

## ARB MINUTES

June 25, 2007

The ARB held a regular meeting on Monday, June 25, 2007 at North Royalton City Hall, 13834 Ridge Road. The meeting was called to order by Chairman Ed Kundla at 6:01 p.m. Roll called.

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

Members Absent: Joe Kapitan

Others Present: Donna Vozar, Victor Bull

### **1. New Business:**

A. **KFC. Building Remodel.** Chairman Kundla called for applicant. No one present.

B. **Kim's College of Martial Arts. Sign Approval.** Chairman Kundla called for applicant. Larry Lenge present as a consultant for Kim's College. Chairman Kundla asked Mr. Lenge if he had the authority to hold the tenant to whatever is discussed at the meeting and he replied that he did. Chairman Kundla stated that the application was for a building sign and asked if the other signs on the building were black and white. Mr. Lenge replied that the other signs were individual raised black Gemini letters 17" high. He further stated that the proposed sign was preapproved by the City as long as the landlord approved an illuminated sign and as long as it had black lettering. He also said that there will be another tenant coming in, a beauty shop, who also wants an illuminated sign. Mr. Lenge worked for the landlord before (Greg) and he called him in as a consultant. He said the proposed sign would have an aluminum cabinet with a kill switch on the outside with power from four florescent lights, two 7 footers and two 5 footers. Chairman Kundla asked why, if all other signs are different, this sign is being proposed. Mr. Lenge replied that the company is nationwide, has three other business locations in the area, that this is their logo and it is the same sign that is on the other locations. They went to the City and were told that, if the owner/landlord approved, they could go ahead with it. He was then approached by the owner/landlord to see who could build such a sign. Mr. Castrovillari stated this is a white plastic sign with vinyl black letters that will be illuminated and it will match nothing else there. Mr. Lenge replied that was correct. Mr. Castrovillari stated that he likes the area where the building is located, likes the building and thinks that this sign will be a cold sore

on a building that looks halfway decent now with raised black letters on its signs. He thinks the sign looks cheap and that they should have to match the existing signs by using raised black letters. Mr. Lengle replied that is Mr. Castrovillari's opinion but it is not his (Mr. Lengle's) decision. He further stated that the beauty shop coming, as well as another tenant, also want an illuminated sign. His customer could not attend the ARB meeting and has a language problem as he is Korean. Chairman Kundla stated that he doesn't understand why serious consideration was not given to match the existing signage. Mr. Lengle stated that they had received an okay from the City building department if the owner gave permission. Chairman Kundla stated that, while it is probably true that they need that approval, they also need approval from the ARB and he thinks the sign is not cohesive. Chairman Kundla further asked if the sign is 12 feet by 22 inches, why does it have all the small lettering under the larger lettering. Why is it even on the sign if it can only be seen when standing directly in front of it. Mr. Lengle replied that the building is set back 200 feet and, on a rainy day, you can't see the lettering on the signs there now. He further stated that was not his idea. Mr. Castrovillari said that is why businesses are given a street sign, to capture people coming in. Mr. Lengle stated that the street sign was not adequate to handle all the companies coming in. It just says York Parkway period. Mr. Lengle then asked what will happen as he is being asked to consult on other signs coming up - the beauty shop and a mortgage company. Chairman Kundla replied that those signs will be dealt with as they come before the ARB. The Board will address the merits of each sign against the City code. Mr. Lengle replied that the proposed sign is in compliance with the Code and he feels this is a personal opinion. Mr. Castrovillari said that he is dealing with aesthetics of the building. Chairman Kundla asked what if he suggests to the owner that the small lettering be removed from the sign. Mr. Lengle said he would tell his client and they would probably say to go ahead with it. Chairman Kundla stated that he asked Mr. Lengle if he had authority to make decisions and he had replied that he did but now he says he cannot. Chairman Kundla said that, since you can't read the small lettering, why not make the top lettering larger. Mr. Lengle said it would give them an additional 5 inches on the top letters. Chairman Kundla stated that, considering this sign only and no other signs that might come in the future, this sign is too cluttered and doesn't match the cohesiveness of the entire building. The Board can give him some other ideas to take to his client and to then return with his client. Chairman Kundla asked for comments from other Board members. Mr. Priest stated that he thinks the precedent is set by the first signs and that anyone thereafter has to match existing signage. He would not vote for a totally different sign. Mr. Castrovillari said that he would like to see the sign match what is already on the building. Mr. Lengle said that the building department should not have okayed the sign. Mr. Castrovillari stated that the building department can only rule on the size of the sign. Mr. Castrovillari then made a motion to table the building sign for Kim's College until Mr. Lengle and the tenant have time to re-look at the sign and consider the Board's recommendation to make the sign look more like the rest of the building. Mr. Kundla second. No further discussion. Roll taken. Motion carried 3/0.

