

**DESIGN REVIEW BOARD
CITY OF WILLOUGHBY
REGULAR MEETING MINUTES
JANUARY 2, 2025 @7:00 p.m.**

PRESENT: Adam Brown; Paul Garcia; John Perkovich, Chairman
ABSENT: Nicole Chapman; Amy Bell
OTHERS: Vicki Grinstead, Secretary

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

OLD BUSINESS

None

Chairman Perkovich let the members know that there were only three of the five members present this evening and if they would prefer to wait for more members to be present they can table they applications until the next meeting. All applicants wished to proceed.

NEW BUSINESS

Pranzo
4066 Erie St.
(Rep.- Alfio Pinzone, Owner)

**Paint exterior of bldg.
(already painted)**

Mr. Pinzone, Owner is representing the application for painting the exterior of the building for Pranzo, 4066 Erie St., Willoughby, OH 44094.

Mr. Pinzone said they painted the building prior to getting the board's approval. He said they did not realize they needed an approval.

Chairman Perkovich said it was previously a cream color but is now a forest green and Mr. Pinzone said that is correct. Chairman Perkovich said essentially they painted all the cream color the green and liked the new color. The other board members liked the new color as well. Mr. Garcia said if they made any other exterior changes going further they would need to come before the board first.

Mr. Garcia moved to approve painting of the exterior of the building for Pranzo, 4066 Erie St., Willoughby, OH 44094 as submitted in the rendering and Mr. Brown seconded.

ROLL CALL: Yeas: Mr. Garcia; Mr. Brown; Chairman Perkovich
Nays: None
Absent: Ms. Chapman; Ms. Bell

Motion Carried: APPROVED

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Tricky Tortoise Brewing Co. LLC
4057 Erie St.
(Rep.- Robert Ehasz, Owner)

**(2) Illuminated wall signs,
face replacements (west & east
elevations)**

Mr. Ehasz, Owner is representing the application for (2) illuminated wall signs with face replacements for the west and east elevations for the Tricky Tortoise Brewing Co. LLC, 4057 Erie St., Willoughby, OH 44094.

Mr. Ehasz said they are two years into the project and have been open for six months and the building signage still shows the previous company so he is here to get approval for new signage. They will be doing face replacements with the previous wall signs.

Chairman Perkovich asked if the signs proposed in the renderings are on a white background with black lettering or is it just a generic rendering. Mr. Ehasz that is what they are proposing.

Chairman Perkovich said anything internally illuminated is technically prohibited. He was on the board when the Willoughby Brewing Company signage was approved and they do allow some latitude toward internal illumination. He said in this case with the Willoughby Brewing Company it was essentially hidden from the street view and wanted to help the applicant, at the time, to be seen; however, the signs were a darker background with yellow lettering and had some dimension to it. Even though it was internally illuminated it did not glow like a beacon and had an understated feel to it.

Chairman Perkovich asked if there were other options. Mr. Ehasz said it was the cheapest and easiest thing for him to do and their logo is white with black lettering. He did not realize the back story of the building signage and did not realize it would be an issue. Chairman Perkovich said the white background is an issue for the board because it is so stark. If he reversed the sign to have a black face with white lettering that would be more acceptable.

Mr. Garcia agrees with Chairman Perkovich's comments. He said one sign says Tricky Tortoise Brewing Company & Restaurant and the other sign says Tricky Tortoise Brewing Co. and asked if this is the way they are intended to look. Mr. Ehasz said the sign facing Erie St. will be the same but the sign on the back of the building was actually two different signs. Their intent was to leave the rectangular sign and change the face in the oval sign, which the contractor recommended for expense and ease of installation. They also did not want to damage the building taking down the lower sign. Mr. Garcia said he does not have a problem since the signs are existing but if these were new signs they would not approve them; the issue is just the design he is presenting.

Chairman Perkovich said he believes these are just black vinyl letters stuck on a white vinyl face and Mr. Ehasz believes that to be correct. The board prefers some relief or dimension to the sign. The previous sign has some thickness to the letters or has a shadow line and they prefer these options. If they preferred to keep this option he suggested halo lit black lettering so the white did not glow at night but this would be an added expense.

