

ARCHITECTURAL REVIEW BOARD MEETING

JANUARY 20, 2021

At 9:11 p.m., Chairman Roemerma opened the meeting of the Architectural Review Board. Also in attendance were Board Members Chismarich, McGrath, Reel, Cahill, Pool and Duffy.

Also present were: City Atty. Restovich, City Manager Schwer, City Planner Hood, Chief Lewis and City Clerk Dohack.

APPROVAL OF AGENDA

Chairman Roemerma moved to approve the evening's agenda, seconded by Board Member McGrath. The votes on the motion were: Chismarich "AYE", McGrath "AYE", Reel "AYE", Cahill "AYE", Pool "AYE", Duffy "AYE", and Roemerma "AYE".

APPROVAL OF MINUTES

Chairman Roemerma moved to approve the minutes from the December 2, 2020 Architectural Review Board meeting, seconded by Board Member Reel. The votes on the motion were: Chismarich "AYE", McGrath "AYE", Reel "AYE", Cahill "AYE", Pool "AYE", Duffy "AYE", and Roemerma "AYE".

PUBLIC COMMENTS

There were no public comments.

137 Clarkson Road, Extra Space and Tidal Wave, sign variances

Request of Extra Space and Tidal Wave for review and approval of a comprehensive sign package including various sign variances associated with monument signs, tenant panels and wall signage for the development located at 137 Clarkson Road within the C-5 Planned Commercial Zoning District.

Erin Bielski with Bill Yount Signs and development representatives, Mace Nosovitch and Beau Reinberg were present to answer questions. Ms. Bielski noted that Bill Yount Sign has worked with the other Tidal Wave developments for their sign packages. Council Members commented on the amount of signs and the numerous requested variances. Mr. Nosovitch noted that there are multiple franchise brands within the development and it would be hard to eliminate one franchise sign over one of the others. Mr. Reinberg noted that there will be traffic from Clarkson Meadows Subdivision that will be utilizing the stop light and the dry cleaners and the additional signage will help with the directional traffic. Concerns were also noted about the size of the two (2) wave monument signs and the lack of address signs on these signs. It was also noted that these monument signs do not show the required landscaping. Ms. Bielski noted that the sign company does not install the landscaping so it was not noted on the illustrations. Mr. Nosovitch noted that he would be committed to have landscaping, but there was concern with the size of the easement, they would be committed to installing some shrubs around the sign. Mr. Reinberg noted that some landscaping will be planted with the development site plan. Mr. Nosovitch also commented on the size of the largest monument sign being the name of the whole development and that is the purpose of the sign being slightly larger. There was a question about the Welcome sign and Mr. Nosovitch noted the rationale for the sign and brings customers into the facility. Illumination from the signs were also discussed. Chairman Roemerma went through and clarified the requested signs for putting together the following amendment motion.

Chairman Roemerma moved to amend the request to note the following changes:

1. Remove the “Wave” logo sign on the South elevation above the garage door; and
2. Remove the “Wave Café” logo sign on the South elevation; and
3. Swap the placement of “Extra Space” to the Phillips 66 gas pricing monument sign and “Cinnabon” to the Schlotzsky’s monument sign for address consistency; and
4. Adjust the largest monument sign to nine (9) feet by nine (9) feet, (the architectural “wave” shall stay but not be included in the base square footage);
5. All monument signs shall include the addresses; and
6. All monuments signs shall include three (3) feet of landscaping only on the east and west sides of the signs.

Board Member Duffy seconded the motion to amend. Board Member Pool noted if the descriptions “Convenience Fuel Wash” would be removed you would have space for more landscaping. Number clarification for the monument signs was addressed. The vote for the amendments were: Chismarich “AYE”, McGrath “AYE”, Reel “AYE”, Cahill “AYE”, Pool “AYE”, Duffy “AYE”, and Roerman “AYE”.

Mayor Roerman moved to approve as amended, seconded by Board Member Duffy. The votes were: Chismarich “AYE”, McGrath “AYE”, Reel “AYE”, Cahill “AYE”, Pool “AYE”, Duffy “AYE”, and Roerman “AYE”.

Chairman Roerman adjourned the meeting at 10:26 p.m.

Minutes taken by City Clerk Dohack