

**MEETING DATE: 8-8-19**

# **BOARD OF ZONING APPEALS**

**Z19-14**

**320 S Court Street**



**CITY of MEDINA**  
**Board of Zoning Appeals**  
**August 8, 2019 Meeting**

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**Case No:** Z19-14

**Address:** 320 S. Court St.

**Applicant:** Beacon Farmers Exchange, LLC

**Subject:** Variance request to Section 1147.14(d) of the Planning and Zoning Code to allow three 26.67 sq. ft. projecting signs when projecting signs are not permitted.

**Zoning:** C-2, Central Business

**Submitted by:** Jonathan Mendel, Community Development Director 

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**Site Location:**

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

**Project Introduction:**

The proposed variance involves three 26.67 sqft projecting signs for three tenants of the development. These are proposed on the front (west) façade of the building. The proposed signs are not permitted wall signs under the zoning code.

The applicant has provided three configurations for the projecting signs. One configuration has a sign extending over the S. Court St. public right-of-way. If the requested variance was approved for the three signs configuration with the sign over S. Court St, the sign extending over the ROW would still require review and approval of a revocable use permit by the City of Medina City Council in order to install the sign.

Please find attached to this report:

1. Site aerial photo
2. Applicant's narrative and proposed plans received July 29, 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 has been 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 has been designed for the subject property, but, due the size, orientation, location and prominence of the property, the proposed projecting signs could provide more visibility to passing motorists.

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 has been proposed and did not require the removal or alteration of significant site features, etc.

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 the 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 1147.14(d).



**Subject Site**

**MILL ST**

**S COURT ST**

**S BROADWAY**

**Z19-14  
Farmer's Exchange  
320 S. Court St.  
Sign Variance  
August 8, 2019**



**1 inch = 60 feet**

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To Whom it may concern,

1. ***Construction of a conforming sign would not 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. The proposed signs provide prominence and historical significance for such a unique site.

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 the size, orientation, location and prominence of the property the proposed signage may provide better visibility in addition to meeting the historical requirements of the State.

3. ***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.***



Conforming signage would not be in the spirit of the proposed historically accurate signs of the period. The proposed signs do improve visibility for motorist and pedestrians.

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.*

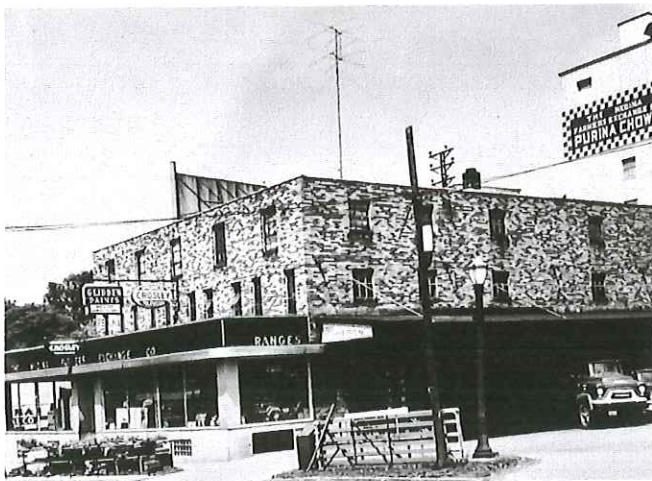
Sign regulations are established in the Planning and Zoning Code to promote clarity in sign communications; to balance sign communications; to promote a harmonious relationship between sign types, sign locations and land uses; and to protect the public health, safety and welfare from the hazards resulting from indiscriminate placement.

I am writing in support of the three (3) signs on the west end (Front Façade) of the Medina Farmer's Exchange Building. These signs will not obstruct the view of any motorist on South Court and do not otherwise endanger public health. These signs would be visible to motorist and pedestrians and would not require any alterations on the site. With the West entrance expected use from pedestrians walking from the public lots located along South Court this would help create visibility to the quickest entrance to the businesses located within the Farmer's Exchange Building.

The three (3) proposed blade signs will be in the same location, will be mounted in the same manner and the design will be in the same likeness and manner as the original signage from 1950s

We chose to use the same signage that was present in this era in order to meet the guidelines for State and Federal Tax Credits, if we were to look at different locations of the signage we would be at risk for losing State and Federal Tax credits.

