



CITY of MEDINA Historic Preservation Board

Historic Preservation Board

Meeting Date: March 12, 2015

Meeting Time: 5:00 pm

Present: Gloria Brown, Leslie Traves, Laura Parnell, Don Geitz, Sandy Davis (Administrative Assistant), Jonathan Mendel (Community Development Director), Justin Benko (Associate Planner)

Absent: Paula Banks

Minutes: The minutes of the February 12, 2015 meeting were presented for approval. Leslie Traves made a motion to approve the minutes as submitted. Laura Parnell seconded the motion.

Vote:

Brown	<u>Y</u>
Parnell	<u>Y</u>
Traves	<u>Y</u>
Geitz	<u>abstain</u>
Approved	3-1

Old Business:

1. H15-03 125 Public Square City of Medina CSP
Jonathan Mendel gave a brief overview of the case. Mr. Mendel stated this is a continuation of the request for Conditional sign approval for the restroom facility the city owns at the corner of Liberty and N. Court. Mr. Mendel stated on February 12, 2015, the city was before the Historic Preservation Board to review the proposed wall sign. Mr. Mendel stated the discussion centered around the Board's concern about the color, size, and framing of the proposed sign. Mr. Mendel stated the city worked with the sign designer and came up with a couple sign options. Mr. Mendel stated the text was put into the framed background with gold border and white text lettering which is consistent with the Wayfinding Signage. Mr. Mendel stated there is also an option of white lettering on a green background with gold trim, white lettering on a black background with gold trim, and gold lettering on a green background with gold trim and then gold lettering on a black background with gold trim. Mr. Mendel stated the advice from the sign consultant is that the gold would probably wash out and he would not recommend it. Mr. Mendel stated the sign contractor recommends the white lettering on a green background which is

more consistent with the Wayfinding Signage around the square. Mr. Mendel stated the revised signage would meet the requirements of the applicable Design Guidelines and sign code. Mr. Mendel stated staff recommends the approval of Option #1, the white letters on a green background with gold trim to be consistent with the Wayfinding Signage throughout the district. Mr. Geitz asked what “washed out” means for the gold lettering. Mr. Mendel stated it means there is not enough contrast between the gold and the green or black background so in low light times, there would not be enough distinction between the two colors.

Present for the case was sign contractor, Dave Sterrett from Medina Signs, 411 W. Smith Road. Mr. Sterrett stated the issue is to contrast. Mr. Sterrett stated when signs are designed, the primary purpose is the readability. Mr. Sterrett stated the lighting conditions at the site are not conducive to gold letters on the dark green or black background. Mr. Geitz stated he likes Option #3. Mr. Geitz suggested using the color of the trim around the doors for the letters since it is close to white but matches the colors on the building. Mr. Mendel stated for maximum contrast and readability, the white is the best option for the purpose of the sign. Mr. Geitz stated he does not feel it needs to be so flashy.

Mr. Sterrett stated the trim color is not a bad suggestion. Mr. Sterrett stated the trim color can be picked up in the sign outline. Mr. Sterrett stated the sign was produced to match the color scheme used on the city signage which is the dark hunter green and sometimes a lighter green. Mr. Sterrett stated the gold outline is also used on the city signs as well.

Mr. Sterrett stated the maximum contrast will be with using white on black or black on white. Mr. Sterrett stated it also dated and unattractive. Mr. Sterrett stated the dark green provides a good contrast. Ms. Parnell asked the hours the restrooms will be open. Mr. Mendel stated they would be open for the major events on the square and possibly large events by third parties. Ms. Parnell asked if the hours would be for during the day.

Present for the case on the city’s behalf was Mayor Hanwell. Mr. Hanwell stated that during the Candlelight Walk they were locked by the Police Department at 10:00 pm when the park closes. Mr. Hanwell stated it would be case by case for the events on the square that have applied for a permit. Mr. Hanwell stated the permit fee for the use of the square has not been raised but includes the opening of the restrooms. Mr. Hanwell stated there is a half marathon coming up and the restrooms will be open for that event.

