



COMMUNITY DEVELOPMENT • 115 Executive Parkway, Suite 400 • Hudson, Ohio 44236 • (330) 342-1790

REPORT

DATE April 14, 2017

TO: Board of Zoning and Building Appeals for
Meeting Date April 20, 2017

FROM: Kris A. McMaster, Associate Planner
Mark Richardson, Community Development Director

SUBJECT: **Appeals Docket 2017-07**

Application

Two variances to permit a second wall sign.

Site

Address: 5555 Darrow Road, Jo-Ann Stores, Inc.
District: 8-Industrial/Business Park
Applicant: GPS Group, Mike Rubin
Owner: Jo-Ann Stores, Inc.

Adjacent

<u>Location</u>	<u>District</u>	<u>Use</u>
North	8	Industrial/Business Park
South	8	Industrial/Business Park
East	8	Industrial/Business Park
West	8	Industrial/Business Park

Comments

The subject of this hearing is a request for two variances to permit a second wall sign: 1] a variance to the requirement permitting only one (1) building sign per ground floor occupant frontage to allow two (2) building signs per ground floor occupant frontage; and 2] a variance of two hundred and seventy-seven (277) square feet for a second business wall sign when the maximum permitted sign area is two hundred (200) square feet resulting in a sign of four hundred and seventy-seven (477) square feet. The variances are sought pursuant to Land Development Code Sections 1207.17(d)(1), "Signs in Nonresidential Districts-Maximum Number and Area of Permanent Signs Attached to Buildings", and Section 1207.17(d)(2)(D), "Signs in Nonresidential Districts-Large Building Setbacks".

The subject location is in District 8 Industrial/Business Park and is surrounded by offices/industry and retail businesses. The property consists of two parcels totaling approximately 98 acres. The buildings on the properties have approximately 1,474,464 square feet and the frontage of the building is approximately 1,869 feet. The front of the building at the location of the subject sign is setback over 650 feet from the Darrow Road right-of-way. The applicant Mike Rubin, representing GPS Group is requesting the subject variances for a second wall sign for the owner, Jo-Ann Stores, Inc. Jo-Ann Stores is rebranding their stores and their image. They have made improvements and changes to Jo-Ann's corporate headquarters building and signs to reflect the new branding of their stores. They have made these same branding changes to all their buildings throughout the country. Staff notes that all new signage and improvements to the building meet the requirements of the Land Development code and have been approved by the city except the variances before the Board. The request before the Board is for approval to allow the graphics around the approved new sign "Jo-Ann Employee Entrance". Staff has determined that the proposed graphics is a second sign having 477 square feet that exceeds a maximum 200 square feet permitted by code. A sign defined in the Land Development Code Section 1213.02(295) "Definitions-Wall Sign shall mean a sign painted on, attached to, or erected against the wall of a building or structure with the exposed face of the sign in a plane parallel to the plane of the wall and not extending more than twelve (12) inches there from and which does not project above the roofline or beyond the corner of the building". The applicant has indicated that due to the large campus, building size and setback from the street, the signage will allow better direction to the area of the building the individual, need to find.

Staff notes that in addition to the permitted wall sign, code allows for window signs up to 25% of the total glass area of the ground floor windows and allows for one projecting sign.

Staff also notes per Ordinance No. 16-148, an ordinance amending certain provisions of the Land Development Code to expedite the development approval process, sign applications for District 6 and 8 are reviewed by staff effective March 23, 2017.

The following documents regarding the property are attached for your review:

1. **March 22, 2017**-Application for BZBA and supplemental information of applicant's request including exhibits.
2. **Aerial of site and approximate dimension of building frontage and location of subject sign.**

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cc: BZBA 2017-07
Matthew Vazzana, Assistant City Solicitor
GPS Group, Mike Rubin
Jo-Ann Stores, Inc.
Beth Bigham, Council Liaison

Attachments

OHIO
HUDSON

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BOARD OF ZONING AND BUILDING APPEALS APPLICATION

Please make check amount payable to "City of Hudson" for the amount of \$250.00.

