

**MARIEMONT ARCHITECTURAL REVIEW BOARD  
REGULAR MEETING  
MARCH 22, 2017**

Mr. Bruggeman called the meeting to order at 6:00 p.m. Present were Mr. Allen, Ms. Schwartz Mr. Kintner and Mayor Policastro. Also in attendance was Building Administrator Don Keyes.

The first request was from Architects Plus, Inc. for the benefit of the Woman's Art Club of Cincinnati, regarding changes to the exterior of the Barn, 6980 Cambridge Ave., Mariemont.

Findings of the Building Commissioner: The modifications to the exterior of the Barn are outlined in an enclosed binder and are required by Mariemont code section 151.021(E). Interior changes are outlined but are not officially required to be approved by the ARB. They are included because of the importance of the Barn to Mariemont's history.

Ms. Nancy Reynolds, President of the Woman's Art Club of Cincinnati, introduced Structural Engineer, Shayne Manning and Project Designer from Architects Plus, Jeffry Jakucyk. She gave a brief overview of the Woman's Art Club of Cincinnati. They seek to engage Cincinnatians in the arts through creation of classes, workshops and summer camps. They have year-round gallery exhibitions, lectures, demos and presentations. Since the Foundation was created in 2006 they have completed two phases of renovation. The first renovation was the main gallery, large classroom, kitchen and stairs to the hayloft. The second renovation was the tack room which is used as a smaller classroom, meeting space, three art studios and a back stairwell to the hayloft. They are now outgrowing the space and turned their attention to the second floor hayloft which is approximately 3600 sq. ft. Phase I will include insulation, skylights and HVAC. Phase II will include bathrooms and Phase III will include the elevator in the silo to make the space handicap accessible.

Mr. Allen commented that it looks good. Other than the skylights the change is very minimal.

Mayor Policastro asked about the elevator. Ms. Reynolds said it will only hold three people at a time.

Mr. Kintner asked if there had been any commentary from any of the neighbors. Building Commissioner Keyes says abutting neighbors were made aware of the hearing and there is a sign in front of the building. Mayor Policastro said it has been his experience that most of the people in the area like the Barn and it is part of their environment.

Mayor Policastro moved, seconded by Mr. Allen to approve the Certificate of Appropriateness. On roll call; five ayes, no nays.

The second request was from Premier Best Western and Spinnenweber Asset Management, LLC regarding changes in signage for the outside of the Mariemont Inn building.

Findings of the Building Commissioner: The signage change was requested by Best Western several months ago in accordance with Mariemont code sections 151.021(E), 151.127, 151.129 and 151.133. Since the red color, in particular seemed bright and since the colors within the Historic District are required to be non-glossy per code section 151.130, they were encouraged to select colors that were part of the Heritage color chart available from Sherwin Williams as this

has become the standard for colors within the Historic District of Mariemont. All paint colors for the Mariemont Inn are defined on a color chart for the building, but colors for the signage has not been defined other than that it be from the Historic color chart.

Mr. Bill Spinnenweber said the application is for the replacement of the current Best Western International brand logo to its new brand logos. Best Western International approved new logo changes for its entire brand of hotels in December 2015. All interior logos were required to be updated by December 31, 2017. The Inn has been working over the past year with Best Western's Brand ID Department to comply with these new logos while still maintain the same look and feel in the community. Best Western wanted them to work with Harmon Signs which is located in Tennessee. Because of the delicate issue the Inn was able to continue to work with Garland Signs which is a better fit. Best Western quest was for all the hotels to have identical signage and no property names. The Mariemont Inn is proposing updates to its remaining three outdoor signs. One exterior sign was located approximately at street level on Madisonville Road and has been removed. It was considered a secondary sign and is no longer needed. The remaining exterior signs are located: (1) on the Wooster Pike wing and faces the parking lot lit by gooseneck light fixtures; (2) on the Madisonville road wing and faces the parking lot, lit by gooseneck light fixtures; (3) on the front of the building and faces the square, lit by a specially designed focused –flood light fixture. These signs are currently identical and the new proposed signs will also be identical. The Inn has negotiated with Best Western's Brand ID Department to find a compromise for what the brand requires but also what would be appropriate for the community. The first version did not have our hotel's name listed which is very important to us. Most people only know us as the "Mariemont Inn" not "Best Western Premier". Several versions were submitted however they felt that the property name was too big or too small to see. The current version has the property name 6 ¼" high (upper-case letters). The proposed signs currently maintain the same height (34"0; however, the proposed signs are only 96" in length. If they were allowed to maintain the same total square inches by the Village, they would be able to increase the overall height by approximately 2 ¼" thus increasing the property name to the current size (8 ½" for upper-case letters). They feel the property name, Mariemont Inn, is too important and want to make sure it is visible in the community. The sign on the front of the building is very important for the Inn to maintain. The first proposed sign completely removed their property name. This was not acceptable for many reasons. After much negotiations, Best Western Brand ID approved just changing the look and retaining the existing gold leaved letters. The size of the logo changed slightly to a smaller scale. This sign would remain lit by the existing specially designed focused-flood light fixture.

Mr. Spinnenweber distributed a sample of the proposed Pantone color sample from Garland Signs. It is an oil based paint which is a gloss and in a few months will tone down. Garland Signs will be using a wood sign whereas Harmon Signs would have used a foam core sign which tend to bow after a period of time.

Mr. Allen said the angle between the grey and red segment on the smaller signs seems out of character and said he would like to see that a vertical divider. Mr. Spinnenweber said he would ask. The Brand ID is very particular and not very flexible when it comes to color and font.

Mr. Kintner complimented Mr. Spinnenweber on his successful negotiations with corporate Best Western.

After discussion, Mr. Allen moved, seconded by Mayor Policastro to grant a Certificate of Appropriateness provided the letters on the signs are 2" taller and the separation vertical on the sign. On roll call; five ayes, no nays. Building Commissioner Keyes will draft a

letter from the Architectural Review Board stating the Village is requiring Best Western to comply with those changes.

The third request was from the Safety Committee of Council for the Village of Mariemont regarding house numbers on the rear of properties that face alleys or lanes at the rear of the property. In accordance with Mariemont code section 54.41, 54.42 and 54.43 the house numbers for properties must be readable from 45 feet or be moved closer to the sidewalk or street. However, no requirement currently exists for numbering the rear of properties (even though some are currently numbered) and the Mariemont Fire Department suggests that numbers would make the situation safer when emergency equipment must tend to the rear of a property. The ARB is requested to create any guidelines for these rear property numbers before the Ordinance for the numbers is written.

After discussion regarding where the numbers should be placed and whether the numbers should be painted, brass etc. it was agreed the matter would be tabled so members of the ARB could get some samples and take pictures of the back of some of the residences in the Historic District. Ms. Schwartz suggested each member drive around and look at the back of the homes of the historic district.

Mayor Policastro moved, seconded by Mr. Bruggeman to accept the minutes as written from October 17, 2016. On roll call; five ayes, no nays.

The meeting was adjourned at 7:00 p.m.

Respectfully Submitted,

Mr. Paul Allen  
Secretary