

**DESIGN REVIEW BOARD
CITY OF WILLOUGHBY
REGULAR MEETING MINUTES
AUGUST 4, 2021 @7:00 p.m.**

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

Chairman Perkovich called the in-person meeting to order at 7:00 p.m.

OLD BUSINESS

Mr. Henrich moved to untable Old Business for Barktown Willoughby, 4074 Erie St., Willoughby, OH 44094 and Mr. Brown seconded.

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

Motion Carried: Untabled

Barktown Willoughby
4074 Erie St.
(Rep.- Gladys & Michael Reilly, Owners &
Hannah Reilly)

**(3) Non-illuminated projecting
signs**

Ms. Reilly, daughter of Mr. & Mrs. Reilly of Barktown Willoughby, 4074 Erie St., Willoughby, OH 44094 is representing this application.

Ms. Reilly said they are proposing three signs that would hang under the eave in the front of the building. These signs will identify the two storefronts as well as the entrance to the upstairs apartments. The sign complies with city regulations for height. The signs are constructed from maple wood and will be painted white with navy blue lettering. The navy blue will match the background of the Barktown Willoughby sign. There are two doors in the front and two storefronts but one of the doors leads to the apartments and they want to delineate the store entrance from the apartment entrance. She showed the board a sample of the signage and also referenced the submittal.

Chairman Perkovich asked if the signs will be two-sided, and Ms. Reilly said yes. Ms. Reilly said the sign is three dimensional with carved lettering with a beveled edge on both sides. The signs will be mounted with a strip of wood mounted, and painted to match the sign, onto the eave and attached with eye hooks, so it is hanging 96" from grade.

Mr. Henrich moved to approve (3) non-illuminated projecting signs for Barktown Willoughby, (4070, 4072) and 4074 Erie St., Willoughby, OH 44094 as submitted and Mr. Brown seconded.

**Design Review Board
City of Willoughby
Regular Meeting Minutes
August 4, 2021**

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

Motion Carried: Approved

NEW BUSINESS

Chelle's Paw Spa
4074 Erie St.
(Rep.- Edward Sajovic, EJS Designs)

**(1) Non-illuminated wall sign (side),
(2) Non-illuminated wall signs,
(rear entrance door & inst. signs)**

Edward Sajovic, of EJS Designs is representing this application for Chelle's Paw Spa, 4074 Erie St., Willoughby, OH 44094.

Mr. Sajovic said there are two directional signs for the side of the building; (choice "A") is the logo with the arrow underneath and the other (choice "B") is the logo with the arrow running through the middle for the directional sign. Mr. Sajovic said there was discussion that the corner of the building would be to sign heavy and decided to simplify things. He said his client prefers choice "A" with the bubbles and the board agreed. Mr. Sajovic said they have permission to move the "no parking fire lane" sign so it is still visible from the street, so it will be moved between the two windows as shown in the rendering. Mr. Sajovic said he has also presented two versions (choice "A"), with bubbles which the client prefers, and (choice "B"-no bubbles) for the identification and instructional signs for the rear of the building and rear entrance door.

Chairman Perkovich said he prefers (choice "A")with the logo with the arrow below for the directional sign. He said he also prefers the signs with the bubbles for the rear of the building because it ties together the signage on the storefront of the building. The other board members agreed with Chairman Perkovich.

Mr. Brown moved to approve the sign package for Chelle's Paw Spa, 4074 Erie St., Willoughby, OH 44094 as submitted with (choice "A") for the rear entrance door and rear instructional sign with bubbles and (choice "A") for the wall sign for side of the building with the logo and arrow below and Mr. Henrich seconded.

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

Motion Carried: Approved

**Design Review Board
City of Willoughby
Regular Meeting Minutes
August 4, 2021**

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

**(1) Non-illuminated wall sign
(identification), (1) Non-illuminated
window sign, (1) Non-illuminated
wall sign (instructional sign)**

Edward Sajovic, of EJS Designs is representing this application for The Wholesome Hippie, 4075 Erie St., Willoughby, OH 44094.

