

MEETING DATE: 5-14-20

BOARD OF ZONING APPEALS

Z19-15

333 Foundry



CITY of MEDINA

Board of Zoning Appeals

May 14, 2020 Meeting


Case No: Z19-15 continued from September 12, 2019

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.

Zoning: I-1, Industrial

Submitted by: Jonathan Mendel, Community Development Director 

Background:

At the September 12, 2019 BZA meeting, the applicant brought a package of sign variances for the subject property. There was significant discussion and a majority of the signs variances were approved except the variance from Section 1147.10(f) for the roof sign on the north end of the subject building. The variance for the roof sign was tabled by the applicant to permit time to develop additional information supporting their request.

That information has been developed and provided by the applicant and they wish to return to continue the review of the requested variance for the roof sign.

Please find attached to this report:

1. Applicant's updated narrative and exhibits received April 21, 2020
2. September 12, 2019 meeting minutes for case Z19-15
3. September 12, 2019 packet for case Z19-15

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.

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.*
2. *A conforming sign would be blocked from the sight of passing motorists due to existing buildings, trees, or other 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*
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.*
5. *The exception shall not adversely impact the character or appearance of the building, lot or the neighborhood.*
6. *The variance sought is the minimum necessary to allow reasonable use, visibility, or readability of the sign.*
7. *The variance will be consistent with the general spirit and intent of this Ordinance.*

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 1147.10(f) for the roof sign.

Applicant's updated
narrative and
exhibits received
April 21, 2020



Architecture
Preservation
Graphics
Planning
Interior Design

April 21, 2020

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

APR 21 2020

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

Dear Board Members,

We are requesting relief from City of Medina zoning section 1147.10(f) for signage proposed for a roof sign at the north entry of 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.

Last fall, we presented a package to the BZA addressing signage for the project. At that meeting, the Board approved most of the building signage, but requested the Owner table the request for the roof sign in favor of presenting the request at a later date. In understanding the request, it is important to understand the makeup of the facility and the relationship of the businesses. The Foundry is the name that represents the overall complex. The Foundry consists of a collection of businesses within the complex, similar to how a shopping complex may have a name, but also has signage for the individual businesses in the complex. This is how the Medina Shopping Center is signed with separate signs for the individual businesses.

For the Foundry, the goal of the owners is to create a complex of entertainment activities. Currently the Foundry is home to High Voltage Karting, Foundry Social, and M.A.D. Brewing. The long term goal for the complex is to continue to add 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 included 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 rendering has been provided that show the proposed new roof signage on the building.

With this basic understanding of the signage for the facility, we believe the proposed roof signage is justified and reasonable. The owners are proposing the roof structure and roof sign in response to the need for signage at the north entrance that addresses the community, but also is designed as an aesthetic response to the character of the building. The facility is an old industrial building and the completed portion already has some old roof structures that were used to support utilities. The goal was to build upon this imagery in developing the new sign for the building.

620 East Smith Rd
Medina, Ohio
44256

330.723.6975
(phone)

330.723.7129
(fax)

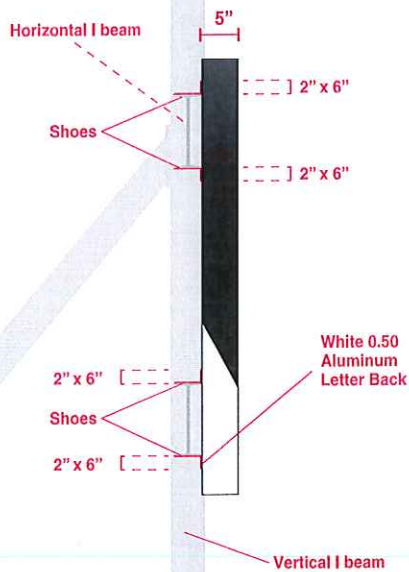
APR 21 2020

BY:

FOUNDRY

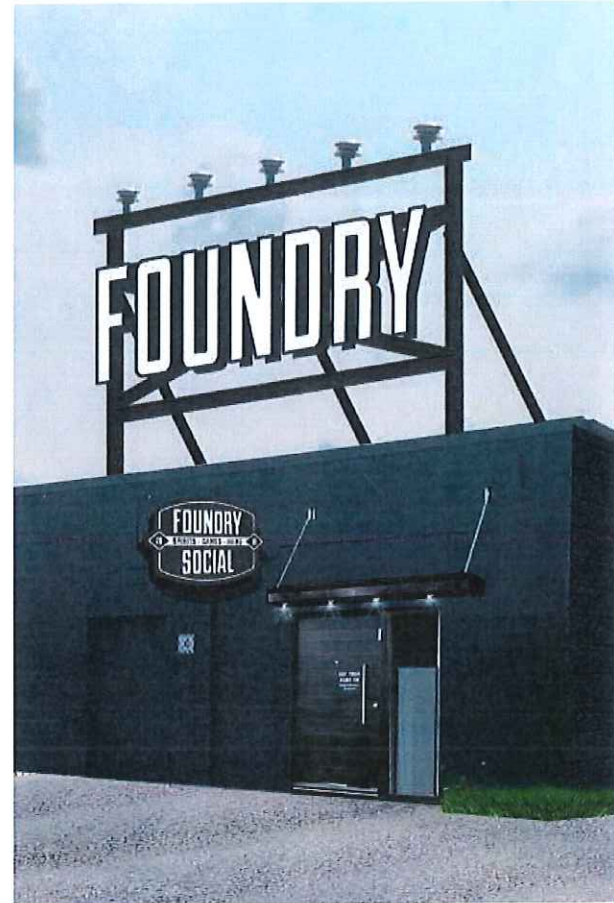
216"

72"



