

**CITY OF CLEVELAND HEIGHTS
ARCHITECTURAL BOARD OF REVIEW
MINUTES OF THE MEETING
FEBRUARY 15, 2022**

ABR MEMBERS PRESENT:

Joseph Strauss, Chair
Denver Brooker
Terry Saylor

STAFF PRESENT:

BreAnna Kirk, Planning Technician

CALL TO ORDER

Ms. Kirk called the meeting to order at 7:06 PM with all the above-listed members present via WebEx.

APPROVAL OF THE FEBRUARY 1, 2022, MINUTES

Minutes were approved as submitted and signed by Mr. Strauss.

**PUBLIC HEARING
FEBRUARY 15, 2022**

ABR 2022-15 (Continued from 1/18/2022): Integrity Real Estate Overlook Partners LLC, 2235 Euclid Heights Boulevard, requests to install signage.

- Kevin Holiday of A Sign Above, 8882 Dutton Drive, 44087 described the alterations made to the previous submission. The primary (vehicular) entrance sign was reduced in scale. Mr. Holiday studied two options for the secondary (pedestrian) entrance sign based on feedback from the previous meeting. One mimics the long rectangular shape of the primary entrance sign. The other, preferred by the owner, is closer to a square but the design still speaks the same language as the primary sign.
- Mr. Brooker preferred both signs to be the same shape for a more uniform sign package. Mr. Saylor preferred the squarer sign at the pedestrian entrance because it is a smaller entrance. While some members of the ABR preferred one sign over the other, they found both options acceptable. Because the property owner preferred the squarer sign, members of the ABR approved this option along with the revised primary (vehicular) entrance sign.

ACTION: Mr. Strauss moved to approve the primary (vehicular) entrance sign and squarer secondary (pedestrian) entrance sign as shown on A Sign Above's plans, received February 8, 2022. Seconded by Mr. Saylor, the motion was unanimously approved.

ABR 2022-17: Paula Goodwin, 3587 Washington Boulevard, requests to alter the rear sunroom.

- Richard Cissell of Cissell Architecture & Design, 2900 Huntington Road, 44120, described the sunroom alterations. The current structure has significant damage and will be rebuilt in the same footprint. It will have new windows and siding and the entrance will be reconfigured.
- Mr. Strauss said this is an improvement to what is there currently.

ACTION: Mr. Saylor moved to approve the sunroom alterations as shown on Cissell Architecture & Design's plans, received January 13, 2022. Seconded by Mr. Brooker, the motion was unanimously approved.

ABR 2022-18: Kevin Friis, 2236 Briarwood Road, requests to install new windows.

- Mike Pucella of Window Nation, 4350 Renaissance Parkway, 44128, described the window changes.
- The changes Mr. Pucella described were not reflected in the plans. Mr. Strauss suggested resubmitting coordinated plans and considered this a preliminary review.

ACTION: Preliminary Review

ABR 2022-19: Drew Herzig & Charles Schweigert, 3296 Bradford Road, request to install new windows.

- Application withdrawn by applicant

No Action

ABR 2022-20: Robert Kelly, 3512 Northcliffe Road, requests to construct a one-car, detached garage.

- Application withdrawn by applicant

No Action

ABR 2022-21: Joyce Edwards (New Hope Homes Inc.), 16281 Oakhill Road, requests to install new windows.

- Ms. Kirk stated that the photos she received for this submission were overexposed, likely from scanning and/or printing errors. Mr. Strauss said the ABR will wait to review the project until the photos are sufficient.

No Action

ABR 2022-22: Neal Peachey, 2223 South Overlook Road, requests to construct a deck in the rear yard.

- Ashley Kay of Brightwater Interior Design, 20806 Aurora Road, 44146, described the deck, which will be done in Trex.

ACTION: Mr. Saylor moved to approve the deck as shown on Brightwater Interior Design's Plans, received February 11, 2022. Seconded by Mr. Brooker, the motion was unanimously approved.

ABR 2022-23: Michael Njoku, 3681 Stoneleigh Road, requests to install new siding.

- Michael Silverberg of Class 1 Pavers and Remodelers, 1481 Warrensville Center Road, 44121, described the siding. The current siding has 8-inch cream/beige panels and will be replaced with double-four panels in sterling grey. The shutters will be replaced in burgundy.

ACTION: Mr. Saylor moved to approve the siding as shown on Class 1 Pavers and Remodelers, received January 14, 2022. Seconded by Mr. Brooker, the motion was unanimously approved.

ABR 2022-24: City of Cleveland Heights (Flaherty & Collins Properties), 12301 Cedar Road, requests approval of Sign Design Standards for the Top of the Hill project.

