

MEETING DATE: 2-8-18

BOARD OF ZONING APPEALS

Z18-05

1035 Industrial Parkway



CITY of MEDINA
Board of Zoning Appeals
February 8, 2018 Meeting

Case No: Z18-05


Address: 1035 Industrial Pwky

Applicant: ABC Supply

Subject: A variance from Section 1147.14(b) of the Planning & Zoning Code to permit a 55 sqft ground sign when a 40 sqft ground sign is allowed;

A variance from Section 1147.14(d) of the Planning & Zoning Code to allow 3 wall signs when one primary wall sign is permitted

Zoning: I-1, Industrial

Submitted by: Jonathan Mendel, Community Development Director 

Site Location:

The property is located on the north side of the 1000 block of Industrial Parkway.

Project Introduction:

The applicant will be occupying the property with a new wholesale construction materials and supply business. The applicant proposed three 17.9 sqft wall signs on the south façade of the building, but only one is permitted. Additionally, the applicant proposes a 55 sqft ground sign when 40 sqft is the maximum permitted.

Please find attached to this report:

1. Applicant's narrative and sign plan dated January 19, 2018
2. Aerial site photograph

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 will 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 will not be blocked from the sight of passing motorists due to existing buildings, trees or other obstructions.

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 severe alternation to significant site features.

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 number of wall signs and ground sign may not be more appropriate in scale with the subject site.

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

The proposed ground sign may not be noticeably nonconforming given surrounding neighborhood context.

The proposed wall signs may be noticeably inconsistent with the surrounding neighborhood.

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

The conforming signage would likely provide sufficient visibility and readability.

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(b) and 1147.14(d).



CITY of MEDINA
Planning and Zoning Department
 Ph(330) 722-0397 Fax (330) 350-1011
 www.medinaoh.org

Board of Zoning Appeals
Sign variance worksheet

Case No. _____
Address: 1035 Industrial Parkway
Applicant: ABC Supply Co

- A. Construction of a conforming sign [would] obstruct the vision of motorists or otherwise endanger public health.
- B. A conforming sign [would /] be blocked from the sight of passing motorists due to existing buildings, trees, or other obstructions.
- C. 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.
- D. A sign that exceeds the allowable height or area standards of this Ordinance would / would not] be more appropriate in scale because of the large size or frontage of the premises or building.
- E. The exception [would /] adversely impact the character or appearance of the building or lot or the neighborhood.
- F. The variance sought is not] the minimum necessary to allow reasonable use, visibility, or readability of the sign.
- G. The variance will/will not be consistent with the general spirit and intent of this Ordinance.
 Please see narrative on separate page.

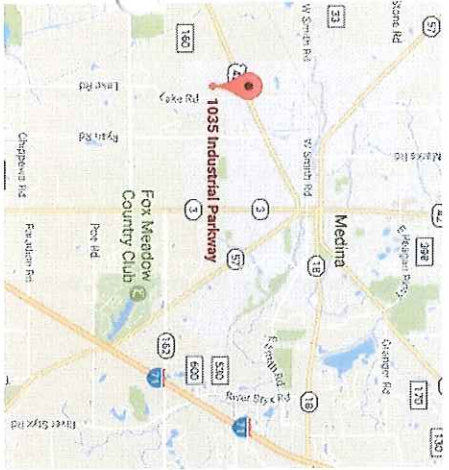
For all of the above reasons, I move the board [approve/disapprove] the request with the following conditions:



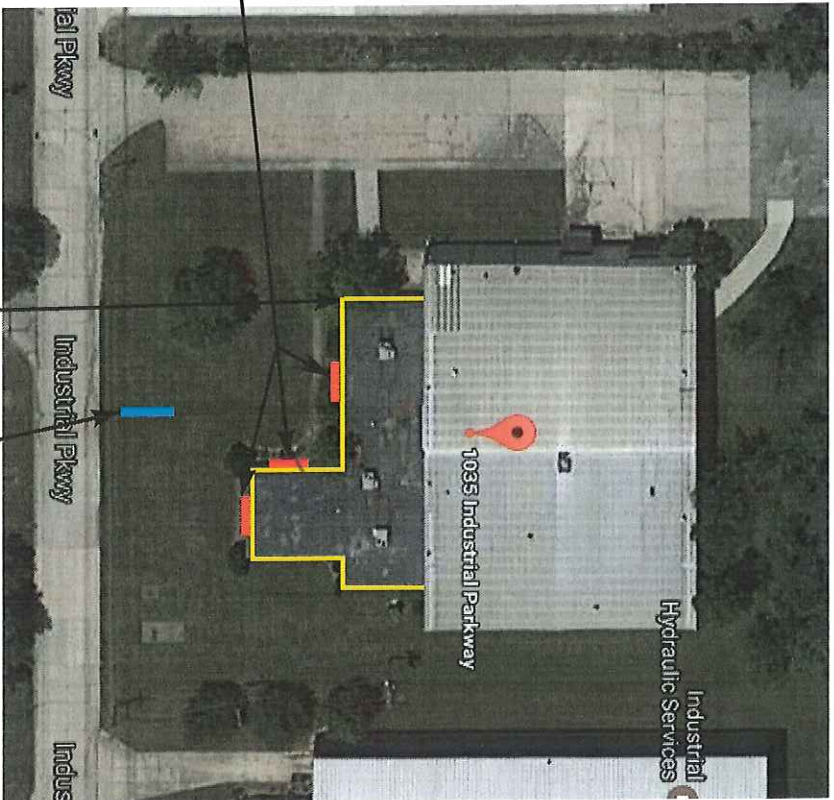
The applicant feels that the variance is consistent with the general spirit and intent of the ordinance. In addition to ABC Supply Co. having locations nationwide and wishing to maintain corporate branding, there are also unique characteristics of the site which prohibit that while meeting the ordinance as written.

In keeping with ABC's corporate signage program, they always have a sign on the front of the building closest to the roadway, and a sign over the entrance to the building. This building is unique in the fact that it has a bump out that juts out towards the road. The front door is to the left of this bump out. If there was only one sign over the front door, the visibility would be blocked from traffic coming West from Lake Road.

In order for this building to have signage over the front entrance, and signage on the façade closest to the road, it would be necessary for them to have two (2) wall signs. Due to the size of this building and lot, and the industrial nature of the area, the additional signage request does not adversely impact the building or the neighborhood.



VICINITY MAP:



Site & Sign Location Plan:

SP Scale: NTS



B

C



EGAN
SIGN

1100 Berkshire Blvd. Suite 200, Womissing, PA | (Toll Free): 844.460.6631 | (Fax): 610.478.1332 | www.egansign.com

This design/engineering proposal will remain the exclusive property of Egan Sign until approved and accepted through purchase by client named directly on drawing and may not be duplicated by other parties or design fee will apply @ \$95 per hour.

Sign Management Made Simple



Client:
ABC Supply Co.
4219 Bethlehem Pike
Telford, PA 18969

Location Address:
ABC Supply Co. #597
1035 Industrial Pkwy
Medina, OH 44256

Description:
Vicinity Map
Site & Sign Location Plan

NOTE:
- SURVEY REQUIRED BEFORE ANY PRODUCTION CAN TAKE PLACE AND/OR MATERIALS ORDERED - SIZES NOTED ON LAYOUT ARE ESTIMATED USING ONLINE MAP MEASURING TOOLS

Color Key:

Layout Date:
06/16/2017

Revision Date:
06/28/2017 - HD/AO
08/04/2017 - HD/AO
08/10/2017 - LA/AO
10/03/2017 - IA

File Name:
21359_Medina.pdf
Project Number: 21359



Client:
ABC Supply Co.
4219 Bethlehem Pike
Telford, PA 18969

Location Address:
ABC Supply Co. #597
1035 Industrial Pkwy
Medina, OH 44256

Description:
Aluminum Reverse Channel Letter &
Alum. Sign Panel (173 sq.ft.)

