

Brunswick City Planning Commission

March 17, 2022 - Caucus

6:30 p.m.

Brad Saeger, Vice Chairman
John Rocha, Recording Secretary
Abbas Hasan, Member
Matt Jones, Consulting City Engineer
Pamela Plavecski, Planning & Zoning Coordinator
Santo Incorvaia, Assistant Law Director
Grant Aungst, Community & Economic Development Director
Tom O'Connell, Habitat for Humanity, 233 Lafayette Road,
Medina
Joe Burgoon, Lewis Land Professionals, 8691 Wadsworth Road,
Suite 100, Wadsworth
Pastor Jay Carroll, Brunswick Reformed Church, 3535 Grafton
Road, Brunswick
Ed Neiner, 9er's Diner, 63 Pearl Road, Brunswick
Eric Sophocleous, QAB Companies, 8175 Bishops Court,
Broadview Heights

Vice Chairman Brad Saeger called the meeting to order at 6:33 p.m.

The first item was the review of the public hearing for the Brunswick Reformed Church conditional zoning certificate and revised site plan (lot split), 3515 and 3535 Grafton Road. Mr. Hasan commented there are existing pine trees along the east property line, but there are no shrubs at a lower level to block headlights from the church shining on to the adjacent residential property. The Commission noted there is no 5' wide parking perimeter screening strip adjacent to the north property line of the Habitat for Humanity property, as required by Section 1282.08(a). Mr. Jones stated there is an existing 4' wide grass buffer in that area.

The second item was the discussion of the site plan review for the 9er's Diner patio addition, 63 Pearl Road (Gateway Plaza). Mr. Jones stated he would be in favor with moving the plan forward if a photometrics plan could be approved administratively. Mr. Hasan asked what is the total number of required parking spaces for the plaza; Ms. Plavecski responded she was unable to calculate that figure, as she doesn't have the square footage and use of each tenant space in the plaza. Mr. Hasan and Mr. Saeger said they visited the site and there wasn't 108 parking spaces, as stated by the applicant. Mr. Jones noted there are parking spaces behind the plaza. Mr. Hasan asked if Mr. Jones feels the patio is safe; he responded yes, as there are bollards around it and low-speed traffic. Mr. Rocha commented this is similar to The Cracked Egg restaurant lay-out at Brunswick Plaza.

Mr. Saeger adjourned the meeting at 6:47 p.m.

Respectfully,

Pamela Plavecski

Brunswick City Planning Commission

April 7, 2022

6:54 p.m.

Joe Shirilla, Chairman
Brad Saeger, Vice Chairman
John Rocha, Recording Secretary
Jeff Arona, Member
Abbas Hasan, Member
Brandon Lambert, Council Representative
Matt Jones, Consulting City Engineer
Pamela Plavecski, Planning & Zoning Coordinator
Santo Incorvaia, Assistant Law Director
Frank Dascenzo, Select Strategies, 6715 Tippecanoe Road,
Building F, Suite 100-B, Canfield
Mike Bizjak, Cescio Imaging, 4330 North Bend Road, Ashtabula

Item 1

Chairman Joe Shirilla called the meeting to order at 6:54 p.m.

Ms. Plavecski called the roll: 5 Present 0 Absent.

Item 2

There were no announcements or correspondence.

Item 3

MR. ROCHA MOTIONED TO APPROVE THE MINUTES OF MARCH 17, 2022.

Mr. Saeger seconded the motion. The vote was 3 Ayes 0 Nays 2 Abstain (Mr. Shirilla and Mr. Arona).

Item 4(a)

Regarding the public hearing for the Marc's electronic moving message ground sign conditional zoning certificate, 3281 Center Road, Mr. Frank Dascenzo, Select Strategies; and Mr. Mike Bizjak, Cescio Imaging, were present.

