

MEETING DATE: 9-12-19

BOARD OF ZONING APPEALS

Z19-15

333 Foundry



CITY of MEDINA
Board of Zoning Appeals
September 12, 2019 Meeting

Case No: Z19-15

Address: 333 Foundry St.

Applicant: Anthony Cerny representing Foundry Holdings LLC

Subject: A Variance request from Section 1147.10(f) of the Planning and Zoning Code to permit a 108 square foot, 6 foot tall sign on the building roof when a roof sign is strictly prohibited.

A Variance request from Section 1147.14(d) of the Planning and Zoning Code to permit six wall signs with a total of 246 sqft when only one sign and 125 sqft of sign area are permitted and two projecting signs totaling 25.5 sqft.

Zoning: I-1, Industrial

Submitted by: Jonathan Mendel, Community Development Director

A handwritten signature in blue ink, appearing to be 'JM', is written over the 'Submitted by' line.

Site Location:

The property is located at the northwest corner of Bronson Street and Foundry Street.

Project Introduction:

The applicant seeks variances from Sections 1147.10(f) and 1147.14(d) to brand the subject property and inform visitor of the various businesses located within.

The proposed roof sign is 6 feet tall (above the roof), 108 sqft and located on the northeasterly corner of the building. Roof signs are specifically prohibited.

In addition, the applicant proposes six new wall signs on the south building façade totaling 225 sqft, and two projecting wall signs totaling 25.5 sqft (one on the southwest corner of the building and one on the northwesterly portion of the building).

Please find attached to this report:

1. Applicant's narrative and proposed plans received July 31, 2019
2. Site aerial photo

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. 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 the size, orientation and location of the property, the proposed signage may provide necessary 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 would not require the removal of site features as the site is large with sizable frontages on Bronson St. and Foundry St.

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 signs on the building's south side will exceed the maximum allowed 125 sqft of sign area by 100% (proposed – 225 sqft, max. allowed – 125 sqft).

The proposed roof sign and projecting wall signs are prohibited sign types for this property and need to be evaluated within the context of the proposed sign area and the scale of the subject site/building.

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

The proposed wall signs on the south side of the building may not adversely impact the building lot or neighborhood due to the subject property site orientation and size.

The proposed projecting signs may not adversely impact the character due to their relatively small size and location within the subject site.

The proposed roof sign may impact the character of the site and/or neighborhood due to its prominence and visibility.

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

Conforming signage could allow reasonable visibility and readability of the applicable signage for the services provided on the 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 variances from Section 1147.10(f) and 1147.14(d).

Z19-15
333 Foundry St.
Sign variances
September 12, 2019

Six additional wall signs
& one projecting sign

Subject Site

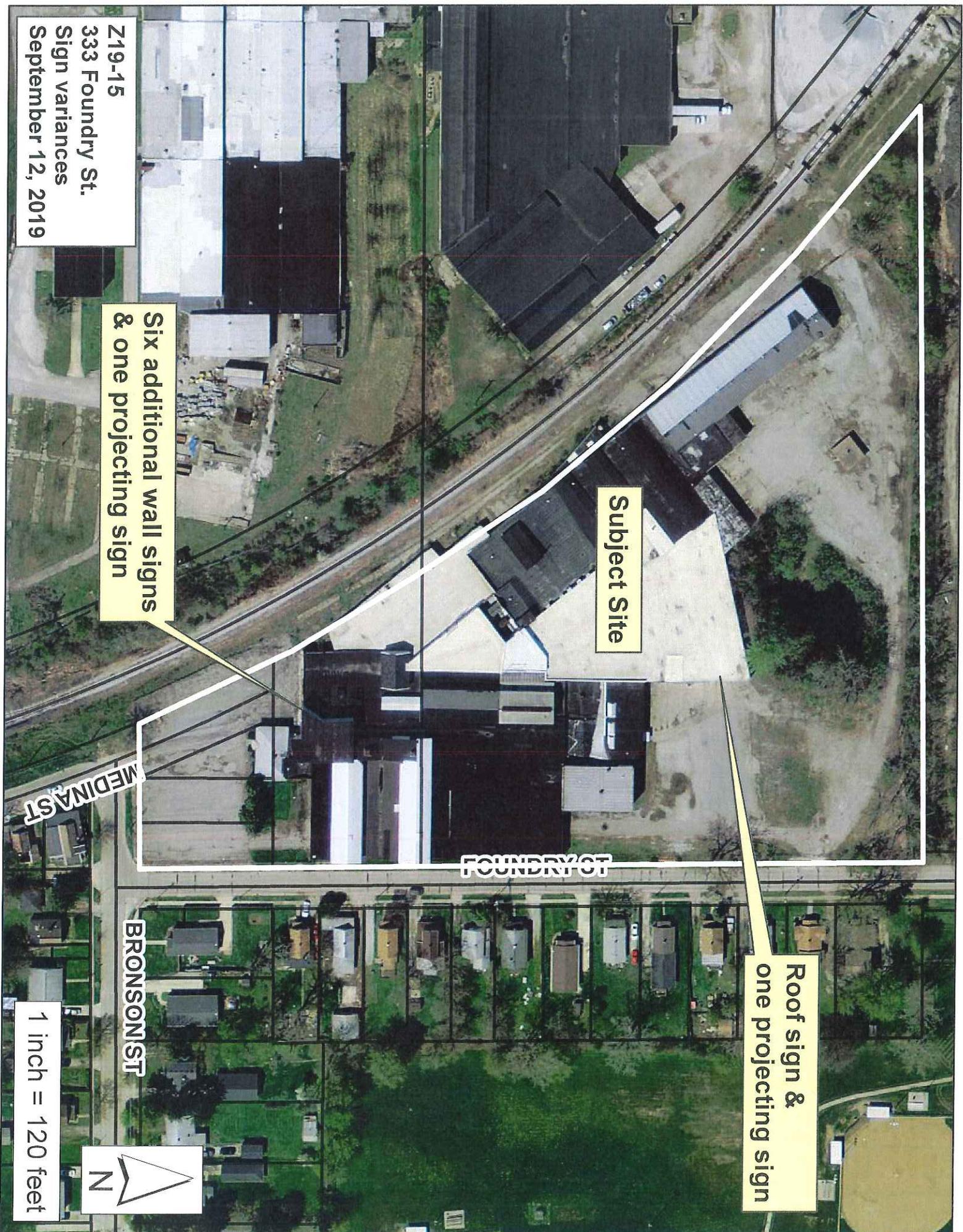
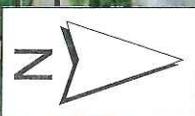
Roof sign &
one projecting sign

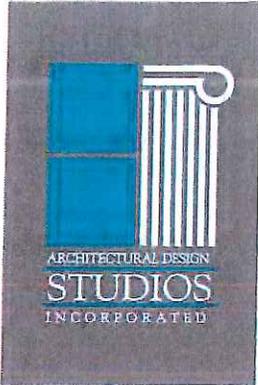
MEDINA ST

FOUNDRY CT

BRONSON ST

1 inch = 120 feet





Architecture
Preservation
Graphics
Planning
Interior Design

620 East Smith Rd
Medina, Ohio
44256

330.723.6975
(phone)

330.723.7129
(fax)

July 30, 2019

Board of Zoning Appeals
c/o Jonathan Mendel, Community Development Director
City of Medina
132 North Elmwood Street
Medina, Ohio 44256

RECEIVED
JUL 31 2019

BY:

Re: Foundry Building Signage
333 Foundry Street
Medina, Ohio 44256

Dear Board Members,

We are requesting relief from City of Medina zoning section 1147.14(d) and 1147.10(f) for signage proposed for the Foundry. We believe the Foundry project is a unique project within the city and strict application of the zoning restrictions as noted is not consistent with the original intent of the zoning and places an unnecessary burden on the owners of the project. We offer the following for your consideration in review this request.

