

ARB MINUTES

February 12, 2007

The ARB held a regular meeting on Monday, February 12, 2007 at North Royalton City Hall, 13834 Ridge Road. The meeting was called to order by Chairman Ed Kundla at 6:00 p.m. Roll called.

Members Present: Ed Kundla, Joe Kapitan, Frank Castrovillari and Donna Babinec (Secretary)

Members Absent: Ray Priest

Others Present: None

1. **New Business:**

- A. **Gatto Group, Inc.** Chairman Kundla called for applicant. No one present.
- B. **Royaltondale.** Chairman Kundla called for applicant. No one present.
- C. **H.D. Supply Waterworks.** Chairman Kundla called for applicant. Jim Scherer from A Sign Above was present. Mr. Scherer advised the Board that the sign is a permanent double sided plywood sign. It replaces an existing sign. The new sign is the same size and shape, the address on the sign is the same and the sign will be in the same location. The only change is the logo. H.D. Supply is a subsidiary of Home Depot and the logo has changed. Mr. Castrovillari asked if sign was currently lighted. Mr. Scherer replied that it was not. Chairman Kundla asked if the orange color on the sign was the same as the Home Depot orange. Mr. Scherer replied that the colors on the sign are the same as their corporate colors. The landscape plan was reviewed by the Board. Chairman Kundla inquired whether the plantings on the plan were new or existing and if there was some sort of planter, edging, border, mulch bed, etc. . Mr. Scherer replied that they were existing but he wasn't really sure what else was there. Mr. Castrovillari stated that the plantings on the plan were skimpy for the size of the sign (4x8 feet). Chairman Kundla stated that the names of the plantings are not on the plan. There must be year around

interest so it is important for the Board know the names of the plants being used. He suggested that additional plants be added.

Chairman Kundla moved to approve the sign with a note to increase the amount of plants adding four more evergreens to match the existing plants. Mr. Castrovillari second. Motion carried 3/0.

- D. **AmTrust.** Chairman Kundla called for applicant. No one present.
- E. **Colliers, Ostendorf-Morris.** Chairman Kundla called for applicant. No one present.
- F. **Pizza Pan.** Chairman Kundla called for applicant. The owner, John Struhar, was present. The business is the former Papa John's Pizza at Royalwood. Mr. Struhar stated that the previous sign was a neon sign. The proposed sign is a box sign similar in size to the others in the plaza. It is black on the outside with an inside white panel. The businesses near him in the plaza have box signs. There is another box sign on a butcher shop elsewhere in the plaza. The application did not contain a picture of the proposed sign on the building. Mr. Struhar stated that the sign is smaller than is allowed. The sign will be illuminated during nighttime business hours and will be on a timer. The letters on the sign are vinyl. Chairman Kundla asked other members for comments. Mr. Castrovillari stated that he does not like vinyl lettering. Mr. Struhar stated that he has used vinyl lettering on previous signs and never had a problem. He had just removed a four year old sign from another location and the letters had not faded at all.

Chairman Kundla moved to approve the sign as submitted. Mr. Kapitan second. Chairman Kundla aye, Mr. Kapitan aye and Mr. Castrovillari nay. Motion carried 2/1.

- G. **C&C Management Group.** Chairman Kundla called for applicant. No one present. Application was tabled at Planning Commission.

2. **Old Business:**

- A. **ABC Fire, Inc.** Chairman Kundla called for applicant. Kevin Cook was present for Brilliant Sign Co. and Bob Kraft was present as operations manager for ABC Fire. Chairman Kundla asked why Mr. Harris had not returned and Mr. Cook advised that he was out of town. The Board took a few

