

**DESIGN REVIEW BOARD
CITY OF WILLOUGHBY
REGULAR MEETING MINUTES
JUNE 2, 2021**

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

Chairman Perkovich called the virtual ZOOM meeting to order at 6:59 p.m.

NEW BUSINESS

Chelle's Paw Spa

4072 Erie St.

(Rep.- Edward Sajovic, EJS Design)

**Non-illuminated
window signage**

Mr. Sajovic of EJS Design agent for Chelle's Paw Spa, 4072 Erie St., Willoughby, OH 44094 is representing this application.

Mr. Sajovic said these are applied vinyl bubbles and the logo on the windows. His client is a dog groomer and has a dog spa and that is where the bubble idea came from. The logo is a woman embracing a dog's chin. His client's logo is typically square, but they have made it round to be cohesive with the bubbles. They have decided the logo looked best on window four since the eye reads from left to right. The signs are UV proof and will be mounted to the exterior of the window.

Chairman Perkovich asked if the sign is temporary and if they are still going to do a blade sign, which was discussed at the last meeting. Mr. Sajovic this will be a permanent sign; the vinyl is a 3-5-year adhesive. He said they may also be considering the blade sign in the near future.

Mr. Garcia said the rendering the Board has, shows the logo on window three. Mr. Sajovic said they have changed the logo to be installed on the window furthest to the right or window four in the upper portion so there is separation from the bubbles.

Mr. Volpe said Mr. Sajovic may want to consider a piece of directional signage for the center door at 4072 Erie St.

Mr. Henrich moved to approve (1) non-illuminated window sign and bubble design, for Chelle's Paw Spa, 4072 Erie St., Willoughby, OH 44094 as submitted with the exception the logo will be in the fourth or far right window, and Mr. Brown seconded.

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

Motion Carried: Approved

**Design Review Board
City of Willoughby
Regular Meeting Minutes
June 2, 2021**

MINUTES

May 5, 2021

Mr. Brown moved to approve the Design Review Board meeting minutes, as submitted for May 5, 2021 and Mr. Garcia seconded.

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

Motion Carried: Approved

DISCUSSION

Mickey's Ice Cream & Dogs
38126 Third St.
(Rep.- Edward Sajovic, EJS Design)

**Signage/painting of building
Ice cream cone prop**

Mr. Sajovic gave a brief history of the building. His clients want a dimensional ice cream cone prop on the building. He showed the Board an example of an ice cream cone projecting off a building. He said the ice cream cones they would be proposing may be approximately 36" high on the front of the building on either side of the wall sign. He said the cone would be made out of fiberglass that would be painted and would be waterproof and weatherproof and mounted to the building. They may repeat the logo on a smaller scale on the front window in vinyl.

Mr. Sajovic said concept one there may not be an entrance for the building; it would be a walk up and order at the front window and you would pick up your order at the side window. Concept two they may allow customers to enter the building to order because of inclement weather and have a quick turn around area. He explained the renderings presented to the Board.

Chairman Perkovich said he likes the concept and the neapolitan on the side. He suggested Mr. Sajovic speak to Mrs. Brooks in the Building Department regarding the two ice cream cone props being counted as sign square footage.

Mr. Henrich likes the idea of the three-dimensional ice cream cones and the neapolitan stripping on the side of the building and Mr. Brown agreed. Mr. Brown also liked the pink around the wall sign. He also suggested maybe adding an arrow on the neapolitan strip on the side of the building as directional signage.

Mr. Volpe also liked the ice cream cones and the neapolitan and suggested maybe making it look like it was melting down the side of the building. He suggested for the wall sign to consider high density foam which is less expensive and has better longevity. Mr. Sajovic liked Mr. Volpe's suggestions and said he may look at adding the ice cream cones to the side of the building. Chairman Perkovich said he likes Mr. Volpe's idea of the dimensional signage on the front of the building and that is what DRB is looking for.

