

Minutes of a Meeting of
ARCHITECTURAL BOARD OF REVIEW
Meeting
Held January 8, 2020

Members Present: Greg Ernst
Lydia DeGeorge
Mark Chernisky
Tom Sedlak

Excused: Kevin Krol

Others: Eric Tuck-Macalla (Building Director)

Audience:

Chairman Ernst called the meeting to order at 7:30 p.m. with roll call.

Mr. Ernst called for the approval of minutes for the meeting of the Architectural Board of Review held December 11, 2019.

Motion by Chernisky, **second** by Krol, to approve the minutes of the meeting held December 11, 2019, as prepared and distributed. **Motion carried 4 yeas, 0 nays**

Cuyahoga County Library: Bay Village Branch
Applicant: S. Peters c/o HBM Architects
27400 Wolf Road

Referral from Planning Commission Public Hearing to Architectural Board of Review for approval pursuant to the regulations in Chapter 1128.

Mr. Sedlak asked Mr. Dilonna from Blink Signs to give a brief overview of the proposed rebranding sign for the Verizon store.

Mr. Dilonna explained that Verizon is currently going through a rebrand and moving away from the bulky logo with the retail name under it to a smaller, simpler sign. They are proposing non-illuminated, one inch thick acrylic letters that will be placed on a panel on stand offs. They will be covering the existing wood façade.

Mr. Dilonna shared a picture of the current sign and the proposed sign. He explained that there will be gooseneck lights above it with the new branding logo. They will be adding an under canopy sign as well under the criteria of the landlord.

Mr. Sedlak asked if the under canopy sign will have the little red check under the name.

Mr. Dilonna stated that he did not believe it did.

Mr. Sedlak asked if there were any comments or questions.

Mr. Chernisky asked if they planned to add a new piece for the wood backdrop or did they plan to fix all the holes in the current one.

Mr. Dilonna stated that per the landlord they planned to put a new overlay aluminum composite panel that will be painted. The proposed Verizon logo does not allow for it be put on a wood façade. The letters will be attached to a panel and the panel will be attached to the wood. He shared a picture of the side view to explain further. The sign itself is an inch thick and will cover the current sign edge to edge.

Mr. Chernisky asked if this sign was different than all the other signs in the plaza. All the other signs are a painted wood panel.

Mr. Sedlak stated that he believed so. He clarified they were going to cover the existing sign completely.

Mr. Dilonna stated that he believed so.

Ms. DeGeorge asked if it was a requirement for the new sign to match the others in the shopping center.

Mr. Dilonna stated that he believed there is a wood trim that surrounds the signs and it would stay existing to match the others in the shopping center.

Mr. Chernisky stated that he believed that all the other signs had letters placed directly on the wood background which was painted an off white color.

Mr. Sedlak clarified that they are putting an aluminum panel of the existing wood sign as opposed to filling in the holes on the current wood sign.

Mr. Dilonno stated that the background is a beige color and the Verizon branding logo follows their strict branding guidelines. They either have to paint it gray and use white letters or a white background with black letters.

Mr. Tuck-Macalla stated that based on looking at the sign next to it, it does not appear to look any different. It looks like an off white in comparison to the white trim around it.

Mr. Chernisky clarified that aluminum panel has a sheen to it and would appear glossy.

Mr. Dilonna stated that the aluminum will be painted a matte paint color. (Sherwin Williams-Ivory Lace)

Mr. Sedlak asked if it will be a glossy or flat finish.

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Mr. Dilonna stated that it will be a matte finish.

Ms. DeGeorge asked what Mr. Chernisky's concern was.

Mr. Chernisky explained that his concern is changing what has been done in the shopping center. Nobody else has their sign on an aluminum panel. This is similar to the Dover Center shopping center signs.

Mr. Dilonna stated that after the pull the current letters off the sign there will be a bunch of holes. Even if they were to do a patch and paint job, it would not look clean. There will be ghosting from the previous lettering.

Mr. Sedlak asked how thick the aluminum panel will be.

Mr. Dilonna stated that he believed it would not be very thick. (around 1/8th in thick)

Mr. Tuck-Macalla asked if he knew where the proposed background color came from.

Mr. Dilonna was not sure but stated that it may have come from Verizon.

Mr. Tuck-Macalla stated that it may have come from the landlord. He explained that he did not think the material will be as important as the color of the background.

Mr. Chernisky stated that there is the color aspect but also the look of the aluminum panel. It may "oil can" with the heat.

Mr. Sedlak asked if the aluminum panel will oil can.

Mr. Dilonna stated that he does not believe so and that they planned to use outdoor paint.

Mr. Chernisky suggested fixing and filing in the holes on the current wood back panel.

Mr. Dilonna stated that the proposed ACM panel will be very thin.

Mr. Krol asked what ACM was.

Mr. Dilonna stated that ACM is aluminum composite material.

Mr. Sedlak asked what they proposed to do with the screw heads.

Mr. Dilonna stated that pins would go through the panel into the wood and that will hold the ACM panel in place.

Mr. Sedlak clarified that no screws would be visible.

Ms. DeGeorge clarified that Mr. Chernisky did not have an issue with the raised lettering.

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Mr. Chernisky stated that he only had issue with the back panel material and the specific color. If they said they will color match exactly to other signs in the shopping center, then he would be okay with it and it would be placed in the motion.

Ms. DeGeorge asked even if the paint color matches exactly, will it look different on different materials.

Mr. Chernisky stated that it should be pretty similar as long as it is the same sheen.

Mr. Sedlak clarified that they did not know where the specific Sherwin Williams color came from.

Ms. DeGeorge stated that we need to find out.

Mr. Sedlak stated that the Board wants to make sure it matches the other signs in the shopping center.

Mr. Chernisky stated that it can be done pretty easily through Sherwin Williams.

Mr. Dilonna showed a picture of the proposed color and explained that it may have been from a survey that was done on the current sign.

Mr. Chernisky stated that he would still want to know.

Mr. Sedlak stated that it could be put in the motion that it matches the other signs.

Mr. Dilonna stated that typically when they get to this point, they have already had the landlord sign off on the project specifics. He shared the landlord letter that was submitted with the application. (page 3)

Mr. Sedlak asked if there was a motion.

Motion by Krol, **second** by DeGeorge to approve the Verizon sign for Randall Goodman of Goodman Real Estate and Blink Signs with the caveat that the color of the ACM background panel of the sign would match the other existing wall signs at the plaza. The oval plate sign is approved as submitted.

Roll Call Vote: **Yeas –DeGeorge, Krol, Chernisky, Sedlak**
 Nays – None
Motion Carried: **4-0**

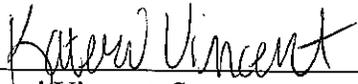
There were no other comments.

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There being no further business to discuss, the meeting adjourned at 7:44 p.m.



Greg Ernst, Chairman



Kateri Vincent, Secretary