The Staff Review Comments were addressed as follows:

1. The electronic sign will be used to identify five to ten weekly specials on static frames, each displaying four to eight seconds. Verify the message shall not be more frequent than once per 15 seconds with a three-second pause in which a still image or blank screen is shown following every message, as required by Section 1270.17(a)(1). Mr. Bizjak stated the sign will comply with code.
2. The request description and site plan indicate the ground sign will be located approximately 7' from the North Carpenter Road right-of-way and approximately 15' from the North Carpenter Road entrance drive, in accordance with Section 1270.05 – Table B. However, the City Engineer noted the right-of-way is located approximately 4' behind the sidewalk, which is not accurately depicted, and a revised site plan will be required indicating the sign face will be located approximately 7' from the North Carpenter Road right-of-way and 15 feet from the entrance drive. Mr. Bizjak commented they would like to keep the sign in the same location and said the revised site plan indicates the sign face will be located 7' behind the sidewalk and approximately 3' behind the North Carpenter Road right-of-way, along with 15' from the entrance drive, in compliance with code.
3. All requirements shall be adhered to on the conditional zoning certificate, with emphasis that copy (lettering) shall be limited to two colors on the electronic moving message sign with a uniform and non-changing contrasting background. Colors shall remain uniform and shall not alternate within any word or message, pursuant to Section 1270.17(a)(3), to which Mr. Bizjak agreed.
4. As required by Section 1270.17(a)(4), a photometrics plan has been submitted outlining proposed illumination levels in footcandles; however, it is difficult to read, as the numbers are illegible. Illumination levels shall not exceed one footcandle, as measured from adjacent rights-of-way and residential uses and districts. Mr. Bizjak explained it is difficult to perform a sign photometrics plan, as the brightness is controlled by computer display. He said the sign will be at 85% illumination in the daytime and 30% or 40% at nighttime. Mr. Bizjak further noted the photometrics depends on the color of the lettering, background color, and brightness level. He stated they will use normal settings and if there is any problem, they will adjust it.

Mr. Shirilla commented if the LED lights are too bright, they're too difficult to read, as the colors bleed. He noted the LED message will be in the drivers' line-of-sight. He said he would like a requirement added to the conditional zoning certificate that the sign brightness will be monitored and adjusted if necessary. Mr. Bizjak stated drivers will be in front of the LED portion of the sign and that he has access to the electronic sign, whereby it is easy to change the settings. Mr. Hasan asked if the sign controls are at Marc's; Mr. Bizjak replied the message board will be controlled there.
5. Necessary permits and inspections shall be obtained from the Division of Building.

Mr. Lambert commented the electronic sign examples submitted by Mr. Bizjak are for signs on Center Road and stated North Carpenter Road is a residential street. Ms. Plavecski noted schools located in residential districts have electronic moving message signs, for which they have received variances, as this type of sign is not permitted in a residential district. Mr. Lambert stated those signs are for public uses, but this is a private business. Mr. Shirilla explained each sign is reviewed on its own merit and said electronic signs are a conditionally permitted use in the C-G District. He noted the sign will be located a substantial distance from the apartments on North Carpenter Road. Mr. Arona commented he has doubts if the sign needs to be located on that street.

Mr. Dascenzo commented the Board of Zoning Appeals denied the electronic sign that was proposed as part of the monument sign facing Center Road, as there was no hardship. He said the North Carpenter Road location was not their first choice. Mr. Bizjak noted they need to display messages on the sign to get traffic to the plaza. Mr. Incorvaia explained the BZA denied the LED sign, as no practical difficulty or hardship was presented, in addition to not meeting the standards of a variance, which was substantial.

Mr. Shirilla questioned if the same requirements would be required for the electronic ground sign if it was located on Center Road; Ms. Plavecski responded yes. She noted an electronic sign must be located a minimum distance of 70' away from another electronic sign. Mr. Jones noted it may be slightly more difficult to find a good location on Center Road, due to the right-of-way for the slip ramp.

Mr. Lambert reiterated he is concerned about the sign location on North Carpenter Road, as it is a high accident area. Mr. Jones explained with the potential relocation of the stop bar, visibility on North Carpenter Road will not be impeded. He stated the location of the electronic sign will not make a left-hand turn onto North Carpenter Road any more difficult that it is already. He suggested that the sign location should be staked out on the site before the sign is installed to ensure there are no line-of-sight issues. Mr. Shirilla commented the sign is not the issue, as it complies with code; but he is concerned about the location.

Mr. Bizjak said he was not involved with the electronic sign that was submitted to the Board of Zoning Appeals, but he will speak with Marc's and Mr. Dascenzo regarding a location on Center Road. Mr. Jones noted this would be a second freestanding sign on the same property. Ms. Plavecski explained code allows one freestanding sign per each street right-of-way, provided there is a minimum distance of 500' measured diagonally between the signs. Therefore, she said Marc's is allowed one sign facing Center Road, which is the existing monument sign; and one sign facing North Carpenter Road, which is the proposed electronic sign. Mr. Jones stated there is approximately 1,000' between the two signs, so it would be allowed. At Mr. Shirilla's request, Mr. Incorvaia read the conditionally permitted use standards to the audience.

