

**CAUCUS PRIOR TO STRONGSVILLE BOARD OF ZONING &
BUILDING CODE APPEALS
Meeting of
October 8, 2025**

Board of Appeals Members Present: Dustin Hayden, Dave Houlé, Richard Baldin, Ken Evans, John Rusnov

Administration: Assistant Law Director Daniel Kolick

Assistant Building Commissioner: Steve Molnar

Recording Secretary: Mitzi Anderson

The Board members discussed the following:

1) SHEIBAN JEWELERS, Brilliant Electric Co., Agent

Requesting a 2'- 9.5" ground sign height variance from Zoning Code Section 1272.12 (e), which permits a 5' ground sign height and where a 7'- 9.5"ground sign height is proposed in order to install a ground sign, property located at 16938 Pearl Road, PPN 393-34-138, zoned GB General Business

Mr. Hayden – Item number one on the agenda is for 16938 Pearl Road. This request is for a 2' – 9.5" height variance to install a ground sign. What concerns me is that we have had these types of request before for properties like Landmark and Brew Kettle and we have been consistent.

Mr. Rusnov – We do not want to set a precedent, we should talk to them on the floor to see if they will reduce the height to keep it within Code.

Mr. Hayden – I did not see any topography issues other than it is located on Pearl Road.

Mr. Rusnov – They do not meet the four criteria for a variance that we can use to rule on.

Mr. Houlé – If you go up and down Pearl Road, all the signs are pretty much identical, as far as the height and size. I did it both during the day and night, but did not see any hardship in trying to locate the sign.

Mr. Rusnov – Also, we do not want to create a precedent.

Mr. Evans – We want all of the businesses in Strongsville to be successful, the signage that they have on the front elevations of the building help because there is no blockage to the signage. I understand that they complied with putting in the western reserve fence and pillars up along Pearl Road. Any of the businesses that have done it have the same challenge, but thank goodness for the signs on the front elevations of the building, because it allows the business to be seen easily from Pearl Road.

Mr. Rusnov – How long has the store been there?

Mr. Baldin – Approximately 22 years.

Mr. Kolick – Mr. Chairman, I should advise the Board that one of the applicants that the Board denied, Thomas Stark on Hartford Trail, did file an appeal to the Court of Common Pleas. We are defending that now for your denial of his rear setback variance from the property line to install a swimming pool. I will keep you advised on the status of the case.

The Board members approved the minutes for September 24 2025.

**STRONGSVILLE BOARD OF ZONING & BUILDING CODE APPEALS
MINUTES OF MEETING
October 8, 2025
7:00 PM**

The meeting was called to order at 7:00 PM by Mr. Hayden.

Present:

Mr. Baldin
Mr. Evans
Mr. Hayden
Mr. Houlé
Mr. Rusnov

Also Present:

Mr. Kolick, Assistant Law Director
Mr. Steve Molnar, Assistant Building Commissioner
Mrs. Anderson, Recording Secretary

Mr. Hayden – I would like to call this October 8, 2025 meeting of the Strongsville Board of Zoning and Building Code Appeals to order. May we have a roll call please?

ROLL CALL:

MR. BALDIN	PRESENT
MR. RUSNOV	PRESENT
MR. HOULÉ	PRESENT
MR. EVANS	PRESENT
MR. HAYDEN	PRESENT

Mr. Hayden – I hereby certify that this meeting has been posted in accordance with Chapter 208 of the Strongsville Codified Ordinances.

Mr. Baldin - Mr. Chairman, I would like to make a motion for the approval of the Findings of Fact and Conclusion of Law for the decision of Donna Dietz, 14006 Blazey Trail, on September 10, 2025.

Mr. Houlé - Second.

Mr. Hayden – Thank you Mr. Baldin, for the motion and Mr. Houlé for the second. May we have a roll call please?

ROLL CALL:

MR. RUSNOV	YES
MR. HOULÉ	YES
MR. EVANS	NO
MR. HAYDEN	YES
MR. BALDIN	YES

Mr. Hayden - Before us we also have minutes to approve from our meeting on September 24, 2025. We discussed this in Caucus and there was a minor correction and they will be updated and filed accordingly.

