

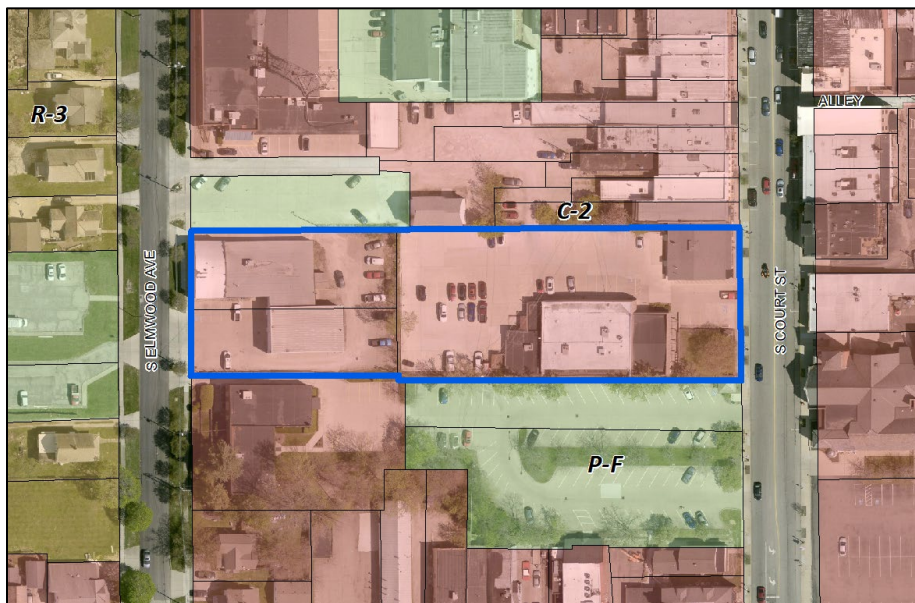
Z24-21 Hotel Temporary Signs

Property Owner: Legacy Hotel of Medina LLC
Applicant: Lisa Reau
Location: 253 and 257 South Court Street
Zoning: C-2 (Central Business)
Request: Sign Variance to Sections 1147.10 and 1147.15 to allow temporary fence signs

LOCATION AND SURROUNDING USES

The subject property encompasses 1.48 acres located between South Court Street and South Elmwood Avenue. Adjacent properties contain the following uses and zoning:

- North – Retail (C-2) and Parking (P-F)
- East – Retail and Entertainment (C-2)
- South – Service (C-2) and Parking (P-F)
- West – Parking (P-F) and Single-Family Residential (R-3)



BACKGROUND & PROPOSED APPLICATION

The site has recently received approvals for the demolition of three buildings and the construction of a 4+ story hotel, event center, and associated parking. At this time, a construction fence has been installed around the eastern portion of the site for the upcoming demolition of the two eastern buildings.

The applicant has proposed to place two 32 sq. ft. (4 ft. x 8 ft.) banner signs on the construction fence facing east towards South Court Street and facing south towards the Feckley Parking Lot.

FENCE SIGNS (SECTION 1147.10)

Section 1147.10 prohibits signs erected or attached to accessory structures and fences. The proposed signs are located on an existing construction fence.

TEMPORARY SIGNS IN THE HISTORIC DISTRICT (SECTION 1147.15)

Section 1147.15 allows one temporary freestanding sign to be 6 sq. ft. in area, displayed a maximum of 15 consecutive days, and displayed a maximum of 60 days in a year.

The applicant is proposing two temporary signs, each 32 sq. ft. in area, to be displayed for the duration of the project.

STANDARDS FOR VARIANCES AND APPEALS (SECTION 1107.08(i))

The applicant shall show by a preponderance of the evidence that the variance is justified, as determined by the Board. The Board shall weigh the following factors to determine whether a practical difficulty exists and a sign variance should be granted:

- A. Construction of a conforming sign would obstruct the vision of motorists or otherwise endanger public health or safety;
- B. A conforming sign would be blocked from the sight of passing motorists due to existing buildings, trees or other obstructions;
- C. 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;
- D. 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;
- E. The exception shall not adversely impact the character or appearance of the building or lot or the neighborhood;

APPLICANT'S RESPONSES TO STANDARDS FOR VARIANCES AND APPEALS

The applicant's responses to the Standards for Variances and Appeals include but are not limited to the following:

- The proposed signs, which exceed the maximum permitted area, are appropriate due to the size of the project and the high volume of vehicles entering the site during construction. In addition, the temporary signs are flexible and can be adjusted as needed.
- The exception will not adversely impact the character or appearance of the neighborhood as the signs will be installed with minimal aesthetic impact and will not permanently alter the property or the surrounding area.

