

Mr. Huffman – Second.

Mr. Boron – Secretary, please call the roll.

Roll Call: All Ayes APPROVED

Approval of Minutes:

Mr. Boron – You have had a chance to review the minutes of April 14, 2009. If there are no additions or corrections they will stand as submitted.

NEW APPLICATIONS:

WESTFIELD SOUTH PARK MALL/Stephen Altshuler, Agent

Revision to the Master Sign Program for Westfield Shoppingtown Southpark Mall adding (2) signs listed as numbers M56 and M57 for Motherhood Maternity; property located at 500 Southpark Center, PPN 396-20-001 zoned Shopping Center.

Mr. Boron –Item Number One, Westfield South Park Mall. Please state your name and address for the record.

Ms. Creamer – Caroline Creamer, 4999 Old Orchard Center, Skokie, Illinois.

Mr. Altshuler – Stephen Altshuler.

Mr. Boron – This is for a Revision to the Master Sign Program adding signs M56 and M57 for Motherhood Maternity?

Ms. Creamer – Correct.

Mr. Boron – Does everyone know where it is going?

Ms. Creamer – I can show you on the elevation.

Mr. Altshuler – Between Massage Envy and Houlihan's.

Ms. Creamer – We've got one sign on the canopy itself and the sign on the actual EFIS and based on the signage proposal that we sent in, we are looking at a plexi face that is mounted to the EFIS.

Mr. Altshuler – Neon cans.

Mr. Boron – We will approve the Revision to the Master Sign program and then we will do the signage.

Mr. Boron - Tony.

Mr. Biondillo – No comments.

Mr. Boron – Frank.

Mr. Bohac – No comment.

Mr. Boron – Lori.

Mrs. Daley – No comment.

Mr. Boron – Tim.

Mr. Huffman – No comment.

Mr. Boron – Bob.

Mr. Hill – No comment.

Mr. Boron – If there are no question or comments I would entertain a motion for the Revised Master Program for Westfield.

Mr. Bohac – I would like to make a motion to accept the Revision to the Master Sign Program for Westfield Shoppingtown Southpark Mall adding (2) signs listed as numbers M56 and M57 for Motherhood Maternity; property located at 500 Southpark Center, PPN 396-20-001 zoned Shopping Center.

Mr. Huffman – Second.

Roll Called

All Ayes

APPROVED

MOTHERHOOD MATERNITY/ Stephen Altshuler, Agent

- a) Recommendation of the Site, Building Elevations, Materials and Colors for the proposed Motherhood Maternity; and

- b) Recommendation of a 2'-6" x 12' internally illuminated channel letter Wall Sign having clover green copy stating Motherhood Maternity green trim and warm grey returns; and
- c) Recommendation of a 3-1/4" x 6' non illuminated green awning having white copy stating Motherhood Maternity for property located at 500 Southpark Center, PPN 396-20-001 zoned Shopping Center.

Mr. Boron –Item Number Two, Motherhood Maternity. Ms. Creamer and Mr. Altshuler remain at the microphone.

Mr. Altshuler – I have some samples of the materials. Basically this is going to be individual channel neon letters. The letter itself is aluminum channel letter.

Mr. Huffman – Actually we are reviewing the elevations too.

Mr. Altshuler – The elevation as to what they are doing to the building?

Mr. Boron – Right.

Mr. Huffman – The EFIS, cornice and the colors and the doors, aluminum frames, the glass, whatever the base material is.

Ms. Creamer – So can you talk a little bit about the kind of sign it is going to be.

Mr. Altshuler – We have individual channel letters. We have a plastic face on it, the transformers and wiring are behind the wall. This canopy here is unlit. It is just silk screen copy on it. I did have a little bit of information here, this thing is going to put out 380 lumens per foot, 5.8 amps is the total draw of the sign. It is going to run off of 120 amp circuit. The energy cost is an average of \$400.00 per year.

Ms. Creamer – That is the information on the sign, would you like me to talk about the elevations as well?

