

**DESIGN REVIEW BOARD
CITY OF WILLOUGHBY
REGULAR MEETING MINUTES
MAY 5, 2021**

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

Chairman Perkovich called the virtual ZOOM meeting to order at 7:01 p.m.

Ms. Jones was not yet present at the meeting, so Chairman Perkovich changed the order of the agenda to allow her more time to attend the meeting.

NEW BUSINESS

The Wholesome Hippie
4075 Erie St.
(Rep.- Bryce Fredrick, Owner)

**(1) Non-illuminated, painted
window sign**

Mr. Fredrick, Owner of The Wholesome Hippie, 4075 Erie St., Willoughby, OH 44094 is representing this application.

Mr. Fredrick said he is applying for a painted sign for his front window. The sign will be centered in the middle of the two panes and will be painted by a local artist. He features local artists in his shop each week.

Mr. Garcia said his concern was how the sign would look with the sign being in the middle of the two panes and would like to see something more permanent. Chairman Perkovich agreed with Mr. Garcia and wondered about the upkeep of the painted sign. Mr. Fredrick said he had priced other signs and they were much more than he wanted to spend at this time. He wanted to invest in more equipment for his business right now. Mr. Fredrick said if the sign needed maintenance, he would have the local artist come in to fix it. He said he would also touch it up if needed.

Chairman Perkovich suggested the Board put a stipulation in the motion with a time limit for the painted sign to see how the sign is holding up to the elements.

Mr. Garcia moved to approve (1) non-illuminated painted window sign, for The Wholesome Hippie, 4075 Erie St., Willoughby, OH 44094 as submitted, but with the stipulation that the applicant appear before the Board 6 months (November 3, 2021) from today to see how the sign is holding up due to the elements and if the Board feels Mr. Fredrick needs to apply for permanent signage and Mr. Brown seconded.

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

Motion Carried: Approved

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Pulsart Media

4132 Erie St./#201

(Rep.- Dustin James, Advanced Installation & Sign)

(1) Non-illuminated wall sign

Mr. James of Advanced Installation & Sign is representing this application for Pulsart Media, 4132 Erie St./#201, Willoughby, OH 44094.

Mr. James said his client would like to install their sign above the entryway to their second story studio. They are above Elite Repeats and are a photography studio. He said the first sign rendering they submitted was similar to Elite Repeats, but there was some feedback from a Board member that he would like to see some relief or dimension to the sign. He said they submitted a second rendering (dated 5/5/21) with ¼” thick black acrylic stick lettering.

Chairman Perkovich said he did receive the new rendering with the raised letters, and this is what the Board prefers. Mr. Brown agreed with Chairman Perkovich and prefers the newer rendering with the raised lettering.

Mr. Garcia asked if the logo will also be raised lettering. Mr. James was unsure, but said it seems like the border is the only thing that will not be raised. He said the lettering and the logo will be raised. Mr. Garcia likes the new rendering.

Mr. Brown moved to approve (1) non-illuminated wall sign for Pulsart Media, 4132 Erie St./#201, Willoughby, OH 44094 with the revised rendering with the raised lettering and logo, dated May 5, 2021 and Mr. Garcia seconded.

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

Motion Carried: Approved

Barktown Willoughby

4074 Erie St

(Rep.- Edward Sajovic, EJS Design)

**(1) illuminated wall sign,
(3) Non-illuminated projecting
signs, Paint exterior of bldg.**

Mr. Sajovic of EJS Design is representing this application for the sign package and the painting of the exterior of the building for Barktown Willoughby, 4074 Erie St., Willoughby, OH 44094.

Mr. Sajovic said they will be utilizing the same space where the former Traveline Agency sign was. Gladys and Mike Reilly are the building and business owners. He said there are two businesses in the building; one will be Viva Spanish, which will be located in the rear of the building. The second business which will front Erie Street will be Barktown Willoughby. The left side of the building will service a dog boutique and the right side of the building will be a dog groomer.

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Chairman Perkovich asked Mrs. Grinstead for clarification that the Board is just approving the Barktown Willoughby sign on the front façade of the building. Mrs. Grinstead said yes, the (3) projecting signs need approval by the Board of Zoning appeals for a height issue, but the painting of the building is also before the Board this evening.

Mr. Sajovic said the ¼” lettering will be raised and attached to a substrate. The lettering will be a PVC material with a metallic foil over it. He said the metallic solid lettering tends to be expensive. He said they will be using a silver metallic for the lettering. He referred to the “Signage Inspiration” page and said they will choose either the type style lettering for either the “All-Americans” or the “1943” depending on cost, but it will be raised lettering. Chairman Perkovich said he likes the raised lettering and how they choose to mount it is up to the applicant.