Mr. Sajovic said he had a discussion with the board previously on signage and greenery on the front of the building. He said the board felt the greenery may have been too much, so they simplified the design. The window sign had a bump out with a medallion. The Wholesome Hippie logo is arched, and the trowel is centered with the "E" on the trowel and the remaining letters are on affixed to the glass. They are asking to also to paint above the door a mint green color to compliment the leaves and trowel with a dimensional, ½" thick sign applied to the mint green paint above the door. They are also seeking rear entry instructional signage for identification purposes. There are three choices for the rear signage (choice "A", clear), (choice "B" solid green), (choice "C" gradient green). Mr. Sajovic showed the board a sample of how they would mount the trowel for the window sign and said he would also need to obtain approval from the building owner. He said the medallion is 13" wide and 33" in height and will mount up high enough to be out of reach of passersby. The window identification sign was revised (in record, dated 8-4-21). The word "hippie" has been split over the mullion.

Mr. Henrich said he prefers (choice "C"), gradient green, for the rear entry sign and the board members agreed. Chairman Perkovich complimented Mr. Sajovic for his design of the signs. He suggested for the window sign trowel he could possibly add a backing and leave out the strip, so when it is mounted it more or less looks like it is touching the glass.

Mr. Henrich asked if they could do a gradient paint instead of the solid mint green above the door and it would also match the back signage. Mr. Sajovic said they may be able to have it printed and mount it to PVC. Mr. Brown agreed with Mr. Henrich's suggestion. Mr. Sajovic said if they approved the hombre printout to match with the scallop and shadowing on the print, but the client preferred the solid color would that be approved as well. Chairman Perkovich and board members were ok with either the vinyl gradient printout or the painted green.

Mr. Henrich moved to approve the sign package for The Wholesome Hippie, 4075 Erie St., Willoughby, OH 44094 as submitted with the revisions presented by Mr. Sajovic for the window signage and (choice "C") for the gradient sign for the rear of the building and for the sign over the door in the front of the building giving the client the option to decide on either the gradient or solid green and Mr. Brown seconded.

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

Motion Carried: Approved

**Design Review Board
City of Willoughby
Regular Meeting Minutes
August 4, 2021**

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

(1) Illuminated wall sign, (2) Non-illuminated logo signs (ice cream cones), Painting exterior of building

Edward Sajovic, of EJS Designs is representing this application for Mickey's Ice Cream, 38126 Third St., Willoughby, OH 44094.

Mr. Sajovic said they are renovating this building and their intended grand opening date is September 1, 2021. He explained that the wall identification signs have four versions with very slight variations to the Neapolitan backer. He said he favors the thinner versions 3 and 4. He said the large header sign will be one solid piece of P5 acrylic. The black border will be ½" raised all the way around and is approximately a 2" wide border. The background of the sign will be white. The neopolitan stripes, ice cream cone, and Mickey's will be a printed vinyl that mounts to a ½" thick black PVC or acrylic material.

Mr. Sajovic said the two ice cream cone logos are 15" wide by 46" in height. He explained how the cone will be constructed and that it will be durable. He said there will be vinyl on the glass on the front façade that mirrors the Mickey's above. He said there will be a side entry door which they are building out. The door is cut and is installed and are putting a platform in. He said you will enter through the front door, place your order, exit out the side door and pick up at the side window.

Mr. Sajovic said there will be neopolitan stripes down both sides of the building. The building will be an off-white or cream color with black trim. He said Seamus Coyne is stripping the old paint from the shingles.

Mr. Brown asked about the illumination at the top of the building. Mr. Sajovic said there is currently a large flood light that will be removed and replaced with some type of gooseneck down lighting. He said no portion of the sign is backlit. Chairman Perkovich suggested even using two gooseneck lights and showed Mr. Sajovic on the rendering. Chairman Perkovich said the board will not specify if he wants one or two gooseneck lights, but the motion should state the illumination portion will be a down light. He said as long as there is no internal illumination the board is fine with that.

