

**CITY OF CLEVELAND HEIGHTS  
ARCHITECTURAL BOARD OF REVIEW  
MINUTES OF THE MEETING  
JANUARY 18, 2018**

MEMBERS PRESENT:

Melissa Fliegel, Chair  
Erik Lund  
Michael Wellman

STAFF PRESENT:

Richard Wong, Planning Director

**CALL TO ORDER**

Mr. Wong called the meeting to order at 7:00 PM at which time all members were present.

**APPROVAL OF THE JANUARY 3, 2018 MINUTES**

Members had no comments or questions so the minutes were approved as submitted and were signed by Ms. Fliegel.

**PUBLIC HEARING  
JANUARY 18, 2018**

**ABR 2017-240: Huntington National Bank, 1945 Revere Road**, requests to build a detached, 2-car garage.

- Platinum Construction's Tim Akhdov, 3875 W19 Street. 44109, brought samples of the siding and roof. The colors would match the home.

***ACTION: Mr. Wellman moved to approve the garage as shown on the plans by Platinum Construction, received December 4, 2017. Seconded by Ms. Fliegel, the motion was unanimously approved.***

**ABR 2018-249: GMC Cleveland, LLC, 2900-2916 Mayfield Road**, requests to install: a) Freedom Motors 6' x 6' sign face replacements on Rainforest Car Wash internally lit sign; b) low wall with six flags on poles approximately 20'-high; c) 6'-6" wide by 7'-10" high Rainforest Car Wash electronic message center sign.

- Motorcars' Matt Gile, Cornacione & Wallace Architects' Todd Wallace, Attorney Alan Rapaport and Brilliant Electric Sign's Major Harrison, 2900 Mayfield Road, presented this and the next two cases. Todd Wallace said uniformity and brand acknowledgement were to be addressed. Motorcars Honda's flagpoles and ashlar stone-look low wall were the basis for the proposal to install similar flagpoles and wall at the car wash. The two signs need to be freestanding because of the buildings' setback. The car wash sign would look similar to the Motorcars Collision Center's electronic message center.

- Major Harrison said this sign would not be flashing, strobing or rotating and is similar to other signs that Cleveland Heights has approved. Responding to Mr. Wong's comment, he said the electronic message center can automatically dim or can be dimmed manually by the customer.
- Mr. Lund had concerns about the proposed quantity of electronic signs. He could not find details about the signs themselves and the landscaping.
- Mr. Wallace said the landscaping and flagpoles would resemble Motorcars Honda's. The message center sign will be very similar to Motorcars Collision Center's sign. The carwash sign would identify the car wash which was set back from Mayfield.
- Mr. Rapaport said the buildings' and signs' visibility to drivers was indicated by the submitted photos.
- Ms. Fliegel asked if any signs were to be removed and wondered if a variance was needed for the quantity of signs.
- Mr. Wong said each new freestanding sign needed a variance.
- Mr. Wallace said the existing freestanding Rainforest Car Wash sign cabinet would contain Freedom Motors' electronic message center sign. A second electronic message center sign is also proposed on Mayfield nearer to Middlehurst to advertise the car wash's location and specials.
- Mr. Harrison said like Honda's electronic message center, the images will probably change every eight seconds. That is a standard of the Ohio Department of Transportation. Nothing would flash, scroll or cause distraction but it would have multiple messages.
- Mr. Lund said the proposed sign seems like too much. It would be nearly eight feet tall. The electronic sign in an aluminum frame would not be very attractive. Other signs were attached to stone or masonry walls with more design. An electronic message center sign at every building seems redundant.
- Mr. Harrison said many message center signs have a static sign that identifies the business separate from the electronic message center display.
- Ms. Fliegel reiterated the question how a sign that is entirely changeable display could continually instruct as to a business' driveway entrance or name.
- Mr. Wellman asked if the Freedom Motors sign could be static instead of an electronic message center sign.
- Describing the types of messages on an electronic message sign, Mr. Gile said the collision center's sign advertised free estimates, Motorcars Collision, enter off Monticello, Daylight Donuts opening soon, and the time and the weather. Honda's sign advertised directions to Honda Service, service until 3 AM, open seven days a week, car wash packages, leases, and Honda's carbon footprint with solar panels.
- Ms. Fliegel said the two electronic message center signs to a driver will look like they are right on top of one another.
- Mr. Lund suggested bringing down the size to more of a cinematic proportion [the current proposal was for the electronic message center displays to be 6' x 6' at Freedom Motors and 6'-6" x 6'-10" at Rainforest Car Wash].

