

**DESIGN REVIEW BOARD
CITY OF WILLOUGHBY
REGULAR MEETING MINUTES
NOVEMBER 4, 2020**

PRESENT: Bill Henrich; Adam Brown; Dan Volpe; Paul Garcia; John Perkovich; Chairman
ABSENT: None
OTHERS: Vicki Grinstead, Secretary

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

OLD BUSINESS

Mr. Henrich moved to untable the application to construct a new 3-story, 38-unit apartment building for Marous Development Group, 38025 Second St., Willoughby, OH 44094 and Mr. Brown seconded.

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

Motion Carried: Untabled

Marous Development Group
38025 Second St.
(Rep.- Jeff Foster, Chip Marous, Mike Marous
of Marous Development Group)

**Construct a new 3-story, 38-unit
apartment building**

Mr. Foster said at the last meeting there were some concerns on the blank wall on Second St. and Clark Ave. and they have presented some changes (revisions dated October 28, 2020). They did not want this to be a centerpiece because the view is only one position, the middle of the intersection. They added a couple of elements; a cornice was added to the top of the west wall, and is in scale with the eyebrow elements that wrap the windows. He said they are all made from the same material, which is a brake metal product in a tan color. He said another item that was discussed was signage. He said the Marous Place name is not set in stone and may be changed. They have integrated 12" high solid face letters into a sign board on the corner of the building and would be halo lit. They have integrated some of the detailing that is on the rest of the building. There is a brick, soldier and header course that wraps around the sign. The sign panel is made of the smooth Kronospan. Another element that was added was a smooth panel at the spandrel between the second and third floors of the building. On the elevation side they raised the height of the brick, that frames either side of the entrance, by a foot. The maximum height allowed is 35' and that is the current height of the building.

Chairman Perkovich said he appreciates them adding the elements the Board suggested at the last meeting, however, he feels that corner seems weak. He suggested incorporating a soldier course or pulling out bricks that give a shadow line. He said while he appreciates the cornice or eyebrow element added to the signage he feels that west face, where the closet is in the floor plan that is the full brick, has not been addressed.

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Mr. Brown said he likes the changes that were made and has no issues. Mr. Foster said they are mimicking a turn of the century storefront. Mr. Volpe also liked the changes, but had a suggestion for Marous Development to reach out to the Willoughby Arts Collaborative to possibly project an image on the west elevation of the building. Mr. Chip Marous said he would be open that that idea. Mr. Henrich said he also approves of the changes. Mr. Garcia wanted to disclose that he is a member of the Willoughby Arts Collaborative and suggested they may want to go back to the original design with no sign and add art to that area of the building. There was a brief discussion on other suggestions for the blank wall.

Chairman Perkovich asked Mr. Foster if they had a rendering of the rear portion of the building and what materials will be used. Mr. Foster said they will transition from brick, which turns around the stair, to a beige metal panel which wraps around the rear of the building. He suggested, in regard to the proposed art, that they may want to consider installing it on the two large open areas, that face the parking lot, on the east elevation. Mr. Garcia agreed and thanked Mr. Foster for his suggestion.

Mr. Brown moved to approve the application for a new 3-story, 38-unit apartment building as submitted with changes (submission dated 10-28-20) for Marous Development Group, 38025 Second St., Willoughby, OH 44094 and Mr. Volpe seconded.

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

Motion Carried: Approved

NEW BUSINESS

Hype Smoke Shop
4075 Erie St.
(Sharif Tayeh, Owner)

(1) Non-illuminated wall sign

Mr. Sharif Tayeh and his partner Adam Tayeh, Owners of Hype Smoke Shop are representing this application.

Mr. Sharif Tayeh said his sign company suggested to install this sign on the shingle portion of the front façade because it would be the most secure spot. He said during these trying times it's very important to have a prominent sign to let customers know you are there.

Chairman Perkovich said the city administration and Mayor feel the placement of the sign does not fit in with the historical district and the sign should take cues from other signs in the area. He said it should be mounted to the sign band above the windows, with either individual letters or a sign that has some relief that would fit on the sign board. He said the other item he would like to address would be the signage itself that was submitted, which is a one-dimensional flat letter on an aluminum panel and had no thickness.

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Mr. Adam Tayeh said his sign company also proposed an illuminated box sign that would be the same dimensions with a 1” depth. He said it would be secured to the shingles as well. He said they are opposed to putting the sign on the area above the window. He said if it’s about the thickness they could go with the box sign.

