

**DESIGN REVIEW BOARD
CITY OF WILLOUGHBY
REGULAR MEETING MINUTES
FEBRUARY 4, 2026 @7:00 p.m.**

PRESENT: Amy Bell; Abigail Fellows; Nicole Parker; Paul Garcia; John Perkovich, Chairman

ABSENT: None

OTHERS: Vicki Grinstead, Secretary

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

OLD BUSINESS

None

NEW BUSINESS

CarbonWeb

4135 Erie St.

(Rep.- Kim Hoffman, FASTSIGNS)

(9) Non-illuminated window signs

(2) Non-illuminated door signs

Ms. Hoffman of FASTSIGNS is representing the sign package for CarbonWeb.

Ms. Hoffman stated CarbonWeb is installing signage for their storefront windows and confirmed that all window graphics comply with the city's size and scale requirements for each window.

Chairman Perkovich asked whether the business name was the only signage proposed or if additional elements, such as an awning sign were planned. Ms. Hoffman stated that no other signage was anticipated. Chairman Perkovich noted that the white rectangle shown on a majority of the renderings would appear clear once installed, reducing its visual impact. Ms. Hoffman explained that the four larger graphics include a white background due to the amount of text, while the smaller graphics contain only minimal white elements and are not large decals. Chairman Perkovich indicated he was comfortable with the proposal, stating that the smaller graphics would blend into the windows.

Mr. Garcia expressed concern that the proposal appeared overly promotional and recommended using simple business identification or a logo for the storefront windows. He also asked whether the QR code on the door could be reduced in size, noting that it drew attention away from the business name. Mrs. Bell agreed. Ms. Hoffman explained that the larger size was intended to allow scanning from the curb. After discussion, Ms. Hoffman agreed to reduce the QR code from 10 inches square to 6 or 7 inches per the Board's suggestion.

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Ms. Parker expressed that she finds the design overly busy and questioned whether the windows are an appropriate location for displaying these graphics. Ms. Hoffman acknowledged these concerns, noting that the design reflects the capabilities of their software package.

Mr. Garcia asked whether alternative design options were available. Ms. Hoffman responded that no additional concepts had been prepared, explaining that the business relies on the graphics to clearly convey their services, as the name alone may not provide sufficient clarity. Chairman Perkovich suggested enlarging the business name while reducing the size of the QR code.

Mrs. Fellows agreed with the board's suggestions. She noted that the left side of the presentation appeared overly busy and was surprised that every window included a graphic and was unsure about this design.

Chairman Perkovich asked whether the Board preferred to table the application to allow additional design options. Mr. Garcia stated he could not support the proposal as presented and asked whether the applicant wished to table the matter or proceed. Ms. Hoffman indicated she could make minor adjustments as requested by the Board; however, any significant changes such as altering colors or removing graphics would require consultation with her client. She asked the board for additional feedback.

Chairman Perkovich recommended reducing or removing the white background on the four images on the left side, noting no concerns with the remaining graphics. Ms. Hoffman reiterated the possibility of removing the four left sided images and keeping the smaller simple graphics. Chairman Perkovich also suggested increasing the business name.

Mr. Garcia moved to table the (9) non-illuminated window signs and (2) non-illuminated door signs for the CarbonWeb, 4135 Erie St., Willoughby, OH 44094 to allow time for the applicant to provide other options and Mrs. Bell seconded.

ROLL CALL: Yeas: Mrs. Bell; Mr. Garcia; Mrs. Fellows; Ms. Parker; Chairman Perkovich
 Nays: None
 Absent: None

Motion Carried: TABLED

MINUTES

January 7, 2026

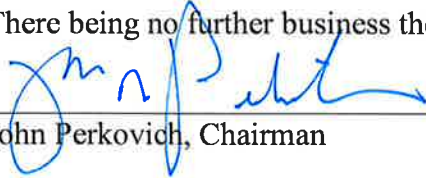
Ms. Parker moved to approve the Design Review Board minutes for January 7, 2026 as submitted and Mrs. Bell seconded.

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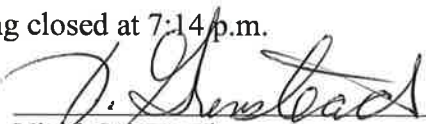
ROLL CALL: Yeas: Mr. Garcia; Ms. Parker; Mrs. Bell; Chairman Perkovich
 Nays: None
 Absent: None
 Abstain: Mrs. Fellows

Motion Carried: APPROVED

There being no further business the regular meeting closed at 7:14 p.m.



John Perkovich, Chairman



Vicki Grinstead, Secretary