Mr. Brown agrees with the boards previous comments and said the white background against this building is not aesthetically pleasing. He said they look at how it looks on this particular building and goes with the surrounding buildings. He said the previous sign with the red background with gold lettering looks nice against this building but not a white background. He said all three of the board members need to agree, as the Chairman

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previously mentioned, or it would be denied. Mr. Garcia said he would have the option to table this until the next meeting and Mr. Ehasz said he would prefer to table this evening.

Chairman Perkovich said to reiterate the signs backgrounds being white is an issue and the lettering should have some type of thickness, for example ¼” or 3/8” that still provides a shadow line. Mr. Ehasz said the black background with the white lettering may be the easier option but he will check with his contractor.

Mr. Brown moved to table the (2) illuminated wall signs with face replacements for the west and east elevations for the Tricky Tortoise Brewing Co. LLC, 4057 Erie St., Willoughby, OH 44094 per the applicant’s request to allow him time to explore more signage options and Mr. Garcia seconded.

ROLL CALL: Yeas: Mr. Brown; Mr. Garcia; Chairman Perkovich
 Nays: None
 Absent: Ms. Chapman; Ms. Bell

Motion Carried: TABLED

The Cutting Lounge

4078 Clark Ave.

(Rep.- Warren Phillips, Owner)

(1) Non-illuminated wall sign

Mr. Phillips, Owner is representing the application for (1) non-illuminated wall sign for The Cutting Lounge, 4078 Clark Ave., Willoughby, OH 44094.

Mr. Phillips said he would like to install a sign above the storefront. Chairman Perkovich said this sign is non-illuminated and the sign face itself has a black background with white lettering. The application does not say anything about materials and construction and asked what type of sign this is. Mr. Phillips said it is a flat sign with vinyl letters. He said his sign company is aware of the historic downtown rules for signage. Chairman Perkovich said he is fine with the sign but it does not state if the letters have dimension to them and Mr. Phillips said they do have dimension. They will add this stipulation to the motion.

Mr. Garcia asked if he would remove the phone number on the sign and move it onto the display window and Mr. Phillips said yes. He said although the previous sign had the phone number on it. Mr. Garcia said he likes the sign but was fine with Mr. Phillips leaving the phone number on the sign since the previous signage was the same. Mr. Brown was fine with the sign as presented.

Mr. Brown moved to approve (1) non-illuminated wall sign for The Cutting Lounge, 4078 Clark Ave., Willoughby, OH 44094 as submitted but with the stipulation that the lettering has dimension or thickness and Mr. Garcia seconded.

ROLL CALL: Yeas: Mr. Garcia; Mr. Brown; Chairman Perkovich
 Nays: None
 Absent: Ms. Chapman; Ms. Bell

Motion Carried: APPROVED

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Chairman Perkovich said there is not a full board to do the election of officers this evening so the will need a motion to table this item.

Mr. Brown moved to table the election of officers for 2025 and Mr. Garcia seconded.

ROLL CALL: Yeas: Mr. Brown; Mr. Garcia; Chairman Perkovich
 Nays: None
 Absent: Ms. Chapman; Ms. Bell

Motion Carried: TABLED

MINUTES

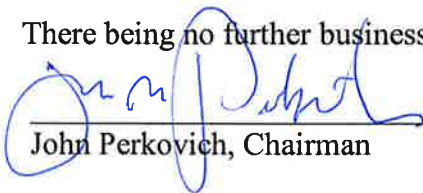
November 6, 2024

Mr. Garcia moved to approve the Design Review Board minutes for November 6, 2024 as submitted and Mr. Brown seconded.

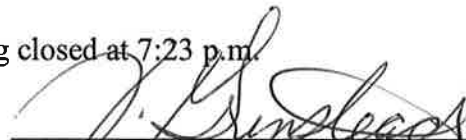
ROLL CALL: Yeas: Mr. Garcia; Mr. Brown; Chairman Perkovich
 Nays: None
 Absent: Ms. Chapman; Ms. Bell

Motion Carried: APPROVED

There being no further business the regular meeting closed at 7:23 p.m.



John Perkovich, Chairman



Vicki Grinstead, Secretary