

**DESIGN REVIEW BOARD
CITY OF WILLOUGHBY
REGULAR MEETING MINUTES
APRIL 5, 2023 @7:00 p.m.**

PRESENT: Bill Henrich; Adam Brown; Dan Volpe; 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

Godnavec Properties

4148 Erie St.

(Rep.- Kenny Godnavec, Owner)

(1) Non-ill. wall sign, Lighting on east & south side of bldg., Tuck pointing on south side of bldg.

Mr. Garcia moved to untable Old Business for Godnavec Properties, 4148 Erie St., Willoughby, OH 44094 and Mr. Volpe seconded.

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

Motion Carried: UNTABLED

Mr. Godnavec, President of Godnavec Properties, 4148 Erie St., is representing this application.

Mr. Godnavec said he has several building locations but Willoughby is his favorite and has researched other businesses in downtown and is before the board for his sign, lighting and tuck pointing of the building.

Chairman Perkovich asked if this signage is meant to fit where the previous mural is on the south elevation of the building. Mr. Godnavec said it is a bit smaller but will be encased in an oak frame and he will blend whatever paint is left to match the existing brick, but none of the painted mural will be visible. Chairman Perkovich asked if there is any relief or dimension to the sign because this is typically what the board likes to see. He said the ribbon and the "Welcome to Willoughby" gives that illusion of dimension but the rest of the sign does not, and they prefer raised lettering.

Mr. Volpe suggested adding some shadow lines to the letters to add dimension to the sign. Mr. Godnavec said this sign has already been made and has been in his basement since 2020. This sign was done at no cost to him because he purchased a larger sign for his other business.

Mr. Henrich said he should make the frame large enough to cover all of the mural instead of trying to blend it into the existing brick and Mr. Godnavec agreed with Mr. Henrich's suggestion. Chairman Perkovich agreed as well and said it would look much better then trying to match the brick color. Mr. Henrich told Mr. Godnavec he appreciates the effort he is putting in to make his building more aesthetically pleasing.

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Mr. Volpe said Sherwin Williams carries a Detrick product called peel and strip. You apply a thick paste and cover it with a parchment-like paper and leave it on for forty-eight hours and it will remove the paint from the brick, then you rinse it with a garden hose. He said it has to be the proper outside temperature before applying it. Mr. Garcia said he prefers the removal of the painted mural verses a sign that will advertise the businesses but does appreciate him creating the frame to make it “pop”.

Mr. Godnavec said his wall is a feature wall for all of downtown Willoughby and the lighting will light the corner and also be a safety feature. He decided not to illuminate the east side of the building. Mr. Garcia asked if he ever considered a mural and Mr. Godnavec said he is not in favor of murals and feels it cheapens the building. He has offered to install an enclosed glass cabinet where the city can advertise events being held within the city. He feels his sign will look great and he will install it at his cost and if they do not like it he will remove it.

Chairman Perkovich said one of the other items on the agenda is the lighting which look like gas lamps. Mr. Godnavec said they are electric but look like gas lamps. Chairman Perkovich said he is fine with the lamps themselves but does not care for the placement because they do not look symmetrical with the windows above. Mr. Godnavec said the building blends into another building, and it may look longer, which may make them look asymmetrical. Mr. Godnavec said he would be willing to add more lighting and approached the dais and the chairman showed him where they prefer the lighting.

Chairman Perkovich asked if he could do a mock up with the lighting to show where they will be installed on the side of the building and Mr. Godnavec agreed. He said they could table this portion of the application so he had time to create a new rendering for the board, but they could approve the other items before the board this evening.

Mr. Godnavec said there are bricks toward the bottom of the building that are coming loose, and he wants to repair them. He received correspondence from Mr. Volpe showing how to repair these bricks the proper way and he will do it according to those instructions. Mr. Volpe suggested he look in the basement of Fiona’s because there may be a pallet of bricks from that building where a window had been removed.

Mr. Garcia moved to table the lighting on the east and south side of the building and will provide updated renderings per the board’s suggestion for Godnavec Properties, 4148 Erie St., Willoughby, OH 44094 and Mr. Volpe seconded.

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

Motion Carried: TABLED

Mr. Henrich moved to approve (1) non-illuminated wall sign with the stipulation that a frame/raised border is added around the sign for dimension to hide any remnants of the previous signage and tuck pointing on the south side of the building is done per the instructions provided to the applicant by Mr. Volpe via email for Godnavec Properties, 4148 Erie St., Willoughby, OH 44094 and Mr. Brown seconded.

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

Motion Carried: APPROVED

NEW BUSINESS

Mickey's Ice Cream

14 Public Sq.

(Rep.- Edward Sajovic, EJS Designs)

(1) Non-illuminated wall sign

Mr. Sajovic of EJS Designs is representing the application for Mickey's Ice Cream.