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

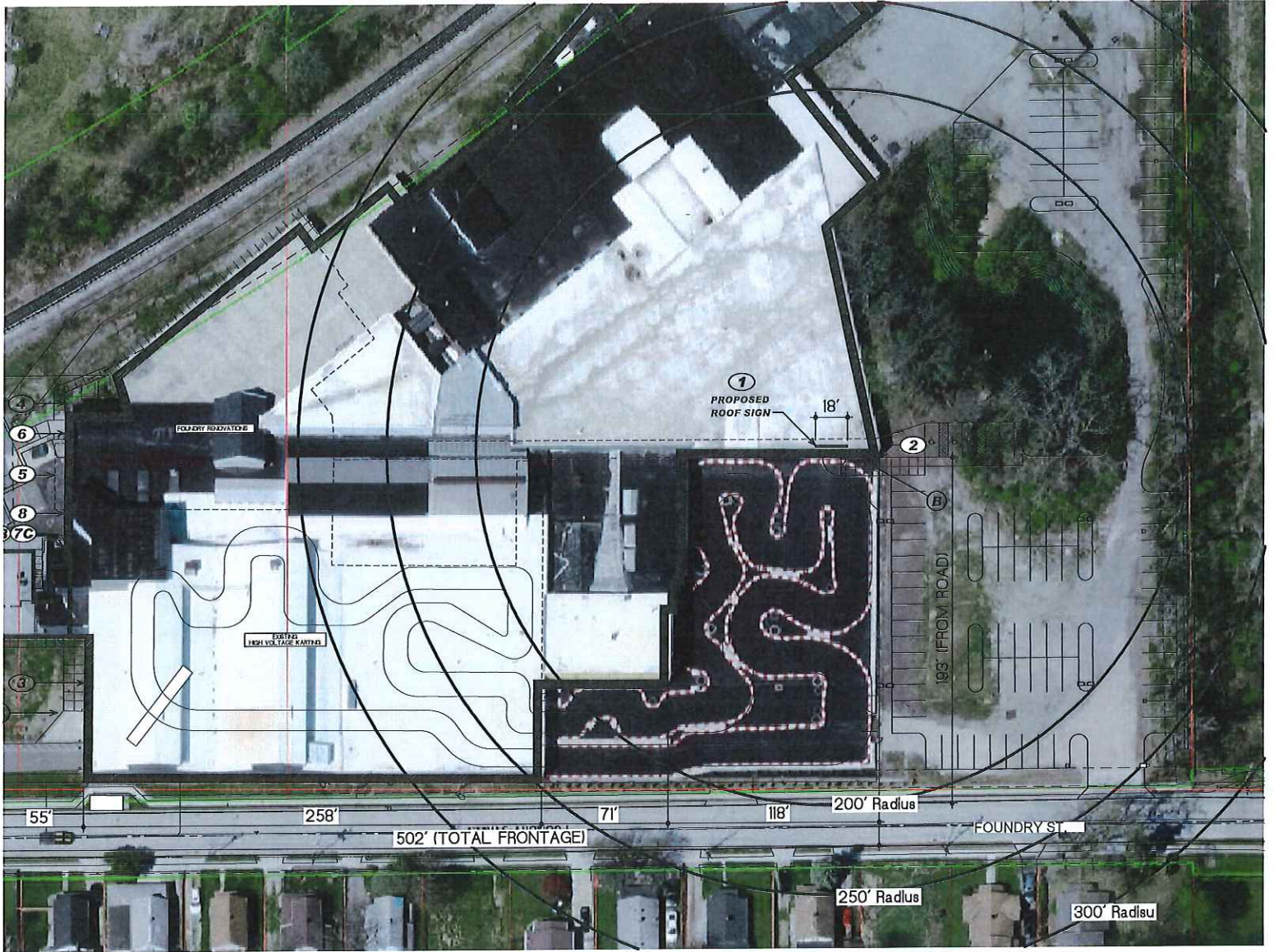


PROJECT: Exterior signage
Drawings indicate sign dimensions & build type

Foundry Social

APR 21 2020

BY:



APR 21 2020



Foundry Roof Sign
as seen from the
park.

APR 21 2020

BY:



APR 21 2020



North Entrance
Foundry

September 12,
2019 meeting
minutes for case
Z19-15



CITY of MEDINA

Board of Zoning Appeals

Board of Zoning Appeals

Meeting Date: September 12, 2019

Meeting Time: 6:00 pm

Present: Bert Humpal, Paul Roszak, Rob Henwood, Eric Schultz (alternate), Mark Williams, Jonathan Mendel, (Community Development Director), Sandy Davis (Administrative Assistant)

Absent: Brandilyn Fry

Mr. Henwood made a motion to approve the transcript submitted from Medina Court Reporters of the August 29, 2019 meeting as submitted. The motion was seconded by Mr. Williams.

Vote:

Roszak	<u>abstain</u>
Humpal	<u>Y</u>
Henwood	<u>Y</u>
Williams	<u>Y</u>
Schultz	<u>Y</u>
Approved	4-1 abstention

The Court Reporter swore in all attendees, board, and staff.

Old Business: None

New Business:

1. Z19-15 Foundry Holdings LLC 333 Foundry VAR

Mr. Mendel gave a brief overview of the case. Mr. Mendel stated this is 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 and also 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.

Mr. Mendel stated the property is zoned I-1, Industrial.

Mr. Mendel stated the property is located at the northwest corner of Bronson Street and Foundry Street.

Mr. Mendel stated 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.

Mr. Mendel stated 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.

Mr. Mendel stated in addition, the applicant proposes six new wall signs on the south building façade totaling 240 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. Mr. Mendel stated 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.*

Mr. Mendel stated construction of conforming signage could be designed for the subject property. Mr. Mendel stated 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.*

Mr. Mendel stated 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.*

Mr. Mendel stated 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.*

Mr. Mendel stated 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).

Mr. Mendel stated 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.*

Mr. Mendel stated 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.

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

Mr. Mendel stated he 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.*

Mr. Mendel stated 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.*

Mr. Mendel stated 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.

Mr. Mendel stated 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).

Present for the case was Tony Cerny, Architectural Design Studios, 620 E. Smith Rd., Medina, Ohio.

Mr. Cerny asked for clarity on the variance request from Mr. Mendel. Mr. Mendel stated there are 6 wall signs that meet the design requirements of the sign code. Mr. Mendel stated the projecting signs project farther than allowable so instead of adding a third variance, the variance is for eight signs with six walls signs and two projecting wall signs.

Mr. Humpal made the suggestion that the roof sign be discussed as one variance and voted on by itself since it is under a separate code section and all the other signs can be in a combined variance. Mr. Mendel stated the wall signs all fall under one section of the code so 1 variance would be fine whether it is a projecting sign or not, it falls under 1147.14(b) of the Planning and Zoning Code.

Mr. Cerny gave a presentation of the sign package with a short history of the building through the years as well as each sign and how it relates to the businesses inside the facility.

Mr. Cerny stated the residential neighbors will not be able to see most of the signage going onto the building. Mr. Cerny stated the signage is geared towards people coming in off of Medina Street and the parking lot to the back.

Mr. Cerny stated there will be multiple businesses inside the facility. Mr. Cerny stated Franklin Brewery does not technically have a façade facing the street and future businesses will not necessarily have direct street frontage. Mr. Cerny stated he does not think that should mean they shouldn't be offered the opportunity to have signage for their business. Mr. Cerny stated they are working within the general intent built into the code for other areas that are similar in character and need when talking about commercial businesses.

Mr. Cerny stated they have not proposed a ground sign at the street out front. Mr. Cerny stated the roof sign is set back from the road and identifies the parking lot as part of the complex. Mr. Cerny stated the roof sign design is consistent with the history of the building as an industrial complex.

Mr. Greg Cordray, part business owner, 3983 Meadowvale Court, Akron, Ohio commented. Mr. Cordray also gave a brief history of the building and how he came to acquire it as well as the progression of the business.

Mr. Henwood stated he feels the projecting signs should be discussed separately from the other wall signs as they are not the same circumstance even though they are in the same code section.

Mr. Mendel stated they can be discussed separately if the board wishes.

Mr. Humpal asked for comments from the public.

George Sam, 402 E. Washington Street, Medina, Ohio commented. Mr. Sam stated he is present representing Main Street Medina and stated Main Street Medina is supportive of the request and the project.

Barbara Dzur, representing the City of Medina Economic Development Department, stated the City Economic Development Department supports the variance requests.

Bethany Dentler, Director, Medina County Economic Development Corporation, stated the MCEDC is also in support of the variance requests.

Caroline Scheiner, 534 Bronson Street, Medina, Ohio commented. Ms. Scheiner stated she has lived there since 1988 and has never been robbed, or assaulted. Ms. Scheiner stated the neighborhood is not as dangerous as it is being portrayed.

Ms. Scheiner gave a brief history of the neighborhood through the years and how it has improved.

Ms. Scheiner stated the subject property is located in a residential neighborhood. Ms. Scheiner stated the karting was ok but now there will be a full service bar which is referred to as entertainment and a brewery. Ms. Scheiner stated there are 3 daycare centers on her street in the vicinity. Ms. Scheiner stated she feels it is important the board follow what they should be following in the code. Ms. Scheiner stated the applicant already has two conditional use variances for having an entertainment facility for something zoned industrial. Ms. Scheiner stated that has already happened. Ms. Scheiner feels the rules are being changed for someone special. Ms. Scheiner stated the houses on Foundry would be overpowered by the roof sign. Ms. Scheiner stated there are not many people on Foundry that own their homes and the notices that were sent out were mostly for rentals in which the landlord does not have an interest as long as they get their rent money.

Ms. Scheiner stated the shopping center properties in the city still manage to follow the sign guidelines. Ms. Scheiner stated she served on the Medina Community Design Committee as well as a Trustee. Ms. Scheiner stated they reviewed the signage for many businesses. Ms. Scheiner asked if we should expect more variance requests in the future for the other businesses that will go into the building. Ms. Scheiner stated she totally disagrees with this request.

Rick Stevenson, 1011 N. Street, Medina, Ohio commented. Mr. Stevenson stated he owns a hardware store on the square. Mr. Stevenson spoke about the dynamic of businesses in the area. Mr. Stevenson stated if you help a business in this town, you help all the other businesses in the area. Mr. Stevenson asked the board to consider this request.

Curtis Perkins, 5604 Lafayette Road, Medina, Ohio commented. Mr. Perkins stated he owns several properties in that area. Mr. Perkins stated the applicant has done a great job with the building and it is appreciated. Mr. Perkins stated the property taxes on his properties have increased.

Mr. Perkins asked if the lights on the roof will be flashing or solid. Mr. Cerny stated they will not flash. Mr. Perkins stated he does not see a problem with the site from Medina Street but he is concerned about the roof sign and asks that the board deny the roof sign. Mr. Perkins stated he feels it is overbearing and he does not like it. Mr. Cerny stated it is too big as well as the smaller version that was suggested. Mr. Perkins stated the roof sign is prohibited by code and he is looking out for his Medina Street properties.

