

**DESIGN REVIEW BOARD  
CITY OF WILLOUGHBY  
REGULAR MEETING MINUTES  
MARCH 3, 2021**

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

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Chairman Perkovich called the virtual ZOOM meeting to order at 6:56 p.m.

**OLD BUSINESS**

**None**

**NEW BUSINESS**

**Hola Tacos**

3941 Erie St.  
(Rep.- Juan Vergara, Owner)

**Artwork on building**

Mr. Vergara, Owner of Hola Tacos, 3941 Erie St., Willoughby, OH 44094 is representing his application.

Mr. Vergara said they are proposing an artwork mural. He said they have two restaurants in the same building and Barroco has a rooftop patio. He said in the future they will be proposing a patio for Hola Tacos and want to give the building more character and a more cohesive feel to blend with their concept. He said he understands they are in a historic district and there will be challenges with the way things may look with their artwork being “street like” and a bit too colorful. Mr. Vergara said he welcomes the Board’s feedback and/or recommendations.

Chairman Perkovich said he wanted to discuss if this would be a permanent mural or something that could be removable/temporary. He also wanted to briefly discuss the patio, even though it is not before the Board this evening. Mr. Vergara said the patio rendering was something they were going to propose last year at the height of the pandemic. He said a lot of cities were encouraging restaurants/bars to do temporary outdoor patios to expand their dining areas. Their intention is to propose something permanent and has already had some discussion with the city. Mr. Vergara said as far as the artwork being removable, they are working with someone who offers those type services. It may be a wrap that will stick to the building and could be changed throughout the years.

Chairman Perkovich suggested Mr. Vergara look at the historical book “Designing Willoughby” because some of the criteria the Board looks at for approval or disapproval is how cohesive is this to the neighborhood itself, not just his building. He felt when he looked at the submittal the color and graphics were a little over the top, and where they are placing it, even though it’s the side and back, will have a huge prominence as you come into the city from the east. He said black and white would be harmonizing with the neighboring buildings, but this application goes against most criteria the Board goes by to review these types of submittals.

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Mr. Henrich said artwork of this magnitude should also be reviewed by the Willoughby Arts Collaborative. He said the Board would want their input before approving a piece of artwork like this.

Mr. Brown agreed with Chairman Perkovich. He said the original building, when constructed, was a bit different than the other historic buildings in the area. He said they approved this building because it was down further from the rest of the historical district and also approved the two signs for the two different restaurants the applicant has on his building for the same reason. Mr. Brown said this artwork does deviate a lot from a historic design. He also would like to see this artwork go before the Willoughby Arts Collaborative.

Mr. Volpe said this is the gateway to the city. He is not opposed to the artwork, but says it is too grand in scale. He suggested using a wind screen with a print on it and would be somewhat temporary in nature.

Mr. Garcia let Mr. Vergara know that he is a member of the Willoughby Arts Collaborative Board and said he would be happy to meet with him to discuss the artwork. He said for the artwork presented he agrees with the other Board members and thinks the art is nice, but does not feel it would be a good fit. The lower image on the eastern face of the building he does like. He does not care for the “street or graffiti style” on the top south side of the building. He would like to see a concept for that face they want to see and then the actual art itself (referenced the Kleifeld’s building mural as an example).

Mr. Vergara said maybe they would just start with a small part of the building and go from there. He understands they would like something that would fit in with the historical feel of the downtown area. He said he would come back with different ideas. Chairman Perkovich suggested maybe trying black, white and gray tones for the artwork, but something that still relates to your business.

Mr. Henrich moved to table the artwork on the building, for Hola Tacos, 3941 Erie St., Willoughby, OH 44094, with the strong suggestion Mr. Vergara meet with the Willoughby Arts Collaborative and Mr. Garcia seconded.

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

**Motion Carried:     Tabled**

**Sage Karma Kitchen**  
4051 Erie St.  
(Rep.- Tara Ward, Gran Diose Creative Studio)

**Window and door vinyl  
graphic signage**

Ms. Ward of Gran Diose Creative Studio, agent for Sage Karma Kitchen, 4051 Erie St., Willoughby, OH 44094 is representing this application.

Ms. Ward said this was the former location of Nickleby’s. She said signs 1A though 1I is the Sage Karma Kitchen logo on the front windows and the two that wrap around the side (alley side). These signs are all

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20"x10". The signs will be vertical on the front of the two garage doors and the three paneled windows to the left of the door. The front and rear entrances (Signs 2A and 2B) will have the logos and are 16"x8". There is an existing corner projecting sign and they will be utilizing the current bracketry, but will replace the substrate. It will be a black PVC double-sided substrate (Sign 3A). They will be removing the large Nickleby's sign in the rear above the outdoor patio/bar and replacing it with a 3'x6' aluminum or PVC substrate that is framed out with the logo and will also include Historic Downtown Willoughby copy. It will all be vinyl application.

Chairman Perkovich asked if the vinyl window and door signs are just lettering or if there is a background. Ms. Ward said just lettering. He said the rear sign proposal shows being framed out. Ms. Ward said yes, they are looking at different substrates and pricing them out, but they it will be framed and will not be a flat piece of aluminum. Chairman Perkovich said they typically ask for three-dimensional lettering or a frame around the sign itself. He said they can be inset, rounded, carved or applied or have a shadow line.

There were no other questions from the Board members.

Mr. Garcia moved to approve the sign package, for Sage Karma Kitchen, 4051 Erie St., Willoughby, OH 44094 as submitted with the stipulation the sign in the rear of the building and the corner projecting sign be made with a dimensional feature as discussed above and Mr. Brown seconded.

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

**Motion Carried:    Approved**

Mr. Henrich suggested Chairman Perkovich discuss with the Mayor or City Council when significant artwork comes to the Board how they should proceed, and how to include the Willoughby Arts Collaborative in the decision-making process for artwork in the downtown area and the Board agreed. There was a brief discussion on this subject.

**MINUTES**

**February 3, 2021**

Mr. Volpe moved to approve the regular Design Review Board meeting minutes as submitted for February 3, 2021 and Mr. Henrich seconded.

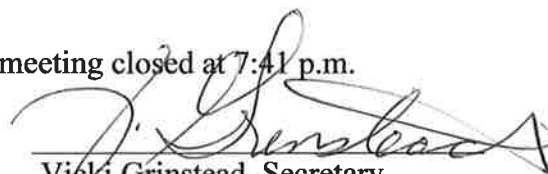
ROLL CALL:           Yeas: Mr. Brown; Mr. Garcia; Mr. Henrich; Mr. Volpe; Chairman Perkovich  
                          Nays: None  
                          Absent: None

**Motion Carried:    Approved**

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There being no further business the regular meeting closed at 7:41 p.m.

  
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John Perkovich, Chairman

  
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Vicki Grinstead, Secretary