

**STRONGSVILLE ARCHITECTURAL REVIEW BOARD
MINUTES OF MEETING
February 8, 2011**

The Architectural Review Board of the City of Strongsville met for Caucus in the Mayors Conference Room at the 16099 Foltz Parkway, on ***Tuesday, February 8, 2011 at 8:30 a.m.***

Present: Architectural Review Board Members: Bill Boron, ARB Chairman, Dale Serne, Ken Mikula, City Engineer, Tony Biondillo, Building Commissioner, Bob Hill, City Planner and Jennifer Milbrandt, City Forester.

The following was discussed:

Discount Drug Mart: The Board would like clarification of the color of the roof which is presently green. Mr. Serne expressed concern on the north elevation and how to break up the large expanse of wall. He suggested that maybe decorative columns would work. The Board was in agreement that the location was good for this project and that this renovation project would be a great addition to the corner. Mrs. Milbrandt stated that the landscaping was good. Mr. Boron stated that the Lighting Report stated approval with the addition of glare shielding on the west side of the building. He stated that they should also shield the north side of the building fixtures. Mr. Mikula stated that the Engineering Department was reviewing the drive thru details and parking.

A Taste of Excellence: Mr. Biondillo stated that this sign meets the code. He stated that this tenant did not have a Master Sign Program and that the signage is non-illuminated. Mr. Serne stated that there was down lighting on the building that would also illuminate the signage.

Sundance Spa & Salon: Mr. Biondillo stated that this sign meets the code. He stated that this tenant did not have a Master Sign Program and that the signage is non-illuminated. Mr. Serne stated that there was down lighting on the building that would also illuminate the signage.

Roll Call:

Members Present: Mr. Boron, Chairman
Mr. Serne
Mr. Biondillo Bldg. Comm.
Mr. Mikula, City Engineer
Mrs. Milbrandt, City Forrester
Mr. Hill, City Planner

Also Present: Carol Oprea, Admin. Asst.

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Approval of Minutes

Mr. Boron – You have had a chance to review the minutes of January 25, 2011. If there are no additions or corrections they will stand as submitted.

NEW APPLICATIONS:

A TASTE OF EXCELLENCE/ Jim Briola, Agent

Recommendation of a 3'-8" x 15'-2" non-illuminated individual acrylic cut out letter Wall Sign having gold border, black copy and red, white and black graphic for property located at 16888 Pearl Road, PPN 393-34-002 zoned General Business.

Mr. Boron – Item Number One, A Taste of Excellence. Please state your name and address for the record.

Mr. Briola – Jim Briola, North Coast Sign and Lighting, 301 Broadway Street, Medina, Ohio 44256.

Mr. Boron – The first one is for the Taste of Excellence signage. I am going to go to Building, Tony.

Mr. Biondillo – Approvable form, it looks nice.

Mr. Boron – Ken.

Mr. Mikula – I think it is a very nice looking sign.

Mr. Boron – Dale.

Mr. Serne – I agree.

Mr. Boron – Jennifer.

Mrs. Milbrandt – Looks good.

Mr. Boron – Bob.

Mr. Hill – Nice job.

Mr. Boron – Did you want to add anything.

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Mr. Briola – It is not channel letters, they will be offset ½” from the building and there will be ½” thick acrylic cut out with another lay of ¼” thick acrylic inset a little bit. They will be illuminated by the goosenecks on the building.

Mr. Boron – The letters are non-illuminated.

Mr. Briola – Yes.

Mr. Boron - If there are no other questions or comments I will entertain a motion for the Master Sign Program for A Taste of Excellence.

Mrs. Milbrandt – I motion to accept the Recommendation of a 3'-8" x 15'-2" non-illuminated individual acrylic cut out letter Wall Sign having gold border, black copy and red, white and black graphic for property located at 16888 Pearl Road, PPN 393-34-002 zoned General Business.

Mr. Hill – Second.

Roll Call: All Ayes APPROVED

SUNDANCE SPA & SALON/ Jim Briola, Agent

Recommendation of a 3'-8" x 8'-2" non-illuminated individual acrylic cut out letter Wall Sign having gold border, black copy and gold and black graphic for property located at 16888 Pearl Road, PPN 393-34-002 zoned General Business.

