

**DESIGN REVIEW BOARD  
CITY OF WILLOUGHBY  
REGULAR MEETING MINUTES  
APRIL 7, 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 7:01 p.m.

**OLD BUSINESS**

**Hola Tacos**

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

**Artwork on building**

Mr. Henrich moved to untable the artwork on the building, for Hola Tacos, 3941 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: Untabled**

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

Mr. Vergara said he is proposing art on the back side of the building. Chairman Perkovich said Mr. Vergara presented two different designs for the Board's consideration. He said the only difference was one has octopus arms and one had a Mexican sugar skull. Chairman Perkovich said there was discussion at the last meeting if this mural would be removable panels or painted on the building and it was not stated on the application and asked Mr. Vergara to confirm how he would be applying the artwork. Mr. Vergara said it would be hand painted and it would be easy to repaint over it in the future.

Mr. Volpe asked Mr. Vergara which submittal he preferred, and he said the artwork that included the octopus but either would work for him. Mr. Volpe said he preferred the rendering with the octopus as well. He said the first submission was too grand in scale but approves of the new submittals.

Mr. Garcia asked if Mr. Vergara is intending to have the design wrap around the corner up to the window on the side. Mr. Vergara said no, it will only be on the east face of the building. Mr. Garcia also liked both designs presented.

Mr. Henrich approved of the new renderings and thanked the applicant for his cooperation in the redesign of the artwork. He asked if this was just flat paint with no 3-D effect and Mr. Vergara said that is correct. Mr. Henrich said he spoke with the Willoughby Art Collaborative and they will not be weighting in with

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an opinion because this is not public art and is more the brand of the restaurant. He agrees with the other members and prefers the octopus design.

Chairman Perkovich said he is not pleased with the painting verses removable artwork, but it does, somewhat, break up the white brick.

Mr. Brown said he likes the artwork and also the art inside the building, but they are looking at this from a historical viewpoint and regardless how it looks, good or not, should the Board consider it does not adhere to historic design overall. Chairman Perkovich agreed and said his hardship is that it deviates from buildings in the nearby proximity that are more mainstream. He asked if Mr. Vergara would consider toning down the vivid colors with possibly some pastel colors. Mr. Vergara said he could use some pastel colors.

Chairman Perkovich said the Historic Guidelines say one of the color schemes should mimic and/or complement the neighboring buildings. He said this building stands alone and already has a standout quality being white, verses most of the brown color schemes in the district. He was concerned with the site lines coming in from Mentor Ave. traveling west. He said, if in the future, the patio, planter boxes and lighting are installed it may not be as visible. There was some discussion on The Willoughby Arts Collaborative regarding murals and future artwork in the downtown area.

Mr. Volpe said they can have some modern buildings in the historic downtown area, and this is a stand alone building and the art is on the backside of the building. He does not believe the art will be overbearing, especially if they propose a patio which will surround the artwork. Mr. Henrich agrees it will not jump out at you going over the bridge. Mr. Brown agreed with the other Board members.

Mr. Garcia moved to approve the artwork on the building with the second submission dated April 1, 2021 with the applicant's choice of either design, with the stipulation that the artwork does not wrap around the side of the building, for Hola Tacos, 3941 Erie St., Willoughby, OH 44094, and Mr. Henrich seconded.

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

**Motion Carried:    Approved**

**NEW BUSINESS**

**Hype Vape & Smoke Shop**  
4075 Erie St.  
(Rep.- Sharif Tayeh, Owner)

**Vinyl window sign**

Mr. Sharif Tayeh and Adam Tayeh, Owners of Hype Vape & Smoke Shop, 4075 Erie St., Willoughby, OH 44094 are representing this application.

Mr. Sharif Tayeh said their sign is a very simple design and one window is their name and the other are categories. He said they are abiding by what size the city allows for each window.

