

**ARCHITECTURAL REVIEW BOARD
MEETING MINUTES
Mayfield Village
August 18, 2011**

The Architectural Review Board met in regular session on Thurs, August 18, 2011 at 7:30 p.m. at the Mayfield Village Civic Center, Main Conference Room. Chairman Pro Tem Joshua Klein presided.

ROLL CALL

Present: Mr. Joshua Klein Chairman Pro Tem
Mr. Ivo Tombazzi
Mrs. Mary Ann Wervey
Mr. Carmen Miozzi

Absent: Mr. Ron Dinardo Chairman

Also Present: Mr. John Marrelli Building Commissioner
Ms. Deborah Garbo Secretary

CONSIDERATION OF MEETING MINUTES

Consideration of following minutes postponed to next meeting date:

May 26, 2011

June 23, 2011

July 28, 2011

PROPOSALS

- 1. Signage**
**Musca Properties
Village Plaza
6679 Wilson Mills Rd.**
- 2. Addition & Renovation**
**Rockwell Automation
6680 Beta Dr.
tda Architecture**
- 3. Screened Porch Enclosure**
**Kenneth Simon
1012 Woodlane Dr.
Eli Mahler & Assoc. Architects**

OPEN PORTION

**Kenneth Simon
1012 Woodlane Dr.
Screened Porch Enclosure**

Chairman Pro Tem Klein called the meeting to order. We're going to go out of order on the agenda beginning with the 1012 Woodlane Dr. proposal.

Architect Eli Mahler from Eli Mahler & Associates begins. We're extending the existing deck 4'. On top of the deck we'd like to build a screened-in porch.

Mr. Marrelli asked if it's concrete or dirt underneath the deck now.

Eli Mahler said it's a 6mil vapor barrier and gravel and we'll continue that on the new portion. It's tying in up on the roof line. We'll match the asphalt shingles.

Mr. Marrelli said that roof is about 2 months old. Your 2 x 10's, are you continuing on the full span from the existing roof to the bearing point at the end of the room?

Eli Mahler replied I've broken it up on a section because we can carry some of that load directly onto the existing wall that's there now. The point load is on the same plane as the house wall.

Mr. Marrelli asked what the roof pitch is.

Eli Mahler said approximately 2 1/2. We want to put ice guard on the whole thing and we're right at that border. Unfortunately if we went to a higher pitch, it'll bring up all the way to the existing ridge. This isn't a three-season room. It's just a screened-in porch to keep insects out.

Mrs. Wervev asked about the exterior materials.

Eli Mahler replied double 2 x 4's at each section, stained wood, wolmanized material. The door will be stained wood to match the enclosure.

Mrs. Wervev asked if it'll match anything on the house.

Eli Mahler replied the house is vinyl siding. We do have a little bit of the vinyl siding at the gable end.

Mr. Marrelli thinks it'll be better to cap the 2 x 4's. **Eli Mahler** agrees. John makes notation on dwg to reflect.

Mr. Miozzi asked what'll keep the bugs from coming up through the decking.

Eli Mahler replied a vapor barrier now. If this was a new deck, I'd put a screen underneath. A solution to that would be 1/2" plywood on top of the existing deck.

DECISION

Mrs. Wervey, seconded by Mr. Miozzi made a motion to approve the proposed drawings for Mr. Simon at 1012 Woodlane Dr as noted.

ROLL CALL

Ayes: Mr. Klein, Mr. Tombazzi, Mrs. Wervey, Mr. Miozzi

Nays: None

Motion Carried.

Drawings Approved & Signed As Noted.

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**Musca Properties - Village Plaza
6679 Wilson Mills Rd.
Signage**

Joe Musca owner of Village Plaza introduces himself. I have with me Lee Ann Sole and Frank Cicogna from Cicogna Electric & Sign Co. A few updates, as of right now the project is underway and we're shooting to have it done end of Nov early Dec. Things are moving as scheduled. The sign we have displayed that "all tenants are open for business", when we did that rendering, we didn't have a sign package yet, so that's generic signage. What we're presenting tonight came through many hours of design, consultation with the architect & tenants. Each individual tenant sign is something I'd like your feedback on.

Chairman Pro Tem Klein said we need to try and get some consistency as we look across each elevation. We're looking for some continuity across the tenant spaces. We'd like to pull this together to make the elevations more similar across. Obviously making that turn, Yours Truly is on both elevations.

Mr. Marrelli said you might make a case that the corner can be a little bit different, a focal point, but the scripts are all different, all these letters are different styles. Did the tenants decide this is what they wanted?

Joe Musca replied we went to the tenants and asked. This is really a wish list. Even though there's some variation in the color scheme, it's not huge. I can give you the whole speech about tenant branding, individuality, logos, but I understand from our earlier meetings the Village wants uniformity & consistency.