Mr. Hayden - If you are here this evening and you plan on addressing the Board, I would ask that you stand and be sworn in by our Assistant Law Director, as well as our Building Department representative and Secretary.

Mr. Kolick administered the oath to those standing.

1) SHEIBAN JEWELERS, Brilliant Electric Co., Agent

Requesting a 2'- 9.5" ground sign height variance from Zoning Code Section 1272.12 (e), which permits a 5' ground sign height and where a 7'- 9.5"ground sign height is proposed in order to install a ground sign, property located at 16938 Pearl Road, PPN 393-34-138, zoned GB General Business

Mr. Hayden – Item number one on the agenda is for 16938 Pearl Road. Please give us your name and address for the record.

Jack Maxwell, 4811 Van Epps Road, Cleveland, Ohio 44131

Jason Sheiban, 16394 Pepperwood Court, Strongsville, Ohio

Mr. Hayden - You were here during Caucus and heard some of our comments regarding the height of the sign. Please take us through your project and address some of our concerns.

Mr. Maxwell – We are proposing a design that will look very nice for the community and is visible from the street; we have been working on this for over a year. The sign is getting lost behind the fence that is there now and that is one of our main concerns. We feel that the proposed sign will be the most visible when someone is passing or coming to the store. The sign will be double faced and internally illuminated with an aluminum cabinet that will be routed out with pushed through copy, which reads Sheiban Jewelers and Sheiban Square. The sign will be mounted on a masonry base and pillars, also the address will be located on the sign above the masonry pillars and will be PVC letters in 3/8', which will be painted black. The colors will be brick and the masonry will match the colors on the building and the cabinet and the trim will match the colors on the building.

Mr. Hayden – Our comments in Caucus were regarding setting a precedent and within the last year there have been several companies come in with this same request. They wanted to go over the height allowed and were also located on the main street. Mr. Evans pointed out in Caucus, that we do want businesses to be successful; however, if we approve this the next person will want 10' or 11', so we do have to be very cognizant of setting a precedent. Is there any option in reducing what you currently have?

Mr. Maxwell – There is a pylon sign allowed, which allows a height of 8'. There were some things that we did not love about it but we can revisit it. We are trying to beat the weather to get this installed and that is one of our challenges. We would like to keep the height of the sign as high as possible, but I do not know if Jason has anything to add to that.

Mr. Hayden – The risk that the Board runs if we approve this request is that the other companies who just requested this within the last year will wonder why we approved Sheiban, but we did not approve the request for Brew Kettle or Landmark. There are no real topography issues to speak of.

Mr. Rusnov – The sign does not meet any of the four criteria that we can grant variances on.

Mr. Sheiban – What are the four criteria?

Mr. Rusnov – Is there any chance that you can cut the size of the sign down to meet Code.

Mr. Sheiban – If you drive by you will see that we have quite a bit of greenery, trees and bushes that are tall and the fence line is very extensive. This is compared to other people's fences, which wraps all the way around the corner. We really do not want to cut into the fence and move the sign in any way and we do not want to cut down any of the trees. We are trying to get a variance on the height of the sign, if we can not achieve that we can go back and try to re-work it. However, it could turn into a pylon sign and stay at the same height, but would not be as attractive of a sign. We would trim the sides of the sign and make it taller than it is wider.

Mr. Baldin – Your current sign is 6' and because of the design of your sign you have a high hump. From the top of the hump to the base is 73" and at one time I am sure it was a foot below that and you probably had 7' overall. Your base right now probably measures from 6" - 7" because the mulch is covering up the rest of it. You are right that if you are going south it is hard to see your sign, but going north you can see the sign. You want something that is more bright, vivid and taller that can be seen. I can not see giving you anything taller; however, I can see giving you what you have there right now and you do currently have a 6' high sign.

Mr. Houlé – As Mr. Baldin stated, if you are going north there are no problems with visibility, but going south there is a pretty large tree that hinders the line of sight; however, I think everyone knows where your store is located. If you had a way to get some of the branches off of the lower end of the tree, it would help your visibility. I am not in favor of approving 2' – 3' of height on the signage.

