



CITY OF CLEVELAND

Mayor Justin M. Bibb

Near West Design Review Advisory Committee

February 11th, 2026

****PLEASE MUTE YOUR MICROPHONE****

Kerry Sandoval, Committee Chair

Britany Pabon, Committee Administrator, City Planner

CITY of **CLEVELAND**

MAYOR JUSTIN M. BIBB

CITY PLANNING

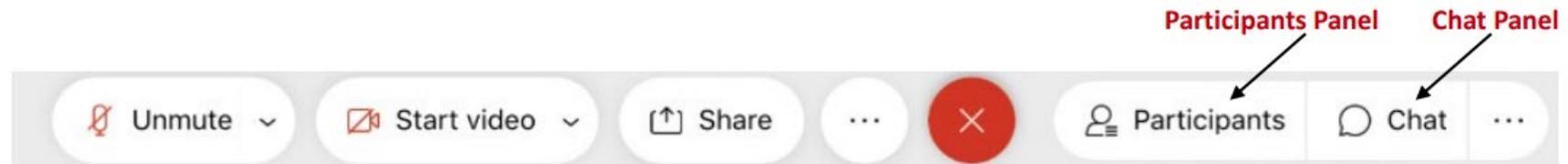


Cleveland City Planning Local Design Review: Community Comments

Any and all community members may provide their written comments, thoughts or questions regarding the projects presented to the committee for review and approval. Community members may also telephone their comments or questions to the committee administrator.

- All comments, thoughts or questions must be submitted to the committee administrator no later than **48 hours before** the start of the meeting.
- Submission may be made by email to bpabon@clevelandohio.gov
- Submission may be made by phone to **216 – 664 – 2984**
- Public comment or submissions made after the deadline will not be heard by the committee.
- Community Member's thoughts, comments or questions will be read into the record during the course of the meeting for committee consideration and applicant answering, if they so wish. Phone submissions will be summarized by the administrator prior to submission into the record.
- The applicant of the project is under no obligation to answer any community questions.

CALL-IN USERS CAN UNMUTE BY USING *6



Cleveland City Planning Local Design Review: Meeting Conduct

The meeting shall be conducted according to Robert's Rules of Order.

- Actions during the meeting will be taken by voice vote.

Abstentions due to a conflict of interest should be stated for the record prior to the taking of any vote.

No presentation submissions will be accepted after the deadline. The Chair will begin the meeting and ask for roll call of the Committee & Applicants.

The administrator will introduce the first project & provide some background information.

The meeting will then be turned over to the applicant to proceed through their presentation.

- Committee comments will be limited during this period to facilitate a smooth presentation.

- Please use the raised hand feature to be called on. Once the presentation has concluded the administrator will read any received comments.

The committee will then begin deliberations & project review. After deliberations & review concludes the committee will render its recommendation and vote.

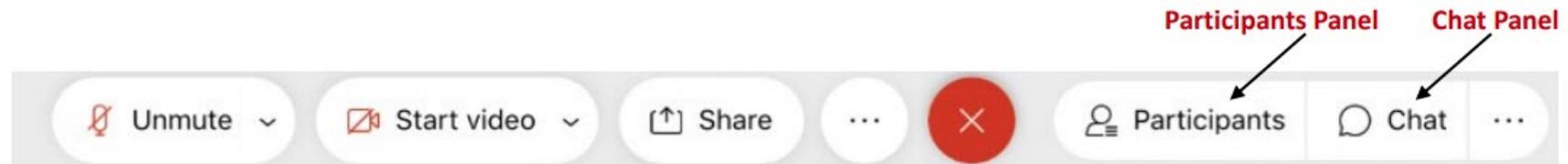
- After the vote, the applicant(s) may leave the meeting and the administrator will introduce the next project. All projects will follow the same format until all projects are heard by the committee.

Once all projects are heard, the Chair will call for any committee / administrator reports.

After all reports have been heard, the Chair will adjourn the meeting.