Mr. Lengle stated - so you want plastic letters on the building? Mr. Castrovillari stated that he wants the sign to look more like what is already on the building and suggested maybe a different font. Mr. Lengle asked - do you object to the box or the copy? Mr. Priest replied the box since it would be the only box there. Mr. Lengle asked if the sign could be made using their logo with Gemini letters ... Mr. Castrovillari stated that they should propose another sign and come back.

C. **KFC, Building Remodel.** Chairman Kundla called for applicant. Mr. Dave Post from Jamesway Construction present. Chairman Kundla stated that they had appeared at the last ARB meeting for advisory only. Mr. Post stated that they had received approval from Planning Commission and were now at ARB to present the new drawings. Chairman Kundla asked if they also had a site plan as that is how they are noted on the agenda. Mr. Post replied that they are only there for a building remodel. Chairman Kundla stated okay that they are there for the building only. Mr. Post stated that they had explored deleting the two awnings on the front elevation but it looked very awkward so they put them back. The windows have arched villa appearance and the arches will remain but the awnings will cover them. They looked all wrong when left uncovered. Chairman Kundla asked Mr. Castrovillari if he had a comment since it was his suggestion at the last meeting. Mr. Castrovillari had no comment. Mr. Post gave Chairman Kundla a sample of the red color used on the building and also showed a photograph of a building using that color with the other colors of taupe and brown. Mr. Castrovillari asked if off white was being used and Mr. Post replied that it was. He stated that the tower legs are typically white but they used a lighter tan color. The coping will be white not blue as shown in the picture. When asked if the lighting fixtures are similar to those in the picture, Mr. Post replied that the ones in the picture are smaller than the ones on the remodel. Chairman Kundla asked if the red mulch in the picture would be used and Mr. Post replied that he did not know. Chairman Kundla asked if the tower would be smaller and Mr. Post replied that it would not be smaller. He also stated that the lettering on the signs would be white. Chairman Kundla moved to approve the application as submitted. Mr. Castrovillari second. No further discussion. Roll taken. Motion carried 3/0. Mrs. Babinec advised Mr. Post that the building department would be notified that the application had ARB approval.

## 2. **Old Business:**

A. **Empire Tanning, Sign Approval.** Mr. Diorio present for Empire, Wendy Milicic-Kovarik present for Den Too and Dwayne Cook present. The Board reviewed an updated proposal. The new proposed signs are pan faced with a black strip in between with a 2 ½ inch white border around each sign. Each sign is 4 feet by 5 feet total. The columns are seven feet tall with a distance between of 6 feet. There is an 8 foot base of red clay brick. The foundation is 36 inches from the frost line and a poured footer to support bottom of sign