Mr. Brown asked if the font that is presented on the rendering for Barktown Willoughby is the font that will be used and Mr. Sajovic said yes, it is Century Gothic, but they may go with the Century Gothic Bold. Mr. Brown said he prefers what was proposed in the rendering and Mr. Garcia agreed. Mr. Sajovic said his client is Glady Reilly is in the meeting. Mrs. Reilly agreed to use the thinner font that was presented in the rendering. Mr. Brown asked if the existing lighting would stay, and Mr. Sajovic said yes. Mr. Brown asked what the background color of the sign will be. Mr. Sajovic said a dark navy and the lettering will be a silver tone.

Mr. Sajovic said they have decided not to use the color pallets that were presented and will repaint the bottom half of the building white. They will paint both doors navy-blue. Mr. Garcia agrees keeping the white will look nice with the brick.

Mr. Brown moved to table the (3) non-illuminated projecting signs for Barktown Willoughby, 4074 Erie St., Willoughby, OH 44094 pending Board of Zoning Appeals approval and Mr. Garcia seconded.

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

Motion Carried: Tabled

Mr. Garcia moved to approve (1) illuminated wall sign with the thin font lettering as presented in the rendering with a navy-blue background and silver lettering and the doors to match the navy in the sign; the lower half of the building will remain white for Barktown Willoughby, 4074 Erie St., Willoughby, OH 44094 as submitted and Mr. Brown seconded.

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

Motion Carried: Approved

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OLD BUSINESS

Go Bare Skin Clinic

38114 Third St.

(Rep.- Marcy Jones, Owner)

(2) Non-illuminated wall signs

Mr. Garcia moved to untable the application for Go Bare Skin Clinic, 38114 Third St., Willoughby, OH 44094, and Mr. Brown seconded.

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

Motion Carried: Untabled

Ms. Jones, Owner of Go Bare Skin Clinic, 38114 Third St., Willoughby, OH 44094 is representing her application.

Chairman Perkovich said there are two signs, a street frontage awning sign with the logo and the second sign on the parking lot side, which he believes is painted. This sign went before the Board of Zoning Appeals (BZA) and was approved for 27 sq. ft. in total. Ms. Jones confirmed the sign was painted on the building. She told the Board, the building owner, Jacob Edwards, resubmitted a rendering showing what the new size sign would look like on the parking lot side of the building.

Chairman Perkovich said if this sign would have come before them before it was installed, they would have let the applicant know the Board preferred to see it on the side awning verses painted on the side of the building. He said painting a sign on the building would have been a last resort. He was concerned regarding how the building will look after the sign has been removed and repainted. Ms. Jones said it was not painted but it is a heat shrink material. She said Mr. Edwards told her he can slice it and remove half of it. She believes it will peel off. Chairman Perkovich said he would still prefer the signs to be on both the awnings to match.

Mr. Garcia said he agrees with Chairman Perkovich regarding the signs both being on the awnings, especially since it did not meet the city code and can be easily removed, and the brick repaired or painted. Ms. Jones said she had no idea how to fix this. She paid Mr. Edwards quite a bit of money for this sign and cannot afford to put another sign on the awning since her business has struggled during the pandemic.

Mr. Brown said the Board understands her situation from a business perspective. Chairman Perkovich agreed but would like to see her sign on the side awning in the future to look cohesive. They may allow her to keep this sign up for a certain period of time and require her to come back before the Board. He would suggest putting a one-year termination on this approval, so she would have to come back before the Board.

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Mr. Garcia asked how they would trim the sign to fit to what the BZA board allowed. Ms. Jones said they would remove the logo and the black background. It will just say Go Bare Skin Clinic.

Mr. Garcia moved to approve the (2) non-illuminated wall signs for Go Bare Skin Clinic, 38114 Third St., Willoughby, OH 44094, with the stipulation that the approval for the sign on the side of the building expires one year from today (May 5, 2022) and must meet the specifications set forth by the Board of Zoning Appeals at their meeting on March 24, 2021 and Mr. Brown seconded.

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

Motion Carried: Approved

MINUTES

April 7, 2021


Chairman Perkovich would like to add the phrase “on the left side of the front elevation”.. instead of the side of the building on Page 6, for the first line, first paragraph for The Bar Athletics.

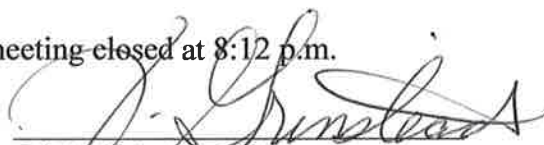
Mr. Brown moved to approve the Design Review Board meeting minutes, with Chairman Perkovich’s suggested changes, for April 7, 2021 and Mr. Garcia seconded.

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

Motion Carried: Approved

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


John Perkovich, Chairman


Vicki Grinstead, Secretary