

MEETING DATE: 11-12-20

BOARD OF ZONING APPEALS

**Z20-18
799 N. Court St.**



CITY of MEDINA

Board of Zoning Appeals

November 12, 2020 Meeting


Case No: Z20-18

Address: 799 N. Court Street

Applicant: Medina Smoke Shop

Subject: Variance request from Section 1147.14(d) of the Planning and Zoning Code to permit a second primary building frontage wall sign instead of the maximum allowed one sign.

Zoning: C-3 General Commercial

Submitted by: Jonathan Mendel, Community Development Director 

Site Location:

The property is located on the west side of the 700 block of N. Court St.

Project Introduction:

The applicant proposes two primary 31.24 sqft wall signs for the front (west) building wall. The maximum allowed primary wall sign area permitted is 60 feet and one sign.

Please find attached to this report:

1. Applicant's narrative, site and sign plans dated October 20, 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.***

Construction of conforming signage will not obstruct vision of motorists.

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

Conforming signage may be blocked from the sight of passing motorists due to odd triangular shape of the building overhang on which a conforming wall sign would be placed. The shape of the building façade could reduce visibility of a wall sign from either north or south bound traffic on N. Court St.

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 of 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.***

The proposed sign plan may be more appropriate in scale than a conforming sign because having two signs of equal size could provide visual unity on the building and potentially reduce the perception of excess sign area if one 60 sqft sign was installed.

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

The proposed signs are equal size and the visual unity this provides may not detract from the neighborhood's cohesive character or appearance as the current wall signs in the location have similar configuration.

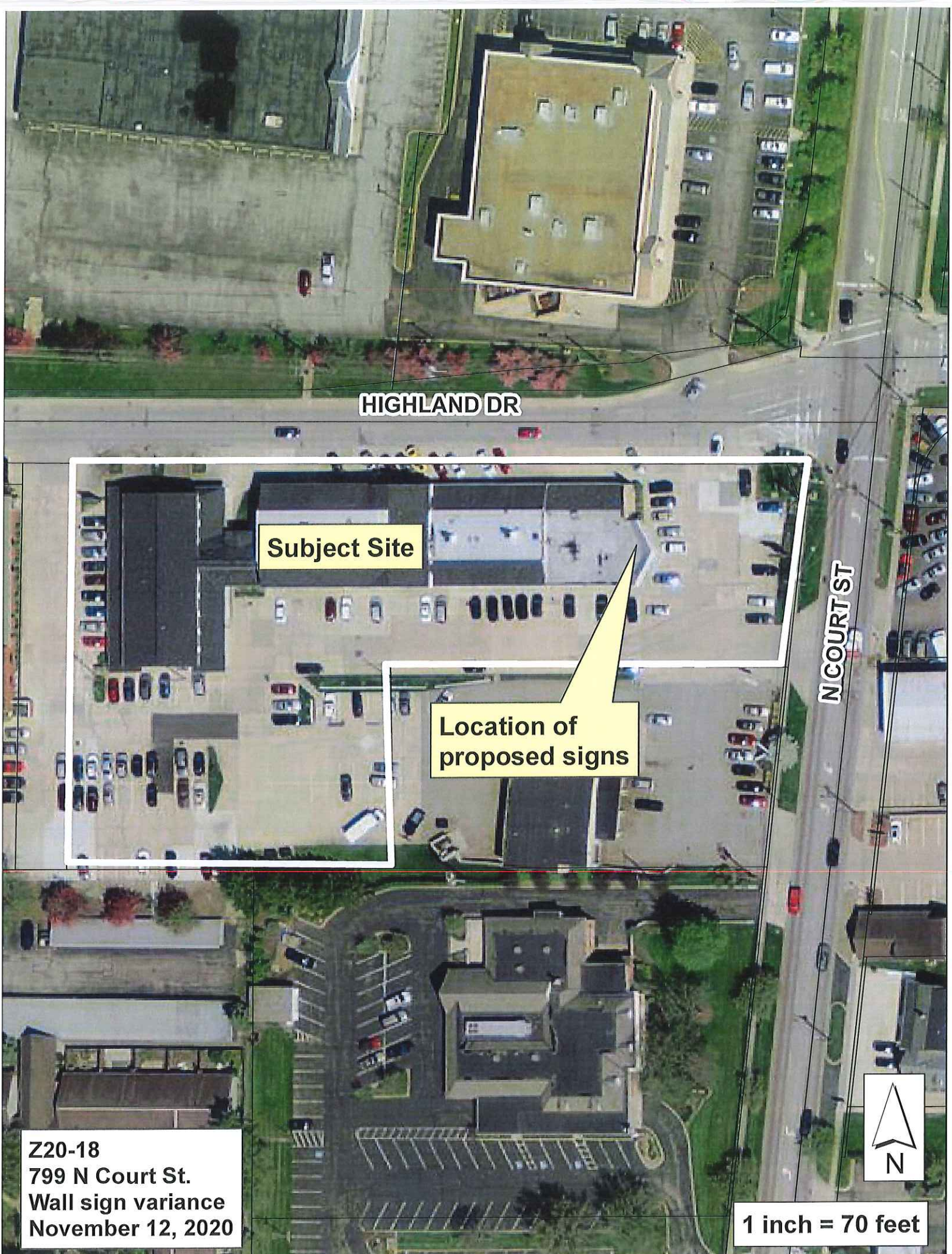
6. ***The variance sought is the minimum necessary to allow reasonable use, visibility, or readability of the sign.***

The variance sought may be the minimum necessary to provide visual clarity and readability of the sign for both directions of traffic on N. Court Street.

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 variance from Section 1147.14(d).



HIGHLAND DR

Subject Site

Location of
proposed signs

N COURT ST

Z20-18
799 N Court St.
Wall sign variance
November 12, 2020



1 inch = 70 feet

Board of Zoning Appeals

A: Will not obstruct view / vision of traveling motorist.

B: A conforming sign will be blocked from sight by passing motorist due to shape of building.

C: Construction of a conforming sign would require more building repairs and electrical work to hide the damage left from removing the existing signs.

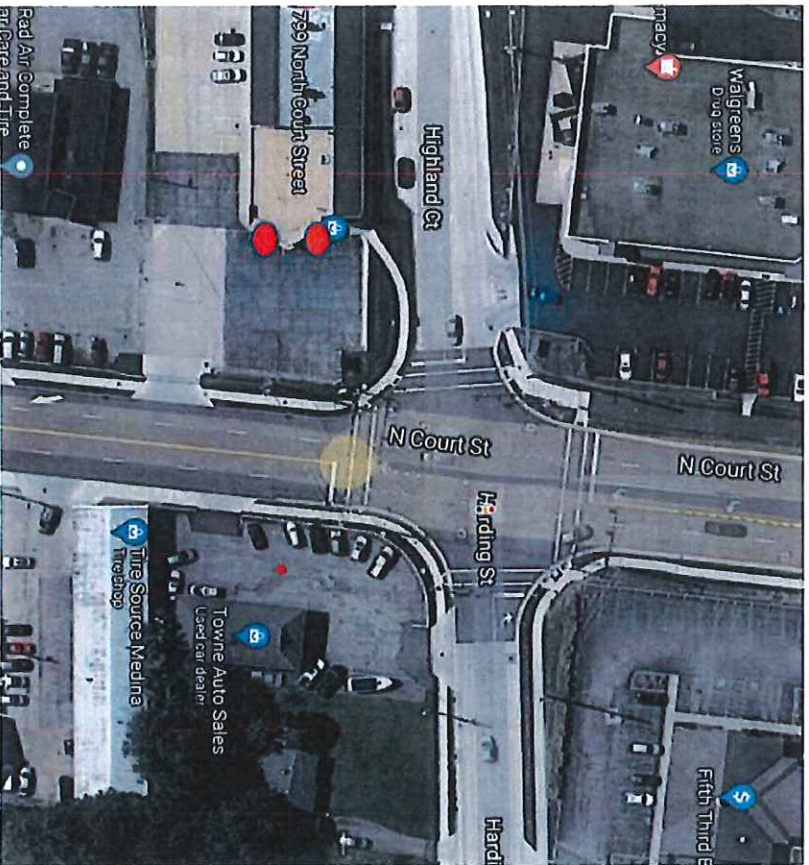
D: This exceeds the allowable number of signs and size to keep with the existing layout of building advertising and look of the property.

E: The exception will adversely impact the character or appearance since there are already 2 signs in the location the owner would like to replace/ cover-up the area and more repairs would be needed.

F: The variance is sought to keep the visibility of the business optimal for the shape and symmetrical look of the front of the building. A smaller sign would make the signage look out of place the original look of the area.

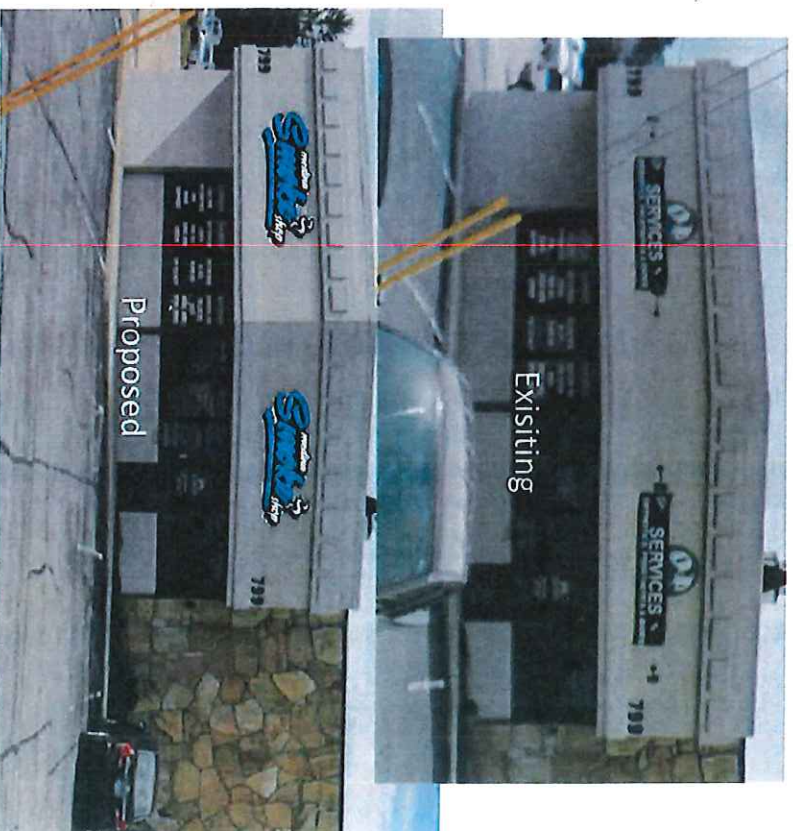
G: The variance is consistent with the intent of this ordinance due to the layout of the building, the direction it can be viewed by traveling motorist and the original look of the building.





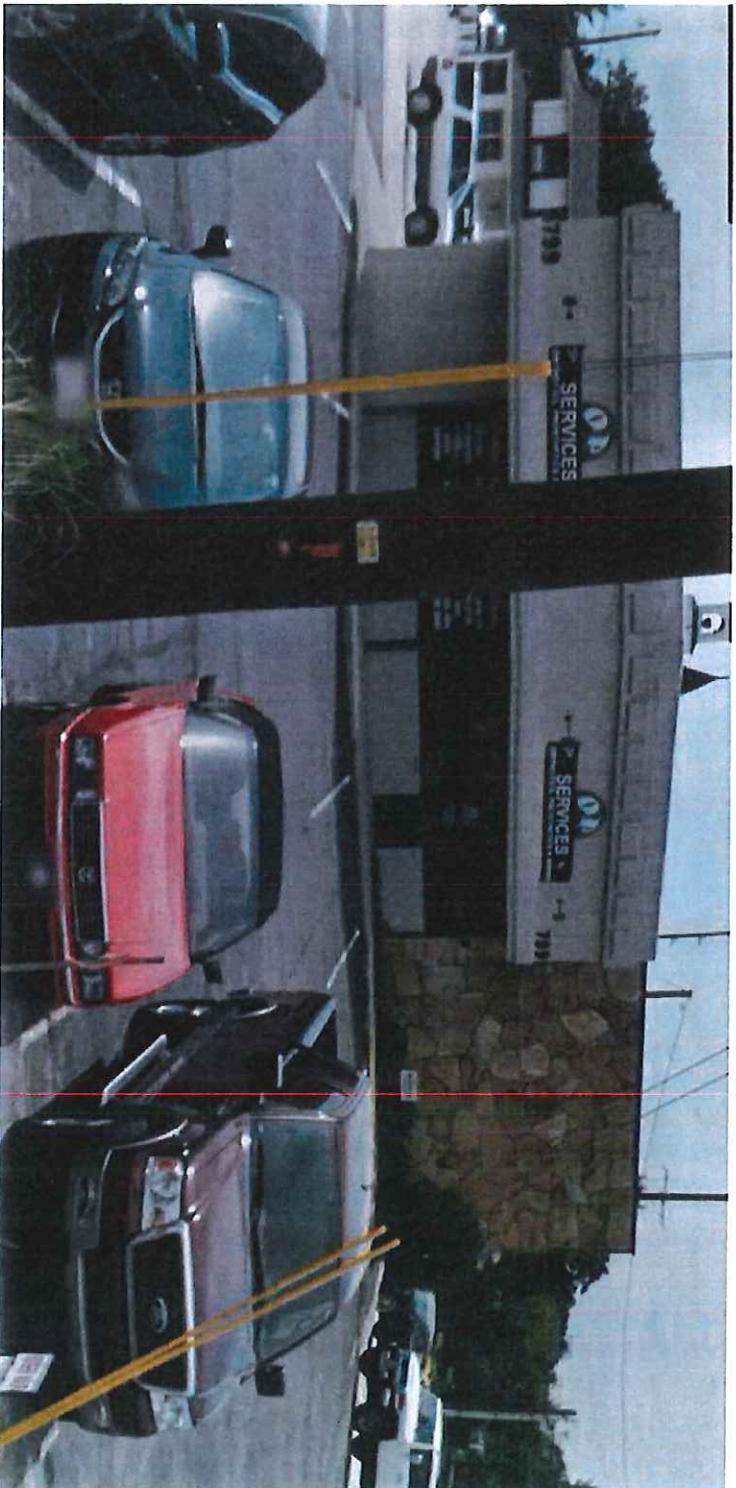
45h"x100w" Display area Led back lit cloud sign

All work to be done in a workmanship like manner.
In accordance with local zoning laws.



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Existing



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