only. There were also pictures of other views. Interlock pavers will be used and installed by Premium Landscaping who is a co-owner of Empire Tanning. There is approximately three feet on each side for landscaping. They plan to use four evergreen bushes on corners. The current landscaping has bloodgrass which is groundcover. Ms. Milicic-Kovarik showed the Board pictures of the current landscaping which is very hardy. Mr. Castrovillari stated that he appreciates the changes but he was hoping that dividing the signs and using the border would be enough but he doesn't like the color combination. There's a lot of red and when you put purple next to it, it's very cartoonish. He would like to see a better relationship between the signs. He doesn't mind them having either sign on their building, using colors, because it is right above the door. He would like the monument sign to be more graphically pleasing, more color co-ordinated, not so cartoonish. He likes the integration of the flagpole and that the outside dimensions were straightened but would like to see more landscaping. Mr. Cook asked the Board if the signs need to be uniform in color - white and black. Mr. Castrovillari replied that they don't have to both be white or black but they do have to tie in better. Chairman Kundla stated that monument signs are always different than building signs. They are only to tell what is in the center that is behind it. It will either have the name of the center or have inserts with the same copy. Ms. Milicic-Kovarik stated that they are not a plaza. She further stated that other signs have their logo such as National City Bank and Cleats and her sign is her logo. She stated that nothing was said about her sign at the last meeting so it was not changed. Mr. Castrovillari replied that he made it clear at the last meeting that he did not like the color combination of the two signs. She stated that her sign is already approved for on the building. Mr. Castrovillari stated that the key words are "on the building." This application is not for the building. Mr. Priest stated that the Board had a problem with all of the colors together, the red, yellow and purple. Chairman Kundla said that the reason he mentioned the other monument signs is that, when there is only one logo, it isn't a problem but when they try to put multiple tenants on one sign, there is more to consider. Mr. Cook stated that the picture of the existing sign shows that it is handpainted and, right across the street, there is a huge pylon sign with four different colors although he understands that, if they wanted to change, it would have to be redone. Mr. Cook further stated that his client's building would have to go through a major renovation in order to put a big enough Empire Tanning sign on the building. Mr. Castrovillari tried to give Mr. Cook an idea of a monument sign with horizontal inserts by drawing on their sign picture. Chairman Kundla stated that separating the signs more would make it better. Mr. Castrovillari asked how far the building is from the street. Mr. Cook replied that it is 75-80 feet tucked behind another building. Mr. Castrovillari asked if he was standing in the street, would he see a sign from 75 feet away. He further stated, if you have a sign on the building, why do you need the same sign at the street. Mr. Cook stated that you cannot see the building from Ridge Road. The building across the street has a huge pylon sign that can be seen from Ridge Road. Mr. Diorio asked about businesses that have two signs together such as BP with a Wild Bean Cafe sign underneath or Taco Bell with a Long John Silver sign

below it. Mr. Castrovillari said that those signs are going horizontally and once you put signs together side by side, there's a lot of area for each sign. A short discussion was had concerning vertical or horizontal signage. Chairman Kundla stated that the problem seems to be the color not the size of the signage and he has a problem with the separation between the signs. He has an issue with the amount of color and their proximity to each other. Mr. Castrovillari showed the applicants a revision to the sign with a brick pillar between the two signs. Ms. Milicic-Kovarik offered to change her sign to purple lettering on a white ground. Mr. Priest advised them that there is a problem with the landscape plan as it is inadequate. It shows "evergreen bushes" and it needs to have Latin names, botanical names, common names and size of plantings. He further stated that they were given an example and that wasn't what they provided. He won't approve without that plan. He went on to say that the pictures they brought of the existing sign show landscape that is okay. It appears to be very nice; it's growing, there's ground cover and it looks good, but if they are taking that out, it won't fly. He stated that, if they keep the current landscaping using the curb, concrete footers and add four evergreen plantings, it would be okay. If they disturb the plants or they must be moved, they would have to be put back. As to the sign, he has no problem with the sign as long as the logos are within the size limits. He thinks that the problem is the purple color and that more separation would help. Mr. Cook asked about using a white background. Ms. Milicic-Kovarik stated that there is a sign with white background right next door and she doesn't like it - it looks dirty. Mr. Cook said that because of the material he is proposing for the sign, it won't show the dirt. Chairman Kundla asked Mr. Diorio if he will be putting a sign on his building along with the monument sign. Mr. Cook stated that there is less than 16 inches on the front soffit and there is no visibility. Mr. Diorio said that the monument sign is the only way that people will know that he is there. He would be willing to get rid of the flares on the sign but then it would have more red. Mr. Priest asked if they could make the black strip between the signs wider. Mr. Cook replied that he could. Ms. Milicic-Kovarik said it would appear to have more colors then. Mr. Priest asked if people will be parking in front of the sign. Ms. Milicic-Kovarik replied yes, they are paying \$7,000 for a sign to be hidden. She is waiting for this sign to be installed so that she can re-pave the parking lot. The Board members then had a brief discussion among themselves. Mr. Kundla told the applicants that they are trying to come up with an idea for the sign to get approval at this meeting. Mr. Castrovillari then said that the Board likes having a center pillar and that it doesn't have to be as tall as the outside pillars or as wide as the outside pillars. They could stagger the height making the middle pillar shorter. He stated that the Board would then give approval with notes and they must provide a final drawing for the record along with a landscape plan. Mrs. Vozar then suggested that the Board make their approval contingent on receiving the updated plan within two weeks. Mr. Castrovillari stated that they will not have to appear again but will need to make certain the Board gets the new drawing and plan by the next meeting in two weeks. Chairman Kundla then moved to approve as noted: Den Too sign can remain as submitted as to color, et al. The Empire Tanning sign with words

