

ARB MINUTES

July 27, 2009

The ARB held a regular meeting on Monday, July 27, 2009 at North Royalton City Hall, 13834 Ridge Road. The meeting was called to order by Chairman, Frank Castrovillari at 6:01 p.m. Roll called.

Members Present: Frank Castrovillari, Joe Kapitan, Linda Watkins and Laura Tworzydlo
Donna M. Babinec, Secretary
Members Absent: None
Others Present: Donna Vozar

1. **Approval of Minutes of July 13, 2009 Regular Meeting**

Chairman Castrovillari moved to approve the minutes of the July 13, 2009 meeting. He then moved to excuse himself as he was not present at the July 13th meeting. Mrs. Watkins second. Roll called. Motion carried. Roll called for approval, minutes approved. Motion carried 3/0.

2. **Old Business:**

None.

3. **New Business:**

A. **Living Tree.** Mr. Rick Provence, sign maker, present for applicant. Chairman Castrovillari moved to approve application as submitted. Mr. Kapitan second. Mrs. Vozar stated that the letter from the Building Commissioner, dated July 17, 2009, indicates that the size and the height of the signage comply but variances for the front and side set backs are required. It will be coming before BZA tonight and she would like the Board to put some language into their decision that, if approved, it would be contingent upon the granting of the variances unless the setbacks are not required. She went on to ask the Board to please indicate that the Board is only approving the sign and not the location of the sign. Mrs. Tworzdlo asked Mr. Provence if the sign is standing on a rock. He replied that it is mulch. She asked why some of the sections of the sign are blank. Mr. Provence stated that the owner indicated that there are three services that will be added eventually so he wanted them left blank. The sign is made of a one half inch thick pvc panel with pvc on top. The small panels are roughly 6" by 24" and will be adhered to the front of the sign. The small panels

will be on the sign when installed and pressure sensitive vinyl will be applied to each when the services are identified. Mrs. Watkins asked how the sign will be mounted. Mr. Provence stated that it will be mounted on two posts which are 4 by 4 inch treated which will be sunk into the ground 2 feet deep with an 8 by 8 steel footer, gravel on the bottom, back filled with concrete cap. The panel will be flush to the ground. Chairman Castrovillari had a concern as to the number of items on the sign. Mr. Provence stated that each of the service listings is like a department within the company. It is almost like a plaza. Chairman Castrovillari stated that it does look like a center with a list of tenants. He doesn't mind the logo but he does have a problem with listing the services. What happens if the business owner wants four instead of three. Mr. Kapitan said, even if he didn't add another item, being conservative and calling Living Tree an item of information on the sign, calling the subheading, Center for Living, an item, calling the logo, even though it has several pieces, an item and then count down all the bullets, five shown and three that are not, you're up to eleven items on the sign. Chairman Castrovillari remarked that Mrs. Vozar has stated that the sign does not fall into the TCD area but he thought the entire City was divided into TCD 1-5. Mrs. Vozar said a certain section is TCD 1-5, the farthest that goes is up to Royalwood-just slightly past Royalwood - so it's business district so you're governed by your Code that talks about the aesthetics, the cluttered look and it sounds like the Board's argument is that it is distracting. Mr. Kapitan said he is referring to 1284 that gave a ten item limitation for signage, it wasn't specific to TCD. Mrs. Vozar said she was unaware of the number ten in general signage and, if it was, the building commissioner would have said it needed a variance in his letter to the Board. He indicated it met all the criteria of the Code in the business district except for it's location. Obviously, it still might not comply with what the Code requires for ARB because of aesthetics, the cluttered look or whatever else the Board is objecting to. Mr. Kapitan said he recalled referring to that ordinance when the Board reviewed the application for the recycling center which was in business district too, the industrial area. Mrs. Vozar asked the Chairman to adjourn for a five minute break so she could look it up. The owner of the business, Dr. Nigel Brayer, arrived during the break. The Meeting resumed. Mrs. Vozar returned with a copy of the Board's design standards. She stated that the Board will have to verify the number of items. Chairman Castrovillari said there is some question as to what counts as an item as to the logo. Mrs. Vozar stated that it appears that the building commissioner did not interpret it to be more than ten items. Chairman Castrovillari asked Dr. Brayer what Broadview Back Clinic is. Dr. Brayer stated that it is his current business he owns. They are changing the name for the center. He wants his patients to know that this is an umbrella building and these are different services offered. Chairman Castrovillari stated that it appears to be more than one business, when will that disappear. Dr. Brayer stated it won't, that the purpose of the building is an umbrella. There are various different professions in it. Chairman Castrovillari said that this would be a multi-tenant sign. Mrs. Vozar verified that Dr. Brayer was the property owner. She went on to say that Section 1284.05 - Design Standards states: "The element of the sign shall create an

