

MEETING DATE: 01-14-16

BOARD OF ZONING APPEALS

Z16-01

229 Harding



CITY of MEDINA
Board of Zoning Appeals
January 14, 2016 Meeting

Case No: Z16-01

Address: 229 Harding Street

Applicant: Jim Briola – North Coast Sign and Lighting

Subject: Variance request from Section 1147.14 (C) of the Planning and Zoning Code allow a second wall sign to be installed on the side of the building.

Zoning: C-3 General Commercial **JB**

Submitted by: Justin Benko, Associate Planner

Site Location:

The building is located on the north side of Harding Street west of N. Jefferson Street and east of N. Court Street.

Project Introduction:

Razor Carwash is located on the east edge of the AMF Medina Lanes Bowling Alley parking lot. A new owner purchased the carwash and is making upgrades to the site. There is currently a wall sign fronting the parking lot facing west. Planning and Zoning Code Section 1147.14(C) allows for one wall, awning or canopy sign. The applicant is seeking a variance to allow for a second wall sign at the property fronting Harding Street. The previous owner had a wall sign for the car wash on the Harding Street façade which has not been taken down to date; had the applicant not installed the wall sign on the west facing wall, the proposed sign would have been compliant in sign area.

Please find attached to this report:

1. Sign rendering
2. Aerial site photograph
3. Letter from Applicant

Considerations:

§1107.08(b) of the Medina Planning and Zoning Code describes the responsibilities of the Board of Zoning Appeals as such: Where there are practical difficulties or unnecessary hardships in the way of carrying out the strict letter of the provisions of this chapter, the Board shall have the power, in a specific case, to interpret any such provision in harmony with its general purpose and intent so that the public health, safety, and general welfare may be secured and substantial justice done.

When a sign variance is requested, as in this case, a practical difficulty must exist. There are seven factors that the BZA should consider when evaluating whether or not a practical difficulty exists. These factors are outlined below, along with a discussion of how these factors apply to the application in question. The Board shall weigh the following factors to determine whether an area variance should be granted:

1. ***Construction of a conforming sign would obstruct the vision of motorists or otherwise endanger public health.***

Construction of a conforming sign would not obstruct vision of motorists. The variance request is for a secondary wall sign.

2. ***A conforming sign would be blocked from the sight of passing motorists due to existing buildings, trees, or other obstructions.***

Conforming signage would not be blocked from the sight of passing motorists due to existing trees or other obstructions. The wall sign would be visible primarily by motorists traveling on N. Broadway Street.

3. ***Construction of a conforming sign would require removal or severe alteration to significant features on the site, such as removal of trees, alteration of the natural topography, obstruction of a natural drainage course, or alteration or demolition of significant historical features or site amenities.***

Conforming signage would not require removal or severe alteration to any significant features on the site.

4. ***A sign that exceeds the allowable height or area standards of this Ordinance would be more appropriate in scale because of the large size or frontage of the premises or building.***

The variance request does not affect the size of the sign. The previous owner had the wall sign for the carwash fronting Harding Street, which has yet to be removed, but did not have signage on the west façade. The applicant received a permit for a wall sign for the west façade. The second wall sign may be appropriate because it would be a continuation of the wall sign fronting Harding Street and would be visible by motorists traveling on N. Broadway Street.

5. ***The exception shall not adversely impact the character or appearance of the building or lot or the neighborhood.***

The second wall sign may appear consistent with the building and the neighborhood. There is a second tenant space in the carwash building with a wall sign facing west; the applicant was granted a sign permit for their west facing carwash wall sign. The existing wall sign fronting Harding Street has yet to be removed. Replacing that sign with a new channel letter sign will be a significant improvement on that side of the building.

6. ***The variance sought is the minimum necessary to allow reasonable use, visibility, or readability of the sign.***

The variance sought may be the minimum necessary for the second wall sign.

7. ***The variance will be consistent with the general spirit and intent of this Ordinance.***

Sign regulations are established in the Planning and Zoning Code to promote clarity in sign communications; to balance sign communications; to promote a harmonious relationship between sign types, sign locations and land uses; and to protect the public health, safety and welfare from the hazards resulting from indiscriminate placement.

The BZA must weigh the above seven factors for the requested variance and determine if a practical difficulty exists that would merit a variance from code section 1147.14(c).

Justin Benko

From: Jim Briola <jim@signandlight.com>
Sent: Tuesday, December 29, 2015 4:26 PM
To: Justin Benko; Brad Kennard
Subject: Re: razor car wash variance

Follow Up Flag: Follow up
Flag Status: Flagged

Dear Variance Board Members

The new owner of Razor Car Wash is spending a considerable amount of money to upgrade the car wash and improve the looks of the building. In order to help insure the success of the newly renovated car wash the owner is requesting approval of a second sign on the south side of the building. The car wash is located far back from the main traffic on N. Court Street. The height of the sign area on the front of the building is only 24" in. allowing for the installation of a sign with 18" characters. The car wash has to compete with the large Drug Mart and Medina Lanes signs for visibility. A second sign on the South side of the building facing South would be visible to drivers going north on North Broadway Street. This would compensate for the lack of visibility from N. Court Street.

Respectfully
James Briola Pres.
North Coast Sign and Lighting Inc.

