

**CAUCUS PRIOR TO STRONGSVILLE BOARD OF ZONING &
BUILDING CODE APPEALS**

**Meeting of
February 22, 2023**

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

Administration: Assistant Law Director Daniel Kolick

Assistant Building Commissioner: Steve Molnar

Recording Secretary: Kathy Zamrzla

The Board members discussed the following:

1) LENSCRAFTERS/Kathy Clarke with Ace Lighting Services, Representative

- a) Requesting a variance from Zoning Code Section 1272.12 (c), which permits one (1) Wall sign (North) and where 3 Wall Signs (North, South, West) totaling 125.24 SF are proposed;
- b) Requesting an 80.24 SF Sign Face Area variance from Zoning Code Section 1272.12 (c), which permits a 45 SF Sign Face Area and where a 125.24 SF Sign Face Area is proposed in order to install three (3) Wall Signs; property located at 17090 Royalton Road, PPN 396-14-016, zoned Shopping Center (SC).

The Board members discussed that this location is the former Panera Bread. They will be asking the applicant what direction the various signs will be on the building since the plans aren't clear about that. Mr. Kolick said he wants to know if there will be a door on the back of the building. Mr. Houlé stated that he is not comfortable with the square footage and that the applicant should reduce the signs to be within the permitted square footage. The Board agreed that the signage is very visible to passersby and the monument sign is there as well. Mr. Baldin stated that the other tenant has their sign up already and it's not too big but still visible. Mr. Kolick suggested that the two tenants' signs be similar in size.

The Board members approved the minutes from January 11, 2023.

STRONGSVILLE BOARD OF ZONING & BUILDING CODE APPEALS
MINUTES OF MEETING
February 22, 2023

The meeting was called to order at 8:00 PM by Mr. Hayden.

Present: Mr. Evans
Mr. Hayden
Mr. Rusnov
Mr. Houlé
Mr. Baldin

Also Present: Mr. Kolick, Assistant Law Director
Mr. Molnar, Assistant Building Commissioner
Ms. Zamrzla, Recording Secretary

Mr. Hayden – I would like to call this February 22, 2023 meeting of the Strongsville Board of Zoning and Building Code Appeals to order. May we have a roll call please?

ROLL CALL:	MR. EVANS	PRESENT
	MR. HOULÉ	PRESENT
	MR. HAYDEN	PRESENT
	MR. BALDIN	PRESENT
	MR. RUSNOV	PRESENT

Mr. Hayden – I hereby certify that this meeting has been posted in accordance with Chapter 208 of the Strongsville Codified Ordinances. Before us we also have minutes to approve from our meeting on January 11, 2023. We discussed this in caucus and there were no other corrections or changes needed. We will file those accordingly. We have one public hearing this evening, and 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 Law Director, as well as our Secretary and Building Department representative.

Mr. Kolick administered the oath to those standing.

1) LENS CRAFTERS/Kathy Clarke with Ace Lighting Services, Representative

- a) Requesting a variance from Zoning Code Section 1272.12 (c), which permits one (1) Wall sign (North) and where 3 Wall Signs (North, South, West) totaling 125.24 SF are proposed;
- b) Requesting an 80.24 SF Sign Face Area variance from Zoning Code Section 1272.12 (c), which permits a 45 SF Sign Face Area and where a 125.24 SF Sign Face Area is proposed in order to install

1) **LENSCRAFTERS/Kathy Clarke with Ace Lighting Services, Representative, Cont'd**

three (3) Wall Signs; property located at 17090 Royalton Road, PPN 396-14-016, zoned Shopping Center (SC).

Mr. Hayden – Thank you, Mr. Kolick. All right, our singular item on the agenda this evening is Lenscrafters. If we could have the representative step up to the podium, please, and we will need your name and address for the record.

Mr. Brown – My name is Scott Brown, 1260 Aurora Road, Avon Lake, Ohio representing Ace Lighting Services. The first thing I will address is which side of the building is which direction. Everybody has the packet and the first sign that's on the packet here S-1-1, with the Lenscrafters individual letter set, is the south side of the building that is facing Royalton Road. That is also where the main entrance of the building will be located. If you flip the next page to S-1-2 that would be the west side of the building and that is also a set of Lenscrafters individual letters and then the rear of the building, the north side, is S-6 with the awning with the vinyl graphics for the Lenscrafters letters.