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Chairman Perkovich said they only have a picture of the building, which is not showing how the sign will be placed on the windows themselves and what panels the signs will be on and no size is shown. Mr. Sharif Tayeh said they have two window panels and one of the panels will be just their name Hype. The other panel they will highlight four categories: tobacco, CBD, and Apparel & Accessories. Mr. Garcia asked if Hype is the store name because it does not show that on the rendering presented; it only says Smoke & Vape Shop and it lists eight categories. Mr. Sharif Tayeh does not know why the name was left out, but Hype Smoke & Vape Shop is the name. He said they also narrowed the categories down from eight to four. Mrs. Grinstead said Mr. Tayeh will have to amend his rendering and email it to her.

Chairman Perkovich said on the application it shows the total sign square footage of 4.5 sq. ft. and is assuming both panels take up 4.5 sq. ft. and Mr. Tayeh said yes, they will be small. Mr. Garcia asked if 4.5 sq. ft. was per panel and Mr. Tayeh said yes that is what Mrs. Brooks told him. Mr. Garcia wanted to confirm that the panel on the left will say Hype Smoke & Vape Shop and on the right side the four categories will be listed. He asked if the font size for the categories will be smaller than the left side. Mr. Tayeh said they will be slightly smaller.

Chairman Perkovich said 4.5 sq. ft. per panel is roughly 2' x 2', so if they have Hype Smoke and Vape Shop divided by three lines that puts their dimensions at approximately 7" tall letters maximum, and the other letters slightly smaller. Mr. Tayeh said that sounds about right. He told his designer to fit the letters into the 4.5 sq. ft. area per panel. Mr. Tayeh said they want to install this sign to get some recognition in the city for their business.

Mr. Henrich said he would like to see this resubmitted because it has not been done properly. He said they do not show what four categories they are using. Mr. Tayeh said he does not understand, and this is their third time submitting. Chairman Perkovich said the submission is lacking the Hype name and also shows eight categories and they are now only using four and it was not shown superimposed on the rendering. It does not show the height of the lettering and so forth, so it does not help them to review the submittal as far as visual aesthetics. Mr. Tayeh said they will send in an email with the updated categories as stated (tobacco, CBD, Apparel & Accessories) the four main categories to be split up between both windows with exact placement. He sees no reason to wait another month for a resubmission because their business is struggling without signage. They had to remove their temporary banners because they were up beyond what time was allowed. Mr. Volpe asked if they could give approval contingent upon the applicant providing the proper documentation with the lettering superimposed. This signage is considerably different from what was originally proposed. Chairman Perkovich agreed and said as long they get the information requested by the Board and it fit within the guidelines of the square footage. Mrs. Grinstead said she would forward the documentation to Mrs. Brooks, Zoning Code Inspector for her approval. Mr. Brown agreed with Mr. Volpe. Mr. Garcia said would the motion reflect the logo/co. name on one panel and the four categories, as stated, on the other and Chairman Perkovich said yes.

Mr. Brown moved to approve the sign package, for Hype Vape & Smoke Shop, 4075 Erie St., Willoughby, OH 44094 as submitted, but contingent upon the applicant emailing the proper documentation showing the actual placement of the signage on the two window panels as discussed and per the Minutes of April 7, 2021, and Mr. Volpe seconded.

ROLL CALL: Yeas: Mr. Brown; Mr. Volpe; Chairman Perkovich

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Nays: Mr. Henrich; Mr. Garcia  
Absent: None

**Motion Carried: Approved**

Mrs. Grinstead asked Mr. Tayeh to get her the required documentation as soon as possible for the record and he agreed.

Chairman Perkovich said Go Bare Skin Clinic will be tabled this evening pending additional documentation that the Board has not yet received.

**Go Bare Skin Clinic**

**(2) Non-illuminated wall signs**

38114 Third St.  
(Rep.- Marcy Jones, Owner)

Mr. Henrich moved to table the sign package, for Go Bare Skin Clinic, 38114 Third St., Willoughby, OH 44094 and Mr. Garcia seconded.

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

**Motion Carried: Tabled**

**New Townhomes**

**Black aluminum fence**

6 Public Sq./Units 1 & 2  
(Rep.- Darryl Hershey, Payne & Payne Homes)

Mr. Hershey of Payne & Payne Homes is representing this application for the new townhomes located at 6 Public Sq./Units 1 & 2, Willoughby, OH 44094.

