

**STRONGSVILLE ARCHITECTURAL REVIEW BOARD  
MINUTES OF MEETING  
February 11, 2025**

The Architectural Review Board of the City of Strongsville met in the Building Department Conference Room at the 16099 Foltz Parkway, on ***Tuesday, February 11, 2025 at 9:00 a.m.***

**Present: Architectural Review Board Members:** George Smerigan, Chairman; Dale Serne, Architect; Jennifer Milbrandt, City Forester; Lori Daley, Assistant City Engineer; and Ted Hurst, Building Commissioner

Roll Call:

Members Present: Mr. Smerigan, Chairman  
Mr. Serne, Architect  
Mrs. Milbrandt, City Forester  
Mr. Hurst, Bldg. Commissioner  
Mrs. Daley, Asst. City Engineer

Also Present: Mrs. Anderson, Administrator

**APPROVAL OF MINUTES:**

Mr. Smerigan – You have had a chance to review the minutes of January 28, 2025. If there are no additions or corrections they will stand as submitted.

## NEW APPLICATIONS:

1) THE ORIGINAL PANCAKE HOUSE, L3 Sign & Image, Agent

Recommendation of a 5' 4" x 6' internally-illuminated Ground Sign, having white background, black copy, black, brown, peach, orange graphics, black trim and black returns for The Original Pancake House, property located at 15315 Pearl Road, PPN. 397-01-005, zoned R-RS Restaurant Recreational Service

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Mr. Smerigan – The first item on the agenda is for The Original Pancake House. There is no applicant here today, we indicated to them at their last meeting that they would not have to be here and this is for their free-standing sign. I do not have any issues with this request.

Mr. Hurst – Was there a site plan submitted with this request?

Mrs. Anderson – A site plan was included in their original submission.

Mr. Smerigan – The original packet included a site plan.

Mrs. Daley – Is it 10' off of the property line?

Mr. Hurst - It is more than 10' off of the property line.

Mr. Smerigan – We determined at their last meeting that the location was okay and the sign met all of the requirements. We were not sure at the time if they had the right to the sign.

Mr. Serne – Correct.

Mr. Smerigan - We have since determined that they do.

Mrs. Milbrandt – I motion to give a favorable recommendation of a 5' 4" x 6' internally-illuminated Ground Sign, having white background, black copy, black, brown, peach, orange graphics, black trim and black returns for The Original Pancake House, property located at 15315 Pearl Road, PPN. 397-01-005, zoned R-RS Restaurant Recreational Service

Mr. Hurst – Second.

Roll Call:

All Ayes

APPROVED

**2) ACTIVATE STRONGSVILLE, Activate America LLC, Agent**

- a)** Recommendation of a 2'6" x 20' internally-illuminated Channel Letter Wall Sign (Front- Elevation), having a white background; space blue and super cyan graphics; space blue trim and space blue returns; SW 7064 Passive raceway; and
- b)** Recommendation of a 2'6" x 20' internally-illuminated Channel Letter Wall Sign (West - Elevation), having a white background; space blue, super cyan graphics space blue trim and space blue returns; SW 7064 Passive raceway ; and
- c)** Recommendation of a 16' x 20' non-illuminated Vinyl Letters (Front - Window Vinyl Application), having space blue and super cyan and amethyst graphics; and
- d)** Recommendation of a 6' x 11' 2" non-illuminated Vinyl Letters (Side - Window Vinyl Application), having space blue and super cyan and amethyst graphics, for Activate Strongsville, property located at 17171 SouthPark Center, PPN. 376-24-017, zone SC – Shopping Center

Mr. Smerigan - Please state your names and addresses for the record.

**Chase Torgerson, 166 Lee Street, Lexington, KY 40508**

**Ben Anderson, 166 Lee Street, Lexington, KY 40508**

Mr. Smerigan – Please give us a brief description of your project.

Mr. Torgerson – You have four applications before you for signage that will go on the store front, as well as two vinyl window applications. These have been approved by the Mall and I believe that you all are very familiar with this process and part of the building is being split with Boot Barn.

Mr. Smerigan – Are there any questions or comments?

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Mr. Hurst – I do not have any issues with the signage. Mitzi, did we discuss variances for this project.

Mrs. Anderson – For this project no, for the Mall they do not require variances for their signage projects.

Mr. Smerigan – The Mall's master sign program does not require variances and I do not see any issues.

Mrs. Daley – I do not have anything from Engineering.

