

**DESIGN REVIEW BOARD  
CITY OF WILLOUGHBY  
REGULAR MEETING MINUTES  
JULY 6, 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 6:56 p.m.

**OLD BUSINESS**

**Family Dollar/Dollar Tree**

38000 Euclid Ave.

(Rep.- Major Harrison, Major Source, Mark Sims,  
Property Developer & Steve McMann, Family Dollar)

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

Mr. Henrich moved to untable Old Business for the sign package 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. Harrison of Major Source and Mr. McMann of Family Dollar are representing the signage application for Family Dollar/Dollar Tree.

Mr. Harrison said at the first meeting they presented a set of illuminated channel letters for Family Dollar and Dollar Tree. He said this evening they have presented non-illuminated letters for the wall sign, but instead using gooseneck lighting above. They have shown two different options for the wall signs; one showing the letters being stack (which was on the original proposal) and the other showing the letters linear (as previously suggested by the board).

Mr. Harrison said the ground sign was originally presented on the existing post and panel sign on the corner of Wilson and Euclid Ave. They have moved the sign position to a planter box near the ingress/egress of the facility with a new non-illuminated sign comprised of an aluminum base as well as two aluminum panels indicating Family Dollar and Dollar Tree. This sign is within the city setbacks.

Chairman Perkovich said he appreciated the two different options presented. He does like the linear option because it is more of what the board is looking for. He said their discussion before indicated the two different logos, two different colors and typefaces and were a real issue but does understand the dual branding is coming from corporate. He said from the city and board's standpoint it is not cohesive and that is what they look for in each individual package and review them on their own merit. He said the same goes for the ground sign. The cabinet type style is not something the board likes to approve. They prefer a pole mounted sign with a decorative look. The sign cabinet proposed, even though it complies with the setback requirements could be a visibility issue. He asked if they would light the ground sign with flood lighting and Mr. McMann said that would be fine.

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Mr. Garcia said he agrees with Chairman Perkovich's statement about the ground signage. He would also like to see a nicer sign presented.

Mr. Harrison said the typeface is the national brand for these companies and does not know what the compromise would be to change that. Chairman Perkovich said he understands, but this corner is the entrance to the city's historic district and the board is trying to be cohesive with other things within this district for this project as well as future projects. He said the ground sign is the one that stands out most like the corporate package and feels there is a compromise and would like to see that addressed. He has seen this with a McDonalds franchise in historic districts where they have a very small logo on their sign etc.

Mr. Brown asked if they have had similar requests in other historic districts. Mr. Steven McMann, Director of Store Design for Family Dollar, and Dollar Tree stores said their corporate trademark is their typeface and colors for these signs for each brand. They have typically done 30" letters with gooseneck lighting in historic areas. He visited the site today and said they can reduce the size of the wall sign but still keep their corporate identity. The awning and coping are split between orange and red, but they are willing to do a brown or neutral color for both. Chairman Perkovich said that is a great compromise but believes that names are spelled out and would be easily recognizable driving down the street without the different colors and fonts. Mr. Brown agrees with everything Chairman Perkovich is asking for.

Mr. McMann said they have stores all over the U.S. and Canada and the corporate trademark is universally applied to all new stores they do. He believes this is protected by the Lanham Act in terms of corporate identity and trademark. He said they could compromise on almost anything except the color and typeface of the signage. He said they would be able to move forward without these two items.

Chairman Perkovich asked Mr. McMann to send over the information on the trademark issues and they would like time to look it over and have the Law Director look it over as well, so they can move forward. Mr. McMann asked about the ground sign. Chairman Perkovich said they would like to see something more historic looking with piers or some masonry with a sign board/backing with mounted carved or posted-mounted letters. He is concerned with the size of the sign presented with visibility coming off of Euclid Ave. Mr. McMann said they could incorporate the brick or make it more ornate. Chairman Perkovich said the current base is 4 ft. tall and would require year-round landscaping. Mr. McMann said they could decrease the size of the ground sign.

The applicants agreed to table this application to obtain more information and revise the renderings. Mr. McMann said they also may bring legal representation to speak.

Mr. Garcia moved to table the application for the sign package for Family Dollar/Dollar Tree, 38000 Euclid Ave., Willoughby, OH 44094 and Mr. Brown seconded.