minutes to review the minutes from the January 22, 2007 meeting to refresh their recollection as to issues with the sign. Mr. Cook stated that the sign will be illuminated at night and would be on a light sensitive timer. Mr. Cook further stated that the issue of hours of illumination is normally not discussed with the customer. Mr. Castrovillari asked Mr. Kraft why the sign needs to be lit at 3:00 a.m. Mr. Kraft stated that a lot of customers cannot find the building and did not know the nature of their business. There is quite a bit of traffic on Royalton Road at all times and they wanted to advertise the business. Mr. Castrovillari stated that he had gone past the business recently and noticed that the current sign is black. He admitted that it is a little difficult to see. He also stated that there is another road sign about 50 feet in front of the building sign. Mr. Castrovillari stated that he would rather see a red sign be externally illuminated. Mr. Cook stated that the business owner was advised of the Board's comments from the last meeting and wanted it approved as submitted. Mr. Castrovillari stated that, since nothing had changed from the original application, he will vote against the sign as submitted. Mr. Kraft asked Mr. Castrovillari to clarify his position on the sign. Mr. Castrovillari replied that he understands illuminating a sign for the time a business is open. He offered CVS, and that type of business, as an example. He feels that there are too many red signs in the City. A red sign, illuminated internally, is too blaring and can be seen for miles. He wants the sign to be visible for a couple hundred feet, not several miles. The flame logo on the sign is four feet tall. Mr. Cook replied that business owners pay a lot of money for an illuminated sign to advertise their business. Mr. Cook further stated that he cannot understand why the color red should not be used for a fire company and that this customer is using a high end sign which is tastefully done. Chairman Kundla stated that the purpose of the ARB is to review signs as they relate to the building, other areas surrounding same and the community. Mr. Kraft stated that he would use a timer if that was what the Board wanted. He further stated that they work with fire departments and other building departments in all communities and understand the purpose of rules and regulations. Mr. Kapitan asked whether the business owner had considered external illumination. Mr. Kraft stated that the business owner wants the sign as designed. Mr. Kapitan asked about the hours of operation. Mr. Kraft replied that the current hours are 7:00 a.m. until 4:30 p.m. Monday through Friday. There are some plans to open full time on Saturdays as well. Mr. Kapitan stated that he believes the Board's suggestions for external illumination or a timer turning the sign off at a reasonable hour are reasonable. Chairman Kundla asked Mr. Kraft if he had the power to agree to put the sign on a timer if the Board were to make that a stipulation. He replied that he does have that power.

Mr. Kapitan moved to approve the sign with a provision that it be put on a automatic timer to turn it off at 10:00 p.m. and that the owner's representative had agreed to same. Chairman Kundla second. Roll called. Chairman Kundla nay, Mr. Kapitan aye and Mr. Castrovillari nay. Application denied 2/1. Chairman Kundla advised the applicant that they can appeal the Board's decision with the Board of Zoning Appeals. Mr. Castrovillari suggested that they ask the business owner if he would rather have the sign externally illuminated all night long or on a timer for only a portion of the night. Mr. Cook stated that they currently have an externally lighted sign. Mr. Castrovillari replied that was true but the current sign is black. Mr. Castrovillari went on to say that the sign is not that far from the roadway. The glow of the sign is the problem. To understand his point, he suggested the applicant look at the Auto Collision sign on York Road. It can be seen for miles. He further stated that the red flame on the ABC Fire sign is 4x3 feet and wouldn't look so large if the building were 300 feet from the roadway.

- B. **Express Auto.** Chairman Kundla called for applicant. No one present. No landscape plan submitted as yet. Remains tabled.
- C. **North Boston Homeowner's Association.** Chairman Kundla called for applicant. No one present.
- D. **Elizabeth Orosz.** Chairman Kundla called for applicant. No one present. Remains tabled.
- E. **JerZeys.** Chairman Kundla called for applicant. Nancy Ions present as manager of business. The business is located at West 130th and Sprague. Chairman Kundla asked if the sign is already up. Ms. Ions replied that the sign had been up since November. The prior manager took the former sign, turned it around, spray painted it and it was hideous. She received a letter from Mr. Hartmann advising that the existing sign had never been approved. He told her she must make application to get approval. She did not want approval on the existing sign; she wanted approval for a new sign so application was made on a new sign. Chairman Kundla stated that she should have removed the old sign, and made application for the new sign. She replied that there would have been a box without an outside panel. Mr. Kundla stated that she could have applied for a temporary sign and put a banner across the box until she received approval for the new sign. The Board reviewed the application picture. The sign is a flat white panel with rails to slide letters in and out. The colors on the sign incorporate the various colors of Cleveland sports teams. Mr. Kapitan

asked how often the copy changes. Ms. Ions replied that it is changed about twice a month. It currently still has advertising for Superbowl. She plans to advertise nighttime dinner specials and upcoming events such as Daytona. The sign is 4x8 feet and is hung higher on the building to prevent people from removing the letters on the sign.

