

**MEDINA TOWNSHIP  
BOARD OF ZONING APPEALS  
PUBLIC HEARING  
APRIL 16, 2008**

Chairman Morel called the public hearing of the Medina Township Board of Zoning Appeals to order at 7:30 p.m. All permanent Board members West, Becker, Morel, Dufala and Karson were present. Alternate members John Bostwick and Steve Euse were also in attendance.

**Medina World Cars (Medina Mazda)-3950 Pearl Rd.**

Chairman Morel reviewed the file. Secretary Ferencz read the application. The applicant is Archer Sign Co. The property owner, Brunswick Development Inc. (Medina World Cars) Property requesting the variance-3950 Pearl Rd. Present Zoning-BI. Previous Requests: Yes. Reason for the variance request: Variance requested in regards to zoning resolution Section 605 H that states that only one ground sign per property. The property currently has two ground signs. One pole sign for Chrysler and one monument for Volkswagen. Property lessee would like to remove the Chrysler free standing sign and replace it with a new Mazda monument sign.

This resolution prevents property lessee from advertising two major brand automobiles that are offered for purchase at this business, therefore, enabling him to enjoy the highest vehicle and foot traffic possible for his company.

The exception is that the franchisee owner is representing two automobile manufacturers on the same premises. This property has two existing free standing signs. The "Chrysler" sign which is 48 sq. ft. overall face size will be removed and the "Mazda" monument sign will be installed which is 21.66 sq. ft. of graphic area. The existing Volkswagen monument sign will remain in place.

The granting of this variance will have no impact on public interest as it will do two things. One it will reduce the overall height of the sign and reduce the total square footage of signage at this location. Furthermore, the new Mazda sign will be more aesthetic to the surroundings that the current "Chrysler" sign which has been grandfathered in.

The applicant Mr. Jerry Archer from Archer Signs was sworn in. He stated the application pretty much spoke for itself in that they wanted to remove the Chrysler Jeep pole sign and replace it with a Mazda monument ground sign. The new sign would be approximately half the size of the current sign and it would comply with the setback requirement from the road right of way.

Chair Morel asked if the proposed sign met the setbacks. Secretary Ferencz stated that last night's Zoning Commission meeting, the Commission approved the wall sign for Medina Mazda not to exceed 72-sq. ft. and denied the presented. They also made a motion to deny the monument ground sign for Medina Mazda as it exceeded the one monument ground sign permitted under the Medina Township Zoning Resolution. The sign did however meet the minimum setback of 10 ft. away from the right of way. Mr.

Archer stated the setback from the road right of way for the proposed sign will be 10-13 ft.

Mr. Dufala asked if the proposed sign would go in the same location as the existing Chrysler Jeep sign. Mr. Archer stated yes that was correct.

Mr. Becker asked what was going to happen to the Chrysler Jeep portion of the dealership. Mr. Scott Hrnchar was sworn in. They would still operate as a Chrysler Jeep dealership, but they had two buildings, the north building would house Chrysler Jeep and Volkswagen will be housed together in the south building and Mazda would be housed alone in the north building. There would be no signage for Chrysler Jeep.

Mr. Becker asked if they would then come back before the Board to request a sign for Chrysler Jeep. Mr. Hrnchar stated no they would not.

Chair Morel stated the Zoning Resolution does not preclude the applicant from selling two different brands, what it does is limit in size the amount of advertising permitted. Therefore the argument that each auto brand needs a sign does not hold water. On the other hand, Chair Morel added that he felt the removal of the Chrysler pole sign and the erection of a ground sign was a step in the right direction and would be aesthetically pleasing for that area.

Mr. Hrnchar stated the issue was that the manufacturers were specific in that they did not want to share a sign. He added that Mazda was the one they wanted to please. Mr. Hrnchar continued that the auto manufacturers do not look favorably on sharing a sign, but knew that was not an issue for the Township. He added that at this time they were still interested in operating all three franchises

Chair Morel stated he would be inclined to grant the variance in order to get rid of a grandfathered pole sign and replace it with a ground sign.

Charlotte Karson asked if Chrysler Jeep was not as prominent in their dealership as Mazda and Volkswagen. Mr. Hrnchar stated that was correct. Mr. Dufala again reiterated that he did not want them to come back and request another sign for Chrysler as the Board would tell them to combine the names all on one sign. Mr. Hrnchar stated he was fully aware of what was permitted and they have prioritized who they want to represent and Mazda and Volkswagen were the prominent brands.

Mr. Becker stated that he would like the signage in the windows removed. Mr. Hrnchar stated he believed it was a banner and it would be removed.

Trustee Rita Holt was sworn in. She asked why on a monument sign it was not going to say Medina World Cars with the brand listing of the brands they offer. Mr. Hrnchar reiterated that each manufacture wanted their own separate advertising. Again Mr.

Hrnchar stated they have prioritized who they want to represent and Mazda and Volkswagen were the prominent brands.

Mr. Becker asked what signage would be staying and what signage would be removed at the existing location. Secretary Ferencz stated that at last night's Zoning Commission meeting, Ms. Brock from Archer Sign Co. stated they wanted to remove the lettering on the north building, which stated Medina World Cars and replace it with words Medina Mazda. This sign would not exceed 72 sq. ft.

Mr. Dufala made motion to approve a variance for Brunswick Development Inc. doing business as Medina Mazda for the property located at 3950 Pearl Rd. of Section 605 H. Ground Signs for Medina Mazda to have a second monument ground sign not to exceed 21.66 sq. ft. The existing Chrysler pylon sign must be removed prior to the installation of the monument ground sign. It was second by Mr. West.

ROLL CALL-Karson-yes, West-yes, Dufala-yes, Becker-yes, Morel-yes.

The Board then reviewed the Duncan Factors.

1. Will the property yield a reasonable return or a beneficial use without the variance request? The Board stated yes.
2. Is the variance substantial? The Board stated no not in size but in the amount of signage as there are already two ground signs on the property.
3. Whether the essential character of the neighborhood would be substantially altered or adjoining property owners suffer a substantial detriment if the variance is granted? The Board stated no.
4. Will the granting of the variance adversely affect the delivery of governmental services? The Board stated no.
5. Did the property owner purchase the property with the knowledge of the zoning restrictions? The Board stated yes.
6. Whether the problem can be solved by some other manner other than the granting of the variance? The Board again stated yes, change the template.
7. Does the granting of the variance uphold the spirit and intent of the Zoning Resolution? The Board stated yes, it was a step in the right direction to have an existing grandfathered pole sign replaced with an aesthetically pleasing monument ground sign.

Chair Morel asked for the roll call.

ROLL CALL-Dufala-yes, West-yes, Karson-yes, Becker-yes, Morel-yes.

### Minutes

Mrs. Karson made a motion to approve the minutes to the BZA's March 19, 2008 hearing as written. It was second by Mr. Becker.

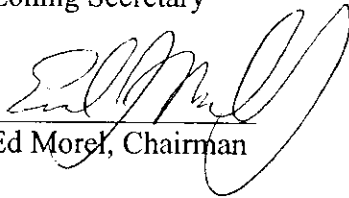
ROLL CALL-Karson-yes, Becker-yes, West-yes, Dufala-yes, Morel-yes.

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Having no further business before the Board, the hearing of Board of Zoning Appeals was officially adjourned at 8:00 p.m.

Respectfully Submitted,

Kim Ferencz  
Zoning Secretary



Ed Morel, Chairman