Mr. Boron – Item Number Two, Sundance Spa & Salon. Mr. Briola remains at the microphone.

Mr. Boron – Tony.

Mr. Biondillo – It is in approvable form.

Mr. Boron – Ken.

Mr. Mikula – No comments,

Mr. Boron – Dale.

Mr. Serne – No comments,

Mr. Boron – Jennifer.

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Mrs. Milbrandt – No comments,

Mr. Boron – Bob.

Mr. Hill – No comments.

Mr. Boron - If there are no other questions or comments I will entertain a motion for Sundance Spa & Salon.

Mrs. Milbrandt – I motion to accept the Recommendation of Recommendation of a 3'-8" x 8'-2" non-illuminated individual acrylic cut out letter Wall Sign having gold border, black copy and gold and black graphic for property located at 16888 Pearl Road, PPN 393-34-002 zoned General Business.

Mr. Hill – Second.

Roll Call: All Ayes APPROVED

REFERRALS FROM PLANNING:

DISCOUNT DRUG MART/ D. Howe, Agent

Recommendation of the Building Elevations, Materials and Colors, Lighting, Parking and Landscaping for the proposed Discount Drug; property located at 20884 Royalton Road, PPN 392-33-012, 013, 015, 016, 017 & 091 zoned Local Business. *BZA Variance Granted 1-26-11.

Mr. Boron – Item Number Three, Discount Drug Mart. Please state you name and address for the record.

Mr. MacIntyre - Mike MacIntyre, 211 Commerce Drive, Medina, Ohio 44256.

Mr. Howe – Dave Howe, 3787 S. Green Road, Beachwood, Ohio 44122.

Mr. Boron – Please explain to the Board what you are planning to do.

Mr. Howe – I brought a board that would give you an idea of where we are going. I am sure that everyone is familiar with the site. Here is Royalton Road and Prospect. Vigilucci's was right here, there is a retail strip. There is a building here that had a hairdresser and insurance company that will be coming down right away. There is a beverage store that will be coming out eventually, it depends on the lease and they may

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leave earlier but I can't give you a time right now. Drug Mart is taking some of these people and putting them in the retail strip. The Rodmaker is moving over. Drug Mart is taking all of this plus adding an addition which is why I am here, although we are impacting the strip some. You have some small elevations and I brought this which is a little larger. The existing building has brick from the 1950's or 60's which is a blend. The brick is no longer made, it is a blend of these colors which are as close as I could get. The building extends to a certain point obviously and then we are adding on. What I didn't want to do is cut a line right there and start something totally different. I want the whole thing to work together as best as we can. This color is the blend which we call color "A", some of that would extend all the way around, in effect we are sort of tooting into that. Those would be here and then to carry that out we have a variety of colors which work well together. There is there "A" brick if you will. On the front you can see it here and here for example. There is a band where the windows are which is the darker brown brick and then below that is the reddish brick. These are showing as a utility but they are a standard brick. The lighter brick is below the red, you see that effect most strongly in the piers at the front entry.

Mr. Serne – Those are all new brick colors then?

Mr. Howe – Everything from here, they are all the same as they go around. We would carry the out on the retail, we would carry that same banding. They have pipe columns right now and those would be enclosed in brick with the same colors basically.

Mr. Biondillo – So that same column detail here is going to be carried on these columns?

Mr. Howe – Yes, here is a little bigger shot. This is the entry looking straight on and it shows the piers. We have a pitched roof kind of floating above that and then this is the front of the Drug Mart and then it turns the corner as it comes back to the retail. You can see the banding. That is a blue roof and we were looking at a red roof. This whole thing is 300' long, actually it is longer than that. We are looking at bricking it up a little bit. We thought that we would put a blue over the Drug Mart and a red over the rest of the retail space. This is the view from the corner looking toward Royalton Road. Again, you see the banding running around the corner, introducing some windows on what would be the north side. This corner right here is where the Pharmacy occurs and the Drug Mart, that is why you don't see any windows because of the drugs and so on. They want to be particularly careful, the Pharmacy even has its own security system over and above the security system in the building. I brought colors of the roof, it is blue which Drug Mart is using now and then a grayish red and I think that they go pretty well together.