Medina zoning section 1147.14(d) addresses the number of primary wall signs allowed on the building. Mr. Mendel has indicated that only a single wall sign is allowed on the south facade while the project is currently proposing six. Section 1147.10(f) prohibits the use of a roof sign, which the owner believes is an aesthetically appropriate choice for the facility.

First, I think it is important to get an understanding of the facility and the relationship of the businesses. The Foundry is the name given to the overall complex and represents a grouping or collection of businesses. Similar to the how a shopping complex will have a name that identifies the center and then will have separate businesses within the complex.

For the Foundry, the goal of the owners is to create a complex of entertainment activities. The initial business with the Foundry was High Voltage Karting. We are now adding in two more businesses to the mix. Foundry Social is an entertainment venue that will provide a place for friends to gather while playing a variety of games like Duck Pin Bowling and arcade style video. Related to this business, but a distinctly separate business is Franklin Brewery. Franklin Brewery currently operates in the Elyria area, but will be bringing their operations to the Foundry.

The long term goal for the Foundry complex is to continue to add in entertainment style venues that complement and support each other. The facility has a main entrance from the south that faces Medina Street, but also has parking and another entrance from the north.

We have provided a site plan along with this submission that shows the basic layout of the site and the relative location of the signage. We have also include some photos that show the building as seen from Medina Street and from the north east looking at the location for the new north entrance. Additionally, a group of renderings have been provided that show the proposed new signage on the building.

Specific to Section 1147.14(d), Mr. Mendel states that six signs are proposed on the south facade, but only one sign is allowed. In his assessment, he is not addressing the current High Voltage sign, but I think it is important to look at the building signage as a whole. First, under the code, the building is allowed signage on the primary facade at a rate of 1 sf per lf of facade, not to exceed 300 sf. Because the building is on a corner, it also has a secondary facade that allows for 1 sf of sign for every 4 lf of building. Finally, I would say that with the additional parking and entrance to the rear, the building actually has a third facade where signage is warranted.

There is 228' of frontage on the south facade, which would allow for 228 sf of signage. There is 502 sf of frontage on Foundry Street which would allow for 125 sf of signage and there should be an allowance for signage on the north facade facing the parking area. We are aware that the way the signage code is written, each business would be allowed signage based upon the frontage of each business, but that is taking a code that was originally intended for retail shopping strips and trying to apply it to a building that lacks any real similarities to a shopping strip other than to incorporate multiple businesses.

Looking at the signage for the whole complex, we currently have four individual entities. The Foundry, High Voltage, Foundry Social, and Franklin Brewery. Long term, the owners expect many more businesses within the facility there will be a need to address signage for all the businesses, even though future businesses will not have any frontage. Total signage allowed on the building would be a minimum of the 228 sf plus the 125 sf for a total of 353 sf and in reality, additional sf should be allowed for the north parking area. In the sign table we have included on the drawings, we are showing a total of 416.75 sf.

With this basic understanding of the signage for the facility, we believe the proposed signage is justified and reasonable based upon the following.

1. The project consists of multiple businesses and there is justification within the code that each business be allowed signage. The code also allows for businesses to have multiple signs based upon orientation and site conditions.
2. There are two signs for the Foundry. One addresses the south entrance and one addresses the north entrance. These signs are for the complex as a whole and are the largest signs on the complex.
3. Foundry Social includes a modest 20 sf sign at the main entrance to the south and a 13.75 sf sign for the entrance to the north.
4. Franklin Brewery, which is a relative small business within the facility has a very modest sign of 9 sf at the north entrance.
5. High Voltage has its original sign at its entrance at 40 sf.
6. On the main entrance tower, there are three signs, almost like a directory or complex sign that identifies the three businesses within the Foundry and utilizes the shape of the sign to identify the appropriate entrance. Each of these is 34.5 sf.
7. Finally there is a sign over the patio area of the Foundry Social "Spirits - Games - Hang" which is more of an architectural aesthetic than a sign. It is intended to convey to sense of activity for the building, but to also reinforce the industrial character of the complex.
8. It is important to note that none of the signage proposed sit out at the facade on Foundry Street where it could become a nuisance for the residential properties across the street. Additionally because it is set back fairly far from the road,

larger signage is appropriate to that it can be easily seen. Much of the signage on the south facade will be concealed from view from the residential area by the old house (now a pavilion) in front. Looking at the photos from Medina Street, you can see much of the south facade is somewhat concealed from view from the east.

The second issue for the board relates to section 1147.10(f) and the use of the roof sign on the north entrance. Here the selection of the structure and the roof sign is done primarily as an aesthetic response to the character of the building. As an old industrial building, the complete already has some old roof structures that were used to support utilities. The goal was to building upon this imagery. From a functional standpoint, there is no other signage currently proposed for along Foundry Street. The north entrance sits back off of the road and is not easily seen from the road. The roof sign raises the sign up high enough so it is more easily seen from the road, facilitating safer vehicular traffic on Foundry Street because people will be more able to easily identify the facility and the entrance to the parking.

In summary, we believe the signage as proposed is appropriate and consistent with the overall goals of the city's sign code. It does not meet the specific requirements of the sign code, but the building is not consistent in layout or activity to the types of facilities the sign code was intended to regulate. The signage is considered part of the overall complex design and is not just a sign applied to the building. The goal is to reinforce the industrial aesthetic of the existing complex through the use of varying types and qualities of signage.

We believe the signage proposed will enhance the character of the building and thus will enhance the character of the district. We believe substantial justice will be done by the Board in granting these variance. We want to thank the Board for their consideration in this matter and we look forward to a favorable review.