Mr. Hasan stated he is in favor of the sign on North Carpenter Road, since that is the only place code allows it to be located. He suggested adding a requirement to the conditional zoning certificate that the sign should be dimmed or turned off when the store is closed. He said this will result in less of a safety issue and light pollution. Mr. Bizjak stated they can

bring the sign lights down from 10:00 p.m. to 6:00 a.m. Mr. Shirilla stated this should be added to the conditional zoning certificate, along with regulating the sign brightness. Mr. Arona inquired if the electronic sign will only be used by Marc's; Mr. Bizjak answered yes.

Mr. Shirilla declared the public hearing open; no one appeared, so he declared it closed.

Mr. Jones reiterated that the applicant shall stake the location of the proposed electronic sign on the site, using the dimensions of the sign face area, to ensure there are no line-of-sight issues, subject to engineering and Division of Building approval, which should be added as a condition to the conditional zoning certificate.

Ms. Plavecski inquired if the Planning Commission could grant a modification, pursuant to Section 1276.15(b), to waive the photometrics plan requirement, as the sign will be turned off from 10:00 p.m. to 6:00 a.m. Mr. Incorvaia stated that a photometrics plan will not be required for the electronic ground sign, as the sign footcandles are not considered part of the illumination required for parking and pedestrian areas.

Mr. Hasan stated a sign code amendment could be made if City Council is concerned about the distance an electronic sign should be located from a residential district, to which Mr. Lambert said they will take that into consideration in the future.

MR. HASAN MOTIONED TO APPROVE THE MARC'S GROCERY STORE ELECTRONIC MOVING MESSAGE SIGN CONDITIONAL ZONING CERTIFICATE, 3281 CENTER ROAD, SUBJECT TO THE FOLLOWING:

1. THE ELECTRONIC SIGN WILL BE USED TO IDENTIFY FIVE TO TEN WEEKLY SPECIALS ON STATIC FRAMES, EACH DISPLAYING FOUR TO EIGHT SECONDS. THE MESSAGE SHALL NOT BE MORE FREQUENT THAN ONCE PER 15 SECONDS WITH A THREE-SECOND PAUSE IN WHICH A STILL IMAGE OR BLANK SCREEN IS SHOWN FOLLOWING EVERY MESSAGE, AS REQUIRED BY SECTION 1270.17(a)(1) OF THE ZONING CODE.
2. THE ELECTRONIC SIGN FACE WILL BE LOCATED 7' BEHIND THE SIDEWALK AND APPROXIMATELY 3' BEHIND THE NORTH CARPENTER ROAD RIGHT-OF-WAY, ALONG WITH 15' FROM THE ENTRANCE DRIVE, IN COMPLIANCE WITH SECTION 1270.05 – TABLE B.
3. ALL REQUIREMENTS SHALL BE ADHERED TO ON THE ENCLOSED CONDITIONAL ZONING CERTIFICATE, WITH EMPHASIS THAT COPY (LETTERING) SHALL BE LIMITED TO TWO COLORS ON THE ELECTRONIC MOVING MESSAGE SIGN WITH A UNIFORM AND NON-CHANGING CONTRASTING BACKGROUND. COLORS SHALL REMAIN UNIFORM AND SHALL NOT ALTERNATE WITHIN ANY WORD OR MESSAGE, PURSUANT TO SECTION 1270.17(a)(3).
4. THE PLANNING COMMISSION HAS DETERMINED THAT A PHOTOMETRICS PLAN WILL NOT BE REQUIRED FOR THE ELECTRONIC GROUND SIGN, AS THE

SIGN FOOTCANDLES ARE NOT CONSIDERED PART OF THE ILLUMINATION REQUIRED FOR PARKING AND PEDESTRIAN AREAS.