Tanning in black and white is okay as submitted. The Board is okay with the flagpole and brick pillars as shown on either end with decorative caps. The Board would like greater separation dividing the two signs with a center pillar being brick with a width and height less than the end pillars with a decorative cap. Also, the Board requires submission of a landscape plan with common and Latin names of all plantings along with a new drawing of the sign within two weeks. Mr. Castrovillari second. No further discussion. Roll taken. Motion carried 3/0.

**B. Continental Fine Jewelry.** Monument Sign. Mr. Cook stated that he is also representing Continental Jewelry but they are not ready yet and would like to return for the next meeting. Chairman Kundla moved that they remain tabled. Mr. Castrovillari second. No discussion. Roll taken. Motion carried 3/0.

**C. Update from Legal.** Mrs. Babinec advised that Board that she had contacted Donna Vozar pursuant to the signs and painting being questioned by the Board. Mrs. Vozar stated that she was at a meeting of department heads for the City and she advised Mr. Hartmann about Cleats. He said it was a new sign and he was sending them a letter to advise them that they needed to get approval for the sign. That was about two weeks ago. She also advised Mr. Hartmann about the Royalwood Office Center and he was going to look into it. Mr. Castrovillari stated that the Board had reviewed an application from Continental Jewelry at the last meeting for a monument insert and building sign and he questioned the fact that Pro Driving had an insert in the sign. The applicant said it was a photoshop drawing and there was no insert. After the meeting Mr. Castrovillari went past the sign and the insert was, in fact, installed without approval. Pro Driving had appeared before the Board but only for a building sign, not the monument insert. Mrs. Babinec stated that she had sent a memo to Mr Hartmann regarding Cleats, Royalwood Office Center, Arabica and Len's Heating & Cooling. Mr. Priest stated that Royalton Center had mulched around their sign. Mrs. Vozar also stated that, as to the Arabic paint color change, Mr. Hartmann is checking to see if they asked for approval by the Building Department. Mr. Priest stated that Royaltondale Deli still has their building and monument sign insert up. Mrs. Vozar replied that the legal process to have them removed is a lengthy process.

**3. Approval of Minutes of June 11, 2007 meeting.** Chairman Kundla asked if there was any discussion regarding minutes from June 11, 2007 meeting. Mrs. Babinec stated that, in response to information she received from Mr. Kapitan, she inserted a name where she had indicated that she did not have the identity of a gentleman appearing at the last meeting and she made a change to correct the spelling of "bollard." There were no changes to the substance of the meeting. No one had further comment. Motion was then made by Chairman Kundla to approve minutes as submitted. Mr. Castrovillari second. No

discussion. Roll called. Motion carried 3/0.

**4. Miscellaneous.** None.

**5. Adjournment.** Chairman Kundla moved to adjourn at 7:15 p.m. Mr. Castrovillari second. Roll called. Motion carried 3/0.

Approved: \_\_\_\_\_  
Chairman - Architectural Review Board

Attest: \_\_\_\_\_  
Secretary - Architectural Review Board

Date: \_\_\_\_\_