

CLEVELAND CLINIC / Greg Harris, Agent

- a) Recommendation of a 6' x 37'-7" internally illuminated channel letter Wall Sign having black vinyl letters, blue and green logo with black trim for the east elevation;
- b) Recommendation of a 2' x 2'-11" internally illuminated aluminum directional ground sign having black copy with blue and green logo, stating "Receiving";
- c) Recommendation of a 6' x 37'-7" internally illuminated channel letter Wall Sign having black vinyl letters, blue and green logo with black trim for the north elevation;
- d) Recommendation of a 2' x 2'-11" internally illuminated aluminum directional ground sign having black copy with blue and green logo, stating "main entrance";
- e) Recommendation of a 6' x 37'-7" internally illuminated channel letter Wall Sign having black vinyl letters, blue and green logo with black trim for the west elevation;
- f) Recommendation of a 2' x 2'-11" internally illuminated aluminum directional ground sign having black copy with blue and green logo, stating "surgery";
- g) Recommendation of a 5' x 4'-1" internally illuminated aluminum Ground Sign having black copy with blue and green logo;
- h) Recommendation of a 6' x 37'-7" internally illuminated channel letter Wall Sign having black vinyl letters, blue and green logo with black trim for the south elevation; for property located at 16761 South Park Center, PPN 396-24-013 zoned Shopping Center.

Greg Harris, Brilliant Electric Sign Company, 4811 Van Epps Road, Cleveland, Ohio 44131.

Mr. Huffman – Thank you. You are welcome to explain what you are proposing.

Mr. Harris – Basically you have a package that contains some photographs of the existing signs and some drawings of some proposed signs and they are identified as signs, the existing signs are A thru I, the replacement signs are signs A thru H. Sign I is going to be removed and not replaced. This is the new Cleveland Clinic branding and their new standards. They are going away from the green signs and going to a brushed aluminum sign with black lettering and a blue and green logo. The logo is a little simpler than the other one and this has been in the works for a long long time, probably well over a year to get to this point. There is going to be 70 some locations that are going to change in Northeast Ohio including all the main campus in Cleveland. They are starting

with some of the outside locations first. This particular location is one of the first 10 that is going to be done. This is their new look, basically everything is a replacement of the existing. The only way things are changing is a lot of the building letters are slightly smaller because it's a more condensed font, upper and lower case. They have eliminated the word "the", its not The Cleveland Clinic its just Cleveland Clinic now. They changed the position of the logo so on the building letters you are going to have a little bit less square footage, everything else is pretty much a like for like replacement of all the existing signs with a new look. The black lettering is, these are routed faces so that only the lettering lights. The material in the ground signs is the letter material is casacryl which shows up black during the day to give the eye contrast against the brushed aluminum finish and at night it lights up as a soft white. At night all you are going to see is the letters of the logo and then the same with the letters on the building. They are also casacryl, which again shows black during the daytime and soft white at night. The logo is face lit with the blue and green. That is basically outlined in their new program and I would be happy to answer any questions that the Board may have.

Mr. Huffman – Well, the first part of this is the Revision to the Master Sign Program which, do you have a copy of the Master Sign Program?

Mr. Harris – No. Is this from Southpark Center?

Mr. Huffman – Yes.

Mr. Harris – One of the first things we did was send a set of these plans to Westfield and they approved this change.

Mr. Huffman – I'll defer to Carol as to how it gets done but my understanding is that this sign program needs to be edited for these signs and we will base our vote today on what you submitted. Let's go to Frank.

Mr. Bohac – It looks very very nice. After you explained how it's going to look at night, I think its going to be very very nice. No other comments.

Mr. Huffman – Fred.

Mr. DeHoff – Looks good, meets the City Code except get that Master Sign Program edited.

Mr. Huffman – The only thing is 6' versus 5', for City Code but there is a separate section in the code that allows for this sign program to have different sizes and colors and what have you.

Mr. Huffman – Ken.

Mr. Mikula – My only comment is that it looks nice.

Mr. Huffman – Jennifer.

Mrs. Milbrandt – It looks very nice. I really like it.

Mr. Huffman – I have no objection whatsoever, it looks good. My only request is that we get this edited properly.

Mr. Harris – I will contact Carol and we will work out the mechanics as to how that takes place.

Mr. Huffman – Since I did not hear any objections to any of the signs, I would entertain a motion for the Revision to the Master Sign Program first.

