

**DESIGN REVIEW BOARD  
CITY OF WILLOUGHBY  
REGULAR MEETING MINUTES  
NOVEMBER 2, 2022 @7:00 p.m.**

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

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

**OLD BUSINESS**

**Family Dollar/Dollar Tree**

38000 Euclid Ave.

(Rep.- Mark Sims, Property Developer)

**Exterior renovations**

Chairman Perkovich said it is his understanding that this item will remain tabled. Mr. Sims said he would like to discuss this item this evening.

Mr. Henrich moved to untable the exterior renovations for Family Dollar/Dollar Tree, 38000 Euclid Ave., Willoughby, OH 44094 and Mr. Garcia seconded.

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

**Motion Carried: UNTABLED**

Mr. Sims would like the boards feedback on this project. He said Stella's Gallery has events and uses his current parking lot for the overflow. He said the city wants this area to be an art district. He said he has had this arrangement since Stella's Gallery has been in its current location. He is concerned with where these people are going to park. He said in this package it was brought up to create green space. He said she sub leased the space to different artists who teach classes. Chairman Perkovich said this board is not privy to this conversation and this should be before Planning Commission. He said they also do not know what Mr. Sim's arrangements are with Stella's Gallery for parking. Mr. Sims said he does feel there is a need for him to go to Planning Commission and attorney's are involved in this discussion. Chairman Perkovich said they are only discussing what is in their packets and parking is not before this board.

Mr. Sims said they discussed tooting in the windows. He said if the EFIS comes down past the windows it would be helpful. He said it is on the drawing the board has. Chairman Perkovich said he will look at the originally submitted rendering (submitted 6/22). He said the rendering shows two bands of windows; one at the entrance level and one at the upper level. The upper level, according to the rendering, would all be covered, so they are only talking about half the windows or the lower half, which they discussed tooting in or restoring. There are six windows and two doors and the rest are becoming part of the new storefront.

Mr. Sims asked if there is anymore feedback on that rendering. He said there was some discussion on adding spandrel glass. Chairman Perkovich said if the board was presented with updated drawings showing the different

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materials, as previously discussed, they could weigh in on them. He said the board is not opposed to looking at alternate ideas. Mr. Brown said it is hard for them to comment because they have nothing new in front of them.

Chairman Perkovich said he does not speak for everyone but believes the board was ok with the direction this was heading. He said if Mr. Sims feels like one option does not work then he can present other options for the board to review. He said material components do not matter to him, whether it is two or four as long as they are cohesive. Mr. Garcia agrees with everything that has been said. Mr. Volpe said he does not have an issue with the smaller windows and the spandrel glass but would like to see it on a drawing. He said the overhead door and the other two doors need to be toothed in and would like to see the cohesiveness. It is a considerable amount to tooth in but if the windows were presented as spandrel windows with the same storefront material that will be used on the main entrance, that would be one option. Mr. Sims confirmed the spandrel would replace the six windows and Mr. Volpe said yes he believes it would work.

Chairman Perkovich said they will table this pending additional information and Mr. Sims thanked the board. He said he would like to send some informal drawings to the board for feedback before the next meeting in December.

Mr. Henrich moved to table the exterior renovations for Family Dollar/Dollar Tree, 38000 Euclid Ave., Willoughby, OH 44094 and Mr. Volpe seconded.

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

**Motion Carried: TABLED**

**The Townhomes at Literary Pointe**  
Center St. & River St.  
PPN#27-A-026-D-00-061-0, 062-0, 063-0  
(Rep.- George Davis Probuilt Homes)

**3-Unit townhome & 4-Unit townhome**

Mr. Garcia moved to untable The Townhomes at Literary Pointe for 3-Unit townhome & 4-Unit townhome, Center and River St., Willoughby, OH 44094 and Mr. Henrich seconded.

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

**Motion Carried: UNTABLED**

Mr. Davis of Probuilt Homes, 9124 Tyler Blvd., Mentor, OH 44060 is representing the application for The Townhomes at Literary Point for 3-Unit townhome & 4-Unit townhome.