Mr. Hanwell stated the city was asked to remove the word “Public” from the first rendition of the sign and to bring back a design that incorporates the Wayfinding Signage colors and style. Mr. Hanwell stated these things were done and these are the proposals before them this evening. Mr. Hanwell stated in looking at the sign permit Design Guidelines, everything being proposed is acceptable, in particular, section I states the area of the wall sign should not exceed 80% of the area of the frame of the architectural space intended for signage. Mr. Hanwell stated in this case it is 29% versus 80% maximum. Mr. Hanwell stated it is his opinion that the city has made reasonable accommodations using the white on the green background. Mr. Hanwell stated the city

wants the sign to stand out. Mr. Hanwell stated we are bringing people to the square from multiple counties and states away that have no idea, when standing on the square, if there are restrooms, and if so, where are they. Mr. Hanwell stated this area has been designated by Council to become a city park called the Bicentennial Park and the city is applying for grant dollars for its inception. Mr. Hanwell stated to the right where the restroom area of the building sticks out, is going to be a large fountain with benches around it which has been donated by a Foundation. Mr. Hanwell stated the area to the east and west or left and right is going to be landscaped with a walkway going up to the front doors with some trees and grass and shrubbery. Mr. Hanwell stated although it seems that it will stand out, once the other things are put around it, it will not stand out. Mr. Hanwell stated the building does not go to the sidewalk like most of the buildings on the square but is recessed to the back of the buildings on Liberty Street, starting at the back of where Second Sole is located. Mr. Hanwell stated in his opinion, the setback is required to achieve the contrast that the city is looking for.

Mr. Hanwell stated there is something in place to notify the public that the restrooms are open for functions only and not day to day. Mr. Hanwell stated those signs will come down when the restrooms are open and go back up when they are closed.

Ms. Parnell stated she likes the sign but likes the idea of a projecting sign on the side of the building.

Bill Lamb, 721 S. Court Street, stated the Community Design Committee hired a design architect to review the signs on the square and look at the sign to see what could be done that everyone could agree on. Mr. Lamb stated he just received the drawings today right before the meeting. Mr. Lamb stated as a City Councilman, it is important to understand that the restrooms were built to benefit the broader community and the programs that take place in the Historic District. Mr. Lamb stated they are a vital part of what the city is planning to do and a considerable amount of money was spent. Mr. Lamb stated he is a vocal supporter of the restrooms and the park. Mr. Lamb stated he is here as the Executive Director of the Community Design Committee. Mr. Lamb stated the Committee unanimously rejected the four proposed signs presented this evening. Mr. Lamb read the Proposal for Restroom Signage comments from the Architectural Design Studio which are being entered into the minutes as exhibit "A".

Mr. Lamb stated the proposed sign will identify the restrooms but only depending on where you are standing in the district. Mr. Lamb stated if you are standing at Eli's, you will not see the sign. Mr. Lamb stated if you are standing at the Courthouse, you will not see this sign. Mr. Lamb stated if the trees are in bloom on the square and you are standing in front of the old Bank One building, you will not see this sign, etc.

Mr. Lamb stated the design that was presented by the CDC will include installation of signage directly on the windows and the doors entering the building.

Mr. Lamb stated the design includes the installation of a small projecting sign on the west side of the building.

Mr. Lamb stated the design includes a small post mounted sign at the entrance on Liberty Street near Second Sole.

Mr. Lamb stated the design includes adding smaller signs with arrows to be incorporated into the Wayfinding signage already existing.