**Design Review Board
City of Willoughby
Regular Meeting Minutes
June 2, 2021**

Sweet Beginnings
4145 Erie St #102
(Rep.- Edward Sajovic, EJS Design)

**Window signage/Signage above
side door**

Mr. Sajovic said he is in contact with the business owner and trying to help with funding for signage for the front window of Sweet Beginnings. He would keep a majority of the façade. They would use black and red striping which frames each window is an applied vinyl. The white background resembles trim molding and decorative Victorian panels. The white panels would be inside the window glass, behind the glass by approximately 12"-14". They are mounted and reference the client's products with a three-dimensional appearance. He showed the Board a modified version of the side of the building that the Board did not have. He said they took the existing door and added trim paneling with an arched top. It would be made of wood or a poly material that looks like wood that is weatherproof. He would like to add the name of the business above the door as well. This building is on the historic registry and is the first thing you see driving into town. He said they also would like to add a sign to the right of the door with her hours of operation etc.

Mr. Sajovic said they have another version the Board did not have which shows a candied stripped awning over the front windows and a round top awning over the side door.

Chairman Perkovich liked all of the presentations. He liked the three-dimensional aspect of the front signage and the awning ideas. Mr. Henrich agreed with Chairman Perkovich. There was a brief discussion on painting the side of the building where the brick does not match. Mr. Brown likes the awning on the side but not on the front because the window boxes will stand on their own.

Pranzo!
4066 Erie St.
(Rep.- Edward Sajovic, EJS Design)

Planter boxes/exterior vines

Mr. Sajovic said Pranzo is looking to capitalize on putting their tables front and forward. They are looking to put in planter boxes and silicone molded vines which are molded from real vines. They have a metal spine to bend and shape them. They may add a real grape vine on the side of the building near Nora's. He explained the different versions of the vines presented in the Board's renderings, which included holiday versions and an illuminated night version.

Mr. Garcia is concerned the vine may not look realistic. Mr. Sajovic showed the Board a picture via his cell phone. He said the company called Universal Rock makes displays for Disney. He said he also works with a vendor, Autograph Foliage, in Cleveland which provides UV proof foliage. He said they would put real plants in the boxes and start the artificial vines 8'-9' in the air as to not to be at eye level.

Chairman Perkovich likes the concept. He does like the planter idea and the illuminated vines. Chairman Perkovich shares Mr. Garcia's concern regarding realism and said it has to be stellar since the street scape is at eye level. Mr. Henrich likes how the design softens the building and loves the lighting. Mr. Sajovic said the building has been repainted and the business owner fabricated planter boxes that project out no more than 18". He said they also may add colorful realistic looking flowers to the vines.

**Design Review Board
City of Willoughby
Regular Meeting Minutes
June 2, 2021**

Wholesome Hippie
4075 Erie St.
(Rep.- Edward Sajovic, EJS Design)

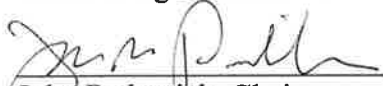
**Exterior tropical "greenwall"
header, Vinyl signage on the
window glass, Signage above
door entrance, Rear entry signage**

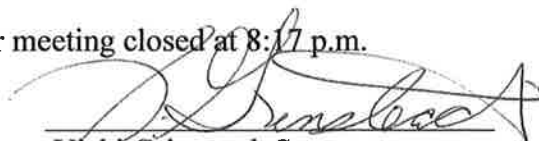
Mr. Sajovic said the owner of Wholesome Hippie approached him to make a sign for the back entrance of the building that is shared with another business to help customers find his business. He explained his renderings to the Board members. He said he was inspired by the foliage inside the building and carried it to the header above the window and door for each rendering. Version 1 includes signage over the door and the round logo and offerings on both windowpanes. Version 2 includes signage over the door and the round logo on one window, Version 3 includes signage over the door with an arched logo split between the two windowpanes. The trowel with the greenery would be a placard that screws onto the mullion and the "E" in Wholesome is floating. The rest of the letters are applied to the glass. The word hippie will be split between the two panes and applied directly to the glass as well. The client prefers Version 3.

Chairman Perkovich prefers Version 3 and likes the green paint color behind the sign over the door, however, he does not like the greenery on the sign band. He does like the greenery concept but would like to see it at street level with planter boxes etc. Mr. Henrich agreed with Chairman Perkovich and likes Version 3 but does not like the greenery above. Chairman Perkovich said the greenery does not look symmetrical on the building.

Mr. Volpe suggested Mr. Sajovic check with The Department of Interior (part of the National Park Service) and consult their guidelines since the Sweet Beginnings building is on the national registry before any changes are proposed to the building itself and to the side door.

There being no further business the regular meeting closed at 8:17 p.m.


John Perkovich, Chairman


Vleki Grinstead, Secretary