

MEETING DATE: 7-9-20

BOARD OF ZONING APPEALS

Z20-08

426 Lafayette Road



CITY of MEDINA
Board of Zoning Appeals
July 9, 2020 Meeting

Case No: Z20-08

Address: 426 Lafayette Road

Applicant: Tony Cerny, Architect representing Ohio Valley Pizza

Subject: A variance from Section 1147.14(d) of the Planning & Zoning Code to permit a secondary building frontage wall sign to be 21 square feet instead of the maximum allowed 9.25 square feet.

A Variance request to Section 1147.07(B)(1) & (2) of the Planning & Zoning Code to allow outward facing sign illumination when inward facing illumination is required.

Zoning: C-2, Central Business

Submitted by: Jonathan Mendel, Community Development Director 

Site Location:

The property is located on the northwest corner of S. Court Street and Lafayette Road.

Project Introduction:

The applicant is opening a new business at the subject location and proposes primary and secondary 21 sqft wall signs for the existing building. The primary 21 sqft wall sign complies with code, but the secondary 21 sqft wall sign exceeds the maximum allowed 9.25 sqft for a secondary wall sign on this proposed building.

The sign illumination is proposed to be outward facing bulbs for a 'marquee' effect and look, but the code requires exterior sign lighting must be focused onto the sign not outward.

Please find attached to this report:

1. Applicant's narrative, site and sign plans dated June 15, 2020
2. Aerial site photograph

Considerations:

§1107.08(b) of the Medina Planning and Zoning Code describes the responsibilities of the Board of Zoning Appeals as such: Where there are practical difficulties or unnecessary hardships in the way of carrying out the strict letter of the provisions of this chapter, the Board shall have the power, in a specific case, to interpret any such provision in harmony with its general purpose and intent so that the public health, safety, and general welfare may be secured and substantial justice done.

When a sign variance is requested, as in this case, a practical difficulty must exist. There are seven factors that the BZA should consider when evaluating whether or not a practical difficulty exists. These factors are outlined below, along with a discussion of how these factors apply to the application in question. The Board shall weigh the following factors to determine whether an area variance should be granted:

1. ***Construction of a conforming sign would obstruct the vision of motorists or otherwise endanger public health.***

Wall sign area:

Construction of a conforming sign will not obstruct vision of motorists.

Sign lighting:

The outward facing external illumination may not be an obstruction to the vision of motorists as the applicant indicates the lighting is subdued, dimmable low wattage bulbs and more intended for design aesthetics versus lighting.

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

Conforming signage will not be blocked 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.***

Conforming signage would not require severe alteration to significant site features.

4. *A sign that exceeds the allowable height or area standards of this Ordinance would be more appropriate in scale because of the large size or frontage of the premises or building.*

Wall sign area:

The proposed sign may be more appropriate in scale than a conforming sign because having two signs of equal size would provide visual unity on the building.

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

Wall sign area:

The proposed signs are equal size and the visual unity this provides may not detract from the neighborhood's cohesive character or appearance.

Sign lighting:

This immediate vicinity is majority commercial land uses and buildings with a variety of internal sign illumination and sign-facing external illumination. There is one residentially used and zoned house (110 Lafayette Road) across Lafayette Road approximately 125 feet due southeast of the wall sign on the subject building's south façade.

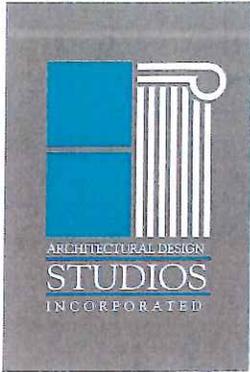
6. *The variance sought is the minimum necessary to allow reasonable use, visibility, or readability of the sign.*

The variances sought may be the minimum necessary to provide visual clarity and readability of the sign.

7. *The variance will be consistent with the general spirit and intent of this Ordinance.*

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

The BZA must weigh the above seven factors for the requested variance and determine if a practical difficulty exists that would merit a variances from sections 1147.07(B)(1) & (2) and 1147.14(d).



Architecture
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Interior Design

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June 12, 2020

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

RECEIVED
JUN 15 2020

RY...