Mr. Lamb stated many of the signs are directional signs. Mr. Lamb stated many of the buildings have no signage and he found only one sign with a white background. Mr. Lamb stated the Mayor's statement makes sense that the city does not want to spend the money and build the buildings and have it be hidden away and not visible. Mr. Lamb stated what he suggests is table this request in order to come up with a solution that incorporates what the Administration would like to see and some of the elements of what the Community Design Committee is proposing. Mr. Lamb stated he would like to come up with something that everyone is more comfortable with and would better serve the Historic District. Mr. Lamb asked if it is possible to take a few more weeks and take another look at this to try and get a solution that works for all.

Mr. Lamb stated if the board approves the sign the Mayor has proposed, this is not a world shattering issue and once the trees and fountain are installed, it will be a different view. Mr. Lamb stated if it is possible to take another month to look at it would be his suggestion.

Mr. Geitz stated the sign on the corner of the building makes the most sense. Mrs. Brown stated the questions to the board is would they like to delay voting on this in order to discuss the new options. Mrs. Traves stated she thinks delaying it is a good idea because the Mayor just received the proposal from the architect right before this meeting. Mr. Hanwell stated he is not interested in stickers on the windows. Mr. Hanwell stated the city is attempting to show thousands of people on the square where the restroom is located and a little sign on a bracket on Court Street is not going to accomplish this and neither is a sticker on the windows. Mr. Hanwell stated if the proposal has met all the guidelines, he does not understand what the issue is.

Ms. Parnell stated she would agree with more input she knows the city would like to move forward with the signage. Mr. Sterrett stated he thinks directional signs are a great idea but once you get there, if there is no signage on the facility, you will walk right past it. Mr. Sterrett stated you still need to identify the building. Mr. Sterrett stated he used visibility charts to pick the size of the letters for readability from across the square.

Mr. Mendel stated to the Mayor's point, the proposal has been brought back to the board with the changes they had requested last month. Mr. Mendel stated some of the items suggested by the CDC's professional architect can be done through additional processes or at a later date. Mr. Mendel stated this sign is what is needed on this building and from a regulatory responsibility perspective, if it complies with the Conditional Sign Design Guidelines, and there is no strong argument otherwise, the Board is compelled to go towards an approval. Mr. Mendel stated the copy of the sign cannot be reviewed. Mr.

Mendel stated the items under review are placement, design, and color. Mr. Mendel stated the Board can look at other options on the Wayfinding Signage throughout the District but this sign is necessary at this point for the purpose it is serving.

Mr. Lamb stated Mr. Mendel is correct, however, it does not prohibit the city from engaging with other groups to make the sign something that is more widely acceptable. Mr. Lamb stated the proposal by the city does meet all the criteria, therefore, the board cannot deny it. Mr. Lamb stated in this history of the city, the reason it looks like it does, is because there was that engagement. Mr. Lamb stated his concern is that the arguments being made for visibility are the exact arguments made for not changing the sign code to what it is now.

Mrs. Traves asked if the CDC approved the Wayfinding Signage. Mr. Lamb stated yes. Mrs. Traves stated if we try and match that design, it stays within the branding of Medina. There was a brief discussion about other existing signs on the square.

Mr. Lamb stated out of the proposed sign examples submitted by the city, there are none that are acceptable to the CDC. Mr. Lamb stated in looking at other communities, they were not able to find any signage similar to this on the public restrooms.

Mr. Hanwell stated the CDC had 30 days to come to the city prior to the first meeting date and another 30 days prior to this meeting date and nobody approached the city. Mr. Hanwell stated this is the first time he is hearing that the CDC is objecting to the signage. Mr. Hanwell stated the communication should be two ways. Mr. Hanwell stated this is different than a commercial business. Mr. Hanwell stated this is a public benefit that we want people to know where it is located. Mr. Hanwell stated many of the public parks that have a restroom facility with multiple units will have signs like this. Mr. Hanwell used the villages in a Florida Community as an example. Mr. Hanwell stated anywhere you have large volumes of people, which is what we are dealing with on the square, you mark the buildings so that people can see it from a distance away. Mr. Hanwell stated it would be different if we had one on each corner with directional signs. Mr. Hanwell stated this is one facility for the entire square and historic block and the purpose is to draw people to it.

