

MEETING DATE: 9-10-20

BOARD OF ZONING APPEALS

Z20-14

342 E. Smith Rd.



CITY of MEDINA

Board of Zoning Appeals

October 8, 2020 Meeting

Case No: Z20-14

Address: 342 E. Smith Road

Applicant: North Coast Sign and Lighting representing Bradley Hoisington
(owner)

Subject: Variance request from Sections 1147.06(c)(4) & 1147.14(d) of the Planning & Zoning Code to allow a third wall sign when only two wall signs are allowed.

Zoning: I-1, Industrial

Submitted by: Jonathan Mendel, Community Development Director 

Site Location:

The property is located on the south side of the 300 block of E. Smith Road.

Project Introduction:

The subject property has maximized the permitted amount of wall signage under the zoning code with compliant wall signs on the east and north facades. The applicant requests a third wall sign (32 sqft) to be placed on the west building façade.

The zoning code only permits a maximum of two wall signs for buildings (primary and secondary).

Please find attached to this report:

1. Applicant's narrative, site and sign plans dated September 27, 2020
2. Aerial site photograph

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 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.***

None of the existing conforming signage obstructs the vision of motorists or endangers public health.

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

All the existing conforming signage is readily visible to passing motorists going eastbound on Smith Road or southbound on S. East Street. A conforming ground sign would not be obstructed by existing trees along the Smith Road frontage.

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.***

A conforming ground sign may require the removal of existing private trees along the subject property's E. Smith Rd. frontage.

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 third wall sign on the west façade (in place of a permitted ground sign) may be appropriate in scale as the position of the existing building does not readily permit visibility of either the existing wall signs on the north and east facades to eastbound E. Smith Rd. traffic.

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

The immediate neighborhood is a transitional and mixed are of residential and commercial uses that has existed for many decades. The proposed third wall sign may not be considered out of character for the subject property and the surrounding vicinity.

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

The proposed sign may not be the minimum necessary to allow visibility of the existing retail use at the subject site. This has been a commercially used retail property for many decades.

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 and determine if a practical difficulty exists to merit a variance from Sections 1147.06(c)(4) & 1147.14(d).

Jonathan Mendel

From: Jim Briola <jim@signandlight.com>
Sent: Sunday, September 27, 2020 1:53 PM
To: Jonathan Mendel
Subject: Variance application Sweets and Geeks
Attachments: Sweets and Geeks variance.pdf

I encourage the board to approve this variance. The building owners have invested a considerable amount of money to renovate the building. Their investment will surely affect the community in positive ways.

--

Thank You,

Jim Briola
North Coast Sign & Lighting Services Inc.
310 N. Broadway St., Medina, OH 44256
PH: 330-723-2376 FX: 330-722-2843
Mobile: 330-242-6991
www.signandlight.com



CITY of MEDINA
Planning and Zoning Department
 Ph(330) 722-0397 Fax (330) 350-1011
 www.medinaoh.org

Board of Zoning Appeals
Sign variance worksheet

Case No.

Address:

342 E. SMITH RD.

Applicant:

JAMES P. BOGIA POC. D.C.S.#4

- A. Construction of a conforming sign [would / would not] obstruct the vision of motorists or otherwise endanger public health. WOULD NOT.
- B. A conforming sign [would / would not] be blocked from the sight of passing motorists due to existing buildings, trees, or other obstructions.
- C. Construction of a conforming sign [would / would not] require removal or severe alteration to significant features on the site, such as removal of trees, alteration of the natural topography, obstruction of a natural drainage course, or alteration or demolition of significant historical features or site amenities.
- D. A sign that exceeds the allowable height or area standards of this Ordinance [would / would not] be more appropriate in scale because of the large size or frontage of the premises or building.
- E. The exception [would / would not] adversely impact the character or appearance of the building or lot or the neighborhood.
- F. The variance sought [is / is not] the minimum necessary to allow reasonable use, visibility, or readability of the sign.
- G. The variance will/will not be consistent with the general spirit and intent of this Ordinance.

THE OWNERS HAVE CHOSEN NOT TO INSTALL A 40 SQ. FT. SIGN ON THE EAST SIDE OF SMITH RD AS IT WOULD BE SHADOWED BY TREES. THE
ACC REQUESTING APPROVAL TO INSTEAD INSTALL A WALL SIGN ON
THE WEST SIDE OF THEIR BUILDING INSTEAD.

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

RECEIVED
JUL 30 2020

BY:

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



NORTH COAST
SIGN & LIGHTING
SERVICE INC.

96x48"=32'SQ.



JOB: SWEETS & GEEKS
ADDRESS: 342 E. SMITH
CONTACT: MATT SCHOMISCH
PHONE: 440.668.9459
EMAIL: MATT@ALTERREALITYGAMES.COM
DATE: 30 JULY 2020 REV2

NOTES: - REAR BUILDING SIGN
GROUND SIGN
140' STOREFRONT
SW POINSETTIA - 6594

9D373C

157 55 60

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.

APPROVED DESIGNS MUST BE SIGNED & RETURNED BEFORE PRODUCTION CAN BEGIN
THE COST OF ANY CHANGES AFTER PRODUCTION IS THE RESPONSIBILITY OF THE CUSTOMER (INC. ADDITIONAL TRIPS)

CUSTOMER APPROVAL SIGNATURE: _____

LANDLORD APPROVAL SIGNATURE: _____

REC'D
JUL 28 2020

BY:

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



NORTH COAST
SIGN & LIGHTING SERVICE INC.

144x72"=72'SQ.



96x48"=32'SQ.



JOB: SWEETS & GEEKS
 ADDRESS: 342 E. SMITH
 CONTACT: MATT SCHOMISCH
 PHONE: 440.668.9459
 EMAIL: MATT@ALTERREALITYGAMES.COM
 DATE: 30 JULY 2020 REV4

NOTES: - FLAT CONTOUR SIGN
 FLAT PANEL SIGN
 140' STOREFRONT
 1"PER FRONT,
 25% OF THAT FOR SIDE

9D373C

157 55 68

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.

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CUSTOMER APPROVAL SIGNATURE: _____
 LANDLORD APPROVAL SIGNATURE: _____

APPROVED
 FOR ZONING CODE COMPLIANCE ONLY
 CITY OF MEDINA, OHIO
 PLANNING OFFICIAL

DATE 7-31-20 *J. Davis*

S JEFFERSON ST

S EAST ST

E SMITH RD

Subject Site

Z20-14
342 E Smith Rd.
Variance for
third wall sign
October 8, 2020



1 inch = 100 feet