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

**Motion Carried:     Tabled**

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**Family Dollar/Dollar Tree**

38000 Euclid Ave.

(Rep.- Mark Sims, Property Developer,  
Ryan Schmidt, Myers Architect & Steve McMann, Family Dollar

**Exterior renovations**

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

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

**Motion Carried:     Untabled**

Mr. Sims and Mr. McMann representing the application for exterior renovations for Family Dollar/Dollar Tree.

Mr. Sims said they refaced the building and reduced the color in the new renderings per the board's request. They have compromised on the greenspace and Mr. Sims presented a color rendering of a plant palette (Exhibit "A" dated 7-6-22).

Chairman Perkovich said the original presentation was to repaint the exterior of the brick to address the absence some of the windows that were no longer needed or had had been filled previously. After discussion with the administration, Mr. Sims, and himself Chairman Perkovich said they have come a long way and the new submission is moving in the right direction. They have taken some of the existing masonry with the intent of retooling it and bringing it back to a cohesive masonry base that works with the addition and the EIFS cornice that covers the other half of the windows on the second level. It also takes some cues from the portion to the west elevation. He read a few comments from a memo from Mayor Fiala (dated 7-1-22).

Chairman Perkovich said they mentioned changing the two-color scheme of the cornice coping and awning which will need addressed. He asked what the thickness of the new cornice and piers with the masonry base would be. Mr. Sims said approximately 2"-4".

Ryan Schmidt is taking comments for Joe Myers of Myers Architect.

Mr. Garcia said he does like and appreciate the new renderings and would like the two-color schemes for the cornice and awning to be one neutral color to match existing building. Mr. Volpe suggested considering a full EIFS base and changing just the stepping. He said if they are trying to strip the paint off the brick this may be helpful. Mr. Sims said he got the impression from the administration they wanted to see brick and Chairman Perkovich agreed. Chairman Perkovich suggested reusing some of the existing brick being covered up to help with a cohesive look.

Mr. Brown said the rendering has no historic feel to it and looks like the front of a shopping center. He said the front of the building and windows have some arches and other architectural features. He feels the two

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buildings do not blend at all. Chairman Perkovich said there was previous discussion on adding some of the brick features but were too cost prohibitive per Mr. Sims. Chairman Perkovich said there was previous discussion about adding spandrel glass onto the three openings to conceal some of the masonry openings. Mr. Sims said his recollection was that he was not opposed to that.

Mr. McMann said they are willing to get rid of the two-color scheme on the cornice and the awning and replace them with a more neutral color or match the brick color of the building to the right. Mr. Sims said they are also willing to “tooth” in the masonry rather than filling it in. Mr. McMann agrees with the board in regard to removing the existing brick being covered up and reusing it elsewhere to match. It would also be cost effective. Mr. Henrich is concerned with the removal of the paint from the brick and how it will look. Chairman Perkovich would like it noted on the rendering that the removal of the paint will be thorough and will be seal coated.

Chairman Perkovich asked the board about tabling this and presenting the board with all the color schemes, wording on the architectural rendering and other items discussed into a new rendering at the next meeting. He has no issues with the landscaping plan. He would like some plantings or pots between the three piers and the sidewalk (if there is a sidewalk) to soften the building. Mr. Garcia was ok with either, Mr. Volpe and Mr. Brown would like it tabled.

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

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

**Motion Carried:    Tabled**

**NEW BUSINESS**

**Overland Properties**  
37939 Vine St.  
(Rep.- Yarden Portony, Part Owner)

**(1) Non-illuminated wall sign,  
Paint exterior of building and trim**

Mr. Portony is representing the signage application for Overland Properties.

Chairman Perkovich said the application states this is a non-illuminated black metal wall sign. The application also has painting of the exterior white with black trim. Mr. said they painted the building before they came before the board.

Mr. Portony said they are individual letters mounted to the masonry are non-illuminated. Mr. Henrich asked if they could move or remove the electrical box at the base of the sign shown in the rendering and Mr. Amir said yes, they will remove it.

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Mr. Henrich moved to approve the application for a non-illuminated sign and painting of the exterior white with black trim for Overland Properties, 37939 Vine St., Willoughby, OH 44094 as submitted but with the stipulation they remove the electrical box shown in the rendering and Mr. Brown seconded.

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

**Motion Carried:    Approved**

**Relson Gracie Jiu-Jitsu**  
38000 Euclid Ave.  
(Rep.- Cione Belknap, Agile Sign & Lighting)

**(3) Illuminated wall signs,  
face replacements only**

Ms. Belknap of Agile Sign & Lighting is representing the signage application for Relson Gracie Jin-Jitsu.

