

**DESIGN REVIEW BOARD  
CITY OF WILLOUGHBY  
REGULAR MEETING MINUTES  
OCTOBER 2, 2024 @7:00 p.m.**

**PRESENT:** Adam Brown; Paul Garcia; Bill Henrich; Nicole Parker; John Perkovich, Chairman

**ABSENT:** None

**OTHERS:** Vicki Grinstead, Secretary

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

**OLD BUSINESS**

**None**

**NEW BUSINESS**

**ThenDesign Architecture (TDA)**  
4230 River St.  
(Rep.-Emily Danis, Operations Director)

**White vinyl fence**

Miss Danis of TDA is representing the application for fencing.

Miss Danis said they would like to install a 6' white vinyl fence that would connect with Probuilt's properties for the townhomes and ranch style homes. The fence will match the existing fence Probuilt has installed as far as design, material, and installer. They contacted the neighbor Molly Smith and received her approval as well. The board had no questions.

Mr. Brown moved to approve a white vinyl fence for ThenDesign Architecture, 4230 River St., Willoughby, OH 44094 as submitted and Mr. Henrich seconded.

**ROLL CALL:**           Yeas: Mr. Henrich; Mr. Garcia; Mr. Brown; Miss Parker; Chairman Perkovich  
                              Nays: None  
                              Absent: None

**Motion Carried:    APPROVED**

**Sweets Geek**  
4050 Erie St.  
(Rep.- Edward Sajovic, EJS Design)

**(2) Non-illuminated windows signs  
& story (not signage)**

Mr. Sajovic of EJS Design is representing the application for window signage and story for Sweets Geek.

Mr. Sajovic said he presented two versions to the board for the window signage; white on white or teal and white. His client sells cupcakes and muffins and they are focusing on these items, and the circular vinyl emblems on the glass help to accomplish this. The other message she wishes to convey is they are gluten and dairy free. The other

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item they are hoping to get approved is her brand story, which is located on the panel to the right of the entry. This story is very important to his client and tells the story of the crispy cake and how the business was started.

Chairman Perkovich said he likes both options and asked if his client prefers one or the other. Mr. Sajovic said he believes she is leaning toward the teal and white combo but that could change. Mr. Sajovic said he prefers the teal and white, and Chairman Perkovich agreed.

Mr. Garcia said he did not care for the branding story on the side of the wall because it reminds him of advertising. He said this should be inside the shop for clients to view. Mr. Sajovic said he could propose to his client to maybe edit the story and cut out the bottom half. Mr. Brown likes it the way it is because it fills up the space. Mr. Henrich said it is a lot of verbiage but he likes it either way. Mr. Garcia worries this may set a precedent. Mr. Brown said he likes it and it is inspiring. Miss Parker likes the story and believes people will stop and read it, and it could possibly bring her more business. She also prefers the white on white and suggested making the glasses and hair teal. She asked if there was consideration given to match the “gluten and vegan free” font to the Sweets Geek font. Mr. Sajovic said the client felt like it may be too much of the same but she may agree to change it. Mr. Brown agrees with Miss Parker in regard to highlighting the glasses.

Chairman Perkovich said the board agreed to let the client choose either all white or teal and white for the window signage and also to allow her to choose if she would like to add teal to the eyeglasses. The board will also add to the motion that the client can decide to keep the full story or reduce it on the side wall.

Mr. Henrich moved to approve (2) non-illuminated window signs and story for Sweets Geek, 4050 Erie St., Willoughby, OH 44094 as submitted but the applicant may choose either option provided with the all-white or white and teal signage and the option to also use teal on the eyeglasses on the face if preferred. The story can remain as presented or shortened, per the previous discussion, and Mr. Brown seconded.

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

**Motion Carried:    APPROVED**

**Vitalone’s Limousine Service**  
37942 Vine St.  
(Rep.- Nick Vitalone, Owner)

**(1) Non-illuminated wall sign**

Mr. Vitalone, Owner is representing the application for a wall sign.

Mr. Vitalone said they are trying to increase brand recognition for their company, after being in this location for the past fifteen years, by adding a wall sign. He said within the last year they have painted the building; had it tuck pointed and waterproofed. It is an 8’x2’ aluminum sign painted white which is being done by Fulton Sign in Mentor. The lettering on the sign is black vinyl, which is the same as their other entrance signs.

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Chairman Perkovich said Mr. Vitalone said it was black vinyl lettering, but his submission from Fulton Sign states it is cast black adhesive vinyl graphics. He asked if it was just a vinyl that was put on the sign or does it have a relief or thickness to it such as ¼” or ½.” Mr. Vitalone said he believes there is depth to the lettering but he has not actually seen it. Chairman Perkovich said he thinks the word cast means a thickness. He said, if not, the letters still have a three dimensional affect which is what the board prefers. Mr. Garcia said he prefers the letters to be raised and if they are not he would like the black border to be raised.

Miss Parker asked about the placement on the sign. Mr. Vitalone said this is where the previous tenant had their sign because there is a prepositioned light over the top that would shine down onto the sign, but he would be willing to shift it if the board desires. Miss Parker said she would prefer if they would move it to the right over the smaller window but it is not a huge deal. Mr. Garcia said he could center it between the two windows and it would look better.

Chairman Perkovich asked if there was any shadowing or remnants from the previous sign. Mr. Vitalone said no, since the whole building has been repainted.

Mr. Garcia moved to approve (1) non-illuminated wall sign for Vitalone’s Limousine Service, 37942 Vine St., Willoughby, OH 44094 as submitted with the stipulation that the sign be centered over the windows, and if the letters on the sign are not raised, then a raised black border would be included to provide depth and Miss Parker seconded.

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

**Motion Carried: APPROVED**

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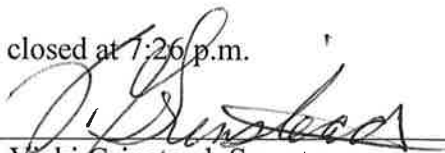
Mr. Brown moved to approve the Design Review Board minutes for September 4, 2024 as submitted and Mr. Garcia seconded.

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

**Motion Carried: APPROVED**

There being no further business the regular meeting closed at 7:26 p.m.

  
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John Perkovich, Chairman

  
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Vicki Grinstead, Secretary