

MEETING DATE: 05-9-19

BOARD OF ZONING APPEALS

Z19-11

320 S. Court



CITY of MEDINA
Board of Zoning Appeals
May 9, 2019 Meeting

Case No: Z19-11

Address: 320 S. Court St.

Applicant: Beacon Farmers Exchange, LLC

Subject: A Variance request from Section 1147.10(b) & (f) of the Planning and Zoning Code to permit a 560 square foot, 16 foot tall billboard on the building roof when a billboard is strictly prohibited.

A Variance request from Section 1147.14(d) of the Planning and Zoning Code to permit four 36 square foot wall signs when only two are permitted.

Zoning: C-2, Central Business

Submitted by: Jonathan Mendel, Community Development Director 

Site Location:

The property is located on the east side of the 300 block of South Court Street.

Project Introduction:

The applicant seeks variances from Sections 1147.10(b) & (f) and 1147.14(d) to brand the subject property and replicate the signage on the building during its period of significance (~1950-1970).

The proposed billboard sign is 16 feet tall and 560 sqft in sign area and located on the building's roof. Billboard and rooftop signs are specifically prohibited. Additionally, the applicant proposes four 36 sqft wall signs on the elevator penthouse where only two such signs are permitted.

Please find attached to this report:

1. Site aerial photo
2. Applicant's narrative and proposed plans received April 19, 2019

Considerations:

Section 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 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 could be designed for the subject property, but may not provide the prominence for such a uniquely located site. Neither the proposed signage nor conforming signage would obstruct the vision of motorists or endanger public health.

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

Conforming signage could likely be designed for the subject property, but due to the size, orientation, location and prominence of the property the proposed signage may provide better visibility.

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 could require the removal of parking spaces and/or be blocked by the existing building on the Court St. frontage, where the main pedestrian and vehicle entrance to the site is located.

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 signs are consistent with signage that was on the building during its period of significance (1950-1970). The size and prominence of the building and site, coupled with the unique location within the center of the City, could make the proposed signs appropriate given the specific nature of the subject site's

location, history, orientation and prominence for the immediate neighborhood and the City in general.

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

The proposed signs should not adversely impact the character or appearance of the building, site and neighborhood due to the historical nature and prominence of the subject site for the City of Medina.

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

Conforming signage may not provide sufficient visibility and readability, due to an existing building and site orientation.

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 variances from Section 1147.10(b) & (f) and 1147.14(d).



W SMITH RD

E SMITH RD

Proposed
Billboard

Proposed
Wall Signs

MILL ST

SCOURT ST

Subject Site

S BROADWAY

LAFAYETTE RD

Z19-11
Farmer's Exchange
320 S. Court St.
Sign Variances
May 9, 2019



1 inch = 100 feet

WADSWORTH



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:

Applicant:

320 S. Court Street

Beacon Farmers Exchange LLC

A. Construction of a conforming sign would not obstruct the vision of motorists or otherwise endanger public health. The proposed sign will be located on the rooftop and therefore not obstruct the vision of motorists or otherwise endanger public health. The 1935 Media Farmers Exchange building is a historic landmark and local icon, central to the history of the community and agricultural life of Medina county. The rooftop billboard was a defining feature of the building and reinstatement at its historic location facing the public square connects the building to the commercial district and emphasizes its history and importance.

The Medina Farmers Exchange Co. building, 320 S. Court Street, is listed on the National Register of Historic Places (NR #SG100002123). The building is significant under **Criterion A in the area of Commerce** as representative of a "farmers exchange," which offered dependable goods and services tailored to the needs of the farmer. The Medina Farmers Exchange Co. was formed in 1904 to provide a centralized location for farmers to trade, purchase farm related supplies, and sell their agricultural products. It was uniquely tailored to the needs of the regional agricultural community essential to the economy of Medina County, State of Ohio and United States food supply. The current building was built in 1935, after fires destroyed two previous buildings on the site, re-opening for business on Saturday, November 30, 1935, with thousands of people in attendance as the largest crowd ever at such an event in Medina. More than 100 congratulatory floral arrangements were displayed and two orchestras played continuously throughout the afternoon to provide dance music for the crowds. Motion pictures were screened continuously for entertainment with gifts of roses for the women, cigars for the men and balloons for the children. The Medina Farmers Exchange Co. remained central to the community and agricultural life of Medina County.

