



Architectural Review Board Meeting  
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- b) Recommendation of a New 10'-3" x 7'-8" (50 SF) Plastic Wall Sign, red copy on black background, black and red graphics, black trim, returns and raceway for property located at 18400 Royalton Road, PPN 396-11-002 zoned General Business.

Mr. Boron –Item Number One, TGI Friday's. please state your name and address for the record.

Linda Sherman, 6000 Freedom Square, Independence, Ohio 44131

Mr. Boron – You are hear for signage? Before we start I just want to do some clarification another one designation, I would like to point out that the N3 is still stated as

Ms. Sherman – It is stated incorrectly, that is correct, it is drawn as correct and it will be brick.

Mr. Boron – So whenever you get your drawings revised for Building, make sure that is named correctly.

Mr. Biondillo – How long before we get those?

Ms. Sherman – The drawings have already been submitted once and they are being, I had a correction letter which I am resubmitting right now. There was just a couple, one structural item and a couple \_\_\_\_\_ ones.

Mr. Boron – Move on to the signage, can you explain what you plan to do.

Ms. Sherman – We only allocated two signs for this property so they are currently two signs one on the east elevation and one on the south and those are being removed completely and the signs are being relocated to the tower. We are putting on the east the stop sign and on the south is our tumbler sign; both signs are strictly in red, white and black. Kind of like the color renderings I have had at previous meetings. I actually brought them, it does not show the brick yet correctly but it will show a better indication of what the sign looks like in color. They are going to be suspended within that opening on those two sides.

Mr. Boron – Lighting, are they internal?

Ms. Sherman – Yes, on the tumbler signs it's just the channel letters, the TGI Friday channel letters are illuminated and on the stop sign the entire sign is internally illuminated.

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Mr. Boron – Mr. Bohac.

Mr. Bohac – Thank you Mr. Chairman. So you are going to have one of these on one side of the structure and the other one, you have two separate signs in the same structure?

Ms. Sherman – Yes.

Mr. Bohac – Can I ask why not one or the other?

Mrs. Sherman – I really can't tell you other than this was just again what Friday's has designated and designed.

Mr. Bohac – Ok.

Ms. Sherman – And we do have this, I think a couple of you may have gone out to the Westlake store, this is what we have now at the Westlake store as well, two separate signs.

Mr. Bohac – I am just baffled why you have two separate signs.

Ms. Sherman – Well, their front sign, the south sign is the tumbler is trying to get back to the whole era of when that was the big focal point of Friday's and that tumbler is kind of, looks like a glass and so that is the focal sign and then they also don't want to get away from the red and white stripe that was always known as Friday's, which is why the stop sign is also integrated.

Mr. Bohac – Ok. No other questions.

Mr. Boron – Mr. DeHoff.

Mr. DeHoff – Thank you, Mr. Chairman. The sign on the east elevation, they had a variance for that on January 9, 1995 for the exact sign for the east side of the building. That would be their second sign. The front sign, which they are allowed, it can only be a maximum of 5 feet so anything over that they would have to get a variance to bring it into compliance.

Mr. Boron – Were you aware of that at all?

Ms. Sherman – No.

Mr. Boron – So the tumbler would have to get a variance from BZA. You would have to go through the board, the BZA board to get the variance.

Ms. Sherman – Ok. Unless you just consider the channel letters the signage portion and the rest is art work. Right?

Mr. DeHoff – You would have to condense those letters down to fit into a 5 foot box.

Ms. Sherman – I think they are going to be more than that currently.

Mr. Boron – Right. I think the, well I will go around to everybody's comments.

Ms. Sherman – Could I clarify, I have one sign that is currently allowed at 5 foot and the second sign is or is not also allowed?

Mr. DeHoff – The one on the east elevation is allowed because they had a variance in 1995.

Ms. Sherman – So that variance carried over?

Mr. DeHoff – That carries for the life of the building.

Ms. Sherman – Ok. The one on the south side, though currently it is much more than 5 feet.

Mr. DeHoff – It is only 2' some inches high right now.

Ms. Sherman – But it is about 20 feet long.

Mr. DeHoff – That doesn't matter. The width does not matter it's the height. The width, you are well within your width limitation.

Ms. Sherman – So you don't go by total square footage of sign area, you really go by height.

Mr. DeHoff – Height is a limit, yes but your frontage now is what, 113 feet or something.

Ms. Sherman – My frontage is, are you asking me about my length.

Mr. DeHoff – Your frontage, it says here frontage is 103 feet so you are allowed like 152 square feet of signage. But you can only go 5 foot high.