Mr. Davis said at the last meeting one of the suggestions was to remove the brick from the third story and wrap the brick around the sides. The other option was to leave the front all brick and wrap the two sides approximately

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2' but show landscaping on those sides to break up the siding. He said they showed one large tree and some arborvitaes the rest of the way. He said the board asked for a few other landscaping options, so they showed large trees the whole way and started the arborvitaes at the rear of the structure.

Chairman Perkovich said the secretary distributed the latest renderings submitted, stamped November 1, 2022, and this is what the board is reviewing this evening. He said he was the one that pushed for the brick wrapped around the side of the building but once he saw it on the rendering, he did not feel it was as strong as the other option. He said there was feedback from the other board members that the three story brick was more cohesive in keeping with the feel of the TDA building. He prefers the brick front with the two-foot wrapping with the landscaping (A3-top right). Mr. Henrich is in full agreement with Chairman Perkovich and loves this option. Chairman Perkovich said the taller tree at that corner will blend the two-foot return to the rest of the siding. Mr. Garcia also agrees with his board members although he prefers the landscape (A3-top left) with the rows of trees. Mr. Volpe agrees with his board members as well and is fine with any of the tree varieties.

Mr. Davis said he needs to come before Planning Commission and the landscape architect on that board was very helpful to him on another project and suggested they defer to her. Chairman Perkovich said he agrees with Mr. Davis just so it hides that corner.

Mr. Davis said with the townhomes, around the driveway in the back they did not want to do fencing because it was too close to the road, so they did rows of arborvitaes.

Mr. Brown agreed with the other board members regarding the style of brick on the entire front façade with the landscaping and said they should defer to the Planning Commission landscape architect. Mr. Davis said he will do whatever the Planning Commission recommends for landscaping for blending the two-foot return.

Mr. Garcia moved to approve The Townhomes at Literary Pointe for a 3-Unit townhome & 4-Unit townhome, Center and River St., Willoughby, OH 44094, submittal dated November 1, 2022, with the 3-story brick front façade with the understanding that the landscaping submitted on the drawing be similar but defer to Landscape Architect on the Planning Commission and Mr. Henrich seconded.

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

**Motion Carried:    APPROVED**

**NEW BUSINESS**

**White Rabbit Kids**  
4041-B Erie St.  
(Rep.- Lauren Dannemiller, Owner)

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

Ms. Dannemiller, Owner of White Rabbit Kids, 4041-B Erie St., Willoughby, OH 44094 is representing her wall sign.

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Ms. Dannemiller said this is a non-illuminated sign for her toy store. She showed the board a sample of the materials for the signage. Chairman Perkovich thanked Ms. Dannemiller for bringing a sample of the sign showing them the dimension which they typically require. He asked if the black frame around it has relief to it. Ms. Dannemiller said no it will just be printed onto the white backer, but the rabbit logo will also be dimensional.

Mr. Garcia asked if the font that is shown in the rendering will be the font she will be using and not the sample font presented, and Ms. Dannemiller said yes. She said the rabbit logo will be a 3/8" dimension printed on top of the acrylic.

Mr. Brown asked if she considered a black background with white lettering. Ms. Dannemiller said she did but figured the white background would "pop" better on the brick.

Mr. Henrich said he is not fond of the rabbit and looks child like but that is his personal opinion.

Mr. Garcia moved to approve (1) non-illuminated wall sign for White Rabbit Kids, 4041-B Erie St., Willoughby, OH 44094 as submitted and Mr. Volpe seconded.

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

**Motion Carried:     APPROVED**

**Blue Sage Beauty Co.**  
38095 Euclid Ave./#1  
(Rep.- Tiffany Tennant, Owner)

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

Ms. Tennant, Owner, and her business partner Ms. Cooper of Blue Sage Beauty Co., 38095 Euclid Ave./#1, Willoughby, OH 44094 are representing her projecting sign.

Ms. Tennant said they are currently independent contractors and are opening their own salon/studio. Chairman Perkovich said the new sign will be hung from an existing bracket and she said yes. He said the sign is beautiful and the board agreed.