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Mr. Boron – Are you putting a new roof on the existing center?

Mr. Howe – Just painting it.

Mr. Boron – Oh, you are just painting it.

Mr. Serne – The metal roof that he put in is relatively new.

Mr. Hill – You Architects strive for a celebration of entry and you have done a wonderful job. That looks pretty high class. This color is not right, it appears to be an olive.

Mr. Howe – We do our own and the colors are tough to achieve.

Mr. Boron – Which brick is the green brick.

Mr. Howe – I don't have a green brick.

Mr. Boron – I know but which one is the green one in the elevations?

Mr. Howe – It is the dark brown.

Mr. Hill – This appears to be an olive.

Mr. Howe – I don't know, someone in our office does these and they are not as good as they should be.

Mr. Serne – He is trying to make Drug Mart look like Drug Mart, a separate building which I can understand. I am not sure about the red and blue but this end down here just falls into very undeveloped.

Mr. Hill – It is very clean.

Mr. Serne – You are celebrating columns throughout this and over here and then we lose columns, whether applied columns or something to bring down the scale of that. That wall even gets bigger because of the grade there.

Mr. Howe – I took the wall up a little higher to hide the HVAC equipment. Rather than putting a fence around them which I always thought attracts more attention, I just ran this up so that you wouldn't see them.

Mr. Hill – I don't know if you need columns along here.

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Mr. Howe – My drive-thru is there and it is a problem.

Mr. Boron – Not column columns.

Mr. Serne – Like an applied column or panels or something to bring, we have gone from very vertical here to very horizontal once you get to this area here.

Mr. Howe – Yes and no. The retail itself is pretty long.

Mr. Serne – But it is all broken up.

Mr. Howe – To some degree, yes. I think when you are there you read the roof more than anything.

Mr. Hill – What would you suggest in here Dale?

Mr. Serne – How about something changing the roof a little bit here at the drive-thru to show that it is a different part of the building and identify it as a drive-thru. How else are you going to know that it is a drive-thru, have a big sign there?

Mr. Howe – They will have a drive-thru sign, there will be an island there.

Mr. Boron – That signage has to come back later.

Mr. Howe – I have nothing to do with the signage.

Mr. Biondillo – You mean possibly pull this roof out to support it off of columns there?

Mr. Serne – Yes, possibly.

Mr. Howe – You could do that.

Mr. Boron – Why is the roof stopping is my question.

Mr. Serne – Why doesn't the roof go down to the end or turn the corner like the others turn corners?

Mr. Hill – I kind of like the way it is. I can understand what you are saying, if you did something here.

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Mr. Boron – If you extended the roof the whole way back and then accentuate that. If you extend the roof to the corner and accentuate that.

Mr. Hill – You are not going all the way. I kind of like what he has done here.

Mr. Boron – It is very industrial.

Mr. Howe – Could you bring that down, yes you could. I have no windows there.

Mr. Serne – You have an ending here, the building ends and it doesn't end down here. Maybe doing the same down in this area down here.

Mr. Howe – Yes that would work.

Mr. Serne – It also helps identify that something else is happening down there.

Mr. Howe – That helps break it up which is frankly why I didn't take it all the way to the end. I didn't want it to go on. This is 155', I wanted to break it up a little bit. Taking that down would actually give you a better cover. This is a 6' overhang.

Mr. Serne – It is nice, it is generous.

Mr. Howe – It is high so I have room even at this slope which is close to 12'. I can bring that down and put a couple of columns on the island which would bring that back.

Mr. Serne – I think that would help. It would help give that end some scale to it.

Mr. Howe – I think it would help Drug Mart in terms of identification. The grade is down here. This window is serviced from the Pharmacy but because of the grade you can't build that grade up and make it work. There actually will be 4 risers in the Pharmacy to get down to that level. That is why the head of the window is down.

