

**ARCHITECTURAL REVIEW BOARD
MEETING MINUTES
Mayfield Village
January 27, 2011**

The Architectural Review Board met in regular session on Thursday, Jan 27, 2011 at 7:35 p.m. at the Mayfield Village Civic Center, Main Conference Room. Chairman Ron Dinardo presided.

ROLL CALL

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

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

CONSIDERATION OF MEETING MINUTES: Sept 9, 2010 & Sept 16, 2010

Mr. Miozzi, seconded by Mr. Tombazzi made a motion to approve the meeting minutes of Sept 9, 2010.

Mr. Klein, seconded by Mr. Miozzi made a motion to approve the meeting minutes of Sept 16, 2010.

ROLL CALL

Ayes: All
Nays: None

Motion Carried
Minutes Approved as Written.

PROPOSALS

1. Additions / Renovations Mayfield High School
6116 Wilson Mills Rd.
T.D.A. Architecture
2. Façade Renovation Village Plaza
Musca Properties, LLC
Wilson Mills & SOM Ctr. Rd.

**Mayfield High School
Additions / Renovations**

Presentation by T.D.A. Architecture

Chairman Dinardo called the meeting to order. T.D.A. Architecture is here to present what they're doing.

Jeff Henderson, T.D.A. Architecture begins slide show presentation. The District is undergoing a big change. Fifth graders moved out of the Middle School and into the Elementary Schools. Eighth Graders are moving out of the High School back to the Middle School. The District has outlined 3 general overarching ideas:

1. Safety & Security
2. Educational Programming
3. Building & Infrastructure

What's unique here at the High School is they're losing space. They're losing 300 8th graders. It's a different problem than what we had at the Middle School where we were gaining them and had to find space for the kids. Jeff addresses both original & existing buildings. They added the 10/12 wing in the late 60's connected through existing bldg with a corridor. Field House added in late 80's with pool. Science Wing done in '99' and Excel Tech wing done in 70's.

What happens is because of a constriction in that main corridor, all the kids have to funnel through that tight corridor. Kids exit out of the bldg, loop around and go into the other bldg. The District doesn't like that. A lot of issues arise from that. The question was; how could we make a connection between the wings to alleviate that whole situation? Another problem; there's not a central Administration area. There's 2 offices, one in the 10/12 addition and the other in the 8/9 building. Concern is there's no clear entrance to the building. There's no control over the situation. They want to create a front door. The proposed 2 additions address those issues. We're widening out a corridor. We're demoing a big piece and reworking it. We're adding a two-story Administration addition and it'll consolidate most of the Administration in that location. And we're creating a front door. The connector will connect across on both levels, on 2 floors. Another connector which is a two-story addition will connect the 1st & 2nd floor of the Science Wing into the main corridor of the High School. This addresses the big safety/security issue.

In terms of Infrastructure, there are 2 existing modular classrooms on the north side. Those will disappear, no longer necessary. We can accommodate all the student needs within the structure we're building. However, they will be used as swing space during construction. This construction will go over the school year. That will be an area they'll move students into during construction. Those classrooms will disappear at the end of the project.

Along the Field House at the south end we're adding a wrestling room, weight room and another locker room.

ARB mtg minutes

Jan 27, 2011

Pg #3

Chairman Dinardo asked if the modular classrooms that will disappear over time will be used somewhere else.

Jeff doesn't know if the District has any use for them. They have 4 classrooms in each. The feasibility of re-using them is not likely. If I'm not mistaken, they lease them, so if they get rid of them that frees up some capital. We have no intention of re-using them at all.

Entry / Admin addition; Here shows the connection in the middle between the 8/9 & 10/12 wing. We're consolidating all the Admin in here. The 1st floor is Principals, Assistant Principals, conference areas, 2nd floor Guidance. There'll be creation of a main lobby. We've done this at every building. When students are coming in, for a short period of time in the morning those doors will be open and kids will file in. At some point they'll lock down. The only place a visitor will be able to come in is through these doors, they get into the reception area then get released into the building. We've created that kind of security situation in every building they have.

Full Plan View; Another thing happening, we'll be creating a **courtyard**. Right now it's open on the corner. It will be completely enclosed. Internally right now they have 2 **cafeterias**; 8/9 cafeteria & 10/12, kitchen & service. We're consolidating the cafeterias. We only need one. We're making it larger, not by adding to the building but right now there's a glass wall and we're opening that up to the existing wall to become a larger space. This area will be the **main media center**; right now they have 3 scattered throughout the building. They're not well used because they're scattered. They don't have staff for them. They want them consolidated. When consolidating the **cafeteria** here, we'll have access to the courtyard. For the most part, we're not doing a lot with the classrooms. There are 2 existing **music spaces**; a band room and vocal room, we're going to take over what is the wrestling room right now, move the wrestling room to the new addition and convert that space to a 3rd music space.

