

MEETING DATE: 9-10-20

PLANNING COMMISSION

**Case No. P20-11
400 N. Broadway**



CITY of MEDINA
Planning Commission
September 10, 2020 Meeting

Case No: P20-11
Address: 400 N. Broadway St.
Applicant: St. Matthew Evangelical Lutheran Church
Subject: Conditional Sign Approval for an Electronic Message Center Sign
Zoning: R-3, High Density Urban Residential
Submitted by: Jonathan Mendel, Community Development Director 

Site Location:

The property is located on the east side of the 400 block of North. Broadway St.

Project Introduction:

The applicant is seeking conditional sign approval for the installation of an electronic message center sign for St. Matthew church. The sign will be installed within the existing brick sign structure. The property is zoned R-3. Non-residential uses in the R-3 district are permitted a 40 sq. ft. ground sign, 6 feet tall. EMCs require Conditional Sign Approval by the Planning Commission.

Please find attached to this report:

1. Sign plan, aerial and existing site condition photo received August 20, 2020

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 1147.12(B) allows one permanent ground sign on the premises not exceeding 40 square feet in area and 6 feet in height for non-residential uses in the R-3 district. The proposed sign complies 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 building. Any potential detriment to adjacent properties could be mitigated by turning off the EMC portion of the sign at night. Given that there are occupied residential properties in close proximity to this proposed sign, staff recommends a condition of approval that the EMC portion of the sign be turned off by 10p each night.

Recommendation:

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

1. Subject to all necessary building permits.
2. The electronic message center portion of the sign shall be turned off by 10 pm each night.



.25" White Acrylic Dimensional Letters on a
60" x 12" Header Panel & 12" x 6" Address Panel

DESCRIPTION: 60" x 36" Double Sided Full Color Digital Reader Sign. Remove the existing 60" x 39" Double Sided, Illuminated Changeable Copy Sign and ID Panel.
Total Turn Key Price: \$14,190.97



400=4" Tall
S=4" Tall
E=2.5" Tall

DEPTH OF MESSAGE CENTER UNIT IS 8 3/8"

**Please Review Proof Carefully! Once Proof is Approved FASTSIGNS WILL NOT be Held Financially Responsible if Any Mistakes are on Finished Product.



Broadway Creek

400 North
Broadway Street

N Broadway St

Pearl St

Pearl St

Pearl St

Pearl St

N

Location

CURRENT CONDITION

ST MATTHEW
EVANGELICAL LUTHERAN CHURCH

"LIVING GOD'S LOVE"
WORSHIP 8:30 & 11 AM
SUNDAY SCHOOL 9:45

Address

400 North Broadway
Medina, PA

Distance More than 5 feet to row
" " " 10 feet to any side lot

