

**ARCHITECTURAL REVIEW BOARD
MEETING MINUTES
Mayfield Village
April 26, 2012**

The Architectural Review Board met in regular session on Thurs, April 26, 2012 at 7:30 p.m. at the Mayfield Village Civic Center, Main Conference Room. Chairman Dinardo presided.

ROLL CALL

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

Absent: Mr. Carmen Miozzi

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

CONSIDERATION OF MEETING MINUTES: **March 22, 2012**

Mr. Klein, seconded by Mrs. Wervey made a motion to approve the meeting minutes of March 22, 2012.

ROLL CALL

Ayes: Mr. Dinardo, Mr. Klein, Mr. Tombazzi, Mrs. Wervey
Nays: None

**Motion Carried
Minutes Approved as Written.**

PROPOSALS

1. Signage Deacon's Chrysler Jeep Dodge
835 SOM Ctr Rd.
Davison Smith Certo Architects
2. Above Ground Pool Don & Lynn Yopko
896 Northboro Dr.

OPEN PORTION

**Don & Lynn Yopko - 896 Northboro Dr.
Above Ground Pool**

Chairman Dinardo called the meeting to order starting with the above ground pool, asking applicant to explain proposal.

Mrs. Yopko states we'd like to put in an above ground pool in our backyard. We're more than 15' off the back of our property line. The yard's already fenced in with a split rail. We're going to deck around the pool with a 4' fence around the pool itself with a lock-in gate. It'll be an oval pool. It hasn't been purchased yet. We're waiting on permit approval.

Chairman asked about fence color.

Mr. Yopko replied wolmanized wood, natural finish. Fence height is 48". The pool itself is 52".

Chairman asked, you'll have lattice to keep the critters out?

Mr. Yopko replied yes.

Mr. Marrelli asked about post placement and floor joist. I don't have any idea how you're building this.

Chairman said you will need to provide a framing plan to John.

Mr. Marrelli said you have 5 steps up to the deck and another 2 sets of stairs up to the pool.

Mrs. Yopko explains it's 3 steps up, a landing and then another 3 steps up.

Mr. Marrelli asked what the other steps are. I don't have any elevation dwg's here.

Mrs. Yopko replied existing 5' brick steps. Our patio's a little lower than the yard itself is. The 5' steps go up to the yard itself, then we'd go up the 3 steps of wood and then up another 3 steps.

Chairman said just so you understand, we're pointing out these things because it has to work for you.

Mrs. Yopko said we have two different people looking at this, to do the deck for us. They'll lay it out. We just wanted to start the pool process, to purchase the pool. We'll come back with the deck plans.

Mr. Marrelli said you're showing equipment underneath the deck and then you're telling us you're going to lattice it in. How you getting in there?

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Mr. Yopko replied with an access door.

Mr. Marrelli asked about wiring for pumps, hot tub, etc.

Mr. Yopko states he'll have a Certified Electrician.

Chairman said if this is to scale, these steps might cause you a problem. You may want to put them on this side. I don't know how much room you have from the top of that riser to the landing of your pool.

Mr. Yopko explains it's 52" high, we didn't want a whole run of steps. It's not to scale.

Mr. Marrelli suggests an approval on the pool alone. I'll work with the applicant on the rest of it. I need a framing plan. We're good on setbacks and height and they'll have a lockable gate on stairway.

Mrs. Wervev asked, have you had a pool before?

Mrs. Yopko replied at our old house. We moved here 4 yrs ago.

Mrs. Wervev asked, was your equipment underneath your deck?

Mrs. Yopko said no.

Mrs. Wervev said I wouldn't want to work on the heater and pump underneath the deck. I wouldn't put it underneath, but that's your choice.

Mrs. Yopko states we'll be getting direction for the best placement from the pool company.

Mr. Marrelli notes another thing, when you have a gas heater underneath the deck, it throws so much heat on the wood, it tears the wood up. The exhaust on those gas heaters, you'll probably have a 20,000 BTU or better.

Chairman suggests taking advantage of the corner next to the hot tub, moving equipment there. I would assume your equipment would run more efficiently if it had more air to breathe.

Mrs. Wervev agrees. It'll be easier to get at for repairs.