Mr. Williams asked if the property had 10 tenants, could they have a shopping center tower sign. Mr. Mendel stated that is a different category of signs. Mr. Mendel stated the applicant has stated they have no intention of having a ground sign for the property. Mr. Mendel looked at the code and stated a shopping center sign would not be applicable in the I-1 district.

Mr. Henwood stated he thinks this is a slippery slope as it is something that is specifically not permitted. Mr. Henwood stated essentially the board is potentially considering what would be more appropriate as a use variance. Mr. Henwood stated if the property were to be rezoned to a district that would permit such a sign as being suggested by Mr. Williams, the applicant has asked to consider this more as a commercial building. Mr. Henwood stated the criteria for a use variance is much more burdensome on the applicant.

Mr. Henwood stated that allowing the board to consider this variance for something that is strictly prohibited does a disservice to the process and there would be a much heavier burden for the applicant if this was a use variance for this signage. Mr. Henwood stated for that reason, he thinks the variance request is inappropriate.

Mr. Mendel explained how this is not applicable as a use variance. Mr. Mendel stated he does not believe any of the signage could be classified as a land use. Mr. Mendel stated a land use variance allowance in the code is for land uses. Mr. Mendel stated the land use is Commercial Recreation. Mr. Mendel stated signs are signs and are not a land use.

Mr. Humpal asked if there will be additional sign variances required as more businesses are added to the facility. Mr. Mendel stated he will need to review and evaluate the signage at that time so he cannot say at this time.

Mr. Mendel stated this facility is allowed one ground sign 6 ft tall and 40 sq ft in area by code regardless of multiple tenancy.

Mr. Henwood asked the applicant if additional variances will be requested if additional tenants come into the building. Mr. Cordray stated his intention is to beautify the building and additional signs are not important to him. Mr. Cordray stated the signage is

to complete the look of the building. Mr. Cordray stated new tenants may want signage but he does not want more signage and wants the building to look good. Mr. Cordray stated the only thing he thinks may be appropriate is something small. Mr. Henwood stated that did not answer his question. Mr. Cordray stated there will be no additional requests for variances for other things to go on the outside of the building.

There was a lengthy discussion about the size of the roof sign and how it looks from different vantage points in the area. Mr. Mendel stated the roof sign is proposed to be uplit or downlit from exterior lights and not internally illuminated. Mr. Cordray stated the light will be just enough to see it and not illuminate a large area. Mr. Cordray stated it can be dimmed down also. Mr. Roszak asked the hours the sign will be lit. Mr. Cordray stated the sign would be lit only when the operation is open, approximately Friday and Saturday until 11:00pm. Mr. Williams stated it could be as late as 2:30am according to the liquor license obtained. Mr. Cordray stated they are willing to shut the light off and he does not want it to disturb the neighbors at all.

Mr. Henwood asked how far the roof sign is set back from the right of way. Mr. Mendel stated it is 193 feet from the west curb of Foundry Street.

Mr. Humpal stated he has difficulty with the roof sign after hearing comments from area residents this evening. Mr. Henwood stated he has difficulty with the roof sign because it is not permitted, period. Mr. Henwood stated he will not vote to approve the roof sign. Mr. Roszak stated he is excited about the signage and he is not opposed to the signage. Mr. Henwood stated he would like to see a proposed compromise from the applicant. Mr. Cordray stated he will do whatever is best for the community. Mr. Henwood asked the applicant if he would consider a smaller sign. Mr. Cordray stated yes. Mr. Cordray stated if it is scaled down, it does not look in proportion to the building size. Mr. Mendel showed an alternative roof sign rendering which was smaller, approximately 12 feet long.

Mr. Cordray stated the smaller sign is not in scale with the building.

Mr. Roszak stated he thinks the roof sign is in scale with the building and suggested the applicant to come back with photos from other distances and sizes and table the roof request. Mr. Cordray stated he is happy to do that. Mr. Williams stated he does not like the smaller sign proposal for the roof. Mr. Cordray requested to table the request for the roof sign variance until the October 10th meeting.

Mr. Henwood suggested considering the projecting sign separately from the wall signs. Mr. Henwood stated they all fall under "wall signs" in the code but the signs are significantly different enough to warrant separate consideration.

Mr. Williams stated he has no problem with the sub-classifications of the wall signs. Mr. Williams stated it looks like 250' off Medina Street and Bronson Street corner and it is set back behind where the tower protrudes. Mr. Williams said all of those signs do not affect the street or adjacent properties.

Mr. Henwood asked for an image of what can be seen from Medina Street as approaching the facility. Mr. Mendel put the image on the overhead projector.

There was a brief discussion around the photos of the site from different distances.

Mr. Williams asked if the arrow in the rendering will be lit with flashing lights. Mr. Cordray stated no they will not flash.

Mr. Mendel stated the square footage of all the signs is 225 sq. ft. and the maximum allowed is 125 sq. ft. Mr. Henwood stated that is a significant increase.

Mr. Henwood stated the "Spirits, Games, Hang" has been stated by Mr. Cerny as an architectural feature and not a sign. Mr. Henwood stated that is nonsense. Mr. Cordray stated he agrees.

Mr. Henwood asked Mr. Cordray if there is any flexibility in his proposal to comply more with the regulations. Mr. Cordray stated he sees it as "our" building and if the board wants something smaller, than make it smaller. Mr. Cordray stated the impact is for it to look good but the smaller the signs are, the less appealing the building is.

Mr. Henwood stated the "Spirits, Games, Hang" sign is low hanging fruit. Mr. Cerny stated he disagrees. Mr. Roszak stated it identifies the purpose of the building.

Mr. Henwood stated the board doesn't regulate aesthetics other than what is codified in the ordinance. Mr. Cerny stated he understands but that does not mean you can't give it consideration. Mr. Henwood stated they can consider it but the applicant is asking the board to approve it on aesthetic value and the board does not have any teeth to do that. Mr. Cerny stated the question is which signs are you willing to give up and which signs are you willing to make smaller that will have the least negative impact for what you are trying to accomplish.

Mr. Henwood stated he is looking for a show of good faith and be willing to make some effort to comply. Mr. Henwood stated he can't speak for anyone but himself on the board.

Mr. Roszak stated he feels what was presented is in scale to the building and if it is reduced by 5% or 10%, there would be no purpose other than to show willingness to give a little or what is best for this complex. Mr. Henwood stated the citizens of Medina have followed a process and elected to select rules that represent their wishes for the community. Mr. Henwood stated the board's job is to, when someone can demonstrate a practical difficulty, we consider a variance if the request warrants it. Mr. Henwood stated he does not take that responsibility lightly. Mr. Henwood stated the citizens of Medina have spoken about how they want to rule and regulate their community. Mr. Henwood stated it is not his place to decide that does not make sense. Mr. Henwood stated in looking for a conciliatory response, he is looking for the appropriate amount of respect for the process and the residents of Medina.

Mr. Cerny stated asking for a compromise could encourage applicants to ask for more than they need in anticipation of having to compromise to get the project they want. Mr. Henwood stated your moral compass is your own. Mr. Cerny stated it is not uncommon but is not the intent that was brought this evening.

Mr. Roszak state he personally is comfortable with the wall signs as presented. Mr. Williams stated he is as well.

Mr. Williams made a motion to approve the variance request to Section 1147.14(d) of the Planning and Zoning Code to permit six walls signs with a total of 246 sq. ft. when only one sign and 125 sq. ft. of sign area is permitted and two projecting signs totaling 25.5 sq. ft. based on the finding that the criteria for a sign that exceeds area and standards for this ordinance would be more appropriate in scale because of the large size the facility.

The motion was seconded by Mr. Roszak.

Vote:

Roszak	<u>Y</u>
Humpal	<u>Y</u>
Williams	<u>Y</u>
Henwood	<u>N</u>
Schultz	<u>Y</u>
Approved	4-1

Mr. Mendel stated tonight is the notice for the public for Case Z19-15 and the public has been put on notice at this meeting that the roof sign will be back before the board on October 10th. Mr. Mendel stated if it goes beyond the October 10th date, a new notice will be sent out.