Mr. Baldin - The color of your current signage is green and all of the shrubbery is green, so everything blends in and you need something vibrant that will stick out.

Mr. Maxwell – That is what we are trying to do.

Mr. Rusnov – I would suggest that you table your request so that you can make it in more conformance with the Code. If you cannot, we can run with it or whatever you say today.

Mr. Sheiban – I think that we should just run with it. What did you say the height of our sign is right now?

Mr. Baldin – It is actually 73”, which is over 6’.

Mr. Sheiban – Is that from the mulch?

Mr. Baldin – No that is to the base, that is from here up and then you have the base.

Mr. Sheiban – What does the Code allow?

Mr. Baldin - The Code allows 5’.

Mr. Sheiban – Is there anyway the Board could grant what we had before? Maybe we could play ball with that.

Mr. Baldin – That is my opinion.

Mr. Sheiban – We may be able to work with that.

Mr. Baldin – How long have you been at that location?

Mr. Sheiban – We have been at this location for 22 years, but we are celebrating 50 years in Strongsville.

Mr. Rusnov – I am suggesting you table the request and meet with the City Official to see if you can get into conformance.

Mr. Sheiban – I understand that, I am asking if we could be granted what we currently have because I think that we may be able to work with that. The problem is that we have to get the masonry base in before the cold weather or snow comes in. If we table this you would technically be asking me to table this until next spring.

Mr. Rusnov – You could request to table this until the next meeting, but we do not have any control over the weather.

Mr. Sheiban – I know. Would the Board be willing to give us what we currently have in height?

Mr. Kolick – Unless you have measured the sign, do you know exactly what the height is now? Do you know what you have from the ground level to the top of the sign? The Board cannot grant a variance on the current height because we do not know the height of your current sign.

Mr. Sheiban – I believe the current height of our existing sign is 6' and I can confirm that for you.

Mr. Kolick – Mr. Rusnov is suggesting that you table the request and confirm the height of the sign. You can then come back and talk to the Board members to see if they are willing to go with what you have there now.

Mr. Hayden – Our next meeting is on October 22, 2025.

Mr. Maxwell – We are going to request to table this item. Is there anyway for that to be done tonight?

Mr. Hayden – No it cannot be done tonight. You will need to document for the record the size of the sign and once you have that give Mitzi a call back so that you can be added to the October 22, 2025 meeting agenda.

Mr. Baldin – Can the Board caucus for a minute or two to see if we can get this over with tonight and see if the Board is interested in giving him what he currently has now?

Mr. Rusnov – We do not know what he currently has.

Mr. Hayden – The Board is asking for him to go back and get the measurements of the sign.

Mr. Kolick – He has requested to table it and you would need to measure the sign from the ground level to the highest point of the sign.

Mr. Sheiban – Is that from the base?

Mr. Kolick – The measurement is from the grade level to the highest point of the sign. If you measure it and it is 6', you can come back and request a 1' variance. I cannot tell you whether the Board will approve it but it would replace what you have now, if the Board grants it.

Mr. Sheiban - Is that something the Board would entertain?

Mr. Hayden – It is more palatable than what has been requested tonight. If that is what is existing and you are looking to replace it, we have made those sorts of accommodations in the past.

Mr. Sheiban – Okay.

Mr. Kolick – Would you like to table the request?

Mr. Sheiban – Yes.

Mr. Hayden - This is a public hearing, is there anyone in the audience that wishes to speak for the granting of the variance. Is there anyone in the audience that wishes to speak against the granting of the variance. We will hold this public hearing open until our October 22, 2025 meeting.

Mr. Hayden – I will not be present for the November 19, 2025 meeting. Mr. Houlé are you available to Chair the meeting?

Mr. Houlé – Yes.

Mr. Hayden – If there is nothing else to come before the Board, this meeting is adjourned.

Dustin Hayden /s/

Mitzi Anderson /s/

10-22-25

Mr. Hayden, Chairman

Mrs. Anderson, Secretary

Approval Date