Mrs. Brown asked when the park is to be installed. Mr. Hanwell stated the city has the funds for the fountain now, and the city is selling pavers for the walkway to use the funds plus grant funds to fund the remaining improvements. Mr. Hanwell stated he would expect it may not be totally completed this year because it will be money dependent but a good portion of it will be completed this year. Mr. Hanwell gave a brief description of where the trees and plants will be placed.

Mr. Geitz stated when the trees are in bloom, you may not see the sign as clearly. Mr. Geitz stated he has no problem voting on the sign tonight. Mr. Geitz stated he would still like to see something directional on the corner. Mr. Hanwell stated he is not opposed to considering that over and above this request. Mr. Hanwell stated the argument at last

month's Historic Preservation Board meeting was if standing in front of First Merit, you would only see the Gazebo and not the sign.

Cynthia Szunyog, 4599 Hamilton Road, Medina, Ohio spoke. Ms. Szunyog stated she has 45 years of volunteer work for the City of Medina. Ms. Szunyog stated she served on the Medina Township Zoning Commission for eight years and reviewed hundreds of signs. Ms. Szunyog stated she served on the Community Design Committee since 1971. Ms. Szunyog stated she assisted in starting the Friends of the Cemetery. Ms. Szunyog stated she does not like a large, white sign on the square to identify a bathroom. Ms. Szunyog stated there is a negative connotation to it. Ms. Szunyog stated the restrooms will not be open very much which may irritate people who think there is a restroom and the doors are locked when they get there. Ms. Szunyog stated she does not understand the rush since the restrooms may not be needed until the beginning of June. Ms. Szunyog stated she agrees there needs to be a sign on the building but it does not need to be huge. Ms. Szunyog stated the sign needs to be in keeping with what has been done for the last 50 years on the square. Ms. Szunyog stated the Architectural Design Studio has submitted many pleasing ways to direct people to the restrooms. Ms. Szunyog stated there are other ways also to direct people to the restrooms. Ms. Szunyog stated she feels the board should see the final colors and design before approving the sign.

Mrs. Brown asked if the rendering is what the sign will look like. Mr. Sterrett stated it is the final design and that is what it will look like.

Nancy Matthey, 510 Wadsworth Road, Medina, Ohio spoke. Ms. Matthey stated the form is a little too bright and big. Ms. Matthey stated she feels the pale color would be better to tie into the colors on the building. Ms. Matthey stated she has a problem with the white lettering.

Mr. Hanwell stated if the committee would feel better, there are creams and beiges that can be used in place of the white and the city is willing to change to one of those colors. Ms. Hanwell stated the city is not waiting until June to use the facility. Mr. Hanwell stated every time a permit is pulled, they have a right to circle if they want to use the restrooms. Mr. Hanwell stated there are weddings and private events on the square. Mr. Hanwell stated there is a half marathon in May that will require the restrooms to be open.

Mr. Sterrett stated there are other colors that are subtle that can be used.

Mrs. Traves stated she would like to delay the decision until it is discussed further regarding colors and design. Mr. Geitz stated he would like the softer color letters to match the building trim.

Mr. Geitz made a motion to grant Conditional Sign Approval for a wall sign for the Public Restrooms located at 125 Public Square subject to changing the font color from white to a softer color to be approved by staff for the revised sign option #1. The motion was seconded by Ms. Parnell.

Vote:	
Parnell	<u>Y</u>
Brown	<u>Y</u>
Traves	<u>N</u>
Geitz	<u>Y</u>
Approved	3-1

New Business:

1. H15-05 127 W. Smith Rd. Kotecki Memorials CSP

Justin Benko gave a brief overview of the case. Mr. Benko stated this is a request for Conditional Sign Approval for Kotecki Memorials. Mr. Benko stated this is a face replacement for the projecting sign. Mr. Benko stated the proposed 18 sq. ft. sign will be a polycarbonate material and will use the existing brackets. Mr. Benko stated the sign is an existing non-conforming sign as it is larger than what is allowable in the sign code however; this is a simple face replacement. Mr. Benko stated the proposed wall sign is compatible with the building and is located on a more auto-oriented section of the downtown historic district. Mr. Benko stated this likely necessitated the larger projecting sign when it was originally constructed. Mr. Benko stated the new sign should freshen up the exterior of the building.

