

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

PRESENT: Abigail Fellows; Paul Garcia; John Perkovich, Chairman

ABSENT: Amy Bell; Nicole Parker

OTHERS: Vicki Grinstead, Secretary

Chairman Perkovich called the meeting to order at 6:59 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

Mr. Garcia moved to untable the sign application for CarbonWeb, 4135 Erie St., Willoughby, OH 44094 and Mrs. Fellows seconded.

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

Motion Carried: UNTABLED

Chairman Perkovich informed the applicants that only three of the five members are present this evening and they will need all three votes in favor to pass their proposals and they can choose to table their applications. All parties proceeded.

Ms. Hoffman of FASTSIGNS is representing the sign package for CarbonWeb, 4135 Erie St., Willoughby, OH 44094.

Chairman Perkovich noted that the revised signage submitted is significantly more understated. Ms. Hoffman confirmed that the client agreed to modifications and expressed hope that the updated design meets the Board's criteria.

Chairman Perkovich recalls that the left four panels were those previously identified for revision and expressed approval of the update, horizontally aligned design.

**City of Willoughby
Design Review Board
Minutes
March 4, 2026**

Mr. Garcia commented that the proposal appears aesthetically pleasing but does not differ significantly from the original design. He reiterated his concern regarding the extent of advertising, noting the minimal change. He asked whether the horizontal lines would be level and centered on the windows, as the first four appear aligned while the next three do not. Ms. Hoffman confirmed they would be properly aligned. Chairman Perkovich added that the QR code on the door sign had been reduced to a 6-inch square as previously requested by the Board.

Chairman Perkovich noted that although each panel contains considerable text, the horizontal line design draws the eye and minimized the visibility of the surrounding lettering.

Mrs. Fellows stated that the revision is a clear improvement and reflects a more cohesive color scheme. She asked whether the client wished to enlarge the company name as previously discussed. Ms. Hoffman responded that the client did not prefer the larger name and noted that the logo does not fit appropriately on a single window.

Mr. Garcia asked whether the extra text at the top of the first four windows could be removed. Ms. Hoffman explained that the wording identifies the company's services, as the name alone does not indicate that it is a software business. Chairman Perkovich noted that the wording would likely recede visually, leaving the colorful horizontal line as the primary focal point. He has no issues with the submission but Mr. Garcia still has reservations and would not vote for this as submitted. Mrs. Fellows agreed with Chairman Perkovich and feels this is a good compromise.

Ms. Hoffman agreed to remove the text at the top of windows one to four and eight and nine (with honeycomb graphics). She will resubmit new renderings for the record to Mrs. Grinstead once the client approves the design.

Mr. Garcia moved to approve the (9) non-illuminated window signs and (2) non-illuminated door signs for the CarbonWeb, 4135 Erie St., Willoughby, OH 44094 as revised but with the stipulation that the text graphics are removed from the top of windows one through four and eight and nine and Mrs. Fellows seconded.

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

Motion Carried: APPROVED

Lola's Bridal & Co.
4134 Erie St.
(Rep.- Jenai Payten, Owner)

(1) Non-illuminated wall sign

Ms. Payten, Owner is representing (1) non-illuminated wall sign for Lola's Bridal & Co., 4134 Erie St., Willoughby, OH 44094.

**City of Willoughby
Design Review Board
Minutes
March 4, 2026**

Ms. Payten said she is opening a bridal shop which features wedding, formal, prom and special event gowns and accessories.

Chairman Perkovich noted that the proposed sign is large (20" tall × 160" wide) and consists of two metal panels joined at the center with a digital vinyl print applied to the surface. He asked whether the lettering is dimensional or flat, referencing the former Yogi's Closet sign as an example where the Board preferred raised letters rather than vinyl applied directly to the substrate. He stated that the Board typically recommends letters approximately 3/4" thick to create an appropriate shadow line. Mr. Garcia agreed and added that the border could also be raised.

Mrs. Fellows requested variations in the font to enhance visual interest and asked whether a logo or window signage was proposed. Ms. Payten stated that she may add vinyl decals to the storefront windows and that the logo consists solely of the company name. Mrs. Grinstead informed Ms. Payten that she needs to come before the board for any window signage.

Chairman Perkovich recommended that the motion include a stipulation requiring the lettering to be raised to create a shadow line.

Mr. Garcia moved to approve the (1) non-illuminated wall sign for the Lola's Bridal & Co., 4134 Erie St., Willoughby, OH 44094 as submitted but with the stipulation that the lettering be raised from the surface to create a shadow line and Mrs. Fellows seconded.

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

Motion Carried: APPROVED

MINUTES

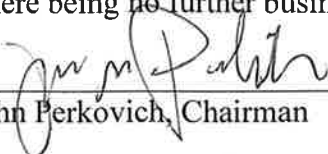
February 4, 2026

Mrs. Fellows moved to approve the Design Review Board minutes for February 4, 2026 as submitted and seconded.

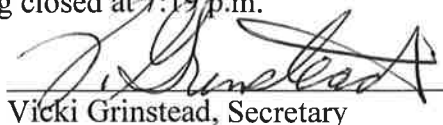
ROLL CALL: Yeas: Mrs. Fellows; Mr. Garcia; Chairman Perkovich
 Nays: None
 Absent: Ms. Parker; Mrs. Bell

Motion Carried: APPROVED

There being no further business the regular meeting closed at 7:19 p.m.



John Perkovich, Chairman



Vicki Grinstead, Secretary