Second Floor; We're adding some art rooms. **Art spaces** are scattered around the bldg. This gives us the opportunity to consolidate them into a department. We're converting this part of the second floor into 3 art rooms, a dept office, and a couple of computer labs.

Jeff said in general that kind of gives you a flavor of what's happening with the building internally & externally.

Science Wing connector; This view shows new science wing connector, it's just corridor, it'll be lockers. If you're familiar, they have these locker banks centralized in 3 locations. All the lockers occur in a concentrated area. They want to spread those lockers out around the corridors. Some of these areas are being utilized for new lockers as we spread them out across the building. Then we take over those spaces, i.e. for the media center. A lot of stuff's happening internally.

Building Infrastructure; This wing will have brand new **HVAC** done. They're changing out all the unit vents in there now with new ones, first & second floor, quite a bit of investment there. We're touching a lot of areas of the building.

Athletic Area; This is the outside face of the field house & pool. The wrestling room, Athletic Director office and weight room here. They have a weight room that's shared both by the community and the Athletes, as the community also uses the pool after hours. There's a desire to separate those functions. The community weight room will be where the existing one is now. They'll create a new one for the Varsity Athletes, another locker room next to that. We're doing some internal stuff converting these existing locker rooms and turning them into bigger more functional locker rooms. This will be Girls Varsity & this Boys Varsity. Second floor; similar connection through, Guidance is in this area here. This connector comes and goes. This is open. This is a two-story space in front of the gymnasium. When you get to that point you overlook that main corridor now which is getting widened out. We're taking it from 15' to 30' wide.

Elevations; One of the challenges is that none of the floors are level. None of the elevations match. It's crazy in terms of trying to get things to work, so some of those connectors we have actually have transitions built in them to make those connections happen.

Outside of existing Bldg's; I'm going to take you around the outside. There's a little bit of everything. Nothing is consistent on the outside which makes designing additions very difficult. The 8/9 building is a precast. None of the classrooms have outside windows in either wing. They're all internalized. This big glass area opens up into a big corridor, one of the locker banks are in there. These are the 2 entrances next to what would be the Admin of the 8/9. This work was done 2 or 3 years ago, they put these entrances on. They replaced some of this curtain wall. It was an ongoing maintenance thing. Chairman asked if the one set of doors will remain as just an exit door for the kids. Jeff said correct. Chairman said people are so used to all these entrances, I was wondering how you were going to define it when you create this new one, hopefully with signage. Jeff replied, I think the architecture will help that. Right now you can get into a lot of doors. Those will be all locked down and you'll only be able to get into "the door". This precast has actually been painted, an interesting pattern. Has sort of a button texture. It's chipped off in certain areas. This shows the 8/9 bldg, the 10/12 bldg, the big sculpture that exists and the 2 art rooms. This is the Administration piece which will be demo'd. The gym is behind it, has that same precast panel as the 8/9 bldg, but that'll all come out. Mr. Miozzi asked if the doors will be locked down with mag locks. Are they thinking of a card access? Jeff replied yes. There will be an access system included as part of this. Continuing outside, the Admin building was done probably in the late 60's, is precast, different color, different texture. It's painted, not a natural precast. The Science Wing is at the end, 3 or 4 colors of brick, any materials you can imagine, and we haven't gotten to the back yet. Chairman agreed it's a hodge-podge of materials. I see you're trying to make it somewhat uniform which is a plus.

Back side of existing bldg's; This is where the pool and field house are. This was actually the original gym. This has more materials. It's got a split face. There's the old gym

ARB mtg minutes

Jan 27, 2011

Pg #5

again. That's the old precast. That's the part of the original gym on that second addition. Then they have this sort of green masonry kind of glazed tile and glass block. South side they have these precast entrance pieces that stick out which will disappear because we're going to be building right up against this.

Jeff states our challenge was, what do we do with this building and how do we bring it together in some way, shape or form? Not an easy thing to do.

