

## **ARC – January 6, 2025 Reviews**

**MEMEBERS PRESENT:** Chairman Tim Franklin, Vice Chair Jason Boltz, Curt Smock, Melanie Baker, Bill Weber and Michael Ackermann. Elizabeth Smith was excused.

**ARC-25-01** – Thomas Yankovich of Ellet Signs, for Jimmy John’s, 3867 Medina Road, sign review, B-2.

**Zoning Comments:** Property is located on the west side of N. Cleveland Massillon Road, roughly 400’ north of the Medina Road and N. Cleveland Massillon Road intersection in West Market Plaza II. To the north is West Market Plaza, to the east is Golf Galaxy, to the south is Taco Bell and to the west is McDonald’s. Mr. Funk informed the Commission that the proposed new sign requires a variance for an additional wall sign for the plaza. The original signage for the plaza was permitted to face south in lieu of facing the only road frontage which is along N. Cleveland Massillon Road to the east.

Mr. Thomas Yankovich presented to the Commission a proposal to add an additional Jimmy John’s wall sign on the east side of the building facing N. Cleveland Massillon Road. The proposed sign is 17’ 4” x 2’ 6” with a sign area of 23.5 sq. ft. and is internally illuminated. He shared that Jimmy John’s has been in business here since 2013. He stated that Jimmy John’s is on a corner lot and they are asking for the same size wall sign on the eastern wall as the one on the south elevation, because they need more visibility. Mr. Yankovich shared that the franchise has 2,600 locations, and 43 states. Since 2013 they have grown franchise almost 62 percent. This has given them more awareness of Jimmy John’s, but also it has increased competition. He stated that this location in particular, because of where it’s at on Medina Road, has visually obstructed frontage by Taco Bell, McDonald’s and Five Guy’s. This makes it hard to see where the store is actually located. Mr. Yankovich attested that, inside West Market Plaza II, Jimmy John’s is the only tenant that’s nationally recognized as a food-service. So, the necessity to attract the transient motorists that are not familiar with the area is very important. He shared that over the last 11 years their number of orders have actually flattened or decreased. Another thing is that their amount of dine in traffic is 82 percent of their overall business. The delivery is 17 percent. They are asking for a sign on the east elevation as they feel that it is visible from the corner of Medina Road, in case folks miss it as they are going by on Medina Road, and that they can have better visibility on Cleveland Massillon Road. Mr. Yankovich shared that he believes this is the only parcel that is technically a corner lot that only has one frontage and it makes it very difficult for people to find this business without more exposure to the frontages. For the person that is not familiar with this area, it is extremely difficult to find this business. Mr. Yankovich demonstrated the proposed sign to the Commission via his exhibits.

Discussion ensued by the Commission and Mrs. Baker asked if there was a West Market Plaza multitenant sign on the property. Mr. Yankovich stated there is and that is a subject they could approach as that would be helpful on Cleveland Massillon Road. Mrs. Baker asked only because she doesn’t feel the wall sign will be visible from Market Street/Medina Road at all that distance down. Baker went on to say if it was on a Plaza sign people would be more apt to look for something like that than another wall sign. Secondly, what would prohibit other businesses from wanting to put up a sign similar to advertise there also, like Honey Baked Ham, A Wok or UPS. Mr. Yankovich argued that this tenant is on the end, facing Cleveland Massillon Road, and has the ability to put on the end of his tenant space. Mr. Chairman stated that they’ve been there for 12 years and guesses that the majority of their business is from repeat business and people familiar with it. He asked if they could take the sign off the south elevation and moved it to the side elevation and Mr. Yankovich replied they would have the same issue because it is a corner lot with exposure on both sides. He claimed the other tenants don’t have the transient business folks from out of town that don’t know the area. Mr. Chairman asked if they had a shopping study that proved this claim. Mr. Yankovich did not have it on him but said the owner does have a study done on brand loyalty for Jimmy John’s. Mr. Chairman’s reply was that if he was new in the area and he wanted Jimmy John’s, he would just use his phone to ask for the nearest Jimmy John’s and it would take him to it. He understands that it is tucked in the side and about the visibility. Mr. Smock remembers the previous application whereby they wanted to put a wall sign on the back of the building and that was denied

by this Board. He does not see any reason for this proposal and wondered if Jimmy John's could have slot on the multitenant sign. Mr. Funk interjected to say that there is a multitenant sign for West Market Plaza II but it never received approval for installation. Ultimately, the owner got approved to add the businesses in the main West Market Plaza's multitenant signs, but never received the approval for West Market Plaza II. Mr. Boltz stated he's more of a proponent of the multitenant sign. Mr. Funk shared that the approved sign size, in the current tenant signs sought approval from the Board of Zoning Appeals for those in lieu of the multitenant signs. If Jimmy John's would like to go the multitenant route, they would, first, come back to the ARC and then it would require a variance from the BZA to modify the previous variance that was granted for the other signs. After much discussion the members agreed about the concern for the other tenants if the sign would go up on the side elevation and felt the option of the multitenant sign on Cleveland Massillon Road would make for a better solution. Mr. Chairman advised that we would treat this as a work session and asked Mr. Yankovich to take the members' comments back to his client and return for further review.