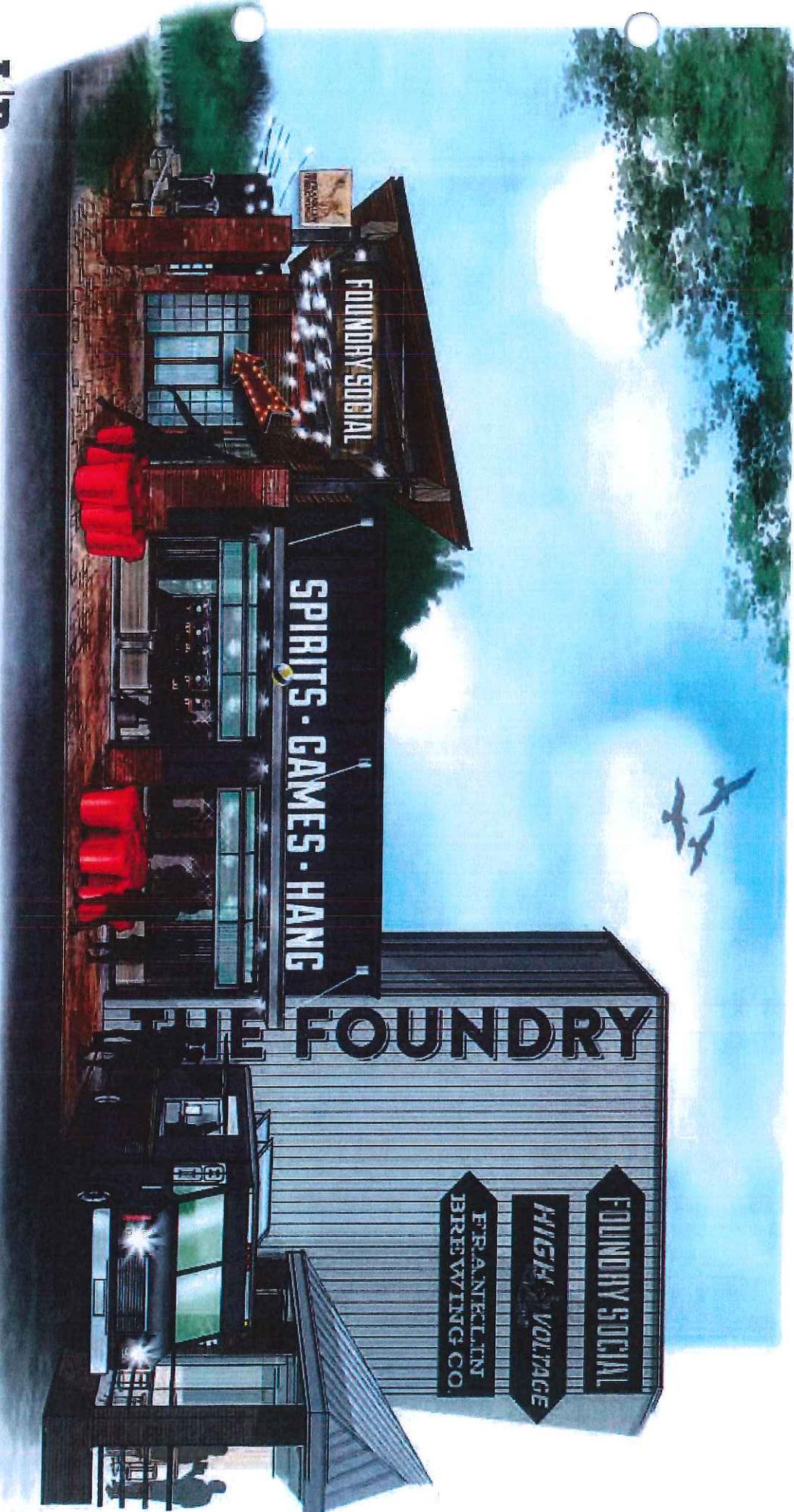
Respectfully Submitted,

Anthony Cerny
Architectural Design Studios, Inc

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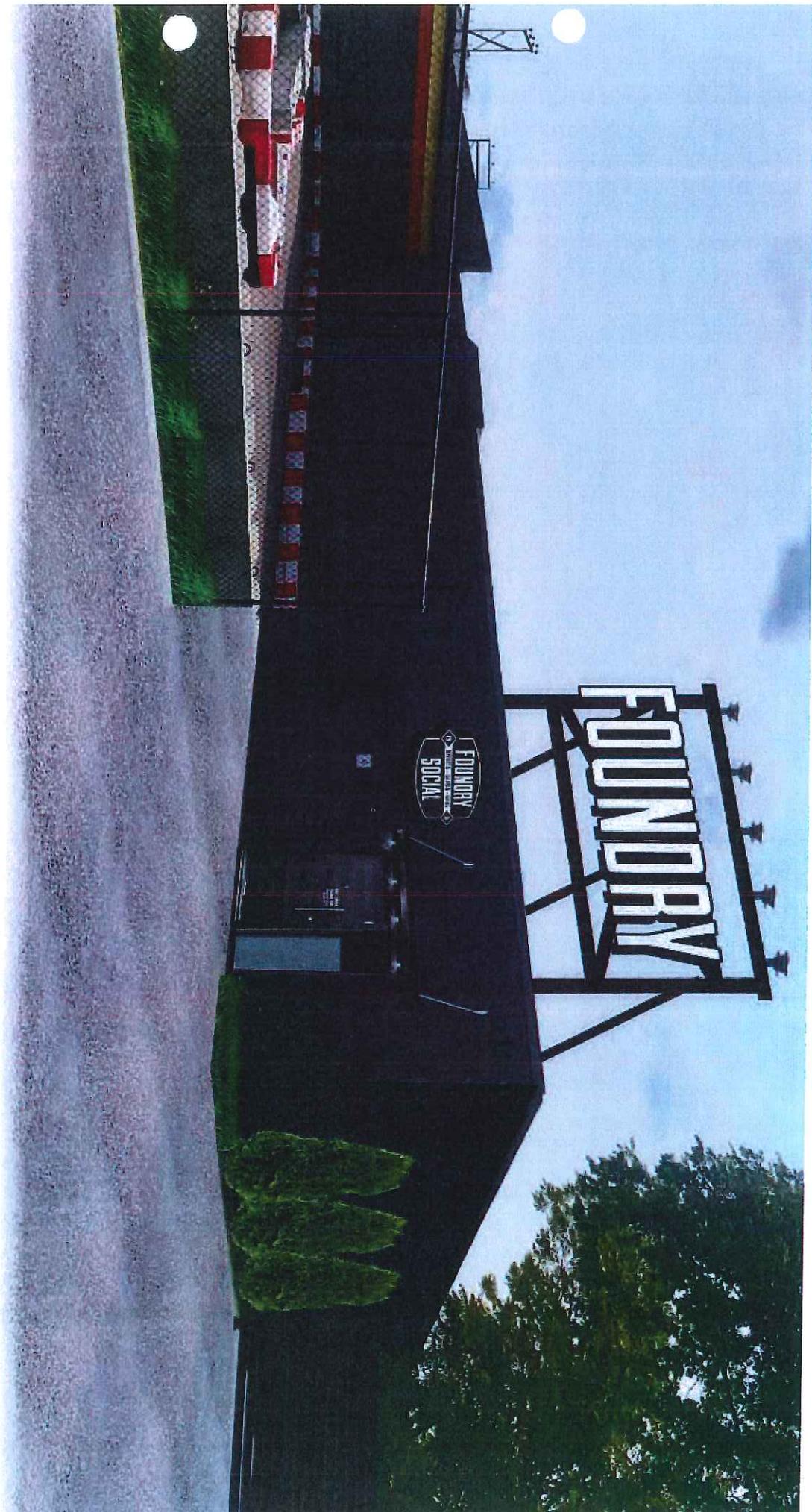
REGRI
JUL 31 2019

BY:



THE FOUNDRY PHASE 2 DESIGN DEVELOPMENT

L|P



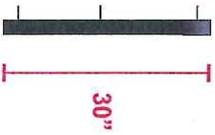
FS-01

JUL 3 1 2019

THE FOUNDRY

300"

30"