PROPOSED ADDITIONS & RENOVATIONS

Sheet 2

Jeff begins with entry & administration addition. What exists is all very horizontal. To counter, we started looking at introducing vertical elements. Existing is all tan, white, & beige, nothing that stands out. We have a canopy out here where we can introduce a brighter color. With the Admin wing, we played off that portion of the 10/12 building, wrapped the brick box. We're planning on using a tan that matches the light color of the science wing. The tan brick on the science wing and brick that exists on the Admin is all very similar. We're going to pick off the color on the science wing and draw that through the entire elevation. We'd like to do precast up there. **We're also looking to do a metal panel that will match in color, but with the budgeting, we're not sure. We're working on that.**

Sheet 3

This is the curved portion of that connector which we would do mostly in glass. We're picking off some of these horizontals that come through but we can't do every one so we're going to introduce masonry. Because of the additions, we have to separate everything with fire walls. There are conditions. You can't have glass against glass. You need a certain dimension of rated walls. That'll be the same tan and it kind of works with the tan of the precast.

Sheet 7

That's one of the media centers I mentioned. It's a two-story piece. We have to build a bridge inside on that second level.

Sheet 8

Moving around to the back to the weight & wrestling room additions we have a whole different scenario with materials. We're proposing split face here. We're not going to use precast but we're going to introduce a light colored smooth masonry there as opposed to a split face. These are windows, obviously introducing light. To enter athletic events now, that entrance is in that courtyard in the middle. There's a pair of doors, you walk in. The Athletic Director's office & ticket office are there. They don't like that so they're moving it to the back. This will now become the main entrance for athletic events. They'll enter the athletic facility as opposed to going through the school to get there. The other entrance is the community entrance for the pool which will remain. For the lower section, we're proposing split face block that will match the split face on the field house. The lighter colors, they used a precast but we're proposing a smooth masonry block. We're proposing to stay with the split face on the whole back end to keep it uniform.

ARB mtg minutes

Jan 27, 2011

Pg #6

Mr. Marrelli asked if they've given any thought to roof windows or skylights to bring some natural light in.

Jeff replied they aren't necessarily against that. We're not that far along in some of the development.

RECAP MATERIALS

Chairman Dinardo wants to recap. You have so many things going on, so many pieces / parts here. You just gave a great explanation. In order that this Board understands what materials you're using, let's start from one end to the other. Our job is to make it somewhat uniform.

Jeff Henderson said sure, but do realize this is just one manufacturer. When we bid it out it may be another manufacturer. The intent is that we would match the light brick that's on the science wing. That is where we would start. That would drive all this masonry.

Mr. Marrelli asked for the color for the record. It's a Glengary Brick Roam Gray. It's a light tan.

Chairman said you're essentially redoing the whole front of the building.

Jeff said it's not being touched to the extent that's where our connections happen. They just redid this front 2 years ago, it's bronze anodized glass. It has a green glass that's here now. Our intent is to match that. It has some clear glass as well mixed in. We're proposing to do the same thing with our columns. We'll capture them using clear glass.

Chairman asked about the spandrel to hide the floor. Jeff said it'll be the opaque green.

Jeff said one of the things we didn't touch on is the mullion colors. The mullions that occur in the masonry we want to do in bronze. The mullions that occur on the curtain wall and in the precast, we want to do in clear. We can talk about that.

Chairman thinks bronze would be more appropriate on the curve and then introduce the clear where they have the precast.

Discussion ensued.

Jeff agrees with all bronze for uniformity across the whole face.

Chairman states he's an advocate of signage. **Jeff** points out location of "Mayfield High School" signage at entrance.

Mr. Klein thinks the elements including the canopy, signage & vertical, will lead people to the entry door.

Chairman asked about the material on the design element feature above the curve entry.

Jeff replied metal.

Discussion ensued on accent stripe that carries through to the canopy and how transition works and detail of tie-in at bottom of sill.

Chairman asked Jeff, what's the intent tonight? Is it to just get our feedback, and come back with a full set of plans for us to sign off on?

Jeff replied well, if you want to give us approval tonight. We're in our DE phase.

Chairman comments, you picked up some neat elements to tie these buildings in. Everything looks like its flowing. Colors all work.

Mr. Marrelli asked about the new science wing connector, have you given any thought to stepping that entryway back into the building for weather protection? Can you give it some depth? It's flat.

Jeff replied it's not intended to be an entrance. It's an exit. **We'll take a look at it.**

Mr. Marrelli said that second floor locker room is another location to think about skylights. It's all closed up.

Chairman asked about the material at the wing that comes out by the entry.

Jeff replied sections of metal panel.

Chairman asked if there'll be depth to it. What kind of detail? **I'd like to look at this detail when you come back.**

Chairman asked about exterior lighting.

Jeff states they haven't gotten into lighting yet.

Chairman asked about a site element at the entry.

