

**SIGN REVIEW BOARD  
CITY OF WILLOUGHBY  
JULY 28, 2025  
REGULAR MEETING  
MINUTES**

**PRESENT:** Tara Ward; Josephine Begin; Joseph; Koskovics, Chairman

**ABSENT:** William Palmer

**OTHERS:** Vicki Grinstead, Secretary

Chairman Koskovics called the regular in-person meeting to order at 5:57 p.m.

**OLD BUSINESS**

**None**

**NEW BUSINESS**

**Bulldog Battery**

37645 Vine Street

(Rep. Richard Price, Co-owner)

**(1) Illuminated monument sign**

Mr. Price, Co-owner is representing the signage for Bulldog Battery.

Chairman Koskovics noted all items for this application and that year-round ground cover be installed at the base of the sign. Mrs. Grinstead informed the board members that the applicant received BZA approval for this sign on July 9, 2025.

Ms. Begin asked what the bottom portion of the sign would be. Mr. Price said it will be the LCD screen below the logo. Ms. Begin made a statement to be environmentally aware so as to not project signals that could emanate from public service vehicles. Ms. Begin said if the brightness can be adjusted she suggested it be kept at a modest setting. Mr. Price agreed and said they do not want to upset any of the residents because they have been there for over thirty years. Chairman Koskovics said 75% or less is the standard and there is literature available on this subject.

Ms. Begin moved to accept (1) illuminated monument sign as submitted with the stipulation that year-round ground cover be installed at the base of the sign for Bulldog Battery, 37645 Vine Street, Willoughby, OH 44094 and Ms. Ward seconded.

**ROLL CALL:** Yeas: J. Begin; T. Ward; J. Koskovics, Chairman

Nays: None

Absent: W. Palmer

**Motion Carried: Approved**

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**Lake Management**

36445 Biltmore Place

(Rep.- Bill Conrad, Conrad Signs)

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

Mr. Bill Conrad of Conrad Signs is representing the signage for Lake Management.

Chairman Koskovics noted all items for this application. Chairman Koskovics asked if there was previous signage on this wall Mr. Conrad said no, it has been removed. Chairman Koskovics said there will be a stipulation in the motion that if there is any shadowing or repairs needed from the previous signage that it is cleaned and repaired before the installation of the new sign.

Ms. Ward moved to accept (1) non-illuminated wall sign for Lake Management, 36445 Biltmore Place, Willoughby, OH 44094 as submitted but with the stipulation that if there is any shadowing or repairs needed from the previous signage that it is cleaned and repaired before the installation of the new sign and Ms. Begin seconded.

ROLL CALL:        Yeas:    T. Ward; J. Begin; J. Koskovics, Chairman  
                      Nays:    None  
                      Absent: W. Palmer

**Motion Carried:    Approved**

**Shell**

36400 Euclid Ave.

(Rep.- George Dragon, Cicogna Sign Co.)

**(1) Non-illuminated pole sign  
w/partial face replacement only**

Mr. Dragon of Cicogna Sign Co. is representing the signage for Shell.

Chairman Koskovics noted all items for this application. The agenda and minutes are corrected to read pole sign (not wall sign) for this application. Pole signs do not require ground cover. There were no questions from the board.

Ms. Begin moved to accept (1) non-illuminated pole sign with partial face replacement only for Shell, 36400 Euclid Ave., Willoughby, OH 44094 as submitted and Ms. Ward seconded.

ROLL CALL:        Yeas:    J. Begin; T. Ward; J. Koskovics, Chairman  
                      Nays:    None  
                      Absent: W. Palmer

**Motion Carried:    Approved**

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**Shell**  
34802 Ridge Rd.  
(Rep.- George Dragon, Cicogna Sign Co.)

**(1) Non-illuminated pole sign,  
w/partial face replacement only**

Mr. Dragon of Cicogna Sign Co. is representing the signage for Shell.

Chairman Koskovics noted all items for this application. There were no questions from the board.

Ms. Ward moved to accept (1) non-illuminated wall sign with partial face replacement only for Shell, 34802 Ridge Rd., Willoughby, OH 44094 as submitted and Ms. Begin seconded.

ROLL CALL:        Yeas:    T. Ward; J. Begin; J. Koskovics, Chairman  
                      Nays:    None  
                      Absent: W. Palmer

**Motion Carried:    Approved**

**Valvoline**  
35901 Euclid Ave.  
(Rep.- Mike Phillips, FTC Maintenance LLC)

**(1) Illuminated pole sign,  
face replacement only,  
(1) Illuminated wall sign,  
(4) Instructional/Directional signs  
(2-front & 2-rear)**

Mr. Phillips of FTC Maintenance LLC is representing the signage for Valvoline.

Chairman Koskovics suggested the board vote on these signs as a package and noted all items for this application. Chairman Koskovics asked if they are utilizing the same cabinetry and Mr. Phillips said yes, they are just replacing the face and painting it red. Ms. Begin asked if they will be removing the portion of the pole sign that says, "drive thru" and he said yes. Ms. Begin said there will be a stipulation that it will be sealed and painted so it does not rust and Mr. Phillips agreed.