Mr. Benko stated staff recommends the Historic Preservation Board grant a conditional sign approval for the proposed sign with the condition that the sign brackets be painted.

Mr. Benko stated the blue section on the existing sign will now be part of the one larger sign. Mr. Geitz suggested the building owner clean the building with a pressure washer.

Present for the case was Major Harrison from Brilliant Electric Signs, 4811 Van Epps Road, Cleveland, Ohio.

Mr. Harrison stated the sign is an existing internally illuminated projecting sign. Mr. Harrison stated the top portion of the projecting sign is being replaced, the bottom portion of the sign is an individual separate base that will remain. Mr. Harrison stated the business is changing its logo. Mr. Harrison stated the existing sign is an internally lit sign on both the top and the bottom and will remain illuminated as an existing non-conforming sign.

Ms. Parnell made a motion to approve Conditional Sign Approval for 127 W. Smith Road, Kotecki Memorials subject to the sign brackets being painted.

The motion was seconded by Mrs. Traves.

Vote:	
Parnell	<u>Y</u>
Geitz	<u>Y</u>
Brown	<u>Y</u>
Traves	<u>Y</u>
Approved	4-0

3. H15-06 221 S. Jefferson JoJo's Sports Bar & Grille COA

Justin Benko gave a brief overview of the case. Mr. Benko stated JoJo's Sports Bar & Grill has proposed remodeling their outdoor patio. Mr. Benko stated the existing bar and fireplace area would be removed. Mr. Benko stated a covered seasonal bar, a raised dining platform to account for a larger table, and a fire pit area would be added. Mr. Benko stated aluminum awnings would be installed along the wall facing E. Washington Street and above the raised dining platform with several televisions being added. Mr. Benko stated the awning and the roof above the seasonal bar area will be painted "evergreen" with the wood trim stained with Sherwin-Williams "almond tree" solid wood stain. Mr. Benko stated the counter tops will be a black metallic granite. Mr. Benko stated the patio floor will be stamped and dyed concrete. Mr. Benko stated the existing retaining walls and the patio seating capacity will be unchanged or slightly enlarged. Mr. Benko stated the patio was granted an original Certificate of Appropriateness in HPB case H18-07. JoJo's Sports Bar and Grill was granted a conditional zoning certificate for outdoor dining in Planning Commission case P31-07. Mr. Benko stated the applicant is also seeking a Conditional Zoning Certificate to permit a significant increase in seating for outdoor dining at the March 12, 2015 Planning Commission Meeting.

Mr. Benko stated the scope of work will provide a notable enhancement to the outdoor dining patio at JoJo's Bar and Grille. Mr. Benko stated replacing the existing fireplace with a fire pit coupled with moving the bar closer to the building should help the patio area appear more open. Mr. Benko stated the addition of the awnings will provide more symmetry to the patio as well. Mr. Benko stated the patio renovation should be a nice addition to the square.

Mr. Benko stated staff recommends the Historic Preservation Board grant a Certificate of Appropriateness for the project as proposed.

Present for the case was Randy Parsons from Mann Architects, 3660 Embassy Parkway, Fairlawn, Ohio. Mr. Parsons stated the current patio has landscaping at the very end which is where there will be a drink station and a few point of sale areas. Mr. Parsons stated the landscaping is always covered with garbage and the fireplace is charred. Mr. Parsons stated it was a bad set-up from the beginning. Mr. Parsons stated the idea is to add more life to the patio and maintain a safe environment.

