

MEETING DATE: 02-14-19

BOARD OF ZONING APPEALS

Z19-03

947 N. Court



CITY of MEDINA
Board of Zoning Appeals
February 14, 2019 Meeting

Case No: Z19-03

Address: 947 N. Court St.

Applicant: Easy Sign representing Original Steak Hoagies

Subject: Variance request from Section 1147.14(d) of the Planning and Zoning Code to permit a 37.68 sqft wall sign instead of the maximum allowed 21 sqft.

Zoning: C-3, General Commercial

Submitted by: Jonathan Mendel, Community Development Director 

Site Location:

The business is located in a center tenant space of the new building at the north end of Medina Shopping Center.

Project introduction:

The applicant requests a variance for a new 37.68 square foot wall sign for Original Steak Hoagies on the east (front) building façade instead of the maximum allowed 21 sqft.

Please find attached to this report:

1. Applicant's narrative for the variance received February 4, 2019 and sign plan received January 22, 2019.
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.***

A conforming sign would not obstruct anyone's vision.

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 by any existing 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 removal or alteration to significant 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 wall sign could be considered more appropriate in scale given the design of the building façade although, in absolute numbers, the proposed sign is 16.68 sqft larger than the maximum allowed or 79% larger.

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

The proposed wall sign may not be noticeably out of character with the wall signs in the immediate vicinity as there are varying wall sign sizes and the difference between the maximum permitted and the proposed area for the proposed sign may not be readily perceptible.

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

The proposed sign may be considered the minimum necessary to allow readability of the 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 Section 1147.14(d).



Subject Site

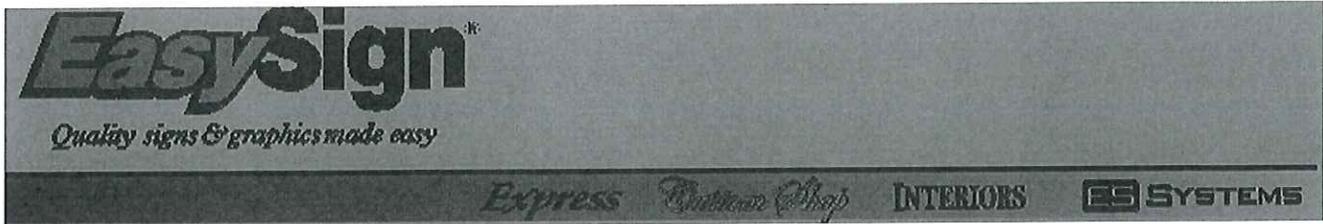
42

Highland Ct

Highland Dr

N-Court St





January 30, 2019

City of Medina: Planning and Zoning Department

RE: Case Number Z-19-03
97 North Court St

On behalf of Mr. Jeff Wiseman owner of Original Authentic Cheesesteak, we are requesting a variance be considered to install a sign that meets all criteria but exceeds the square footage allowable by 16.67 Sq Ft.

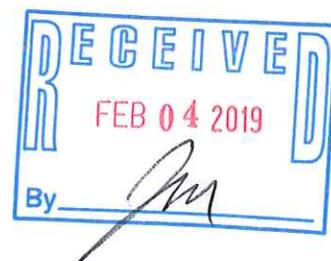
The proposed sign would be an appropriate size and scale for the large frontage of the building fascia. This exception would not adversely impact the appearance of the building and the size and character would conform with other tenant signage.

The sign was constructed according to code at 21sq. ft. code allowance and due to the format of the logo, the lettering is small. It is important to maintain consistency with the companies brand throughout multiple locations.

We feel the proposed sign is appropriate, will maintain the companies branding and will increase visibility to ensure effective signage for business success.

Regards,

Mary Ann Serafino





CITY of MEDINA
Planning and Zoning Department
 Ph(330) 722-0397 Fax (330) 350-1011
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Board of Zoning Appeals
Sign variance worksheet

Case No. 2-19-03
 Address: 97 NORTH COURT ST.
 Applicant: OLIVERIA SPARK AND HOAGIE

- ~~NA~~ X A. Construction of a conforming sign [would / would not] obstruct the vision of motorists or otherwise endanger public health.
- ~~NA~~ X B. A conforming sign [would / would not] be blocked from the sight of passing motorists due to existing buildings, trees, or other obstructions.
- ~~NA~~ X 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.
- 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 / (would not)] adversely impact the character or appearance of the building or lot or the neighborhood.
- F. The variance sought (is / 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.

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

PLAN DRAWING E1875 CHANNEL LETTERS MEDINA
LETTERS AND LOGO ON WHITE RACEWAY.