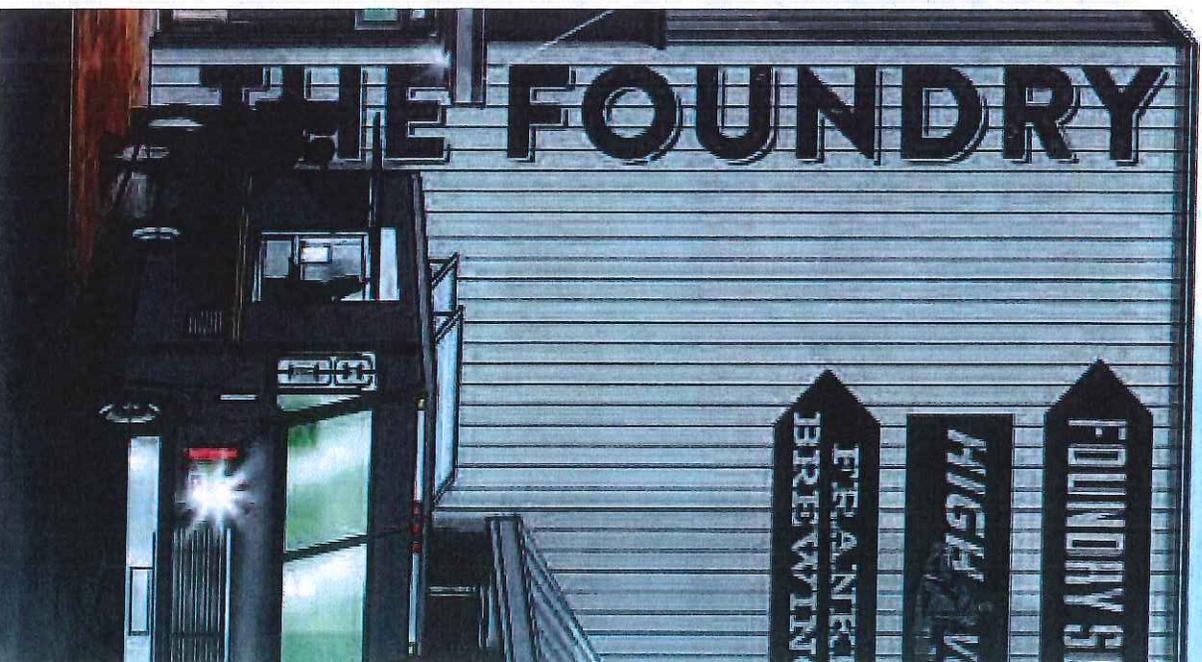


Letter Profile

300" x 30" / The Foundry Letters

All letters:

- 3/4" Depth - PVC Exterior Grade substrate / Black
- Non Lighted - Mounted to building / studs
- 62.5 Sqft

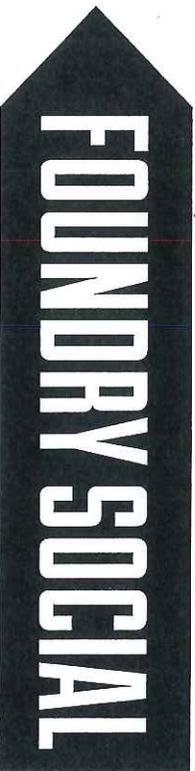


The Creative Production Company
 GRAPHIC DESIGN, INC.
 2800 GREENBARK PARKWAY
 FORT WORTH, TEXAS 76104
 TEL: 817.336.8800
 WWW.GRAPHICDESIGNINC.COM

PROJECT: Exterior signage
 Drawings indicate sign dimensions & build type

Foundry Social

138"



FS-02

36"

138"



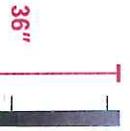
FS-03

6"



FS-04

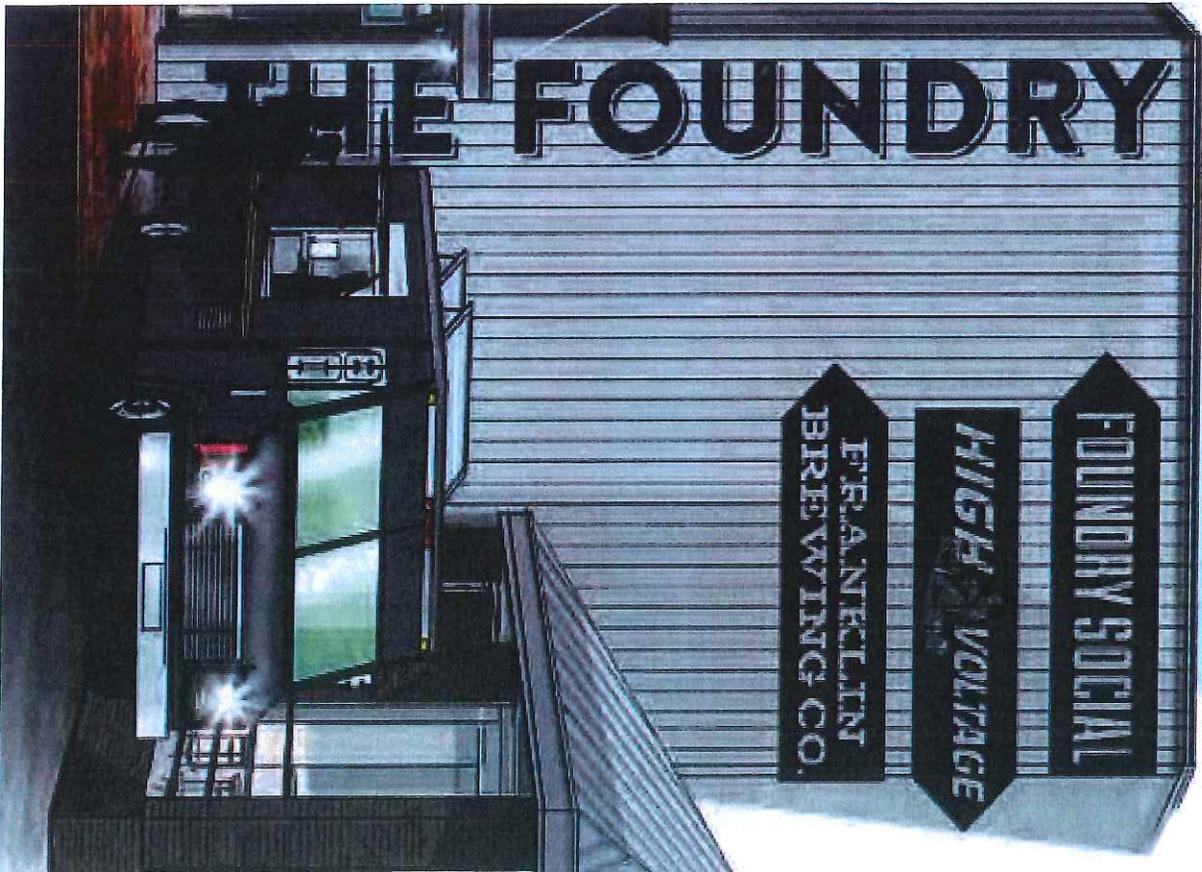
36"



Sign Profile

138" x 36" / Directional signs

All signs:
1" Depth - PVC Exterior Grade substrate / Black
White lettering - Vinyl
Non Lighted - Mounted to building
34.5 Sqft per sign

