

**DESIGN REVIEW BOARD
CITY OF WILLOUGHBY
REGULAR MEETING MINUTES
OCTOBER 2, 2019**

PRESENT: Paul Garcia; Adam Brown; John Perkovich, Chairman
ABSENT: Dan Volpe; Bill Henrich
OTHERS: Vicki Grinstead, Secretary

Chairman Perkovich called the meeting to order at 7:00 p.m.

OLD BUSINESS

None

NEW BUSINESS

Existing Building

14 Public Square
(Joe Myers, Joe Myers Architect)

**Repaint bldg., new windows
add front overhang, & steps
& install new black shutters**

Mr. Myers of Joe Myers Architect, agent for Village Construction Group, is representing this application.

Mr. Myers said they are going to do a front façade renovation. The building has been sitting vacant for quite some time. The new owner has improved the interior as well. The exterior brick will be repainted (SW-Divine White) and the front door will also be painted (SW-Carriage Door). They will be adding black shutters and fixing up the bay entrance way. The entrance will include the front porch with a portico above it with roofing over the bay. The portico will be a standing seam metal roof. All of the trim will be white.

Mr. Brown asked if the fence in front will remain and Mr. Myers said yes, the fence encloses the patio area. They installed landscaping on the existing hill.

Mr. Garcia asked if the door to the basement will remain. Mr. Myers said yes, it is a secondary exit out of the basement area. They will clean up that area and paint the door.

Mr. Garcia asked if they have considered other types of railing options, other than the metal tubing. Mr. Myers said they have to meet ADA requirements and they will include a new railing with a wrought iron look (in record 10-2-19, Exhibit "A"). Mr. Garcia said he likes the overall plan.

Mr. Brown moved to approve the application for the Existing Building, 14 Public Square., Willoughby, OH as submitted, but with the addition of the ADA compliant wrought iron type railing and Mr. Garcia seconded.

ROLL CALL: Yeas: Mr. Garcia; Mr. Brown; J. Perkovich, Chairman
Nays: None
Absent: Mr. Volpe; Mr. Henrich

Motion Carried: Approved

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Chairman Perkovich said the Board will change the order of the agenda to allow the discussion of the Welcome Plaza to be in conjunction with the Citizens Bank submittal.

Pulsart Media Photography
4132 Erie St.
(Geoff Pulsford, Owner)

Vinyl window sign

Mr. Pulsford, 4132 Erie St., Willoughby, OH 44094 is representing his application.

Mr. Pulsford said he is here for a new sign on the front door. The other names on the door, along with the swirls are existing and his logo will be added in between the swirls. The sign is white with black lettering.

Mr. Garcia moved to approve the application as submitted for the Pulsart Media Photography, 4132 Erie St., Willoughby, OH as submitted and Mr. Brown seconded.

ROLL CALL: Yeas: Mr. Brown; Mr. Garcia; J. Perkovich, Chairman
 Nays: None
 Absent: Mr. Volpe; Mr. Henrich

Motion Carried: Approved

DISCUSSION

Willoughby Public Library
30 E. Spaulding St.
(Josh Werling, The Cleveland Institute of Art)

Wall mural

Mr. Werling of the Willoughby Arts Collaborative and the Cleveland Institute of Art is representing the Willoughby Public Library for a wall mural.

Mr. Werling said they are proposing a black and white wall 12' x 20' mural by a local artist on the northeast side of the library building. The image is based on inspiring children to read. The material is an aluminum foil based material and is made for masonry, and is removable up to two years per the manufacturer's warranty. It is still in the preliminary phase for funding and still has to be presented to the Library Board.

Chairman Perkovich asked if the mural fades will it be replaced. Mr. Werling said it has a lifespan of 3-5 years, but believes, since it is black and white, it can last 7-10 years. Once it begins to fade it will need to be reapplied or removed.

Mr. Garcia was concerned with the way it was cropped and covered the coin edges. Mr. Werling said it could be cut around the coins. Mr. Garcia's other concern was the placement of the logo directly on the

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bottom of the mural and the Board agreed. Mr. Werling said he agrees it should be subtle and they could place it beneath the mural.

Mr. Brown's concern is that the brick could be damaged when this is removed and Mr. Werling said he hasn't seen it damage any brick so far, but he cannot guarantee it.

Chairman Perkovich said the city and Board's concern is this may become a maintenance issue and there should be a time frame set on when it is removed or reapplied. He would prefer the Library give them a definitive time frame on the life of the project and consider sliding the image in, not to cover the brick coins; the whole image will be on the flat surface. Mr. Brown also suggested to get public "buy in", and possibly showcasing the artist's work to allow the public to see what images they will be installing.

Chairman Perkovich asked if they considered any lighting option. Mr. Werling said they were considering some ground lighting. Mr. Werling said the mural would possibly be installed next spring or summer.

City of Willoughby
Corner of Mentor Ave./Erie St.
(Tom Thielman & Mayor Fiala, City of Willoughby)

Welcome plaza design & art work

Mr. Thielman said over a year ago the Visconsi Companies granted an easement to the city for their 20' x 20' Welcome Plaza. After receiving the easement, the city and Willoughby Arts Collaborative went out for proposals for the plaza and the winner was Mr. Bill Rigo.

Mr. Rigo presented the Board with an illuminated LED model of the plaza. The LED lighting of the "Willoughby" sign would be able to change colors to match the downtown tree illumination. He gave the Board an explanation of the concept of his project which he called "The Bridge". They will also install two traditional lamp posts identical to those on Erie Street, which are represented by yellow dots on the rendering.