Mr. Boron – Yes.

Mr. Altshuler – Do you need any more information on the sign?

Mr. Biondillo – The sign is in compliance with our ordinances and again in compliance with the approved Revised Master Sign Program.

Ms. Creamer – What we have done is, we are using the Beldon Brick on the standard mall brick. We have some of that on the base, it doesn't correctly reflect in the 3D imaging but the intent is to use the Strongsville brick on the bottom and then we have a course running along the top with an EFIS cornice on top of that. You are slightly above Houlihan's and slightly below Message Envy. You've got an EFIS base between the canopy and the brick and this is the color that we are proposing for the EFIS. We are just using aluminum panels for the glass.

Mr. Boron – What is your base, just a block?

Ms. Creamer – It is going to be the Beldon Brick. We are building a line in front of the column that is existing there. We are pushing the elevation out just slightly from Message Envy and Houlihan's so the finishes will actually wrap around on the sides just to give it that slight differentiation. The section through, you are going to have mall brick behind and then the Beldon Brick in front, the glazing will sit on top of that. The glazing will go up all the way behind the canopy. Then you will have the EFIS there.

Mr. Boron – There is no lighting under the canopy at all.

Ms. Creamer – No, the only light would be from inside reflecting out.

Mr. Huffman – From the photos it looks like the storefront, the doors, the mains are all an aluminum.

Ms. Creamer – Yes.

Mr. Huffman – The glass is clear, there is no color to it.

Ms. Creamer – No.

Mr. Boron – Frank.

Mr. Bohac – No comment.

Mr. Boron – Tony.

Mr. Biondillo – Looks good.

Mr. Boron – Lori.

Mrs. Daley – No further comments.

Mr. Boron – Tim.

Mr. Huffman – Everything looks good.

Mr. Boron – Bob.

Mr. Hill – Everything looks fine.

Mr. Boron – If there are no other questions or comments, I would entertain a motion for Motherhood Maternity.

Mr. Huffman – I motion to accept the recommendation of Recommendation of the Site, Building Elevations, Materials and Colors for the proposed Motherhood Maternity; and Recommendation of a 2'-6" x 12' internally illuminated channel letter Wall Sign having clover green copy stating Motherhood Maternity green trim and warm grey returns; and Recommendation of a 3-1/4" x 6' non illuminated green awning having white copy stating Motherhood Maternity for property located at 500 Southpark Center, PPN 396-20-001 zoned Shopping Center.

Mr. Bohac – Second.

EMBROIDME/ Bob Kaminski, Agent

Recommendation of a 2' x 14' internally illuminated channel letter Wall Sign having blue copy, white trim and returns for property located at 12467 Pearl Road, PPN 396-03-047 zoned General Business.

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

Mr. Kaminski – Bob Kaminski, Sign-A-Rama, 15131 Pearl Road, Strongsville.

Mr. Boron – Tony.

Mr. Biondillo – The sign from an ordinance standpoint is in compliance. The issue that we have is that they don't have that color in that sign program. Without modifying the sign program and getting permission from the owner.

Mr. Kaminski – I do have permission from the owner. I did get his sign approval. Based on what he sent me, I asked him for the guidelines because when I talked to Carol, she was saying that this particular address was not covered in the Master Sign Program. I

asked him for his and his is really generic, what he had and then I sent him the proof and he did sign off on it.

Mr. Boron – I know that there was some confusion on whether this goes with the Staples Plaza. If this was another separate plaza. I don't know if this specifically states that front parcel.

Mr. Biondillo – I didn't realize that we were looking at an address range. It is not within the range of addresses given. Can I take a look at what you have?

Mr. Kaminski – Yes.

Mr. Bohac – They are still calling it Staples Plaza.

Mr. Boron – Right. Is there a reason why the blue?

Mr. Kaminski – It is a franchise and that is their colors.

Mr. Boron – So we can't, would they go with another color?

Mr. Kaminski – I don't think so. I think they would fight it. The owner of the property did sign off on it. He was fine with it.