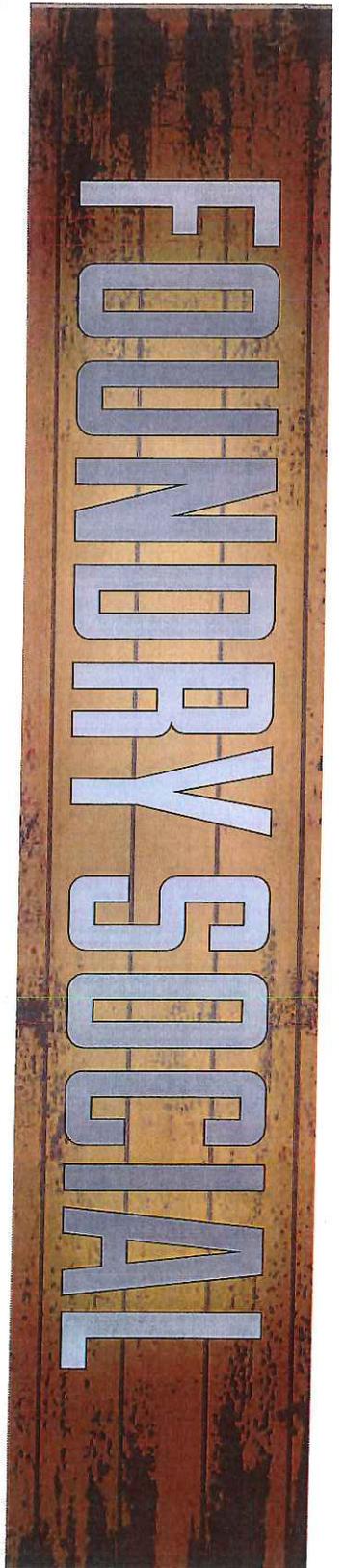


Foundry Social

PROJECT: Exterior signage
Drawings Indicate sign dimensions & build type

FS-05A

JUL 31 2019

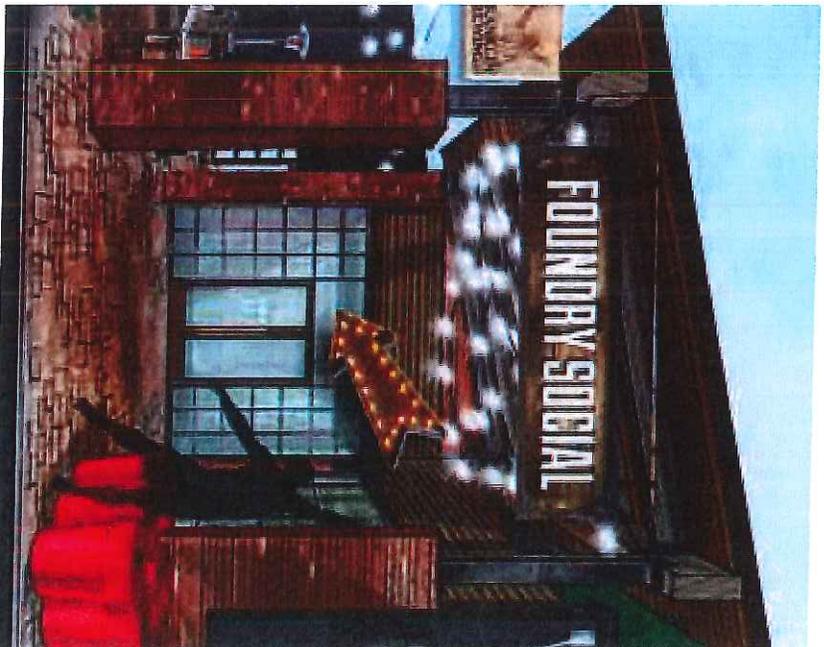
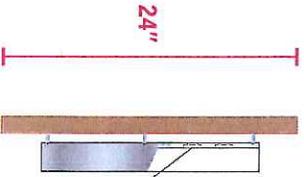


Reverse Channel letters - LED halo

Sign Backer:

- Reclaimed wood boards
- Channel letters - Mill finish
- spacer mounted to board
- 20 sqft

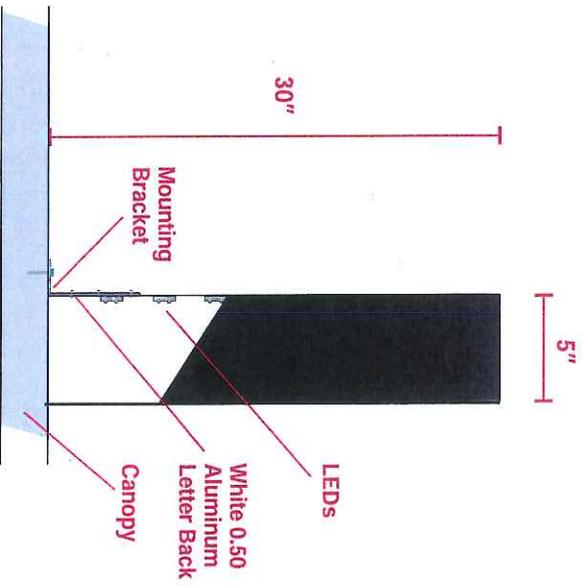
- LEDS**
- Mounted inside letter
- facing sign backer



Foundry Social

PROJECT: Exterior signage
Drawings indicate sign dimensions & build type

30" | SPIRITS • GAMES • HANG | 288"



LED internally lit Channel letters

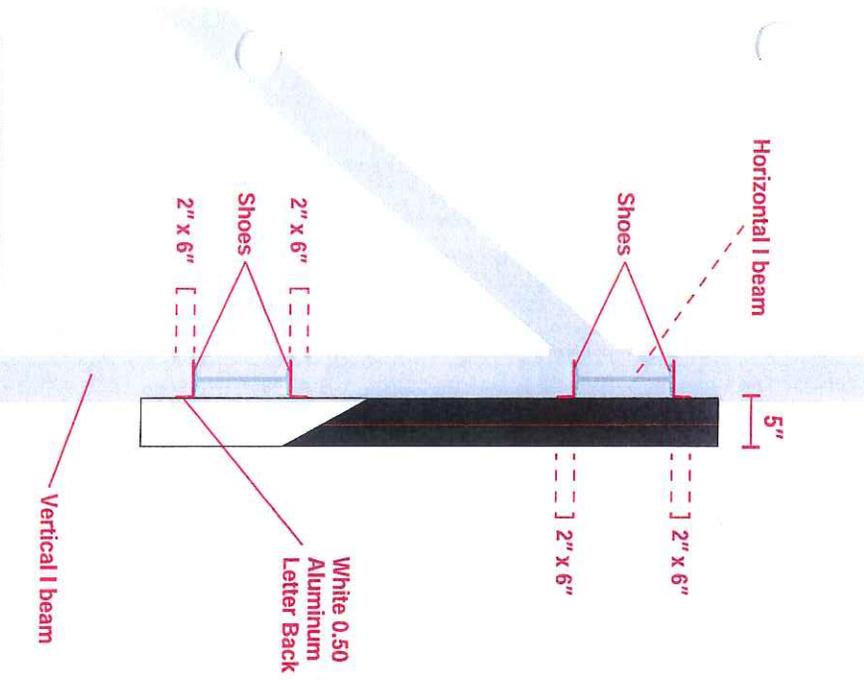
- All Letters:
- 5" Returns 0.50 Aluminum - Black
 - 1" trim / Mounted to canopy with bracket
 - Plexi faces - White
 - Pure White LEDs
 - 60 Sqft