On Tue, Dec 29, 2015 at 1:35 PM, Justin Benko <jbenko@medinaoh.org> wrote:

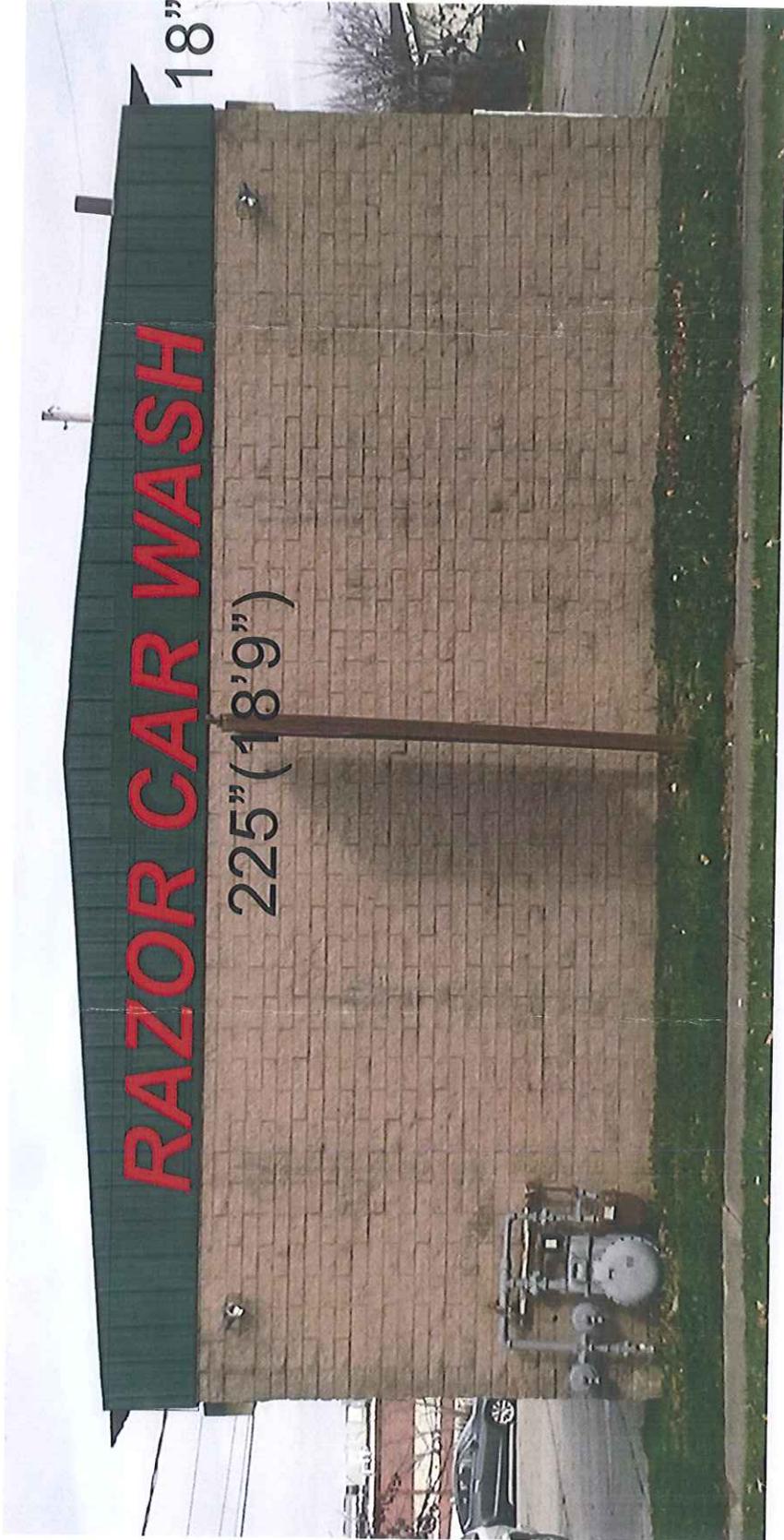
Hi Jim,

**NORTH
COAST**
SIGN & LIGHTING
SERVICE INC.



PHONE: 330.723.2376
FAX: 330.722.2843
NICK OR JIM
@SIGNANDLIGHT.COM

NOV 25 2015



18" (1'6")

225" (18'9")

JOB: - RAZOR CAR WASH
ADDRESS: - 229 HARDING ST MEDINA
CONTACT: - BRAD KENNARD
PHONE: - 330.590.0766
FAX: -
EMAIL: - BRADKENNARD@LIVE.COM
DATE: - 25 NOV 2015

NOTES: - FRONT AND SIDE CHANNEL LETTER SIGNS

FACE COLOR: - RED
TRIM COLOR: - DURANODIC
RETURN COLOR: - DURANODIC

ALL DRAWINGS ARE THE PROPERTY OF
NORTH COAST SIGN & LIGHTING
SERVICES INC. AND ARE TO BE USED
FOR CONCEPTUAL PURPOSES ONLY
UNTIL SIGNED AND DATED BY PROJECT
MANAGER AND CUSTOMER. ANY OTHER
USE IS PROHIBITED.

CUSTOMER APPROVAL SIGNATURE: _____

LANDLORD APPROVAL SIGNATURE: _____



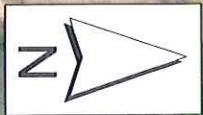
Z16-01
229 Harding St.
Razor Carwash
Wall Sign Variance
January 14, 2016

Subject Site

Location of
Proposed Wall Sign

N JEFFERSON ST

N JEFFERSON ST



1 inch = 50 feet