

**DESIGN REVIEW BOARD
CITY OF WILLOUGHBY
REGULAR MEETING MINUTES
MAY 3, 2023 @7:00 p.m.**

PRESENT: Bill Henrich; Adam Brown; Paul Garcia; John Perkovich, Chairman

ABSENT: Dan Volpe

OTHERS: Vicki Grinstead, Secretary

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

OLD BUSINESS

There was no one present to represent this application, so it remains tabled.

Godnavec Properties

4148 Erie St.

(Rep.- Kenny Godnavec, Owner)

Lighting on south side of bldg.

Mickey's Ice Cream

14 Public Sq.

(Rep.-Lori Diemer, EJS Designs)

**(1) Illuminated wall sign
(see New Business for illumination)**

Mr. Garcia moved to untable Mickey's Ice Cream, 14 Public Sq., Willoughby, OH 44094 and Mr. Henrich seconded.

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

Nays: None

Absent: Mr. Volpe

Motion Carried: UNTABLED

Ms. Diemer of EJS Designs is representing the application for Mickey's Ice Cream.

Ms. Diemer said at the last meeting the board requested a redesign of the sign to be more rectangular and not to encroach on the second floor tenant space which Mr. Sajovic has done. She said they also received the landlord's approval. She said the lettering will be raised or dimensional as it is on the current sign at the old building.

Chairman Perkovich said the lighting design and ice cream cones will be under New Business, but this is just for the sign, and it being illuminated. It was originally submitted non-illuminated.

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

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

Nays: None

Absent: Mr. Volpe

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Motion Carried: APPROVED

NEW BUSINESS

Mickey's Ice Cream
14 Public Sq.
(Rep.-Lori Diemer, EJS Designs)

**Ice cream cones flanking bay window
Exterior wall light for sign, (over bay
window)**

Ms. Diemer of EJS Designs is representing the application for Mickey's Ice Cream.

Ms. Diemer said the way the ice cream cones will be attached to the building has been explained to the landlord and he has approved it.

Ms. Diemer said are presenting two types of lighting; one is a gooseneck light and the other is a Hinkley light, which is a condensed streamlined type of light that provides a wider beam of light over the sign and is adjustable. She said the gooseneck light would encroach into the second floor space. The Hinkley light is a 28 ½" version as shown on the rendering and would fit in between the shutters and is a lower profile. The light is available in black or white and they would like it to be the client's choice.

Chairman Perkovich likes Option "A" the Hinkley light. The single gooseneck, notwithstanding it encroaches into the second floor space, and having just one beam being centered on the elongated sign might be lacking around the edges. Option "A" will illuminate more area over the sign and will leave more room for future signage for the second floor tenant.

Mr. Garcia prefers gooseneck lighting, but the single gooseneck may not work but suggested adding two gooseneck lights for more illumination over the sign. Ms. Diemer said two spots may make the sign look uneven and Option "A" would provide a nice wide beam of light. Mr. Garcia said he understands why they would prefer Option "A". Mr. Henrich also prefers the gooseneck lighting but does agree that with a future second floor tenant moving in the gooseneck option may not leave them enough room for their signage, so he also prefers Option "A". Mr. Brown agrees and also likes Option "A".

Chairman Perkovich said at one point there were two versions of how the ice cream cones would look on the building, but they have chosen to have them parallel on the brick facade but may lean slightly outward due to the bracketry that attaches them to the building.

Chairman Perkovich said they need to decide if the board should choose the color of the lighting or leave it up to the client. Mr. Henrich believes the board should chose the color. He prefers white to blend with the building as to not detract from the sign which is the focus of the business and Mr. Brown and Chairman Perkovich both agreed.

Mr. Henrich moved to approve ice cream cones flanking the bay window and the exterior wall light for the sign (over bay window) with Option "A" in white for Mickey's Ice Cream, 14 Public Sq., Willoughby, OH 44094 with and Mr. Garcia seconded.

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

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Nays: None
Absent: Mr. Volpe

Motion Carried: APPROVED

The Willoughby House Inn & Julia's
37819 Euclid Ave.
(Rep.- Mike and Paul Neundorfer, VGM LLC)

**Illuminated ground sign &
fence (north side)**

Mr. Paul Neundorfer, part owner, is representing the application for signage for The Willoughby House Inn & Julia's.

Mr. Neundorfer said they are before the board to replace the existing sign from the previous business along Euclid Ave. and approximately 180 linear of feet fence along the northern property line against the proposed parking. He said there is masonry that will match the main house which is sand stone that is 20" high and is capped. The rest of the sign is steel, timber and sandstone that is horizontally and vertically placed along the Julia's side. The sign will be black and white. The Willoughby House Inn sign will be lit with opposing gooseneck lights and the Julia's sign will be uplit from the ground. He said the fence is a very simple 6' carpenter fence.