Mr. Marrelli agrees. You're going to have a hot spot on the deck with that heater underneath, and nobody's going to want to sit there.

Mr. Tombazzi said unless it's a cold day, it'll help.

Chairman said you may want to reconsider a color vs. leaving it natural. Wolmanized wood makes a standard dark greenish gray color.

Mr. Marrelli states, I didn't go to your house. Do you have a lot of trees?

Mrs. Yopko replied not any more. We took down about 100.

Mr. Marrelli asked, are you planning on any plantings on the sides for privacy?

Mrs. Yopko said maybe some arborvitae. We already have some between one of the houses. House behind us is all wooded. There's a lot of privacy.

Mr. Marrelli asked if any lighting.

Mrs. Yopko replied not right a way.

DECISION

Mrs. Wervey, seconded by Mr. Tombazzi made a motion to approve pool design concept for Mr. & Mrs. Yopko @ 896 Northboro Drive as noted, with construction details and equipment location to be submitted to Building Commissioner for approval.

ROLL CALL

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

Nays: None

Motion Carried.

Drawings Approved & Signed As Noted.

**Deacon's Chrysler Jeep Dodge - 835 SOM Ctr Rd.
Davison Smith Certo Architects
Signage**

Chairman Dinardo introduced Randy Smith and Jim Deacon to talk about their signage.

Randy Smith, Davison Smith Certo Architects said we have the signage package from Chrysler which everyone received a copy of. I went through your zoning code and package, and prepared an area summary on the site plan which is my interpretation of what the code says and where we might need variances for the signage.

We're proposing four (4) site signs:

1. Existing main monument sign on SOM Ctr. to be refaced.
2. New "Certified Pre-Owned" car sign along SOM Ctr.
3. New identification sign along Wilson Mills Rd. at the entrance to the Service Drive.
4. Directional sign in front of the building which is nothing more than an arrow pointing to the Service Drive.

Main Monument Ground Sign - SOM

All the signs are under the allowable square footage. The two signs we're proposing on SOM Ctr. total 69 sq. ft. We're allowed 100 sq ft for a single monument sign. We'd need a variance for two allowable signs rather than one. Existing sign is 8' high vs 6'. We'll need a 2' variance on that. We'll need a 7 1/2' setback variance on that existing monument sign. John clarifies there's no need for a setback variance. The setback's supposed to be 30', you're already there. The placement has already been granted. You have a variance for the location. Chairman said if you're going to ask for a variance, you might as well move it forward, closer to the street on SOM. It won't be right up against the road. It looks like you have the room, and you can put landscaping around it because you won't be able to see that sign going north if you don't move it closer to the street.

Jim Deacon asked, if the reface is the same height as the current sign, do we still need a variance?

Mr. Marrelli replied no. You have a variance already for the setback and your present height. If you don't change either of those, just changing copy (re-facing) doesn't count.

Chairman asked, do you think you need another color to grab your eye? It's so white.

Jim Deacon said that's Chrysler's design criteria. Unfortunately they don't give us leeway on that. I agree, it doesn't jump out at you.

Mr. Klein said some of the branding does though, everything but the 'Dodge' because it's sitting on such a white background.

Mr. Marrelli asked if they'll do something around the base of it.

Randy Smith agrees there needs to be some landscaping, flowering.

Chairman commented it's too bad you can't move that utility pole. Then your sign would really pop.

Jim Deacon agreed. I'd love to cut that pole down.

Chairman summarizes. This will be the same height, same location. It'll be just a re-face.

Certified Pre-Owned Monument Sign - SOM

Randy Smith said this sign is 6' high.

Chairman notes, if you push that forward, it's going to compete with your main sign.

Jim Deacon said I thought about that too, it does have all 4 of the brand signs on there also.

Chairman asked, can you lower it so it doesn't compete with your ground sign?

Mr. Marrelli asked, does it have to be 6' high? Otherwise, it's going to look like you have two main signs the same size. That'll look awkward. I'm sure they have a shrunken version.

Randy Smith replied, we'll go back to the sign company and see.

Chairman asked if the base would then become smaller.

Jim Deacon said the base right now is 1' with a 5' sign, 6' overall. The main ground sign with the base to the top is 8'. There's a 2' difference.