Mr. Serne - It looks good.

Mrs. Milbrandt – No additional comments.

Mr. Smerigan – I am fine with what has been proposed.

Mrs. Milbrandt – I motion to give a favorable recommendation of a 2'6" x 20' internally-illuminated Channel Letter Wall Sign (Front- Elevation), having a white background; space blue and super cyan graphics; space blue trim and space blue returns; SW 7064 Passive raceway; **and** recommendation of a 2'6" x 20' internally-illuminated Channel Letter Wall Sign (West - Elevation), having a white background; space blue, super cyan graphics space blue trim and space blue returns; SW 7064 Passive raceway; **and** recommendation of a 16' x 20' non-illuminated Vinyl Letter (Front - Window Vinyl Application), having space blue and super cyan and amethyst graphics; **and** recommendation of a 6' x 11' 2" non-illuminated Vinyl Letters (Side - Window Vinyl Application), having space blue and super cyan and amethyst graphics, for Activate Strongsville, property located at 17171 SouthPark Center, PPN. 376-24-017, zone SC – Shopping Center

Mr. Hurst – Second.

Roll Call:

All Ayes

APPROVED

**3) FIRST WATCH, First Watch Restaurants, Agent**

- a) Recommendation of site plan, building elevations, lighting, colors and materials; and
- b) Recommendation of a 5' 1/8" x 7' 5" internally-illuminated Channel Letter Wall Sign ( South Facing Elevation ), having a white background and white color copy; white graphics; black trim and black returns; and
- c) Recommendation of a 5' 1/8" x 7' 5" internally-illuminated Channel Letter Wall Sign ( East Facing Elevation), having a white color copy; white graphics; black trim and black returns; and
- d) Recommendation of a 7' 1/8" x 12' 2 3/8" internally-illuminated Channel Letter Wall Sign ( South Facing Canopy ), having a white color copy; white graphics; black trim and black returns, and black raceway; and
- e) Recommendation of a 7' 1/8" x 12' 2 3/8" internally-illuminated Channel Letter Wall Sign ( East Facing Canopy ), having a white color copy; white graphics; black trim and black returns, and black raceway; and
- f) Recommendation of a 1' 11 3/16" x 11' 4" internally-illuminated Channel Letter Wall Sign (West Facing Elevation ), having a white color copy; white graphics; black trim, black returns and black raceway; and
- g) Recommendation of a non-illuminated Wall Sign (Mural ), for First Watch, property located at 18400 Royalton Road PPN 396-11-001, zoned GB- General Business

Mr. Smerigan - Please state your name and address for the record.

**Iggly Bley, 8725 Pendery Pl, Suite 201, Bradenton, FL 34201**

**Mary Downing, 8725 Pendery Pl, Suite 201, Bradenton, FL 34201**

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Mr. Smerigan – Please give us a brief description of your project.

Mr. Bley - This project is a conversion to the existing TGI Fridays. We will gut the whole front of the restaurant and leave as much as possible in the kitchen. There is an intricate tower that we will try to cut down and make it a little more contemporary, like our brand standard. We will install signage, paint and on the tower elements we will install Nichiha material. Our plan is to be open by the end of this year. We brought in a couple of samples for the Board to review, which include Hardie Board siding, Nichiha material, and the color palette ( Origami White, Iron Ore, Smoky Blue, Grizzle Gray). These are the louvers we would use behind the signage and if we do any type of canopy we would match that. Typically, we do an outdoor patio but sense this space is a large building for us, approximately 7000 SF and our typical spaces are around 4,000 SF, we will utilize the indoor space as our patio.

Mr. Smerigan – As I understand, you are not making any site changes?

Mr. Bley – There are no site changes and we are not changing the footprint.

Mr. Smerigan – You have façade changes, signage and interior renovations.

Mr. Bley – It is very cosmetic, we will have new signage, painting, removing the tower element and interior renovations.

Mr. Smerigan - Are there any questions?

Mr. Hurst – I do not have any issues.

Mrs. Daley – No, because there are no changes to the site.

Mr. Serne – It looks good.

Mrs. Milbrandt – No additional comments.

Mrs. Milbrandt – I motion to give a favorable recommendation of the site plan, building elevations, lighting, colors and materials for First Watch, property located at 18400 Royalton Road PPN 396-11- 001, zoned GB- General Business

Mr. Hurst – Second.