The period of significance begins in 1935 with construction of the Medina Farmers Exchange Co. building and **continues to 1970** based on National Register fifty-year guidelines. The building is recognized as a community icon serving the agricultural community of Medina County and the State of Ohio for 112 years until its closing in 2016.

Rehabilitation of the building is underway for a mixed-use commercial and residential use project using Federal and State historic tax credits. As part of the tax credit review process, the National Park Service and State Historic Preservation reviews the project for compliance with Secretary of the Interior's Standards for Rehabilitation. These standards are the criteria used to determine that the proposed project is consistent with the historic character of the building, to retain and preserve character defining features and historic materials.

The Medina Farmers Exchange Co. building scope of work has been approved by NPS for compliance with Secretary of Interior's Standards for Rehabilitation including reinstatement of a roof mounted billboard at its historic location at the northwest corner of the building facing the Medina Public Square.

Historic images are included below.



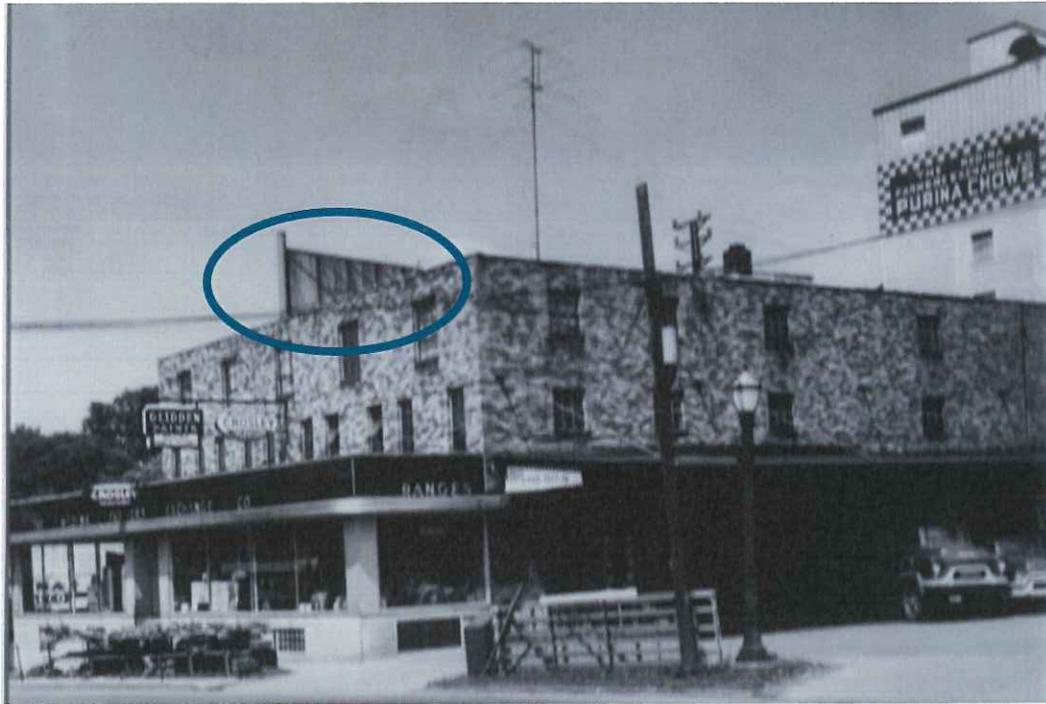
CITY of MEDINA

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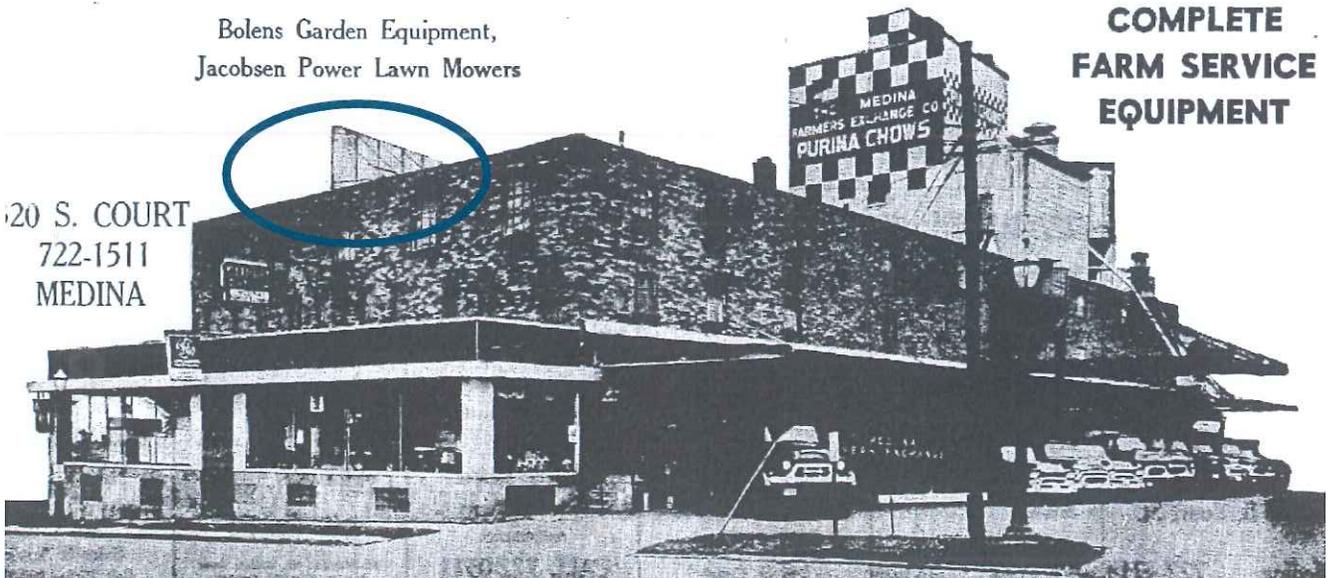
1963 Images



Bolens Garden Equipment,
Jacobsen Power Lawn Mowers

**COMPLETE
FARM SERVICE
EQUIPMENT**

20 S. COURT
722-1511
MEDINA





CITY of MEDINA

Planning and Zoning Department

Ph(330) 722-0397 Fax (330) 350-1011

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1970s Image



- 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 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 be more appropriate in scale because of the large size or frontage of the premises or building.