Mr. Hershey said the fencing are for the front two units on Public Square. It will be a 4' aluminum ornamental fence with two gates to access the front yards of the two units. He said it is similar to the fencing installed by the Sushi restaurant down the street.

Chairman Perkovich said the style of fence is in the rendering with the arched gates and Mr. Hershey said yes.

The Board members like the fence and think it will look good.

Mr. Garcia moved to approve the black aluminum fence, for the new townhomes, 6 Public Sq./Units 1 & 2, Willoughby, OH 44094 as submitted and Mr. Henrich seconded.

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

**Motion Carried: Approved**

**Karen Agnich, Owner of both units**

**White vinyl fence**

6 Public Sq./Units 3 & 4  
(Rep.- Darryl Hershey, Payne & Payne Homes)

Mr. Hershey is representing this application for the new townhomes located at 6 Public Sq./Units 3 & 4, Willoughby, OH 44094.

Mr. Hershey said this is for the back two units on Public Square. They are proposing a 6' high white vinyl privacy fence wrapped partially on the side of the property and along the back of the property.

Chairman Perkovich asked about the purpose of the gates and if they were to gain access to the retail establishments or a specific purpose for each of the units. Mr. Hershey said there is no specific purpose for them. The current owner of the buildings requested they have a gate for access to that area.

Mr. Brown asked how far up in the front will be the fence go. Mr. Hershey said if you are looking from Public Square, the right side, it comes up to where the back building ends. On the other side, the fence comes up past the parking area and returns to the front two buildings. Mrs. Grinstead informed the Board that at the Ingress/Egress Board meeting, Fire Marshal Kocab requested the fence stop short in the drive area, so the emergency vehicles are able to gain access to the property in case of an emergency.

Mr. Brown moved to approve a 6' high white vinyl privacy fence, for the new townhomes for Ms. Agnich, 6 Public Sq./Units 3 & 4, Willoughby, OH 44094 as submitted and Mr. Volpe seconded.

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

**Motion Carried: Approved**

**The Bar Athletics**

**(1) Illuminated wall sign**

38016 Euclid Ave.  
(Rep.- Kyle Hlebak, Owner)

Mr. Hlebak, Owner is representing this application for The Bar Athletics, 38016 Euclid Ave., Willoughby, OH 44094.

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Mr. Hlebak said they are proposing to install an internally illuminated wall sign on the left side of the front elevation of the building. He said they currently have a monument sign on Euclid Ave. at the entrance. The building is set back approximately 50-60 ft. off the road, so they are looking to establish a relationship between the entrance as you are driving down Euclid Ave. and connect the building to the back of their parking lot.

Chairman Perkovich said the Board typically discourages internally illuminated signs. He said it looks like the sign is a cabinet style which is black, and the white lettering is the only thing illuminated, not the box itself glowing and asked if that was correct and Mr. Hlebak said yes. Mr. Hlebak said the sign being illuminated is not a “deal breaker” for them because they will incur more of an expense. He said they are flexible. Chairman Perkovich said they typically prefer up lighting or downlighting, something like LED spots mounted from above.

Mr. Volpe said in the Design Guidelines it does say that box lighting is discouraged, so he would prefer it be non-illuminated or up lit or down lit. Mr. Hlebak said there is a wall sconce they could utilize for lighting.

Chairman Perkovich asked what the reason was for the sign not being centered over the two windows and is closer to the far-left window near the wall sconce. He said they wanted to put it over the entrance over the man door, but it was too large for the location and this location they could make the sign a bit larger for visibility and it would be near the sconce light. Mr. Garcia said the sconce light would only illuminate part of the sign and they would have to shrink the sign for the current light to shine on the whole sign or install additional lighting.

Chairman Perkovich said the Board prefers this sign to not be internally illuminated but lit from an exterior light source and asked Mr. Hlebak if he agreed and he said yes.

Mr. Volpe moved to approve the sign package, for The Bar Athletics, 38016 Euclid Ave., Willoughby, OH 44094 as submitted but with the stipulation it is not an internally illuminated sign, but with the option to illuminate it from above with the existing lighting and Mr. Garcia seconded.