Chairman Pro Tem Klein asked how we can accomplish both.

Fred Cicogna said on our letter style, we're using a backlit silhouette letter which would give the uniformity across the board on all copy, of all tenants. The individuality is giving them the front illumination of the actual letter (showing sample of lettering, lighting & plaque).

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Mr. Marrelli hands out a color photo of Eastgate Shopping Center signage. It's all the same font, maybe just different sizes, but they all tie-in.

Frank Cicogna disagrees. Those are all different letter fonts.

Mr. Marrelli said it's a large building, but looking from the street, it seems like one cohesive piece all the way across.

Frank Cicogna said they accomplished that by using the same color lettering.

Mr. Marrelli asked Frank if everyone is agreeing to red except for Yours Truly & Tommy V's.

Joe Musca said one sign is maroon, but different shades of red in general.

Mr. Marrelli said Tommy V's is green, red & black. Gary Ann's is simple. The Glow Spa is simple. If this Village Plaza sign goes up, the letters are a little too big, but otherwise it's o.k.

Mrs. Wervey asked how the letters fit on the panel.

Frank Cicogna replied they're all individual letters. To alleviate a bunch of holes in the building, we created this plaque which is an exact match of the color on the background. This will allow the ability to change the panels easily.

Chairman Pro Tem Klein commented it's basically a pre-engineered sign that's going to have individual letters made onto the sign.

Frank Cicogna said correct.

Mr. Marrelli asked Frank how he gets a listing for that.

Frank Cicogna replied I'm a UL Fabricator. It's all low voltage, LED.

Mr. Marrelli asked if the logo columns on Pizza Roma sign will be flat on the panel or protruding out.

Frank Cicogna said that would be an illuminating pillar, same depth.

Joe Musca said our façade is increasing in size, considering visibility from the road and how it all relates, we did the max 18 inches.

Mr. Marrelli said you're too far away from the street for 18" letters. I agree lettering's too small. We'll make that case later to the Board Of Appeals. Right now I think you need to get your uniformity case made. What can you do to make it more cohesive?

Joe Musca asked if he's limited to just one color.

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Mr. Marrelli said no, but you're not getting the uniformity. How you do that I don't know. You either make it all the same font, the same color or the same size.

Joe Musca asked if they're treating both buildings as one.

Mr. Marrelli said yes. They're tied together now.

Joe Musca asked, if we went with all black, can we sprinkle in some green & reds as long as it has some uniformity?

Mr. Marrelli said it depends how it looks. This is about purely aesthetics in how it looks from the street.

Mrs. Wervey said the code says the building and the adjoining buildings should produce an overall unified effect.

Frank Cicogna said when we did the plaques and the backlit silhouette, that's how we tied it all together. Just so you know, we tried and at the same time still tried to accommodate the tenants. An effort was made there, maybe not enough.

Chairman Pro Tem Klein said I like the signage as stand alone, I think it's a good design. I think it accommodates the long term look of the building. Whether there's turn-over or not, you have something that's good to work with. Again, how do we make it look uniform?

Mr. Marrelli agreed. What tenants are your stumbling blocks?

Frank Cicogna said I don't think any tenant moves out because you tell them he's going to have all black or all white, but they're not going to be happy.

Discussion ensued on letter / outline color options. Consensus is red or black is the contrast needed for visibility.

Joe Musca said we'll retool this and talk to the tenants. We'll let them know what we're limited to doing.

Frank Cicogna shows example of letters lit with different color options & illumination, the difference in daytime vs. night. It's all about visibility.

Mr. Marrelli said we want to make sure it's visible. We want to attract attention to the tenants for sure. What happens is this Board will look at your sign program and make a statement to the effect that the sizing is proper for the space that you're filling even though it's not code compliant. When you go to the Appeals Board, you'll have that backing. If you put small letters on something that's 150' away from the street on a big backer board, it doesn't look right. The Board of Appeals will have to say it does or doesn't make sense. I'm pretty sure they'll go along with it because you have to have the perspective, you need the visibility and the sizing proper.

Frank Cicogna asked what the Board thinks if he does Aladdin's & Gary Ann's in black and everything in the middle red. The plaque will match building color.

Mr. Marrelli said could look nice. We'd need to see it.

Chairman Pro Tem Klein thinks it'll look more consistent.

Mrs. Wervey asked if every letter's independent, if she can see a track behind and if there's another building with this type of signage done.

Frank Cicogna replied letters are independent, can't see a track and we did Legacy Village.

Mr. Miozzi asked about the checkerboard matting.