Roll Call:

All Ayes

APPROVED

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Mrs. Milbrandt – I motion to give a favorable recommendation of Recommendation of a 5' 1/8" x 7' 5" internally-illuminated Channel Letter Wall Sign ( South Facing Elevation), having a white background and white color copy; white graphics; black trim and black returns; **and** recommendation of a 5' 1/8" x 7' 5" internally-illuminated Channel Letter Wall Sign ( East Facing Elevation), having a white color copy; white graphics; black trim and black returns; **and** recommendation of a 7' 1/8" x 12' 2 3/8" internally-illuminated Channel Letter Wall Sign ( South Facing Canopy ), having a white color copy; white graphics; black trim and black returns, and black raceway; **and** recommendation of a 7' 1/8" x 12' 2 3/8" internally-illuminated Channel Letter Wall Sign ( East Facing Canopy ), having a white color copy; white graphics; black trim and black returns, and black raceway; **and** recommendation of a 1' 11 3/16" x 11' 4" internally-illuminated Channel Letter Wall Sign (West Facing Elevation ), having a white color copy; white graphics; black trim, black returns and black raceway; **and** recommendation of a non-illuminated Wall Sign (Mural ), for First Watch, property located at 18400 Royalton Road PPN 396-11- 001, zoned GB- General Business

Mr. Hurst – Second.

Roll Call: All Ayes APPROVED

Mrs. Anderson – This project will proceed to the City Planning Commission at their meeting on Thursday, February 13, 2025.

**4) CHERRY TREE VILLAGE, Rebecca Fertel, Agent**

Recommendation of site plan, building elevations, materials and colors, for an addition at Cherry Tree Clubhouse, property located at 9250 Cherry Tree Drive , PPN. 392-20-003, zoned GB – General Business

Mr. Smerigan - Please state your name and address for the record.

**Rebecca Fertel, 3429 Blanche Avenue, Cleveland Heights, Ohio 44118**

Mr. Smerigan – Please give us a brief description of your project.

Ms. Fertel – The project is an addition to an existing club house on a multi-family property. On the back corner of this structure, they will square it off and fill it in with a yoga studio and remodel the interior to offer more amenities to their tenants.

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Mr. Smerigan – Will the materials match the existing structure?

Ms. Fertel – The materials will match the existing structure and the roof will be extended so, we will tooth in the same shingle. There are not any new window additions; however, we will be adding two white doors to the exterior and they do want full lit glass doors.

Mr. Smerigan – Are there any questions?

Mr. Hurst – I have no objections, the addition is 270 SF.

Mrs. Daley - This is all concrete right now and I do not have any issues.

Mr. Serne – It looks good and it all fits.

Mrs. Milbrandt – No additional comments.

Mr. Smerigan – Everything is matching and I have no issues.

Mrs. Milbrandt – I motion to give a favorable recommendation of site plan, building elevations, materials and colors, for an addition at Cherry Tree Clubhouse, property located at 9250 Cherry Tree Drive , PPN. 392-20-003, zoned GB – General Business

Mr. Hurst – Second.

Roll Call: All Ayes APPROVED

Mr. Smerigan – This is on the Planning Commission agenda on Thursday.

Mr. Hurst – Have they figured out what they will be doing with the mobile trailer?

Ms. Fertel – I do not think they are going to be using it.

**5) BANK OF AMERICA, Project Expeditors Consulting, Agent**

Recommendation of site plan approval for exterior lighting for Bank of America, property located at 16013 Pearl Road PPN. 397-02-082, zoned GB – General Business



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Mr. Smerigan – The last item on the agenda is for the Bank of America, the applicant is not present. They are requesting a lighting change and adding/replacing fixtures.

Mr. Smerigan – Are there any questions?

Mr. Hurst – I have no opposition.

Mrs. Daley – No.

Mr. Serne – No.

Mrs. Milbrandt – No comments.

Mr. Smerigan – I have no issues with this request.

Mrs. Milbrandt – I motion to give a favorable recommendation of site plan approval for exterior lighting for Bank of America, property located at 16013 Pearl Road PPN. 397-02-082, zoned GB – General Business

Mr. Hurst – Second.

Roll Call: All Ayes APPROVED

Mr. Smerigan – If there is no further business, this meeting is adjourned.

*George Smerigan /s/*  
George Smerigan, Chairman

*Mitzi Anderson /s/*  
Mitzi Anderson, Administrator  
Boards & Commissions

2-25-25  
Approved