Mr. Hill – Alright, so you agree with Dale. I like it the way it is but, I understand what everybody is saying and if you can handle this and you are comfortable to do something here that is fine.

Mr. Howe – I think it would work.

Mr. Serne – It kind of give it an anchor this and gives it a purpose.

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Mr. Biondillo – Plus it protects these areas too and in this climate at 6' you are going to be dropping snow and rain right in the center of the vehicles.

Mr. Boron – This is higher than 6 feet.

Mr. Howe – This is 12' above the finished floor.

Mr. Boron – That is a lot more than 6 feet.

Mr. Howe – That is the standard height. They have fixturing up to 7 feet so we hold that sill at 7' – 4".

Mr. Serne – That is today's ceiling height.

Mr. Howe – Actually it is, 12 feet is ceiling height. We aren't doing ceilings anymore but it used to be. We will be adding skylights which combine with lighting.

Mr. Hill – As far as the roof colors, if you use the blue throughout, that is too much?

Mr. Howe – It is not the end of the world. I though it was more interesting going to another color. Blue is the Drug Mart and that is where that came from. If you have a suggestion for a better color I would be happy to hear it.

Mr. Hill – This is not bad but I mean what if it were just all blue, is that too much?

Mr. Boron – To unify it?

Mr. Howe – It would not be the end of the world.

Mr. Boron – Right now it is all green.

Mr. Hill – Is there another color other than red that would work with the blue?

Mr. Howe – Obviously you could do white.

Mr. Biondillo – I think that the red will look good with the brick color too.

Mr. Hill – This is actually not a really red color. That is good.

Mr. Howe – That is pretty dark, actually you would see this more with these two because that is as close as I can get to what is there now.

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Mr. Hill – This good but the red is not that far off.

Mr. Howe – It is pretty subdued. It is not a bright color.

Mr. Hill – I think this is very impressive, that entry.

Mr. Howe – This one comes on a little bit stronger I think because of the rendering. When you look at it there isn't that much . . .

Mr. Serne – It is extenuating because of the view you have and that is the largest part of the entire building.

Mr. Howe – That part is, yes.

Mr. Serne – The height is almost 2 stories there.

Mr. Howe – About 20 feet all the way to the top.

Mr. Serne – I think if you develop this a little further I think that would really help. It would give some conclusion to that end.

Mr. Howe – Beside that we have an additional problem that you pointed out, this faces the west where the wind comes from so the 6 feet that I have will be better if we brought it out further, we would get much better coverage. Functionally it is a really good idea. You mentioned an industrial look on the corner. I was hoping that the banding would break that up and allow us to integrate if you will what we are doing with what is back there now.

Mr. Serne – If you did an element here, that being one and maybe extending the roof down to the end along with that to tie it all together.

Mr. Boron – It brings that scale down.

Mr. Serne – That wall is huge.

Mr. Howe – If you are going to do that you have to turn the corner with it.

Mr. Boron – That is how the existing center turns the corner.

Mr. Hill – If you add a feature at the end of the roof that he has now I think that is it, to continue the roof down below that, I don't know if that is going to look very good.

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Mr. Boron – That is a big wall though.

Mr. Hill – Well yes, but it is a nice masonry wall.

Mr. Howe – What is going to happen when you do this is, this is going to change the proportion somewhat. You may want to take that further.

Mr. Serne – It give you more coverage for the vehicle underneath.

Mr. Howe – I come up with all kinds of ideas at 5:00 a.m. which die when I get to the office.

Mr. Boron – You need a tape recorder.

Mr. Howe – You really have to play with it to see how the proportions work, it may work out.

Mr. Serne – We have a good start and I think if we develop it . . .

Mr. Biondillo – I would be concerned with wrapping that, I don't know what your elevation is, because this is your access to the rear for deliveries. You don't want anything extending out into that traffic.

Mr. Howe – Trucks coming through there is a good point.

Mr. Serne – This is already 12'.

Mr. Biondillo – I like the idea of doing something with that drive-thru and extending that outward. Even if you didn't carry this down, if you just brought it out and made it look like an accent. You don't want to drop it too far because of the drive-thru height.

