

LEVIS ARCHITECTURAL REVIEW COMMITTEE

SEPTEMBER 20, 2017

The meeting was called to order at 10:06 a.m. by Frank Butler. Committee members present were: Kim Klewer, Jeff Normand and Frank Butler. Brody Walters arrived at 10:13 a.m. (4).

APPROVAL OF MINUTES

Mr. Klewer moved to approve the minutes of the June 19, 2017 meeting as submitted. The motion was seconded by Mr. Normand and was unanimously approved.

MOSAIC AT LEVIS COMMONS, 1000 HOLLISTER LANE

Eric Hennan of Signs Now has submitted a temporary sign proposal for a MOSAIC at Levis Commons sign that has already been installed. There was discussion about how long the temporary sign will remain active and it was determined to be one year from the issuance of the permit. Mr. Normand asked if it was known if the size of the sign is permissible.

The Committee voted 3-0 to approve the temporary sign for MOSAIC at Levis Commons pending a compliance review. Mr. Walters later confirmed that the sign is eighteen (18) square feet in size and that it is a permissible size.

MAIN SIGNAGE - CHARLES SCHWAB, 4195 CHAPPEL DRIVE

Present on behalf of the applicant was Myra Gueli of Toledo Sign. The Committee made reference to the Developer's Review email, which addressed some points about the cabinet style signage. Ms. Gueli noted that the letters will be raised and pushed through. Mr. Normand added that the blue background is a part of the Charles Schwab logo. Mr. Butler noted that the signage is aesthetically pleasing, and it was agreed that this signage will be an upgrade to the overall look of this corner, as also stated in the Developer's Review. Mr. Butler added that it is a flat sign with dimension. Mr. Klewer asked how far the letters are off of the surface, and Mr. Butler said that they are floating with an edge. Mr. Normand confirmed that the sign at Nagoya would be comparable.

Mr. Normand made a motion to approve the cabinet style signage as submitted. Mr. Butler seconded and it was unanimously approved.

DOOR SIGN & AWNINGS- CHARLES SCHWAB, 4195 CHAPPEL DRIVE

Present on behalf of the applicant was Myra Gueli of Toledo Sign. The Committee agreed that there is a lot going on in the one door panel. There was discussion about moving parts of the door sign to the window. Mr. Normand noted that the Charles Schwab logo will obstruct the view going in and out of the door, as the logo is in the consumer's face. Mr. Klewer added that there are limitations, and Mr. Walters noted that the hours are

exempt from these concerns. There was discussion about moving the information down, or to the left (non-hinge side). Mr. Butler added that the justified right is their standard. Ms. Gueli noted that from her observation that the blue does not show well on glass, and that the white will be seen. She added that the graphics can be toned down.

Mr. Walters noted that the awnings will change to black, with no graphics. There was discussion about whether the lip of the awning could reference some of the business identification. There was discussion about whether the awnings were shared with the business next door, and it was confirmed that they were not. Mr. Butler confirmed that there are a lot of words on the door. Mr. Klewer suggested that the name come off the door, to clean it up. Mr. Walters noted that the side window could support the extra information. Mr. Klewer asked for a recommendation, and added that the door signage is too busy as submitted.

The Committee noted the Developer's comments and agreed to support the Developer. The Committee voted 4-0 to approve the door signage contingent upon a final submittal supporting the developer's comments – make the graphics a bit smaller, mount them higher on the door, place them on the display window, or on the other door.

The Committee briefly discussed the awning review. There was discussion about the color of the frame, whether it will be black or grey. Ms. Gueli said that she will confirm the color and report back to the Committee. The Committee voted 4-0 to approve the awning contingent upon the color of the frame. Ms. Gueli later confirmed that the metal framework will remain silver to support the awning, and that was unanimously approved.

OTHER BUSINESS

The Committee discussed Jon Roumaya's hotel (Towne Place Suites by Marriot) and noted that Developer Review had not yet been received from Larry Dillin. There was discussion about the entire building being composed of EIFS, and the potential issues that the EIFS creates. There was discussion about the signage for the hotel. Mr. Normand noted the maintenance issue with EIFS, especially when it's too close to the ground. He added that weed wackers and lawn mowers could be detrimental to the EIFS. Mr. Butler also noted that the wall is relatively close to the curb, and therefore close to vehicles.

The Committee briefly discussed Benchmark Restaurant and the proposals that are currently awaiting Larry Dillin's approval, as some time has passed. It was noted that it is necessary for the Committee to keep moving forward with proposals as they are submitted. There was discussion about reaching out to Larry Dillin for further approval.

There being no further business, the meeting adjourned at 10:29 a.m.

Respectfully submitted,

Heather Alfaro