



**Planning Commission**  
**Site 18-05**

**May 9, 2018**  
**Staff Analysis**

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**Project:** Coolest Toys Awning Certificate of Appropriateness

**Location:** 314 Main Street

**Property Owners:** Michael Valz  
825 Campbell Rd.  
Douglas, MI 49406

**Applicant/Agent:** Elliot Werner  
Coolest Toys  
314 Main Street  
Milford, OH 45150

**Acreage:** 0.2346Ac

**Tax Parcel Id:** 210710A045B

**Zoning:** B-2 OMO

**Existing Use:** Office/Retail

**ADJACENT LAND USE AND ZONING**

*Adjacent Property is zoned B-2 OMO*

**PROPOSAL**

Elliot Werner is requesting a Certificate of Appropriateness to replace the awning on the building located at 312-314 Main Street. The property is zoned B-2, Downtown Mixed Use District and is in the Old Mill Overlay district. Building improvements visible from the public right of way that may change the original appearance of the building are subject to review by the Planning Commission.

**ANALYSIS**

Two businesses operate out of this building: Quintin Fleg, State Farm Insurance and Elliot Werner, Coolest Toys. The existing red State Farm awning was installed by Mr. Valz in 2010. Mr. Fleg took over the insurance business in 2016 and changed the name on the awning.

Mr. Werner is proposing to replace a portion of the existing red awning that is installed over his store with a black awning and 4 square foot logo. The new awning would be more representative of his brand and establish a more prominent identity on Main Street. I spoke with Mr. Fleg and he is in agreement with the change.

**STAFF RECOMMENDATION**

Staff recommends approval.



# City of Milford

General Administration  
831-4192  
248-5096 FAX

745 Center Street, Suite 200, Milford, Ohio 45150

www.milfordohio.org

## Application for Design Review

Name(s) of Applicant: Elliot Werner

Address: 314 Main St.  
Milford, OH 45150

Telephone Number: 513-205-6552

Name(s) of Owner: Mike Valz  
(if different from applicant)

Owner's Address: 825 Campbell Rd.  
Douglas, MI 49406

Zoning District: \_\_\_\_\_

Property Size (sq. ft or acres): \_\_\_\_\_

Type of Improvement:

\_\_\_ New Construction

\_\_\_ Addition

\_\_\_ Façade

\_\_\_ Parking

\_\_\_ Sign

\_\_\_ Exterior Colors

☒ Awning Change

Items Submitted:

☒ Project Description

☒ Picture(s) of Existing Building

\_\_\_ Site Plan

\_\_\_ Building Plans

☒ Architectural Rendering

\_\_\_ Material Sample(s)

☒ Color Sample(s)