BLACK RETURNS
1" BLACK TRIM CAP
STD. RACEWAY
RACEWAY TO MATCH BUILDING
TRANS LUCENT VINYL PMS 185

POWER IN CENTER OF RACEWAY, TOGGLE PLACEMENT ON RIGHT SIDE

JAN 22 2019



COLORS	
Return Color	BLACK
1" Trim Cap Color	BLACK
1" Trim Cap	BLACK
Raceway Size	Standard
Raceway Color	TBD

TOGGLE PLACEMENT: RIGHT
RACEWAY: POWER IN THE CENTER
CAPSULE MOUNTED TO RACEWAY
FOR SAME DEPTH AS LETTERS

■ - PMS 185

■ - C: 0.3948, M: 18.360
Y: 51.5628, K: 0.00%

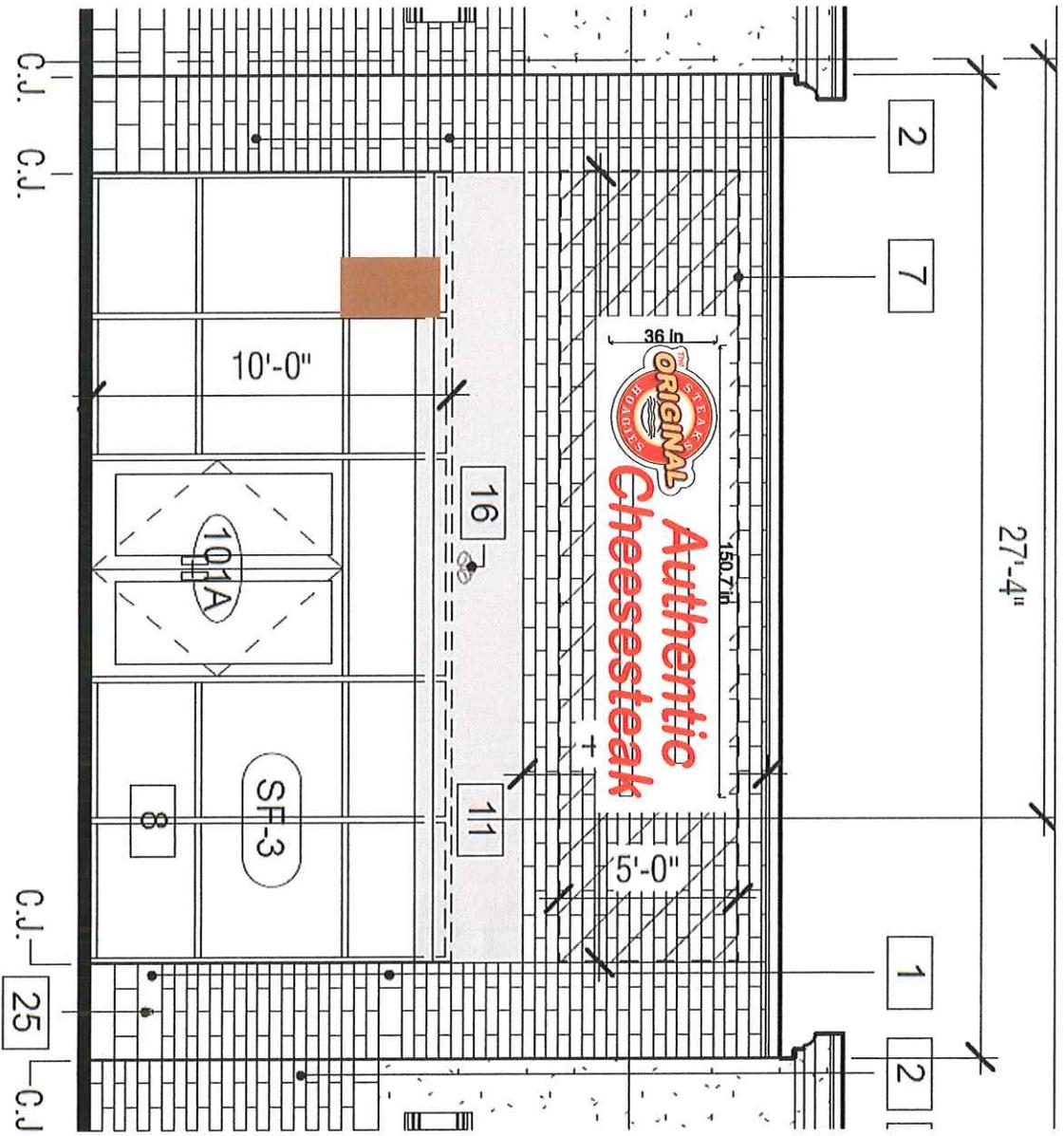


Twinsburg, Oh
9478 Ravenna Rd.
Twinsburg, OH 44087
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www.easysigngroup.com

Project #: E1875
Drawing Type: PLAN
Date: 1/16/19
Salesperson: MA
Designer: MA

Client Name: ORIGINAL STEAKS AND HOAGIES
Address: 947 North Court St
Medina, Oh 44256

IMPOSED DRAWING E1875 CHANNEL LETTERS MEDINA
LETTERS AND LOGO ON RACEWAY.



PROCESSED
JAN 22 2019
BY.....



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Twinsburg, OH 44087
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