Plaza located on West Central Avenue. The business, owned by Springboro resident Shiela Lairson, needed more space to accommodate the growing number of lessons and retail products offered.

That Music Place offers private music lessons for all ages, including violin and piano lessons for six-year-olds and all types of other instruments for eight-years-olds through adults. The Kindermusic Program, which is designed for newborns to six-year-olds, is an international program that teaches basic musical concepts in a group setting. The program has been awarded the Maestro Award, which is bestowed upon the top five percent of programs in the world.

For more information about music lessons, or musical instruments and accessories available at That Music Place, please call (937) 748-3501.

Whether you're starting your business, expanding your business, or just looking to stay in business, the Small Business Development Centers of Ohio (SBDCs of Ohio) can help with professional guidance by connecting you with research, financing sources, and training opportunities.

The SBDCs of Ohio provide free, professional, in-depth and confidential business consulting and training to pre-venture, start-up, and existing small businesses through a network of 38 centers (including international trade, technology and manufacturing) throughout the state.

The SBDC of Ohio program was created in 1985 through a partnership between the U.S. Small Business Administration and the Ohio Department of Development. The program fosters a strong climate for small business growth through a statewide integrated system of small business service, advocacy and awareness, and more than 40 community partnerships.

Today, these federal, state, and local partnerships contribute more than \$10 million in cash and resources to the support of small business development. For more information about how the local SBDC can help your business, please contact the Ohio SBDC at the University of Cincinnati College of Business at (513) 695-2090.

## Small Business Development Centers of Ohio (SBDC)

*From its Springboro location, Northern's provides AAA-approved auto repair and towing services to residents of the City and surrounding communities.*



## Northern's Auto Repair & Towing

Northern's Auto Repair & Towing opened its doors at 325 Telequah Trail 1.5 years ago, after operating the Sonoco Service Station on SR 73 for 28 years. Northern's does complete auto repair and operates the towing company 24 hours a day, seven days a week.

Northern's is AAA-approved auto repair and towing and is independently owned and operated.

For more information, call Northern's Auto Repair & Towing at (937) 746-0790.

## Tropical Smoothie Café

Tropical Smoothie Cafe, located in the Drug Mart Shopping Plaza on East Central Avenue, is owned and operated by Victor Rodriguez, who was previously in the insurance business for 16 years. Through an acquaintance, he became familiar with the franchise and decided to buy into the company and locate in Springboro.

Tropical Smoothie has a varied menu with sandwiches, wraps, soups and salads... and oh yeah, they have their main offering of over 30 smoothies too. All

the food menu items are prepared on site, and all the wraps and sandwiches use Boar's Head Meats.

The company also does catering and offers a 10 percent discount to Springboro students with proper ID.

For more information about Tropical Smoothie Café, please stop by their location at 222 W. Central Ave., or give them a call at (937) 514-7480.



*Conveniently located near the I-75 and Rt. 73 interchange, Miami-Jacobs Career College students offer low-cost massage therapy and cosmetology services to the public.*

## Miami Jacobs College

Located at 875 West Central Avenue, Miami-Jacobs Career College opened its new Springboro location in October 2005. Established in 1860 in Dayton, the college currently has 150 students enrolled at the Springboro location, and can accommodate up to 400 students.

Currently, Miami-Jacobs has course offerings in dental assisting, massage therapy, medical assisting, cosmetology and skin care. The massage therapy, cosmetology and skin care students are always looking for ways to learn and improve their skills, and the students' services in those areas are actually open to the public for a minimal cost. The college provides eight massage rooms and 30 individual stations to be used by the students to perfect their trade in facials, waxings, pedicures and manicures. Large groups are welcome also – showers, parties, or massages for golfers after a long day on the course!

For more information about the college, to become a student or to utilize one of their many services, please contact Miami-Jacobs at (937) 806-1013.

## South Tech Business Park

In November 2004, the City of Springboro purchased the remaining 89 acres of land at the South Tech Business Park on the northern edge of the City. During that time, the City has engaged Miller-Valentine to create a master plan for that acreage to determine how and where new building sites, road, utilities, etc., can be developed to attract new or existing businesses looking to expand within the City. The plan will provide the City a tangible "guidebook" by which to sell and market the property.

Although the Austin Road Interchange is not scheduled to be complete until approximately 2010, interest in the park has been steady. The City has been approached by several large businesses that are interested in locating at South Tech. Many of the businesses showing interest are very similar to the businesses already located in South Tech – which is of great interest to the City. The City purchased the property to control the new businesses going into the park and to ensure that those new businesses were compatible with the existing businesses that are flourishing there already.

Miller-Valentine hopes to have the full master plan complete by the end of December. Once that is complete, the City will focus more of its efforts on the marketing of the land.