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

**Motion Carried:    Approved**

**V & D Asset Management, LLC**  
3889 Erie St.  
(Rep.- Victor Duqum, V & D Asset Mgmt., LLC)

**Replace shingle roof w/metal roof,  
gutters and down spouts**

Mr. Duqum of V & D Asset Management LLC is representing this application for the building located at 3889 Erie St., Willoughby, OH 44094.

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to do a black metal roof. He said the renderings submitted to the Board are of a black metal roof his contractor just installed and that is what he would prefer. He said the house is white and will look good with the black roof and the new gutters and downspouts. There was a brief discussion on the painting of the shutters and the front and side doors which was not before the Board this evening.

Mr. Brown moved to approve the application for the building located at 3889 Erie St., Willoughby, OH 44094 as submitted and Mr. Garcia seconded.

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

**Motion Carried: Approved**

**Lisa Cole & Michael Kaim**  
37607 Euclid Ave.

**New roof & siding for garage &  
home, New windows for home,  
Add stone to front pillars,  
New vinyl privacy fence,  
Add shed style dormer**

Ms. Cole and Mr. Kaim, Owners are representing this application for multiple home improvements as submitted for the home located at 37607 Euclid Ave., Willoughby, OH 44094.

Ms. Cole said her, and Mr. Kaim bought this home and are doing a complete renovation. They are replacing the roof, the siding, windows on the home and garage. They would also like to install a privacy fence along the commercial driveway to the east of the home. She said there is a second-floor bathroom, and it is a dormered ceiling so when are standing at the sink you can barely stand up without hitting your head, so their plan is to add a flat roof shed style dormer for more head space. Chairman Perkovich said there are a lot of items being presented this evening and he did not see any drawing/blueprint for the fencing or the dormer to make sure these things actually work and what it may look like once constructed. Ms. Cole said Mrs. Brooks said they did not need an actual blueprint, at least not for her approval. She sent her the plat map to draw on and submit. Mr. Kaim said when you walk in the bathroom it is a short roof line, so they are just constructing a small dormer just to be able to stand up at the mirror in the bathroom. He said it will not be seen from the street. He said the pillars in the front are simple with stone on them.

Mr. Brown said it will be a great improvement to that home and the city and Mr. Garcia agreed. Chairman Perkovich asked if it was going to be their personal home and Ms. Cole said no, they will be selling it.

Mr. Garcia moved to approve the multiple home improvements as submitted, for the home located at 37607 Euclid Ave., Willoughby, OH 44094 as submitted and Mr. Henrich seconded.

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

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**Motion Carried:     Approved**

**Charlton Abbott Building**  
37903 Euclid Ave.  
(Rep.- Joe Myers, Architect & Ken Boyd, Owner)

**Replace shed style addition w/  
new porch, Paint entire bldg.,  
New gardens in side yards**

Mr. Myers of Joseph Myers Architect and Mr. Boyd, Owner are representing this application for The Charlton Abbott Building, 37903 Euclid Ave., Willoughby, OH 44094.

Mr. Myers said he is the architect on the project and the Owner Mr. Boyd and Landscape Architect Barrett Robinson are also present this evening.

Mr. Myers said this was the former Burwolf Building, which was a former office building and will continue to be an office building, but with virtual offices. He would like to paint the exterior of the building and referred to the color pallet, Americas Heritage by Sherwin Williams presented in his submittal. He said on the back of the home there was a shed added some time ago and referred to the rendering. They would like to remove the shed and add a back porch (plans included). He said lastly, they will adding gardens to the grounds to be utilized by the members of the organization. There is a café where they can grab lunch and eat in the gardens or invite clients for lunch. The garden area is all natural and not paved patio and will have screening around the outside for privacy. The areas within the garden are a packed aggregate.

Chairman Perkovich said he is excited about this project, especially the garden areas. Mr. Brown agreed and really likes the Heritage colors to brighten up the building. All the Boards members agreed and are excited about this project.

Chairman Perkovich asked if the evergreen hedge will evolve over time or will it be larger stock. Mr. Robinson said with all the work going into the property, they are concerned with the expense and are still working through those details.