Pursuant to the City of Hudson Land Development Code, the undersigned hereby submits attached information and requests a hearing before the Board of Zoning and Building Appeals for the following purposes(s):

(Please Circle Request)

"VARIANCE"

"NONCONFORMING USE" "APPEAL"

Property Address: 5555 5381 Darrow Road

Zoning District: 8 - Industrial Business Park

Explanation of Requests and Justification:

JoAnn Stores is rolling out a company wide re branding of their stores and image. This variance request is part of a campus wide re branding initiative. The proposed vinyl window graphics will provide a cleaner updated look to the existing building and reinforce the brand image. Information has been provided showing the entire scope of improvements being proposed. All other improvements have been approved by staff and a zoning certificate can

be issued
For a variance: Code requires 200 setback/sq. ft./height. Request is for 700 setback/sq. ft. height, therefore requesting a 500 setback/sq. ft./height. 477

Year Property Purchased: 277

Sections(s) of the Land Development Code applicable to this application:

1207.17(d)(2)(D)

1207.17(d)(1)

The undersigned certify that the information provided to the Board in and with this application is true and accurate and consent to employees and/or agents of the City of Hudson entering upon the premises of this application for purposes of inspection and verification of information pertaining to the application, and if the application is approved, to verify conformance to requirements and conditions of such approval.

Applicant: GPD Group (Mike Rubino)

Property Owner: Jo-Ann Stores LLC

Address: 520 South Main Street #2531, Akron, OH 44311 Address: 5381 Darrow Road, Hudson

Telephone 330-572-2262

Telephone: 330-463-6720

E-Mail: mrubino@gpdgroup.com

E-Mail: craig.edge@joann.com

Applicant: state relationship (agent, attorney, contractor, other): Design Professional

Applicant Signature: Michael L. Rubino

Date: 03/21/2017

Property Owner Signature: [Signature]

Date: 3/22/2017

(Staff use only)

Application No./Docket No. 2017-07

Hearing Date: 4-20-17

Date Received: 3-22-17

Fee Paid: 250.00

FEMA Floodplain

Y

N

(Initials)

BOARD OF ZONING AND BUILDING APPEALS (BZBA)
Application Supplemental Information

Application for property located at: 5381 Darrow Road

Variances from the terms of this Code shall not be granted by the BZBA unless the application for variance demonstrates the following: *"Exceptional or unusual conditions exist that are not common to other areas similarly situated and practical difficulty may result from strict compliance with any of the zoning standards, provided that such relief will not have the effect of nullifying or impairing the intent and purpose of these standards"*.

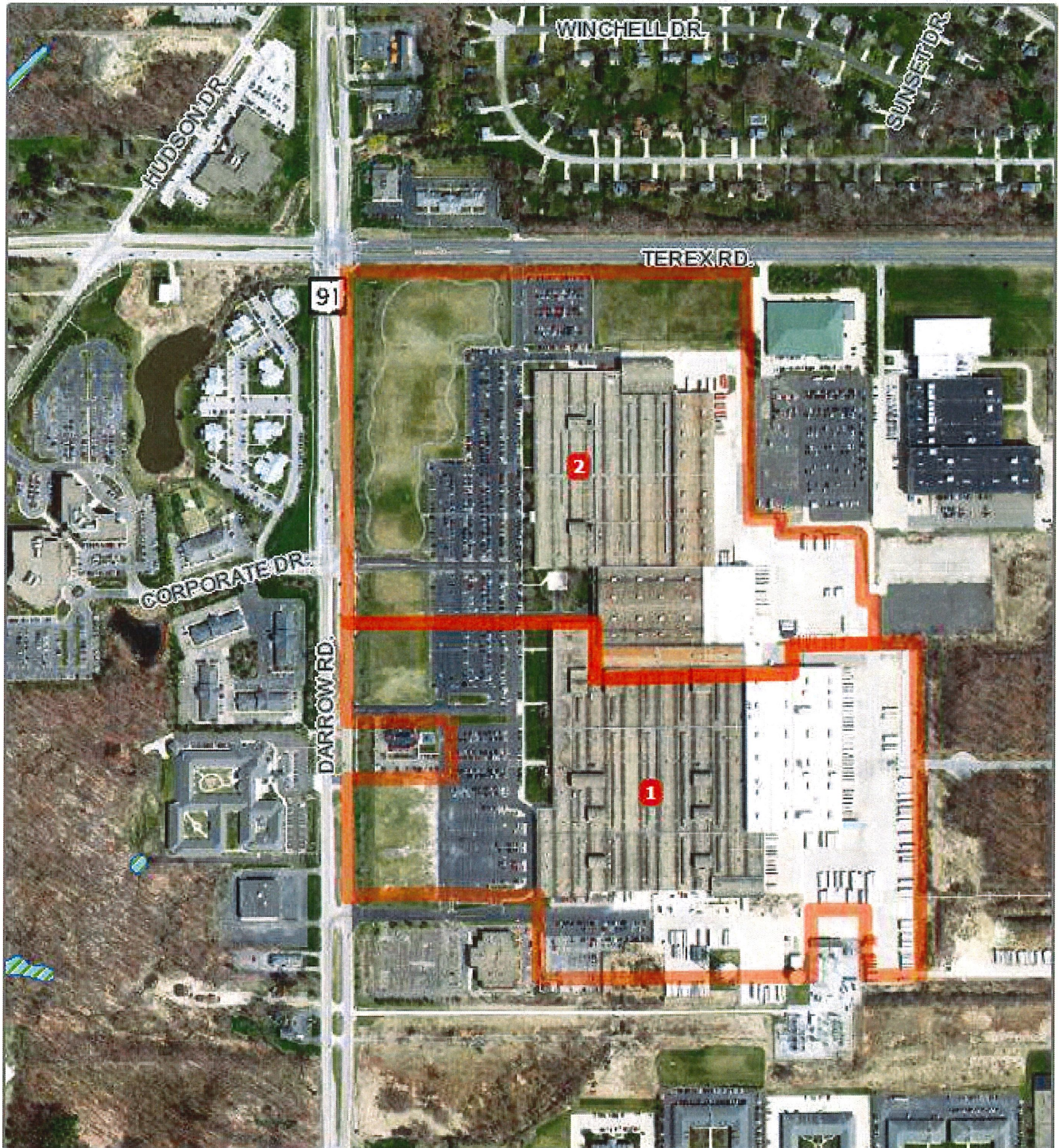
In determining "practical difficulty", the BZBA will consider the following factors:

- 1) The property in question (will/will not) yield a reasonable return and there (can/cannot) be a beneficial use of the property without the variance because: The goal is to create a cohesive brand image across the HQ building and across the country. The support documents provided show the full scope of image improvements. The remaining improvements are acceptable to staff and a zoning certificate can be issued.
- 2) The variance is (substantial/insubstantial) because: The updated graphics being proposed is best suited to be provided in all window panes versus what code permits.
 - a) Is the request the minimum amount necessary to make reasonable use of the property or structure(s)?
Yes. The overall appearance of the main entry would be compromised should the variance not be granted
- 3) Would the essential character of the neighborhood be substantially altered? Explain: No. Not granting the variance would alter the character of the rest of the HQ campus which has been approved for the re-image scope of work
 - a) Would adjoining properties be negatively impacted: No. The large nature of the campus creates somewhat of an isolated area of the City. Granting the variance would better create a cohesive campus appearance.
 - b) Describe how the adjacent properties will not be affected: Nearby businesses are greatly separated from the HQ campus and the building has a large setback from the road.
- 4) Will this request adversely affect public services (mail, water, sewer, safety services, etc.)? No
- 5) Did the owner of the property purchase the property with the knowledge of the zoning restrictions? Yes
- 6) This situation cannot be feasibly solved by means other than a variance. Explain: No
- 7) The spirit and intent behind the zoning requirement (would/would not) be observed and substantial justice (done/not done) by granting the variance because: Granting of the variance would not alter the character of the area and does not impact the life, safety and welfare of the general public
 - a) The circumstance leading to this request was not caused by current owner. It was caused by: N/A
 - b) List any special circumstances peculiar to the property/lot (i.e. exceptional irregularity, narrowness, shallowness or steepness) these circumstances are: The property is large with a substantial setback from the main road. Therefore the proposed signage will only be most visible to users of the building.

Signature: Michael L. Pulin

Date: 3/22/17

City of Hudson, OH



1 Joann Stores Support Center Inc 5455 DARROW RD	2 Jo Ann Stores Support Center Inc 5555 DARROW RD	
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Disclaimer: Map and parcel data are believed to be accurate, but accuracy is not guaranteed. This is not a legal document and should not be substituted for a title search, appraisal, survey, or for zoning verification.