FOUNDURY

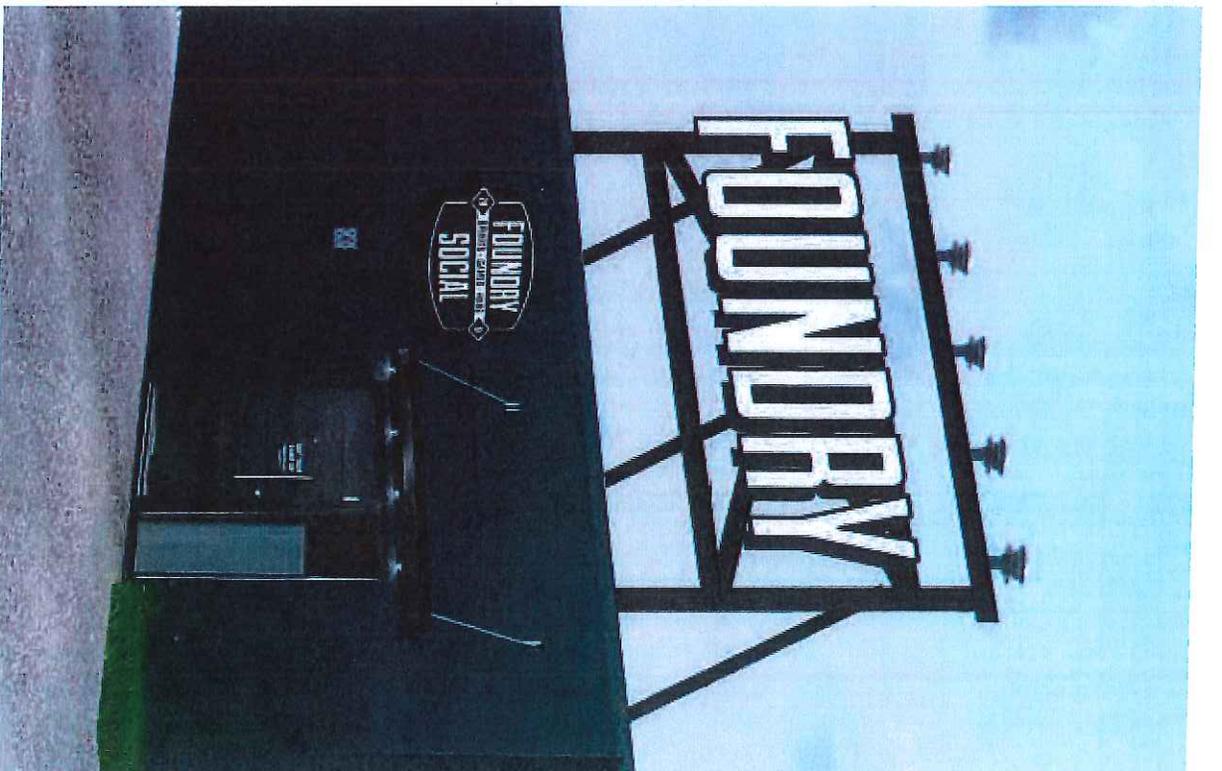
72"

216"



Exposed Channel letters

All Letters:
 5" Returns 0.50 Aluminum - No faces
 Mounted to I beam standing grid
 Directional lighting (not provided by GDI)
 108 Sqft



Foundry Social

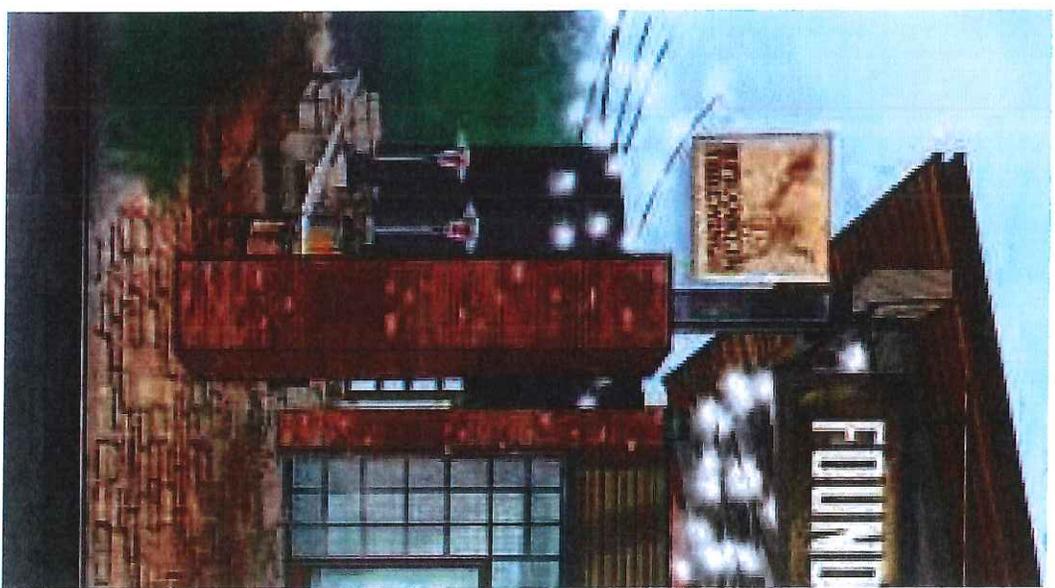
PROJECT: Exterior signage
 Drawings indicate sign dimensions & build type

REGGIE
JUL 31 2019



36" x 36" / Franklin Brewing Blade Sign

Sign:
Reclaimed wood / Painted letters
Non Lighted - Mounted to bracket
2 sided - 9 Sqft



The Creative Production Company
100 EAST 10TH AVE
DENVER, CO 80202
303.733.1111
www.creativeproduction.com



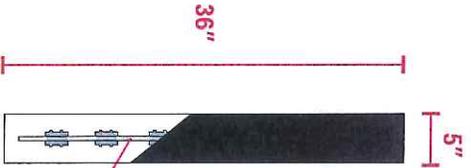
Foundry Social

PROJECT: Exterior signage
Drawings indicate sign dimensions & build type



55"

36"



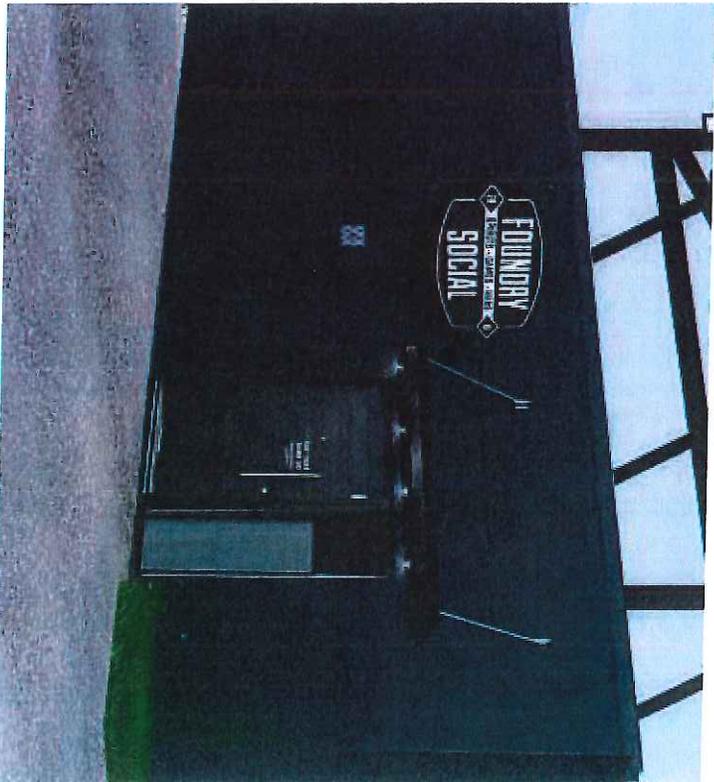
LED internally lit sign / 2 Sided

- All Letters:
- 5" Returns 0.50 Aluminum
 - 1" trim
 - Plexi faces / Sign art
 - Pure White LEDS
 - 16.5 Sqft

