

MEETING DATE: 01-10-19

PLANNING COMMISSION

**Case No. P19-02
901 W. Smith Rd.**



CITY of MEDINA
Planning Commission
January 10, 2019 Meeting

Case No: P19-02
Address: 901 W. Smith Road
Applicant: Ellet Sign Company representing Centerra Co-op
Subject: Conditional Sign Approval for an Electronic Message Center Sign
Zoning: I-1, Industrial District
Submitted by: Jonathan Mendel, Community Development Director 

Site Location:

The property is located on the north side of the 900 block of W. Smith Road.

Project Introduction:

The applicant seeks conditional sign approval for the installation of an electronic message center sign for the existing fueling station, which will display only the gas price numbers. The sign will replace the existing ground sign at the site. Other than the proposed EMC portion of the sign, the proposed ground sign will comply with all other applicable regulations.

Please find attached to this report:

1. Sign plan and existing site condition photo received December 20, 2018
2. Site aerial photo

Considerations:

Electronic Message Center Signs

Section 1147.07(J) of the Planning and Zoning Code outlines several specific requirements for such signs which are copy change frequency, color and illumination:

- (1) *Frequency.* Copy change shall not be more frequently than once per thirty (30) seconds.
- (2) *Color.* Copy can be single or full color.
- (3) *Illumination.* The intensity of the lights used in the message center shall not constitute a visual hazard for vehicular or pedestrian traffic. The sign shall be equipped with and shall use photosensitive equipment which automatically adjusts the brightness and contrast of the sign in

direct relation to the ambient outdoor illumination. The Planning Director shall utilize reasonable judgment in determining whether the lighting constitutes a visual hazard.

Sign Area and Height

Signs must conform to the sign regulations outlined in Chapter 1147. Section 1147.14(b) allows one permanent ground sign on the premises not exceeding 40 square feet in area and 6 feet in height for the subject site. The proposed sign will comply with these requirements.

Conditional Sign Permit Review Guidelines

- The Conditional Sign Permit Review guidelines state that the proposed sign must be compatible with the design and materials of the building on which the sign is to be placed.
- The guidelines state that the proposed sign must be harmonious and in accordance with the general character of the district.
- The guidelines also state that the proposed sign should not be detrimental to adjacent property or property in the immediate vicinity.

The sign is compatible with the neighborhood and harmonious with the site as the EMC portion is limited only to the fuel prices and this is a high intensity industrial area within the City.

Recommendation:

Staff recommends that the Planning Commission **approve** the conditionally permitted sign as outlined in the staff report on the following condition:

1. Subject to all necessary sign, building and electrical permits.

Dec 19, 2018

The City of Medina Planning Department

132 North Elmwood Street

Medina, Ohio 44256

330.722.9023

In Regards: Planning and Zoning Meeting – Centerra Coop 901 W. Smith Rd, Medina, Oh – Ellet Sign

Agenda January 10th

We are seeking approval for removing the wooden section of the ground monument sign and replacing it with a new aluminum internally light led sign with Fuel Digits. This will only effect the wooden part of existing sign. It will be a like for like size. It will improve the image of the sign – looks dated right now and there is limited visibility.

The other approval we are seeking is for refacing the existing canopy on the fuel station. We would like logo to be on all elevations of the canopy so people in the community can have visibility of gas station at all elevations and be in plain view no matter what direction they are driving. This will not effect anything. This is a sign face reskinning to reflect the new logo.

Plans have been submitted for your review.