~~Z19-16 Sean Richards 930 W. Liberty Street VAR~~

~~Mr. Mendel gave a brief overview of the case. Mr. Mendel stated this is a variance request from Section 1137.05 of the Planning and Zoning Code to permit an addition setback 8 feet from the rear (south) property line instead of the minimum required 30 feet. Mr. Mendel stated the property is zoned C-3 Commercial and is located on the southerly side of the 900 block of W. Liberty Street.~~

~~Mr. Mendel stated the applicant proposes a 2,400 sqft addition to the existing building. Mr. Mendel stated this addition is proposed with an 8 foot rear setback from the south property line instead of the minimum required 30 feet.~~

~~Mr. Mendel stated this development proposal will be reviewed by the Planning Commission for Site Plan compliance at the September 12, 2019 meeting in regards to the exterior building materials.~~

Vote:

Roszak

Y

Humpal

Y

Williams

Y

Henwood

Y

Schultz

Y

Approved

5-0

Mr. Mendel asked the applicant if he would still like to stay and present his case before the Planning Commission this evening.

Mr. Richards stated no, he is removing his request for Site Plan approval from the Planning Commission agenda this evening.

Mr. Mendel stated the City Hall parking deck is under construction.

Having no further business, the meeting was adjourned.

Respectfully submitted,

Sandy Davis

Sandy Davis

Bert Humpal

Bert Humpal, Chairperson

September 12,
2019 packet for
case Z19-15

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

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.

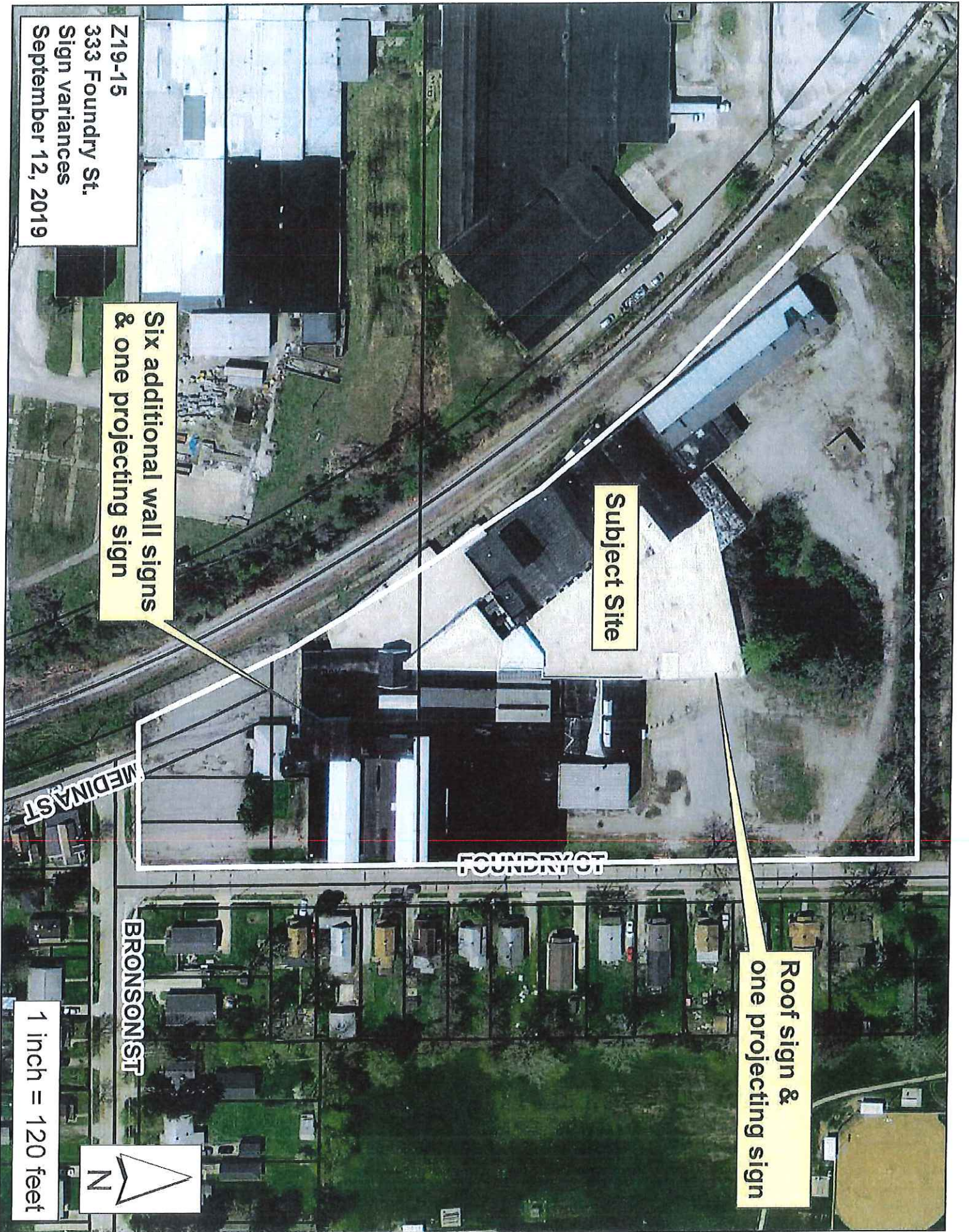
6. *The variance sought is the minimum necessary to allow reasonable use, visibility, or readability of the sign.*

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).



Subject Site

Six additional wall signs
& one projecting sign

Roof sign &
one projecting sign

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

FOUNDRY ST

MEDINA ST

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

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

BY:

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 it's 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 complex 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.

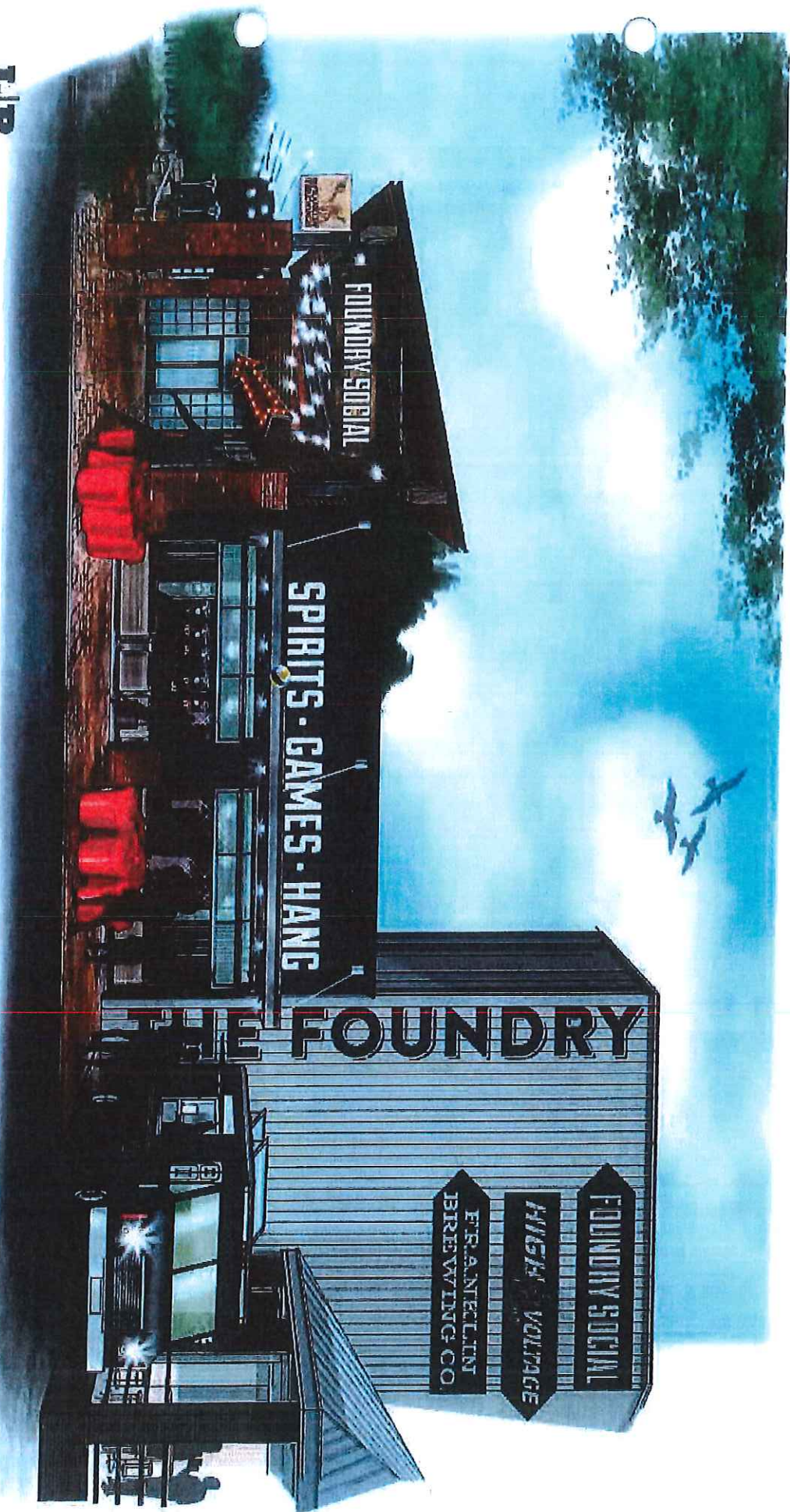
Respectfully Submitted,

Anthony Cerny
Architectural Design Studios, Inc

J:\0STUDIOS\0JOBS\18047_Foundry Expansion\SIGNAGE\Board of Zoning Appeals Letter_190730a.wpd

