

MEETING DATE: 10-13-16

BOARD OF ZONING APPEALS

Z16-22

1004 N. Court



CITY of MEDINA
Board of Zoning Appeals
October 13, 2016 Meeting

Case No: Z16-22
Address: 1004 N. Court Street
Applicant: Ed Gonzales
Subject: Variance request from Section 1147.13 (C) of the Planning and Zoning Code allow a second 48.6 square foot wall sign to be installed on the front of the building instead of the maximum 12.5 sqft.
Zoning: C-3 Commercial
Submitted by: Justin Benko, Associate Planner

Site Location:

The property is located on the east side of N. Court Street south of Reagan Parkway and north of Forest Meadows Drive.

Project Introduction:

The applicant is seeking a variance for a second wall sign to face N. Court Street for the nearly completed Mattress Warehouse store. The applicant was granted a sign permit for a compliant wall sign on the south façade which is above the customer entrance and faces the parking lot. The proposed second wall sign is to identify the store to traffic traveling south on N. Court Street. The proposed sign is identical in size and detailing to the sign on the south façade.

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 conforming signage would not obstruct vision of motorists.

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 request is for a second wall sign in excess of area allowed by code on the N. Court Street façade.

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.***

Buildings with secondary road frontage are permitted to have a secondary wall sign that is one square foot in area for every four feet of linear building frontage. This building does not have secondary road frontage but an entrance on the one street frontage. Due to the large blank wall fronting N. Court Street, the size of the sign may appear appropriate in scale and may actually provide visual relief to the blank wall.

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

The variance may not impact the character of the neighborhood. Several businesses on this section of N. Court Street have multiple walls signs. Additionally, the sign on the N. Court façade may provide some visual relief to the blank wall.

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

The variance sought may not be the minimum necessary because the sign could be reduced in size to a code compliant 12.5 sqft. The approved wall sign is not visible to traffic traveling south on N. Court Street.

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 1147.13(C).

EXCEPTIONAL CONDITIONS PERTAINING TO THE PROPERTY

Visibility is a very crucial factor with our signs with regards to clients easily finding us from all directions of traffic patterns.

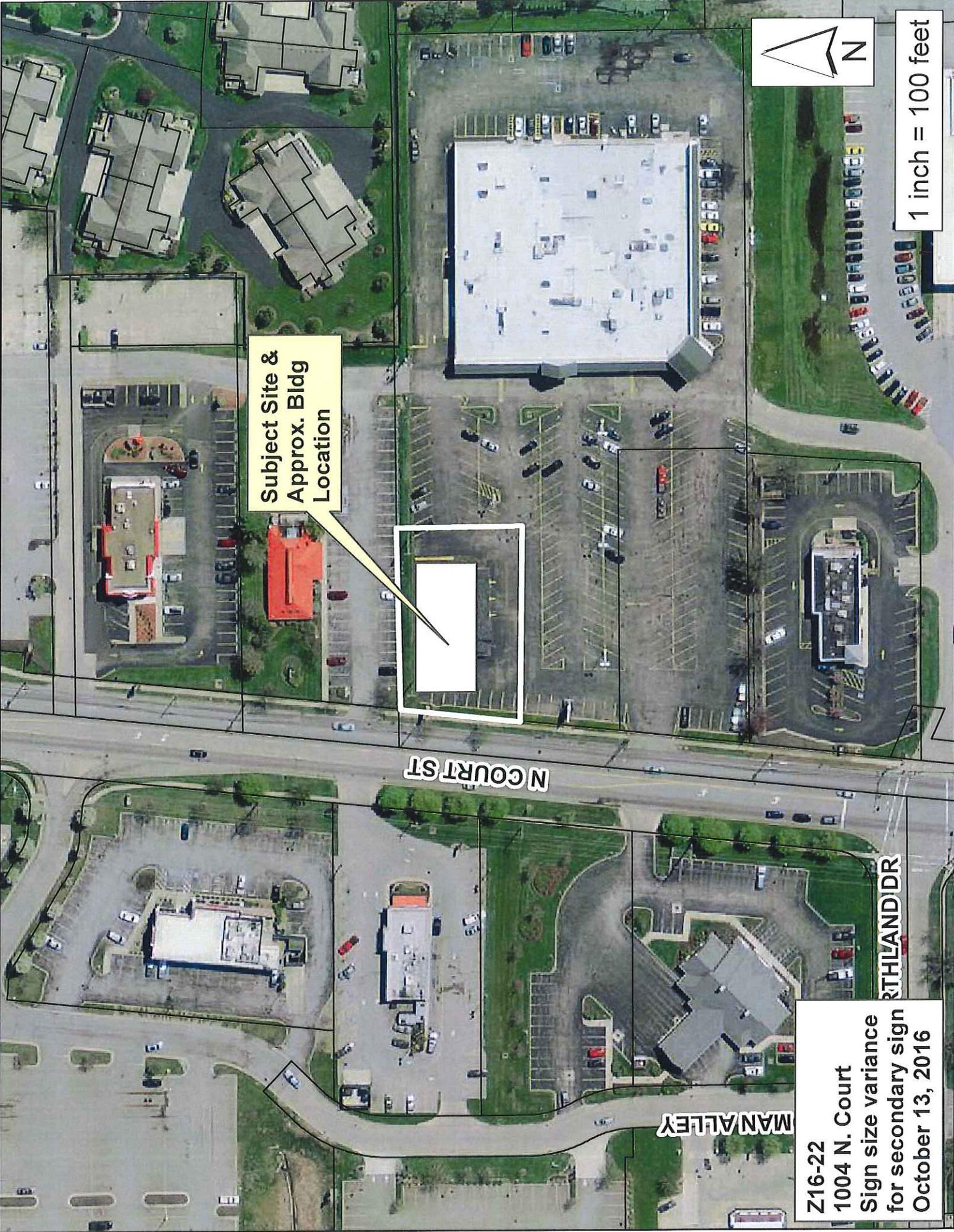
Our only sign will be on the South Elevation. The location of our business is in a very congested and high traffic area. We do not have signage facing the South bound traffic flow on N. Court St and currently no signage on North or West facing elevations on the building.