Chairman Perkovich said as far as the four versions of the wall identification signs, he has no issues with any of the versions and the board agreed. The board agreed to let Mr. Sajovic's client decide which version he prefers. He said the board will also specify the building color must be an off-white, cream color or french vanilla or a slight variation of the same.

Mr. Brown moved to approve the sign package and painting of the exterior of the building for Mickey's Ice Cream, 38126 Third St., Willoughby, OH 44094 as submitted but with the stipulation the client chooses one of the four versions presented for the wall identification signs, and the exterior building paint color to be a french vanilla or an off-white color, and the main sign must be down lit with some type of gooseneck lighting, and Mr. Henrich seconded.

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

**Design Review Board
City of Willoughby
Regular Meeting Minutes
August 4, 2021**

Motion Carried: Approved

The Sweets Geek
4050 Erie St.
(Rep.- Edward Sajovic, EJS Designs)

**(2) Non-illuminated awning signs,
(1) Non-illuminated wall sign
(instructional), (1) Non-illuminated
window sign on door, Painting
facade**

Edward Sajovic, of EJS Designs is representing this application for The Sweets Geek, 4050 Erie St., Willoughby, OH 44094.

Mr. Sajovic said Bruce Awnings will recover the awning, but the frame will remain. His client would like to paint the lower portion of the building, the mullions, door frame and sidewall entry in a black or dark charcoal or gunmetal paint color. He said her brand and logo are black, white, and wood tones. Her logo is a cupcake, a geek face, and at the center is a heart which stands for love. He said there are two versions of the geek's glasses, square and rounded. He said they are seeking approval for the awning with the trio icon set at the top angled portion and the lettering of "The Sweets Geek" across the front facia, the paint color, the vinyl on the glass with hours of operation, and "Our Story" to the right of the door.

Chairman Perkovich asked if the "Our Story" is vinyl that is applied or some sort of panel that has dimension to it. Mr. Sajovic it will be a high industrial vinyl, similar to a vehicle wrap that would be applied directly onto the wall. He said his client is still writing her story and deciding on the font that will be used. Chairman Perkovich said he would prefer a gunmetal or similar for the front of the building. Mr. Henrich said he would also prefer a contrast for the paint color and Mr. Brown agreed. Mr. Brown asked if they would consider not painting the window frames and door if they were to go with a gunmetal paint. Mr. Sajovic said he believes there might be a disconnect with leaving the mullions unpainted. Mr. Brown said he would prefer a gunmetal or charcoal gray, not black. Chairman Perkovich said the board does not want it to be black, it must be a gunmetal or charcoal gray.

Chairman Perkovich said since there are still a couple of components that are still not "flushed out" the board will let Mr. Sajovic's client decide on what version of the awning sign she would like. He said the motion should stipulate the awning can be jet black, but the lower portion of the building should be a charcoal gray or a version of that.

Mr. Henrich moved to approve the sign package for The Sweets Geek, 4050 Erie St., Willoughby, OH 44094 as submitted but with the option to let the client decide which logo they would choose for the awning, and the paint color of the building shall be a charcoal gray or a version of that color to show contrast, avoiding all black and Mr. Brown seconded.

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

Motion Carried: Approved

**Design Review Board
City of Willoughby
Regular Meeting Minutes
August 4, 2021**

MINUTES

July 7, 2021

Mr. Brown moved to approve the Design Review Board meeting minutes, as submitted for July 7, 2021 and Mr. Henrich seconded.

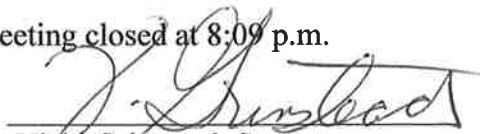
ROLL CALL: Yeas: Mr. Brown; Bill Henrich; Chairman Perkovich
 Nays: None
 Absent: Mr. Garcia; Mr. Volpe

Motion Carried: Approved

There being no further business the regular meeting closed at 8:09 p.m.



John Perkovich, Chairman



Vicki Grinstead, Secretary