(Office Use)  
Application Checked \_\_\_\_\_

Date \_\_\_\_\_

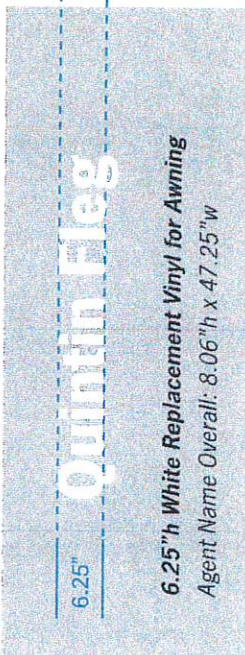
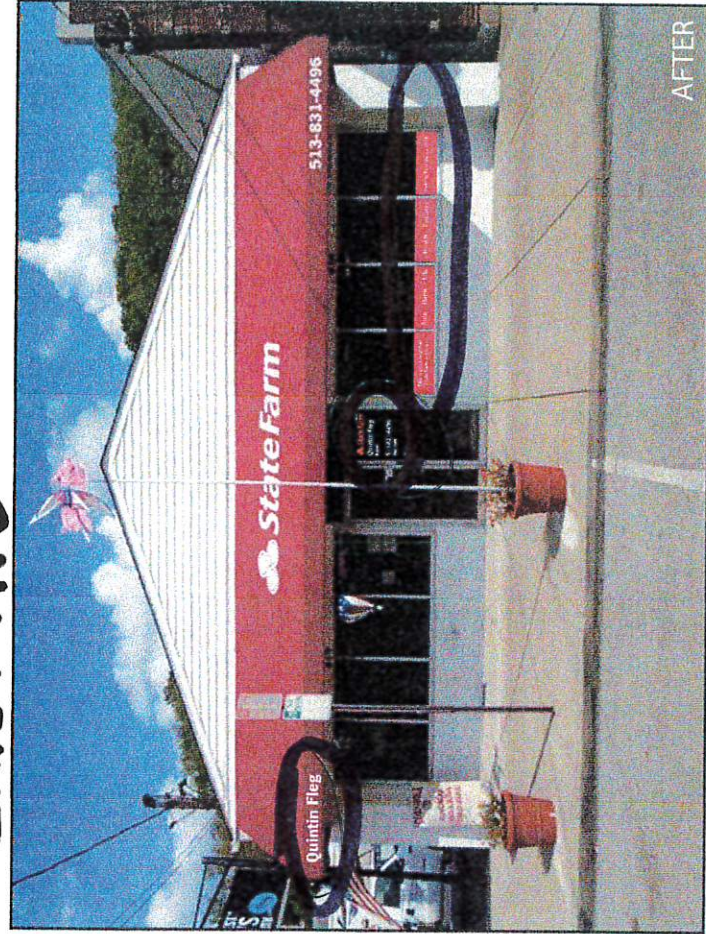
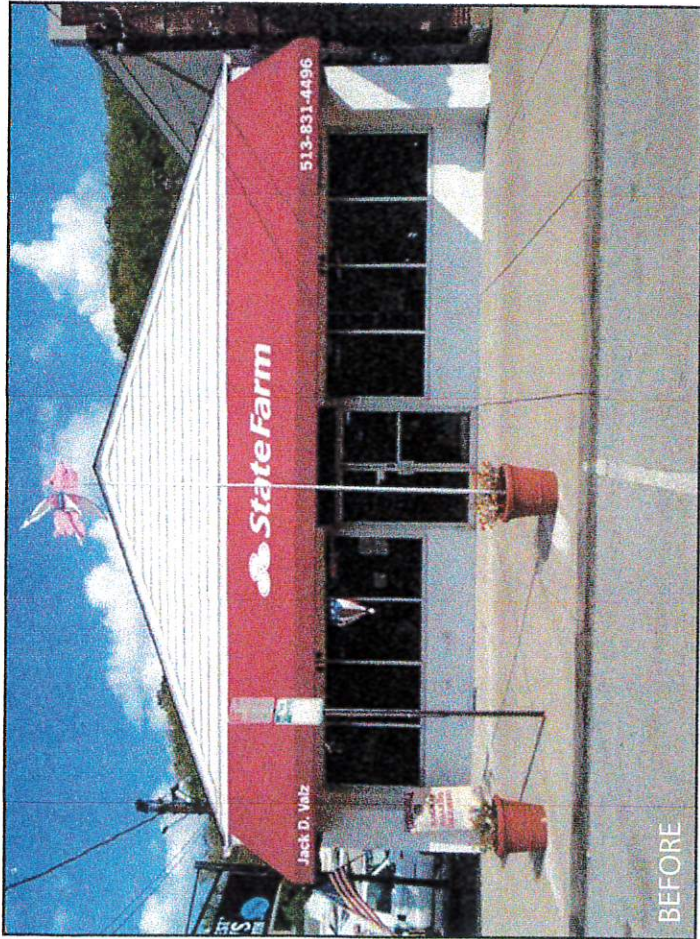




**PROPOSED**



EXISTING



(Door)

12" x 48"

|  |   |  |                    |   |                     |  |                             |
|--|---|--|--------------------|---|---------------------|--|-----------------------------|
| WS4a   | Like a good neighbor,<br>State Farm is there. | WS4d   | Auto • Home • Life | WS4e  | • Health • Business | WS4p   | Here to help life go right. |
| 2.1" cap letter height<br>Overall 27.2" w x 5.7" h |   | 2.76" cap letter height<br>Overall 32.3" w x 2.75" h |                    | 2.1" cap letter height<br>Overall 32.6" w x 2.75" h |                     | 2.1" cap letter height<br>Overall 32.2" w x 2.1" h |                             |

Overall dimensions: 34 1/4" h x 24 3/4" w (approx)

|                          |                  |  |      |
|--------------------------|------------------|--|------|
|                          |                  | DISCLAIMER: Renderings are for graphic purposes only and not intended for actual construction dimensions. For window requirements, actual dimensions and mounting detail, please refer to engineering specifications and install drawings. These drawings and designs are the exclusive property of Everbrite LLC. Use of, or duplication in any manner without express written permission of Everbrite LLC is prohibited. |      |
| Customer: SF: State Farm |                  | Description: Assorted Window & Door Vinyl, and Replacement Vinyl for Awning  |      |
| Project No: 352377       | Scale: NTS       | Customer Approval: Graphics and colors on file will be used unless otherwise specified by customer. Please review drawing carefully. By signing below, you agree to graphics as shown above, and to location of sign as shown. Please return signed copy back to Everbrite.  |      |
| Date: 10/07/16           | Drawn By: KW     | CUSTOMER SIGNATURE   | DATE |
| Location: Milford, OH    | Site No: SF90261 | LANDLORD SIGNATURE   | DATE |



## **Pam Holbrook**

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**From:** Elliot Werner <ew@coolesttoys.com>  
**Sent:** Sunday, April 29, 2018 10:04 AM  
**To:** Pam Holbrook  
**Subject:** RE: Rendering - State Farm Awning  
**Attachments:** Application for Design Review.jpeg; Coolest Toys Awning Application.jpeg; CTOE Outlet.zip; StoreRender.jpg

Hello Pam,

Please see attached Application For Design Review, renderings, and artwork files. Approval from the building owner, Mike Valz, is in the email chain below.