Chairman Perkovich asked Mr. Neundorfer to describe the Julia's sign. Mr. Neundorfer said the sign itself will be painted iron. Chairman Perkovich said the iron would have a thickness to it and is mounted and Mr. Neundorfer said yes.

Mr. Garcia asked about the uplighting for Julia's which is not shown. Mr. Neundorfer apologized and said they did not specify the fixtures. They will probably be ground bullet aurora fixtures placed in the landscaping approximately 4-5' away from the sign. He asked if the sign will be flush, up against the pillar and base as shown and Mr. Neundorfer said yes. Mr. Henrich and Brown both like the sign. Mr. Garcia has no issues with the proposed fence.

Chairman Perkovich said they will add to the motion that the uplighting should be shown on the landscape plan as well as some type of year round evergreen type of ground cover be installed at the base of the sign.

Mr. Brown moved to approve (1) illuminated ground sign and fence (north side) for The Willoughby House Inn & Julia's, 37819 Euclid Ave., Willoughby, OH 44094 as submitted but with the stipulation that year-round ground cover be installed at the base of the sign and the proposed uplighting both be shown on the landscape plan and Mr. Henrich seconded.

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

Motion Carried: APPROVED

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Salon Soleil Beauty Parlor
38103 Euclid Ave.
(Alex Harper, Owner)

(1) Non-illuminated projecting sign

Ms. Harper, owner, is representing the application for signage for Salon Soleil Beauty Parlor.

Ms. Harper said her sign was approved by the condo association, Willoughby Pointe, and is a PVC sign with a black font and a light wood background. The sign will use the existing bracketry.

Mr. Garcia asked if the black border is flat or raised. Ms. Harper said she believes it is raised but is hard to tell from the rendering. There were no other questions or concerns from the board.

Chairman Perkovich said the motion should reflect the border have some dimension to it.

Mr. Garcia moved to approve (1) non-illuminated projecting sign for Salon Soleil Beauty Parlor, 38103 Euclid Ave., Willoughby, OH 44094 with the stipulation that the border be raised or dimensional and Mr. Brown seconded.

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

Motion Carried: APPROVED

Refinery Barbershop and Studio
4059 Erie St.
(Rep.- Dean Guernsey, Dynamic Sign Co.)

(1) Illuminated projecting sign

Mr. Guernsey of Dynamic Sign Co. is representing the application for signage for Refinery Barbershop and Studio.

Mr. Guernsey said the projecting sign is made of a high density urethane and is carved to look like wood with custom bracketry and gold leaf. The sign will be three dimensional and will have relief to it.

Mr. Garcia asked if the sign was non-illuminated, and Mr. Guernsey said the rendering shows gooseneck lighting, but it was not on the application as illuminated. He said he would come back and get the lighting approved. Mr. Brown said there were other items listed on the application, but no renderings were submitted. The owner said the awning is in disrepair and he would like to replace it and add signage. He showed the board some images of what he would like to do with the awning and signage, replacing the front door, painting, and adding a barber pole. He will resubmit for the rest of these items next month.

Mr. Henrich moved to approve (1) illuminated projecting sign for Refinery Barbershop and Studio, 4059 Erie St., Willoughby, OH 44094 and Mr. Brown seconded.

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

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Nays: None
Absent: Mr. Volpe

Motion Carried: APPROVED

KAVA SOL
4055 Erie St.
(Rep.-Jessica Ruff, Ruff Neon & Lighting)

(1) Illuminated wall sign

Ms. Ruff of Ruff Neon & Lighting is representing the application for signage for KAVA SOL.

Ms. Ruff said this will be a set of channel letters that will be back lit and mounted on the wall. The KAVA SOL logo will have a glow behind it.

Chairman Perkovich said the sign is stellar but asked if they would add a dimmer and the board agreed.

Mr. Brown moved to approve (1) illuminated wall sign for KAVA SOL, 4055 Erie St., Willoughby, OH 44094 as submitted but with the inclusion of a dimmer and Mr. Garcia seconded.

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

Motion Carried: APPROVED

Chairman Perkovich asked if there was anyone present for the Wild Goose and there was no one so the board went on to the next applicant.

Clark Beer & Wine
4074 Clark Ave.
(Rep.- Sonny Patel, representing
Girish Patel, Owner)

**(1) Illuminated wall sign (face replacement)
(1) Illuminated pole sign (face
replacement, double sided)**

Mr. Sonny Patel said he is representing the application for signage for Clark Beer & Wine for Mr. Girish Patel.