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AGENDA:

- 1. NW2026- 001 | Billboard | 2066 W 17th St. | Final Approval | C**
Type: Billboard panel Change , one side electric
Representatives: Jennifer Balish, Timothy Gerity

• **C** - Project will be reviewed at next available CPC meeting, **L** - Will need to appear on Landmarks agenda, **P** - Petbot



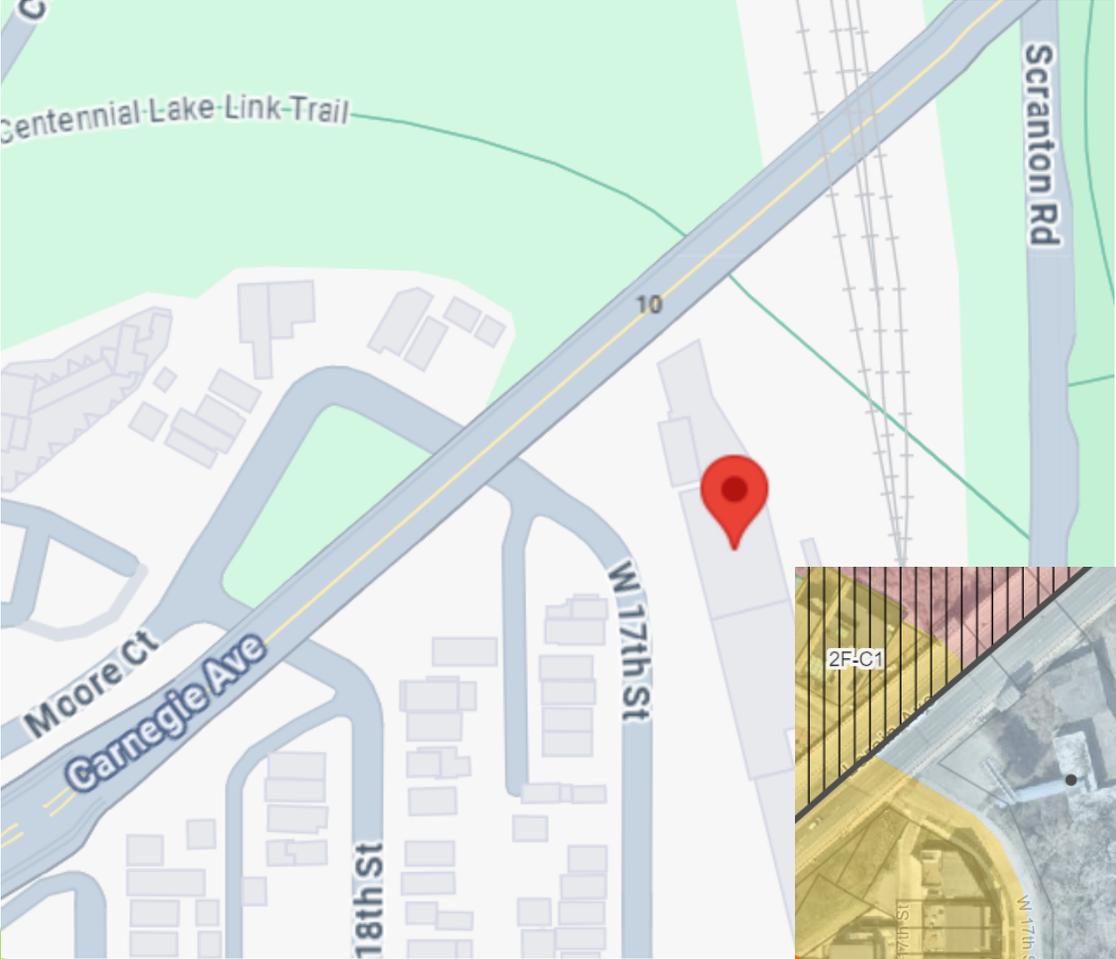


Billboard-2041 W. 17th St.