FACTORS APPLICABLE TO SIGN VARIANCES ("PRACTICAL DIFFICULTY")

The applicant shall show by a preponderance of the evidence that the variance is justified, as determined by the Board. The Board shall weigh the following factors to determine whether a practical difficulty exists and a sign variance should be granted:

A. Construction of a conforming sign would obstruct the vision of motorists or otherwise endanger public health or safety;

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

C. 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;

D. 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;

E. The exception shall not adversely impact the character or appearance of the building or lot or the neighborhood;

F. The variance sought is the minimum necessary to allow reasonable use, visibility, or readability of the sign; and/or

G. The variance will be consistent with the general spirit and intent of this Ordinance.

Date: June 17, 2024

To: Zoning Board of Appeals
The City of Medina, Ohio
132 North Elmwood Avenue
330-722-9038
www.medinaoh.org

Subject: Variance Request for Temporary Signage at 257 S Court Street, Medina, Ohio 44256

Dear Members of the Zoning Board of Appeals,

I am writing to formally request a variance for temporary signage on behalf of Autonomy Capital Group located at 3991 Jefferson Street, Medina, Ohio 44256 for The Legacy Hotel, LLC located at 257 S Court Street, Medina, Ohio 44256. Due to the nature of our demolition and construction operations and the necessity to ensure safety and proper identification of site location and entrances, we are seeking permission to install two temporary signs on the perimeter fence line that exceed the standard size limitations specified in the current zoning ordinance. The variance sought is the minimum necessary to allow reasonable use, visibility, and readability of the signs and will not adversely impact the appearance of the lot.

Purpose of the Signage

The proposed signage will serve several critical functions:

1. **Safety:** Clearly marked site location and entrances are essential for preventing accidents and ensuring the safe flow of traffic, especially for large truck deliveries. The signage will help in complying with safety regulations by providing clear and visible guidance to all vehicular traffic accessing the site.
2. **Identification:** The signage will help delivery drivers and other visitors to accurately identify the site and entrance, which is particularly important for maintaining operational efficiency and preventing congestion. The features and logos listed on the sign will educate visitors of the positive impact the project will have on the community and showcase the companies involved in its development.

Details of the Proposed Signage

- **Type:** Temporary Signs
- **Locations:** NE corner facing S Court Street to identify site for drivers traveling South
SE corner facing parking lot to identify site for drivers traveling North
- **Dimensions:** 96" x 48" ID Banner (exceeding the standard conforming size)
- **Material:** Vinyl
- **Design:** Hotel rendering, property features, business logos

Justification for Variance

1. **Safety Considerations:** Given the size of the trucks and the volume of deliveries, larger signage is necessary to ensure that drivers can see and follow the signs from a distance, reducing the risk of accidents and ensuring smooth traffic flow.
2. **Operational Necessity:** The temporary nature of our current operations requires signage that is not only prominent but also flexible enough to be removed or adjusted as needed. The proposed dimensions and locations are crucial for this flexibility.
3. **Minimal Impact:** The temporary signage will be installed in a manner that minimizes any aesthetic or environmental impact on the surrounding area. It will be securely attached to the existing fence line without causing any permanent alterations to the property or its surroundings.

Conclusion

We believe granting this variance will significantly contribute to the safety and efficiency of our operations while maintaining the integrity and aesthetic of the community. We are committed to adhering to all other zoning regulations and ensuring that the temporary signage will be professionally maintained and removed promptly upon the completion of our temporary operational needs.

We respectfully request your consideration and approval of this variance request. Please find attached all necessary documentation, including proposed locations, sign design schematics, and photographs of the proposed sign locations.

Thank you for your time and attention to this matter. We look forward to your favorable response.

Sincerely,



Lisa Reau
Marketing & Communications Director
Autonomy Capital Group
lreau@autonomycapitalgroup.com
407-595-7590

Attachments:

1. Proposed Sign Locations and Schematics
2. Sign Variance Application

SITE ID BANNERS

- **Quantity – Two (2)**
- **Single Sided**
- **96” wide x 48” high**
- **Material: Vinyl**



Signage Locations

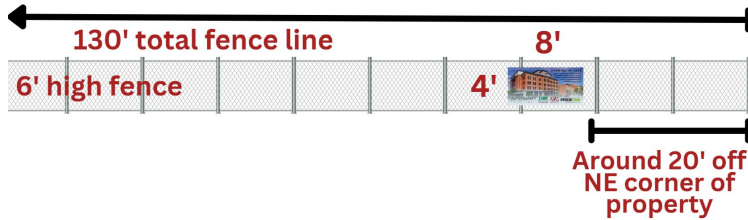


● 96" x 48" Vinyl ID Banners

- Location 1

East Perimeter Fence facing S. Court Street

(not to scale, for visual representation only)



- Location 2

South Perimeter Fence facing parking lot

(not to scale, for visual representation only)

