

ARB MINUTES

February 9, 2009

The ARB held a regular meeting on Monday, February 9, 2009 at North Royalton City Hall, 13834 Ridge Road. The meeting was called to order by Chairman, Frank Castrovillari at 6:00 p.m. Roll called.

Members Present: Frank Castrovillari, Joe Kapitan, Linda Watkins and Laura Tworzydlo
Donna Babinec (Secretary)

Members Absent: None.

Others Present: Donna Vozar, Tom Jordan and Councilman,

1. **Approval of Minutes of November 11, 2008 Regular Meeting**

Chairman Frank Castrovillari moved to approve the minutes of the November 10, 2008 meeting, Mr. Kapitan second. No discussion. Roll called, motion carried with Mr. Kapitan and Mrs. Watkins voting 2/0.

2. **Old Business:**

A. **Manorcare Health Service.** No one present.

3. **New Business:**

A. **KMS Paint & Body:** Mrs. Babinec called for applicant. Owner, Matthew Szczpinski present. Mrs. Watkins stated that the property owner is her cousin and asked the Chairman if it was a problem. Mrs. Vozar stated that all Board members can use their discretion as to whether they want to consider an application but in a case like this Mrs. Watkins may want to recuse herself. Chairman asked if she can make comments and Mrs. Vozar replied that she cannot. Chairman Castrovillari moved to approve application as submitted. Discussion: Mr. Kapitan asked applicant if he is located on the back of the building and he replied, yes. Mr. Kapitan went on to say that he had happened to drive past the location and stated that it is a white decorative post sign in a

railroad tie bed with some bushes around the bottom and they are sharing it with the resale shop. Applicant replied that they will be on top and he will be on the bottom. He said they will be taking the old vinyl stickers off and will then put his on. Chairman Castrovillari moved to excuse Linda Watkins from consideration of the application. Mr. Kapitan second. Roll called. Motion carried 3/0. Ms. Tworzydlo asked if he had permission from the landlord for the sign change. Applicant replied that they had talked about it and Red Geranium knows about it. They are currently on the bottom but Red Geranium will go on top. Ms. Tworzydlo asked if it will be the same size as the existing signage. He replied it was. Mr. Kapitan said that Mr. Alvarez had given approval for size of sign. Roll called. Motion carried 3/0.

- B. **American Metal Recycling**. Mrs. Babinec called for applicant. Dan Glavin present for Glavin Industries. Chairman Castrovillari moved to approve application as submitted. Mr. Kapitan second. Discussion: Mr. Kapitan stated that applicant had a prior submission for this sign. Mr. Glavin replied they did have an application a couple of months ago. Mr. Kapitan asked what was different about this submission. Mr. Glavin showed the Board the old application. Chairman Castrovillari stated that he believed that the Board had commented that the sign on the previous application was too cluttered. There were too many things on the sign. He went on to say that he thinks it is still that way. He admitted they took out the phone number but that seems to be the only thing taken out and the rest of the items seem to just be moved around. He said he was looking at the logo as one item on the previous application but now, on the new application, it appears to be three different items which makes it worse so now there are thirteen items on the application. He understands that they want to list the items that they recycle. Mr. Glavin stated that he wants the record to indicate that he does not represent American Metal Recycling he represents the sign company. Chairman Castrovillari said it is way too busy. It's a laundry list of what they do. They can take a newspaper advertisement to do that and list anything they want. The sign should only say here's the place of business and that's it. So he still has the same comments as last time. Mr. Kapitan stated that his comments are the same as Frank's. Businesses should say, here's the business and that's it. Restaurants don't list their menus and banks don't list their services. If all the different types of metals were removed from the sign, the client would have an opportunity to make their name and logo more prominent. Looking at the photoshop photo on the application, there are a lot of items that are too small to be legible from the street. Mr. Castrovillari said "all the types of metal" gets the point across. Applicant states that there are a number of issues involved. His experience

with other scrap yards is that they don't accept everything. They don't accept vehicles, carburetors, things with Freon. He had discussed with the customer the issue that American Metal Recycling doesn't say that they are open to the public and that the public doesn't know they can take in metal cans. They assume it's a recycling plant since it's located in an industrial area, in an industrial zone, and is an industrial company. They are trying to get the point across that it's open to the public. Mr. Kapitan stated that they can keep "Open to the Public" but he has a problem with listing all the metals. Chairman Castrovillari said it's not the place of ARB to tell them what to remove or keep. The Board is saying the sign is too cluttered, way too busy. Ms. Watkins said she agrees it is too busy. She would rather see the phone number than a listing of the metals. The public can then call to see what they accept. Usually anyone coming would call first instead of putting it in their car and finding out they don't take it. Applicant said they would be surprised what happens in the scrap business. Mrs. Vozar asked Mr. Glavin if he is authorized to speak on behalf of the client and make changes to the sign. He replied that he could within reason. But he would have to get approval if he had to make concessions. He went on to say that he has another concern in that he is familiar with sign codes and this sounds to him like a content issue and there have been many court cases that have disallowed cities and boards from regulating content. Mrs. Vozar thanked him for pointing that out but went on to say that the law department is well aware of the law and regulations regarding content but this Board has not spoken regarding the content but about the clutter and amount of words and letters on the sign. Ms. Tworzydlo said she agrees with the Board and believes it is up to the public to call. She went on to say that the sign should address who they are and not what they do. Roll called. Chairman Castrovillari, nay, Joe Kapitan, nay and Linda Watkins, nay. Application rejected. Chairman Castrovillari said that Mr. Glavin can go back to his client to take another look at the sign and see if they can de-clutter it.