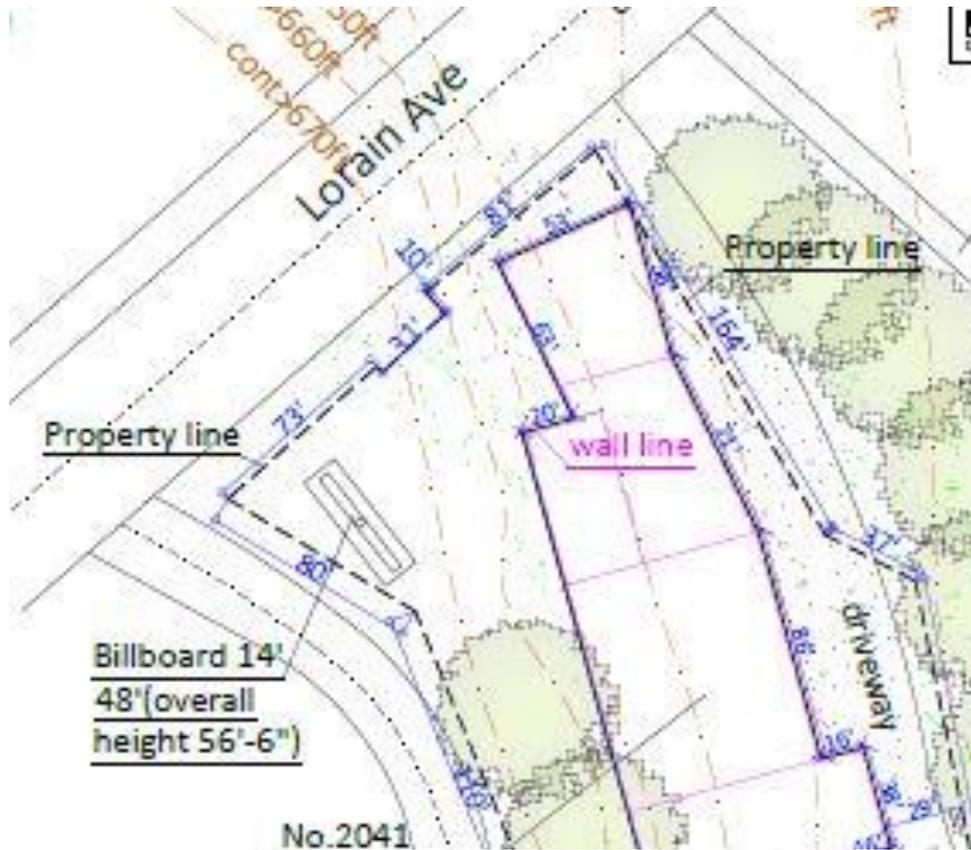
Project Summary

- ▶ Lamar Advertising is seeking to convert the east facing panel of the existing back to back billboard on the property located at 2041 W. 17th St., from a static panel to a digital panel
- ▶ The digital panel will be the same size as the existing 14' x 48' static panel
- ▶ The digital panel will read to traffic heading westbound on Lorain Ave./Carnegie Ave.