Mr. Brown moved to approve (1) non-illuminated projecting sign for Blue Sage Beauty Co, 38095 Euclid Ave./#1 Willoughby, OH 44094 as submitted and Mr. Henrich seconded.

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

**Motion Carried:     APPROVED**

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**Nikki Conell**  
4399 River St.

**Shed in side yard**

Mrs. Conell is representing the shed in her side yard for 4399 River St., Willoughby, OH 44094.

Mrs. Conell said she is here this evening to discuss design options for her shed. She brought in samples of the materials and colors of the shed. She said the design samples were way different than what they viewed on line. She said after seeing them in person they have changed their colors to blue and brown instead of the blue and orange. She also submitted an online rendering of the updated colors (in record 11-2-22, Exhibit "A").

Chairman Perkovich said they also received information that she was granted a variance by the Board of Zoning Appeals (BZA minutes 10-26-22) to put the shed in the side yard. He said the newly presented color scheme is more of what the board is used to seeing and has no issues with the shed or color scheme.

Mr. Henrich said he appreciated the letters from the neighbors and really liked the change in color.

Mr. Garcia said there was some correspondence that they would be changing the color of their house and asked if the color choice of the shed will be similar. Mrs. Conell said yes, they love the gray blue color and would like the house to match. She said the darker color will be easier to keep clean because they are right on the road and against the woods. Mr. Garcia and Mr. Volpe are fine with the design and color scheme.

Mr. Henrich moved to approve a shed in a side yard for the Conell residence, 4399 River St., Willoughby, OH 44094 with the updated color scheme (in record 11-2-22) and Mr. Garcia seconded.

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

**Motion Carried:     APPROVED**

**The Enclave at Literary Pointe**  
PPN#27-A-026-D-00-062-0/Center St.  
(Rep.- George Davis, Probuilt Homes)

**White 6' vinyl privacy fence**

Mr. Davis of Probuilt Homes is representing the application for a white 6' vinyl privacy fence for The Enclave at Literary Pointe, PPN#27-A-026-D-00-062-0/Center St., Willoughby, OH 44094.

Chairman Perkovich read into record a resident letter (dated 11-2-22, Exhibit "A") from Jan and Jeff Hundt preferring a wood fence.

Mr. Davis he was not sure who this resident is, but at a previous meeting the other residents were happy the chain link fence that was in disrepair was being removed and replaced. Mr. Davis said he would do a wood fence, but the vinyl fence does not require maintenance. He said this will be an HOA community and they could add to the

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HOA documents that the wood fence be stained and maintained but once they take over, he has no control over the maintenance of the fence, but he is open to whatever the board prefers.

Chairman Perkovich asked if he considered a less stark color such as cream. Mr. Davis said the ranch homes we will be white with gray accents and he could do a gray fence. Chairman Perkovich said he agrees the vinyl fence will hold up better in the long run. Mr. Garcia said he prefers the wood fence but understands it is harder to keep up. Mr. Davis said if he does wood, he would like the board's opinion on stain color.

Mr. Henrich said in his opinion this has been on the agenda for three to four months now and the neighbors in this area know what is going in and they have only received one letter against the fence. He said they have been very clear about the fence and not to diminish the neighbor who does not want the vinyl fence, but he thinks the vinyl fence will look nice.

Mr. Volpe agrees the vinyl fence is a better choice and is easier to keep clean and Mr. Brown agrees. Mr. Brown asked if a wood fence was installed would both sides be maintained. Mr. Davis said yes, he would add that to the HOA docs. Mr. Brown thinks a gray vinyl fence is an interesting choice and may blend in better.

Chairman Perkovich asked Mr. Davis if they could table his application so he could get the board a sample or rendering of the gray vinyl fencing.

Mr. Henrich moved to table white 6' vinyl privacy fence for The Enclave at Literary Pointe, PPN#27-A-026-D-00-062-0/Center St., Willoughby, OH 44094 and Mr. Garcia seconded.

