

LEVIS ARCHITECTURAL REVIEW COMMITTEE

MARCH 29, 2018

The meeting was called to order at 10:31 a.m. by Brody Walters. Committee members present were Frank Butler, Kim Klewer, Jeff Normand and Brody Walters.

APPROVAL OF MINUTES

Mr. Normand moved to approve the minutes of the March 3, 2018 meeting as written. The motion was seconded by Mr. Klewer and was approved unanimously.

BLADE SIGNAGE – BASIL PIZZA & WINE BAR

Mel Ayers, Owner of Basil Pizza & Wine Bar was present regarding the blade signage for his new restaurant at 3145 Hollister Lane. Mr. Walters introduced the hanging blade signage submission, and added that he was bringing this forward to the ARC today, despite Larry Dillin's initial denial. Mr. Walters noted that Mr. Dillin's denial was due to the fact that the signage submission was not enough in his opinion, and he noted that additional signage was necessary for the streetscape, and success of the business. Mr. Walters added that Mr. Ayers is looking for a May 1, 2018 opening date, and asked that the ARC consider the hanging blade sign today. Mr. Walters added that Mr. Ayers is also looking into additional signage, and that he has submitted a preliminary façade submission. Mr. Walters stated that Mr. Dillin's only concern with the blade signage was the height from the bottom of the sign to the sidewalk. There was discussion about the height of the bracket. Mr. Ayers stated that the bracket was approximately at 10 feet and, Mr. Klewer added that the bracket is lower than usual, and incorrectly placed to begin with. Mr. Ayers agreed that moving the bracket up would not be an issue, to conform to the standards. The ARC agreed that the blade sign would need to be moved up to 8 feet, instead of the 7 feet that was originally submitted. Mr. Ayers added that Toledo Sign created a great mock-up with the channel letters for the façade signage, and added that he will submit that soon. There was discussion about a previous sign on the façade, and that the façade would need to be refinished. Mr. Butler added that he likes the look of the façade signage. Mr. Ayers added that they had always planned on additional signage.

Mr. Normand moved to approve with the following conditions: 1) move the arm up to 8 feet, 2) refinish the background on the main sign area, 3) subject to developer approval, and 4) re-submit additional signage. Seconded by Mr. Butler. Ayes: (4). Nays: (0).

TOWNE PLACE SUITES BY MARRIOTT – REVISED FINAL LANDSCAPE PLAN, SIGNAGE, LIGHTING, ELEVATIONS, OUTDOOR FURNITURE

Joe Page, George Oravec, and Jon Roumaya were present on behalf of Towne Place Suites. Mr. Normand asked if Larry Dillin had approved this submission, and Mr. Walters confirmed that Mr. Dillin and James Paresi were okay with the details and had requested that this submission be forwarded on to the ARC. There was a discussion about the

outdoor patio furniture and, where that would be located. It was added that it would be located on the Wilkinson side. Mr. Normand added that he had no problem with the outdoor furniture. Mr. Roumaya stated that Marriott and Hilton provide the most expensive details, using the best quality that fits with the prototype of the building.

Next the ARC discussed the landscape plan that was designed by Jeff Moritz, and the dumpster enclosures. Mr. Page added that Moritz did all the landscaping at the Holiday Inn at Levis. Mr. Walters noted that at the pre-construction meeting, the trees that are called out to be removed that there will need to be coordination with moving them, like there was with the Holiday Inn. There was discussion about the dumpster enclosures. Mr. Normand stated that the drawings were hard to read. There was concern about the materials being used to comprise these structures. Mr. Page noted that the dumpsters would be mirroring the skin of the hotel. Mr. Roumaya added that after many re-designs with Mr. Paresi, that this design was the way that it had to be. Mr. Normand asked about a master plan, not specific tenants, but the retail and office space. Mr. Roumaya stated that originally there was a master plan submitted. Mr. Butler added that two of the things that the Levis ARC is tasked with are relating to the written standards, and the idea of the bigger picture. There was also concern from the ARC that the drawings do not provide much detail.

The ARC then discussed the lighting plan, adding that cut sheets would have been nice to see for this project. Mr. Page confirmed that the lights that are currently in the parking lot will be the same lights for the TPS hotel. Mr. Roumaya added that the exterior lighting is all designed to match the current look. Mr. Normand added that he was struggling with the placement of the lighting, and that the plan is next to illegible. Mr. Walters asked if there will be decorative façade lighting, and Mr. Page added that there will be a distinguished look to complete the signature of the hotel. Mr. Oravec noted the red dots on the lighting plan that were placed by Mr. Paresi to identify lighting. Mr. Walters added that the 8 foot sidewalks should be sufficient, and that he had a prior meeting with Mr. Roumaya and Mr. Paresi regarding this submission.

Next the ARC discussed the elevations, which had been previously approved. Mr. Walters noted the EFIS stenciling, and his concerns with the durability of the dumpster enclosure, as well as the quality of the EFIS at the first floor level. Mr. Roumaya added that the masonry of the hotel will match the dumpster enclosure, and that he is not concerned with the first floor exterior wall. It was confirmed that the first floor of the Holiday Inn was composed of masonry, and Mr. Butler added that this is a precedence issue. Mr. Normand suggested constructing a 4 foot abuse wall on the exterior of the first floor, instead of the whole first floor. Mr. Klewer added that this is a risk area, and is contiguous with the sidewalk and patio.

The ARC then discussed the proposed signage, and noted that there were no dimensions or scale to better understand the submission. Mr. Walters added that the standards allow for three signs per building. Mr. Roumaya added that he would like to put the sign vertical

on the corner of the entrance, as a blade sign that would complete a nice urban look. It was noted that there would need to be a formal signage submission for this project.

Mr. Normand moved to approve with the following conditions: 1) signage as discussed, 2) elevations with revisions, 3) outdoor furniture and lighting as is, and 4) landscape with coordination of the removal of trees. Seconded by Mr. Klewer. Ayes: (4). Nays: (0).

OTHER BUSINESS

Mr. Walters added that he had been in communication with Charlene Scott, with Hill Partners regarding the Promedica panel window graphic. He referenced an email from Ms. Scott and added that she has questions going forward about the window fronts when stores become vacant and the ARC process that is needed for these individual occurrences. There was discussion about a prototypical design that would be non-tenant related. Mr. Klewer added that the focal point of the window graphics should be aimed directly back to the Town Center. Mr. Walters stated that he would get back into contact with Ms. Scott regarding the window graphics. Mr. Butler added that a final plan would need to be submitted.

There being no further business, the meeting adjourned at 11:35 a.m.

Respectfully submitted,

Heather Alfaro