Ms. Begin moved to accept (1) illuminated pole sign, face replacement only, (1) illuminated wall sign and (4) Instruction/Directional signs (2-front & 2-rear) for Valvoline, 35901 Euclid Ave., Willoughby, OH 44094 as submitted but with the stipulation that the framework of the freestanding pole sign be repaired and sealed prior to it being repainted red and Ms. Ward seconded.

ROLL CALL:        Yeas:    J. Begin; T. Ward; J. Koskovics, Chairman  
                      Nays:    None  
                      Absent: W. Palmer

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**Motion Carried:      Approved**

**Willoughby Post Accute**  
37603 Euclid Ave.

**(1) Non-ill. freestanding ground sign,  
face replacement only**

No representative is present due to a family emergency.

Chairman Koskovics noted all items for this application. Chairman Koskovics asked the board if they wished to proceed without a representative present and the board agreed to proceed.

Ms. Ward moved to accept (1) non-illuminated freestanding ground sign with face replacement only as submitted but with the stipulation that the bottom portion of the sign which is covered by shrubbery needs to be trimmed down and some of the shrubs look damaged and need replaced for Willoughby Post Accute, 37603 Euclid Ave., Willoughby, OH 44094 and Ms. Begin seconded.

ROLL CALL:      Yeas:    T. Ward; J. Begin; J. Koskovics, Chairman  
                     Nays:    None  
                     Absent: W. Palmer

**Motion Carried:      Approved**

**The Wine Warehouse**  
37812 Vine St.  
(Rep.- Mark Danford, Owner)

**(1) Illuminated wall sign, face  
replacement, (1) Non-ill. window sign**

Mr. Danford, Owner is representing the signage for The Wine Warehouse.

Chairman Koskovics suggested the board vote on these signs as a package and noted all items for this application.

Mr. Danford will utilize the existing cabinetry. Chairman Koskovics suggested adding to the motion to clean up the framing of the existing cabinetry. Ms. Ward wanted to confirm the background of the sign is white with colored lettering and Mr. Danford said yes. She said he will need to clean up any shadowing from the prior sign if he is just replacing the vinyl lettering and Mr. Danford agreed. Mr. Danford said the sign on the door will be at an A.D.A. compliant level. The hours of operation do not count toward the window allowance per Mrs. Brooks.

Ms. Ward moved to accept (1)illuminated wall sign and (1) non-illuminated window sign for The Wine Warehouse, 37812 Vine St., Willoughby, OH 44094 as submitted with the stipulation that any shadowing from the prior sign be cleaned or repaired prior to the installation of the new sign and the logo placement on the door must be A.D.A. compliant and Ms. Begin seconded.

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ROLL CALL: Yeas: J. Begin; T. Ward; J. Koskovics, Chairman  
Nays: None  
Absent: W. Palmer

**Motion Carried: Approved**

**Cedarwood Estates Apts.**  
35124 Euclid Ave.  
(Rep.- Joe Campbell, Signs PDQ)

**(1) Non-illuminated ground sign,  
(double-sided)**

Mr. Campbell of Signs PDQ is representing the signage for Cedarwood Estates Apartments.

Chairman Koskovics noted all items for this application. He noted for the applicant that this sign will require year-round ground cover at the base of the sign.

Ms. Begin asked what material the square part of the sign is made of. Mr. Campbell said it is a polystyrene core and is covered in a poly armor which will protect it for decades and then they apply a stucco layer.

Ms. Begin noted that the landscape island that is surrounded by stone is missing some stones and needs to be cleared of weeds. Mr. Campbell said he believes the intention is once the new sign is installed that the owner will improve the landscape island. Ms. Begin said it will be a stipulation that they should replace any missing rocks and replace any landscaping that is removed.

Ms. Begin moved to accept (1) non-illuminated ground sign (double-sided) for Cedarwood Estates Apartments, 35124 Euclid Ave., Willoughby, OH 44094 as submitted with the stipulation that they should replace any missing rocks and replace any landscaping that is removed and Ms. Ward seconded.

ROLL CALL: Yeas: T. Ward; J. Begin; J. Koskovics, Chairman  
Nays: None  
Absent: W. Palmer

**Motion Carried: Approved**

**The Macomb Group**  
4507 Beidler Rd.  
(Rep. Chris Camerieri, Cams Lighting & Signs)

**(1) Illuminated pole sign,  
face replacement (Wlby. Self-Storage),  
(1) Non-illuminated wall sign (Self-storage),  
(1) Non-illuminated inst. sign (indoor  
storage entrance)**

Mr. Camerieri of Cams Lighting & Signs is representing the signage for The Macomb Group.

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Chairman Koskovics suggested the board vote on these signs as a package and noted all items for this application.