Mr. Baldin – The back side?

Mr. Brown – Correct, facing the parking lot.

Mr. Evans – The graphics that are shown below the Lenscrafters, are those windows that are going to be decorated with the visual images?

Mr. Brown – Correct. I imagine those will be window clings or vinyl. I don't know how permanent they will be.

Mr. Evans – Are they signs, per se, or are they windows? The Code handles those differently, whether they are a window with vinyl decoration or not.

Mr. Brown – This will probably be a window vinyl. The two Lenscrafters letters, those are the only two signs on the building that will be illuminated. So, the awning is not illuminated. The awning is a standard aluminum frame with fabric.

Mr. Kolick – Will you make sure that your client knows that those have to be windows? We would have to add in there if there were permanent outdoor signs on there. I know you keep saying probably but you need to tell your client that definitely those have to be windows.

Mr. Evans – I don't see the window on the drawing. That's why I asked the question.

Mr. Brown – I understand. I can't say 100 percent certain.

1) LENSCRAFTERS/Kathy Clarke with Ace Lighting Services, Representative, Cont'd

Mr. Kolick – We didn't include that in your signage numbers. That would take it way up in square footage. Just so you and your client understand what it is. Is there a back entrance, in other words, a north entrance into this building?

Mr. Brown – No, the only entrance...

Mr. Kolick – We have a drawing that looks like there may be a common entrance between Chipotle and Lenscrafters the way your site plan is. I didn't know if that was an entrance into Lenscrafters too or just Chipotle.

Mr. Brown – The plaza is set up a little strange. Chipotle's entrance is on the rear of the building. I believe that that entrance is the door for Chipotle.

Mr. Hayden – For clarity, the three signs being requested would be the south side, west side and the awning? Do we also include the eye exam sign in S-1-1? It looks like there's another sign or is that a window cling?

Mr. Brown – The eye exam sign, that will be mounted on the inside of the building is an illuminated sign. I don't know how that works into your square footage being mounted on the inside of the building.

Mr. Baldin – Where is that?

Mr. Brown – It's right in front of the window in the interior of the building. You will see it from the outside.

Mr. Baldin – So, that's going to be a big window then.

Mr. Brown – It's not a very big sign. It's a foot high by 4' wide.

Mr. Houle – Is that common to have a sign inside the building?

Mr. Kolick – If it's inside the building that would not be a sign by our Sign Code. If it's just in the alcove it would be. This one is actually in the interior of the building so when you shut the door it's on the inside of the building?

Mr. Brown – Correct.

Mr. Rusnov – Where is the sign that is 21' long?

Mr. Brown - That is the awning. It has vinyl lettering.

1) LENSCRAFTERS/Kathy Clarke with Ace Lighting Services, Representative, Cont'd

Mr. Kolick – The only thing that we would include for the awning is a rectangular box around the letters, not the whole awning.

Mr. Rusnov – How big would that be?

Mr. Evans – We don't know. There's no dimension on that.

Mr. Brown – If I had to guess, the vertical part of the front of the awning where the lettering is, that is 14" so I would say that you would be correct in saying that the height of the L in Lenscrafters would be roughly a foot and width wise the final awning is 21' wide so I would say the letters are 5' or 6' wide.

Mr. Baldin – That is an additional sign.

Mr. Brown – It's not illuminated. The majority of the square footage is because the awning is so big not necessarily the lettering.

Mr. Rusnov – We don't have any idea how big the lettering is what would be considered a sign, correct?

Mr. Kolick – We should, Mr. Rusnov, because they are saying three signs, which are North, South and West so the Building Commissioner must have included the awning sign because that is the only sign on the back of the building. They had to include that in the calculations. With that sign and the other two they are 80.24 square feet over the Code. He wouldn't have had that included in item number (a).

Mr. Evans – The two signs that are the letters that are the South and West, those are approximately 14' long. If you compare that to what Chipotle is, which is probably three, I don't think it's longer than 4'. That's huge. Absolutely huge.

Mr. Hayden – Mr. Brown, during caucus you heard some of our comments about preserving square footage and we try not to set precedent by going too far outside of that. We have in the past entertained multiple signs on the building as long as they have maintained that total square footage allowed.