Mr. Patel said they are changing the name of the store and installing face replacements only on the wall and pole signs.

Chairman Perkovich said this is the same owner and they are only updating the signage and Mr. Patel said yes. He asked if the signs are still back lit, and Mr. Patel said yes, it is already existing, and these are only face replacements. He said he has no questions but stated the board does not normally allow internal illumination but since this is the same owner and they are essentially just changing the face of the signs the board will allow it.

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Mr. Brown agreed but reiterated the same comment as the chairman; the board does not normally allow internally illuminated signage, but it is an existing sign with illumination.

Mr. Garcia asked if they could add an outline to the lettering for some dimension instead of flat white lettering. Mr. Patel said he would check with his sign company and add the outline on the lettering and Mr. Henrich agreed. Mr. Patel said they could add a shadow or outline to the letters. Chairman Perkovich said they will add to the motion to add either a shadow line or a border added to each letter.

Mr. Garcia moved to approve (1) illuminated wall sign (face replacement) and (1) illuminated pole sign (face for replacement, double sided) for Clark Beer & Wine, 4074 Clark Ave., Willoughby, OH 44094 with the stipulation that either a shadow line or some type of background shadowing are added to the letters and Mr. Henrich seconded.

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

Motion Carried: APPROVED

Dogs on Erie

4127 Erie St.

(Rep.- Gregory & Marti Spoth, Owners)

(1) Non-illuminated wall sign

Mr. and Mrs. Spoth, Owners are representing the application for signage for Dogs on Erie.

Mr. Spoth said they are proposing adding a non-illuminated sign on the top of the building. He showed the board a sample of the lettering they are proposing but theirs will be on a larger scale.

Chairman Perkovich said the sign is self-explanatory but has two comments; the application says affixed to a treated wood backer and hang the completed sign atop the existing façade. He asked if he meant over the awning, so it is on the vertical face of the building and Mr. Spoth said that is correct. Chairman Perkovich asked if each individual letter is mounted or is each letter mounted on plywood. Mr. Spoth said he could do it either way, but they prefer to mount it on 2 x 12s and paint them black and secure to building. He said they would prefer not to drill into the brick.

Chairman Perkovich said it would be similar to item #3 as shown on the application and the substrate would be painted black. Mr. Spoth said that is correct and the background of the building is already black. Chairman Perkovich said there are dimensions to the lettering.

Mr. Brown said the letters are two feet high or 14" x 24" and asked if they would consider making the letters a bit smaller. Mrs. Spoth said they have a tree that blossoms during their peak season so they wanted the lettering larger so they will be visible to patrons. Mr. Spoth said they would be willing to reduce them a bit. Mr. Garcia agreed with Mr. Brown and would like to see the lettering made a bit smaller. Mr. Brown said, especially with the white lettering on the black background, the sign will already stand out. Mr. Brown said the 18" to 20" range would be more acceptable, and the board agreed.

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Mr. Brown moved to approve (1) non-illuminated wall sign for Dogs on Erie, 4127 Erie St., Willoughby, OH 44094 with the stipulation that the letters are between 18” and 20” inches in height and Mr. Garcia seconded.

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

Motion Carried: APPROVED

Chairman Perkovich asked again if anyone was present to represent The Wild Goose and no representative was present.

Wild Goose
4144 Erie St.

(Rep.- Seamus Coyne, Owner)

**Front exterior bldg. renovations,
Accordion style windows, Fence/rail
for outdoor seating**

There was no one present to represent this application, so the board moved to table the application.

Mr. Garcia moved to table front exterior building renovations, accordion style windows and a fence/rail for outdoor seating for Wild Goose, 4144 Erie St., Willoughby, OH 44094 and Mr. Henrich seconded.

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

Motion Carried: TABLED

Chairman Perkovich said no one was present for the Godnavec Properties so this will remain under Old Business.

MINUTES

April 5, 2023

Chairman Perkovich said there was an error on the spelling of a technical word on page 4 which was corrected.

Mr. Garcia moved to approve the Design Review Board minutes of April 5, 2023 as amended and Mr. Henrich seconded.

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

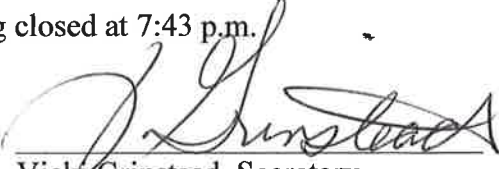
Motion Carried: APPROVED

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There being no further business the regular meeting closed at 7:43 p.m.



John Perkovich, Chairman



Vicki Grinstead, Secretary