We have proven that effective and well positioned signage in high traffic areas for our buildings is a key success factor in our business model and we of course are committed to serving the City of Medina with a long term view to benefit all stakeholders.

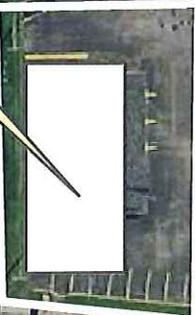
The 12.5 sqft of allowable signage for secondary bldg. frontage would not be visible + effective signage.

RECEIVED
SEP 22 2016

BY:



Subject Site & Approx. Bldg Location



1 inch = 100 feet

N COURT ST

MANTLEY ALLEY

ERTHLAND DR

Z16-22
1004 N. Court
Sign size variance
for secondary sign
October 13, 2016

WEST ELEVATION
Scale = 1/8"

*Skconomy Bldg FrontAGE
50 LP FRONTAGE
Allowed 12.5 sq ft
Proposal 48.6*

1004 N. Court St.,
Medina, OH 44256



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DESCRIPTION: ONE SET (TWO RACEWAYS) LED ILLUMINATED CHANNEL LETTERS ON RACEWAYS.

Approved
Date: 9-12/16
Scale: 1/8"

Approved with Noted Changes
Signature for Approval: _____

Designer: WP

3045 Nationwide Pkwy
Brunswick, Oh 44212
Ph: 216.920.4777
Fax: 216.367.5444

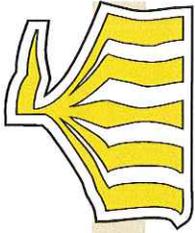


WEST ELEVATION
Scale = 1/2"

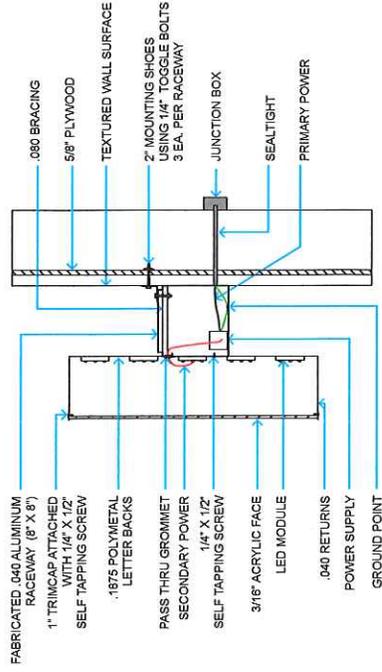
1004 N. Court St.,
Medina, OH 44256

146"

48"
MATTRESS
WAREHOUSE



LED ILLUMINATED CHANNEL LETTERS ON RACEWAY



NTS

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