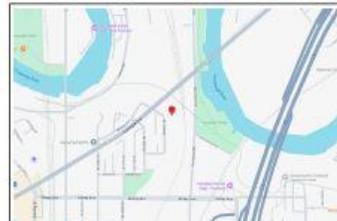
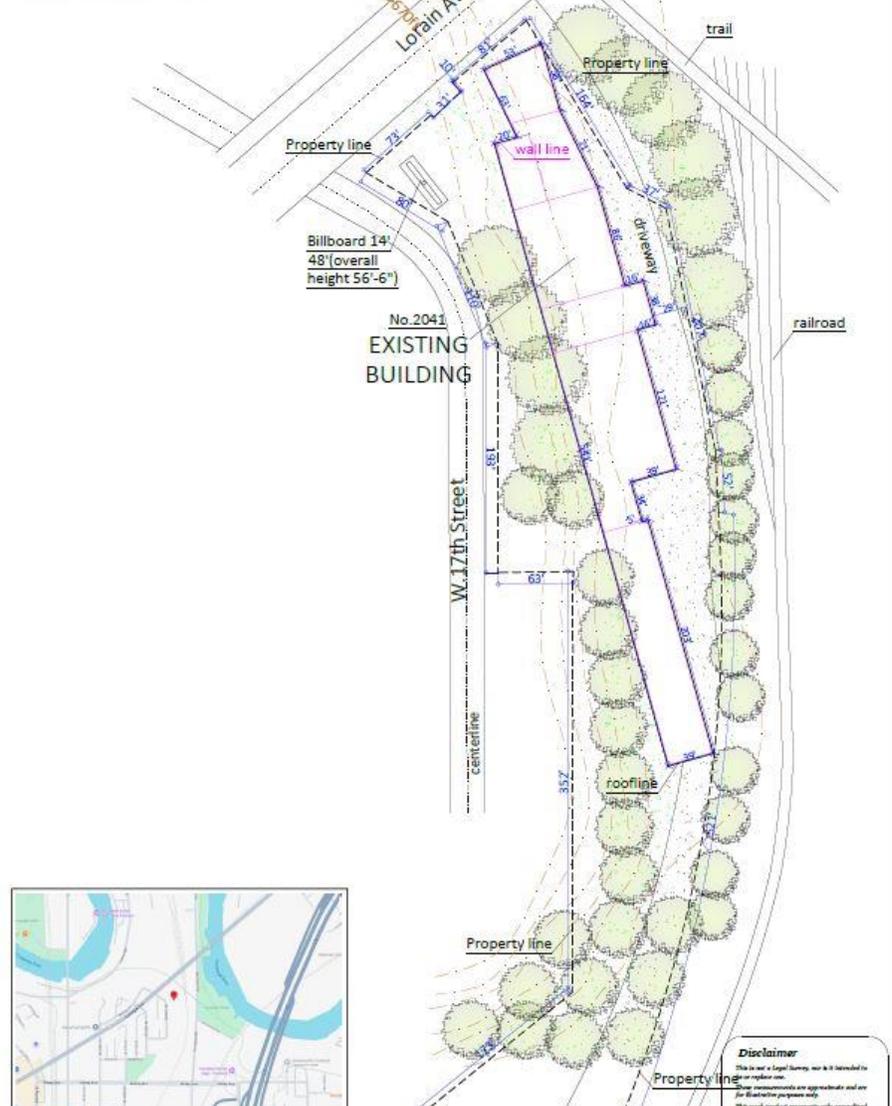
Site Location Map



Site Context Plan



SITE PLAN
 2041 W.17th Street
 Cleveland, Ohio 44113
 Parcel ID: 004-26-046
 Lot area: 2.66 Acres
 Paper Size: 11"x17"