Sincerely,

Debbie

Ellet Sign

Debbie Kuhar – Project Manager

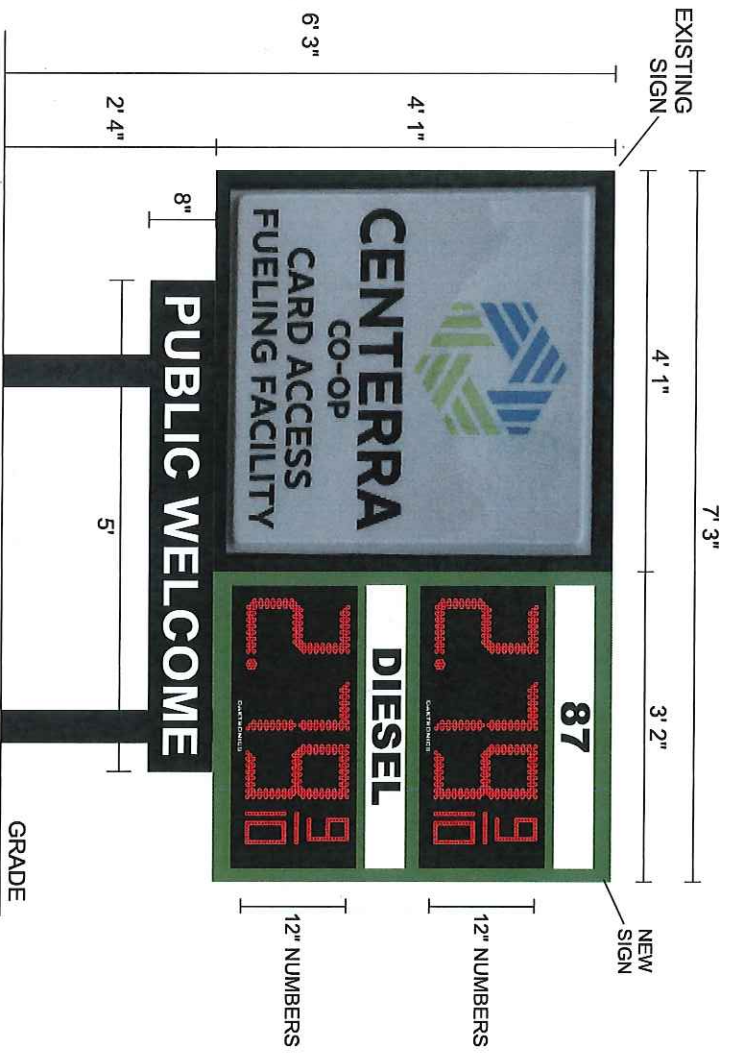
3041 East Waterloo Road

Akron, Ohio 44312

330.807.0263 c / 330.628.9907 office

RECEIVED
DEC 20 2018

PT:



PROPOSED PRICER SIGN

EACH PRICER CABINET: 15.5" HIGH X 34.5" WIDE



EXISTING VIEW



OPTION B ELEVATION VIEW

RECEIVED
DEC 20 2018
BY:

CLIENT CENTERRA CO-OP PROJECT/LOCATION 901 WEST SMITH RD. MEDINA, OHIO DATE 12/3/18 ACCOUNT REP. DK DESIGNER MC FILE H1934 G

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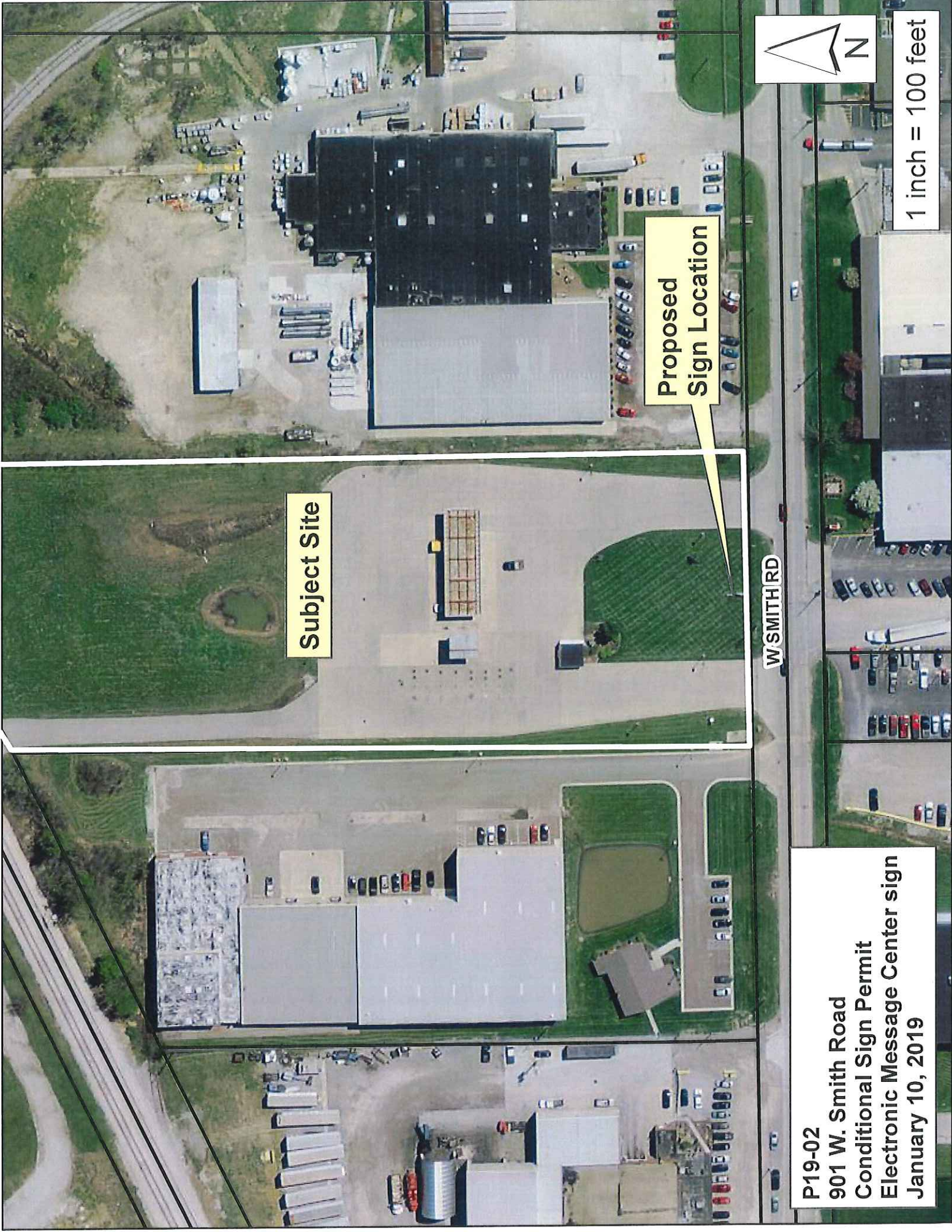
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NO SCALE APPROVED DATE

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1 inch = 100 feet

Proposed Sign Location

Subject Site

W SMITH RD

P19-02
901 W. Smith Road
Conditional Sign Permit
Electronic Message Center sign
January 10, 2019