These signs have been designed to re-create the Original Crosley and Glidden Paints signs and bring the building back to the way it was. The owners of the Farmer's Exchange Building have also worked with agencies to procure State and Federal tax credits for the project. Keeping the signs and façade of the building consistent with historical images is part of the requirements for receiving the tax credits.



These signs do not adversely impact the character or appearance of the building, lot or neighborhood but enhance it. Again, recreating the spirit of the building is a condition of receiving the tax credits and by investing in the signs of the period we are conforming to the States guidelines. We believe the variance requested to be consistent with the general spirit and intent of the ordinance.

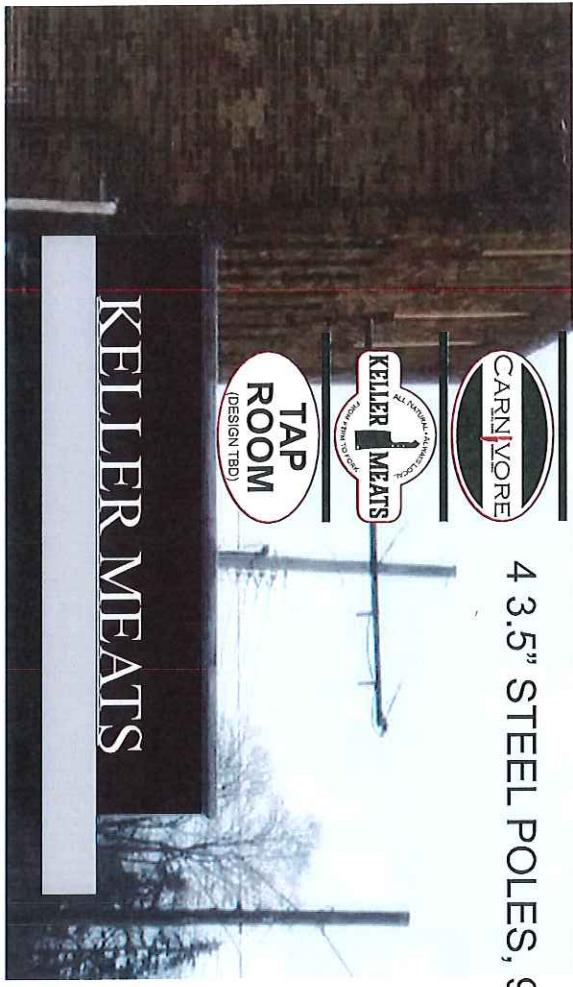
The Tap Room sign will have different creative once out Tennent, Medina Brewing Company, had finalized their logo.



TO AVOID WINDOW, POLE(S) WOULD HAVE TO BE MOVED OFF CENTER IF THEY WERE TO BE RAISED TO ALLOW 3RD SIGN



48X80" = 33,891 SQ.



4 3.5" STEEL POLES, 90" LONG

PHONE: 330.723.2376  
 FAX: 330 722.2843  
 NICK OR JIM @SIGNANDLIGHT.COM

**NORTH COAST**  
 SIGN & LIGHTING SERVICE INC.

80"(6'8")

**TAP ROOM**  
 (DESIGN TBD)

48"(4')

80"(6'8")

**CARNIVORE**  
 LOCAL FARE MEDINA, OHIO

48"(4')

80"(6'8")

**KELLER MEATS**  
 ALL NATURAL • ALWAYS LOCAL  
 FROM FARM TO FORK

48"(4')

JOB: - FARMERS EXCHANGE MARKET  
 ADDRESS: - 410 S COURT ST MEDINA  
 CONTACT: -  
 PHONE: -  
 FAX: -  
 EMAIL: -  
 DATE: - 24 JULY 2019

NOTES: - 12" DEEP HANGING SIGNS  
 FORMED CABINETS, POLYCARB FACES  
 VINYL GRAPHICS AND NEON ACCENTS.

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: \_\_\_\_\_

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**NORTH COAST**  
SIGN & LIGHTING  
SERVICE INC.

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3.5" STEEL POLE, 192" LONG



80"(6'8")



48"(4')

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**NORTH COAST**  
 SIGN & LIGHTING  
 SERVICE INC.

48x80" = 33.89'SQ.



3.5" STEEL POLE, 192" LONG

3.5" STEEL POLE, 114" LONG

**KELLER MEATS**

**TAP ROOM**  
 (DESIGN TBD)

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