Ms. Sherman – And, I guess I will bring this up at the BZA but do you anticipate that they would be looking at just the channel letters or the tumbler as a whole on that?

Mr. DeHoff – Like I say, you would probably have to condense it into a 5 foot height limitation.

Ms. Sherman – On just the lettering.

Mr. Dehoff – Yes.

Ms. Sherman – Ok. Or go to them for a variance.

Mr. DeHoff – Yes.

Ms. Sherman – Ok.

Mr. Boron – Mr. Biondillo

Mr. Biondillo – Thank you Mr. Chairman, no comment.

Mr. Boron – Mr. Mikula.

Mr. Mikula – No comment.

Mr. Boron – Mr. Huffman.

Mr. Huffman – Let me ask, you are relocating the stop sign.

Ms. Sherman – It's actually a new stop sign.

Mr. Huffman – It's a new stop sign so you are not relocating.

Ms. Sherman – Right.

Mr. Huffman – Ok and it's a different size then what's there now, but smaller. The one on the south, I would suggest that, you need clarification with that tumbler with, whether you use the sign or not. Of course, if it is not then it would have been part of the architecture. I believe that your TGI Friday's would be within the limits, just the channel letters and I think that sign looks nice. I still have a problem; I would rather see the tumbler on both sides, that would be my preference. I think it would look nicer. The two

signs on the same tower looks awkward to me. The square footage that is listed on the stop sign is 7'-1" x 10'-5" and it is 57.47 SF.

Ms. Sherman – That is because you cut out the corners.

Mr. Huffman – Ok. Then that is what you have done on the tumbler also. That worked out about 57 SF. I believe that is all my comments.

Mr. Boron – Mrs. Milbrandt.

Mrs. Milbrandt – No additional comments.

Mr. Boron – To me I think the tumbler is the whole sign. I mean that is how it is stated in the application too. If you are going to go for a variance anyway, you get the variance on the whole thing, it's really a mute issue. I concur with Tim about, it would be nice to see the same whether it's the stop sign or the tumbler on both sides but I know that is a corporate issue, I don't know if you want to fight or not. If we get the tumblers on both sides or the stop sign on both sides, I think that's probably would look the best. That would be something that would be nice to look at. I don't know if you can ask them about that.

Ms. Sherman – I can certainly ask them. The tumbler is more expensive, so that is something we could question. So are you going to not, what if I get BZA approval, will you not allow them the two signs, are really just telling me right now that you want to see the same or will you, if I can't get them approved accept it as it is.

Mr. Boron – We could take a vote on that. We have to turn you down and refer you to BZA.

Ms. Sherman – Ok, but I still would like to know if you could have a preliminary vote, which way I would need to resubmit it to you then after BZA approval.

Mr. Boron – I guess we could . . . I don't think as I was pointed out, if BZA approves you, I think you are approved for the variance.

Mr. Biondillo – For the size of the sign correct?

Mr. Boron – We deny then obviously because it does not meet code. It goes to BZA and they issue an approval based on size, based on the revised, the variance with the code.

Mr. Mikula – Did I hear earlier that the stop sign was already approved?

Mr. Boron – The variance was already granted in 1995.

Mr. Mikula – So why do we have to act on it?

Mr. Boron – We have to turn them down so that they can go and get the tumbler approved.

Mr. Mikula – I understand the tumbler but why are we looking at . . .

Mr. Biondillo – The relocation.

Mr. Huffman – It's a new sign it's not even a relocation.

Mr. Boron – I think what she is asking that; you do have to come back after BZA to get final approval here.

Mr. Mikula – It's not, it's a new sign.

Mr. Boron – But I think what I have to say . . . What she is asking is is it ok to leave it to come back here so she doesn't have to get turned down and I don't know if there is a strong consensus either way, I think everybody would like to see both sides.

Mr. Biondillo – I would approve it either way. At this point. Personally I agree with you guys, it would look nicer if it was the same tumbler sign that at this point I am happy with the concessions that you folks got from Corporate on the building.

Mr. Boron – I think you guys got to BZA for the variance, if you could see what you could do to get them both the same I think it is the consensus that we would like to see the same thing. I don't think we are going to hold your feet to the fire and reject you if its not.

Ms. Sherman – Ok.

Mr. Boron – You may get a “NO” vote here or there, I can't speak for everybody but . . .

Ms. Sherman – One question while we are on the subject of design because it was not addressed before. The columns we are doing in the brick, I am assuming I am going to match the brick on my building, not brick on the Star Bucks.

Mr. Boron – Correct.

Mr. Huffman – Mr. Chairman, I guess my opinion and probably my vote would be that I would rather see the tumblers on both sides. Just for your reference.