Jeff said there's a memorial out there now. I think the District is going to move it to the back of the building. There's also that huge sculpture that we're moving into the courtyard. For whatever reason, they don't want anything out front. However, we're proposing planters that would be landscaped out front. Something the kids could sit on. We originally thought about trees in front but didn't want to cover up this thing.

Chairman said it sounds like you guys have done your due diligence. I wondered if you actually talked to the Teachers there.

Jeff replied plenty of meetings with Teachers & Principals.

Chairman asked about copings with the precast.

Jeff replied metal copings everywhere and not really predominant. I don't want to draw attention to a lot of that.

Chairman asked what happens at the base. It's going to get all kinds of abuse from the kids.

Jeff replied intent is cast & placed concrete. This is one of those locations where we have to transition floors.

Mrs. Wervey asked how they plan to obtain pricing to determine precast.

Jeff replied package is going to the Construction Manager Feb 1st. Next Fri we turn in our DE package. They'll do a pricing on it. We'll propose it as precast.

Mr. Marrelli asked Jeff if he's worried about damage to the metal panels.

Jeff replied not high like that, no.

Field House / Pool Area; Mr. Marrelli comments this looks pretty simple, split face to match existing.

Jeff states he doesn't have material sample but will bring next meeting. We talked about (Sheet #10) taking that line, turning the corner and stopping it. We'll wrap the corner and stop it, not tie it back in, not to get that funny relationship.

Chairman asked about the door on the side elevation @ end of bldg (Sheet #9).

Jeff replied it's a door access to the locker room. **John** questions what that material would be and asked if it can be set back a bit. **Chairman** thinks not, they're masonry frames and recommends re-using a door that's there to match. **Jeff** said actually they could set back same depth as the windows.

Adam from TDA manipulates Auto CAD based programming enabling different views for ensued discussion on tie-in bands, skylights, roof top units, panels, entrances, & exists on locker room, weight room & wrestling room additions.

Chairman recommends an outdoor drinking fountain. There are a ton of kids doing sports and constantly going into the building for a drink of water. Security wise, they wouldn't have to enter the building.

Jeff Henderson said as I mentioned, they're talking about doing some things in the stadium. It may include concession stands. **We'll talk with the Athletic Director about that.**

NEXT MEETING: Feb 10th @ 7:30 p.m.

- Applicant to bring back entry details per discussion.
- Applicant to bring split face & other sample materials per discussion.

.....

**Village Plaza
Musca Properties, LLC
Façade Renovation**

Joe Musca introduces himself. My family owns the Village Plaza across the street. I want to thank everyone for their time tonight and for having us on the agenda. With me is Gary Neola the Architect and Steve Eisenberg, our Leasing Broker. Everyone has a copy of the plan. We'd like to redo the façade on the Yours Truly building only at this point in time, with the intent at some point in the future to do the other building. I didn't know what direction the Village would allow with a renovation because historically it's been Western Reserve and Georgian. I met with Ted Esborn and David Hartt a couple times to get feedback to see if I was in the ballpark at all. We took a rendering from your Master Plan and used that as a model to come up with our rendering in front of you. We have two vacancies there now. Obviously we'd like those filled. I think what will help us is increased signage. Not in an obnoxious way. What we're looking for today is any type of preliminary feedback, to see if this is something feasible to this Board.

Chairman Dinardo said you're only doing one part of the building which is really two buildings, 3 parcels with Charter One. We just went through this whole exercise with the School to try and bring all these pieces / parts together. Now we're going to have a building ½ done. People driving by visualize this building as one. The design is 60's Western Reserve Georgian, but it all blends together. Why is it that you picked the one building?

Joe Musca replied it has to do with how the leases are running and what we'd like to see happen down the road where CVS is located. It's all back burner stuff we can't act on now. CVS lease is 2015. Yours Truly lease is 2021.

Steve Eisenberg interjects. I do the leasing on the property. Try to get some better identity and better exposure is all I'm hearing. We do a tremendous amount of marketing. We reach out to everybody both traditional and non-traditional retail users pretty much across the board. We have had talks in varying degrees to try to better position CVS. I don't know what's going to happen there in the next 6, 12 or 18 months. The portion of the property that traditionally has had the vacancies is the portion fronting Wilson Mills.

Chairman said we appreciate the fact that you're bringing this to us to discuss & talk. It's just trying to grasp it as individual pieces. Look at Eastgate that was just done, you have Marcs 150 feet away from the rest of it, but it's all tied in. It's all as one uniform shopping center. The Rite-Aid & Dollar Bank, you see some of the same elements tied into that strip. I understand

ARB mtg minutes

Jan 27, 2011

Pg #10

you want to save money and look at possibly doing this part later. We'll look at this and give you feedback but I think we'd like to see you do the entire Center's façade.