- E. The exception would not adversely impact the character or appearance of the building or lot or the neighborhood. The billboard was a historic character defining feature of the building identifying it as an important part of community life. A billboard was historically located on the building and will not affect adjacent property owners.
- F. The variance sought is the minimum necessary to allow reasonable use, visibility, or readability of the sign.
- G. The variance will be consistent with the general spirit and intent of this Ordinance.

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

The Medina Farmers Exchange Co. building, 320 S. Court Street, is listed on the National Register of Historic Places (NR #SG100002123). The building is significant under **Criterion A in the area of Commerce** as representative of a "farmers exchange," which offered dependable goods and services tailored to the needs of the farmer. The Medina Farmers Exchange Co. was formed in 1904 to provide a centralized location for farmers to trade, purchase farm related supplies, and sell their agricultural products. It was uniquely tailored to the needs of the regional agricultural community essential to the economy of Medina County, State of Ohio and United States food supply. The current building was built in 1935, after fires destroyed two previous buildings on the site, re-opening for business on Saturday, November 30, 1935, with thousands of people in attendance as the largest crowd ever at such an event in Medina. More than 100 congratulatory floral arrangements were displayed and two orchestras played continuously throughout the afternoon to provide dance music for the crowds. Motion pictures were screened continuously for entertainment with gifts of roses for the women, cigars for the men and balloons for the children. The Medina Farmers Exchange Co. remained central to the community and agricultural life of Medina County.