Mr. Sajovic said unfortunately they did not run the design concepts by the landlord before submitting them to the city and he did not approve of some of the exterior designs, so he is here only for the wall sign in the triangular pediment above entry way. One of the biggest issues was that this is a two-tenant building and the entryway was too heavily branded for Mickey's Ice Cream on the lower level. The building owner would like to keep things more neutralized around the entryway. The ice cream cones are also shown at the entryway but will not be before the board this evening. The building owner said he understands they need signage and believes the best placement for that would be on the first-floor pediment. He would like to explore some other options and get the board's opinion for other design options and then he will present them to the building owner. He said most of the discussion this evening would be exploratory, but would prefer to discuss, and if possible, approve the single sign on the pediment. He handed the board a packet of exploratory renderings (in record 4-5-23, Exhibit "A").

Chairman Perkovich said he prefers the A.1 version presented based on the fact this is a dual tenant building. He liked the ice creams cones on the previous building but is not sure how this will work once another tenant occupies the second-floor space. He does not like the A.2 version of the tilted ice cream cones. He said with the Mickey's sign above the door where would the sign go for tenant "B". He wondered if tenant "B" would have a projecting sign between the windows on the second level. He said he would like to explore more options in regard to signage.

Mr. Sajovic said he has been inside the building and the first-floor footprint is very large and his client occupies approximately 70% of the building including the basement. He explained where the second-floor tenant would occupy approximately 30% which does not include the area above the rounded shutter which is just roof. His client signed a multi-year lease and would like some consideration for occupying a majority of the space. There are currently no prospects for a tenant for the second-floor space but suggested they could utilize the space to the left of the entrance door with a placard style sign.

Chairman Perkovich said he understands where they would like the sign to go on the pediment but asked if they considered a sign board above the bay with the ice cream cones flanking each side of the window as presented in the A.1 version. He said that way the entry way would remain "generic" for both tenants. Mr. Sajovic said he did not care for it there because it was tight. Chairman Perkovich said he would prefer they shrink the sign if they

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were going to install it in the pediment area and does not want to see the architectural element of the pediment affected.

Mr. Brown suggested making the sign over the bay window a triangle with the two ice cream cones. Mr. Sajovic said they have not tried that but can generate a rendering of it.

Chairman Perkovich showed Mr. Sajovic a quick mock up of what he suggested over the bay window with a sign board style sign. Mr. Brown liked the mock-up of the sign above the bay window. He feels the cones look out of place without something above them.

Mr. Sajovic said his client will repaint their previous building black and white and will be their offices.

Mr. Henrich suggested a vertical sign on one side of the bay and one ice cream cone on the other side. He said their signage and logo is horizontal and would shrink it significantly if they made it vertical.

Mr. Sajovic said the sign is acrylic and will have some dimension and raised lettering. It will feature a combination of printed vinyl and the dimensional lettering which was created for the original building but will be scaled down. His client really prefers the sign on the pediment. Chairman Perkovich said it may make the sign too small if they have to scale it back to fit within the rake trim.

Chairman Perkovich said in regard to the striping of the building, it would be up to the owner but from a two-tenant prospective he would shy away from that. Mr. Brown agreed and said the building should remain white.

Mr. Sajovic said the packet he presented this evening (in the section “added build out”) shows where they would fill in with artificial brick, which is currently gravel where the gas meter used to be. This will add symmetry to the front facade. The artificial brick is an exterior brick which is foam and is hard coated and will look and feel like real brick. Along the side they would add bench style seating to blend in with the front façade which will feature Neapolitan cushions. They will also be adding some café wrought iron tables for outdoor dining. They are exploring how to cover the existing gas meter because of safety concerns. They are looking at a pull-down door that looks like a sign but will be accessible for the utility company. Chairman Perkovich, Mr. Henrich and Mr. Garcia all liked this option.

Mr. Garcia moved to table (1) illuminated wall sign for Mickey’s Ice Cream, 14 Public Sq., Willoughby, OH 44094 and Mr. Henrich seconded.

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

Motion Carried: TABLED

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MINUTES

March 1, 2023

Mr. Garcia moved to approve the Design Review Board minutes of March 1, 2023 as submitted and Mr. Henrich seconded.

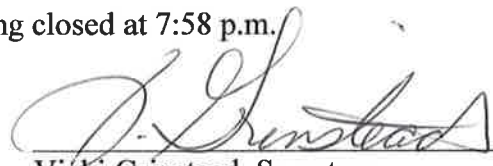
ROLL CALL: Yeas: Mr. Henrich; Mr. Garcia; Mr. Brown; Mr. Volpe; Chairman Perkovich
 Nays: None
 Absent: None

Motion Carried: APPROVED

There being no further business the regular meeting closed at 7:58 p.m.



John Perkovich, Chairman



Vicki Grinstead, Secretary