

**DESIGN REVIEW BOARD
CITY OF WILLOUGHBY
REGULAR MEETING MINUTES
MAY 4, 2022 7:00 p.m.**

PRESENT: Dan Volpe; Adam Brown; Bill Henrich; 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

The Yard on 3rd
38040 Third St.
(Rep.-Jessica Ruff, Ruff Neon & Lighting)

(1) Illuminated wall sign
(1) Illuminated freestanding pole sign

Ms. Ruff of Ruff Neon & Lighting agent for The Yard on 3rd is representing this application for signage.

Ms. Ruff said they were before the board at the last meeting and did take all the recommendations into consideration and changed the background of the pole sign to a gray. The sign will still have neon around the edges. She said the only change was the background color of the pole sign (in record 5-4-22). Chairman Perkovich liked the color change to the pole sign and the other members agreed.

Mr. Garcia does not like the internal illumination even though they received Board of Zoning Appeals approval for a pole sign, which is normally not allowed. Mr. Brown said it is pretty far removed from Erie St. He thinks it will look good from Clark and Erie Streets. Mr. Garcia said he does not have an issue with the illuminated sign under the awning because it is far enough from Erie St. He feels the pole sign sets the wrong precedent. Mr. Volpe likes the signage as presented.

Chairman Perkovich said at the last meeting they asked about adding a dimmer to both lights and she agreed they would be added if approved. He also asked her to confirm the pole sign is still 42" and Ms. Ruff said that was correct.

Mr. Henrich moved to approve the application for The Yard on 3rd, 38040 Third St., Willoughby, OH as submitted for (1) illuminated wall sign and (1) illuminated freestanding pole sign with the changes submitted in record 5-4-22 and with the stipulation that dimmers are added to both lights and Mr. Garcia seconded.

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

Motion Carried: Approved

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Big Dog Fight Club
38126 Second St.
(Rep.-Jerrod Primm, Owner)

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

Mr. Primm, Owner is representing this application for signage for Big Dog Fight Club.

Mr. Primm said the sign is a projecting sign and they are utilizing the same bracketry and will be the same shape as the former sign with his logo and company name and is non-illuminated.

Chairman Perkovich asked if this was a double-sided sign and Mr. Primm said yes. He said he likes the design and appreciates him using the same bracketry. The board members all agreed with the Chairman's comments.

Mr. Garcia asked what type of business this is. Mr. Primm said it is a boxing, self-defense, and workout gym. He will do group classes and one on one training.

Mr. Brown moved to approve the application for Big Dog Fight Club, 38126 Second St, .Willoughby, OH 44094 for (1) non-illuminated projecting wall sign as submitted, and Mr. Volpe seconded.

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

Motion Carried: Approved

M Lofts
38025 Second St.
(Rep.- Cione Belknap, Agile Sign & Lighting)

**(1) Illuminated projecting
wall sign**

Ms. Belknap of Agile Sign & Lighting is representing the sign application for M Lofts.

Ms. Belknap said they are proposing an internally illuminated, double-faced blade side for a luxury apartment complex. They chose the blade side, so they did not have two signs on the building and felt this sign looked best on the building. The "M" is for Marous and is red and the other letters are white and only the letters will illuminate and the whole cabinet will not. The background is a bronze color to flow with the building colors. The letters are flush mounted to the cabinet.

Chairman Perkovich asked if the letters are 3" deep and Ms. Belknap said yes, they are. He likes the blade sign design, and it will set off that corner. He likes that only the letters glow and not the cabinet but asked if she would install a dimmer for the sign and she agreed. He said it gives the city a bit of control with the brightness with these types of signs and are allowing these internally illuminated signs on a case-by-case basis. Ms. Belknap said they were going to install dimmers because the LEDs are so new and the apartments on either side of this sign.

Mr. Brown asked if they plan on any other signs on the building and Ms. Belknap said not that she is aware of at this time.

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Mr. Garcia asked if they considered other lighting options. Ms. Belknap said they considered halo lit but it is difficult to control with a dimmer because the glow may intrude into the apartments. Mr. Garcia likes the sign presented. Mr. Volpe said he also likes the sign and feels it will work well in that location.

Mr. Volpe moved to approve the application for signage for M Lofts, 38025 Second St., Willoughby, OH 44094 as submitted with the stipulation that a dimmer is added in event the sign is too bright and Mr. Garcia seconded.

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

Motion Carried: Approved

Family Dollar/Dollar Tree
38000 Euclid Ave.
(Rep.- Kyle Wilson, Family Dollar/Dollar Tree)

**Exterior renovations/
(2) Illuminated wall signs,
(1) Non-illuminated freestanding
ground sign**

Chairman Perkovich said the applicant has asked to be tabled so they have time to decide on design and signage options.

Mr. Garcia moved to table application for Family Dollar/Dollar Tree, 38000 Euclid Ave., Willoughby, OH per the applicant's request and Mr. Volpe seconded.