- C. **Images.** Mrs. Babinec called for applicant. No one present. Chairman Castrovillari moved to approve the application as submitted. Mr. Kapitan second. Discussion: Mr. Kapitan said the sign looks like it is a replacement for an existing sign where they are at the top of the ground sign. Chairman Castrovillari mentioned that they also indicate on the application that it is also for window graphics. He questioned whether ARB should address window graphics. Mr. Jordan said the ARB shouldn't consider window graphics but to go ahead on the ground sign. The Board agreed that they all liked the new ground sign. Mr. Kapitan said they should clarify the motion to state that they

are not reviewing the window graphics, only the ground sign. Chairman Castrovillari stated that the application is amended to limit it to the ground sign only, which is all that is properly before this board. Roll called. Motion carried 3/0.

- D. **Parkway Plumbing.** Mrs. Babinec called for applicant. No one present. Chairman Castrovillari moved to approve as submitted. Mrs. Watkins second. Discussion: Ms. Tworzydlo asked if the application is for one or two signs. Chairman Castrovillari said it appears to be two small signs. One will be Balance Fitness and the other Parkway Plumbing. Mrs. Watkins said that the Board already approved Balance Fitness last fall. Mr. Kapitan said that Balance Fitness was before the Board for a metal sign. Mrs. Watkins said that Balance Fitness is a blue and orange ball and the Parkway Plumbing blue matches the blue on the ball. The sign is illuminated from the ground. Mrs. Watkins asked if it was magnetic and after looking at the application determined it was. Ms. Tworzydlo said her concern was what is at the bottom of the ground sign and questioned whether the Board can have them start changing the base of the steel frame ground signs to make them brick or something. Chairman Castrovillari said that can be addressed when they change the actual ground sign but they can't do it now as it's an existing sign. Once the sign starts to fall apart and needs to be replaced, they can step in and make them comply with the updated codes. He recalled that when Balance Fitness came to the Board they agreed to update the landscaping so it will hide some of the base of the sign. Roll called. Motion carried 3/0.
- E. **Butch's BBQ.** Mrs. Babinec called for applicant. Owner, Butch Stewart present. Mr. Kapitan stated this is in the same place as Rockside Cafe. Chairman Castrovillari moved to approve the application as submitted. Mr. Kapitan second. Chairman Castrovillari asked where the signs are going. Mr. Stewart stated that they will be going on the north and south sides of the building there are white inserts that say Rockside Cafe. He will remove the insert and put his sign in. Chairman Castrovillari said he thought the inserts were square. The proposed sign is rectangular, what will be going on the sides. Mr. Stewart said when they made the drawing they didn't get the right perspective they didn't get the exact size right. The frame of the sign is white metal. Mr. Stewart said the sign is about 32" by 48". Chairman Castrovillari said the application is for a 4x4 sign and the drawing does not look like a 4x4 sign. He wanted to know what will go on either side of the graphics on the sign. The drawing looks like 4x2. Will the graphics be stretched? If it will be the Board needs to see what it will actually look like. Ms. Tworzydlo asked

if the drawing is accurate as to where everything is placed? He replied that it would look like the drawing but proportionately to fit the space. She went through each item and asked where it was on the sign. Mr. Stewart said it will look just like the drawing but proportionately put on the insert. Mr. Jordan said he thinks an error was made on the application for the dimension of the sign and Mr. Stewart is now saying it's more rectangular. Chairman Castrovillari said it's not as rectangular as the drawing. He goes by it almost every day and the inserts are closer to a square. If you stretch out one part, does everything else get stretched out too? Mr. Jordan asked if it was stretched out would it really make any representational difference. Chairman Castrovillari stated that it would depend on how it's stretched out. There are no dimensions on the drawings. He asked Mr. Stewart if the drawing was prepared by a sign company. He replied that it was, Lake Erie Graphics. Ms. Tworzydlo said the application says north and south side of building. Are there two signs. Chairman Castrovillari said there are two identical signs. Mr. Kapitan stated that he thinks it would be helpful to see a representation of exactly how they will fill the space. It could be extra white space on either side, or making the letters bigger or the pig bigger. Chairman Castrovillari said he would like to see actual dimensions of the letters, etc. Mr. Stewart said the company is going to remove the plexiglass and using their program, they will put the sign in that space proportionately. Chairman Castrovillari stated that he could table the application until next meeting. Mrs. Vozar asked Mr. Stewart if there was a grand opening planned. Mr. Stewart replied that he would like to be up and going by March 1st but whatever it takes it takes. Mrs. Vozar said the next meeting is February 23rd and the City wants to work with him to try to comply with his opening deadline. Mr. Stewart asked Chairman Castrovillari if they took a picture of the building and put his sign in it would it suffice. Chairman Castrovillari said that would be okay with dimensions. Mr. Stewart said he didn't hear the Board question any of the other applicants for dimensions. Chairman Castrovillari showed Mr. Stewart one of the other applications to indicate that they had dimensions on them. Chairman Castrovillari moved to table the application. Mrs. Watkins second. Roll called. Motion carried 3/0.