Ms. Sherman – If I do it, I do have to get a variance on both signs right?

Mr. Boron – You have to get a variance on this side too. Again if they are going to grant you a variance here, I would imagine they would grant you a variance on that one too.

Ms. Sherman - When is the next meeting for BZA?

Mrs. Oprea – BZA is on Wednesday, April 12.

Mrs. Sherman – What are my chances of getting a variance from BZA, does anyone know?

Mr. Huffman – That is a whole separate board but I would say it's pretty good. That is my opinion.

Mr. DeHoff – Every place on that Greens, I think they had a variance to start with. I believe everyone.

Mr. Boron – A lot of them had variances.

Mr. Boron – If there are no other questions or comments, I would entertain a motion for TGI Friday's.

Mr. Huffman – I motion to accept Recommendation of a new 7'-1" x 10'-5" (57.47 SF) TGI Friday's Wall Sign to the east tower elevation and the recommendation of a New 10'-3" x 7' (50 SF) Plastic Wall Sign, red copy on black background, black and red graphics, black trim, returns and raceway for property located at 18400 Royalton Road, PPN 396-11-002 zoned General Business.

Mr. Bohac – Second

Mr. Boron – Before we take the vote I would note that the first one, "a" has already been approved by the BZA for the variance. This is more the vote for the tumbler. Secretary, please call the roll.

Roll Call:

All Nays

Denied

Ms. Sherman – One more thing, I don't have my scale on me. I assume that Fred, you did measure that and those do come to more than 5 foot in height.

Mr. DeHoff – I used it on your sign height that you gave me. Ten foot the whole sign.

Mr. Huffman – That is what you applied for. Ten feet, you even asked for a ten foot 3 inch high sign.

Ms. Sherman – The question is were the letters, I have to go to BZA on the actual tumbler.

**RUSSELL REAL ESTATE/ Scott Hiton, Agent**

Recommendation of a refacing of a 2' x 18' (36 SF) Internally illuminated, channel letter Wall Sign with white copy on a light green background, red returns, stating "Real Estate Services for property located at 12198 Pearl Road, PPN 392-28-003 zoned General Business.

Mr. Boron – Number Two, Russell Real Estate. Please state your name and address for the record.

Brett Smith 34158 Jade Circle, North Ridgeville, Ohio 44039

Mr. Boron – Explain what you are doing.

Mr. Smith – We are going to reface one of existing panels for Russell Realty it says "Realtors" now, we just want to change it to "Real Estate Services". In the same colors, the same letter style just condense it a little more to make it fit.

Mr. Boron – Ok. Mr. Bohac.

Mr. Bohac – No comment. It's kind of cut and dry.

Mr. Boron – Mr. DeHoff.

Mr. DeHoff – Mr. Chairman, they meet the sign code; they are just refacing it, the colors and everything else that are in the Master Sign Program.

Mr. Boron – Mr. Biondillo.

Mr. Biondillo – Thank you, Mr. Chairman. No report.





**SPRINT/ John Behra, Agent**

- a) Recommendation of a refacing of a 19" x 45" (6 SF) non-illuminated Tenant ID on an existing ground sign with white copy stating "Sprint", black background and yellow graphic; and
- b) Recommendation of a new 24" x 16'-2" (32 SF) internally illuminated channel letter Wall Sign having white copy, trim and returns and raceway to match fascia for property located at 14240 Pearl Road, PPN 393-18-018 zoned General Business.

Mr. Boron – Number Three, Sprint. Please state your name and address for the record.

John Behra, 21611 Tungston Road, Euclid, Ohio 44117.

Mr. Boron – Could you please explain what you plan to do.

Mr. Behra - Basically the Sprint store that exists there, we plan on removing that sign and replacing it with an updated version of the Sprint sign. The sign is basically the same and we want to replace the panels on the Ground Sign out front.

Mr. Boron – Mr. Bohac.

Mr. Bohac – Mr. Chairman, no comments.

Mr. Boron – Mr. DeHoff.

Mr. DeHoff – Thank you, Mr. Chairman. The ground sign refacing is no problem. The only question we had on the new Sprint sign they wanted to put across the face, is its like one foot over the allotted square footage and we think that is because they used the lower case this time and the bottom of the "p" brings it down or something causes that extra square footage.

Mr. Boron – You have a 24 x 16'-2" is that correct? That 16'-2". I think that is what you are referring too.

Mr. DeHoff – Yes.

Mr. Behra – Yes, on the one we wanted to go with we figured it was the closest to the existing one. I think we came up with, it would be 1 foot over, I guess. Yes.

