

**DESIGN REVIEW BOARD SPECIAL MEETING
CITY OF WILLOUGHBY
SPECIAL MEETING MINUTES
DECEMBER 21, 2022 @7:00 p.m.**

PRESENT: Dan Volpe; Adam Brown; Bill Henrich; Paul Garcia; John Perkovich, Chairman
ABSENT: Vicki Grinstead, Secretary
OTHERS: None

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

Mr. Myers of Myers Architect was not present so the applicant asked the Chairman if they could discuss the signage first and the Chairman agreed.

NEW BUSINESS

Dollar Tree

38000 Euclid Ave.

(Rep.- Major Harrison, Major Source, Mark Sims, Bldg. Owner,
Phil Grassy, Dollar Tree,
Todd Hunt, Esq.)

**(1) Illuminated wall sign &
(1) Illuminated ground sign**

Chairman Perkovich said this submission differs from what had been originally submitted, which was a dual branding for Family Dollar/Dollar Tree and asked if this is now just for Dollar Tree. Mr. Hunt said yes.

Chairman Perkovich said the first sign is a wall sign and the face will be illuminated with goose neck down lighting and the second sign which is a ground sign which is externally illuminated as well.

Chairman Perkovich said they originally discussed the ground sign having a low base but had dual branding, but now they just see Dollar Tree. He asked them to explain what type of materials would be used in the top portion of the cabinet and if it is illuminated or not. He said the board likes to see some relief to the sign and this looks like a plexiglass sign and there was really no explanation as to the materials.

Major Harrison of Major Source said this is an aluminum cabinet and is not plexiglass and is not internally illuminated. It is vinyl lettering on aluminum. Chairman Perkovich would like to see some relief to this sign such as a frame or shadow line of some sort and the letters to have some dimension to them. Mr. Harrison said he could put a ¼" PVC on the cabinet to add dimension. Chairman Perkovich said dimensional lettering is preferable to the board. He asked if the green finish has a sheen to it or is it a matte finish. Mr. Harrison said it is a matte finish because they wanted to be cognizant because they are in the historical district.

Mr. Garcia asked if there will be ground cover around the ground sign and Mr. Harrison said yes.

Chairman Perkovich asked Mr. Sims to clarify where the ground sign would be located. Mr. Sims said it was his understanding that there was some flexibility there but that the board would prefer it by the driveway, so this is what they are presenting. Chairman Perkovich said if he is looking at LP1 is this the left most opening. Mr. Sims said it will be the middle one with the five little dots around it. Mr. Harrison said they provided a site plan to Mrs. Brooks in the Building Department indicating this is the location of the sign which meets the proper setbacks etc. Mr. Sims said the sign located by Wilson Ave. will be removed. He said the dance studio may ask for the other one to stay.

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Mr. Garcia asked for clarification regarding the letters and if they would be ¼” off the sign for some relief or would they be flush, and the green background would be set back. Mr. Harrison said the lettering would pop ¼” off the sign. Mr. Garcia said there is a thick black line on the ground sign and asked if this was for dimension. Mr. Harrison said that is where the cabinet meets the aluminum base, so you would not see a band. Mr. Garcia confirmed that there is no border around the sign and Mr. Harrison said that is correct. He asked if they would consider adding a border to add some interest.

Mr. Henrich said he would like to see the exterior renovations with the sign as a whole package and the materials the sign is comprised of. Chairman Perkovich said he knows they are discussing the ground sign but asked if he had any materials for both. Mr. Harrison said the wall sign letters are made of PVC and are dimensional or thick. Mr. Henrich also echoes Mr. Garcia’s request for a border on the monument sign. Mr. Harrison asked if vinyl would work for the border, and Chairman Perkovich said that would be fine; anything to provide some sort of shadow line.

Mr. Henrich feels like this should be tabled so they provide a picture of the whole package and samples of the materials and lighting etc.

Chairman Perkovich said they prefer a ½” to ¾” thick letter for dimension for the ground sign and typically the wall sign letters are 1” to 1 ½” or greater but it should show the dimensions. Mr. Sims said they would agree to that. He did see where the gooseneck lights will be bronze to match the building but are only dots on the rendering and said it would be nice to see the actual lighting. He asked about the green coping on the building itself and that they had previously discussed the coping being a bronze or similar color not to compete with the signage scheme. He prefers the bronze coping which is more cohesive with the building. Mr. Garcia said even if it was a darker color that matches the existing building to the right. Mr. Brown asked for clarification if this was just Dollar Tree now and Mr. Grassy said yes. Mr. Grassy said they are fine with the coping matching the building color. Chairman Perkovich said the new submission shows the coping being green and the board agreed the coping should be bronze or a color to match the building to the right. Mr. Sims asked if they could discuss this during the exterior renovation portion.