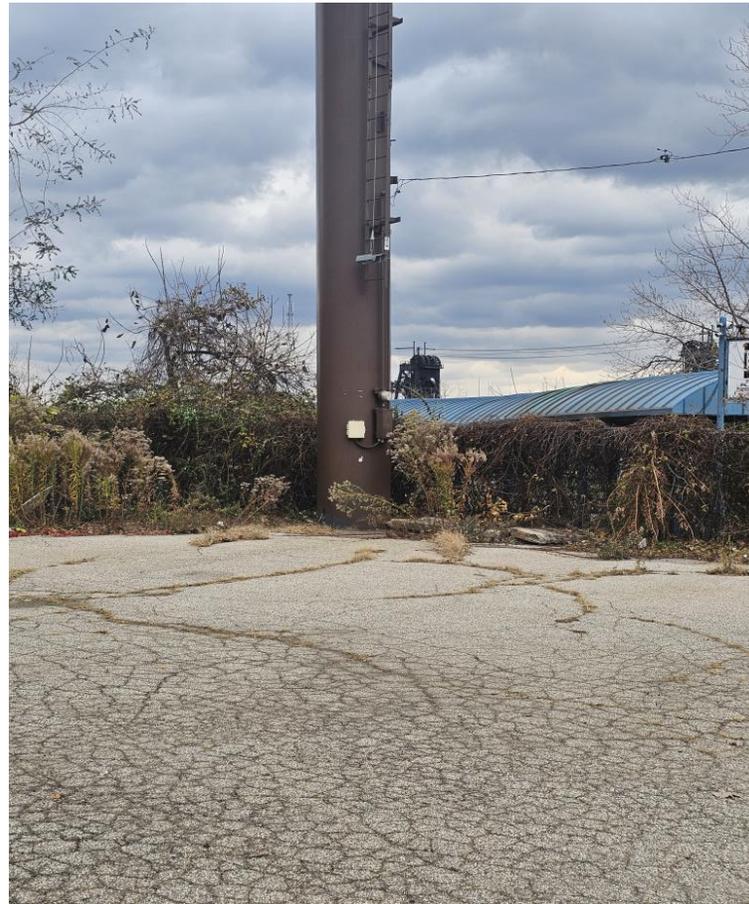


Existing Conditions - East Face

14' x 48' static panel
56' 6" overall height



Existing Conditions



Proposed Digital East Facing Panel

14' x 48' digital panel = 672 sq. ft. replacing 14' x 48' static panel



Site Improvement- Planter boxes



Maintenance Plan

Why is proper maintenance important?

Proper and timely maintenance will prolong the life of the structure and make the structure safer to work on. It will also make the structure more attractive for our customers and it will generate fewer critics.

When should maintenance be performed?

A good maintenance program should be performed on a schedule. Scheduled maintenance will also act as preventive maintenance. Maintenance should also be performed on an as needed basis, especially when damage occurs from storms, vehicle damage or vandalism.

What are the maintenance priorities?

1. Repairs made to damages by storms, vehicles and vandalism.
2. Correct tightening of head and connector bolts.
3. Repairs to cracked welds at gussets, catwalk supports and fixed ladder connections.
4. Keeping water from accumulating at bases of pipes and beams
5. Repairs to catwalks and safety equipment used on structures
6. Painting steel when necessary.
7. All other painting and repairs for appearance and visibility.

Structure Inspection Program

A) Initial Inspection

- First time on structure after construction or acquisition
- Very thorough inspection

B) Routine Inspection

- Each time a sign is accessed attention should be paid to critical areas. For example, splices (dishing, weld cracking) and head connection (bolt condition, excessive corrosion, weld cracking, footing condition, etc.)
- More often in special situations

C) Special Inspections

- After storms
- Prior to installation of unique copy

D) Critical Areas

- Head connection
- Transitions
- All connections at torsion pipe

Maintenance Plan

Site ID: _____

Date completed: _____

Tech completing: _____

Check from the ground:

- Connections to the grounding rod(s) are in good condition?

Yes No

Check from the display:

- Webcam
 - Lens cleaned off
 - Angle confirmed
 - Connections look clean

Yes No

- Are the back sheets in good condition?

Yes No

- Are the display fans functioning? Need to order replacement fans?

Yes No

- Did the necessary filters get changed? Need to order replacement filters?

Yes No

- Did the photocell get cleaned

Yes No

Remote Enclosure Check:

- Are the cooling fans/ A/C / heater functioning properly?

Yes No

Spare Parts box check:

- Is the seal on the spare parts box intact? Lock still look good?

Yes No

- Any evidence of water intrusion?

