

**DESIGN REVIEW BOARD
CITY OF WILLOUGHBY
REGULAR MEETING MINUTES
JUNE 5, 2024 @7:00 p.m.**

PRESENT: Adam Brown; Bill Henrich; Dan Volpe; John Perkovich, Chairman

ABSENT: Paul Garcia

OTHERS: Vicki Grinstead, Secretary

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

OLD BUSINESS

This items remains tabled

38295 Prospect St.

(Rep.- Larry Puskas, City of Willoughby)

**Update on progress
of dilapidated home
(Barringer residence)**

This items remains tabled per the applicant's request

Fungry

38126 Third St.

(Rep.- John Vunovich)

Wall sign

NEW BUSINESS

Colombo Law

4050 Erie St.

(Rep.- Celina Colombo, Owner)

**(1) Illuminated projecting
sign (BZA approved 5-8-24)**

Ms. Colombo, Owner is representing the application for (1) illuminated projecting sign for Colombo Law, 4050 Erie St., Willoughby, OH 44094.

Ms. Colombo said she is requesting to put a sign up on the building because she has five offices on the second floor above Kleinfeld's restaurant. She has chosen a spot that is not as close to the corner because there are other signs in that area already. The sign's circumference is 40" with her name and business name of Columbo Law.

Chairman Perkovich said she presented the board with a bit larger color rendering than the one presented in the packet. He asked if the rendering with the superimposed picture is to scale. Ms. Colombo said she tried her best by measuring the windows. He said typically they allow a bit of leeway for upper level signage. He said they usually do not allow internal illumination but the sign is mostly black and the only thing that will be visible when it is illuminated will be the name and border around the frame. Mr. Henrich asked if she could add a dimmer switch if the illumination is too bright and Ms. Colombo agreed.

Mr. Henrich moved to approve (1) illuminated projecting sign for Colombo Law, 4050 Erie St., Willoughby, OH 44094 as submitted with the stipulation that a dimmer is added to control the brightness and Mr. Brown seconded.

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

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Motion Carried: APPROVED

The Boho Beauty Bar & Suites
38123 W. Spaulding St.
(Rep.- Hannah Moskowitz, Owner)

(1) Illuminated window sign

Ms. Moskowitz, Owner is representing the application for (1) illuminated window sign for The Boho Beauty Bar & Suites, 38123 W. Spaulding St., Willoughby, OH 44094.

Ms. Moskowitz is requesting approval for her neon window sign. The sign is acrylic with LED illumination and has been installed on the right side of the window. Chairman Perkovich asked if the script "B" and the white lettering are the only things that are illuminated, and Ms. Moskowitz said yes. He said internal illumination is one thing the board downplays or discourages but neon was a historic thing. It also hangs in the interior and is not permanent and will be an understated sign. Mr. Henrich asked if this sign was up already and Ms. Moskowitz said yes. He explained that she should come before the board before installation of any signage. Mr. Brown and Mr. Volpe both approved of the sign.

Mr. Brown moved to approve (1) illuminated window sign for The Boho Beauty Bar & Suites, 38123 W. Spaulding St., Willoughby, OH 44094 as submitted and Mr. Henrich seconded.

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

Motion Carried: APPROVED

City of Willoughby
Euclid Ave./Park Ave.
(Rep.- Judean Keller, City of Willoughby)

Vinyl covers for electrical boxes

Mrs. Keller of the City of Willoughby is representing the application for a vinyl cover for an electrical box at Euclid Ave. and Park Ave., Willoughby, OH 44094.

Mrs. Keller explained that the city has joined with the Willoughby Arts Collaborative (WAC) to cover the electrical boxes within the city. They currently have twelve of the boxes covered from a contest they held five years ago where the artists and their designs were chosen. She said this time they did another contest and selected ten winners and they would like to install one at Euclid Ave. and Park Ave. with the floral design.

Chairman Perkovich said he has seen these in Willoughby and other cities and he likes the designs and the board agreed.

Mr. Volpe moved to approve a vinyl cover for an electrical box for the City of Willoughby at Euclid Ave. and Park Ave., Willoughby, OH 44094 as submitted and Mr. Brown seconded.

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Motion Carried: APPROVED

City of Willoughby
Mentor Ave./Erie St.
(Rep.- Judean Keller, City of Willoughby)

Vinyl covers for electrical boxes

Mrs. Keller of the City of Willoughby is representing the application for a vinyl cover for an electrical box at Mentor Ave. and Erie St., Willoughby, OH 44094.

Mrs. Keller said this box is in front of the former 5/3 Bank on the corner.

Mr. Volpe moved to approve a vinyl cover for an electrical box for the City of Willoughby at Mentor Ave. and Erie St., Willoughby, OH 44094 as submitted and Mr. Henrich seconded.

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

Motion Carried: APPROVED

M-Lofts Apartments
38025 Second St.
(Rep.- Stina Aleah, Artist & Chip Marous, Marous Development Group)

Painted mural

Ms. Aleah, Artist is representing the application for a painted mural for M-Lofts Apartments.