Frank Cicogna said it's called 3-M perforated vinyl which gives you daytime contrast and the nighttime white illumination. It comes in red, blue, black.

Mr. Tombazzi asked if they'll be on all night.

Mr. Marrelli said 11:00 p.m. illumination has to be turned off.

Frank Cicogna concludes, I think we have an understanding of what it is you're trying to achieve. We'll put our heads together, talk to the tenants and make another attempt.

DECISION

Proposal **TABLED**.

Next meeting date Sept 8th:

- Bring color samples.
- Incorporate signs on Elevation dwgs prepared by Architect Gary Neola.

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**Rockwell Automation
6680 Beta Dr.
Addition & Renovation**

Chairman Pro Tem Klein asked representatives to explain Rockwell proposal.

Bill Davis, Panzica Construction introduces himself as Construction Manager for the project. The building is located at RoNay Plaza between Mt. Vernon & First Energy.

Mike Wellman, tda Architecture introduces himself.

Bob Fiala, tda Architecture introduces himself.

Mike Wellman referred to poster board drawings. The building was built in 1976 as a big warehouse. Over time it was divided up. Rockwell now occupies the whole building. The result of that is that Rockwell's main entrance, rather than being on Beta Dr. is about two-thirds of the way back on the east elevation. That's where visitors, guests & clients enter.

Panzica & Rockwell came to tda and asked us to accentuate their entry which is tucked far back on this site. Each entry now has a little sign attached to its canopy. Visitors generally can't find the front entry. After a series of studies & versions on this thing, we decided the best thing to do was to pop the vestibule out 10'. That will draw attention to that location. We also incorporated a curbed sign band that will allow their name to be rotated towards the north.

Chairman Pro Tem Joshua Klein said I can tell just by looking at it, it needs something to draw the visitor. Is there road signage directing to the east drive?

Bob Fiala replied there's just the big Rockwell sign out front. They're bringing in a lot of folks from either out of the country or out of state that are buying Rockwell things. They're trying to make a better first impression.

Mike Wellman said originally we had a big red entry (Rockwell colors) popping out. They steered us away from that. They want a high tech look. We're using a silver punched metal. Mike demonstrates bump-out area and 3' overhang.

Bob Fiala said the sign's affixed to a mesh that's floating in front of everything. It sits out front of the actual vestibule structure.

Mike Wellman doesn't know that the sign band will be as transparent as shown. We're getting the structural details now. It seems like it's going to need a solid panel behind it. We'll still incorporate the perforated punched metal look. The metal wall panel is curved as well.

Mr. Marrelli asked about the column material.

Mike Wellman replied it's a composite metal panel system. They're part of the wall, they're a 1/2 circle. They stick out. One thing with that bump-out, we're going to have to move 4 parking spaces. There're several areas in the back where we can add spaces. They have 260 spaces now and about 300 employees, approx 20 work from their home. We've never had a parking problem.

Mrs. Wervey asked if the existing doors are remaining.

Mike Wellman replied yes. The existing exterior doors are going to remain. We're removing an interior vestibule door. The vestibule depth is about 10'. We have 2 single doors coming into a vestibule going out one door.

Mr. Marrelli asked if they did exiting calculations.

Bob Fiala said yes. We're probably way over-excited because of all the former exits / entrances.

Mr. Marrelli asked about the remoteness of them. I don't know how they're laid out inside.

Mike Wellman said they're pretty well spread around the building, two or three up front, several in the back. We have mostly cubicles. In the back we're taking an old storeroom and adding a computer training & fitness room. We're adding showers & locker rooms to go with the new fitness room. The only thing that'll affect you guys is that we're removing 2 former dock doors and adding some store front windows for lighting. Landscaping will be just some minor changes at the entry.

Mr. Marrelli said you're putting storefront glass on the back. There's probably no sidewalk or wheel stops so how is that parking up to the glass?

Bob Fiala said there are recessed docks, so the storefront's actually 3 ½ feet above the grade back there.

Mr. Miozzi asked if there's a door for the fitness room.

Mike Wellman said there's an existing door between the 2 windows that we'll leave. There are several steel stairs along the back.

DECISION

Mr. Miozzi, seconded by Mrs. Wervey made a motion to approve the proposed drawings for Rockwell Automation at 6680 Beta Drive.

ROLL CALL

Ayes: Mr. Klein, Mr. Tombazzi, Mrs. Wervey, Mr. Miozzi

Nays: None

**Motion Carried.
Drawings Approved & Signed.**

ADJOURNMENT

There being no further business, Mr. Klein, seconded by Mr. Miozzi made a motion to adjourn the meeting.

ROLL CALL

Ayes: All

Nays: None

**Motion Carried.
Meeting adjourned at 8:25 p.m.**

Chairman

Secretary