**ARC-25-02** - Thomas Yankovich of Ellet Signs, for Cleveland Clinic/Akron General, 4127 Medina Road, sign review, B-4.

**Zoning Comments:** Property is located on the north side of Medina Road at the northwest corner of Medina Road and Crystal Lake Road. To the north is single family residential, to the east is Symphony Financial, to the south is Copley Township and to the west is Edwin Shaw. The signs conform to zoning approvals and are smaller than the existing signs.

Mr. Thomas Yankovich presented to the Commission a proposal to replace the existing wall signage for Cleveland Clinic Akron General's Emergency Room. The proposed new Emergency/ Cleveland Clinic wall sign is 108 sq. ft. and the Emergency sign is 47 sq. ft. All signs will be internally illuminated. Mr. Yankovich informed the Commission that the Akron Children's Hospital and the Urgent Care are no longer housed at the facility. Therefore, they are trying to make best use of the space in replacing the signs. They will be enlarging the "emergency" letters and the Cleveland Clinic logo so they are visible. The southeast elevation sign will have 2' high "Emergency" letters in a translucent red color. The logo is proposed at 4' 2" high, with 2' 4" high letters for Cleveland Clinic and 12" high letters for Akron General. It will be spaced on the same fascia that the old sign came from and the wall surface will be repaired from the removal. This will have standard Cleveland Clinic colors, the green and blue and a perforated black over the letters that would be black during the day and illuminate white at night. The west elevation is proposed at 2' high "Emergency" letters to replace the existing "Emergency" and "Urgent Care" letters. They will remain the red color and that wall area will be repaired also. Mr. Yankovich stated that the overall square footage has decreased so the net square footage is decreased from the existing, but the new signs are more visible because there are less letters.

Discussion ensued by the Commission and the members liked the new signage as it is much more legible.

Motion to approve the application as presented by Mr. Smock; seconded by Mr. Weber. Roll Call: Mr. Smock, Mrs. Baker, Mr. Boltz and Mr. Weber. Vote: 4-0 to approve.

**ARC-25-03** – Tailane Moore of Mann Parsons Gray Architects, for Petitti Garden Centers, 395 Springside Drive, site, sign and lighting review, B-2.

**Zoning Comments:** Property is located on the southwest corner of the Springside Drive and N. Cleveland Massillon Road intersection. To the north is the World Harvest Church, to the east are offices and assisted living facilities, to the south is the Lowes store, and to the west is office. Mr. Funk informed the Commission that the applicant requires variances to exceed the area for the wall signs and the height of the monument sign on N. Cleveland Massillon Road.

Mr. Ian Jones, with Mann Parson Gray Architects, presented to the Commission a proposal to install wall signs on the north and east facing entrances of the building. He stated that they will go on the gable end portions of the new additions for the entryways. The wall signs are 12' x 8' 6" – 102 sq. ft. and they are externally lit with gooseneck lighting. Mr. Jones demonstrated the signs via his exhibits on screen. Mr. Jones shared that the coloring of the signs will match the new siding color of the building. He stated that when you consider just the

frontage calculation, they would be way under the calculation and would be allowed 350 square-foot sign. But in general, the zoning code has the 40 square foot limit so that is why they are going to the BZA.

Discussion from the Commission ensued and Mr. Boltz asked for clarification on what the sign is mounted on. Mr. Jones stated that it is a singular sign with a background that mounts onto the open trusses and then there will be three gooseneck light fixtures above it. Examples were provided. Mr. Boltz felt the need for the variance seems marginal due to visibility from an intersection. Mr. Ackerman noted that Lowes has a sign in excess of 40 sq. ft. and Mr. Funk added that Golf Galaxy does also. Mr. Weber agreed with Mr. Boltz statement about visibility makes a lot of sense. The sign is proportional to the space, but we are dealing with a pretty big variance, but it seems to work. Mrs. Baker agreed stating the sign is proportional to the building and the setback warrants the size. Mr. Smock agreed with the members comments.

Mr. Jones presented the two ground mounted signs proposed for the site. The monument sign on N. Cleveland Massillon Road is 60" x 41.2" – 17.2 sq. ft. and 5' in height. The monument sign on Springside Drive is 64" x 32" – 14.2 sq. ft. and 4' in height. He demonstrated both via his exhibits on screen. Both monument signs have stone veneer posts and are externally illuminated. Mr. Chairman asked for the landscaping and Mr. Jones referred to the landscaping called out on the site plan. Mr. Boltz inquired about the 5' height on the Cleveland Massillon Road sign and conversation was had to lower it to meet the 4' code. Mr. Chairman suggested using a 48-inch-high sign and putting it on a mound, with low plantings, to be within the zoning. Mr. Petitti thought that was a great idea. Mr. Jones demonstrated the sign on Springside Drive and stated it is within code and noted the plants called out on the site plan.