Mr. Garcia moved to approve (1) illuminated wall sign and (1) illuminated ground sign for Dollar Tree, 38000 Euclid Ave., Willoughby, OH 44094 with the stipulation that the monument sign will have relief for the lettering and a border and year-round ground cover at the base of the sign and Mr. Henrich seconded.

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

Motion Carried: APPROVED

OLD BUSINESS

Dollar Tree

38000 Euclid Ave.

(Rep.- Mark Sims, Property Developer, Phil Grassy, Dollar Tree,
Todd Hunt, Esq.)

Exterior renovations

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

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

Motion Carried: UNTABLED

Chairman Perkovich said in original discussions the brick surface was what they were trying to salvage. The previous information he has is they intended to remove the existing paint and expose the existing face brick, but the new rendering indicates openings will be filled and repainted to match the existing. Mr. Sims said it would be a disaster to continue with what was previously presented once they met with the general contractors. Their intent would be to infill any areas that are not covered by the new EFIS top section with brick to match and will be repainted to be cohesive. They prefer to do what they have recently submitted. They discussed paint verses stain. Mr. Volpe said if they were stripping the brick stain was suggested to add cohesiveness. He said if they were to paint from pilaster to pilaster that would also add cohesiveness. Mr. Sims said they would paint the whole thing. Mr. Brown asked if the back will be painted. Mr. Sims said it has never been painted. Mr. Brown pointed out that the rendering shows some areas to be filled in on the back. Mr. Sims said Mr. Brown was correct but they had not planned on that. Mr. Sims agreed to paint the back and believes it would add value to the property. Chairman Perkovich said they do not have the south elevation, which belongs to Relson Gracie. He asked if the paint would end at the jog between the Dollar Tree and Relson Gracie building, and Mr. Sims said yes.

Chairman Perkovich reiterated if they are looking at sheet A2, the north face or left side of the building and the back of the building up to the existing martial arts studio where the jog exists will be painted. The board members agreed with the paint plan.

Chairman Perkovich said they wanted to confirm the coping color and the majority of the board agreed the coping color should be bronze or match the building to the right.

Chairman Perkovich said he will read a letter into record from Mike Neundorfer dated 12/5/22 in opposition to this proposal (Exhibit "A").

Mr. Garcia moved to approve the exterior renovations for Dollar Tree, 38000 Euclid Ave., Willoughby, OH 44094 with the stipulations that the painting will wrap around the building to the rear elevation for the Dollar Tree Building only and the coping along the top will match the top of the building to the right (formerly Imagine Salon) as close as possible and openings to be filled and painted to match as noted on the rendering and Mr. Volpe seconded.

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

Motion Carried: APPROVED

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The Enclave at Literary Pointe

White 6' vinyl privacy fence

PPN#27-A-026-D-00-062-0/Center St.

(Rep.- George Davis and Bob Myers, Probuilt Homes)

Mr. Garcia moved to untable the white 6' vinyl privacy fence for The Enclave at Literary Pointe, PPN#27-A-026-D-00-062-0/Center St., Willoughby, OH 44094 and Mr. Henrich seconded.

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

Motion Carried: UNTABLED

Mr. Myers and Mr. Davis of Probuilt Homes, 9124 Tyler Blvd., Mentor, OH 44060 are representing the application for a vinyl privacy fence.

Mr. Myers said at the last meeting they presented a 6' white vinyl fence but the board asked to see a sample of the gray vinyl material and presented it to the board. He said they spoke to the vendor of this gray fence, and it only comes in a solid with no lattice option. Their only concern with the gray is there is only one vendor that produces it and if it needs replaced in the future there could be an issue if it is discontinued, or the dye lot is changed.

Mr. Davis said at Planning Commission they were concerned about it being solid, but they are not in a residential district and solid fencing is permitted. The lattice versions are only available in wood or white vinyl. Chairman Perkovich said he likes the lattice and understands their concerns about the gray. Chairman Perkovich prefers the lattice option and Mr. Brown agreed. Mr. Garcia likes the lattice but prefers the wood option and previously Mr. Davis mentioned any upkeep of the fencing would be written into the HOA documents and Mr. Davis agreed. Mr. Davis said he would like direction as to the stain color if they choose the wood option. Mr. Volpe prefers the white vinyl with the lattice and is easiest to maintain and Chairman Perkovich and Mr. Henrich agree.

Mr. Henrich moved to approve a 6' white vinyl fence with the lattice for The Enclave at Literary Pointe, PPN#27-A-026-D-00-062-0/Center St., Willoughby, OH 44094 as submitted and Mr. Brown seconded.