Chairman Kundla moved to approve sign as submitted. Mr. Castrovillari second. Motion carried 3/0.

- F. **Joseph A. Golubic.** Chairman Kundla called for applicant. No one present. Remains tabled. Application had been tabled at Planning Commission.

One other applicant had arrived and Chairman Kundla asked him to come forward.

AmTrust. Mr. Dan Beeman present from the company manufacturing and installing the new signs. Mr. Beeman advised that the proposed signage is replacing existing signs. The former Ohio Savings Bank will now be AmTrust. None of the signs are illuminated except the monument sign. Very little grass surrounds the monument sign. It appears to be half on the grass and half on the asphalt. Mr. Castrovillari stated that there does not appear to be room to landscape the sign.

Chairman Kundla moved to approve the signs as submitted. Mr. Kapitan second. Motion carried 3/0.

- G. **Update from Legal.** Mr. Kapitan stated that there is currently nothing pending with legal and it should be removed from agenda.
3. **Approval of Minutes from January 22, 2007 meeting.** Chairman Kundla moved to approve January 22, 2007 minutes as submitted. Mr. Kapitan second. Motion carried 3/0.
4. **Miscellaneous:** A brief discussion was had by the Board as to whether or not temporary signs can be approved without the applicants appearing before the Board. Chairman Kundla asked Mrs. Babinec to make a note that he would re-read the ordinance to determine whether or not it could be done and, if not, question whether language should be amended. The Board then turned their attention to pending applications for temporary signs.

Colliers, Ostendorf-Morris. An email from Brenda at Planning Commission

advised that the application had been approved by PC but had to go to BZA for a variance for set back.

Chairman Kundla moved to approve the application as submitted with the contingency that they receive the variance from BZA. Mr. Castrovillari second. Motion carried 3/0.

Gatto Group, Inc. The Board reviewed the application.

Chairman Kundla moved to approve the application as submitted. Mr. Castrovillari second. Motion carried 3/0.

Royaltondale. The application is a refacing of existing sign to add Royaltondale. A short discussion was had by the Board regarding signs with vinyl lettering. The Board members agreed that they would like to deny all signs, at least in TCDs 4 and 5, with vinyl lettering. Chairman Kundla asked Mrs. Babinec to contact Legal to determine how to amend legislation to insist that all lettering on signs be either raised or set in. Mr. Kapitan suggested that should be required in TCDs 1 through 5. A discussion was then had by the members regarding what should happen when a new tenant is added to a sign that has vinyl lettering. The Board agreed they should insist the new tenant have raised or set in lettering and, as each tenant is replaced, the same requirement be made. Further, the Board should have the right to pursue the owner/landlord if a new tenant wants to reface a large portion of an existing sign.

Chairman Kundla moved to table Royaltondale. Mr. Castrovillari second. Motion carried 3/0.

North Boston Homeowners' Association. Chairman Kundla stated that this applicant had never appeared before the Board. They are applying for two entrance signs. Mr. Castrovillari stated that he believed there was an ordinance prohibiting two entrance signs.

Chairman Kundla stated that the application is lacking information and should be tabled. Mr. Kapitan second. Motion carried 3/0.

Chairman Kundla stated that he would contact Mike Kosdrosky for an update on Community Development.

5. **Adjournment:** Chairman Kundla moved the adjourn the meeting at 7:27 p.m.
Mr. Kapitan second. Meeting adjourned. 3/0.

Approved: _____
Chairman - Architectural Review Board

Attest: _____
Secretary - Architectural Review Board

Date: _____