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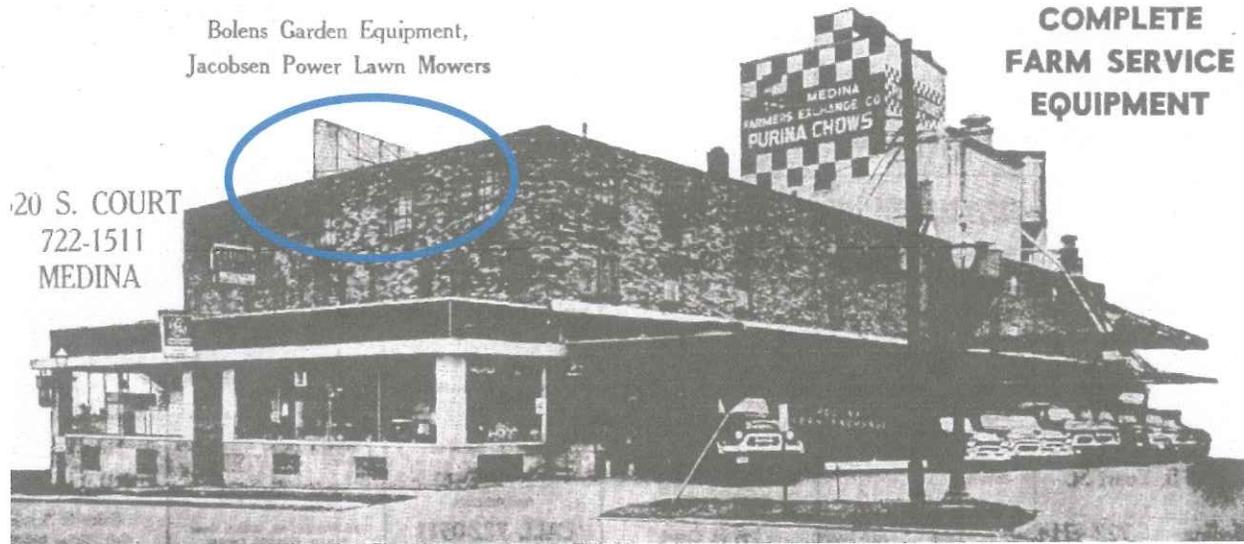
1963 Image



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APR 19 2019

BY:

1963 Image



1970s Image

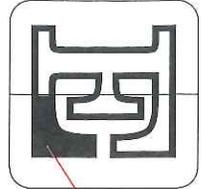
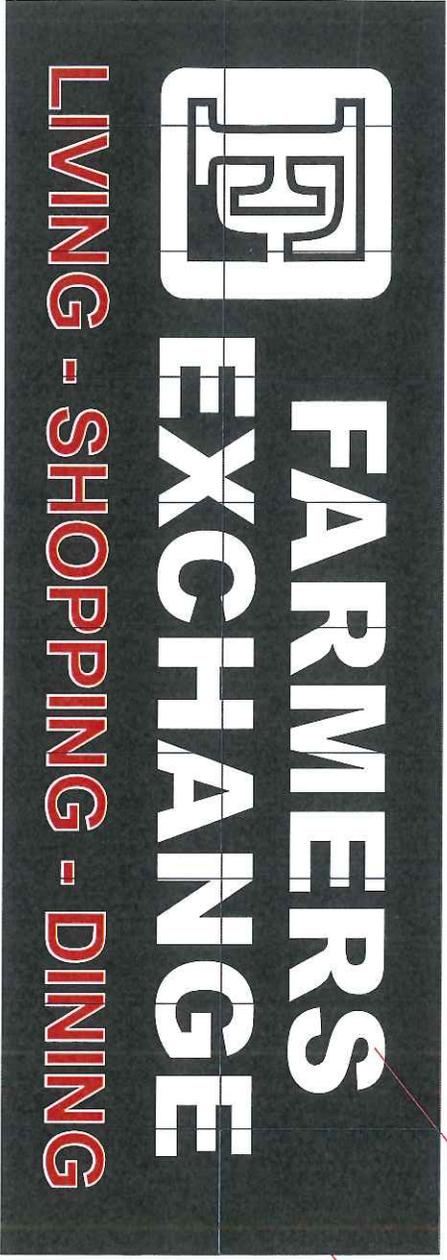


PHONE: 330.723.2376
 FAX: 330.722.2843
 NICK OR JIM
 @SIGNANDLIGHT.COM



NORTH COAST
 SIGN & LIGHTING
 SERVICE INC.