The dimensions of our awning and other signage are as follows:

### **Store Awning**

Main Large Awning (Front): 180" wide x 67" high  
Awning Trim Piece (Front): 180" wide x 11" high

### **Lighted Sign**

70" wide x 30" high

### **A-Frame / Sandwich Board (Sidewalk) Sign**

23" wide x 35.5" high

If you need anything else, please do not hesitate to ask. Hopefully there is still room for us on the May 9<sup>th</sup> schedule.

Thank you!

Elliot Werner  
Owner Extraordinaire, Buyer, & Dad

Coolest Toys On Earth  
6840 Wooster Pike  
Cincinnati, OH 45227  
Planet Earth  
(513) 205-6552 p  
[ew@coolesttoys.com](mailto:ew@coolesttoys.com)

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**From:** Pam Holbrook [mailto:pholbrook@milfordohio.org]  
**Sent:** Tuesday, April 24, 2018 8:54 AM  
**To:** Elliot Werner  
**Subject:** RE: Rendering - State Farm Awning

Yes, that should be fine.

**From:** Elliot Werner <[ew@coolesttoys.com](mailto:ew@coolesttoys.com)>  
**Sent:** Monday, April 23, 2018 4:31 PM  
**To:** Pam Holbrook <[pholbrook@milfordohio.org](mailto:pholbrook@milfordohio.org)>  
**Subject:** FW: Rendering - State Farm Awning

Pam,

Will the below email suffice for your purposes as an approval letter from the landlord? He is very busy with his running a big business in Michigan. I hate to bother him with this if not necessary. Please advise. Thank you!

Elliot Werner  
Owner Extraordinaire, Buyer, & Dad

Coolest Toys On Earth  
6840 Wooster Pike  
Cincinnati, OH 45227  
Planet Earth  
(513) 205-6552 p  
[ew@coolesttoys.com](mailto:ew@coolesttoys.com)

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**From:** Mike Valz [<mailto:MValz@americanautocoat.com>]  
**Sent:** Friday, January 06, 2017 9:19 AM  
**To:** Elliot Werner  
**Cc:** [quintin.fleig.rubt@statefarm.com](mailto:quintin.fleig.rubt@statefarm.com); Vicki Kundrat ([vkundrat@cinci.rr.com](mailto:vkundrat@cinci.rr.com)); [victoria.kundrat.i4ua@statefarm.com](mailto:victoria.kundrat.i4ua@statefarm.com); [mvalz@earthlink.net](mailto:mvalz@earthlink.net)  
**Subject:** RE: Rendering - State Farm Awning

Elliot,

I received your vmail regarding the 312 Main awning. I understand you and Quintin have spoken, and are in agreement on the revision that's to be made, based on the rendering you'd provided. I'll back away from the change, with agreement that you will pay for the revision as discussed, and that you and Quintin will coordinate this to completion when weather permits.

Regarding the Toystore lease – I'll follow up face to face there as discussed for signatures and any loose ends we have.

Thanks,

Mike

Michael W. Valz  
President and Chief Executive Officer  
American Autocoat  
3565 Highland Drive  
Hudsonville, MI. 49426

Office 616-237-0231  
Cell 269-286-9074  
Fax 616-669-9064

[www.americanautocoat.com](http://www.americanautocoat.com)

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**From:** Elliot Werner [<mailto:ew@coolesttoys.com>]  
**Sent:** Thursday, January 05, 2017 4:31 PM  
**To:** Mike Valz  
**Subject:** Rendering

Elliot Werner  
Owner Extraordinaire, Buyer, & Dad

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Cincinnati, OH 45227  
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[ew@coolesttoys.com](mailto:ew@coolesttoys.com)

ExchangeDefender Message Security: [Check Authenticity](#)

**PROFILE**

|               |                      |                  |                                |
|---------------|----------------------|------------------|--------------------------------|
| Parcel:       | 210710A045B          | Land Use Code:   | 420                            |
| Alternate ID: |                      | LUC Description: | COMMERCIAL                     |
| Address:      | 312 MAIN ST          | District:        | 21                             |
| Owner         | VALZ MICHAEL W ET AL | NBHD:            | C1116000                       |
|               |                      | Tax District:    | MILFORD CITY / MILFORD<br>EVSD |
| Mailing       | 1723 LAUREL GLEN CT  | Land Acres:      | 0.2346                         |
|               | LOVELAND OH 45140    |                  |                                |
| Description:  | MILFORD CITY         |                  |                                |
|               | LOT 45B              |                  |                                |