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

Motion Carried: APPROVED

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NEW BUSINESS

Thee Hemp Co.

4128 Erie St.

(Rep.- Jessica Ruff, Ruff Neon & Lighting)

(1) Illuminated wall sign

Ms. Ruff of Ruff Neon & Lighting, 295 W. Prospect St., Painesville, OH 44077 is representing the application for an illuminated wall sign for Thee Hemp Co.

They are proposing a set of channel letters that will be black during the day and white at night and would be internally illuminated and will be individually mounted to the façade. The existing letters and border trim would be removed and will be patched and painted and show no signs of shadowing.

Chairman Perkovich said during the day the lettering looks like three dimensional black letters and at night only the face would be glowing. Ms. Ruff said yes, it is perforated vinyl applied to the acrylic face. She said it is a soft glow. Chairman Perkovich said the board typically does not like the internal illumination, especially the glowing box, but these are individual letters. They have approved other internally lit signs but with subtle color tones. She agreed to a dimmer option and foot candles if preferred. Chairman Perkovich said he would prefer a dimmer because if the sign is too bright, they will send a letter asking to dim the sign down and Ms. Ruff agreed.

Mr. Garcia said he prefers a non-illuminated option in the middle of downtown. Ms. Ruff asked if the board would prefer a halo lit sign and Mr. Garcia said yes he would prefer that and Mr. Volpe and Chairman Perkovich agreed to the halo lit option. Mr. Brown said none of the signs in the area have any back lit or internal illumination and he would prefer a gooseneck option or similar. He feels this would be more consistent with the current look of the signage on the existing buildings. Mr. Henrich agreed with Mr. Brown. Mr. Volpe said the sign board is narrow and gooseneck lighting may not be an option. Chairman Perkovich is fine with the halo lit option with a dimmer if that is the pleasure of the board and asked for a motion.

Mr. Garcia moved to approve the application for (1) illuminated wall sign for Thee Hemp Co., 4128 Erie St., Willoughby, OH 44094 not as submitted but instead of internally illuminated it will black lettering on a white background as shown in Sign 1 but will be halo lit from behind with a dimmer and Mr. Volpe seconded.

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

Motion Carried: APPROVED

Then Design Architecture

4230 River St.

(Rep.- Jeff Henderson, TDA)

Existing lighting for ground

sign in color/landscaping at base

of ground sign

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Jeff Henderson of TDA is representing the application for existing lighting and landscaping for ground sign for Then Design Architecture (TDA).

Mr. Henderson said there are two items they need to address this evening; one is the landscaping at the base of the sign. They included a plan and material to put around the base which they will do in the spring of 2023.

Mr. Henderson said the second item was the exterior illumination of the sign itself. He said they came before the board a year ago for the sign and lighting. He said they would like to illuminate the sign with their branding colors and believes they discussed colored lighting at other times of the year. He said these will not flash and believes there may have been a programming error. He said they were previously downtown and wanted to draw some of those colors into their lighting scheme.

Chairman Perkovich asked if the up lighting has a dimmer or has the ability to be dimmed. Mr. Henderson said he believes it can be dimmed but he would have to check to be sure. He said with a dimmer they have the option to tell TDA to lower the lighting levels if there are resident complaints. Chairman Perkovich said they had one written complaint regarding the lighting and ground cover and read it into record (Exhibit "A") from Mr. and Mrs. Hundt on River St.

Chairman Perkovich said TDA proposed lighting their signs on seven different holidays for a certain amount of days which are listed in their submittal. He does not have an issue with this request as long as there is no flashing of the lighting. Mr. Henderson said they have also had a lot of positive comments regarding the lighting of the sign on social media and included some examples with their submittal. Mr. Henderson said all other times of the year they would like green and blue which are their branding colors. Mr. Brown suggested maybe coordinate with city colors for the holidays.

Mr. Henrich moved to approve the application for TDA, 4230 River St., Willoughby, OH 44094 as submitted with the lighting plan and year-round ground cover presented but with the stipulation of no flashing lights and Mr. Garcia seconded.

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

Motion Carried: APPROVED

MINUTES

November 2, 2022


Mr. Henrich moved to approve the Design Review Board meeting minutes, as amended for **November 2, 2022** and Mr. Volpe seconded.

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

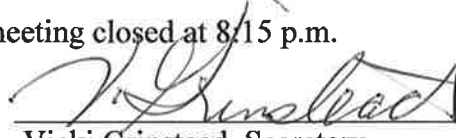
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Motion Carried: Approved

There being no further business the regular meeting closed at 8:15 p.m.



John Perkovich, Chairman



Vicki Grinstead, Secretary