Mr. Marrelli said your SOM elevation will be the old building and all of a sudden it'll be a new piece on the corner going east.

Steve Eisenberg said timing wise day to day CVS and the tenants in that building are changing their minds.

Mr. Marrelli asked, are you saying if that space was empty, you'd put this treatment on?

Steve Eisenberg replied it would certainly be my goal. We were talking about better positioning CVS. How we're going to do it, I'll leave it up to Joe.

Mr. Marrelli asked what that has to do with the façade.

Steve Eisenberg replied the reason I'm bringing that up is those are talks that continuously get put on hold. There's been another change in real estate personnel amongst CVS. I understand what you're saying and it makes proper sense but I'm impressing upon Joe because I need something to get these spaces leased. It certainly would be easy to incorporate a similar façade from what we wanted to do facing Wilson Mills to what we want to do facing SOM Ctr. If something can't be done on SOM Ctr in a reasonable period of time then my suggestion would be; That's it, let's handle the façade, at some point either CVS is going to stay with us or not, and I'll have a nice building to work with.

Mr. Marrelli said it might make a difference if you did that. Maybe they would look at it and say "We've been hoping for something like this for a long time".

Steve Eisenberg said I would work with them to get a design and a look to suit their needs.

Chairman said you've had discussions with CVS. I'm wondering if they're going to come back and ask for all kinds of upgrades from you. You got a 24 hr CVS up by Hillcrest Hospital, you got Walgreens 1000 feet away, Rite-Aid, Marc's & Drug Mart that just opened up.

Steve Eisenberg replied this is my conversation that I'm having currently and ongoing. I thought by the time Joe was prepared to bring some renderings to the Village, I was thoroughly hoping we'd be further along in some direction, whether it be the drive-thru facility or possibly repositioning Aladdin's. We're in a unique situation and I'm really pleased because there aren't a lot of options for CVS. CVS isn't going to buy this corner or the corner across the street and build their free-standing big one. I'm confident with that part. Our goal would be to solidify them so they could compete with the other drug stores out there. That could end up being 6 months or 16 months. I just don't know. In the fall, we had several new deals pending with them. I had conversations and site plans on this property pending with them. Then there was a complete shake up in the region. I inherit a real estate guy from the East Coast, new to the market. Fortunately we have relationships with this one. That aside, I have to work on this stuff

ARB mtg minutes

Jan 27, 2011

Pg #11

accordingly. To do something of this magnitude, I'm afraid it could potentially go to waste with a repositioning of CVS in some degree.

Joe Musca added this is very preliminary and I hate to get rumors out there, but if we could ever provide CVS with a new building and accommodate Aladdin's & Pizza Roma with space, everything would match then. Our talks with them are dragging.

Steve Eisenberg emphasized Joe is right, we don't want to start any false rumors by any stretch. The development company that we work closely with is able to do some different site plans and thoughts for us. Again, with the new real estate people, any discussions I've had in the past are tabled and now we're revisiting.

Mr. Marrelli said I'm trying to understand how who the tenant is has anything to do with how you're going to treat the outside of your building. Tell me what you're afraid of, that you're going to put this façade on the CVS part and they're going to say they don't like it?

Joe Musca replied no. We've tried giving them a new building, period.

Steve Eisenberg said I have site plans showing a brand new building replacing Pizza Roma, CVS & Aladdin's. A plan maybe relocating Aladdin's into our old Dr. Harris clinic vacancy. I have thoughts of taking down a piece of the building and creating the drive-thru. Putting on the new façade is where we feel it could potentially go to waste. We're spending a lot of money doing a lot of infrastructure and then it goes away. We've talked about doing the one side. I certainly expected this to be your initial comment. It's tough on our end because we're trying to add value. We see what Lance Osborn did on the other side of the highway, these tenants have identity and look. **Mr. Marrelli** said but it's all uniform too. You can tell it's all one owner, one plaza. **Steve** said without question the buildings are uniform. The issue with CVS and potentially repositioning the property is the answer to your question.

Mr. Marrelli said you're in the real estate business. You know sometimes you have to take a chance and sometimes you waste a few bucks. You can't say we're not going to do this because of "what if 4 years from now"? Then we'd have an old building next to a new building. No doubt people will drive by and ask, what the heck happened there?

Joe Musca replied I understand it's a huge issue and it has to be addressed from our end. Going back to the rendering.....

Chairman said we'll get into the rendering. We're just trying to get some history here on why just the one side.

