

ARB MINUTES

April 9, 2007

The ARB held a regular meeting on Monday, April 9, 2007 at North Royalton City Hall, 13834 Ridge Road. The meeting was called to order by Chairman Ed Kundla at 6:05 p.m. Roll called.

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

Members Absent: None

Others Present: Donna Vozar and Tony Sandora

1. **New Business:**

A. **Swan Lake Homeowner's Association:** Chairman Kundla called for applicant. Jack Slegus from A Sign Above was present for applicant. Mr. Slegus stated that the application is for two monument signs to replace two existing signs at the two entrances to the subdivision. Mr. Castrovillari inquired if they would be the same size as they each have two columns added. Mr. Slegus stated that they are trying to make them the same size as requested by the homeowner's association. The signs will be two sided boxed in signs made of high density urethane. They will be routed. They haven't decided yet whether or not the swan will have dimension but the letters will be raised - the background lowered. The colors on the rendering are an accurate representation. The stone used will be muted in color. When asked if the sign was ground lighted Mr. Slegus replied that he thought it was. Mr. Kapitan said the application doesn't show lighting and Mr. Slegus stated that, whatever is on the application is correct. He believes that there's some light there at night and they did try to make the letters very readable. Mr. Priest asked if the existing landscaping is being kept since it is nice and they take good care of it. Mr. Slegus replied that the current landscape would be used and they would try not to disturb it when erecting the sign.

Chairman Kundla asked for further discussion. No discussion. Mr. Priest made the statement that the landscaping looked good. Chairman Kundla moved to approve the application as submitted. Mr. Castrovillari second. Roll taken. Motion carried 3/0.

2. **Old Business:** No other applicants present.

3. **Update from Legal:** Remains tabled.

4. **Miscellaneous:** Chairman Kundla asked who was present for ABC Fire. He then advised the applicants that he would like to bring the Board current on the events from the BZA meeting he attended. He then stated that BZA asked the ARB to reconsider the application of ABC Fire due to information that came to light during the BZA hearing and he wants to move the Board to put ABC Fire back on the agenda of ARB to reconsider the application for further discussion and to hear new information. He then made a motion to reconsider ABC Fire. Mr. Castrovillari second. Chairman Kundla asked for discussion. None. Roll called. Motion carried 3/0.

Chairman Kundla asked the applicants to state their names for the record. Greg Harris was present for Brilliant Sign company. Mr. Richard Watson, President and CEO of ABC Fire, was also present.

Chairman Kundla then stated that the Board's case for denial, based upon the meeting minutes, was due to the brightness of the proposed sign, its proximity to Rt. 82, the size of the sign in relation to the building and where it is placed on the building. New information came forth regarding to change or not change the brightness and color. Chairman Kundla asked Mr. Harris if that is a correct representation of what occurred at BZA and he replied that it was. Mr. Harris then went on to say that the color of the proposed sign is critical to representation of this business. He thought that the Board's objection was to the color of the sign. He felt that, in the spirit of the Code, signage is supposed to be appropriate to the business. He also stated that, since the business dealt with fire and fire control, it should be red. He didn't feel the brightness of the sign was an issue because they strive to only do signs that have an even color across the face of the sign, whatever color it may be. They are not trying to project light outward or pack it full of neon or LEDS to have a beacon of light. Their goal is not to have dark spots or hot spots and for the sign to be visible and represent the business properly at night. He also stated that he felt that, due to its surroundings, the only thing in the area is passing traffic and it won't impact the area negatively such as if it was in a residential area. The owner is investing in a high quality sign. A timer is open to discussion. He feels that on premises signage is one of the best ways to advertise.

Chairman Kundla stated that he was one of the nay voters but he wasn't disagreeing as much with the color as with the size. The building is broken into various portions - one brick, one glass. The size of the sign on the brick area was a problem. He agrees that there shouldn't be hot spots or dark spots but the size can be seen much farther away and it is very close to the street.

Mr. Watson stated that they have been at the same location for ten years. He wants