Mrs. Milbrandt – I motion to accept the Cleveland Clinic's Revision to the Master Sign Program for Westfield/Southpark Mall as outlined in their Sign Program dated and received by the City on September 12, 2006.

Mr. Bohac – Second

Mr. Huffman – What did we get on September 12th. Is that these drawings here?

Mrs. Oprea – Yes.

Mr. Huffman – Secretary, please call the roll.

Roll Call: All Ayes APPROVED

Mr. Huffman – I would entertain a motion for the signs themselves. Lets do the signs all at once unless someone who feels that they should be done separately. Meaning, to me that would mean maybe there was an objection to one of the particular signs or something.

Mr. Bohac – I would like to make a Recommendation of a 6' x 37'7" internally illuminated channel letter Wall Sign having black vinyl letters, blue and green logo with black trim for the east elevation; Recommendation of a 2' x 2'-11" internally illuminated aluminum directional ground sign having black copy with blue and green logo, stating "Receiving"; Recommendation of a 6' x 37'-7" internally illuminated channel letter Wall

Sign having black vinyl letters, blue and green logo with black trim for the north elevation; Recommendation of a 2' x 2'-11" internally illuminated aluminum directional ground sign having black copy with blue and green logo, stating "main entrance"; Recommendation of a 6' x 37'-7" internally illuminated channel letter Wall Sign having black vinyl letters, blue and green logo with black trim for the west elevation; Recommendation of a 2' x 2'-11" internally illuminated aluminum directional ground sign having black copy with blue and green logo, stating "surgery"; Recommendation of a 5' x 4'-1" internally illuminated aluminum Ground Sign having black copy with blue and green logo; Recommendation of a 6' x 37'-7" internally illuminated channel letter Wall Sign having black vinyl letters, blue and green logo with black trim for the south elevation; for property located at 16761 South Park Center, PPN 396-24-013 zoned Shopping Center.

Mrs. Milbrandt – Second

Mr. Huffman – Secretary, please call the roll.

Roll Call: All Ayes APPROVED

LUBE STOP/ Robert Milburn, Agent

Recommendation of a 5' x 8'-10 ½" (44.37 SF) channel letter Wall Sign having blue and white flat cut letters and black and white graphic for property located at 16808 Royalton Road, PPN 396-14-004 zoned Motorist Service.

Mr. Huffman –Item Number Three, Lube Stop. Please state your name and address for the record.

Robert Milburn, Boyer Signs, 21611 Tungsten Road, Cleveland, Ohio 44117.

Mr. Huffman – Please explain what you are proposing.

Mr. Milburn – Well with Lube Stop they have some existing signage on the building which is in a brown color and what they have asked us to do is come and get approved to change it to the new logo colors which is the blue with the tear drop and white lettering. Unfortunately I did send in the wrong sheet describing. This is how it will be attached but it is not a flat copy. It is a vacuum form which is a little bit of a raised form of the letter. It's the same design but it has a little bit of a raise to it. You will have blue lettering with the black tear drop and then white lettering which says "the oil change experts" on it.

Mr. Huffman – Fred.

Mr. DeHoff – It does meet the sign code, its 5 foot which is the max and that is where they are at and we have no problems with it.

Mr. Huffman – Frank.

Mr. Bohac – I don't have any problems with it either.

Mr. Huffman – Ken.

Mr. Mikula – No problems or comments.

Mr. Huffman – Jennifer.

Mrs. Milbrandt – No comment.

Mr. Huffman – Just a quick question, I like the look, it looks good. What color are the returns on this. Oh, no there are no returns on this sign. Right?

Mr. Milburn – There are no returns. This is non-illuminated and its just they are going to clean up where the old is.

Mr. Huffman- Ok, no more comments. Looks good. If there are no other questions or comments, I would entertain a motion for Lube Stop.

Mrs. Milbrandt – I motion to accept the Recommendation of a 5' x 8'-10 ½" (44.37 SF) channel letter Wall Sign having blue and white flat cut letters and black and white graphic for property located at 16808 Royalton Road, PPN 396-14-004 zoned Motorist Service.

Mr. Bohac – Second

Roll Call: All Ayes APPROVED

Mr. Huffman – Any other business?

Hearing no further business. The Chairman adjourned the meeting at 9:15 a.m.

Timothy J. Huffman
Acting Chairman