Steve Eisenberg replied that was the reason in general. To the "4 years out", the timeframes we discussed were more immediate. If these guys can't step to the plate at some point, I'd rather have a nice building facing both roads and if I have to backfill CVS one day then I'd feel confident with a nice façade with a peak, with a tenant with their color & fonts.

ARB mtg minutes

Jan 27, 2011

Pg #12

Mr. Marrelli said in this area Highland Hts & Mayfield Hts, everybody's putting up these new buildings with new facades, and they're all uniform. I'm afraid people would come down SOM, everything all new, shiny & uniform then come to the plaza and see ½ a plaza.

Steve Eisenberg replied we don't disagree with that assessment and it's something we didn't think would be overlooked. From a conceptual idea we need to go back and see if I can get together some time frames that are going to be more immediate so at the worse case scenario maybe it's a Phase 1 & Phase II.

Chairman said to share my two cents on your discussions with CVS, I don't see them doing anything but a new free-standing building with a drive-thru to make them competitive. You can have all the discussions you want.

Steve Eisenberg replied yes, the drive-thru capacity was my conversation with their Real Estate Director. With two of the layouts, we incorporated just the addition of a drive-thru. We ran into some space constraints. I know we could approach the Village and look at it as an overall. Circulation was an issue. Repositioning of Aladdin's was an issue. Believe it or not, due to the uniqueness of this intersection and everything you just said, the willingness to look at the drive-thru capabilities as opposed to just a total rebuild, I can say they were open to it.

Chairman said that's hard to believe with all the transition they're having. There's so many new people, so many new ideas. To get them to commit, you could be waiting a long time.

Steve Eisenberg said the good news is we have some time constraints. We have them till 2015. If we can't do something with them and start getting better direction and feedback, we have to look at it differently and play our cards in 2015.

Chairman Dinardo said I don't know what kind of sales they have there.

Joe Musca replied they do well.

Steve Eisenberg said I'm sure you guys have an idea of some of the economics that have gone into some of these; the 7-story office buildings at Center Ridge & 210 coming down for a Walgreens, the numbers are just unbelievable. Walgreens was the beginning. Economically it shows it works.

Joe Musca added, you capture a market initially with the Rx's which are 70% of the business, once you get somebody they usually stay.

Members share they love their CVS.

Design Review

Gary Neola, Architect states there was a plan to have a two-story space on this corner here. This isn't two-stories but does bring some more prominence by raising it up quite a bit. The brick we're looking to use is going to be as close a match to what's existing. It'll be a thin brick

ARB mtg minutes

Jan 27, 2011

Pg #13

on the canopies. Chairman comments existing brick has some black in it, has some range to it. Gary said our goal is to find ways to bring all the existing materials together with the new. Again, we're raising this up. South elevation faces Wilson Mills, other faces SOM Ctr with Yours Truly on the corner. We'll use standing seam metal roof to anchor the corner. As we go down the façade we see prominence with columns. We have to build up and brace everything up with existing roof (that's more a technical issue). We'll tie the existing roof into it.

Mr. Marrelli asked if a cupola or some impediment was considered on the roof. All the buildings around here have them.

Gary Neola thinks it's cleaner not to do a cupola. This is a cleaner, more contemporary look.

Mr. Miozzi concerned this design is more of a contemporary look and doesn't match the more traditional Village look.

Gary Neola said we're not taking verbatim classical elements but we are using the columns with the arch. Overall, it's a cleaner more contemporary look versus a Georgian look.

Chairman thinks Architect is going in the right direction. I feel there are some neat features here.

Mr. Marrelli asked what design he looked at to come up with these materials.

Joe Musca displays rendering done by Paul Volpe of the Mayfield Village Town Center Master Plan.

- **Column Detail**

Chairman asked, does everybody understand we're going from a wood to a masonry column? John suggests sliding it over as much as possible. Carmen added right now the columns are wrapped in wood, when you strip them, you'll get some space. Gary agreed. That wood's pretty tight up against those existing columns. We'll make it as tight as we can.

Chairman asked, you're looking at patched concrete around the columns? People are going to look at all these cracks and say "what's going on here?" Gary said it's possible when you're doing this work, it may end up getting damaged. John's opinion is the little patches of concrete will look tacky.

Joe Musca agreed. If we're going to do something, we might as well do it right.

Gary Neola said to be honest with you, it may be easier to take out the concrete, put in the footings and pour.

Mrs. Wervey said it seems to me you're disregarding the existing look completely which is kind of an attractive look. Why couldn't you make these features complimentary to your existing brick, like a black shingle roof and maybe some white eifs to compliment the white of

ARB mtg minutes

Jan 27, 2011

Pg #14

the windows? Marry it with what you have. How about some elements so you could get some good signage to help you lease? Compliment what you have.