- F. **Howard Hanna.** Mrs. Babinec called for applicant. Rob Milburn from Boyer Signs present for applicant. Chairman Castrovillari moved to approve the application as submitted. Mrs. Watkins second. Discussion: Mr. Milburn said that Howard Hanna took over Realty One. The replacement for the building sign is 6' by 12'5" which is green and gold. The ground sign will be a replacement for the insert. Chairman Castrovillari wanted to discuss the

building sign first. He stated that the building sign is fine. Mr. Kapitan said he agrees. The center has gotten away from the red signage. Chairman Castrovillari said the new colors of earth tones accept other colors on signs better. Ms. Tworzydlo asked about a panned faced sign - does it go out. Mr. Milburn said it does and the sign is illuminated. She also asked if the ground sign is illuminated as well and he said it was. As to the ground sign, Chairman Castrovillari asked, since the other signage on the ground sign has white background, could they change the green background to white? Mr. Milburn replied he could. Mrs. Vozar asked if he had authority to speak for Howard Hanna and he stated he did. Chairman Castrovillari changed the motion to approve the building sign as submitted and for the ground sign to be approved with a white background, instead of green. Chairman Castrovillari made the change on the application and asked Mr. Milburn to sign and date his approval of same. Roll called. Motion carried 3/0.

4. **Miscellaneous.** Mr. Jordan asked if all Board members had email addresses. Mrs. Babinec stated that all members did with exception of Mrs. Watkins. He stated they would mail hers out. He stated that he had some new forms he wanted the Board to look at. The idea being that they want as complete an application as possible be given to the Board so they have all the information they need the first time to prevent applicants from having to return. They will then post them on the website so the applicants can pull them off there. He also said, on the signs, if they are easy they can be approved after review without the applicant attending. He said if there is a problem, they can then be advised and appear at the next meeting with the revisions. The Board will still have to vote on each application but the first time they see it is just for review and, if it's okay, it can be approved without the applicant. Chairman Castrovillari asked how the Board can review if the deadline is one week before the meeting but Mr. Jordan said they would probably move the deadline up so instead of the deadline one week before a meeting it would be three weeks before. Chairman Castrovillari said that he thinks if the applicant is given a better idea of what is needed before they come in it would be better. Mr. Jordan said they could also review them without the applicant. He suggested having a member of the building department at the meeting to explain the size of lettering or other issues. That might help with implementing the Board's recommendations properly. He knows of a situation where the Board required landscaping and it still isn't implemented. Chairman Castrovillari said that the landscaping is sometimes a problem because the application is approved in late fall or wintertime. Mrs. Watkins said that putting a deadline on it and having the applicant sign that might help. Mr. Kapitan said it still becomes an enforcement issue. Chairman Castrovillari said that you could try having the applicant post a bond for the landscaping and if it isn't done the City can do it. Mrs. Watkins said it's better

to give them ninety days and enforce it than posting a bond. Councilman Antoskiewicz asked if it is really an enforcement issue or is it that too much time passes for the landscaping and it is forgotten. Mr. Jordan felt it was more of a communication problem. Councilman Antoskiewicz said that maybe the application should be considered incomplete until the landscaping is done. Mrs. Vozar stated that the application states what landscaping is needed and when and it's just a matter of follow through. Councilman Antoskiewicz stated that perhaps instead of approving the sign and filing the application away, the application should be kept out as unfinished and it will remind them to follow through. Chairman Castrovillari stated that he thinks it may be priority issue where there is a question as to whether landscaping is more important or say something else like a brick wall that should be installed. Mr. Jordan said he will have the new forms to the Board for review.

Mr. Castrovillari moved to adjourn the meeting at 6:55 p.m. Mr. Kapitan second.
Meeting adjourned.

Approved: _____
Chairman - Architectural Review Board

Attest: _____
Secretary - Architectural Review Board

Date: _____