Lastly, they are proposing driveway directional signs for the truck entrance on the southernmost entrance of N. Cleveland Massillon Road and at the western entrance on Springside Drive. Mr. Jones stated that they are each 4 sq. ft. On Cleveland Massillon Road the sign is specifically labeled "truck entrance" to convey that entrance is primarily for trucks. The other sign is solely the logo and it is placed just east of actual drive to help eliminate any confusion between the Levy & Associates entrance and Petitti's.

Discussion was had on the truck entrance. Mr. Boltz asked if there would be some way to direct customer vehicles to the right and/or trucks to the left. Mrs. Baker suggested a sign stating "parking" with an arrow to the right.

Motion to approve the application as presented, with the condition that the ground mounted sign on Cleveland Massillon Road will be mounded in order to meet 48 inches in height and that a "parking" directional sign be implemented for the truck parking entrance to better navigate vehicular traffic to the parking area, by Mrs. Baker; seconded by Mr. Weber. Roll Call: Mr. Weber, Mr. Smock, Mr. Boltz and Mrs. Baker. Vote: 4-0 to approve.

**ARC-25-04** – David Soulsby, Central Graphics, Inc.- for Crystal Clinic, 3925 & 3975 Embassy Parkway, sign review, B-3.

Property is located on the north side of Embassy Parkway, approximately 1500' east of the Embassy Parkway and Crystal Lake Road intersection. To the north and to the west is Crystal Lake and the Crystal Lake Condos, to the east and to the south is office. Mr. Funk informed the Commission that the additional monument sign and driveway signs require variances to exceed the height and the area of the signs.

Mr. David Soulsby presented to the Commission a proposal to change the existing address sign at 3925 Embassy Parkway to a monument that is 29 sq. ft. and 63" in height. The applicant is also proposing new and modified driveway signage at 3925 and 3975 Embassy Pkwy. The driveway signage is 60"h x 30"w and 72"h x 30"w. Mr. Soulsby explained that Crystal Clinic has had more success than it expected so they are wanting to adopt wayfinding, directional type of signs for their growing clientele, based on safe driving and controlling the high volume of traffic going in and out of there. The same goes for the proposed monument sign in the middle. They are not changing this sign size, just decorating it differently. Mr. Soulsby stated at "3925", they want to brand the sign with the name rather than the address. But basically, it's wayfinding for medical

transport and patients because it is very difficult to find their way around the campus. They went a little bit higher and that's why they're asking for a variance. Being in the parking lots with lots of snow, larger vehicles, buses and transportation vehicles makes this unique and different from some of the other places. If they go too small, they are worried the size of the letters would change and that people could not read them. Mr. Chairman asked for clarification on what was existing and what was to be replaced. Mr. Soulsby walked the Commission through the site plan pointing out existing and proposed signage. Four little directional signs are being removed and six larger ones are proposed. Mr. Chairman confirmed with Mr. Funk how much larger they are than what was currently approved. Mr. Funk stated that what is currently allowed is three feet in height and four square feet in area. And, some of the signs proposed are 5' high and some are 6' high. Mr. Chairman asked Mr. Soulsby what the rationale is for the height to be taller than our regulations allow. Mr. Soulsby stated that right now they are not getting by with the ones that are 3'10" off the ground. People just cannot see them to navigate around campus.

Discussion ensued by the Commission and there were questions as to why some are five feet high and some are six feet high and with inconsistent header sizes. They asked if the top portion with the logo and "Crystal Clinic" can all be consistent in size. Or, if they can eliminate it all together the overall height would come down. Mr. Chairman stated that there are two monument signs out at the road so you know you are in Crystal Clinic. So, it isn't that necessary. You just need to see where the Plastic Surgeons, Hand and Wrist and Administration are. To that point, it reduces the square footage of the sign it makes more advantageous to get approved. Also, consistency in the logo would help. The sign #5B logo and words "Crystal Clinic" is 15" high. The sign #5A is 9.5". The Commission felt that would make them more consistent and read better for the patients and other visitors. Mr. Weber asked if, on the site plan for future reviews, Mr. Soulsby could mark new versus existing for the signs. Mr. Funk asked him to verify the signs' setbacks are 5' outside of the right of way also. Mr. Boltz brought up the color scenarios on the proposed signs and was wondering why some were black and white and some were blue, black and white. Mr. Soulsby replied to say the ad agency they work with, Lumis Marketing, designed this. Mr. Boltz felt there should be some consistency, that all of them should be the same. Mr. Soulsby stated that they had a color palette and spent a lot of money trying to figure out what works the best for their patients. The Commission asked that Mr. Soulsby take a look and bring it more consistent in color, but does understand their wishes. Mr. Funk did note that, from the base to the top of the logo, the white crystal on the monument takes the height to 63".

Mr. Chairman advised that we would treat this as a work session and asked Mr. Soulsby to take the members' comments back to his client and return for further review.