Mr. Camerieri said the owner will dress up the landscaping at the bottom of the pole sign once the new sign is installed. The pole sign will be upgraded to LED lighting. Ms. Begin said they need to fix the wood framing at the base of the sign and fill in the missing patches of grass. They asked if there was a previous sign where the wall sign was and Mr. Camerieri said no. He is also adding the address numbers. Ms. Begin asked if the vinyl graphic on the door is just the key and text or if it is solid and blocks out the window. Mr. Camerieri said it is white vinyl on the glass with their logo and hours.

Ms. Begin moved to accept (1) illuminated pole sign with face replacement, (1) non-illuminated wall sign and (1) non-illuminated instructional sign for The Macomb Group, 4507 Beidler Rd., Willoughby, OH 44094 as submitted and Ms. Ward seconded.

ROLL CALL:        Yeas:    J. Begin; T. Ward; J. Koskovics, Chairman  
                      Nays:    None  
                      Absent: W. Palmer

**Motion Carried:    Approved**

**The Macomb Group**  
4505-4593 Beidler  
(Rep. Chris Camerieri, Cams Lighting & Signs)

**(1) Non-illuminated ground sign,  
(multi-tenant sign)**

Mr. Camerieri of Cams Lighting & Signs is representing the signage for The Macomb Group.

Chairman Koskovics noted all items for this application. He noted for the applicant that this sign will require year-round ground cover at the base of the sign.

Ms. Ward noted the applicant checked pole sign on the application but it was corrected to ground sign. She asked if the copy for the tenant slots will all be the same font and color and Mr. Camerieri said yes, they slide in and out easily.

Ms. Ward moved to accept (1) non-illuminated multi-tenant ground sign for The Macomb Group, 4505-4593 Beidler Rd., Willoughby, OH 44094 as submitted but with the stipulation that year-round ground cover be installed at the base of the sign and Ms. Begin seconded.

ROLL CALL:        Yeas:    T. Ward; J. Begin; J. Koskovics, Chairman  
                      Nays:    None  
                      Absent: W. Palmer

**Motion Carried:    Approved**

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**The Macomb Group**

4665 Beidler Rd.  
(Rep. Chris Camerieri, Cams Lighting & Signs)

**(2) Non-illuminated walls (corners of bldg.),  
(1) Illuminated wall sign (Macomb over door),  
(1) Non-illuminated dir. Wall sign (on gate),  
(10) Non-illuminated inst. wall signs  
(1) Illuminated freestanding ground sign**

Mr. Camerieri of Cams Lighting & Signs is representing the signage for The Macomb Group.

Chairman Koskovics suggested the board vote on these signs as a package and noted all items for this application.

Chairman Koskovics asked if there was currently any signage on the corners of the building and Mr. Camerieri said no. Chairman Koskovics asked if there were any markings from the canopy where the new wall sign will be installed and Mr. Camerieri said yes, but they will pressure wash it and do any necessary repairs. The wall where the ten instructional signs will be mounted will need to be cleaned, repaired, and painted if it has not already been done. Mr. Camerieri said he believes the owner painted it already. Mr. Camerieri said for the ground sign they will be utilizing the foundation and old poles and cutting them down to comply with the city's code. The ground sign will be 8' in height. Chairman Koskovics said the ground sign will require year-round ground cover at the base of the sign.

Ms. Begin moved to accept (2) non-illuminated wall signs and (1) illuminated wall sign, (1) non-illuminated directional wall sign, (10) non-illuminated instructional wall signs and (1) illuminated freestanding ground sign for The Macomb Group, 4665 Beidler Rd., Willoughby, OH 44094 as submitted with the stipulation that the outline from the awning be power washed and remediated and the wall for the instructional signs should be cleaned, repaired and painted and the ground sign will require year-round ground cover at the base of the sign and Ms. Ward seconded.

ROLL CALL:        Yeas:    J. Begin; T. Ward; J. Koskovics, Chairman  
                      Nays:    None  
                      Absent: W. Palmer

**Motion Carried:    Approved**

**MINUTES**

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**June 23, 2025**

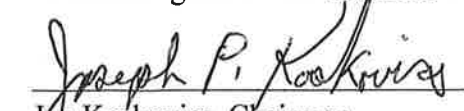
Ms. Ward moved to accept the Sign Review Board meeting minutes of June 23, 2025 as submitted and Ms. Begin seconded.

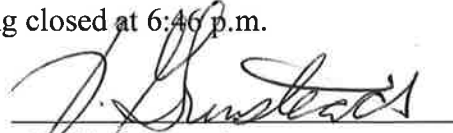
ROLL CALL:        Yeas:    T. Ward; W. Palmer; J. Koskovics, Chairman  
                      Nays:    None  
                      Absent: J. Begin

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**Motion Carried:     Approved**

There being no further business the regular meeting closed at 6:46 p.m.

  
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Joe Koskovics, Chairman

  
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Vicki Grinstead, Secretary