Mr. Geitz stated the purpose is to enclose the bar area for the smokers to be able to go outside during the winter. Mr. Parsons stated the enclosed area outside will be the

smoking section. Mr. Parsons stated the awning will be repurposed. There was a brief discussion regarding the plans. Mr. Parsons stated there will be six televisions outdoors. Mr. Parsons stated there is a raised dining platform in the corner.

The board asked if the raised platform will be used for entertainment. Mr. Mendel stated that is prohibited in the code. Mr. Parsons stated it is intended for dining only.

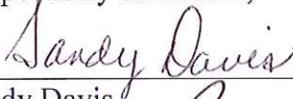
Mrs. Traves made a motion to approve a Certificate of Appropriateness for JoJo's Sports Bar & Grille Outdoor patio as proposed. The motion was seconded by Mrs. Brown.

Vote:

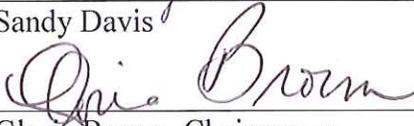
Brown	<u>Y</u>
Traves	<u>Y</u>
Geitz	<u>Y</u>
Parnell	<u>Y</u>
Approved	4-0

Having no further business, the meeting was adjourned.

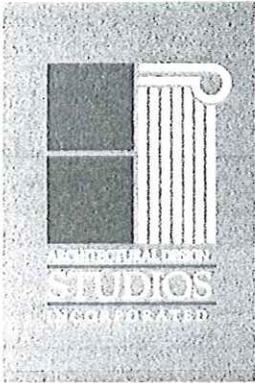
Respectfully submitted,



Sandy Davis



Gloria Brown, Chairperson



March 12, 2015

Proposal for Restroom Signage
Medina Public Square

Per the request of the Medina Community Design Committee, we have reviewed the current proposal for signage for the public restroom facilities for the Public Square district. I strongly question the direction currently proposed as it appears to be trying to take a commercial signage concept and apply it to this facility. What I believe to be necessary is a more wholistic approach to the problem of identifying and directing visitors to the facilities.

The first issue at hand is the general character of the Public Square area. A commercial area that has embraced its historic past through the preservation of its historic structures while developing new facilities and infrastructure that are compatible with this character. Installation of a large commercially styled sign that blasts out "RESTROOMS" is contrary to the quality of the district. Compare this to other commercially active areas. Do similar facilities highlight the existence of "RESTROOMS"? This is typically done in a more discrete manner. In essence, we are not trying to advertise "RESTROOMS". Perhaps in this case, the City is trying to promote the facility due to the negative backlash of recent public opinion, but that would not be the right solution. In general, people will seek out restrooms when needed, thus allowing for the installation of adequate, but less aggressive signage to direct patrons.

We are proposing a signage system as follows. First, we believe the signage should incorporate universal symbols including the accessibility sign. Next, the signage needs to be more broadly distributed and developed as directional signage. Finally, the signage needs to be discrete and of high quality to be consistent with the district character and purpose of the signage.

1. Installation of signage directly on the windows of the doors entering the building. This can be done with vinyl graphics similar to the sketches attached, but should include a braille component to conform with accessibility requirements of the Ohio Building Code.
2. Installation of a small projecting style sign on the west side of the building up at the southwest corner. This sign can be as simple as a plaque with an applied graphic, but we recommend the sign incorporate more dimensional construction for some of the elements.
3. Similar to the projecting sign, a small post mounted sign at the entrance to the site from Liberty Street near the Second Sole building.
4. On the large district map signs, the installation of the universal toilet room symbol onto the map.