Steve Eisenberg replied that takes care of my main needs. Construction wise & architecturally, I need height and extra sign bands. I personally have no issue with the Western Reserve look. I prefer smaller columns in the front. I need people to be able to see store fronts. I personally have no issue if that can be accomplished with a different look.

Chairman said you have 3' wide columns. Can we narrow them down to 2' 4"?

Discussion ensued on what columns might be eliminated, only if beam is big enough to carry the span.

- **Lighting**

Chairman notes base of the columns will be 3 soldier courses and inset. It's a common detail on other shopping centers. No gutters or downspouts now because all that water will go to the back.

Chairman said light features are nice. Gary said they haven't selected fixtures yet.

Chairman said you have recessed lighting @ 20' O.C. That's pretty far apart to market this thing. Steve agrees.

- **Band of Accent Tile & Thin Brick**

Chairman asked, do you want to introduce an accent tile, do you need it? Maintenance wise, water's going to get behind there and pop it off. Joe doesn't need to be replacing that every 2 years. This is all so busy. I think you're getting there with your columns. I'd introduce maybe just a simple band. I know you got direction from Ted.

Joe Musca replied initially it was all one solid color of neutral eifs. We thought we better put some brick in because it was a little too sterile. We're not married to everything here. There's definitely flexibility and things that require less maintenance is a good thing. I appreciate that.

Mr. Marrelli added if you simplify the design it becomes less expensive to construct as well.

- **Signage**

Chairman said my opinion, this sign doesn't cut it. You need bigger signs.

Steve Eisenberg asked the Board's opinion as it relates to color, font & logo.

Chairman replied uniformity. Right now it's white background with black letters and I don't know where that originated from.

ARB mtg minutes

Jan 27, 2011

Pg #15

Mr. Marrelli said it is uniformity. Whoever started the white background with the black letters set the tone and then everybody did it.

Steve Eisenberg asked if that's in the sign code.

Mr. Marrelli replied it has to be uniform. You have the two buildings. They have to work together. If you were to change it, the letters, shape, heights and backgrounds have to have uniformity. When you look at it as a whole project you can tell it fits & looks coordinated.

Gary Neola said I assume you have zoning criteria.

Mr. Marrelli replied yes. There's a square footage per lineal foot of frontage.

Members add, and the code is very generous.

Steve Eisenberg said if I work with the sign similarities you mention, I will lose an opportunity with a tenant like FedEx / Kinko's who are going to want their font. When people drive down the road, if FedEx / Kinko's is the same height & font as the tenant next door, you're not going to see it. When I drive down the road, if I see a little circle and I may not be able to see the 'R' in the middle of it, I know I got a Radio Shack. You know my point.

Mr. Marrelli said we don't have a ban against logos.

Chairman said it depends what kind of tenant you bring in. I don't think you can bring in another restaurant because you have a parking shortage here.

Steve Eisenberg replied the goal isn't to bring in another restaurant. The very first project I worked on 24 years ago was the Spaghetti Co. It was an 8800 sq. ft sit down Italian restaurant, full bar and we had all the parking in the world. I remember when I put in the Doctor's office, I had to come before Council for a variance, and we had already replaced Spaghetti Co. with CVS. I needed a variance just for the Doctor. I was shocked. I went from an 8800 sq. ft restaurant to a retail use and I still needed a variance. We got it and everything was good. The goal isn't for another sit down. We want to preserve the food uses we have. This area with the residential makeup, with the daytime population, I should be securing better caliber tenancy that I haven't had an opportunity to get. That's what our goal is.

CONCLUSION

Chairman Dinardo said we'll request you come in with a "staged plan", something we can approve to say if we agree to this, that this has to be done within a certain time period. We'll need an agreement. I don't know how legally that will work as far as Phase 1 & Phase 11.

Mr. Marrelli agreed. I don't think you can do one without the other.

ARB mtg minutes

Jan 27, 2011

Pg #16

Chairman Dinardo said we have to be on the honor system. The Architectural Review Board is not a Police Board. We have to have faith in you that you'll come back in the time allotted that you give us. I do think the path down CVS land is going to be very hard.

Steve Eisenberg replied we're not going to beat a dead horse because we just don't have to. I love the use. I love what it brings to the property. I like what it does for the local residents as well as the business. It's the right place for them. We're not going to break our necks bending over that much to try to accommodate. At some point, they're going to have to live with what we have and they'll have a new façade. If they're not satisfied then we have to move on. There has to be an end. It's not worth it. The economy is not there but it's coming. That will give me the opportunity to secure those national type tenants that would be a better fit for the community and offer us long term stability. It'd be the tenants we want. So with or without CVS, getting the look and signage will be fine.