40x14'
 20 84x48" PANELS



.125" THICK WHITE ACP
 (ALUMINUM COMPOSITE PANEL)
 3M PREMIUM VINYL (BLACK)
 3/8" CARRIAGE BOLTS
 THROUGH STEEL FRAME
 (6 PER PANEL)

72" WITH 8" DIAMETER ROUNDED CORNERS
 2 36x72" PANELS

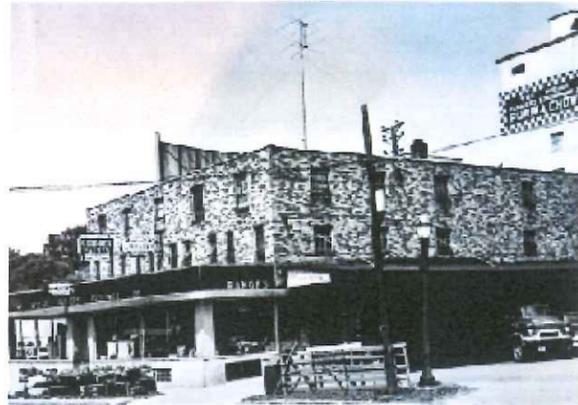
3M PREMIUM VINYL
 (WHITE AND 3630-33 RED)
 .25" THICK BLACK ACP
 (ALUMINUM COMPOSITE PANEL)
 3/8" CARRIAGE BOLTS
 THROUGH STEEL FRAME
 (6 PER PANEL)

JOB: - FARMERS EXCHANGE MARKET
 ADDRESS: - 410 S COURT ST MEDINA
 CONTACT: -
 PHONE: -
 FAX: -
 EMAIL: -
 DATE: -

NOTES: - BILLBOARD AND TOWER SIGNS
 1% SCALE

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.

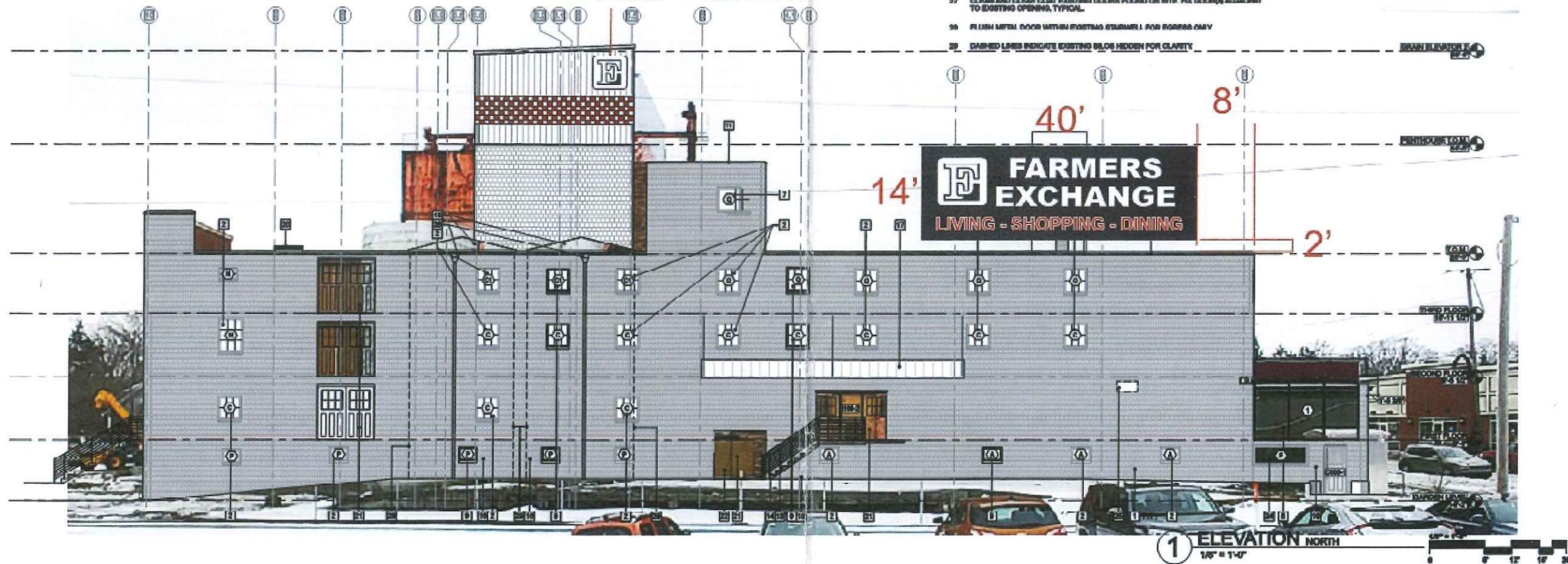
CUSTOMER APPROVAL SIGNATURE: _____
 LANDLORD APPROVAL SIGNATURE: _____



