



**Architectural Review Board Minutes**  
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- a) Recommendation of a 5' - 5 3/4" x 10' - 7/16" internally illuminated Pylon Sign having cranberry background and white copy; and
- b) Recommendation of a 38' - 2 1/4" x 6'-10" internally illuminated channel letter wall sign having grey and cranberry copy and cranberry and white logo for the property located at 15471 Royalton Road, PPN 399-02-007 zoned Motorist Service

Mr. Serne— Item Number One, Best Western Plus. Please tell the Board about your project.

Mr. Prots – Jay Prots, there is the Holiday Inn hotel that is outside the town just off of I-71. They are converting the hotel over to a Best Western Plus. Allen Industries is located down the road in Toledo. We are an exterior sign fabricator and we were proposing the new updated signage for the building and the existing pylon sign out by the road we were looking to swap the existing signage out. We weren't going to add any new signs anywhere else on the property. We were going to replace the channel letter set that is at the very top of the side of the property that is facing the highway and then we were also going to replace the pylon sign cabinet that is on top of the existing pole out by the road, I think that is Royalton Road. That is our scope of work, it is just replacing the existing signage.

Mr. Smerigan – So, you are not actually replacing the pole, you are simply replacing the box?

Mr. Prots – Correct, yes, we were thinking maybe we will have to replace the pole because there is an existing shroud that is on the pole now for the Holiday Inn sign that is pretty infused and intertwined, but we will remove that and then grind down, make sure the pole looks good and then paint if needed. We were thinking about maybe even having a small shroud of our own just to make sure it is a clean look but yes. To answer your question we are reusing the pole that is there. We were just going to use, there is a mast plate at the top of the pole which we can basically swap out the cabinet.

Mr. Smerigan – Okay, as far as the wall sign is concerned, I am fine with it, I think it looks appropriate on the building, I don't have any issues with it either in terms of the design or the size. With regard to the pole sign, I am not sure that the existing pole meets the setback requirement but if you are not changing the pole and simply changing the box then that won't be an issue. But you are swapping out the box, the Code maximum is 50 square feet on the box so you are going to slightly reduce the size of that new box.

Mr. Prots – Okay, like you said I think it is right over that, it is 5 feet by 10 feet.

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Mr. Smerigan – I think when Brian calculated it it was 54 square feet.

Mr. Roenigk – It is 54 square feet.

Mr. Prots – So it is right over, okay.

Mr. Smerigan – I don't think it is worth going and getting a variance for 4 square feet on a brand new box.

Mr. Prots – I can look and see, Best Western has standard dimensions on sizes, they can go up and down sizes so I can certainly see what the smaller cabinet would be and obviously propose that. I know what is there and to your point, Code changes in terms of what is allowed. I think what is there is pretty big. I was actually worried that the customer might be upset because what we were proposing was the 54 square foot one might be too small for their liking but to you point, it's too big now so I can certainly revise the art and resend to you guys with a smaller cabinet if you like.

Mr. Smerigan – I think that the Code at one point changed and it was reduced to 50 square feet so now that you are putting in a new sign you will have to go to 50 square feet. You will need to submit to Brian your revision.

Mr. Prots – Sure, Okay, so 50 square feet is maximum.

Mr. Smerigan – Now if you take out the pole then the new location has to meet the Code which would be 25 feet from the Right-of-Way. I don't believe your pole is currently 25 feet from the Right-of-Way.

Mr. Prots – So 25 feet from the Right-of-Way if we do the new pole.

Mr. Smerigan – You need to give us, need to give Brian a site plan that shows that location.

Mr. Prots – But you are saying that if we are just changing the cabinet, even though if it is smaller, basically we just have to adhere to the 50 square foot?

Mr. Smerigan – Correct, we don't need the site plan, we don't need anything else because the pole is already existing.

Mr. Prots – Okay, that is probably what we will do, just I am thinking that is a way to save the customer money is probably doing that. Swapping out the cabinet if that is alright.

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Mr. Smerigan – Yes, other than that that is all I have.

Mr. Roenigk – I wanted just to let you know that this is a pole not a pylon, you were referring to it as a pylon sign. Just so you know and it is as Mr. Smerigan said, 25 feet from the Right-of-Way but also 1,700 feet off of the center line of I-71 and that is only if you change the pole. If you just do the top you are fine and 50 square foot is the maximum and the wall sign is absolutely fine there are no issues.

Mr. Prots – Yes, we tried to make that pretty much from a dimension standpoint size for size, what was there for the Holiday Inn.

Mr. Roenigk – I believe that you are showing that it just slightly over 29 feet tall or 285 inches so I think you are well within the 50 foot maximum height.

Mr. Prots – Okay, you mentioned my submitting my revisions to Brian. Brian do you mind providing your email?

Mr. Roenigk – Sure would you like it right now?

Mr. Prots – Yes.

Mr. Roenigk – It is [Brian.Roenigk@Strongsville.org](mailto:Brian.Roenigk@Strongsville.org).

Mr. Prots – Okay I will get that updated and I will get that over to you ASAP.

Mr. Roenigk – You are not going to send me any of this engineering stuff because we are not going to need that.

Mr. Prots – Yes, I was just proactive about that because we were reusing that existing pole, I like to make sure what we are proposing from a wind load standpoint isn't going to be in question even though it is smaller than what was up there.

Mr. Roenigk – The wind load is fine. I would appreciate that I just don't want the base and the footing. If you are not moving the pole and not changing the pole I don't need the footings. The wind load stuff would be great. Only send me what you are doing.

Mr. Prots – Okay, thank you.

Mr. Roenigk - Thank you.

Mr. Serne - Ken.

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Mr. Mikula – I agree with Brian that we really shouldn't be approving any of the structural on the submittal if they are not doing it.

Mr. Prots – Okay.

Mr. Serne – Jennifer.

Mrs. Milbrandt – Are you maintaining the landscaping that is existing underneath the sign of doing any changes to that?

Mr. Prots – No, we won't be changing that. I think what's there, I don't know if the picture is in front of you, I think there are some bushes that are covering the base plate and everything but we won't be touching the landscaping in terms or changing it, at least we weren't asked to. We would have to get another contractor involved if we were to do that. I would think if they were going to change it it would be the hotel that would coordinate that themselves.

Mrs. Milbrandt – No additional comments.

Mr. Serne – I would entertain a motion for Best Western Plus.

Mrs. Milbrandt – I move to give favorable recommendation of a 5' x 10' internally illuminated Pole Sign having cranberry background and white copy; and 38' - 2 1/4 " x 6'-10" internally illuminated channel letter wall sign having grey and cranberry copy and cranberry and white logo for the property located at 15471 Royalton Road, PPN 399-02-007 zoned Motorist Service

Mr. Smerigan – Second.

Roll Call: All Ayes APPROVED

Ms. Brill – Okay Jay you will need to get the revision for the Pole sign over to Brian. Have you already submitted for the Building Permit Application?

Mr. Prots – Yes we actually did that out of order, we did that first.

Ms. Brill – Then you are all set.

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

Hearing no further business. The Chairman adjourned the meeting.

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*Dale Serne* /s/

Dale Serne, Chairman

*Carol M. Brill* /s/

Carol M. Brill, Administrative Assistant,  
Boards & Commissions

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Approved