Mr. Howe – I can drop it, I won't be anywhere near the height of a car.

Mr. Boron – I think it would be nice coming down with this feature, it ties it all in. Plus right now it is a window and a wall.

Mr. Howe – It may be that once you do that you want to extend this a little bit further, that would diminish that. Personally I think that would look better than taking it around the corner.

Mr. Boron – Does anybody have any problem with brick colors or anything like that?

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Mr. Biondillo – On the south elevation, is the intent to carry those same columns all the way down that south elevation?

Mr. Howe – Yes, they would go around the corner, those pipe columns are mid evil and look tacky and old.

Mr. Boron – It would dress up the center.

Mr. Howe – Yes and painting the roof will freshen it up and make it look a lot better than it looks today, and help play down the brick because we are not going to redo the brick that is back there on the retail portion of the building.

Mr. Serne – These elevation, these rather than being returned are straight, they are not returning.

Mr. Howe – You are right.

Mr. Serne – It has more of a modern, today feel to it rather than a bunch of returns but you are tied to it over here, you don't have any choice. That way you could possibly make this more of a building statement to itself, the Drug Mart portion then the rest.

Mr. Howe – That is another item that I think I have to take a look at. I know what you are saying, you are starting one way and ending another way on the other end.

Mr. Serne – If you have different colors, you have different roofs so you can do different things. Different scale, a shorter smaller strip center scale. This is more of a larger building scale, more of a two story, a lot more roof. You are expressing a lot more roof. I didn't realize that was 6' that is a nice overhang.

Mr. Howe – Well, people will walk, there will be a sidewalk here, the cars will pull up here to the drive-thru but there will be an island here so that you can't drop off. People will be walking under there.

Mr. Serne – A lot of your parking is down this way.

Mr. Howe – Most people are going to park over here. What is going to happen, we actually on this one are showing the parking when that building is gone and that building is gone. Drug Mart is negotiating to buy this parcel from BP. This is where the Lawson's Store used to be. This parking would be on the Lawson's piece, this would be where Tal's is. We actually have here more parking, 20 some more than we need even with Bob's calculations. I am thinking I would blow that off and just make that green

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over there. That is the last place anybody is going to park and the greenery along there would be a lot better.

Mr. Hill – Your neighbors would be happy with that.

Mr. Serne – That is where all the semi's park now.

Mr. Howe – Whose semi's?

Mr. Biondillo – You can if that becomes an issue, there is an ordinance that the Police Chief had that you can post that lot and they will haul them away if that becomes a problem.

Mr. Serne – You will get a lot more people parking in here, where Vigilucci's didn't draw a lot of people.

Mr. Howe – Drug Mart will not fill this parking lot. There is going to be a lot of parking. I am hoping that by the time that they are through, Drug Mart will have gotten rid of this and picked this up.

Mr. Serne – Make it more cohesive and less disjointed.

Mr. Boron – We have another meeting on the 22nd, before you go back to Planning on the 24th. If you could come back with what you plan to do for that front, I think everything else is okay. I will Table you till the 22nd. If everybody is comfortable with the red roof.

Mr. Biondillo – Is this setting them back a meeting Carol?

Mrs. Oprea – No, as long as they are done here on the 22nd nothing will be affected.

Mr. Boron – We will Table you so that you can come up with a concept and we will approve them and you can go from there. I believe that brick colors are okay, the roof color is okay unless you come up with another color that you feel is better.

Mr. Howe – I ran through all the colors in the rainbow and I could not come up with another one that I thought would work.

Mr. Hill – You did a nice job.

Mr. Boron – You are Tabled till the 22nd.

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Mr. Biondillo – I like the red, I think it will work and it is the best we could have hoped for there.

Mr. Boron - Is there any other business to come before the board?

Hearing no further business. The Chairman adjourned the meeting at 9:55 a.m.

William P. Boron /s/

William P. Boron, Chairman

Carol M. Oprea /s/

Carol M. Oprea, Administrative
Assistant, Boards & Commissions

Approved