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

Motion Carried: Tabled

Geraci's Restaurant
38040 Third St.
(Rep.-Bob Kunzen, Brilliant Electric Sign Co. &
Bucky Spoth, Geraci's Restaurant)

**(2) Illuminated wall signs,
(1) Non-illuminated window sign**

Mr. Spoth and Mr. Kunzen are representing the application for signage for Geraci's Restaurant.

Mr. Spoth said they are in partnership with the Yard. This concept of a "slice shop" is new for his family's business.

Chairman Perkovich wanted to confirm that both round wall signs were illuminated, and the door signs are non-illuminated vinyl graphics and Mr. Spoth said that was correct.

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Chairman Perkovich said he has some reservations on this application because of the approval of The Yard's illuminated signs. The Yard's sign has the neon which gives the sign an antique feel. They typically do not allow an illuminated cabinet and asked them to come back with a dark background rather than the stark white which they did.

Chairman Perkovich said he did not care for the white background of these signs and the vinyl letters are flush with no relief to it. He also said the two signs are overkill for the building. The 4'6" sign over the window is an issue. He said if they fit it within the window space and it worked with the architecture then it may be considered.

Mr. Garcia agreed the main sign is too large. He would be ok with it if it was set back more under the eave like The Yard's sign. He said the smaller sign over the door is not necessary and wondered if it even needs to be illuminated. He asked if it was an instructional sign and Mr. Spoth said yes.

Mr. Spoth said The Yard will have picnic tables with shade sails over them where his large sign is proposed, and they are trying to direct the flow of patrons to his business because there are multiple doorways but is open to the board's suggestions. He said his family's typical signs are a rectangular shape and are neon. He wants to let patrons know the business is there because they will be open all year long, but The Yard will only be open seasonally.

Mr. Kunzen explained the size of the sign was due to how it is to be mounted. If you make the sign smaller you will see the external bracing. Mr. Henrich asked if they considered moving the sign higher into the gable leaving the window exposed. They are covering up a nice feature of the building. Mr. Kunzen said the sign would look too small and not give the business the exposure it needs. Mr. Henrich said they could use a vinyl window decal which would be cheaper. He said thinks this sign is too large for the space.

Chairman Perkovich also did not like the fact that the sign covered the window and suggested reducing the size of the sign and creating a special bracket to mount the sign. Mr. Brown agreed and said the large sign looks out of place and does not like it covering the window. He suggested keeping the one over the door for now and possibly do another sign in the near future. There was more discussion and suggestions on this signage. Mr. Kunzen said they could reduce the size of the sign and move it up into the gable with bracketry. Chairman Perkovich said he likes that idea, but the bold white background is still an issue. Mr. Kunzen said they could use white opaque vinyl so in the evening just the characters are lit.

The board agreed to make the main front sign 3' and moving it up into the gable area and using the opaque background and eliminate the other wall sign over door. Mr. Kunzen said the only issue with the opaque white background is they would have to use a different vinyl product for the black lettering and during the day it would appear black, but at night it would be white and would look like floating letters. He said rather than making the background opaque white, he could do subdued white. You would have the white vinyl but put perforated vinyl behind it so it only has 40% holes which makes the white background not so bright, but the letters and logo will still stand out.

Chairman Perkovich said they would still need to add a dimmer but shrinking the size and bringing it out with an 18" or 24" overhang, will help and not make it look like it is bolted over the window. If they found a bracket that would mount to the brick above, that would be even better. Chairman Perkovich said he would like them table it and come back with other options the board can actually see. There was some discussion on this item.

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Mr. Spoth said they would like to eventually put a sign on The Yard's pole sign and would eliminate the sign over their door.

Mr. Henrich moved to approve the application for Geraci's Restaurant, 38040 Third St., Willoughby, OH 44094 as submitted but with the stipulation that the wall sign above the window be reduced from 4'6" to 3', will be brought out and moved up higher, a dimmer shall be added and will have an opaque background; the other wall sign above the door is to be eliminated and the vinyl graphics on the door are as submitted and Mr. Garcia seconded.

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

Motion Carried: Approved

Mr. Kunzen will send the amended rendering to Mrs. Grinstead who will email to the board to make sure all the stipulations for these signs have been met and enter them into the record.

MINUTES


April 6, 2022

Mr. Garcia moved to approve the Design Review Board meeting minutes, as submitted for April 6, 2022 and Mr. Volpe seconded.

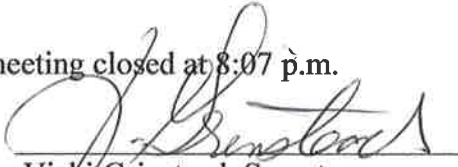
ROLL CALL: Yeas: Mr. Garcia; Mr. Brown; Mr. Volpe; Mr. Henrich; Chairman Perkovich
 Nays: None
 Absent: None

Motion Carried: Approved

There being no further business the regular meeting closed at 8:07 p.m.



John Perkovich, Chairman



Vicki Grinstead, Secretary