Chairman Perkovich said they would probably need to reformat their sign to try to fit it on the sign band. They could install the “Hype Smoke & Vape Shop”, which should have relief or thickness to it, on the sign band. The secondary information, which is what they sell, could be applied on the glass at street level where a passerby could see the information. It would be the same amount of lettering and information but would be in a different location. He explained that their design guidelines specify they should forego anything one dimensional. They want to see letters that have dimension to them and are vacuumed formed and are a half inch to an inch deep in thickness, so they have a shadow line. He said sometimes if the sign is mounted to a sign face or sign board, it even has a border that has a relief to it.

Mr. Henrich agreed with the Chairman and said there are no other businesses in the downtown area that have a sign on the shingle line. Mr. Sharif Tayeh said he is still confused on what the Board wants and said they have a unique unit and does not have enough room for a sign elsewhere. He asked did the Board want a box sign with the same mounting. Mr. Henrich, Mr. Garcia and Mr. Brown were opposed to the sign being on the shingled roof area. Mr. Brown said the sign should not block any architecture and looks like it would block the window above, especially from the ground looking up. There was more discussion on what the sign relief and thickness would be as far as design and sign area. Mrs. Grinstead suggested to the applicants to have their sign person reach out to Mrs. Brooks to review the sign guidelines.

Mr. Sharif Tayeh said his concern with the sign band area is that it is not a flush area. He wanted confirmation that he could utilize the entire sign band all the way to the door and Chairman Perkovich said he believed so, but he should check with Mrs. Brooks to confirm this information. He said a box sign should also have a border or relief to the letters. Mr. Tayeh said he wants to open tomorrow and asked about a temporary sign. Mrs. Grinstead suggested they contact the Building Department and apply for a temporary banner.

Mr. Henrich moved to approve the non-illuminated wall sign for Hype Smoke Shop, 4075 Erie St., Willoughby, OH 44094 as submitted and Mr. Volpe seconded.

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

Motion Carried: Denied

Plant Magic Florist
38015 Euclid Ave.
(Rep.- Edward Sajovic EJS Design & Agile Sign & Lighting)

(1) Illuminated ground sign

Mr. Sajovic of EJS Design is representing this application for Plant Magic Florist.

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Mr. Sajovic said are proposing a new freestanding ground sign that is replacing the existing signage. He gave some background on other work he has done in Willoughby. He wanted to propose something in keeping with the historic feel of downtown. He said his client's main business is the florist shop and the secondary business is the gift shop. He said the current planter is three stone pavers high, but the new design is four pavers high. The sign is made from wood and aluminum and the lettering is dimensional and double-sided. They intend to install landscaping around the base of the sign. They intend to illuminate it with ground lighting sometime in the near future. Mr. Sajovic said they may not be able to put any plantings in this year and asked if the Board would consider giving him until spring to install them and Chairman Perkovich agreed.

Chairman Perkovich commended Mr. Sajovic on the design of the sign and the illumination, as long as it's external. He said it should be some sort of ground mounted flood lighting shining up at the signage. The rest of the Board agreed with Chairman Perkovich and gave their approval of the sign design.

Mr. Garcia moved to approve an illuminated ground sign for Plant Magic Florist, 38015 Euclid Ave., Willoughby, OH 44094 as submitted with the stipulation that year-round ground cover is installed at the base of the sign no later than spring of 2021 and with the option to install ground mounted flood lighting and Mr. Brown seconded.

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

Motion Carried: Approved

The Wholesome Hippie
4075 Erie St.
(Rep.- Iliana Kazandieff, Agile Sign & Lighting)

**(1) Non-illuminated projecting
wall sign**

Mr. Bryce Fredrick, Owner of The Wholesome Hippie has asked to table his application.

Mr. Henrich moved to table the application, per the applicant's request, for The Wholesome Hippie, 4075 Erie St., Willoughby, OH 44094 and Mr. Garcia seconded.

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

Motion Carried: Tabled

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MINUTES

October 7, 2020

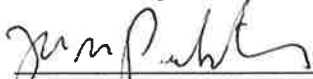
Mr. Garcia said there was a typo on page 3, which Mrs. Grinstead will correct.

Mr. Volpe moved to approve the regular Design Review Board meeting minutes as corrected for October 7, 2020 and Mr. Garcia seconded.

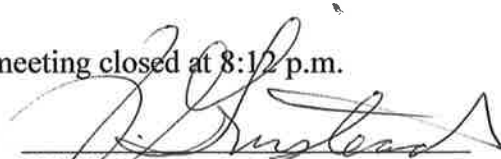
ROLL CALL: Yeas: Mr. Garcia; Mr. Brown; Mr. Volpe; Mr. Henrich; Chairman Perkovich
 Nays: None
 Absent: None

Motion Carried: Approved

There being no further business the regular meeting closed at 8:12 p.m.



John Perkovich, Chairman



Vicki Grinstead, Secretary