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

**Motion Carried:     TABLED**

**MINUTES**

**October 5, 2022**

Mr. Garcia moved to approve the already amended meeting minutes to Option #2 with the black header for the Design Review Board, as submitted for **October 5, 2022** and Mr. Volpe seconded.

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

**Motion Carried:     Approved**

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**DISCUSSION**

**Family Dollar/Dollar Tree**

38000 Euclid Ave.

(Rep.- Mark Sims, Property Developer)

**Wall and Freestanding ground sign**

Mr. Sims was granted an informal discussion of signage that was not on the agenda by the Law Director Mike Lucas. Mr. Sims gave the board four renderings of signs which included the wall and ground signs.

Mr. Sims said he would like the boards feedback on the base of the ground sign. He was not at the sign meeting and at that meeting there was discussion about matching the brick to the building. He presented two different brick color schemes; one light and one dark or a third option trying to match a wainscot. Mr. Garcia and Mr. Volpe preferred the darker brick. Chairman Perkovich is ok with either but prefers the darker. He said year-round cover would be required around the base of the sign. He said they have seen two masonry piers with a carved sign between which is a bit more historic. He said this is his preference but would have to see a rendering. He said size could be an issue with sight lines with a sign with piers. He said for the sign itself they always look for dimension, so the letters have a thickness or a border that has some thickness to it.

Mr. Henrich said he felt if there was more compromise on the part of his client this could have been done already. He said they want the colors toned down and they said no it is a corporate sign. He said he has pictures on his phones showing Dollar Tree signs that are completely white. He said this is a barrier for him because it is a gateway to the historic area. He said other corporations have compromised including a McDonalds sign which is white. He believes the boards needs to do this right.

Mr. Sims said he would like everyone's input. Mr. Brown echoes Mr. Henrich's concerns, and their biggest concern is the signage and the color and the fact there are two different signs right next to each other that clash which will be on the façade of the building and next to the street. It doesn't look historic at all, it screams corporate. The signs need to adhere to the rules for the area and should look historic.

Mr. Volpe said the signage is a sticking point for him. He is looking for uniformity. He is dealing with branding and does not know how to make that work. He said they make art carved synthetic signs that look like wood for the monument sign that could be considered.

Mr. Garcia is not thrilled about it but does not mind it as much as the other board members, but there is probably something they could do to make it better.

Mr. Sims said this is a much lower threshold than what Citizens Bank got. Chairman Perkovich said what seems to be the real issue here is this project because of the merger there are two distinct entities trying to be denoted on the same building in the same proximity and neither one saying let's do one color, so they are going to have the same issue. He said the fonts are also different and being in such close proximity seems to be the biggest sticking points. He said once that is addressed the rest will fall into place.

Mr. Sims is taking notes on the board's suggestions. He said he feels things are inconsistent. Chairman Perkovich said the original signs were denied months ago and without any new submissions with options this board cannot move forward. Mr. Sims said he is waiting on the lawyers to make a determination on the Lanham Act.

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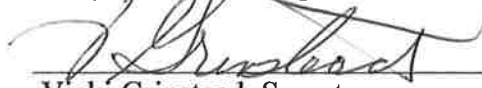
Mr. Henrich made the suggestion to remove the ground sign altogether and just put up the wall signs and maybe the board could make that deal. Mr. Sims was not in favor of that suggestion. Mr. Henrich said this is just a discussion and this is just an idea.

Mr. Sims put a unidentifiable person on the speaker of his phone which we could not put in the minutes. Chairman Perkovich said he would be willing to set up a meeting to discuss this further. He said they claim without corporate branding and color that customers will not be able to find them or know what their store is. He said he begs to differ this point and gives an example of another large chain store in an historic district with an all-white sign with a line of people in front. He feels this is the reason they are at an impasse because they can find examples of other corporate stores in historic districts that have made compromises on signage.

Chairman Perkovich thanked Mr. Sims for coming and both sides were heard, and he will call the law director and set up a meeting.

There being no further business the regular meeting closed at 8:27 p.m.

  
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John Perkovich, Chairman

  
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Vicki Grinstead, Secretary