BILLBOARD MOUNTED AT 5° OFF BUILDING TO SQUARELY FACE NORTH



72" SQUARE LOGO
ALL 4 SIDES

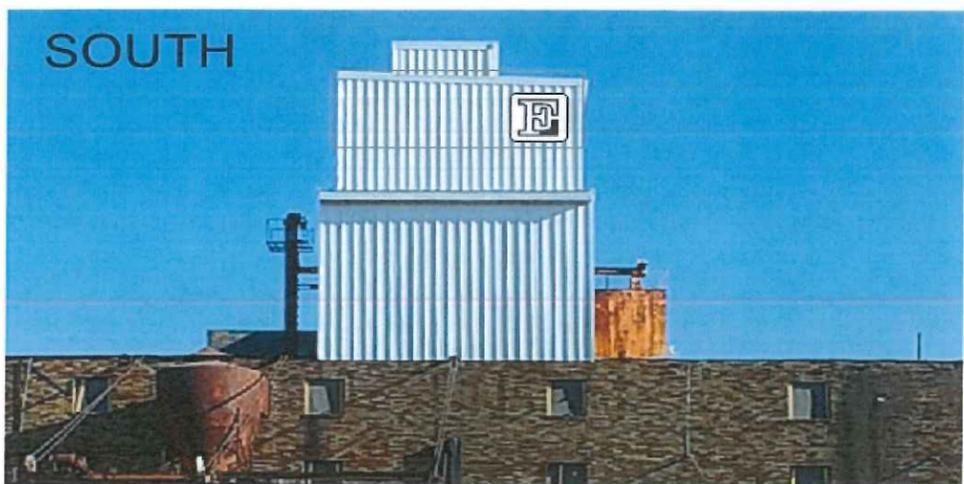


- 27 CLEAN AND CLEAR COAT EXISTING DOORS FOLDED ON SITE. FIX DOORS ADJACENT TO EXISTING OPENING, TYPICAL.
- 28 FLUSH METAL DOOR WITH AN EXISTING STEEL ILL FOR BARRICADE ONLY
- 29 DASHED LINES INDICATE EXISTING BLDG HIDDEN FOR CLARITY

JOB: - FARMERS EXCHANGE MARKET
 ADDRESS: - 410 S COURT ST MEDINA
 CONTACT: -
 PHONE: -
 FAX: -
 EMAIL: -
 DATE: - 20 MARCH 2019

NOTES: - BILLBOARD

RECEIVED
 APR 19 2019
 BY:



JOB: - FARMERS EXCHANGE MARKET
ADDRESS: - 410 S COURT ST MEDINA
CONTACT: -
PHONE: -
FAX: -
EMAIL: -
DATE: - 29 MARCH 2019

NOTES: - 6' SQUARE (36'SQ.) LOGO IN UPPER
RIGHT CORNER ALL 4 SIDES OF TOWER