5. NECESSARY PERMITS AND INSPECTIONS SHALL BE OBTAINED FROM THE DIVISION OF BUILDING.
6. THE APPLICANT SHALL STAKE THE LOCATION OF THE PROPOSED ELECTRONIC SIGN ON THE SITE, USING THE DIMENSIONS OF THE SIGN FACE AREA, TO ENSURE THERE ARE NO LINE-OF-SIGHT ISSUES, SUBJECT TO ENGINEERING AND DIVISION OF BUILDING APPROVAL. THIS HAS BEEN ADDED AS CONDITION 9 TO THE CONDITIONAL ZONING CERTIFICATE.
7. THE ELECTRONIC SIGN SHALL BE TURNED OFF WITH ZERO (0) ILLUMINATION FROM THE HOURS OF 10:00 P.M. TO 6:00 A.M., WHICH HAS BEEN ADDED AS CONDITION 10 TO THE CONDITIONAL ZONING CERTIFICATE.
8. IF THERE IS A LIGHT TRESPASS OR BRIGHTNESS PROBLEM, THE SIGN WILL CONFORM TO CODE AND SHALL BE ENFORCED BY THE DIVISION OF BUILDING, WHICH HAS BEEN ADDED AS CONDITION 11 TO THE CONDITIONAL ZONING CERTIFICATE.

Mr. Saeger seconded the motion. The vote was 4 Ayes 1 Nay (Mr. Arona).

Item 5

There was no old business.

Item 6

Regarding new business, Mr. Incorvaia suggested that a text amendment may be considered to allow electronic moving message/digital display signs only on main streets, and not on residential streets, along with regulations to limit the brightness.

Item 7

No one appeared at the public comment period.

Item 8

Mr. Lambert gave the Council Representative's Report. He stated he will relay Mr. Incorvaia's comments regarding electronic signs to the Planning and Zoning Committee of City Council. He further added that Council will continue to discuss a new fire station. Additionally, Mr. Lambert stated there will be a golf outing on July 25, 2022 at Columbia Hills Golf Course to raise funds for the inclusive playground.

MR. ROCHA MOTIONED TO ADJOURN THE MEETING.

Mr. Saeger seconded the motion. The vote was 5 Ayes 0 Nays.

The meeting was adjourned at 8:26 p.m.

Respectfully,

Pamela Plavecski

PLANNING COMMISSION STAFF REPORT

April 7, 2022

Marc's electronic moving message ground sign

(Public hearing – conditional zoning certificate)

Location: 3281 Center Road
C-G District

Proposed Use & Background:

A conditional zoning certificate application has been submitted by Cesco Imaging, on behalf of Marc's grocery store, to erect a 40 sq. ft. electronic moving message ground sign on the North Carpenter Road frontage that will be 7' high (5' high sign face and 2' high base), consisting of 18.67 sq. ft. changeable copy, in compliance with the maximum 50% (21.34 sq. ft.) changeable copy permitted by Sections 1270.17(b) and 1270.05 – Table B of the Zoning Code.

Electronic moving message/digital displays signs are a conditionally permitted use in the C-G General Commercial District, pursuant to Section 1260.04(r) of the Zoning Code.

Staff Review Comments:

1. The electronic sign will be used to identify five to ten weekly specials on static frames, each displaying four to eight seconds. Verify the message shall not be more frequent than once per 15 seconds with a three-second pause in which a still image or blank screen is shown following every message, as required by Section 1270.17(a)(1).
2. The request description and site plan indicate the ground sign will be located approximately 7' from the North Carpenter Road right-of-way and approximately 15' from the North Carpenter Road entrance drive, in accordance with Section 1270.05 – Table B. However, the City Engineer noted the right-of-way is located approximately 4' behind the sidewalk, which is not accurately depicted, and a revised site plan will be required indicating the sign face will be located approximately 7' from the North Carpenter Road right-of-way and 15 feet from the entrance drive.
3. All requirements shall be adhered to on the conditional zoning certificate, with emphasis that copy (lettering) shall be limited to two colors on the electronic moving message sign with a uniform and non-changing contrasting background. Colors shall remain uniform and shall not alternate within any word or message, pursuant to Section 1270.17(a)(3).
4. As required by Section 1270.17(a)(4), a photometrics plan has been submitted outlining proposed illumination levels in footcandles; however, it is difficult to read, as the numbers are illegible. Illumination levels shall not exceed one footcandle, as measured from adjacent rights-of-way and residential uses and districts.

5. Necessary permits and inspections shall be obtained from the Division of Building.

Staff Recommendations:

Staff recommends approval of the electronic moving message sign, provided the above items are addressed.