

**NORTH RIDGEVILLE BOARD OF ZONING AND BUILDING APPEALS
MINUTES OF
REGULAR MEETING – THURSDAY, MARCH 23, 2023**

CALL TO ORDER:

Chairwoman Masterson called the meeting to order with the Pledge of Allegiance at 7:00 PM.

ROLL CALL:

Present were members James Cain, Shawn Kimble, Vice-Chairman Neil Thibodeaux, Chairwoman Linda Masterson and Alternate Planning Commission Liaison Paul Graupmann.

Also present were Chief Building Official Guy Fursdon, Planning and Economic Development Director Kimberly Lieber and Assistant Clerk of Council Fijabi Gallam.

MINUTES:

Chairwoman Masterson asked if there were any corrections to the minutes of the regular meeting on Thursday, February 23, 2023. Hearing none, the minutes stand as presented.

PLANNING COMMISSION REPORT:

None

CORRESPONDENCE:

Master Plan Update

Vice Chairman Thibodeaux stated that the next North Ridgeville Steering Committee meeting would be at LCCC on March 29, 2023 from 6:00 pm to 8:00 pm. He mentioned going to Ridgevilleready.com for new and future events.

PUBLIC HEARINGS:

PPZ2022-0157 Van's Auto Service and Tire Pros, 37775 Center Ridge Rd, PPN: 07-00-034-000-136

Applicant: Jeremy Weitzel, Agent, 37775 Property LLC, 3960 Summit Rd, Norton, OH 44203.

Proposal consists of modification of existing pole sign. Property is zoned B-3 Highway Commercial District. Requests:

1. A 17 square foot variance for area of a pole sign; code allows 15 square feet of changeable copy, applicant shows 32 square feet, Section 1286.05(c)(1)(A). Note: Existing 77 square foot pole sign is grandfathered.

Application and Chief Building Officials comments were read.

Chairwoman Masterson asked if there was a representative present.

Jeremy Weitzel, Van's Auto Service and Tire Pros, 3960 Summit Rd, Norton, OH 44023, was sworn in.

Chairwoman Masterson asked Mr. Weitzel to explain the application.

Mr. Weitzel stated that the Board had photos of the existing sign and the proposed sign. He explained that the code allowed for 75 square feet incorporating changeable copy into the design, which they were. He stated that it had been the policy of the Building Department to apply the code as the maximum of 15 square feet of changeable copy. He discussed that they wanted to stay within the realm of the total of 75 square feet and just shift some of the static portion into the changeable portion to have 32 square feet of changeable copy sign instead of 15 square feet.

Chairwoman Masterson asked what their practical difficulty was.

Mr. Weitzel stated that the difficulty was that 15 square feet was an impractical size for a changeable copy. He add that it was almost ineffective, particularly in a speed limit of 40 or 45 miles per hour. He mentioned that going around North Ridgeville, almost no one utilized 15 square feet. He explained that they had the difficulty of trying to stay competitive in the marketplace and needed to be able to advertise on the fly services, community events, things to promote interest and to generate sales. He added that they were a business and if they didn't have sales they wouldn't be operating. He stated that on-premise signage was a powerful advertising tool and they just wanted to have that extra square footage. He stated that they were not making the sign bigger overall than code would allow.

Chairwoman Masterson asked if anyone else had any questions or comments.

Mr. Thibodeaux stated that in looking at the revised plans, there were a lot of larger vehicles that used that road by the railroad tracks like cement trucks. He remarked that he felt that where the sign was located and where they would have two, it wouldn't hamper visual at all looking east or west on Center Ridge Road.

Mr. Weitzel commented that was correct and that it was set back. He stated that people pulling up to the stop sign, that most people pulled beyond the stop sign which wasn't technically correct. He discussed that they were supposed to stop at the front end of the stop sign and then go forward to where they could see. He stated that he had a sign business for 20 years and the eight-foot by two was ample for visibility.

Chairwoman Masterson stated that one of their practical difficulties was that they had a very unique lot and that they were trying to work withing their parameters of having a very small lot and placing the sign high enough so that they weren't impeding the view.

Mr. Weitzel stated that he thought the minimum height for state code was eight feet for pole signs and that they couldn't be below eight feet. He discussed that coming from the east, the neighboring lot was a nice maturely landscaped lot as well and there was a distraction of a very mature tree line and that took away from how much time one would even have to process what they would be seeing coming up, whether it was traffic that was going to turn or their sign. He explained that coming from the west, he believed it was fairly clear. He added that their building faced more northwest, so coming from the east one wouldn't really see their building. He stated that you couldn't see the building at all actually because of the trees and you don't see the sign at all ever going west. He commented that they were trying to use the square footage to their advantage. He mentioned that with the sign it was one thing to see Van's but being able to state that they were running a special on General Tires or oil change, something to promote interest.

Chairwoman Masterson asked if any Board members had any comments or questions.

Member Kimble asked how often they planned on changing the images on the sign.

Mr. Weitzel stated that they used that type of sign in three other locations and they were fairly new to them. He stated that he had sold them for years to customers being that he had a sign company but that it did take time to come up with a plan of what they would advertise. He stated that they had a couple people that would have time to mess with it and they were Maria and Rebecca. He asked if Member Kimble meant how often they would change the actual content or how often the image would change.

Member Kimble asked how often the image or content going to change.

Mr. Weitzel commented that those were two separate things.

Member Kimble asked when looking at it, would it change every 30 seconds, every 10 seconds or every 10 minutes.

Mr. Weitzel stated that it would vary. He mentioned that they could go in there and tell it to hold. He commented that it was just determined by what they wanted.

Member Kimble asked if it would essentially be a four-foot by four-foot tv that would be changing graphics non-stop.

Mr. Weitzel commented, no. He mentioned that most codes and he believed the City's code stated the same thing that they couldn't have animation and moving images. He stated that it would essentially be like a slide show. He added that it would be a static image and whether Marie and Rebecca said that they wanted to keep it up there for 10 seconds or 30 seconds, that he didn't choose that. He stated that it wouldn't appear animated and would just be static images. He remarked that he wasn't sure if he had answered the question.

Member Kimble stated that he thought he answered to the best of his ability as he didn't know the answers.

Mr. Weitzel stated that he had access to the programming interface and that he would go in there just out of curiosity to see what they had come up with.

Chairwoman Masterson asked if the Board had any questions or comments.

None were given.

Chairwoman Masterson asked if the Administration had any questions or comments.

None were given.

Moved by Masterson and seconded by Cain to approve the 17 square foot variance for area of a pole sign.

A roll call vote was taken and the motion carried.

Yes – 5 No – 0

ADJOURNMENT:

The meeting was adjourned at 7:15 PM.



Linda Masterson
Chairwoman



Tina Wieber
Recording Secretary/Deputy Clerk of Council

Thursday, April 27, 2023
Date Approved