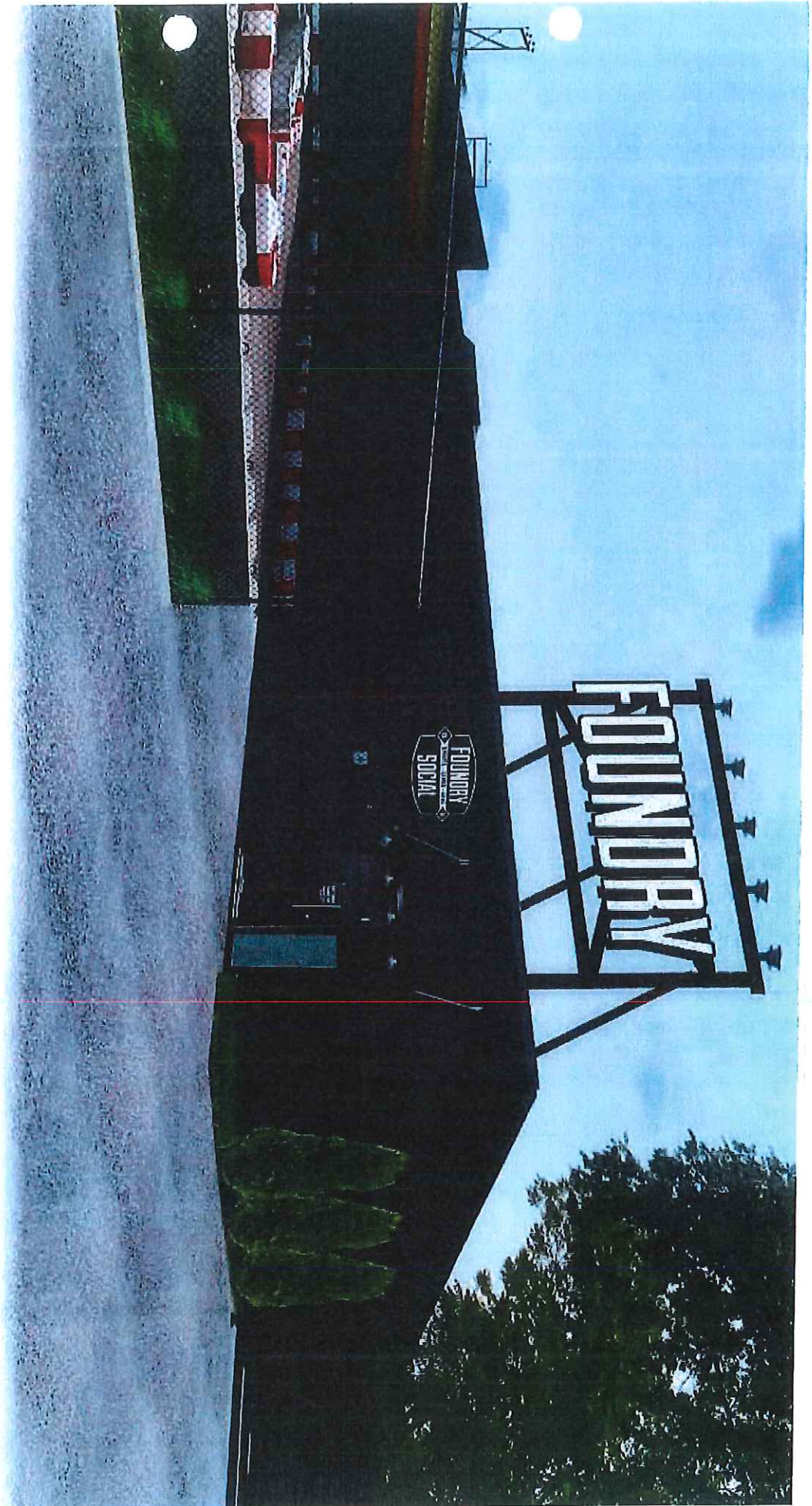
RECEIVED
JUL 31 2019

BY:



THE FOUNDRY PHASE 2 DESIGN DEVELOPMENT

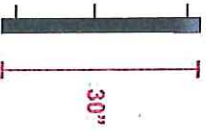
L/P



JUL 21 2019

FS-01

300"
THE FOUNDRY
30"



Letter Profile

300" x 30" / The Foundry Letters

All letters:

3/4" Depth - PVC Exterior Grade substrate / Black

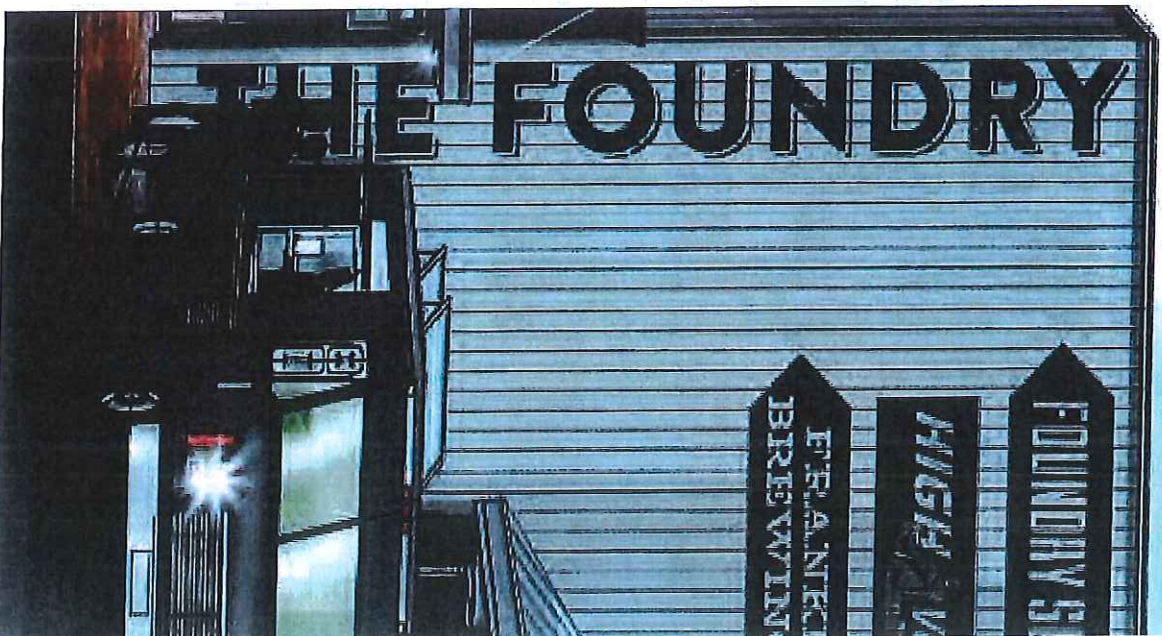
Non Lighted - Mounted to building / studs