Mr. Biondillo – That width can't be correct.

Mr. Behra – These are typical, I would imagine that these are the ones that they provided us. I don't know . . . .

Mr. Biondillo – If you look at your photo, you provided, scale it to the panel opening down below, that center panel is probably maximum 5 feet wide. So at best you might be 10 foot wide on that overall width. It just doesn't scale out properly. If you compare it to the photo of it and look where that hits.

Mr. Behra – Ok.

Mr. Biondillo – Line it up with the glass down below, I believe that one might be 16 feet wide but the lower can't possibly be that wide.

Mr. Behra – I guess I can see your point.

Mr. Biondillo – So you wouldn't be over the square footage area.

Mr. Boron – You would be under code.

Mr. Behra – Yes.

Mr. Biondillo – Would we be able to approve it contingent upon that it won't exceed the maximum square footage area?

Mr. Boron – I think, you won't need to come back, you just need approved drawings for Building.

Mr. Behra - Ok. I give them to the Building Department?

Mr. DeHoff – Maximum square footage would be 30 feet.

Mr. Behra – 30 feet? I thought it was 32. I apologize. I guess that would be 30 feet, cause it is 20 foot frontage.

Mr. Boron – Right, this would be 16 feet maximum. I don't think you are going to exceed that anyways.

Mr. Behra – I think I would be 15 feet.

Mr. Boron – I think its going to be a lot less. Or at least comparable to what they have there now.

Mr. Boron – Mr. Biondillo.

Mr. Biondillo – No further comments.

Mr. Boron – Mr. Mikula.

Mr. Mikula – No comments.

Mr. Boron – Mr. Huffman.

Mr. Huffman – Mr. Chairman, just a couple of questions. Do you know what the size of the existing sign is? It that 2 feet high?

Mr. Behra – The existing size is 22 inches high.

Mr. Huffman – Do you know if that is from the “S” or from the top of the “S” to the bottom of the “P”?

Mr. Behra – Actually its 24 inches by the way. I can only go by their survey. We did not do this survey. The survey was provided to us by the company that is actually making the sign. The survey says 24 inches.

Mr. Huffman – Fred is the Master Sign Program 24, is the height, so it would probably be safe to assume that First Lakewood is 24 inches high.

Mr. DeHoff – Yes.

Mr. Huffman – We have that I know in the past but I did not go back and find it. So my guess is that if this is really 24 inches from the top of the “S” to the bottom of the “P”.

Mr. Behra – This does not reflect a true drawing. I think that’s our, I think when he brought out the point about it not being 16 feet in length, I think he was correct.

Mr. Huffman – I think its even, my hunch is that your “S” is really the 24 inches, from the top of your “S” to the bottom of the “P” and I just want to make sure that is a correct statement you are making here.

Mr. Behra – Ok.

Mr. Huffman – Therefore if that is 24 inches then that even makes your width smaller than probably 10, more like 8 feet.

Mr. Behra – I think what we need is a more accurate depiction of the actual drawing.

Mr. Huffman – Unless you are going to spread those letters out. Two feet in between every letter, but hopefully you are not doing that. I'll comment also that the colors, returns and trims and all that comply. The raceway to match is that grape color that's specified in the Master Sign Program. I assume you have that. Otherwise it's fine although I will say I like the old one better. That is alright, that is good.

Mr. Boron – Mrs. Milbrandt.

Mrs. Milbrandt – No additional comments.

Mr. Boron – The one thing we have to make sure that the overall height is 24 inches, I think the length will fall out.

Mr. Behra – Yes, we will bring this back and we will have them redo another drawing and submit it to the Building Department.

Mr. Boron – Right. If there aren't any additional comments or questions, I would entertain a motion.

Mr. Huffman – Oh, one other one Mr. Chairman. I assume this would be centered on your frontage.

Mr. Behra – Yes.

Mr. Boron – I would entertain a motion.

Mr. Huffman – I motion to accept the recommendation of a refacing of a 19" x 45" (6 SF) Tenant ID on an existing ground sign with white copy stating "Sprint", black background and yellow graphic, and the recommendation of a new 24" x an appropriate width, the square footage being below the total allowable (30 SF or less) internally illuminated channel letter Wall Sign having white copy, trim and returns and raceway to match fascia and Sign Program for property located at 14240 Pearl Road, PPN 393-18-018 zoned General Business.

Mrs. Milbrandt – Second

Mr. Boron – Secretary, please call the roll.

Roll Call:

All Ayes

APPROVED

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Hearing no further business. The Chairman adjourned the meeting at 9:35 a.m.

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William P. Boron, Chairman