



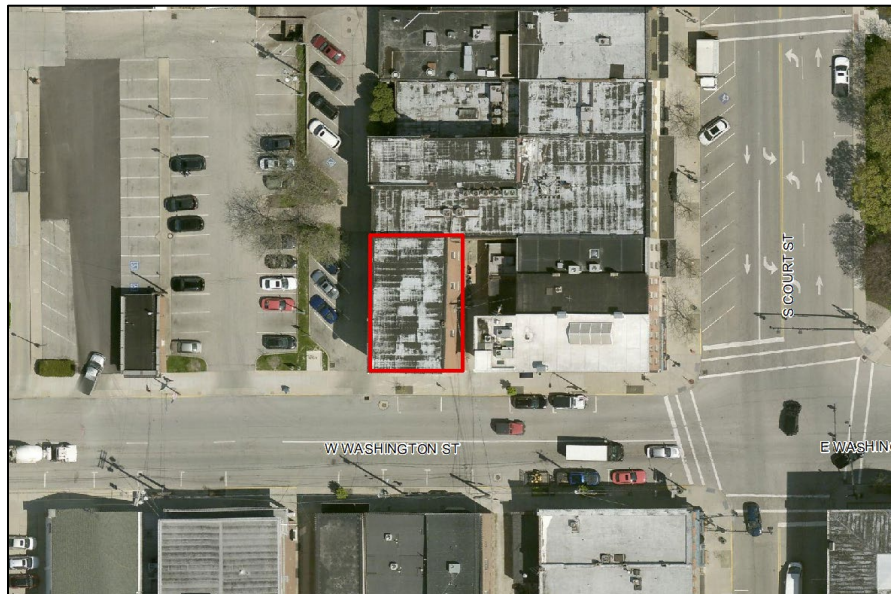
## H23-12 Candyapple & Co. Refacing of a Projecting Sign

Property Owner: MMR Properties LLC  
Applicant: Debra Stevens  
Location: 109 West Washington Street  
Request: Conditional Sign Permit approval for the refacing of a projecting sign

### **LOCATION AND SURROUNDING USES**

The subject site is composed of 0.22 acres located on the north side of West Washington Street. Adjacent properties contain the following uses:

- North – Retail
- East – Retail/Office
- South – Retail
- West – Public Parking



### **BACKGROUND & PROPOSED APPLICATION**

The building includes a 7.2 sq. ft. (13 in. x 80 in.) routed PVC projecting sign on the upper level of the building. The applicant is requesting the refacing of the sign for Candyapple & Co. black, off-white, and dark red in color.

The sign is existing nonconforming due to its size. However, refacing of nonconforming signs is permitted.

### **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 H23-12 for the projecting sign refacing.



Previous Sign Face

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NICK OR JIM  
@SIGNANDLIGHT.COM



**NORTH  
COAST**  
SIGN & LIGHTING  
SERVICE INC.

13X94" ROUTED



13X80" ROUTED PVC  
2 SIDED



9x67" BLACK VINYL



JOB: - SAND & LACE  
ADDRESS: - 23 PUBLIC SQ. MEDINA STE 12  
CONTACT: - LACEY HUFFMAN  
PHONE: - 330.722.2082  
FAX: -  
EMAIL: - ART@SANDANDLACEGALLERY.COM  
DATE: - 21 OCTOBER 2016

NOTES: - BLUE SQUARES ON DOOR GLASS  
SIGN ABOVE DOOR  
2ND FLOOR WINDOWS  
PROJECTING SIGN

REAR DIR  
**RECEIVED**  
OCT 21 2016

ALL DRAWINGS ARE THE PROPERTY OF  
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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.

BY: .....

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