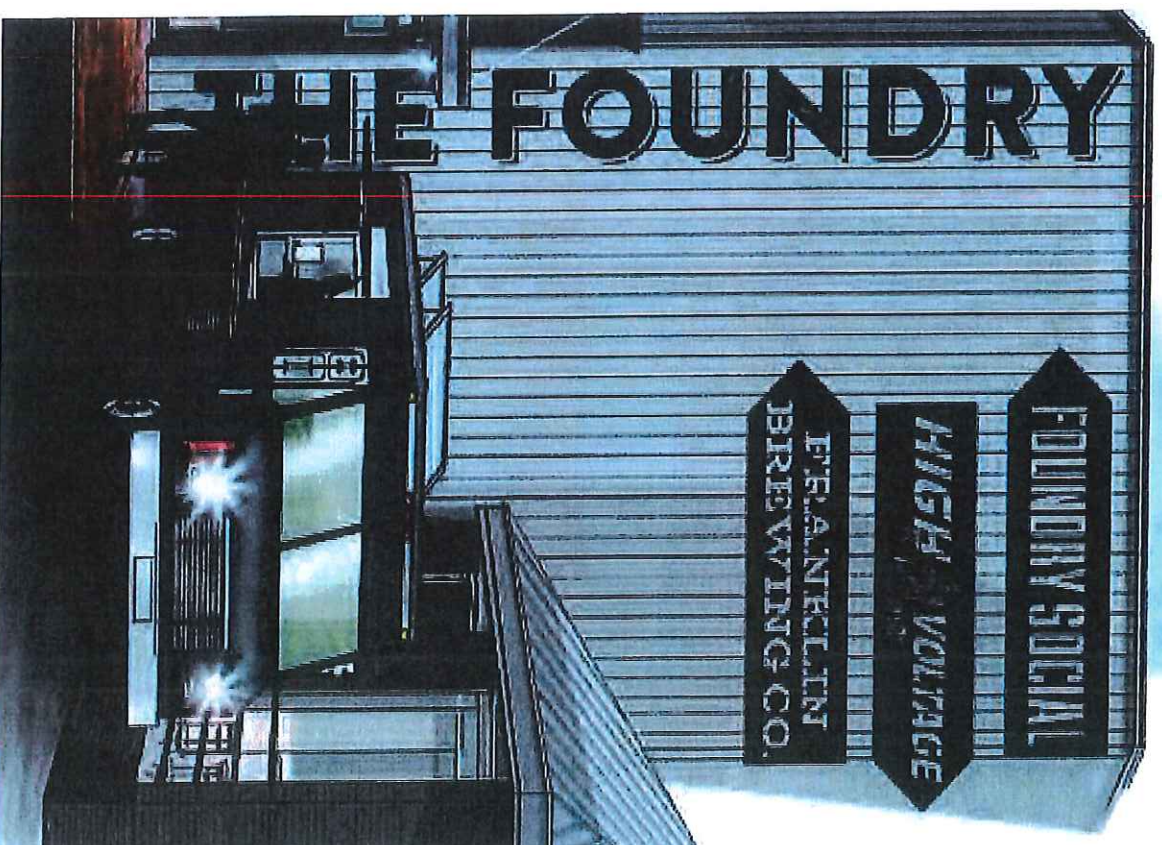
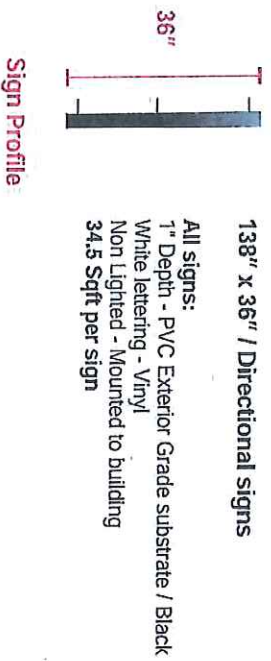
62.5 Sqft




Foundry Social

PROJECT: Exterior signage
Drawings indicate sign dimensions & build type

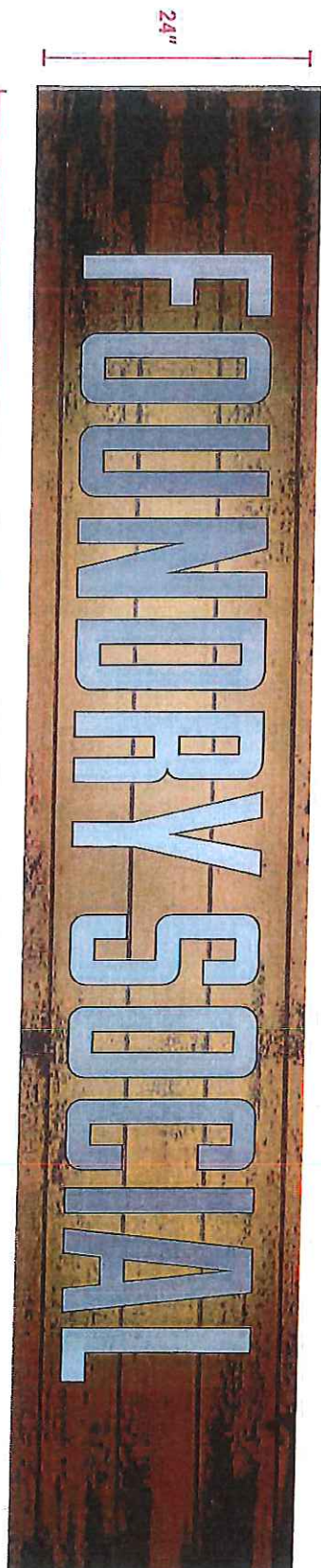




 <p>The Creative Production Company 10000 KENTWOOD PARKWAY KENT, OHIO 44240 216.282.1100 www.gdi.com</p>	<p>PROJECT: Exterior signage Drawings indicate sign dimensions & build type</p>
<p>Foundry Social</p>	

FS-05A

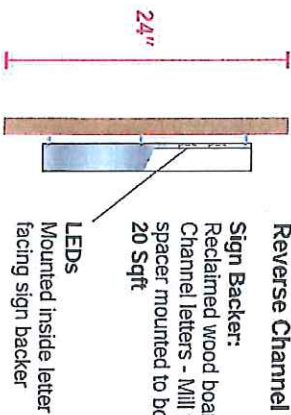
REV JUL 31 2019



Reverse Channel letters - LED halo

Sign Backer:

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



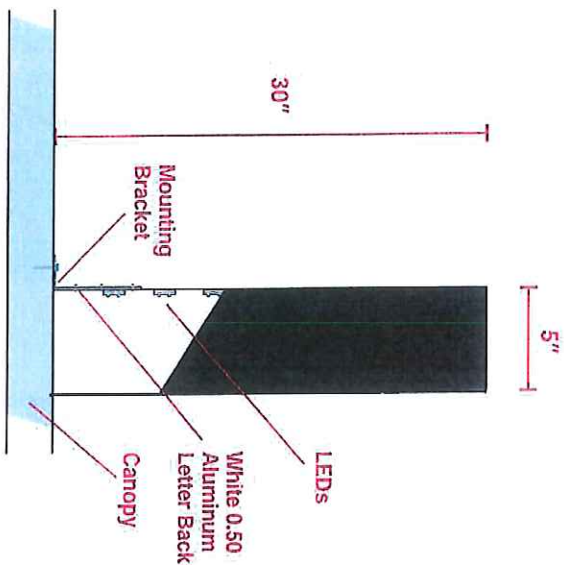
PROJECT: Exterior signage
Drawings indicate sign dimensions & build type