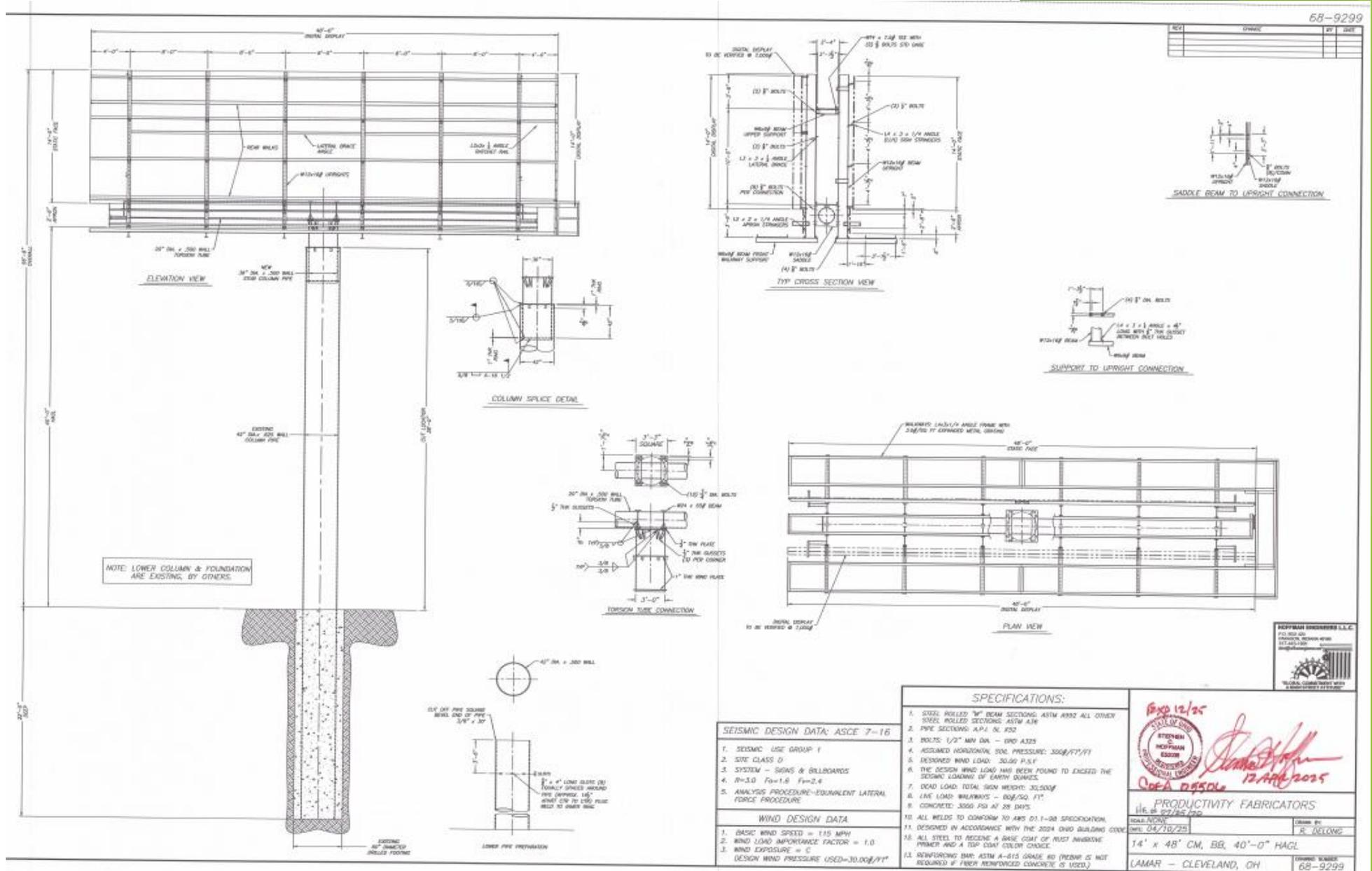
Yes No

Additional Notes:

- Did you handle all open tickets while on site?
- Any issues to report?
 - For example any damages, missing ARC Flash stickers, missing logos, broken latches, missing locks, missing parts, low inventory on cables, etc.

Yes No

Drawings



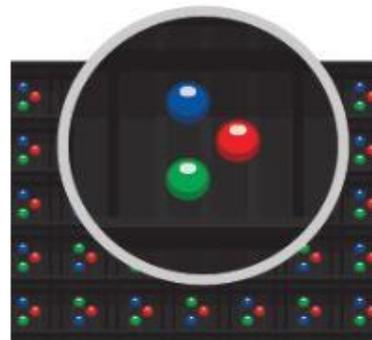
Example of Digital Panel at Lorain Ave. e/o W. 25th St. (night photo)



Digital Billboard Panel

THE STANDARD FOR **OUT OF HOME**

The MT pixel layout is a staple within the Out of Home industry. This layout gives you more pixels and LEDs per square foot and is a reliable and proven pixel layout. Daktronics proprietary non-reflective coating gives this module the highest contrast and image quality available in the industry.



The MT LED billboard has been an industry standard for years and features a matrix layout that uses clusters of three LEDs to create each pixel.

Our module is now 400 mm.