Mr. Henrich moved to approve the multiple improvements as submitted and per the minutes of April 7, 2021 for the Charlton Abbott Building, 37903 Euclid Ave., Willoughby, OH 44094 and Mr. Brown seconded.

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

**Motion Carried:     Approved**

**etc. on erie**  
4069 Erie St.  
(Rep.- Dave Wickman, Owner)

**Remove and install new awning  
w/company name**



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Mr. Dave Wickman, Owner of etc. on erie is representing this application for the removal of an old awning and replacement of a new awning with the company name for etc. on erie, 4069 Erie St., Willoughby, OH 44094.

Mr. Wickman said they are removing the green awning on the right side and will replace it with an awning similar to Yogi's down the street. He said the new awning will be a slate gray. He said Mr. Black will be representing his awnings and they have matched the color of the awnings for both businesses. Chairman Perkovich asked Mr. Wickman why they removed the middle awning. Mr. Wickman said it is recessed and the awning is large and thought it was a cleaner look and obviously less expensive to replace.

Mr. Henrich was sorry to see the center awning removed and Mr. Garcia agreed. Mr. Volpe had no issues with the submittal but agreed with Mr. Henrich and Mr. Garcia regarding the removal of the center awning, but said it looks fine without it and understands they are expensive.

Mr. Garcia moved to approve the removal of the old awning and install a new awning with the company name, for etc. on erie, 4069 Erie St., Willoughby, OH 44094 as submitted and Mr. Volpe seconded.

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

**Motion Carried:    Approved**

**B. Legrand Design :: Build**  
4065 Erie St.  
(Rep.- Bryan Black, B. Legrand Design)

**Remove and install new awning  
w/company name. Remove round  
middle awning**

Mr. Black, Owner of B. Legrand Design, was not present to represent this application for the removal of old awning and replacement of a new awning with the company name and the complete removal of the middle round awning for B. Legrand Design :: Build, 4065 Erie St., Willoughby, OH 44094.

Mr. Wickman said he spoke to Mr. Black earlier and expected him to be on. Mr. Henrich said he would have a hard time voting on this submittal this evening without having the opportunity to speak with Mr. Black regarding the removal of the middle awning. Chairman Perkovich said from his standpoint since they are on opposite sides of the same building, he would like to see them installed at the same time but is fine going forward with a vote without Mr. Black being present. Mr. Wickman said they have spoken with the building owner, Mr. Forker, and he is fine with whatever the Board approves.

Mr. Volpe moved to approve removal of the old awning and install a new awning with the company name and the complete removal of the middle round awning, for B. Legrand Design :: Build, 4065 Erie St., St., Willoughby, OH 44094 as submitted and Mr. Brown seconded.

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

**Motion Carried: Approved**

**MINUTES**

**March 3, 2021**

Chairman Perkovich said there was a transposition of two words on the first page last paragraph that will be corrected.

Mr. Brown moved to approve the regular Design Review Board meeting minutes as corrected for March 3, 2021 and Mr. Volpe seconded.

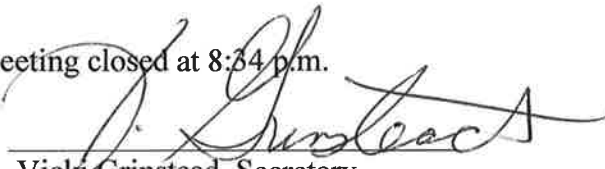
ROLL CALL: Yeas: Mr. Henrich; Mr. Garcia; Mr. Brown; Mr. Volpe; Chairman Perkovich  
Nays: None  
Absent: None

**Motion Carried: Approved**

Mr. Henrich was unhappy with the incomplete application for Hype Vape and Smoke Shop and feels the Board should not have approved it. He also does not like the Board approving applications when the applicant's do not show up for the meeting. Mr. Garcia said he did reach out to Hype Vape and Smoke Shop and asked for a rendering of the proposed signage on the window, but the applicant's response did not include the suggested rendering.

There being no further business the regular meeting closed at 8:34 p.m.

  
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John Perkovich, Chairman

  
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Vicki Grinstead, Secretary