

MEETING DATE: 01-10-19

BOARD OF ZONING APPEALS

Z19-01

901 W. Smith Road



CITY of MEDINA
Board of Zoning Appeals
January 10, 2019 Meeting

Case No: Z19-01

Address: 901 W. Smith Road

Applicant: Ellet Sign Company representing Centerra Co-op

Subject: Variance request from Section 1147.06(c)(4) of the Planning and Zoning Code to permit a third canopy sign on the existing canopy when a third sign is not permitted.

Zoning: I-1, Industrial District

Submitted by: Jonathan Mendel, Community Development Director 

Site Location:

The business is on the north side of the 900 block of West Smith Road

Project introduction:

The applicant requests a variance for a third 22.9 square foot canopy sign for Centerra on the west side of the existing filling station canopy, which is not permitted by Section 1147.06(c)(4) of the Planning and Zoning Code.

This section of the code defines when a façade may be considered a building frontage on which a canopy sign may be placed. In specific situations a primary and secondary sign may be permitted, but a third sign is explicitly prohibited.

Please find attached to this report:

1. Applicant's narrative for the variance and sign plan received December 20, 2018
2. Aerial photo

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.***

This is not applicable as the applicant can be approved for the following conforming signage – two new canopy signs and a new ground sign.

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

The possible conforming signage (two canopy signs and ground sign) should be readily visible to drivers on W. Smith Road and within the subject site.

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.***

None of the possible conforming signage would require severe alteration 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 proposed third canopy sign would be in addition to two permitted canopy signs on the south and east sides of the canopy and a new ground sign on the south side of the subject property providing visibility to the drivers on West Smith Road.

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

The proposed third canopy sign may impact the subject site's or the immediate vicinity's character as the proposed sign may negatively add to the amount of existing signage already present in the neighborhood.

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

The possible conforming signage on the subject site could be considered readily visible from all appropriate vantage points inside and outside the subject site.

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 Section 1147.06(c)(4).

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



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: 901 West Smith Rd

Applicant: Ellet Sign

- A. Construction of a conforming sign [would / would not] obstruct the vision of motorists or otherwise endanger public health. WOULD NOT
- B. A conforming sign [would / would not] be blocked from the sight of passing motorists due to existing buildings, trees, or other obstructions. WOULD NOT
- C. Construction of a conforming sign [would / would not] 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. WOULD NOT
- 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. WOULD BUT WE ARE USING SAME SIZE - UPGRADING
- E. The exception [would / would not] adversely impact the character or appearance of the building or lot or the neighborhood. WOULD NOT
- F. The variance sought [is / is not] the minimum necessary to allow reasonable use, visibility, or readability of the sign. IS
- G. The variance will/will not be consistent with the general spirit and intent of this Ordinance.
WE ARE REPLACING WOODEN STRUCTURE WITH THE SAME SIZE ONLY IN ILLUMINATED ALUMINUM CABINET
SAME SIZE - LIKE FOR LIKE

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

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 DEC 20 2018

90' 1" (INCLUDING RETAINERS)
89' 5" (BETWEEN RETAINERS)



3' INCLUDING BETWEEN RETAINERS
2' 10 3/4" BETWEEN RETAINERS

1 2 SIDES OF CANOPY

30' 4 1/2" (INCLUDING RETAINERS)
29' 8 1/2" (BETWEEN RETAINERS)



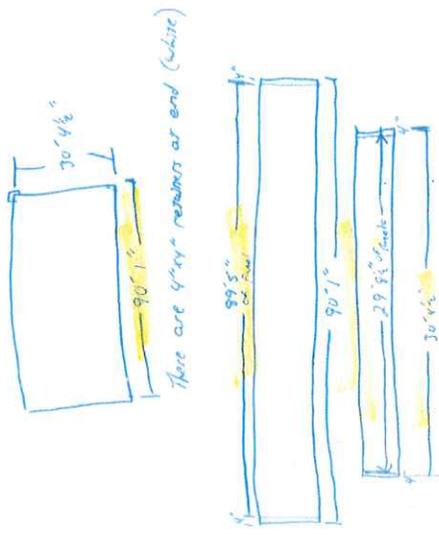
3' INCLUDING BETWEEN RETAINERS
2' 10 3/4" BETWEEN RETAINERS

2 SIDES OF CANOPY



PROPOSED REPLACEMENT PANELS FOR EXISTING 4-SIDED FASCIA

- .080" THICK ALUMINUM PANELS PAINTED WHITE (SATIN FINISH)
- COMPUTER CUT ADHESIVE BACKED OPAQUE GRAPHICS PER CORPORATE COLOR STANDARDS
- ALL MEASUREMENTS PER 11/17/18 SURVEY



The panels are 1" thick of Styrofoam with metal front and back
The top retainer comes off and the panels are secured to strapping on
The back of canopy is 1 7/8" - 1 1/2" thick
The panels are 36" high - 38 1/2" between retainers
The panels are 3 1/2" causing the thickness of retainer

11/17/18 SURVEY NOTES



PROPOSED VIEW
(ALL SCALES ARE APPROX.)

CLIENT	CENTERRA CO-OP	PROJECT/LOCATION	901 WEST SMITH RD. MEDINA, OHIO	DATE	11/26/18	ACCOUNT REP.	DK	DESIGNER	GK	FILE	H1934 G
<p>This is an original, unpublished drawing created by ELLETT SIGN COMPANY, INC. It is submitted for your personal use in connection with the project being shown. It is not to be used, reproduced, copied or exhibited in any form without the written consent of ELLETT SIGN COMPANY, INC. All registered trademarks remain the property of ELLETT SIGN COMPANY, INC.</p>											
<p>NO SCALE</p>											
<p>APPROVED _____ DATE _____</p>											
<p>PH 4-330-628-9907 FX 1-330-628-8347 TOLL FREE 1-888-652-8607 www.elletneon.com</p>											
<p>QR CODE</p>											
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<p>SALES AGENT _____ DATE _____</p>											

DEC 20 2018



DEC 20 2018

BY:.....



Subject Site

Proposed Sign Locations

W SMITH RD



1 inch = 100 feet

**Z19-01
901 W. Smith Road
Variance for 3rd
Canopy sign
January 10, 2019**