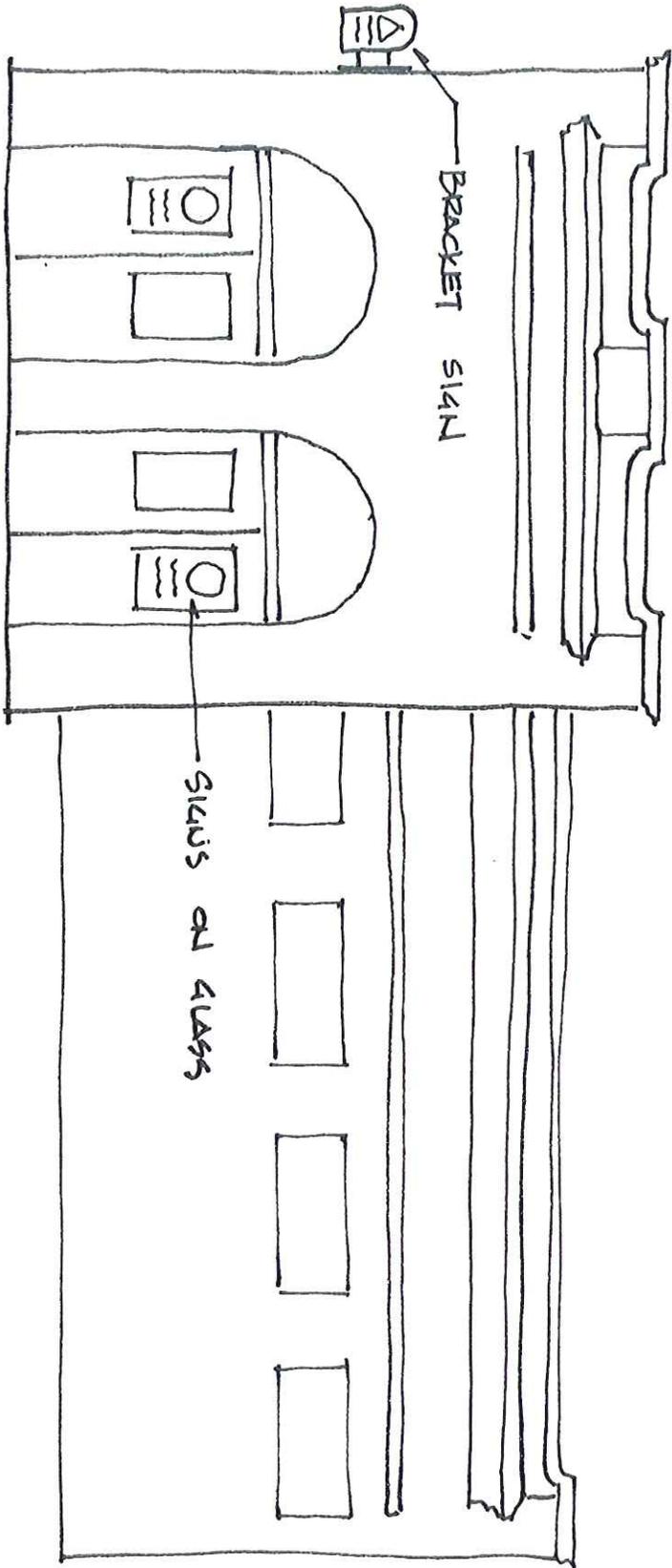
Architecture
Preservation
Graphics
Planning
Interior Design