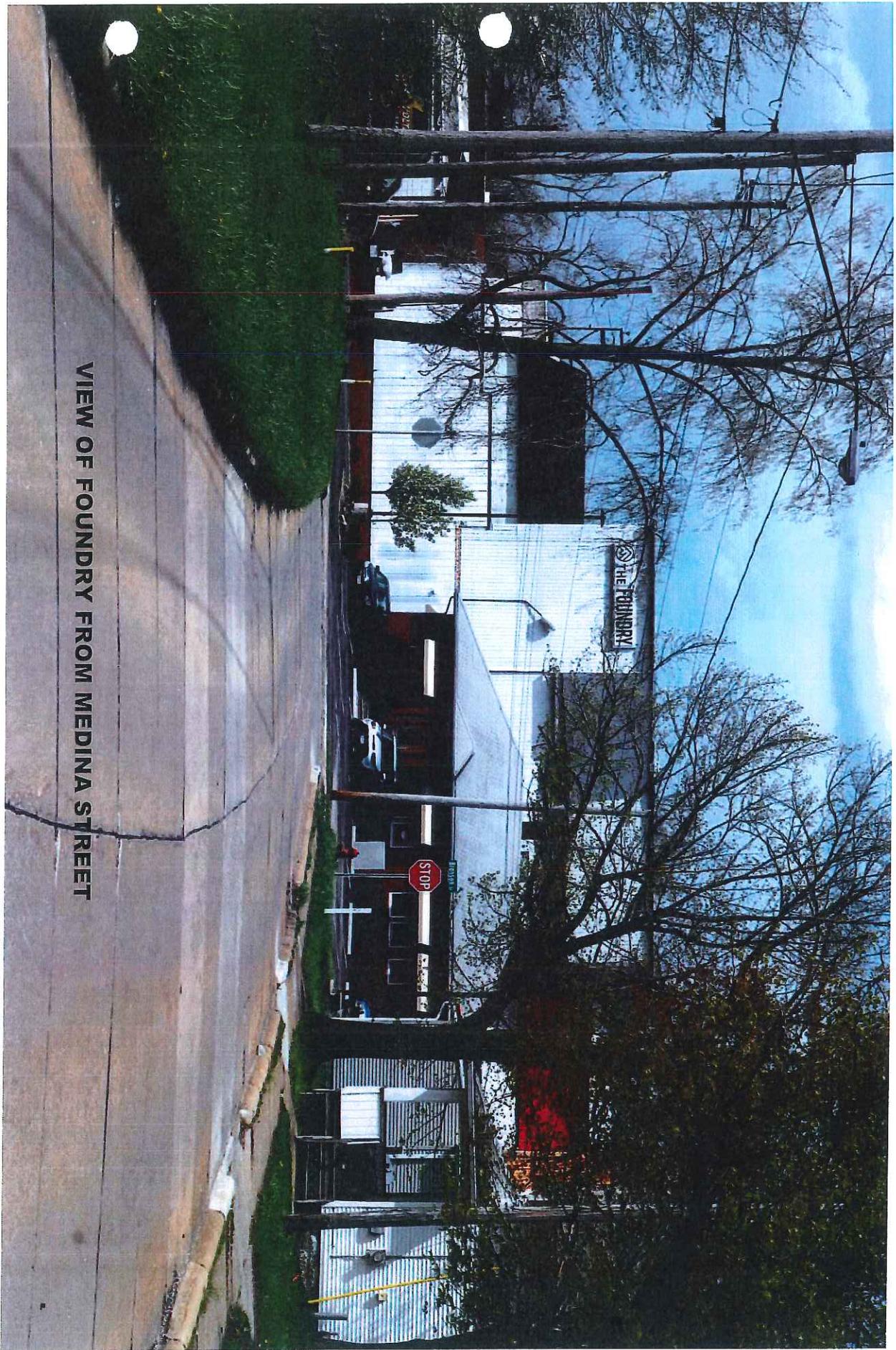
LEDs
2 Sided LED stick

REGISTERED
JUL 31 2019

BY:



 <p>The Creative Production Company 6000 GREENHURST PARKWAY NORTH OLYMPIA 98512 360.885.1111 www.gdi.com</p>	<p>PROJECT: Exterior signage Drawings indicate sign dimensions & build type</p>
<p>Foundry Social</p>	