Ms. Aleah said she was commissioned by Mr. Marous to paint a mural on the outside of the M-Lofts apartment building. This mural is to memorialize his start in his construction company and honor his late son as well as some other personal items.

Chairman Perkovich said for him, after reading the packet and seeing the sketch, he could not tell if this was just a sketch or the actual finished product. Once he read her description on the piece it did start to make more sense. He felt the piece was disjointed when he looked at it. He said they also received some documentation from the Willoughby Arts Collaborative (WAC). He said the piece was presented to them first for review and their comments are forwarded to this board to use as a talking point. He said they have artwork rankings which have eleven criteria that each board member goes through and they rate it on a scale of one to five. The average score after ranking gives this board a little guidance as to what that board thought of the piece. The total average score for this piece was 2.34 out of 5. He said the comments from WAC were that this was a disjointed piece of artwork. He said without reading the description you would not know what each piece means or represents. He also would like to see something a little more Willoughby related rather than Marous specific. His opinion is the same as that of the WAC board and that once this goes up it will be there for many years and wants to be cognizant of what they are approving.

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Mr. Brown likes the art and the history behind it but said it may be better suited for the Marous headquarters building. He has seen murals like this inside and outside on other headquarter buildings and feels it would look better in the right location.

Mr. Chip Marous said the reason for this location is this is where they started there business before they demolished that building to construct the apartments. Mr. Volpe said he does like the artwork and is appropriate even in this location. When they were granting approval for that building he suggested Mr. Marous speak with WAC to possibly install some artwork on the building and he has followed through with it.

Mr. Henrich asked if Ms. Aleah has a color rendering. She said she has a color sketch because she is not a digital artist and showed the rendering to the board. She explained that the sketch, when presented, has no contrast, depth or detail and is just for them to have an understanding of what they are putting on a wall. Mr. Henrich said the artwork is wonderful and thanked WAC for what they do as far as research, time etc. He said art is a difficult subject and the beauty is in the eye of the beholder but this is not what they are debating. He said it is whether the theme fits the building that they want to put in on. He would side with them because they are experts in their craft and it is not because of the artwork. He asked if this piece would be installed with adhesive or paint and Mr. Marous said it would be painted on. He said sometimes the idea of this being permanent may also play a role in the decision making process.

Chairman Perkovich said he reiterates without the mural narrative that walked him through each of these items it was not an enticing mural for what they would consider for Willoughby itself. He said he would like to see the mural that would represent something historical (e.g.-Kleinfeld's restaurant) or something that was in Willoughby at one time and is no longer present, or possibly some architecture itself. Something more in keeping with what he would consider a mural that would be appropriate for every person in Willoughby that would view it. He said without the narrative it is hard for him to say this would be the perfect fit for this location. He understands the history of Marous and the building on the corner but did not get the history until he read the narrative and this is what a lot of what the WAC comments were.

Mr. Brown said he now understands this was for the previous building, but that being said could the WAC do some sort of marketing campaign to describe what this mural means. Ms. Aleah said in her experience whether you promote it, understand it or not, when you bring a new piece of art to a community, people get excited about it. She said while you are painting it people stop and ask questions about it and the mural can become a destination, which brings people to your community. She said Mr. Marous hired her to do something specifically for his company and not Willoughby specific. She said they could add a plaque explaining the mural if that would be helpful. Chairman Perkovich said he is unsure what direction to go in. Mr. Brown said it is for the Marous's building and it is what they want and that is what matters. Mr. Volpe said adding of a plaque would be better.

Mr. Volpe moved to approve a painted mural for M-Lofts Apartments, 38025 Second St., Willoughby, OH 44094 as submitted with the addition of adding a plaque to describe the mural and the history of the Marous building and Mr. Brown seconded.

ROLL CALL: Yeas: Mr. Brown; Mr. Volpe
 Nays: Mr. Henrich; Chairman Perkovich
 Absent: Mr. Garcia

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Motion Carried: Denied

MINUTES

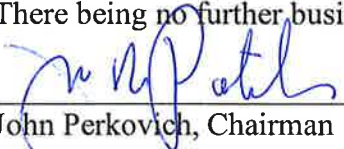
May 1, 2024

Mr. Henrich moved to approve the Design Review Board minutes for May 1, 2024 as submitted and Mr. Brown seconded.

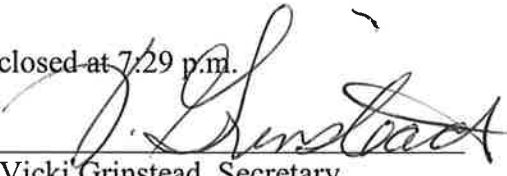
ROLL CALL: Yeas: Mr. Volpe; Mr. Henrich; Mr. Brown; Chairman Perkovich
 Nays: None
 Absent: Mr. Garcia

Motion Carried: APPROVED

There being no further business the regular meeting closed at 7:29 p.m.



John Perkovich, Chairman



Vicki Grinstead, Secretary