- › More pixels and LEDs per square foot
- › Reliable pixel layout technology
- › Ideal for roadside viewing applications



← MODULE VIEW →

Digital Billboard Panel Lighting Information

Background on Media Resources Digital Display Ambient-Aware Brightness Controls

During dusk, dawn, or cloudy days, the operation of the digital display according to ambient light readings is the ideal way to maintain a glare-free, light-trespass free image. Media Resources digital billboards are all equipped with factory-mounted dual photocell sensors that are redundant and capable of reading ambient brightness even if one unit suffers a hardware failure. The ambient brightness to output brightness response curves have been carefully developed into a standard to provide good readability on the display while keeping in line with the brightness of the overall visual context.



Figure 1. Media Resources standard - dual ambient brightness measuring photocells for hardware redundancy

Digital Billboard Panel Lighting Information

During night-time, brightness control becomes critical as the digital billboards must be operated at a small percentage of its maximum brightness in order to avoid glare or light trespass. Media Resources endeavors to have the most comprehensive system of safeties and traceability for night-time brightness management. The proposed digital billboards are well equipped with modern brightness controls. Besides the redundant photocells above, a number of secondary fail-safes are also implemented including a communications watchdog (automatic reduction to night-time brightness in the event of a communication loss), and fallback to a location/season aware time-based schedule in the event of catastrophic photocell system failure. With these safety features in place, it becomes extremely unlikely for the digital billboard to operate at high brightness levels at night. These systems also allow us to limit daytime and night-time brightness, at 5000 NITS, and 300 NITS respectively.

Additionally, the Media Resources Network Operations Centre can monitor brightness and recall brightness history for traceability. See Figure 2 and Figure 3 below on our internal control system for configuring brightness and recalling brightness history.

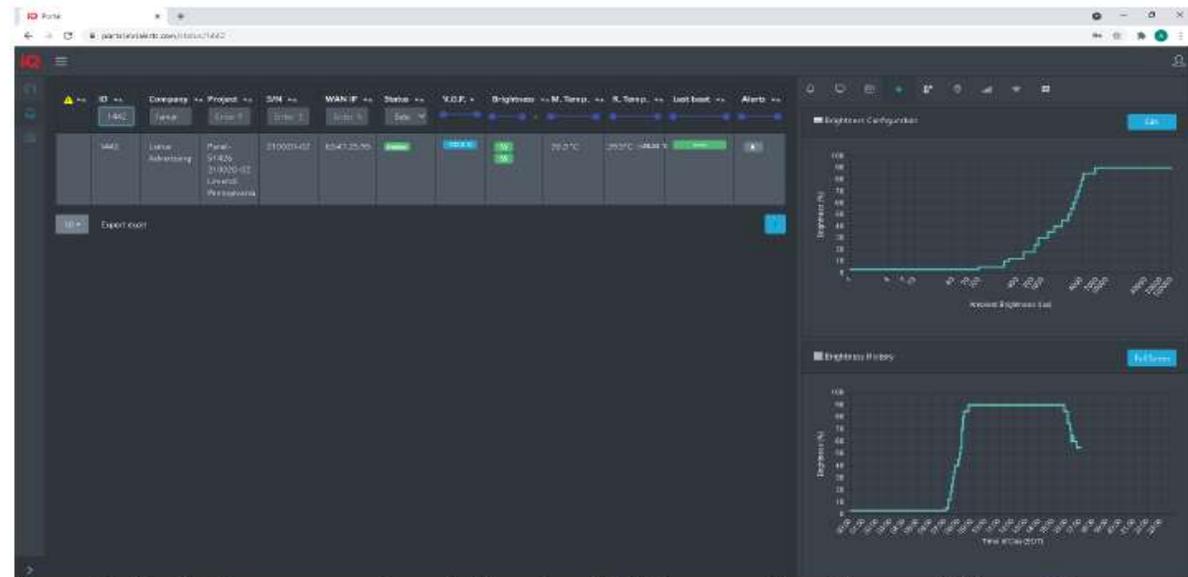


Figure 2. Media Resources web portal showing brightness configuration and history of the current day

Closing:

Additional comments, updates, and/or shout-outs?

Meeting Adjourned



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Next NW | DRAC Meeting: February 25th, 2026

*Please note spots **may** have already been filled, please contact Britany Pabon for availability