Re: Ohio Valley Pizza
420 Lafayette Road
Medina, Ohio 44256

Dear Board Members,

We are requesting relief from City of Medina zoning section 1147.14(d) and 1147.07(b)(1) & (2) for 2 signs proposed for the facade of Ohio Valley Pizza (OVP). We are proposing to place signs of 21sf, one facing South Court Street and one facing Lafayette Road.

Section 1147.14 (d) of the code allows for a sign on each face of a building facing a street or ROW, but provides for different sizes based upon the frontage of the building. We are proposing two signs of equal size, 21 sf each, on each facade. Under the city's sign code, OVP is allowed a sign on South Court Street of 1sf for each lineal foot of facade. The South Court St. facade is 41', so a sign of 41sf would be allowed. On Lafayette, the sign is allowed to be 1sf for each 4lf of facade. The Lafayette facade is 27', so a sign of 6.75sf is allowed. We are proposing two signs of equal size with a combined area of 42 sf, just 1 sf more than allowed on South Court St. and nearly 6sf less than total amount allowed by combining the allowable signage on South Court Street with allowable signage on Lafayette.

We believe this is a fair and reasonable request for the sign. In evaluating the request, please consider the following.

1. OVP would be allowed a ground sign in addition to the building signs under the code, but given site restraints, OVP is foregoing a ground sign.
2. A sign of 6.75sf, as is the limit for the Lafayette side is very small which would make it very difficult to read from a vehicle at the road. Clear and easily readable signs are an important safety consideration when evaluating signs. Signs that are difficult to read can result in drivers being distracted in an attempt to read the signs or in drivers responding erratically because they did not have adequate time to see the sign before responding.
3. As a corner building, visually it is more appealing if the signs, which can be seen at the same time from various positions due to the size of the building, are of the same design and size.
4. Total signage requested for the project is less than what is allowed under the city's sign code.

Section 1147.07 (b)(1) & (2) of the sign code addresses sign lighting. The intent of this code is to limit the potential for glare caused by the lighting of a sign that could represent a safety hazard for drivers. There are many examples that can be found of poorly selected and poorly installed sign lighting that is misdirected and causes issues with glare. That is not the situation with the proposed signs for OVP. The sign lighting

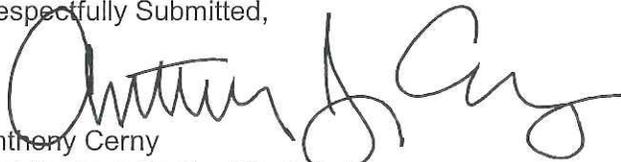
that OVP is proposing is a design element. OVP is proposing a retro style sign for the building that is consistent with the image of the business and the character of the interior finishes. The marquee style lighting creates a visual boarder around the sign utilizing bulbs of limited wattage. The sign mounts vertically off of the face of the mansard roof. It is a channel style structure similar to typical internally illuminated channel letters except it is not internally illuminated. Instead, low wattage marquee bulbs around the perimeter add design detail and illuminate the white background with pin mounted letters for the text. The marquee lights do not race and a dimmer is incorporated so brightness can be controlled to prevent offensive glare.

We believe the marquee lighting proposed is not inconsistent with the intent of the city's sign code and a reasonable request for the sign. In evaluating the request, please consider the following.

1. The marquee lights are intended primarily as a design element and not primarily for illuminating the sign. An internally illuminated sign would most likely be brighter and generate more glare than the proposed design.
2. The sign is designed with the capabilities to dim the lights as necessary to control glare. It is to the owner's benefit to avoid glare from the sign as that would reduce the actual visibility of the sign.
3. The lighting from these signs will be relatively modest when compared to the lights on the gas station canopy across the street, which are both bright and unshielded, which does cause glare for drivers in the area.

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 in a unique position on the corner of a busy intersection with visibility in two directions. We believe the signage proposed will enhance the character of the building. OVP's efforts will result in a significant improvement to a building that has been more of an eyesore rather than an asset for the community. Their efforts on the renovations will enhance the character of the community in this area. We believe substantial justice will be done by the Board in granting relief to these sections of the city's sign code. 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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ACCEPTED
JUN 15 2020

BY:

ELEVATION PLAN NOTES

- ① REPLACE EXISTING BRACKETS WITH NEW 2x4 OR 2x6 BRACKETS FROM METAL BRACKETS AT 12" ON CENTER
- ② INSURE PANEL SELECT CORNERS, VERTICAL BRING SYSTEM WITH 1/2 BATTEN SYSTEM AT 12" ON CENTER
- ③ EXTERIOR WALL WATER
- ④ FASCIOTE CAP PLUMBED TO MATCH EXISTING BEAM
- ⑤ 2x4 PLUMBING
- ⑥ EXTERIOR GYPSUM PANEL, 1/2" AND 5/8" PANEL
- ⑦ 1/4" x 1/4" GYPSUM CORNER BOARD
- ⑧ 1/4" x 1/4" GYPSUM CORNER BOARD
- ⑨ GYPSUM BOARD AND WINDOW OPENING WITH 1/4" x 1/4"
- ⑩ ALUMINUM EXTERIOR WINDOW SYSTEM WITH INSULATED GLASS
- ⑪ 2'-0" x 7'-0" ALUMINUM WINDOW SYSTEM
- ⑫ ASSESS WALL TREATMENT

PLOTTED 06/15/2020

ARCHITECTURAL STUDIOS
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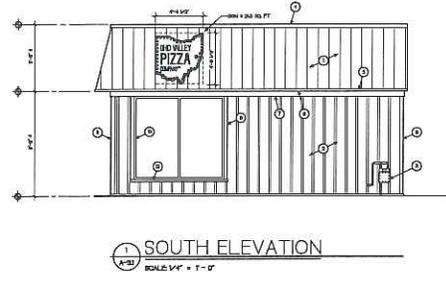
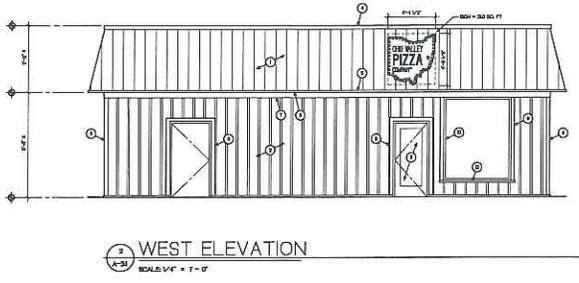
06/15/2020
PLANNING

DRAWINGS FOR:
OHIO VALLEY PIZZA
426 LAFAYETTE ROAD
MEDINA, OHIO 44256

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MARCH 2020
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OHIO Valley Pizza Concept Logo used for "placement" only in OHIO Outline to show fit. This Logo is not FINAL ART.

JUN 15 2020

52.5" WIDE

57.5" HIGH

57.5" HIGH

OHIO VALLEY
PIZZA
COMPANY™

52.5" WIDE



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JUN 15 2020

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BY:



2.5W LED S14 2700K FILAMENT FULLY COMPATIBLE DIMMING

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- Long life LEDs for lasting appeal – 15,000 hours
- Fully compatible with all dimmer types
- UL rated for wet locations
- UL rated for wet locations



TECHNICAL SPECIFICATIONS

Item #	Watts	Bulb Type	Base	Volts	Finish/Description	Beam Angle (°)	Color Temperature (CCT)
776851	2.5	S14	E26	120	Clear	N/A	2700K
Color	CRI	Lumens	CBCP	Average Hours	M.O.L. (inches)	M.O.D. (inches)	Incandescent Equivalent
Warm White Light	80	250	N/A	15000	3.46	1.69	25W
Energy Star	DLC	Title 24 Compliant	Safety Rated	Safety Rating	Type Enclosed	Rated	Dimmable
Y	N	N	UL	WET	Y	Y	Warranty
							5

Order Multiple
QTY
10



Subject Site

SCOURT ST

LAFAYETTE RD



1 inch = 50 feet

Z20-08
426 Lafayette Rd.
Wall sign variances
July 9, 2020

IDR