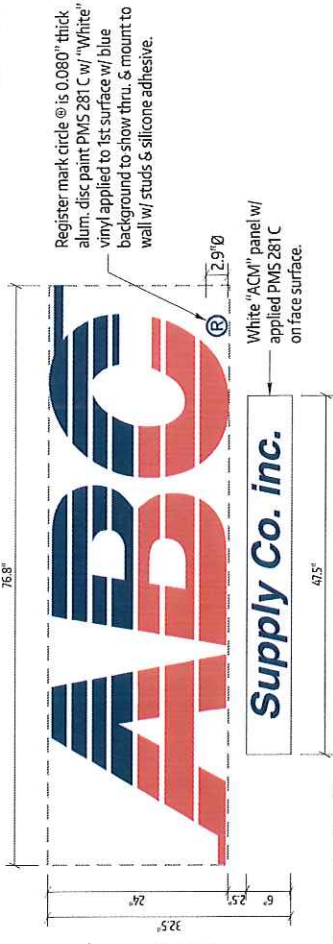
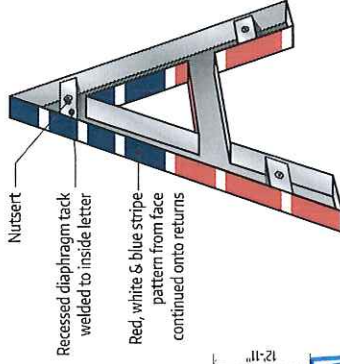
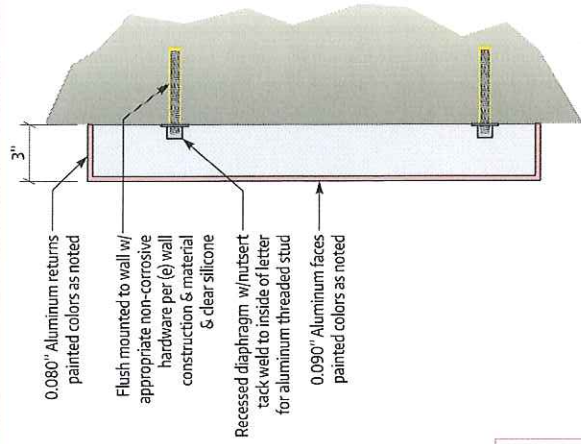
QTY: 3
Manufacture 3" deep reverse channel letters painted per layout & color key stud mounted flush to wall w/ non-corrosive fasteners; White ACM sign panel w/ vinyl overlay flush mounted w/ countersink faster, tops painted white
NOTE: Mounting template to be provided for each location.

Color Key:
■ Paint to match PMS 281 C
■ Paint to match PMS 187 C
□ White
■ 3M #225-197 "Light Navy"
■ 3M #225-63 "Ceranium"

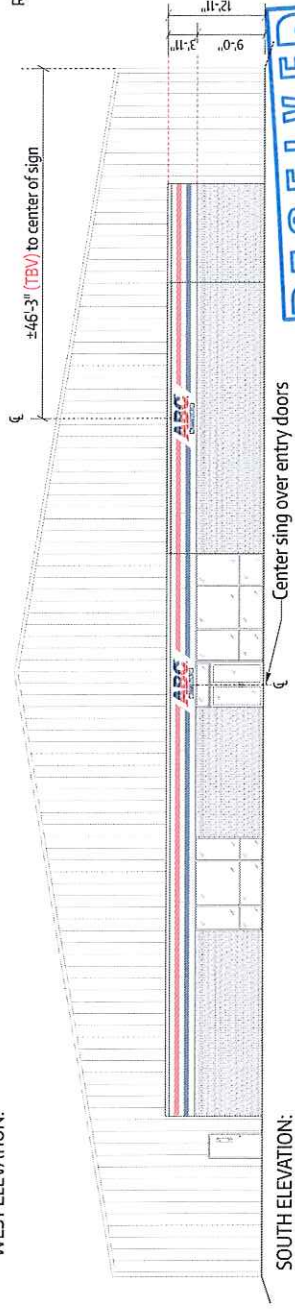
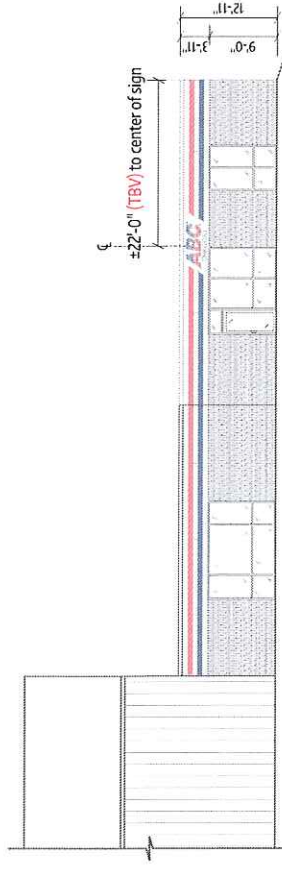
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Non-Illum. Reverse Channel Letter

Scale: 1/16" = 1'-0"



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Client:
ABC Supply Co.
4219 Bethlehem Pike
Telford, PA 18969

Location Address:
ABC Supply Co. #597
1035 Industrial Pkwy
Medina, OH 44256

Description:
Non-Illuminated Monument Sign
(66 sq.ft.)
DIF Sign

QTY: 1
Manufacture double face
non-illuminated cabinet sign for
EXISTING vacuum formed sign panels
with aluminum base clad; paint colors
per color key