overall cohesive design, reflect simplicity, avoid visual clutter and insure legibility. To that end, each sign will ...” She went on to say that the Board is indicating that, based on their discussion, the sign appears cluttered to them. Chairman Castrovillari said that each of the small panels looks like a separate tenant or service. It appears like a multi-tenant sign due to the fact it lists Living Tree Center for Healing as a business and Broadview Back Clinic. Dr. Brayer said they are all dba’s of the same parent which he owns. Living Tree is the doing business as and Broadview Back Clinic is also a doing business as - they are all under the same corporation. Chairman Castrovillari, visually it looks like another business. Broadview Back Clinic is not a service, it’s a name of a company. He went on to say that “acupuncture” is a service, this reads like a different company. Even Your Life by Design, in his opinion is another company. Dr. Brayer asked if the Board would rather he lists services. He will keep Broadview Back Clinic because he is been in practice a long time, patients associate that name and he doesn’t want them driving around lost, but the others can certainly be changed to reflect a service. Mr. Kapitan asked if he knew what the other three might be at this time. If so, is there a way to roll some of these together? Dr. Brayer said he just left those blank because there will be other expanding services which he hasn’t determined yet. He said they could put, for example, “acupuncture, massage, ...” in the same box. Mrs. Tworzydlo said they need no more than ten. Mr. Kapitan said, looking at it conservatively, calling Living Tree an item, the Center for Healing an item, the logo an item, and eight bullets you have eleven. Mrs. Tworzydlo asked if he is still working as the Broadview Back Clinic. If so, can it say “formerly Broadview Back Clinic?” Mr. Provence stated that would make it more cluttered. Mrs. Tworzydlo said then it wouldn’t look like there were multiple tenants. Mr. Provence pointed out on the drawing what looked like an item. Mr. Kapitan stated that he couldn’t recall the exact wording regarding items and asked Mrs. Vozar what the exact verbiage is. She replied is says “word - an abbreviation or number or grouping of letters or numbers which together convey a meaning.” Mr. Kapitan said that Living Tree is one thing and Center for Healing is separate. Chairman Castrovillari asked if it was really necessary to list every service that he does. Can they get rid of those three blocks? Dr. Brayer said anything’s possible but he doesn’t love the idea because thousands of drivers go by and will wonder what’s this place? From a business prospective he thinks it’s important. Is the Board suggesting no blocks at all? Mrs. Tworzydlo asked if Chairman Castrovillari is trying to make it all services. He replied no. Mrs. Watkins asked what if you leave one open and get rid of two and center it more. Mr. Provence the design of this sign is based upon existing signs for centers. Chairman Castrovillari said you’re saying these are not separate businesses but you’re listing them as separate businesses so it looks like a sign that designed for separate businesses but they’re saying it’s one business. Mrs. Vozar stated, for the record, this has come up before. Restaurants don’t list their menu and banks don’t list their services. That is how ARB has proceeded in the past as far as the clutter aspect. That is why the design standards were written to make sure the sign serves it’s purpose to notify but not so cluttered to distract the drivers on the roadway. Chairman Castrovillari offered

a suggestion using “formerly” and have Living Tree Center for Healing and then formerly the Broadview Back Clinic above the logo and he would count that as one or two items rather than three. Aesthetically he likes that better. He would like to eliminate the eight bars and go down to four, listing services. That way, you’ll be more selective what is put on the panels. That will bring it down to eight. Chairman Castrovillari made the changes to the application picture. Mrs. Vozar stated if the applicant agrees to the changes, he will need to state that on the record. Chairman Castrovillari went over the changes with the applicant. Mr. Provence asked if the bars would be larger. Chairman Castrovillari said no, the same size but put more space between them. They may have to move some of the items around to fit everything in. Mrs. Tworzydlo asked if he has a problem with using “formerly.” Dr. Brayer said he doesn’t really like formerly and would rather have that in one of the boxes. Chairman Castrovillari said that, since there is so much of a change to the design they should resubmit the proposal. Mrs. Vozar said the ARB will not have another meeting until September. Chairman Castrovillari asked if anyone had a problem with Broadview Back Clinic being one of the capsules. Mrs. Tworzydlo said she had a problem with that because she wants to be clear as to whether they are two separate entities at the center. Dr. Brayer said he wants patients to know that Broadview Back Clinic is in that center. He doesn’t have a problem with “the home of Broadview Back Clinic” Chairman Castrovillari said he should use “home of” - he doesn’t need “the.” Mrs. Watkins asked if that would be just one line and he said yes. She stated that she wants him to keep the swoop in the logo. Chairman Castrovillari said he would like at least three inches in between the capsules and he could put extra space at the top and bottom. Mrs. Vozar asked the applicant to agree to amend the application on the record and sign the amended copy. She went on to say that, for the record, the Board is only looking at the design of the sign, not the location. Any decision is contingent on BZA approving the placement and, based on that, the applicant has agreed to amend the application to reflect the conversation and the criteria the Board has on Exhibit “1.” Dr. Brayer replied that he does agree. Chairman Castrovillari stated that “Home of Broadview Back Clinic” will be a single line going across, there will be four capsules and verbiage can be combined with a minimum of one-half the height of the capsule between the capsules. He also stated that he would like to see a copy of the revised sign for the files. Mr. Provence asked if he could fax it and Mrs. Babinec said she will give him a fax number. Mr. Kapitan second. Motion carried 3/0.

4. **Miscellaneous:** None.

Chairman Castrovillari moved to adjourn the meeting at 6:45 p.m. Mr. Kapitan second. Meeting adjourned.

Approved: _____

Chairman - Architectural Review Board

Attest: _____

Secretary - Architectural Review Board

Date:
