



## H23-03 FF Goods Signs

Property Owner: Joan Pritchett and Shawna Rollheiser  
Applicant: Josh Dennison  
Location: 113 West Liberty Street  
Request: Conditional Sign Permit approval for a wall sign and window sign

### **LOCATION AND SURROUNDING USES**

The subject site is composed of 0.11 acres located on the north side of West Liberty Street. Adjacent properties contain the following uses:

- North – Office
- East – Vacant/Office
- South – Retail
- West – Restaurant



### **BACKGROUND & PROPOSED APPLICATION**

The applicant is proposing to place an 11.4 sq. ft. wall sign on the storefront. The sign is composed of a white manufactured wood backboard with black ABS plastic raised letters. The sign is in a similar format to the “Cupcake a Day” wall sign, which is located in the adjacent tenant space. A window sign in gold lettering has also been proposed and applied to the front window. Signs are compliant with maximum area requirements.

### **CONDITIONAL SIGN PERMIT DESIGN GUIDELINES (SECTION 1147.16)**

In reviewing a proposal for a conditional sign permit, the Historic Preservation Board and Planning Commission shall consider whether the proposal meets the following design guidelines, which are in addition to the design criteria for all signs listed in Section 1147.07(d):

- (a) Lettering should be large enough to be easily read but not overly large or out of scale with the building or site.
- (b) The ratio between a message and its background should permit easy recognition of the message.
- (c) The size, style, and location of a proposed sign should be appropriate to the site and use with which the sign is associated.

- (d) A sign should complement the building with which it is associated, as well as adjacent buildings, by being designed and placed to enhance the architecture of the building.
- (e) The color of a sign should be compatible with the color of the building facade with which it is associated. A sign should be designed with a minimum number, and harmonious use, of colors.
- (f) A permanent window sign should be comprised of individual letters, logos or design elements that are not encompassed by a solid opaque background, so as not to obscure the view through the window with which the sign is associated.
- (g) The size of the lettering and graphics on a projecting sign should be appropriate for viewing by pedestrians.
- (h) A ground sign that provides a directory of occupants for a multi-occupant building should have simplicity of design, to compensate for the additional amount of information provided (i.e. utilize common elements such as the same background color, or other common elements, etc.).
- (i) The area of a wall sign should not exceed eighty percent (80%) of the area of the frame of architectural space specifically intended for signage.
- (j) A projecting sign that is comprised of multiple elements hanging from the same supports should be designed such that all such elements are compatible in size, shape, and color.
- (k) Multiple signs associated with a single use should contain similar materials, colors, and design elements, regardless of sign type(s).
- (l) An awning or canopy sign should be located on the valance of the awning or canopy.
- (m) Temporary sidewalk signs shall be constructed of materials compatible with the permanent building signs. Plastic framing, white background dry erase boards and changeable letter tracks are discouraged.

#### **CITY OF MEDINA DESIGN GUIDELINES FOR HISTORIC PROPERTIES AND DISTRICTS - SIGNAGE**

Signage is used to locate a business and to advertise what products or services that business offers to the public. When designing a sign, it is important to consider the building it is representing. A sign that complements the building makes the business and the entire district more attractive to visitors. Signage should enhance the facade and not distract from it. Reference Preservation Brief 25.

#### **Recommendations**

- Historic signage should be retained and restored when it is suitable to the current business.
- New signage should be designed and constructed using materials and methods that are consistent with the building's architectural style.
- The size of the sign should be relative to the location in which it will be placed on the building (i.e. fit within a frieze or in a window or transom).
- Limit the size of the sign to the least amount necessary to reach the public.
- The color and lettering of the sign should complement the building. Attach signage in a way that it will not damage historic materials (i.e. on masonry structures, attach only in mortar joints).
- Small signs may be placed at secondary entrances that are accessible to the public in order to identify the business and should also comply with these recommendations.

#### **COMMUNITY DEVELOPMENT DEPARTMENT STAFF RECOMMENDATION**

Staff recommends **approval** of application H23-03 for the proposed wall and window signs.

# Finns Fickle Goods

113 W. Liberty St

Medina, Ohio

Wall sign proposal



## F.F. GOODS

LEATHER BAG CO.

Wall Sign: Painted MDO board - Black ABS plastic raised letters.

Dimensions: 18" x 91"

Area: 11.375 SF

Property owner: Joan Pritchett

Business owner: Kristen Dennison

Cell: 330.749.7011

Address: 13686 Stratton Rd West Salem Ohio 44287

F.F. GOODS

LEATHER BAG CO.

1  
W. Liberty

# F.F. GOODS LEATHER BAG CO.

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