Mr. Marrelli said it should make your job easier bringing somebody to a place that's been updated, looks new, bright & shiny.

Chairman said I think the idea is to come in and do it all uniform and try to simplify this. Maybe that'll save you some money so you could do it all together. It's all in the details.

Steve Eisenberg said as long as everyone's on the same page, if we can incorporate some height features and larger sign band. If we can incorporate as Mary Ann was saying, more height and some added bands for signage, then the contrast from the new renovations to the older portion will be a lot less. I don't disagree with what you're saying. That we can discuss internally.

Chairman said we'll work with you. Maybe when you come back, you can bring ideas for your signage and we can comment on it.

Gary Neola replied they'll bring light fixtures as well.

Steve Eisenberg goes back to FedEx signage as an example. You just know driving down the road that's what you have even if you're not seeing FedEx.

Mr. Marrelli said you can get that uniformity with colors though.

Steve Eisenberg said I don't love to do it with color. I'm less adamant on the color as I am with giving creativity with the font.

- **Asphalt Shingles**

Chairman said I wonder if we can incorporate some of the hip roof asphalt shingles here in the corner. Something you have to play with.

Gary Neola replied I think if we were going to deal with the corner, instead of the standing seam, we could do something with a really nice dimensional asphalt shingle. It would give a nice rich look.

Chairman concludes, I think this is a good start. You'll have a nice center. We're here to work with you, not to stall your project. We wanted to get your thinking process of why just ½ the building.

Mr. Marrelli suggests going to the Yours Truly on 615. They have a wood block look and a nice roof treatment. That building really stands out. It's of this kind of architecture that this older building is. I can't remember what the features were, but you drive by and go "wow".

Joe Musca said thank you for your feedback and helpfulness. This was one of the most productive Boards I've ever sat in front of.

Mr. Marrelli said we want you to have what you need, but we want to make sure that when the day's over that nobody's got a red face because it looks funny, you or us.

NEXT MEETING: Feb 10th @ 7:30 p.m.

- Applicant to bring back revisions, lighting fixtures, & signage ideas per discussion.
- Discuss 'Project Phasing' options at next meeting.



ORGANIZATIONAL

ELECTION OF CHAIRMAN

Ron Dinardo opened the nomination for 2011 Chairman of the Architectural Review Board.

Joshua Klein, seconded by Mary Ann Wervey made the motion to nominate Ron Dinardo.

There being no objections, the nominations were closed.

Ron Dinardo asked if there was any discussion. There was none. Ron asked for a Roll Call on the nomination.

ROLL CALL:

Ayes: All

Nays: None

Motion Carried.

Ron Dinardo to serve as 2011 Chairman.

ELECTION OF CHAIRMAN PRO-TEM

Ron Dinardo opened the nomination for 2011 Chairman Pro-Tem of the Architectural Review Board.

Mary Ann Wervey, seconded by Carmen Miozzi made the motion to nominate Joshua Klein.

ARB mtg minutes

Jan 27, 2011

Pg #18

There being no objections, the nominations were closed.

Ron Dinardo asked if there was any discussion. There was none. Ron asked for a Roll Call on the nomination.

ROLL CALL:

Ayes: All

Nays: None

Motion Carried.

Joshua Klein to serve as 2011 Chairman Pro-Tem.

ELECTION OF SECRETARY

Ron Dinardo opened the nomination for 2011 Secretary of the Architectural Review Board.

Mary Ann Wervey, seconded by Joshua Klein made the motion to nominate Deborah Garbo.

There being no objections, the nominations were closed.

Ron Dinardo asked if there was any discussion. There was none. Ron asked for a Roll Call on the nomination.

ROLL CALL:

Ayes: All

Nays: None

Motion Carried

Deborah Garbo to serve as 2011 Secretary

ANY OTHER BUSINESS

Chairman Dinardo said before we adjourn, I have one comment for the minutes. Joe Musca stated he and Steve Eisenberg came to see Ted Esborn & David Hartt. I think if those meetings take place, somebody from the Architectural Review Board, any Member, should at least be there to sit in so they don't give them direction that maybe the other Board Members may not like. It's just a suggestion. I wanted to get it in the minutes. I think that would help so we know what direction they're getting.

Board Members agree it's a good suggestion.

ADJOURNMENT

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

ROLL CALL

Ayes: All

Nays: None

Motion Carried

Meeting Adjourned at 10:00 p.m.

Chairman

Secretary