Map Scale
1 inch = 533 feet
3/22/2017

MAIN ENTRANCE ELEVATION

Scale: 3/16"=1'-0"

WINDOW GRAPHICS: 477 SQUARE FEET

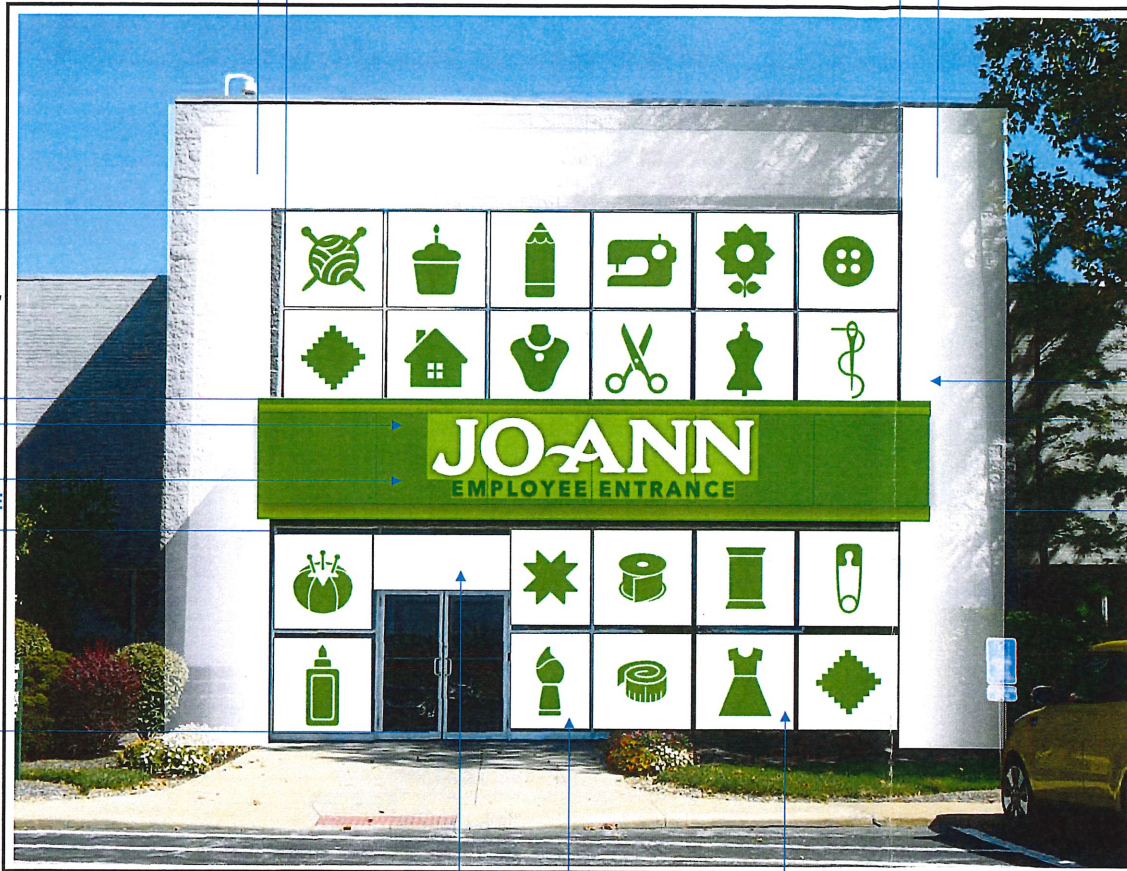
30'-0"

27'-0"

8'-10"

28" JOANN
8" ENTRANCE

8'-10"



30'-0" LED LIGHT STRIP W/ LIGHT SHIELD
TOP & BOTTOM OF SIGN BAND

EXISTING 2'-6" x 25'-0" FLAT CUT OUT
JOANN LETTERS & TAGLINE TO BE REMOVED
SIGN BAND PAINTED PMS 376 GREEN
BUILDING PAINTED WHITE

Existing conditions



30" X 72" +/-

50" X 42" +/-
TYPICAL (2)

52" X 52" +/-
TYPICAL (20)

Partner with the best.



www.mcsign.com

CLIENT:

JO-ANN

ADDRESS:

#5958 - CORPORATE OFFICE
6555 DARROW RD.
NORTH HUDSON, OH 44236

PAGE NO.:

1

TICKET NO.:

443162

PROJECT MANAGER:

JENNIFER HUNT

ELECTRONIC FILE NAME:

JOANN/2017/OH/5958 CORPORATE - HUDSON

DATE:

1/24/17

DESIGNER:

Viv

REVISION HISTORY:

3/23/17 CA ADDED WINDOW DIMENSIONS & ADDED SQUARE FOOTAGE

CLIENT SIGNATURE:

APPROVAL DATE:



Corporate Office:
8959 Tyler Boulevard
Mentor, Ohio 44060
440-209-6200
800-627-4460

334 Industrial Park Road
Bluefield, Virginia 24605
877-779-9977

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