

**STRONGSVILLE ARCHITECTURAL REVIEW BOARD
MINUTES OF MEETING
March 6, 2018**

The Architectural Review Board of the City of Strongsville met for Caucus in the Mayors Conference Room at the 16099 Foltz Parkway, on ***Tuesday, March 6, 2018 at 8:30 a.m.***

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

The following was discussed:

McDonalds: The Building Commissioner stated that the signage meets Code and is in approvable form.

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| Roll Call: | Members Present: | Mr. Serne, Chairman Mr. Biondillo Bldg. Comm. Mr. Mikula, City Engineer Mrs. Milbrandt, City Forrester Mr. Smerigan, City Planner |
| | Also Present: | Carol Oprea, Admin. Asst. |

APPROVAL OF MINUTES

Mr. Serne– You have had a chance to review the minutes of February 20, 2018. If there are no additions or corrections they will stand as submitted.

NEW APPLICATIONS

McDonalds/ James Ptacek, Agent

Recommendation of the following signage for property located at 14615 Pearl Road, PPN 396-18-016 zoned Restaurant Recreational Service;

- a) A 48" x 42" internally illuminated yellow logo wall sign with silver trim and returns for the south elevation; and
- b) A 24" x 16'-5" internally illuminated wall sign having white copy and silver trim and returns for the west elevation; and

- c) Three 3'-11" x 1'-2" non-illuminated double sided directional signs having grey background and white copy stating "Reserved Drive Thru" for the west and north elevations; and
- d) Two 10" x 36" non-illuminated directional signs having a grey background and white copy stating "Pay Here" and "Pick Up Here" for the north elevation; and
- e) A 8' x 44' non-illuminated aluminum awning with aluminum copy stating "Welcome" for the south elevation; and
- f) A 8" x 5' non-illuminated Channel Letter sign having yellow copy to be placed over the clearance bar;
- g) A 137" x 112" non-illuminated direction sign having white copy stating "Order Here"; and
- h) A 5' x 5'-10" internally illuminated pre-menu board having white background, LED graphics, grey trim and returns; and
- i) A 5' x 2'5" internally illuminated menu board having black background, LED graphics, grey trim and return; and
- j) A 60" x 17" non-illuminated directional sign having yellow background and graphics with black copy.

Mr. Serne— Item Number One, McDonalds. Please state you name and address for the record.

Mr. Ptacek – JP Ptacek, Larson Architects, 12506 Edgewater Dr., Suite 10, Lakewood, Ohio 44107.

Mr. Gnatowski – Dave Gnatowski, Area Construction Manager

Mr. Serne— Please explain to the Board what you plan to do.

Mr. Ptacek – We are remodeling the McDonalds. I am here to confirm the rumors. As part of the approval, obviously they are going to rebrand the store and take an opportunity to take upgrade to the drive thru equipment as well as an improvement to the customer service. I can start with the building signs. Just for reference, existing we have the monument sign, we have 2 directionals that are going to stay across the front. We've got one large, one correction to possibly one of the information pieces that was sent back,

someone from our office had calculated that 40 some odd square feet for the existing one, it is actually 4 foot by 18 feet so 72 square feet of signage. There was a mistake in one of the narratives and I am not sure if it was part of this submittal or part of another one. Just to clarify. We are going down to 32.8 square feet on the front façade from 72 square feet. We are also requesting this “M” on the side just to reinstate the side branding at that point. The total of those aggregate signs is still significantly less than the 72 that we started with. In addition, across the back, the existing side by side is going to be reworked. McDonalds now has digital menu board that they are very pleased with. They did test in I think Alaska and Arizona so that they could test the extremes. In lieu of the 4 panel menu board that was there previously it’s going to go down to 2 portrait size menu boards and then where the pre-sell was, it is roughly the same size, it is a little different proportionately but it is basically a single portrait size television at that point. We are rebranding our, so that it kind of matches with the building, the gateway element to restrict the height because then we are also then doing this order here in a new statement as well. It is kind of the same function as the canopy is now but it is a more modern aesthetic for it. We basically no longer need the small CD screen, we just basically the order pop up will show up in the menu screen so you are not doing like ... Its PIP like a picture in a picture thing. It pops up on the menu board that shows your order. This basically has a speaker up high to catch when you are talking through and a speaker down low that is any sound coming out of the restaurant so the car almost physically blocks some of that sound as well. It helps to abate some of the noise as well. In addition we are operating a few of the signs around the site. We basically are going to sign the windows with a pay here, pickup here and then in an effort towards improved customer service, if all of a sudden the soccer team shows up after the game and they want 37 happy meals, they are not going to be able to get everyone at the same time so they will often pull someone forward and then as that order comes out they will be ready to serve it and that allows the flow of traffic to keep going so we are going to modify this last little stopper so that there is kind of a bypass lane in here and then we are just going to sign it with a reserved for 1 and 2 so it like please pull up to space on or the sign that says number 2 so it is just a common sense kind of thing. We do have on this awning just a small 2 square foot non-illuminated aluminum cutout, welcome just to make sure you feel welcome when you walk into McDonalds. That is the summary of what we are trying to do.