Foundry Social



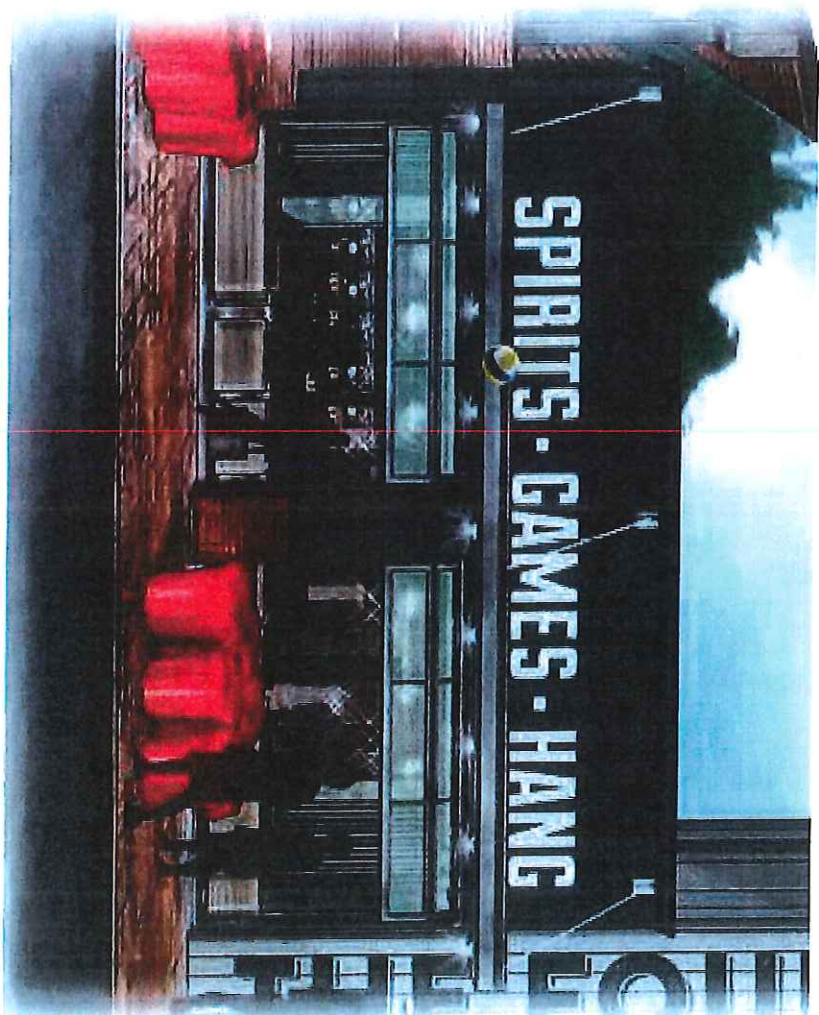
SPIRITS • GAMES • HANG

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



FOUNDRY

72"

216"

Horizontal I beam

5"

Shoes

2" x 6"
2" x 6"

White 0.50
Aluminum
Letter Back

Shoes

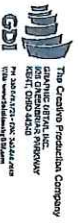
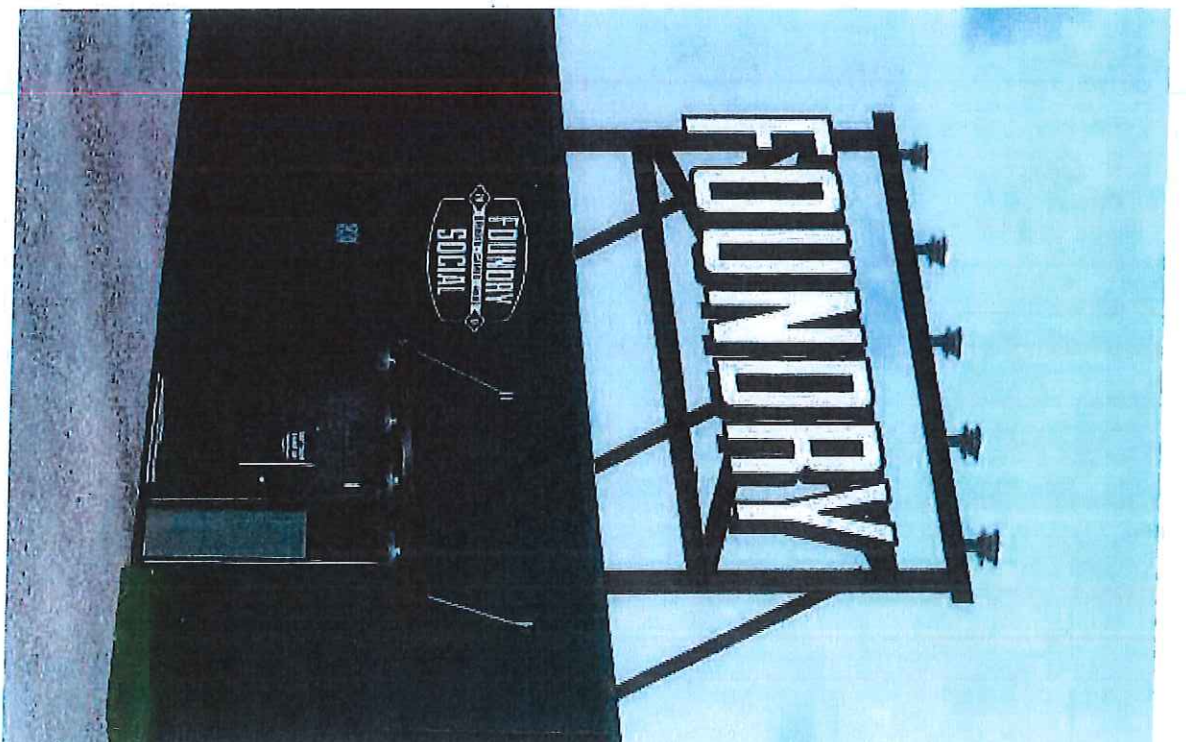
2" x 6"

Vertical I beam

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



PROJECT: Exterior signage
Drawings indicate sign dimensions & build type

Foundry Social

NEGATIVE
JUL 31 2019



36" x 36" / Franklin Brewing Blade Sign

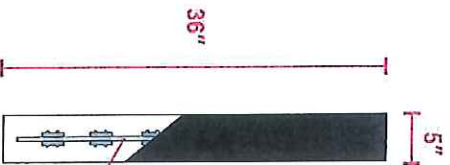
Sign:
Reclaimed wood / Painted letters
Non Lighted - Mounted to bracket
2 sided - 9 Sqft





55"

36"



LED internally lit sign / 2 Sided

All Letters:

5" Returns 0.50 Aluminum

1" trim

Plexi faces / Sign art

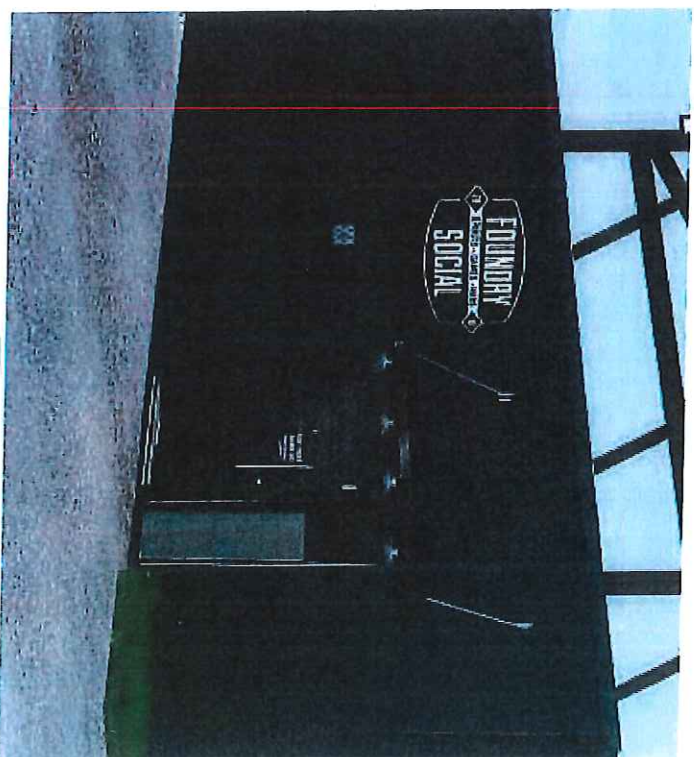
Pure White LEDs

16.5 Sqft

LEDs
2 Sided LED stick

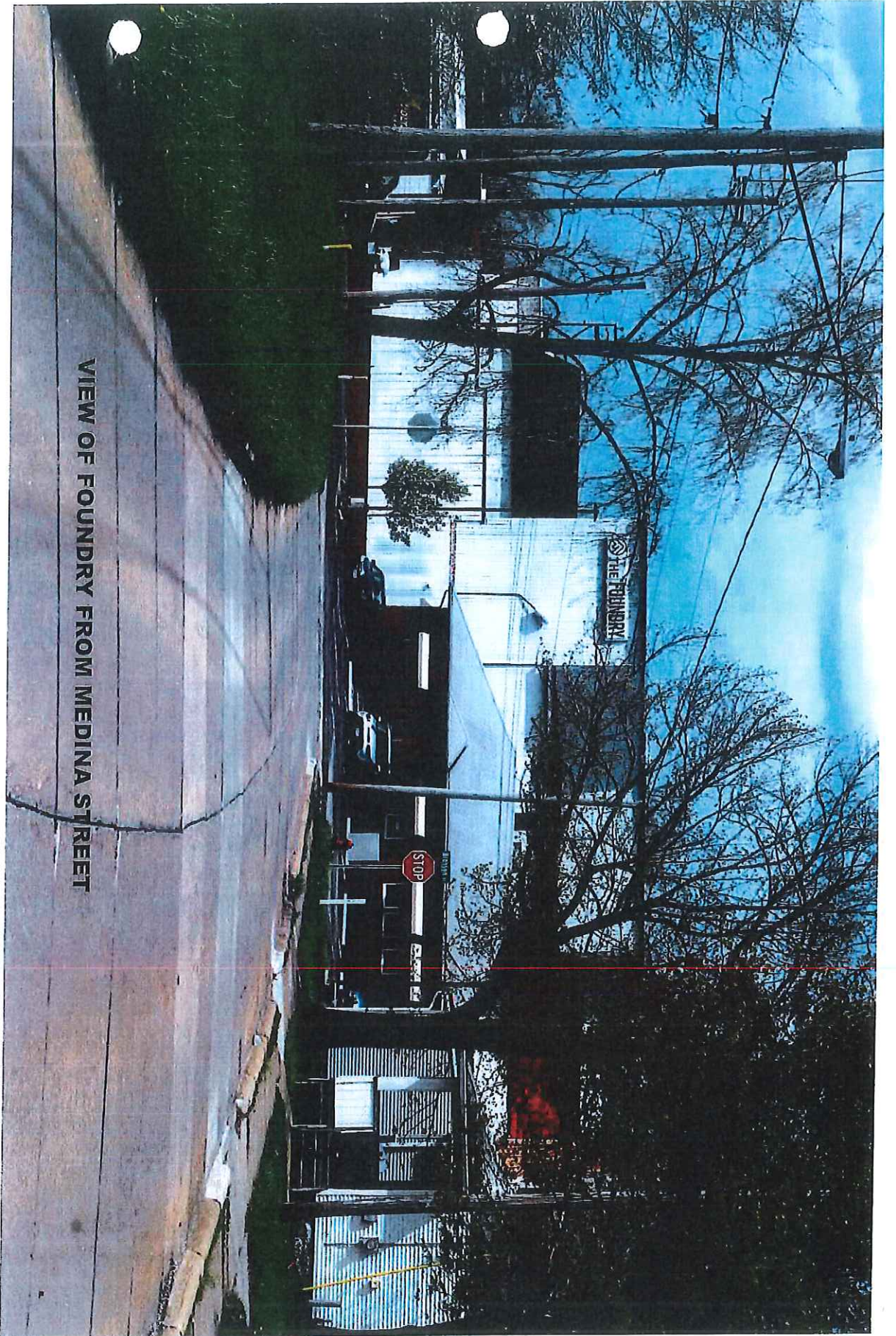
RECEIVED
JUL 31 2018

BY:

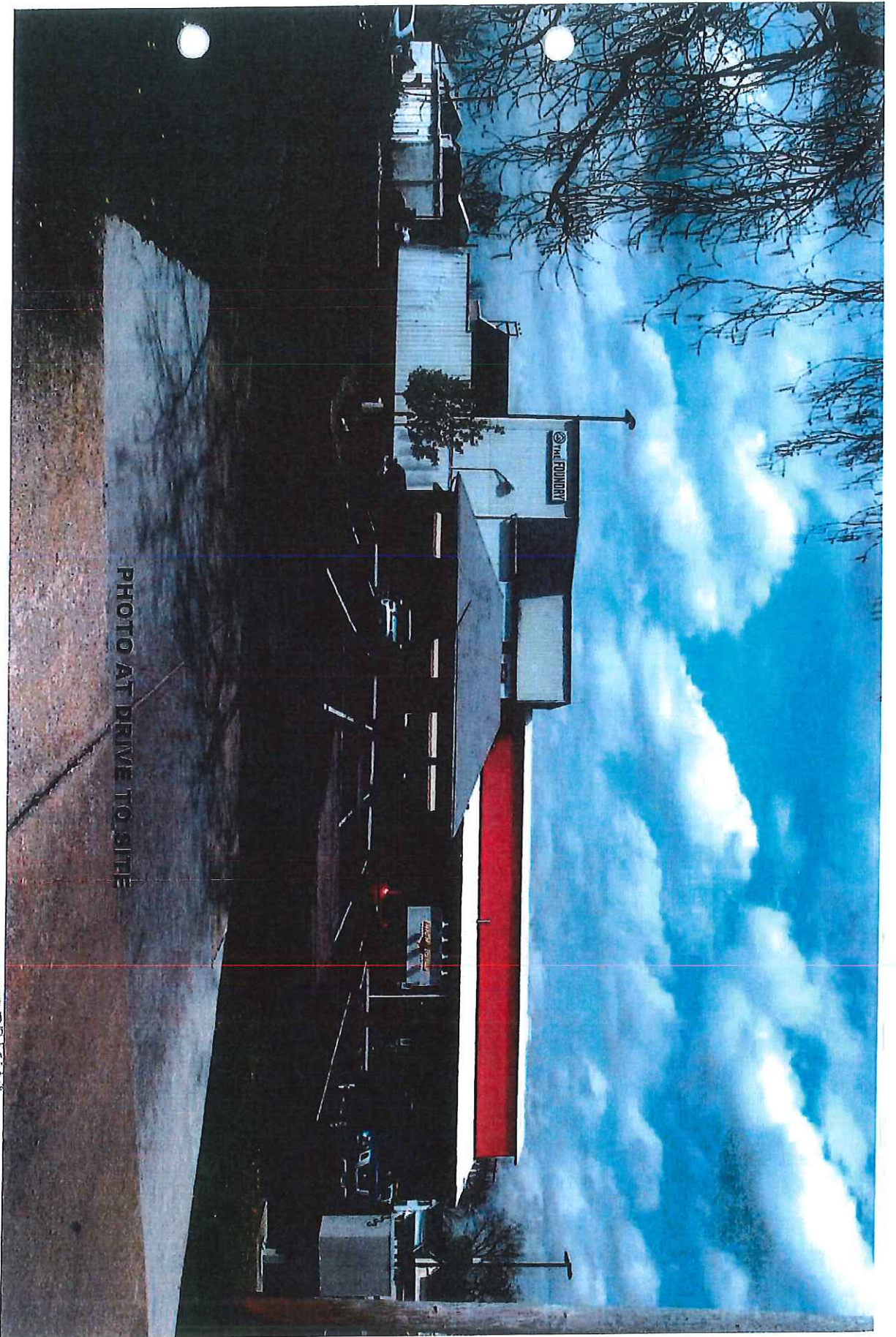


PROJECT: Exterior signage
Drawings indicate sign dimensions & build type

Foundry Social

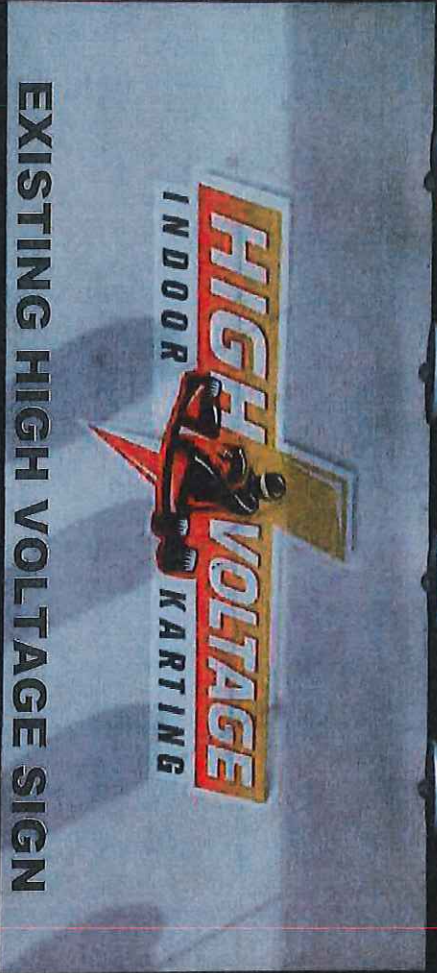


VIEW OF FOUNDRY FROM MEDINA STREET



POSITIVE
JUL 31 2019

BY:



EXISTING HIGH VOLTAGE SIGN



NEW NORTH ENTRANCE LOCATION FOR ROOF SIGN

