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July 11, 2023
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Mr. Hurst - Are you putting the Korean BBQ & Hot Pot on the sign?

Mr. Houska – That has previously been brought to the City and approved for a permit and installation will be taking place in the future, for that sign.

Mr. Smerigan – I have no issues with this request. I think it fits and is appropriate on the building the way it is and works well with the rest of your design.

Mrs. Milbrandt – I concur with George.

Mr. Mikula – I have no issues with the sign.

Mrs. Milbrandt – I motion to accept the:

- a) Recommendation of a revision to the current Master Sign Program for SouthPark Mall, permitting the colors, Red and White and permitting (2) Wall Signs for KPOT, as long as long as they are a tenant operating in this location and as called out in their Revised Sign Program dated and received by the City on June 15, 2023 and
- b) Recommendation of a 4'-3' x 4' – 1/2" non-illuminated Channel Letter Wall Sign having white copy with red background stating KPOT and
- c) Recommendation of a 5' x 4'-8 3/4" non-illuminated sign Channel Letter Wall Sign having white copy with red background stating KPOT. Property located at 500 SouthPark Mall, PPN 396-22-001 zoned SC – Shopping Center

Mr. Smerigan – Second.

Roll Call: All Ayes APPROVED

Mrs. Anderson - This project is required to go before the City Planning Commission for approval.

Mr. Serne – Item #2 is a signage request for Hooley Pub & Kitchen

Mrs. Anderson – Please state your name and address for the record.

Ms. Laura Higgins Woyma - 4811 Van Epps Road, Cleveland Ohio, 44131

Mr. Myles Houska - 4811 Van Epps Road, Cleveland, Ohio 44131

Mr. Houska – The Hooley House Pub & Kitchen is the same situation as KPOT, where we previously brought forth an application for the illuminated channel letter set that is going above the main entrance that reads The Hooley Pub & Kitchen, which has previously been approved and installed. What we have before you are two sets of non-illuminated dimensional letters that will be painted gold and individually mounted flush to the fascia. The idea the architect put together is that old Irish pub look, the letters will be non-illuminated but there will be goose neck lighting that branches off of the wall to cast some type of illumination at night. To keep it somewhat subtle but still have like KPOT the Hooley lit on every elevation of the corner tenant spot of the mall.

Mr. Smerigan – I think the way this is designed is consistent with the theme of the establishment and I like the gooseneck lighting. I have no issues with this.

Mrs. Milbrandt – No comment.

Mr. Serne – The signage looks good, very understated.

Mr. Mikula – I support the signage.

Mr. Hurst - I have no issue with this.

Mrs. Milbrandt – I motion to accept the:

- a) Recommendation of a revision to the current Master Sign Program for SouthPark Mall, permitting the colors, Gold and Green and permitting (2) Wall

Signs for Hooley House Pub & Kitchen, as long as long as they are a tenant operating in this location and as called out in their Revised Sign Program dated and received by the City on June 15, 2023. and

- b) Recommendation of a 1'-3" 17'-11" non-illuminated Boxed Wall Sign on the North Elevation having gold copy with green background stating The Hooley Pub & Kitchen and

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- c) Recommendation of a 1'-3" 17'-11" non-illuminated Boxed Wall Sign on the East Elevation having gold copy with green background stating The Hooley Pub & Kitchen. Property located at 500 SouthPark Mall, PPN 396-22-001 zoned SC – Shopping Center

Mr. Smerigan – Second.

Roll Call: All Ayes APPROVED

Mr. Hurst – So there is no confusion the gooseneck signs will need to be on a separate permit.

Mr. Houska – My understanding is that all of that has been included on the original permit. That is not done by us but that is what I have been told by the general contractor, is that the electrical permit as well as the conception of the gooseneck lighting has been previously approved. If anything changes on that please let me know and I will relay that back to my client.

Mrs. Anderson - This project is also required to go before the City Planning Commission for approval.

Mr. Serne – Item #3 is a request for signage from Days Fashion Mikes Big FunHouse

Mrs. Anderson – Please state your names and addresses for the record.