Chairman Perkovich commended Mr. Rigo on the proposal. The only thing that concerns him is the internal illumination and is concerned that this could set a precedent.

Mr. Jeff Deeds of Visconsi Companies said he drove down Erie St. and noticed there are many different types of lighting in Downtown Willoughby and that was what he liked the most.

Mayor Fiala said this project is tied in with the Citizens Bank project and they should be approved or denied together. He is supporting this project. He would be concerned about the intensity of the lighting and not the type of lighting.

Mr. Werling said he supports the plaza being internally illuminated and the option for the signage to change color. He feels it is an extension of downtown and ties in into the tree lighting and they can work in tandem.

Chairman Perkovich asked if there was any thought given to the backlit halo lighting that could also change colors. Mr. Rigo said no, he was unaware of the Board's preferences at the time of the design of the project.

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The full width of the sign is 15', so the "W" is approximately 5' tall. Mr. Brown's concern is that it is quite large to be internally illuminated and is concerned about how it will effect oncoming traffic.

Mr. Garcia also agreed that is a fantastic design. He asked, had he known that the Board preferred external illumination, would he rethink his design. Mr. Rigo said he was unsure what he would have designed. There was a brief discussion on this subject.

Mr. Thielman said the city gave the artists no specifications on the signage and lighting. The Visconsi Company said they brought to the city's attention that they are asking for something that the city denied for their client. Mr. Thielman is in favor of approving this project.

Chairman Perkovich said the internal illumination could be "dialed down" for the plaza as well as the bank. There was some discussion on this subject.

Mr. Deeds said Citizens Bank gave the corner property to the city free of charge and gave up their right to have their signage there and in return they would like to have their signs internally illuminated.

Mr. Garcia said he is concerned with what future businesses may ask for, even though he understands each application is considered on their own merit.

Mr. Rigo said the lighting technology has changed a lot in thirty years and there are now a lot of elegant solutions.

Mayor Fiala said because this property has been gifted to the city, Citizens Bank has the right to approve the city's plaza sign. If these signs aren't approved or disapproved together the bank can deny the city's signage. Mayor Fiala said LED lighting is here to stay and maybe the city should review the sign code.

Chairman Perkovich said the city monument may be here for a long time and the businesses can come and go and he would hate to see the Welcome Plaza be denied because of the illumination issue. He believes because of the collaboration on this project, is it a special circumstance. He said maybe they could discuss the brightness or whether the signs go off at a certain time in the evening when they enter into New Business with Citizens Bank.

Mayor Fiala said they should look at this as a composition at the corner and is a link to the north side of the street to downtown.

NEW BUSINESS

Citizens Bank
4015 Erie St.
(Jeff Deeds, Visconsi Companies)

**Signage-Monument & wall
LED internally illuminated**

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Mr. Deeds of Visconsi Companies is representing his application.

Mr. Deeds said these two projects do tie together. He feels this has been a great collaboration. The building went from all siding to a compromise of brick and siding and was a great project. He is here to have the four wall signs and the two monument signs be LED internally illuminated. The green part of the monument signs will be blacked out and not lit; only the white portion of the sign face. They are willing to talk about dimming the lighting and/or having them turn off at a certain time of the evening.

Mr. Brown said the Board does not want to hinder any business relationships within the city and they are a design board, so assess applications in terms of how things look. Chairman Perkovich said there can be an exception to the rule when there is more than one thing to consider. They would add stipulations as to the intensity of the lighting and timing etc.

Mr. Brown moved to approve the application for Citizens Bank, 4015 Erie St., Willoughby, OH as submitted with the stipulation that Citizens Bank/Visconsi Companies work with the Welcome Plaza and the city administration as a collaborative to come up with a good solution for light intensity/level of lumens, color and a shut-off point at a certain hour. Also the white signs of the bank and the white of the plaza sign should match in intensity and color and Mr. Garcia seconded.

ROLL CALL: Yeas: Mr. Garcia; Mr. Brown; J. Perkovich, Chairman
 Nays: None
 Absent: Mr. Volpe; Mr. Henrich

Motion Carried: Approved

Mayor Fiala informed the Board that he is working on a public art code to enter into the city ordinances. He said this will be at the top of his list. They will also look at regulating sandwich boards, pop-up and outdoor sales. Chairman Perkovich said having facts before the Board really helps and thanked the participants.

MINUTES

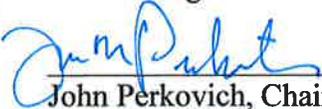
August 7, 2019

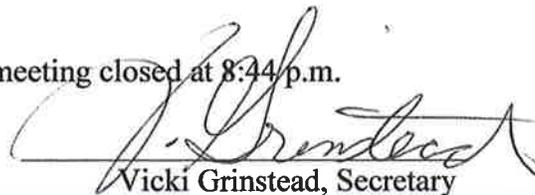
Mr. Garcia moved to approve the regular meeting minutes as submitted for August 7, 2019 and Mr. Brown seconded.

ROLL CALL: Yeas: Mr. Brown; Mr. Garcia; J. Perkovich, Chairman
 Nays: None
 Absent: Mr. Volpe; Mr. Henrich

Motion Carried: Approved

There being no further business the regular meeting closed at 8:44 p.m.


John Perkovich, Chairman


Vicki Grinstead, Secretary