VIEW OF FOUNDRY FROM MEDINA STREET

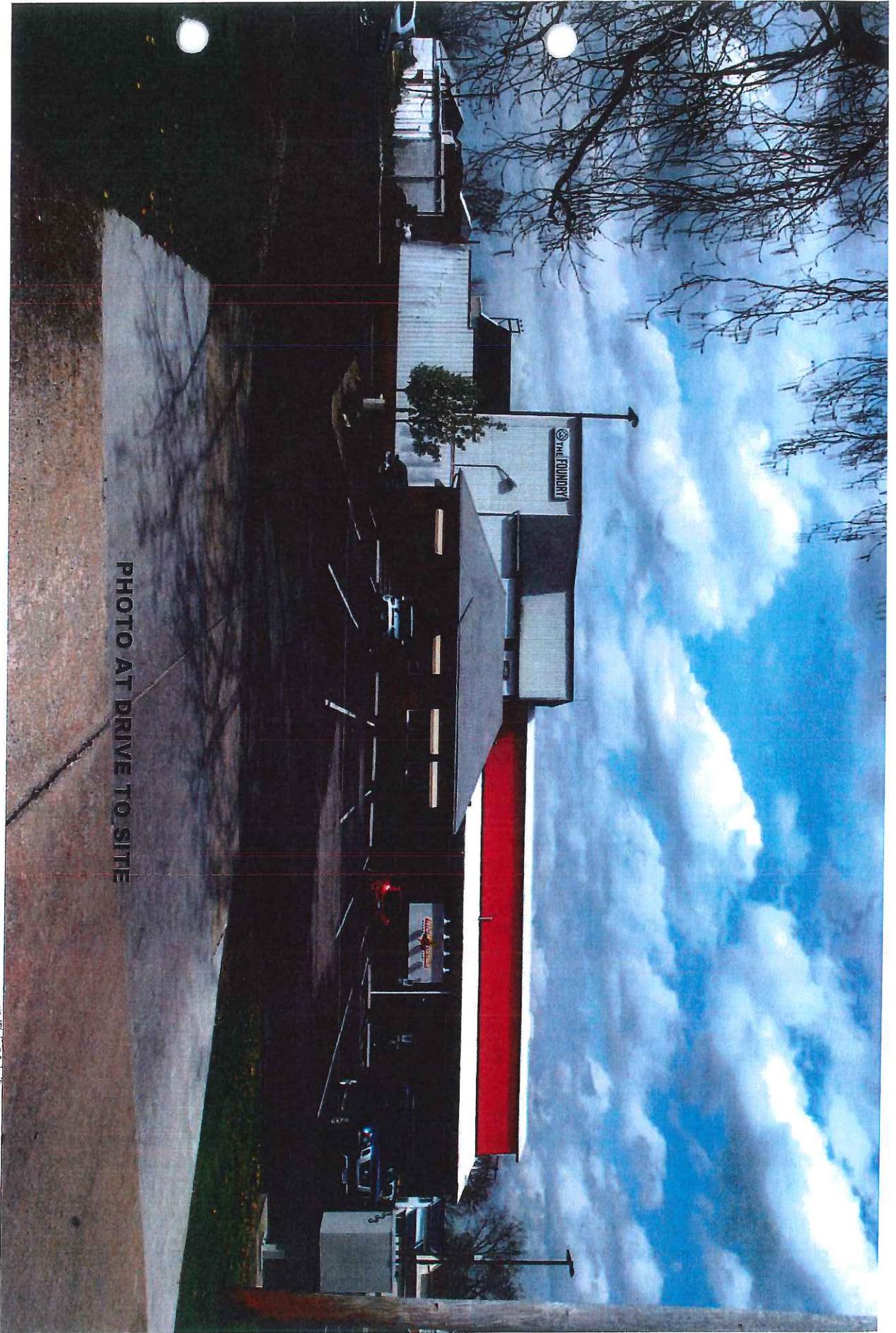


PHOTO AT DRIVE TO SITE

REGISTRATION
JUL 31 2019

BY



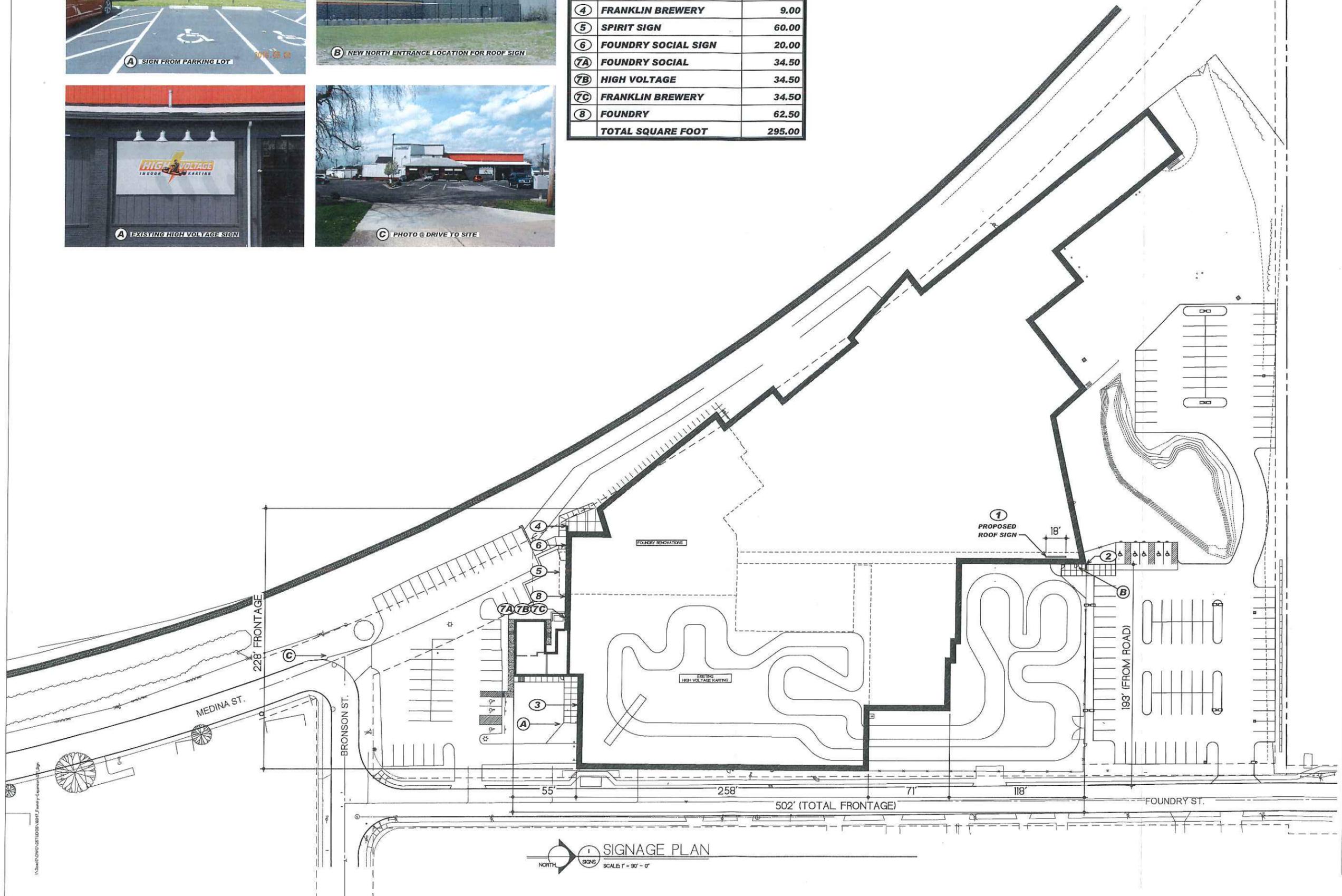
EXISTING HIGH VOLTAGE SIGN



NEW NORTH ENTRANCE- LOCATION FOR ROOF SIGN



SIGNS (EAST FACADE)		
①	FOUNDRY ROOF SIGN	108.00
②	FOUNDRY SOCIAL	13.75
TOTAL SQUARE FOOT		121.75
SIGNS (SOUTH FACADE)		
③	HIGH VOLTAGE (EXISTING)	40.00
④	FRANKLIN BREWERY	9.00
⑤	SPIRIT SIGN	60.00
⑥	FOUNDRY SOCIAL SIGN	20.00
⑦A	FOUNDRY SOCIAL	34.50
⑦B	HIGH VOLTAGE	34.50
⑦C	FRANKLIN BREWERY	34.50
⑧	FOUNDRY	62.50
TOTAL SQUARE FOOT		295.00



PLOTTED 7/30/2018

STATE OF OHIO
REGISTERED ARCHITECT
ANTHONY J. CERNY
7928
ANTHONY J. CERNY 47928
EXPIRATION DATE 12/31/2019

ARCHITECTURAL DESIGN STUDIOS INCORPORATED

Architecture
Preservation
Graphics
Planning
Interior Design

620 E. Smith Road
Medina, Ohio 44256
330 6723 6875

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ISSUED

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RENOVATION DRAWINGS FOR:
**FOUNDRY SOCIAL &
HIGH VOLTAGE KARTING**
333 FOUNDRY STREET
MEDINA, OHIO 44256

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SEPTEMBER 2018
#18047

SIGNS

SIGNAGE PLAN
SCALE 1" = 30' - 0"