



BOARDS & COMMISSIONS APPLICATION

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Application Number H22-05

GENERAL	Date of Application <u>2/17/2022</u> Property Location <u>320 S. COURT ST #101, Medina OH 44256</u> Description of Project <u>Aluminum sign, 1904 branding, 8 ft x 3.5 ft. on east side of building. Sign is not permanent and attached to metal railing. Black letters on white background.</u>
CONTACT INFORMATION	Applicant Name <u>Kayleigh Keller</u> Address <u>5590 Wolff Rd</u> City <u>Medina</u> State <u>OH</u> Zip <u>44256</u> Phone <u>330-635-1468</u> Email <u>Kayleigh@tkellermeats.com</u> Property Owner Name <u>Kayleigh Keller</u> Address <u>5590 Wolff Rd</u> City <u>Medina</u> State <u>OH</u> Zip <u>44256</u> Phone <u>330-635-1468</u> Email <u>Kayleigh@tkellermeats.com</u>
APPLICATION TYPE	Planning Commission Site Plan <input type="checkbox"/> Conditional Zoning Certificate <input type="checkbox"/> Code or Map Amendment <input type="checkbox"/> Preliminary Plan <input type="checkbox"/> Final Plat <input type="checkbox"/> Conditional Sign (EMC/Shopping Ctr) <input type="checkbox"/> Cert. of Appr. (TCOV) <input type="checkbox"/> Other <input type="checkbox"/> Historic Preservation Board Certificate of Appropriateness <input type="checkbox"/> Conditional Sign <input checked="" type="checkbox"/> Board of Zoning Appeals Variance <input type="checkbox"/> Appeal <input type="checkbox"/>
APPLICANT SIGNATURE	<p><i>By signing this application, I hereby certify that: (1) The information contained in this application is true and accurate to the best of my knowledge, (2) I am authorized to make this application as the property owner of record or I have been authorized to make this application by the property owner of record, (3) I assume sole responsibility for correspondence regarding this application, and (4) I am aware that all application requirements must be submitted prior to the formal acceptance of my application.</i></p> Signature Date <u>2/16/22</u>
OFFICIAL USE	Meeting Date <u>3/10/22</u> Fee (See Fee Sheet) \$ <u>50</u> Meeting Outcome _____ Check Box when Fee Paid <input checked="" type="checkbox"/> Zoning District <u>C-2</u>

H22-05 1904 Coffee Sign

Property Owner: Beacon Farmers Exchange LLC
Applicant: Kayleigh Keller
Location: 320 South Court Street, #101
Request: Conditional Sign Permit approval for a wall sign

LOCATION AND SURROUNDING USES

The subject site is composed of 0.67 acres on the east side of South Court Street. Adjacent properties include the following uses:

- North – Parking and RR Tracks
- East – Restaurant and RR Tracks
- South – Karate Studio
- West – Retail and Restaurant



PROPOSED APPLICATION

The applicant is requesting approval of a wall sign for a new business at the Farmers Exchange, 1904 Espresso Bar/Local Coffee. The sign is currently located on a patio railing on the east side of the building and is 28 sq. ft. in area (8 ft. x 3.5 ft.). The sign is an aluminum material and incorporates a white background with black lettering.

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 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 H22-05 for a wall sign at 320 South Court Street, as submitted.



1904

ESPRESSO BAR | LOCAL COFFEE

58 inches



1904

ESPRESSO BAR | LOCAL COFFEE

8 feet

3.5 feet

The color samples used can be seen on the aluminum sample. The white background is the same white used in our sign and the black "3MM Maxmetal" is the black also used on our sign made my MinuteMan Press.