Mr. Maan Yousef, Owner of All Signs & Designs, 3450 West140th Street, Cleveland, Ohio 44111

Mr. Michael Bunge, Owner or Big Mikes Funhouse – 13500 Pearl Road Suite 109, Strongsville, Ohio 44136

Tracey Malone, Owner of Days Fashions – 13500 Pearl Road Suite 109, Strongsville, Ohio 44136

Mrs. Anderson – Please give us a description of the project.

Mr. Yousef - They are a husband and wife team, she does women's fashion/ accessories and he does collectibles. We designed the sign and I made sure it stayed within the square footage that is required. The first name is at the top and the second name is at the bottom and they want it to be visible and that is the way I designed it.

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Mr. Smerigan – I have a couple of issues, you have a lot going on here. You have three different fonts and a lot of different colors in the sign. I don't have a problem with the size of the sign, or that it is internally illuminated but this is in the Towne Center District where we have some higher standards. I don't know that it fits with the Towne Center District the way it is and it is confusing and difficult to read, I think there is too much going on. I understand you want to have some fun with it and I am not opposed to that but I think this might be a little over the top.

Mr. Yousef - Is this the Towne Center District or is it across the street?

Mr. Serne – It is Towne Center.

Mr. Smerigan – If you look at the other signs in that shopping center I don't think this is going to fit.

Mr. Yousef - The Burrito signage across the street is bright orange and red.

Mr. Smerigan – I don't have a problem with you using color; but you have too much going on here.

Mr. Yousef – I would like to avoid another meeting going forward because they are ready to open. What do we need to do to move forward?

Mr. Hurst – I think if you are going to change it you need to look at possibly keeping the style and font similar to Days Fashions, something to that affect. I guess the color could be different but it is really busy.

Mr. Yousef – So, you are talking about the style of Funhouse? If I was to change Funhouse to a regular block letters like Days Fashion, not the script, can I get an approval? I can go to my computer draw it and send it to you guys.

Mr. Hurst – I need to see something different, this isn't going to go well with the Council. This needs to be made simpler, I understand that you want to get the fun part in there; however, if we approve something like this it will land on the Mayor's desk. Give us something else to look at.

Mr. Yousef – I don't understand, do you want this in block letter and can I keep the Big Mikes logo?

Mr. Smerigan – I don't have a problem with your logo; however, it needs to read in some kind of consistent way and we do not want three different fonts.

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Mr. Bunge - If we change the font are you okay with the colors?

Mr. Smerigan - I am going to have to see something.

Mr. Hurst – The font may change the whole look of the sign even with the colors.

Mr. Yousef – I want to try and move this as quick as I can. I will design one with the colors and without the colors. Basically, Days Fashions you are okay with, I will clear this up to match the Days Fashions font and then I will do it with or without color.

Mr. Hurst – Maybe if you want colors, eliminate the four different ones in Funhouse, maybe have Fun in one color and House in another so, it is not as busy.

Mr. Smerigan – Give us some different designs to look at, we don't want to hold you up. We have two weeks until our next meeting but you don't want to come to our next meeting and have the same issue you are having today. If you would like to send stuff into Mitzi in advanced, she can circulate it to us and we can give you some feedback.

Mr. Hurst – So you are not surprised.

Mr. Smerigan – We can work with you that way.

Mr. Bunge – We did receive our occupancy permit yesterday. Are we able to operate while we are waiting on the sign?

Mr. Hurst – Yes.

Mr. Yousef – Is there anyway someone can circulate back which one of the three the Board is okay with before the next meeting? That way I can have it built because it takes me 3 to 5 days to build the sign.

Mr. Mikula – That is a little risky because you could build something and something could go wrong and you do not have your approval.

Mr. Yousef – I will get the information to Mitzi this afternoon, and I will do three or four and get the owners okay on what I am sending and we will go from there.

Mrs. Milbrandt – I motion to table the recommendation of a 35" x 117" internally illuminated Channel Letter Wall Sign having multi copy with black/gold/orange trim stating Days Fashion Funhouse for property located at 13500 Pearl Road #109, PPN 392-30-010

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Mr. Smerigan – Second.

Roll Call: All Ayes TABLED

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

Hearing no further business. The Chairman adjourned the meeting.

Dale Serne, Chairman

Mitzi Anderson, Administrator,
Boards & Commissions

Approved