Mr. Serne– Tony.

Mr. Biondillo – You are not changing the ground sign, monument, pole sign are you?

Mr. Ptacek - No that is going to remain as are the directional.

Mr. Biondillo – You do have another option for a pylon sign that would give you more vertical height if you want to change that out. You are allowed up to 40 square feet in

area, a maximum height of 8 feet and that outer cabinet has to be continuous all the way down to the ground.

Mr. Ptacek – The masonry.

Mr. Biondillo – It doesn't have to be masonry, it could be anything but that is an option.

Mr. Ptacek – Okay, it hasn't been discussed.

Mr. Gnatowski – Steve couldn't be here today, he another commitment so we will talk with him about it. This time we will keep it as it is but we will throw that out to him and if he decides that he wants to pursue that we can let you guys know.

Mr. Biondillo – As far as Building is concerned, this had received variances when you first came in and added that second drive thru so for most of the signage that is addressed. I didn't see any issue with it. The south facing sign is within 40% of the allowable for the frontage so it is in approvable form.

Mr. Serne– Ken.

Mr. Mikula – I have no comments.

Mr. Serne – Jennifer.

Mrs. Milbrandt – I have no additional comments.

Mr. Serne – George.

Mr. Smerigan – I don't have any issues with it. I think it is a nice upgrade, I don't have any problem I think it certainly is, I agree with Tony, I think you are within the Code requirements based on those variances. I have no problem.

Mr. Serne - It is a nice new branding. If there are no other questions or comments I will entertain a motion for McDonald's.

Mrs. Milbrandt – I motion to accept the Recommendation of the following signage for property located at 14615 Pearl Road, PPN 396-18-016 zoned Restaurant Recreational Service; a 48" x 42" internally illuminated yellow logo wall sign with silver trim and returns for the south elevation; and a 24" x 16'-5" internally illuminated wall sign having white copy and silver trim and returns for the west elevation; and three 3'-11" x 1'-2" non-illuminated double sided directional signs having grey background and white copy stating

“Reserved Drive Thru” for the west and north elevations; and two 10” x 36” non-illuminated directional signs having a grey background and white copy stating “Pay Here” and “Pick Up Here” for the north elevation; and a 8 ‘x 44’ non-illuminated aluminum awning with aluminum copy stating “Welcome” for the south elevation; and a 8” x 5’ non-illuminated Channel Letter sign having yellow copy to be placed over the clearance bar; a 137” x 112” non-illuminated direction sign having white copy stating “Order Here”; and a 5’ x 5’-10” internally illuminated pre-menu board having white background, LED graphics, grey trim and returns; and a 5’ x 2’5” internally illuminated menu board having black background, LED graphics, grey trim and return; and a 60” x 17” non-illuminated directional sign having yellow background and graphics with black copy.

Mr. Smerigan – Second.

Roll Call: All Ayes APPROVED

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

Hearing no further business. The Chairman adjourned the meeting.

Dale Serne /s/

Dale Serne, Chairman

Carol M. Oprea /s/

Carol M. Oprea, Administrative
Assistant, Boards & Commissions

Approved