NOTE: SIGN PANELS ARE EXISTING
& PROPOSED CABINET SHOULD BE
BUILT TO ACCOMMODATE THEM

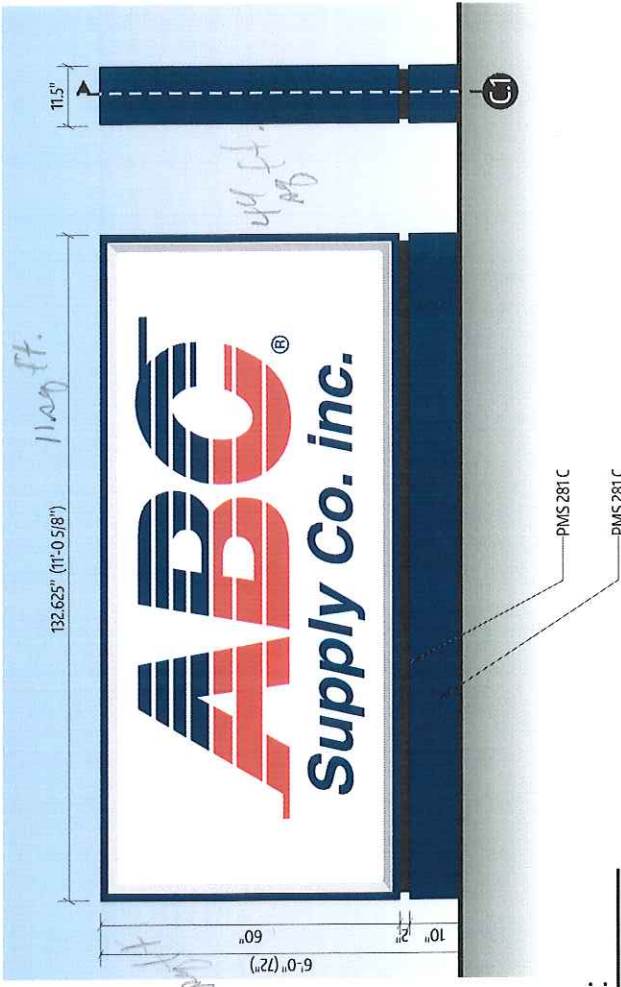
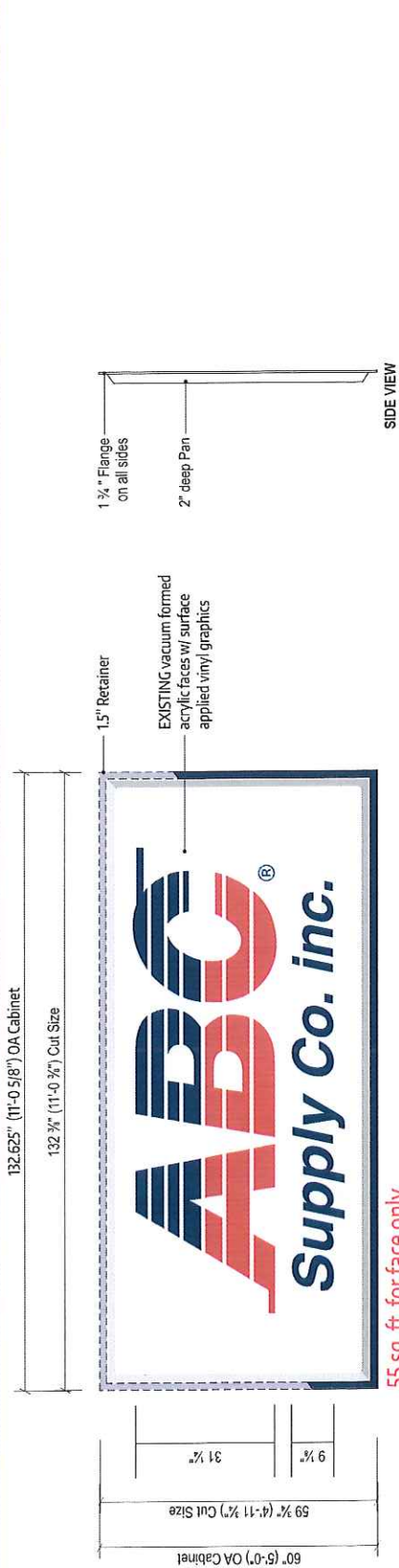
Color Key:

- Paint to match PMS 281 C
- Paint to match PMS 187 C
- White
- 3M #225-197 "Light Navy"
- 3M #225-63 "Geranium"

Layout Date:
06/16/2017

Revision Date:
06/28/2017
08/04/2017 - HD/AO
08/10/2017 - IA/AO
10/03/2017 - IA

File Name:
21359_Medina.pdf
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- NOTE:**
- SIGN IS NON-ILLUMINATED
 - FINAL LOCATION ON SITE PLAN (TBD)
 - PAN FACES TO BE SHIPPED TO THE SITE BY "ABC" (others)