an outside sign due to the fact his business was just awarded certification by the State of Ohio to train in all eight categories. They are only one of three companies in Ohio who are certified for employee training, i.e. fire marshals, OSHA directors, maintenance directors, and construction workers wanting to be certified in fire protection. The classes must be held after 5:00 p.m. The classes will start in June and continue through the end of October or November. He further stated that the address numbers on Rt 82 in that vicinity are not in sequence so they have received numerous calls from people trying to find their business, even during the day. They wanted to put a sign out front like everyone else but, because the road is being widened, which is now on hold, he didn't want to spend \$5,000 to \$10,000 on a sign and then have to have it moved. They contacted Brilliant Sign and they suggested putting a sign on the building and, after the street is widened, they can put a sign at the street. There are 8-10 red signs around his business which are a lot brighter red than their proposed sign. There were all approved. Mr. Kundla stated that they received approval prior to the inception of ARB. Mr. Castrovillari stated that they had a black sign for ten years. The Board's problem is not with the color of the sign but with its illumination. He further stated that the Board had suggested using exterior lighting to project on sign instead of illuminating from behind so there isn't a glowing sign which can be seen from ten miles away. He acknowledged that there are a lot of red signs. The Board is not trying to stop them from advertising their business. Mr. Watson stated that they have hired fifteen more employees and now have twenty-five employees and will probably be going to a second shift within the next couple of years. By advertising they may be able to add another twenty-five employees. Mr. Castrovillari stated that there are so many red signs - twenty times more than he would like. The fact that the sign was black for ten years and that it is so close to the street. He doesn't have a problem with the words "ABC Fire" but with the 4 by 3 foot red flame which is 50-70 feet from the street. Chairman Kundla asked Mr. Harris if he had a picture of the entire building. Mr. Harris stated that he had one but it was given to BZA. The sign size is only 30% of what they are allowed to have. They thought they were understating. Chairman Kundla asked if they could see the sign because of the landscaping. Mr. Watson replied that you could probably only see the sign from 2 buildings away and how its mounted on the building. Mr. Castrovillari asked why they could not put up a red sign and have ground illumination. Mr. Watson replied that they spent \$5,000 to \$6,000 for a sign to have it look professional. He thought that ground lighting on a sign and cutting out a logo is tacky. Mr. Castrovillari stated that there are tasteful ways to do it. He offered the sample of the Auto Express sign being tastefully done. Mr. Harris stated that he thought an internally illuminated sign would be a more defined logo and lettering. Mr. Watson doesn't believe the sign is as visible when it is surface mounted. Mr. Castrovillari stated that he thought it could be seen for quite a distance both ways on Rt. 82. Mr. Priest stated that he had recently seen an employee of ABC Fire and the logo on his uniform had a yellow flame with red lettering. Mr. Watson stated that it was probably a golf shirt but on the uniforms the flame is red. He thinks that a yellow flame would be ten times worse. Mr. Harris showed the Board a plan

which reflected the building, sign, landscape and site angles to the street. Mr. Priest asked if they had done a study as to the visibility of the sign. Mr. Harris stated that nothing like that had been done but it could be done. He stated that if you look at an overhead view of the property and its surroundings, there is no one there to see it. They want motoring traffic to see the sign. Mr. Watson stated that, if they are having thirty-five people coming to class at night, they want them to be able to find the building. Mr. Harris stated that the building commissioner made an evaluation and that they would be entitled to 140 square feet and they only want 37.8 square feet so he recommended approval. He felt they were being treated as though they were being outrageous. Mr. Watson stated that, when they had a black sign with a spotlight, you had to be within about a building away to see the sign or even on the property. Chairman Kundla asked what time the classes would be held. Mr. Watson stated that he believed they would start at about 7 - 8 p.m. until 10 p.m. Chairman Kundla asked about using a timer. Mr. Watson said they have no problem with using a timer to have the sign go off at 10:30 or 11:00 p.m.

Mr. Kapitan then asked Chairman Kundla what new information had come to light at the BZA meeting. Chairman Kundla stated that the proposed signage wasn't a true representation as the landscape had changed. Also, there was potential to use another transformer to light the sign. Mr. Watson stated that the proposed sign uses one half the power of other signs in the area. Mr. Kapitan asked if it would be possible to treat the flame logo as an outline. Mr. Harris replied that they could opaque the center of the flame. Mr. Kapitan stated that then, instead of a 4 by 3 foot solid red, it would have the same size but without the infill. Mr. Harris said that they could use the yellow on the outside with an equal amount of red inside or bigger but not fill the whole flame with light. Mr. Kundla asked why the flame was so large. Mr. Watson stated that is was based on what was allowed and they tried to keep it in proportion with the wall, similar to how it is on the business card. Doing that would reduce the amount of glaring red on the sign. Mr. Harris described what it would look like. It would red during the day but, just the flame would be different - as an outline-at night. Mr. Kundla asked if the timer is still a possibility. Mr. Watson stated that is was okay. Mr. Priest asked if the motion, when made, could be made with contingencies so that they could have a yes or no tonight. Mr. Kundla asked Mr. Harris if the Board's suggestions are feasible and could be done without the owner having to expend much more money. He replied that it would be an extra step to opaque the center. Mr. Priest inquired whether or not it would look like the dark spot they don't want. Mr. Kapitan asked Mr. Harris asked if there is a difference between intentionally opaquing something out and continually lighting the perimeter versus accidental hot spots or low spots. Mr. Harris agreed that there was a difference.

Chairman Kundla moved to approve the sign with a stipulation that ABC Fire, Inc. letters are approved as submitted; the size of the sign overall approved as submitted. The

flame portion of the sign will stay the same size but will be an outline of the flame to a width of about 6 inches - 2 inches of which will be yellow and 4 inches of red which may have to be played with a little to look right and the total sign is to be on a timer to be off from 11:00 p.m. to 7:00 a.m. Mr. Kapitan second. Chairman Kundla asked for discussion. None. Roll called. Chairman Kundla, aye, Mr. Kapitan aye, Mr. Castrovillari nay. Motion carried 2/1.

Mr. Watson asked Mr. Castrovillari what would happen with all the red signs. Mr. Castrovillari said he would take them down one at a time.

5. Approval of Minutes of April 9, 2007 meeting. Chairman Kundla asked if there were any comments on minutes. No comments. Chairman Kundla moved to approve the minutes as written. Mr. Castrovillari second. No discussion. Motion carried 3/0.

6. Adjournment: Chairman Kundla moved to adjourn the meeting at 6:45 p.m. Mr. Kapitan second. Meeting adjourned 3/0.

Approved: _____
Chairman - Architectural Review Board

Attest: _____
Secretary - Architectural Review Board

Date: _____