Mr. Marrelli asked, when you looked at these sign packages, did they have different size choices?

Randy Smith replied they have different series, different sizes. I'm almost thinking we don't want to push it as far forward as the main monument sign. That makes sense.

Jim Deacon said to be honest with you, when I got the quote, I asked them to give me this as a secondary. What I wanted to do was put the main sign in, and mount this one a few months later. I wanted to see how it looks without this. I thought while we're here, let's get the variances approved and we can add it 3 – 6 months.

Consensus is 'Certified Pre-Owned' sign is too big, needs to be lowered, right on top of the road, doesn't need to be that tall. Right now it's showing 20' setback. Suggestion is move it up 10' to a 5' setback vs. 20'. That'll require a variance.

Chairman asked about lighting.

Randy Smith replied internally illuminated.

Recommend Moving Main Monument Sign. Mrs. Wervey said if I was starting from scratch and investing this kind of money, I wouldn't have the main monument sign by my main entrance. I'd slide it down to the north entrance, then when you bring the smaller sign forward, it's not competing. Plus, you get away from that utility pole. Board agrees.

Jim Deacon said good point. I was thinking variances. John said if I just re-face my current sign, it's been there for 15 years and I wouldn't need a variance. It's a little less, but because it's a custom re-face, it's really not that big a difference in cost.

Mr. Marrelli asked about vision being blocked by that sign pulling out of the driveway coming onto SOM. You just have to put it somewhere where you can see oncoming traffic.

Discussion ensued on location options.

Chairman asked how the applicant will present to the Board of Zoning Appeals. We're directing him on moving the sign. What if BZA denies you while we're telling you this makes the most sense aesthetically?

Mr. Klein doesn't understand why the BZA would deny him if they already have a sign right on the street and if they're going to move it to a place that makes more sense for the business and it'll look better.

Chairman said we can direct them and say the sign will be located at the north entrance on the north side.

Mr. Marrelli said you're not supposed to approve the location. This is Architectural Review Board. Your job is; It looks good or it doesn't look good.

Chairman said we'll just say the base will match what's there currently and you'll match the new brick you're proposing for the building.

Mr. Marrelli summarizes. If you move it, you'll match the base with the brick you're putting on the building. Depending on where you land it, then we figure out what variances you need.

Chairman questioned if maybe they should do a metal base on the main monument sign to be the same as what's proposed for the 'Certified Pre-Owned' sign.

Mr. Marrelli asked Randy if they have to have the metal base on the 'Certified' sign.

Randy Smith replied that's their standard design, with the metal base.

Jim Deacon asked the Board's opinion on using the same metal base on both signs.

Mr. Marrelli thinks it depends on the landscaping.

Chairman likes the brick for the main monument ground sign. Your focus is on a nicer sign with a nicer base. Leave the 'Certified' sign with the metal base.

Chairman summarizes. You have to do a little research. We've given you options.

Identification Sign along Wilson Mills

Randy Smith said this sign is 4' high 3' wide.

Mr. Marrelli thinks this would be a good size for the 'Certified' sign. You could probably use the same can, different copy. It would be nice uniformity.

Chairman asked what the base will be.

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Randy Smith replied mulch.

Chairman asked what'll happen when it rains. This is a stainless steel panel. It'll get dirty. Do you want more of a gravel base or something with flowers?

Randy Smith prefers pavers around it.

Mr. Marrelli said you have a patio right next to it.

Randy Smith said that patio's coming out.

Mr. Marrelli suggests re-using that brick.

Signage on the Building – SOM Elevation

Randy Smith said signage on the building is very similar to what you've seen before. Chrysler came back and changed the sign series. We presented the 12 Series previously. This now is their 9 Series. It's a nicer proportion. I was happy to see this change. On SOM Ctr, we're proposing the four brand signs. They're 9" high letters vs. 12" high. The sign blocks are 4', 6" high by 12/15'. Those are internal illumination also.

JEEP Chairman said this is 2' tall basically, LED internal illumination, 60 watt for the whole sign.

Mr. Marrelli said 60 watt's not much.

Chairman said remember, it's LED.

Mrs. Wervey asked if they're individual letters.