Mr. Evans – So, your allowable square footage is forty-five and what we would typically do is grant you a variance for having three signs but they would all three have to be within the 45 square foot. There's a monument sign out front as well, which would be the first sign people will see and the Chipotle sign being much smaller, this would be huge compared to the Chipotle signs.

1) LENSCRAFTERS/Kathy Clarke with Ace Lighting Services, Representative, Cont'd

Mr. Brown – So, for the awning on the rear of the building, if you take Lenscrafters name off of the awning, do you still consider that to be a sign?

Mr. Evans – No.

Mr. Rusnov – No.

Mr. Kolick – No, if it's just an awning without any lettering that is not a sign.

Mr. Brown – If we take Lenscrafters off the awning so the other two letter sets for Lenscrafters according to the drawings, they are about 20.6 square feet for each set, so those two sets would be roughly 41.2 square feet. So, if we took that route then you guys would approve the awning on the rear of the building and the other two signs as long as Lenscrafters name is not on the awning.

Mr. Evans – In theory, yes, but I question where the 80' variance came from in the first place. I don't know if he calculated it with the entire awning because yes, the letters themselves don't appear to be an egregious amount.

Mr. Hayden – Mr. Molnar, do we know that information, off hand?

Mr. Molnar – That is something that I would have to research to verify.

Mr. Evans – The size 165' by 18.

Mr. Houlé – That is 22.24 square feet.

Mr. Rusnov – What we are faced with here is a lot of guesswork and there's a way to eliminate the guesswork, which would be to either table this and we will tell you what we will approve, which would be the three signs within the square footage limits of the Code.

Mr. Evans – He shouldn't have to table it. That's on us because these numbers don't appear to be calculated correctly. He shouldn't even need a variance if he's taking the sign off the awning.

Mr. Baldin – Why do we care about an awning?

Mr. Rusnov – There's nothing in the Code about awnings, if I understand.

Mr. Kolick - We aren't worried about the awning. We're worried about the square footage but they would still need a variance for the other signs.

Mr. Rusnov – There are two signs that have to be within the Code, per size.

1) LENSCRAFTERS/Kathy Clarke with Ace Lighting Services, Representative, Cont'd

Mr. Hayden – So, we would need to eliminate (b) because we would be taking out the square footage. Then we would just have to vote on (a).

Mr. Rusnov – Right.

Mr. Evans – So, it's where two wall signs are requested.

Mr. Kolick – Yes, but how did we get this much over?

Mr. Houlé – The awning on S-6 would be 86.4 square feet.

Mr. Brown – I believe that the entire awning square footage was put into the total.

Mr. Hayden – You calculate the other two.

Mr. Houlé – Yes, 22.24 then 44.5.

Mr. Hayden – So, the entire awning was counted.

Mr. Houlé – It appears that way.

Mr. Kolick – We don't need to do that.

Mr. Kolick – So, if you remove the awning sign, you would be within the square footage of 44.48 square feet, which we allow 45 square feet. So, we can act on one wall sign south and west, totaling 44.48 square feet. Are you okay with that?

Mr. Brown – Just one more question. So, for the writing on the awning, let's say the other two signs were at 44.48 square footage for those two signs. Now, if they still kept the size of the lettering on the awning to meet your 45 square feet requirement, would you be okay with that. The lettering would be pretty small but it would at least get their name facing the rear of the building where they have that parking.

Mr. Kolick – I think that we would be okay with that. He is asking if you could approve three signs but within the 45 square foot. My suggestion would be that they reduce the size of the individual letter signs, because on the front of the building it doesn't need to be 14' long. Then take 14' on the west or remove some of the square footage on the front, if they reduce the size of the letters but have three signs.

Mr. Hayden – That's a good point. They also have the monument sign.

1) LENSCRAFTERS/Kathy Clarke with Ace Lighting Services, Representative, Cont'd

Mr. Houlé – It's in the 45 square footage so he doesn't have to ask us anything. They can do whatever they want as long as it's within the 45 square feet and have three signs.

Mr. Kolick – Scott, do you have any idea what the size of the Chipotle sign is? Is your sign about the size of the Chipotle sign?

Mr. Brown – Our company actually does Chipotle too so I do have that. The rear of the building has a circle logo and that one is a 5' circle. So, the front sign has two separate cabinets. They have one cabinet that is the pepper logo and then they have another cabinet that is the Chipotle writing. So, generally, the sign for Chipotle, the whole cabinet, is 30" tall. The entire width of the sign including both cabinets is between 14' and 15' wide.

