

H23-11 Packard Motors Wall and Projecting Signs

Property Owner: Twin Pines LLC
Applicant: Dave Sterrett
Location: 139 North Court Street
Request: Conditional Sign Permit approval for a wall sign and projecting sign

LOCATION AND SURROUNDING USES

The subject site is composed of 0.44 acres located on the southwest corner of North Court Street and Friendship Street. Adjacent properties contain the following uses:

- North – Retail
- South – Residential & Vacant
- East – Bar & Retail
- West – City Hall



BACKGROUND & PROPOSED APPLICATION

The applicant is proposing to locate a 20.1 sq. ft. wall sign on the north side of the building. The proposed sign will be individual acrylic channel letters and will be steel blue and gold in color. The sign is similar in size to that of the previous tenant, Firestorm Gear, and is compliant with maximum area requirements.

Also proposed is a 4 sq. ft. projecting sign on the north side of the building. The proposed sign will be steel blue, grey, black, gold, and red in color and the sign's material will need to be indicated.

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

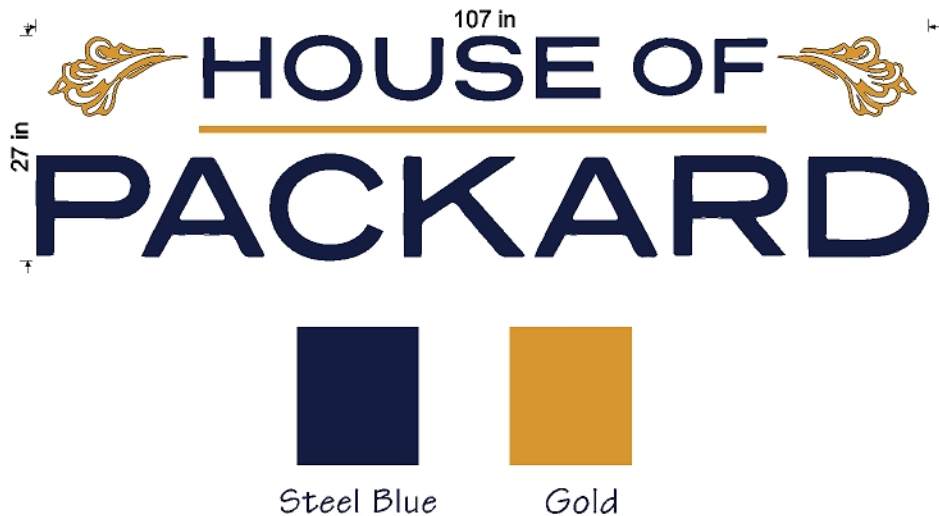
Signage is used to locate a business and to advertise what products or services that business offers to the public. When designing a sign, it is important to consider the building it is representing. A sign that complements the building makes the business and the entire district more attractive to visitors. 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 H23-11 for the proposed wall and projecting signs.



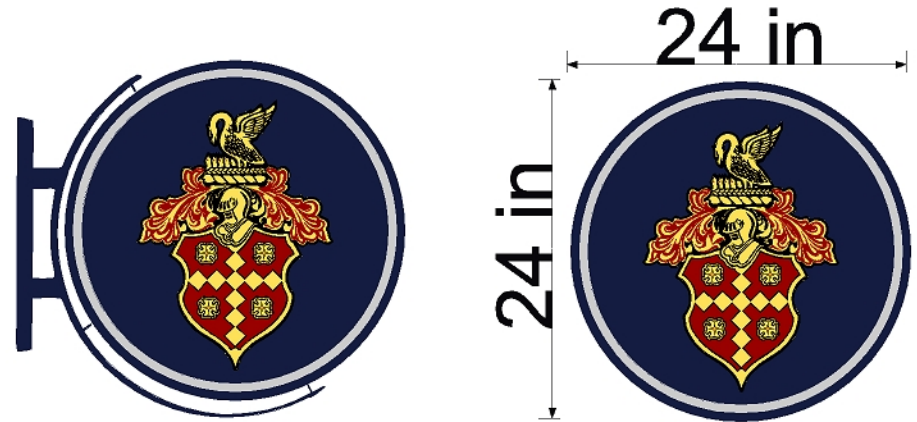
House of Packard 139A N. Court St. 028-19A-21-070 Tenant FRontage 50'	Laser Cut Acrylic x .5" Stud Mounted to Fascia Total Area 20.06 SF
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Front Wall Stud mounted laser cut Acrylic

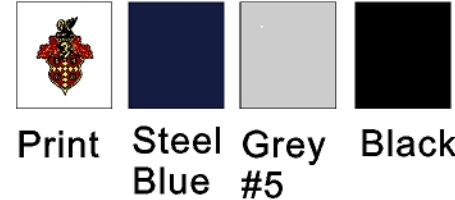
Customer:	Scott Andrews
Company:	Packard Motors
Address:	139A N. Court St.
City:	Medina
State/ZIP:	Ohio 44256
Phone:	234-430-4004
Email:	scott@packardmotors.us