Ms. Belknap said they are doing face replacements on the existing cabinets. There is existing lighting but are not redoing the electrical. There are removing the previous face signage and replacing it. The faces will be a white poly carbonite with a digital print. The words Relson Gracie Jiu-Jitsu will read white with a black background, red trim and the logo. The cabinet is internally illuminated cabinet, but they will not illuminate the signs. Chairman Perkovich said the application says illuminated. Ms. Belknap said they will not illuminate these signs. Chairman Perkovich said if they want to illuminate the sign in the future they would need to come back before the board. Mr. Volpe said the board did not allow the previous business to illuminate their signs either.

Mr. Brown moved to approve the application for Relson Gracie Jin-Jitsu, 38000 Euclid Ave., Willoughby, OH 44094 as submitted for three signs with face replacements only, but the signs cannot be internally illuminated and the applicant, if in the future, wants to illuminate his signs he can reapply to come before the board and Mr. Garcia seconded.

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

**Motion Carried:    Approved**

**Gerald Malnar**  
38232 Union St.

**Exterior Stairs & Landing**

Mr. Malnar is representing the application for exterior stairs and landing.

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Mr. Malnar said there is an existing outdoor stairway to the existing apartment. He wants to remove it and replace it with a roof and side walls to protect his tenants from inclement weather. The vinyl siding will matching the existing siding and white trim will also match.

Chairman Perkovich noted he did get BZA approval for his setback. He likes the proposal, and the submission was very thorough. The rest of the board agreed.

Mr. Brown moved to approve the application for the Malnar property located at 38232 Union St., 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**

**Refinery Barbershop**

4059 Erie St.  
(Rep.- Barnaby Quintana, Owner)

**(3) Non-illuminated window signs**

Mr. Quintana is representing the signage application for Refinery Barbershop.

Mr. Quintana said they are doing gold leaf lettering on all three windows. The circle sign has to be only 25% of the total window area. The gold is 23K gold leaf with acrylic paint. Mr. Henrich mentioned that on the application it says the word "CUTS" is in gold and he wanted that clarified. All three of the windows shown in the rendering in yellow are actually gold leaf. Chairman Perkovich likes the sign and has seen gold leaf done before and it is tasteful.

Mr. Henrich moved to approve the sign application for Refinery Barbershop, 4059 Erie St., Willoughby, OH 44094 as submitted with the correction all three signs are gold leaf are on all three windows and Mr. Garcia seconded.

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

**Motion Carried:     Approved**

**Jehovah Witnesses Assembly Hall**

38025 Vine St.  
(Rep.- Donny Thompson, Damien Spates, Facility Manager)

**Extension of existing black  
PVC coated fence**

Mr. Thompson is representing the application for the extension of the existing black PVC coated fence.

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Mr. Thompson said they want to install a black chain link fence for security reasons. They have had issues with break-ins etc. They are matching the existing fence along Vine St. Mr. Garcia asked if they would be willing to install wrought iron fencing just along Elm St. Mr. Spates said the property along Elm St. is not in the historical district. Chairman Perkovich said they are not asking to replicate the brick piers. Mr. Thompson said there is no wrought iron gate anymore because it was damaged and is now black chain link with a motorized gate. Mr. Spates said the wrought iron may not work with the chain link gate. They prefer the black chain link gate proposed. It will be the same fence installed by the same company.

Chairman Perkovich said he does not have any issues with this submission, and it will be cohesive.

Mr. Brown moved to approve the application for Jehovah Witnesses Assembly Hall, 38025 Vine St., Willoughby, OH 44094 as submitted and Mr. Henrich seconded.

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

**Motion Carried: Approved**

**MINUTES**

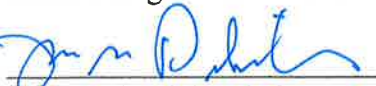
**June 1, 2022**

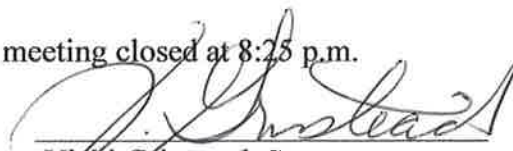
Mr. Volpe moved to approve the Design Review Board meeting minutes, as submitted for June 1, 2022 and Mr. Brown seconded.

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

**Motion Carried: Approved**

There being no further business the regular meeting closed at 8:25 p.m.

  
John Perkovich, Chairman

  
Vicki Grinstead, Secretary