**Non-Illum. Monument Sign
w/ Existing Vacuum Formed Faces:**
Scale: 1/2" = 1'-0"



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Sign Management Made Simple



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4219 Bethlehem Pike
Telford, PA 18969

Location Address:
ABC Supply Co. #597
1035 Industrial Pkwy
Medina, OH 44256

Description:
Non-Illuminated Monument Sign
(66 sq.ft.)
DIF Sign

QTY: 1
Manufacture double face
non-illuminated cabinet sign for
EXISTING vacuum formed sign panels
with aluminum base clad; paint colors
per color key

**NOTE: SIGN PANELS ARE EXISTING
& PROPOSED CABINET SHOULD BE
BUILT TO ACCOMMODATE THEM**

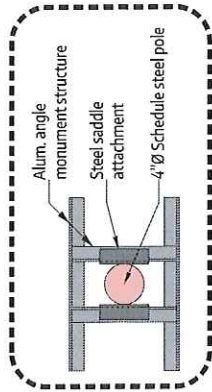
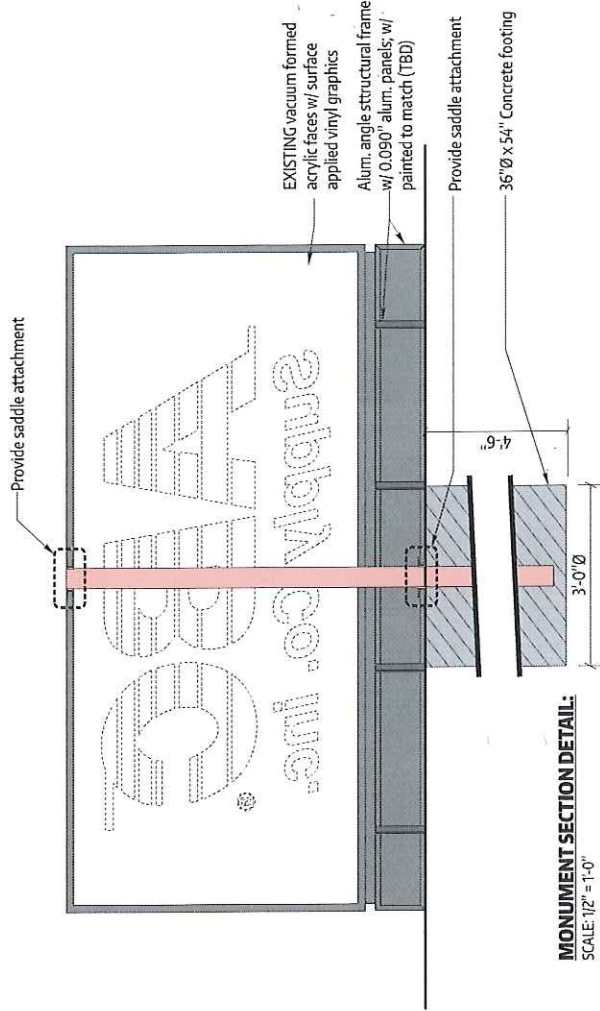
Color Key:

- Paint to match PMS 281 C
- Paint to match PMS 187 C
- White
- 3M #25-197 "Light Navy"
- 3M #25-63 "Geranium"

Layout Date:
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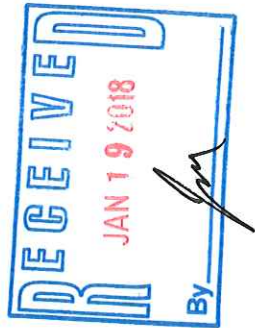
Monument Sign



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Client:
ABC Supply Co.
4219 Bethlehem Pike
Telford, PA 18969

Location Address:
ABC Supply Co. #597
1035 Industrial Pkwy
Medina, OH 44256

Description:
Non-illuminated Monument Sign
(66 sq.ft.)
DJF Sign

QTY: 1
Manufacture double face
non-illuminated cabinet sign & base
for EXISTING vacuum formed sign
panels w/ aluminum base clad; paint
colors per color key

**NOTE: SIGN PANELS ARE EXISTING
& PROPOSED CABINET SHOULD BE
BUILT TO ACCOMMODATE THEM**

Color Key:

- Paint to match PMS 281 C
- Paint to match PMS 187 C
- White
- 3M #25-197 "Light Navy"
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Existing:



Proposed:

**Non-Illum. Monument Sign
w/ Existing Vacuum Formed Faces:**

C

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1 inch = 100 feet

INDUSTRIAL PKWY

Subject Site

Z18-05
ABC Supply
1035 Industrial Pkwy
Sign Variances
February 8, 2018