- Ms. Fliegel said the Rainforest Car Wash sign cabinet could be reused with part being a static sign and the rest a reduced size electronic message center display rather than the message center occupying the entire cabinet.
- Members concluded that the flags and low walls were acceptable but that the electronic message center signs needed to be restudied.

***ACTION: Members agreed to continue the matter so that the applicant could address comments made about the electronic message center signs.***

**ABR 2018-250: GMC Cleveland, LLC, 3077 Mayfield Road,** requests change to previously approved 7'-10" high by 6'-6" wide electronic message center sign for Motorcars Collision Center.

- Mr. Wong said that the existing sign was fully approved at the July 2017 meeting. No additional approval was needed.

**ABR 2018-251: Seidman Family LTD Partnership, 2950 Mayfield Road,** requests to relocate freestanding 8'-wide by 6'-high used car sign and to install a low wall with six flags on poles approximately 20'-high and a 6'-6" wide by 7'-10" high Motorcars Toyota electronic message center sign.

- Mr. Wallace said the wall, flags and sign were similar to the car wash proposal. An existing Used Car sign would be relocated to the west drive. An electronic message center sign, a wall and flags would be near the easterly main drive. They would be the same as the car wash's.

***ACTION: Members agreed to continue the matter so that the applicant could address ABR's comments about these electronic message center signs.***

**ABR 2018-252: Jeffery Allen, 4006 Rosemond Road,** requests to install vinyl siding not matching existing siding.

- Empire Window's Scott Hedrick, 29695 Pettibone Road, 44139, showed a sample of the 5" lap siding. The dark olive color would match the home's current shake siding color. All windows were already replacements with trim clad in aluminum. Neighbors' homes were predominantly vinyl sided, too. This was the widest lap size available.

***ACTION: Ms. Fliegel moved to approve the 5" vinyl lap siding as shown on the materials by Empire Window, received December 29, 2017. Seconded by Mr. Lund, the motion was unanimously approved.***

**ABR 2018-253: Woodview LLC, 1052 Woodview Road,** requests to add dormer to rear roof.

- Architect Eli Mahler, 3947 West Ash Lane, 44122, showed photos and drawings of the proposed alterations and new dormer.

***ACTION: Mr. Wellman moved to approve the dormer and alterations as shown on the plans by Eli Mahler, received January 3, 2018. Seconded by Ms. Fliegel, the motion was unanimously approved.***

**ABR 2018-254: Pat Thompson, 924 Dresden Road,** requests to add 1-story sunroom addition in back.

- Patio Enclosures' Jim Dunfee, 700 East Highland Road, 44056, said the addition was all glass with sliding doors on the back and side.
- Ms. Fliegel questioned if the remaining deck space would accommodate seating, a table and grill as suggested.
- Mr. Wellman suggested aligning the fascia board to match the existing home's fascia board.
- Mr. Dunfee said that was studied and the owners found it to be cost-prohibitive.

***ACTION: Mr. Lund moved to approve the sunroom addition as shown on the plans by Patio Enclosures, received January 18, 2018. Seconded by Mr. Wellman, the motion was unanimously approved.***

**ABR 2018-255: Evelyn Glenn, 3551 Meadowbrook Boulevard,** requests to replace front picture window not matching existing type.

- Home Depot's Jennifer Jackson, 3714 West 132, 44111, said after the City staff requested better drawings, she persuaded their window supplier to provide a drawing.

***ACTION: Mr. Wellman moved to approve the window as shown on the drawing by Home Depot, received January 18, 2018. Seconded by Ms. Fliegel, the motion was unanimously approved.***

### **Old Business**

No old business was raised.

### **New Business**

No new business was raised.

### **Adjournment**

The meeting was adjourned at 8:21 PM.

Respectfully Submitted,



---

Melissa Fliegel, Chair

2/6/18

---

date



---

Richard Wong, Secretary

2-6-2018

---

date