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Job No.:	NA	Date:	10/26/2023
Order Date:		Salesperson:	Dave Sterrett
Need By Date:		Estimate:	0.00
Comments:			



3.14 SF



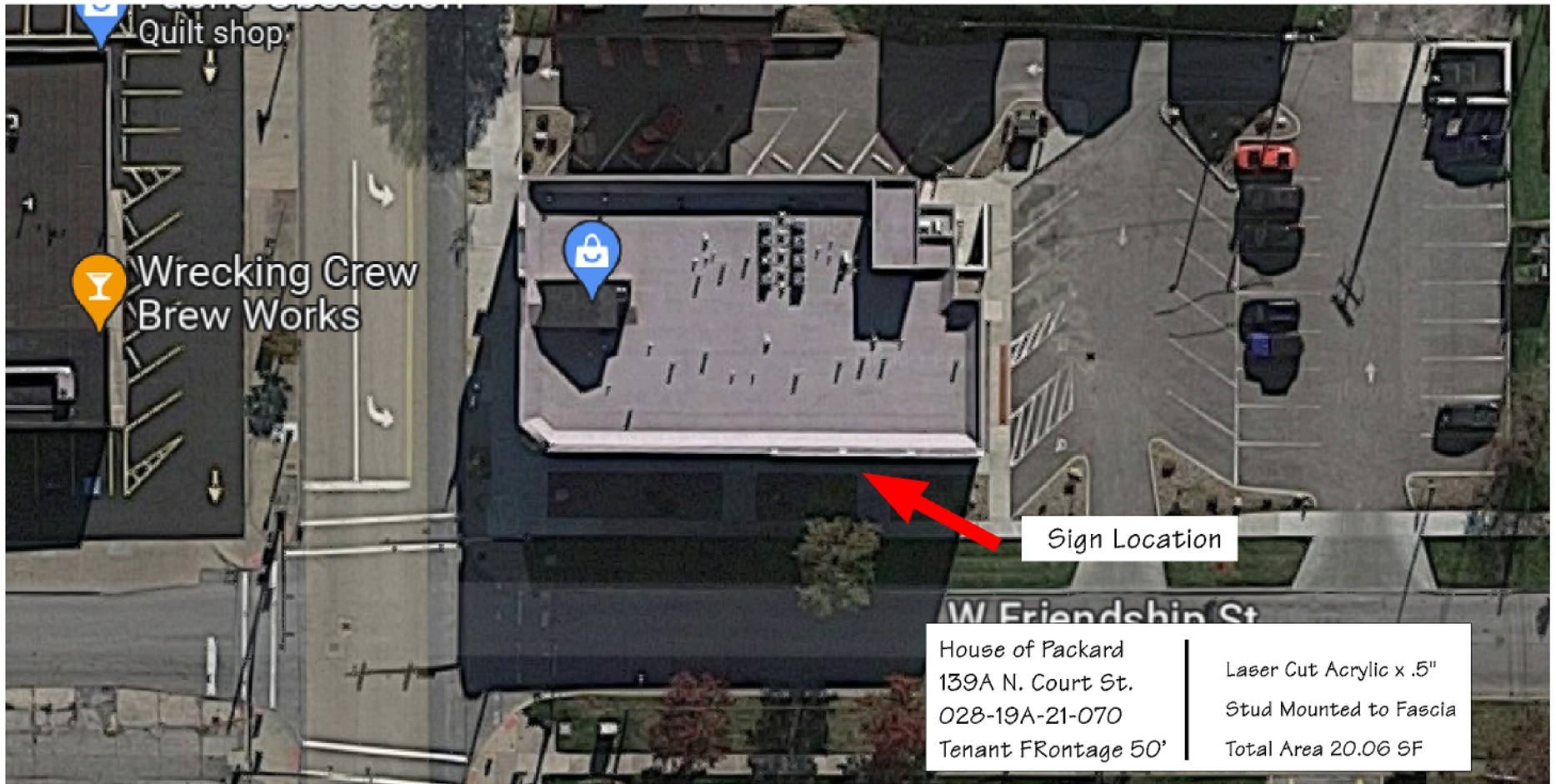
Front Wall Blade Sign

1147.15
 (e) One permanent projecting sign, not exceeding four (4) square feet per side, for each ground floor nonresidential building unit with not less than twelve (12) linear feet of primary building frontage. Said sign shall be located not more than fourteen (14) feet above finished grade as measured from top of sign, and shall maintain a minimum vertical clearance of eight (8) feet from bottom of sign to finished grade. A projecting sign may extend into a public right-of-way, provided that such sign shall maintain a minimum horizontal separation of one foot from outer edge of sign to outside edge of curb.

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Sign Location

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