Mr. Biondillo – I don't see this as being part of our sign program, unless I am mistaken. I don't have anything in here for this.

Mr. Kaminski – That is what he said.

Mr. Biondillo – It doesn't fit within the range of addresses that they have for their sign program.

Mr. Bohac – Does Rini own that too?

Mr. Boron – I do recall something like that when the other ones came in.

Mr. Biondillo – So based on that I don't have any comments.

Mr. Boron – Frank.

Mr. Bohac – The only thing I would suggest, I will defer to you.

Mr. Boron – Lori.

Mrs. Daley – I do like the white trim on it.

Mr. Boron – Tim.

Mr. Huffman – I think my request would be that the returns be green to match the roof. All the other signs on that building have. They are boxed signs, Mr. Hero, they all have green returns, even the boxes. Someone may have painted those but that was a nice touch. What I see is green returns but you could have the white trim and the white and blue face. I don't have a problem with the blue. I don't think that the blue looks good with the green but that is neither here nor there. If you could just get the green returns. You have a green raceway too.

Mr. Kaminski – We are going to color match the raceway with the roof to blend it in.

Mr. Huffman – Can you get the returns to match that color?

Mr. Kaminski – I don't have a problem with it. I am just guessing, if they, they were really specific about what they wanted. I don't know why they would have a problem with it but if they did, is this something you are really firm on?

Mr. Huffman – Well we are going to have to vote on it.

Mr. Boron – Well the raceway is going to be green. It will match the roof. You are talking about the returns, right?

Mr. Huffman – Yes.

Mr. Boron – I don't see why there should be a problem.

Mr. Kaminski – I don't know. I am just going off what specifications they gave us.

Mr. Huffman – Our motion is going to be one color for the returns and we are going to vote on it.

Mr. Kaminski – So you don't want white.

Mr. Huffman – Right.

Mr. Boron – I think white would really stand out. I would stand out badly.

Mr. Huffman – I looked at a few other stores with the greens. There are none here that have, well there might have been. I went to the ones that I saw in three other locations, Knowledge Points, Starbucks and Old Navy. Starbucks had trim and returns are a dark color with the green and white face. Knowledge Points had the green and white face, white trim and a dark bronze return. Old Navy, the navy blue and white face with dark returns and the trim was white. All of it seemed to work well and I think from the sides.

Mr. Kaminski – So you are preferring that the returns blend in a bit.

Mr. Huffman – Yes, what happens is that it puts the face of the sign more readable. Once you start getting the same color in the whole box, then it starts running together and from an angle you can't distinguish the letters as well. I think it would actually help and it would be consistent with the other signs and I think that is part of what our job is, to have some kind of consistency, not exactly the same but so that it looks like it belongs in the same center. We have a lot of different colors, there has to be some consistency.

Mr. Kaminski - I agree with you.

Mr. Boron – Bob.

Mr. Hill – I would support what Tim has presented.

Mr. Boron – So, would you change the return color to green?

Mr. Kaminski – Yes, I would use the same PMS which is the same as the roof color.

Mr. Huffman- They all match the roof. It looks like the owner might have actually, I don't remember those boxed signs being green returns before. I have a feeling that the owner or somebody went and painted those boxes. I am sure that they weren't before. Mr. Hero I know came in green because theirs was just replaced recently.

Mr. Boron - If there are no other questions or comments, I would entertain a motion for EmbroidMe.

Mr. Huffman – I motion to accept the recommendation of a 2' x 14' internally illuminated channel letter Wall Sign having blue copy, white trim and green PMS 5545 returns for property located at 12467 Pearl Road, PPN 396-03-047 zoned General Business.

Mr. Bohac – Second.

Roll Call:

All Ayes

APPROVED

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

Hearing no further business. The Chairman adjourned the meeting at 9:25 a.m.

William P. Boron /s/

William P. Boron, Chairman

Carol M. Oprea /s/

Carol M. Oprea, Administrative
Assistant, Boards & Commissions

Approved