Mr. Baldin – It doesn't look that big.

Mr. Evans – That might be because of the circle.

Mr. Houlé – Forty-two is still below what they are allowed.

Mr. Brown – I did not personally install the Strongsville Chipotle sign. Those numbers are general. They keep it pretty uniform.

Mr. Kolick – It had to be under the 45 square feet or they would have come to BZA.

Mr. Houlé – The Lenscrafters in the front is going to be smaller than the Chipotle sign, square footage wise. Twenty-two versus the thirty-seven on the front. They don't have the side one.

Mr. Brown – The letters are going to be pretty small. The height of the L for the Lenscrafters sign is only 1.5'. When you're looking at that from the street, it's going to be pretty small.

Mr. Kolick – You could act on (a) and subject to a total of 45 square feet for three signs. And then they can only build two if they want to. That would be somewhat consistent with what we have done with other signs.

Mr. Evans – I would suggest that we condition that the visual images that we see are not signs but they are going to be in windows.

Mr. Kolick – That's fine.

Mr. Evans – I think that that makes sense to do that because I don't see the windows on their door plan and to me, if there are signs on the outside that is going to present a different case. I want to be sure that that doesn't sneak through.

1) LENSCRAFTERS/Kathy Clarke with Ace Lighting Services, Representative, Cont'd

Mr. Rusnov – To clarify so there are no misconceptions here, we will eliminate (b) and make (a) subject to the Code and the 45 square feet, correct?

Mr. Kolick – Subject to totaling not more than 45 square feet for three signs and without any other signs on the exterior of the building.

Mr. Brown – I would like to check my folder really quick. I might be able to give you confirmation that those are windows.

Mr. Kolick – Go ahead, it's not like you're holding up a lot of people.

Mr. Brown – Unfortunately, it does not have anything listed.

Mr. Rusnov – We can condition it to be no more than 45 square feet for the three signs.

Mr. Hayden – He was looking up window information to see if they are windows. Just so that is conveyed to your client that no other exterior signage is permitted.

Mr. Brown – I would say that I'm 99 percent sure that they are window graphics but I don't have anything that states that.

Mr. Baldin – Maybe we should just say that they are windows, correct?

Mr. Kolick – How about not totaling more than 45 square feet with no other exterior graphics?

Mr. Rusnov – Mr. Evans brought up a point that the motion should be conditioned that there are no graphic images on the exterior.

Mr. Rusnov – Just to cover all the bases.

Mr. Hayden – All right. This is a Public Hearing so is there anyone in the audience who wishes to speak against the granting of the variance? Is there anyone who wishes to speak for the granting of the variance? Hearing none and seeing none I will close the Public Hearing and entertain a motion.

Mr. Baldin – Mr. Chairman, I would like to request a variance from Zoning Code Section 1272.12 (c), which permits one (1) Wall sign (North) and where three (3) Wall Signs (North, South, West) totaling not more than 45 SF are proposed subject to no other graphic signage allowed on the exterior of the building; property located at 17090 Royalton Road, PPN 396-14-016, zoned Shopping Center (SC) be approved.

1) LENSCRAFTERS/Kathy Clarke with Ace Lighting Services, Representative, Cont'd

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. EVANS – YES
 MR. RUSNOV – YES
 MR. HOULÉ – YES
 MR. BALDIN – YES
 MR. HAYDEN – YES

MOTION GRANTED

Mr. Hayden – Mr. Brown, your variance has been granted by this Board. There is a twenty-day waiting period during which City Council has an opportunity to review our decision. You will hear from the Building Department after twenty days if City Council doesn't review the decision. You are all set for tonight.

Mr. Brown – Okay. Thank you.

Mr. Kolick – Mr. Brown, have you been before the Architectural Review Board?

Mr. Brown – No, not for this.

Mr. Kolick – During the twenty-day period, you can schedule yourself onto the Architectural Review Board. They will hear you during the twenty-day period. So, if you contact Carol Brill at City Hall, she can schedule you before the Architectural Review Board.

Mr. Brown – Thank you.

Mr. Hayden - If there is no other business to come before this Board, we are adjourned.

<u>Signature on File</u>	<u>Signature on File</u>	<u>March 8, 2023</u>
Mr. Hayden, Chairman	Kathy Zamrzla, Secretary	Approval date