Chairman replied it says aluminum cabinet, silver returns.

Mr. Marrelli asked if these letters are mounted on a cabinet.

Randy Smith replied no. They're individual letters.

Mrs. Wervey asked for clarification. That's not what the details say. It says 5" deep aluminum cabinets.

Chairman said maybe that's each letter.

That's the way Randy's reading it. Randy states they'll stick out 5 inches from the face of the building.

Chairman said that means each one is 60 watts. Do they have dimmers in case it's too bright?

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Mr. Marrelli asked if they come smaller, i.e. 40 watt. Have you seen these signs anywhere?

Jim Deacon said the Principal Company makes the signs for Elliott Neon to install. I can call them. The Dealership in Willoughby on Euclid Ave across from Lake West did these signs.

Chairman states proportionally, it looks like it fits. It's all centered. You have to use their brands. Do you have color choices?

Randy Smith said they dictate color.

Board concurs 9 Series brand signs look good as long as they're not too bright.

Deacon's Randy Smith said this one is 2' high, the 'D' itself 24", other letters about 18".

Mrs. Wervev said now if you read this sign description; Channel Letters w/Plex Face. This is confusing. Everywhere else it seems like you're getting a metal cabinet vs. channel letters.

Discussion ensued if individual letters or not. Chairman thinks they're saying each letter's a cabinet. Randy will get clarification.

Chairman said it seems 'Deacons' sign is different. I think you'd want it to match the others.

Jim Deacon said this sign's coming from Principal Group that makes the signs for the Dealerships nationwide. Elliott's going to install Principal's signs.

Chairman advised Jim he should make sure signs are similar in design.

Mr. Marrelli asked how they do black letters with LED illumination.

Randy Smith replied they're called Black Day/Night Vinyl.

Chairman noted this is the most important sign.

Consensus is the Board needs more information. Applicant has some follow-up to do.

Mr. Tombazzi said it says surface black perforated vinyl.

Mr. Marrelli commented that's what's @ Musa Plaza. That's black during the day and white at night where the light all comes out the back. It washes out all the detail. Chairman said but it works at the Chrysler Dealership in Willoughby.

Mr. Marrelli states you don't want to spend \$50,000 - \$60,000 on signs, turn them on, and people say they look horrible. That's what happens when you get the wrong guy and the wrong signs.

Jim Deacon said unfortunately we don't have a lot of leeway.

Mr. Marrelli said you should on the 'Deacons' sign. That's your name up there.

Mr. Tombazzi said 'JEEP' is white acrylic faces w/ 1st surface green vinyl with 5" deep aluminum cabinets, silver returns. Every sign is different, i.e. lighting, materials, letters, every one of them is different.

Mr. Marrelli asked, how are you going to decide how much lighting is too much or not enough? Is it 60 watts per letter or 60 watts for the whole sign?

Randy Smith replied they don't give us the lumens.

Jim Deacon asked, what's an acceptable lumen?

Randy Smith said it's all judgment.

Mr. Marrelli said they should have lighting guys to figure this out.

Chairman Dinardo recommends dimmers to control the brightness. The Village is putting lighting for the signage at the Police Station. They're two LED floods. We went through this exercise. We're putting it on a dimmer to back it down. Initially it was washing the whole building, lighting up the windows. You have to study this stuff.

Randy Smith agreed it's complicated, no doubt. Good discussion.

DECISION

Mr. Klein, seconded by Mr. Tombazzi made a motion to TABLE Deacon's proposal for signage as noted:

- Applicant to return with photographs and/or video of signage from Willoughby's Chrysler Dealership to determine lighting level outputs.
- Determine size & placement of 'Certified Pre-Owned' sign.
- Determine placement of 'Main Ground Monument' sign.
- Determine base of 'Main Ground Monument' sign.
- Need clarity on Deacon's letters.
- Defer Board of Zoning Appeals meeting pending ARB approvals.
- Return to ARB May 10th.

ROLL CALL

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

Nays: None

Motion Carried.

Proposal TABLED As Noted.

ADJOURNMENT

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

ROLL CALL

Ayes: All
Nays: None

Motion Carried.
Meeting adjourned at 8:55 p.m.

Chairman

Secretary