**VALUE SUMMARY**

|                     |        |                    |       |
|---------------------|--------|--------------------|-------|
| Appraised Land:     | 61300  | Assessed Land:     | 21460 |
| Appraised Building: | 93900  | Assessed Building: | 32870 |
| Total:              | 155200 | Assessed Total:    | 54330 |

**PRIMARY RESIDENTIAL CARD**

|               |               |                  |
|---------------|---------------|------------------|
| Card:         | Basement:     | Fireplace Pref.: |
| Stories:      | Square Feet:  | Basement Gar.:   |
| Construction: | HT/AC:        | Fireplace OP/ST: |
| Style:        | Fuel:         | Grade:           |
| Year Built:   | Attic:        | Cond (CDU):      |
| Year Remod.:  | Fin Basement: | % Complete:      |
| Total Rooms:  | Rec Room:     | Family Room:     |
| Bedrooms:     | Half Bath:    |                  |
| Full Bath:    |               |                  |

**COMMERCIAL CARD**

|                 |      |                  |      |
|-----------------|------|------------------|------|
| Year Built:     | 1956 | Gross Flr. Area: | 3214 |
| Eff. Yr. Built: |      |                  |      |
| Units:          |      |                  |      |

**SALES HISTORY**

| Date        | Book-Page  | Seller                 | Buyer                      | Amount  |
|-------------|------------|------------------------|----------------------------|---------|
| 04-MAY-2017 | 2703--1752 | VALZ JACK D            | VALZ MICHAEL W ET AL       |         |
| 04-NOV-2014 | 2544--935  | VALZ JORENE M &        | VALZ JACK D                |         |
| 09-JUL-2010 | 2251--549  | VALZ JACK D & JORENE M | VALZ JORENE M &            |         |
| 12-FEB-2002 | 1432--2235 | VALZ JACK              | VALZ JACK D & JORENE M TRS |         |
| 22-APR-1991 | --         |                        |                            | 110,000 |



MAP

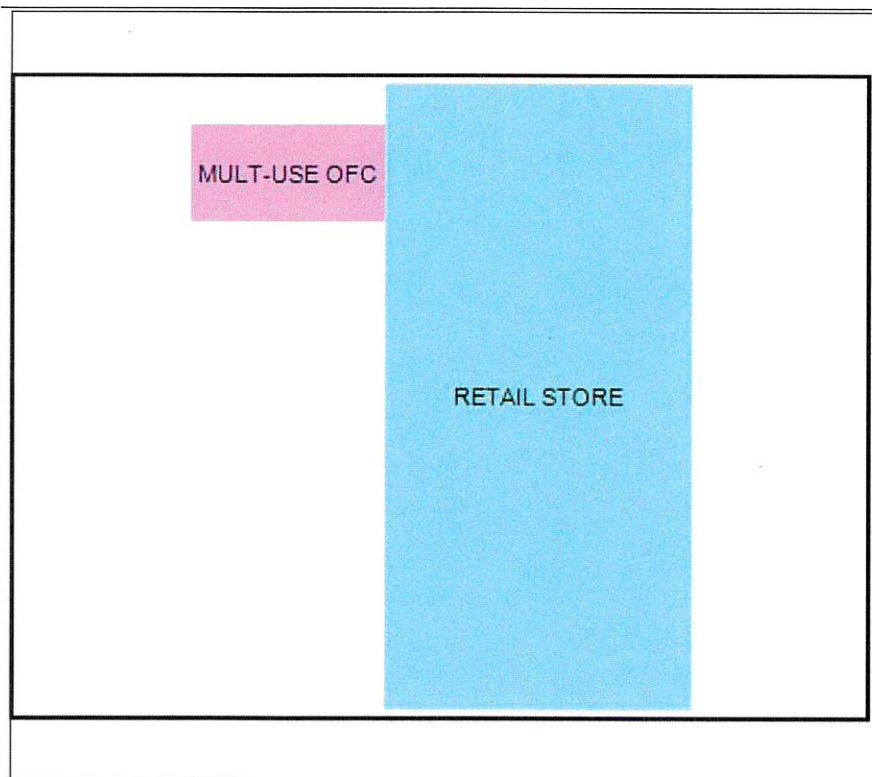


PHOTO



SKETCH

Sketch Legend



1 RETAIL STORE - 034:RETAIL  
STORE 2926 Sq. Ft.  
2 MULT-USE OFC - 082:MULTI-USE  
OFFICE 288 Sq. Ft.  
1 - ASPHALT OR BLACKTOP  
PAVING 1800 Sq. Ft.