- Ms. Kirk explained why the adoption of Sign Design Standards ("Standards") is necessary. She said that Flaherty & Collins will be presenting two documents tonight. One is a Standards document for the *retail tenant* signs. The other is a sign package for The Ascent property that the developer is requesting to also serve as the *property* Standards. Ms. Kirk said that once the retail tenant Standards are approved, the ABR can grant the ABR Secretary the authority to administratively approve retail tenant signs as long as they fit within the Standards. She said the motion should include this language if they are comfortable with it, or the opposite language if not.
- Brandon Bogan of Flaherty & Collins Properties, 211 N Pennsylvania Street, #3000, 46204, and Chris DiAlfredi of Signature Sign Co., 1776 East 43rd Street, 44103, described the retail tenant Sign Design Standards. They will supersede the zoning code and are, in most cases, stricter than the code. Mr. Bogan said they allow for flexibility but ensure that everything has a high-quality approach. All signs will be installed upon a back panel that requires minimal building punctures to preserve the façade.
- Mr. Brooker asked if the applicant had considered a signage option where the letters are mounted to a raceway bar instead of a back panel. Mr. Bogan said it is a potential option. Mr. Brooker acknowledged that the backer panels keep things organized and tidy, but in the spirit of visual vitality and variation, he wondered if there was a way to see a wider variety of sign types while respecting the need for minimal mounting holes.
- Mr. Strauss said he is comfortable with the Standards, which are highly organized and specific. He thought if a proposed sign is within the Standards, it might be okay for administrative review.
- Mr. Brooker mentioned a rendering found in the property Standards document that shows random placeholder signs over the retail tenant spaces. He noted they do not all have the same backer panel, which feels a little more neighborhood-like and custom. He prefers this look but understands the building maintenance issue is very real. He thought Mr. Bogan and his team could achieve something similar with a smaller raceway. Mr. Bogan said they would be accepting of this change.
- Given that the ABR currently reviews all signage, Mr. Saylor did not see a reason not to review proposed tenant signs. He said given the Standards

document, it should be a fairly simple review, but he does not see that as enough reason *not* to review it.

- Mr. Bogan and Mr. DiAlfredi described the property sign package that they are requesting to also serve as the property Sign Design Standards. There are two identification signs, three directional signs, and two "Leasing Center" signs.
- Mr. Strauss noted the directional sign that points to the parking garage does not specify if the garage is only for residents or if it is open to the public. He wondered if someone coming to the area for the first time would be able to tell that the garage was open to the public. Mr. DiAlfredi pointed out that while the sign doesn't say "public parking", it also does not say "tenant parking". He said that adding those qualifiers to the sign would make it harder to read. Mr. Bogan said that once you enter the garage, it is clear what areas are designated for public parking.
- Mr. Brooker asked if the light from the blade sign will shine into the tenant's unit at night. Mr. Bogan said they are very cautious about this and are using non-harsh halo lighting. Mr. Brooker said that the single-family residences nearby could be affected by bright signage, but this sign is oriented east-west and would have little impact across the street.

ACTION: Mr. Brooker moved to adopt The Ascent at Top of the Hill property sign package as the property Sign Design Standards and approve the sign package as submitted, as shown on Signature Sign Co.'s plans, received February 7, 2022. Seconded by Mr. Saylor, the motion was unanimously approved.

ACTION: Mr. Strauss moved to adopt The Ascent at Top of the Hill retail tenant Sign Design Standards, as shown on Flaherty & Collins Properties' Standards proposal, received February 7, 2022, with the conditions that raceway mounting is encouraged and all signage is to be approved by the ABR. Seconded by Mr. Saylor, the motion was unanimously approved.

ABR 2022-25: City of Cleveland Heights (Flaherty & Collins), 12301 Cedar Road, requests to install signage in conformance with the adopted Sign Design Standards.

ACTION: Mr. Brooker moved to adopt The Ascent at Top of the Hill property sign package as the property Sign Design Standards and approve the sign package as submitted, as shown on Signature Sign Co.'s plans, received February 7, 2022. Seconded by Mr. Saylor, the motion was unanimously approved.

Old Business

New Business

Ms. Kirk stated that the City is in the process of hiring a new staff person to take over her role with the Architectural Board of Review.

Adjournment

The meeting was adjourned at 9:09 PM.

Respectfully Submitted,

BreAnna Kirk

BreAnna Kirk, Secretary

3/2/22

date

Approved,

Joseph Strauss

Joseph Strauss, Chair

3/1/22

date