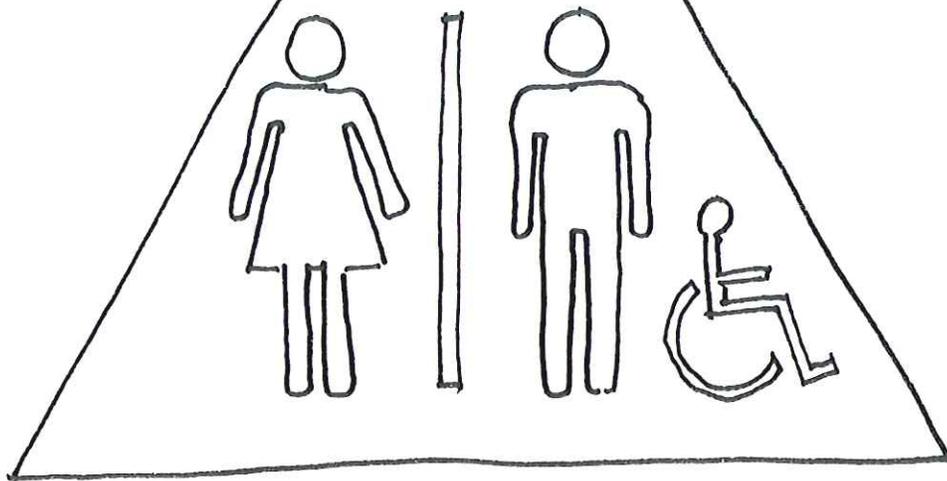
5. Within the district, on some of the various direction pole signs, add a sign plaque, similar to the parking sign plaque. In some locations, the sign can incorporate an arrow directing visitors. In other areas that are more remote to the facilities, the sign can incorporate the address as indicated on the attached sketches.

In general, a more in depth assessment of sign design and location needs to be done; but, we feel a more complete program as outlined above will provide the information necessary for people to find the restroom facilities while keeping the signage more low keyed and appropriate to the character of the district.

Anthony J. Cerny
Architectural Design Studios, Inc.

J:\0STUDIOS\0JOBS\15031_City of Medina_Restroom Sign\150312a_letter.wpd





PUBLIC
RESTROOM

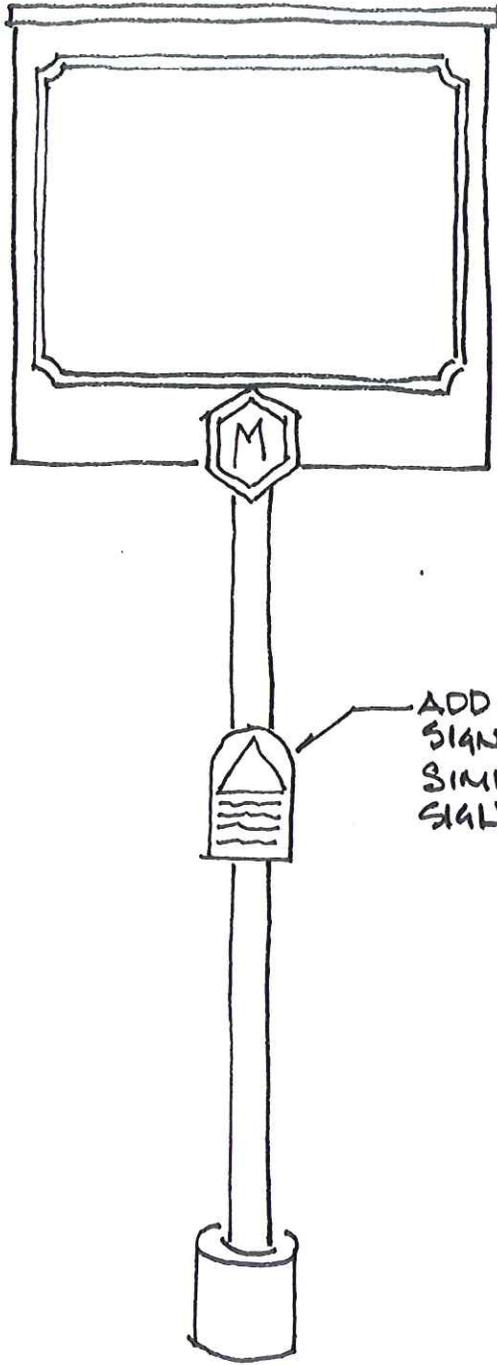
N. COURT St.

&

LIBERTY St.



PUBLIC
RESTROOM



ADD DIRECTIONAL
SIGN @ POSTS
SIMILAR TO PARKING
SIGNS