



## Z25-11 Empoweriss Wall Sign

Property Owner: MMR Properties LLC  
Applicant: Dave Sterrett  
Location: 323 South Court Street  
Zoning: C-2 (Central Business)  
Request: Sign variance to Section 1147.14(d) to allow a building sign on a non-frontage side of a building unit

### **LOCATION AND SURROUNDING USES**

The subject site consists of 0.98 acres located on the northwest corner of South Court Street and Mill Street. Adjacent properties are zoned C-2 and contain the following uses:

- North – Parking
- East – Farmers Exchange
- South – Auto Repair
- West – Auto Parts and Vacant



### **BACKGROUND/PROPOSED APPLICATION**

The site contains the two-story, 25,000 sq. ft., Granary Row building which includes retail, office, and restaurant uses. The site has the following existing signs:

- Freestanding Multi-Tenant Signs - One in the northeast corner of the site near South Court Street and one in the south side of the site adjacent to the Mill Street parking entrance.
- Wall Signs - Wall signs for East of Chicago Pizza, Medical Advisors, and Same Custer State Farm on the north side of the building.
- Awning Sign - A Life's Treasures awning sign on the east side of the building.
- Window Signs - Miscellaneous window signs are located on all sides of the building.

**WALL SIGN NUMBER AND AREA (SECTION 1147.14(d.))**

Section 1145.14(d) states that each commercial tenant space shall have only one wall sign on the primary building frontage with a maximum size of 1 sq. ft. per 1 ft. and one wall sign on the secondary building frontage with a maximum size of 1 sq. ft. per 4 ft.

Per Section 1147.07(c), "... the length of the building wall that faces a street or building wall that contains a public entrance to the uses therein shall be considered building frontage".

The applicant is proposing a 30 sq. ft. wall sign on the north side of the building. The north side of the building is not considered a frontage as it does not face a street and does not have a public entrance.

As noted, three wall signs exist on the north side of the building. Though Sign Permits were located for two of the wall signs, it is staff's opinion that the signs were permitted in error. Sign areas are indicated, as follows:

<b>Business</b>	<b>Sign Area</b>	<b>Permit</b>
East of Chicago Pizza	20 sq. ft. (est.)	Not Located
Medical Advisors	30 sq. ft.	Yes
Same Custer State Farm	30 sq. ft.	Yes
Empoweriss	30 sq. ft.	Proposed
Total	110 sq. ft.	-

If the north side of the building was considered frontage, it would be permitted 146 sq. ft. of total wall sign area as a primary frontage or 37 sq. ft. of total wall sign area as a secondary frontage.

**FACTORS APPLICABLE TO SIGN VARIANCES (SECTION 1107.08(i))**

The applicant shall show by a preponderance of the evidence that the variance is justified, as determined by the Board. The Board shall weigh the following factors to determine whether a practical difficulty exists and a sign variance should be granted:

- A. Construction of a conforming sign would obstruct the vision of motorists or otherwise endanger public health or safety;
- B. A conforming sign would be blocked from the sight of passing motorists due to existing buildings, trees or other obstructions;
- C. Construction of a conforming sign would require removal or severe alteration to significant features on the site, such as removal of trees, alteration of the natural topography, obstruction of a natural drainage course, or alteration or demolition of significant historical features or site amenities;
- D. A sign that exceeds the allowable height or area standards of this Ordinance would be more appropriate in scale because of the large size or frontage of the premises or building;
- E. The exception shall not adversely impact the character or appearance of the building or lot or the neighborhood;
- F. The variance sought is the minimum necessary to allow reasonable use, visibility, or readability of the sign; and/or
- G. The variance will be consistent with the general spirit and intent of this Ordinance.

**APPLICANT'S RESPONSES TO FACTORS APPLICABLE TO SIGN VARIANCES**

The applicant's responses to the Factors Applicable to Sign Variances include but are not limited to the following:

- A conforming sign would be blocked from sight as a sign band is not available for second floor tenants on the front building elevation.
- A conforming sign would require severe alterations as there is no location for identification of the second floor tenants on available building frontages.
- The exception will not impact the character of the building or neighborhood as two other signs exist on the wall.

**FACTORS APPLICABLE TO SIGN VARIANCES ("PRACTICAL DIFFICULTY")**

The applicant shall show by a preponderance of the evidence that the variance is justified, as determined by the Board. The Board shall weigh the following factors to determine whether a practical difficulty exists and a sign variance should be granted:

A. Construction of a conforming sign would obstruct the vision of motorists or otherwise endanger public health or safety;

---

---

---

B. A conforming sign would be blocked from the sight of passing motorists due to existing buildings, trees or other obstructions;

---

---

---

C. Construction of a conforming sign would require removal or severe alteration to significant features on the site, such as removal of trees, alteration of the natural topography, obstruction of a natural drainage course, or alteration or demolition of significant historical features or site amenities;

---

---

---

D. A sign that exceeds the allowable height or area standards of this Ordinance would be more appropriate in scale because of the large size or frontage of the premises or building;

---

---

---

E. The exception shall not adversely impact the character or appearance of the building or lot or the neighborhood;

---

---

---

F. The variance sought is the minimum necessary to allow reasonable use, visibility, or readability of the sign; and/or

---

---

---

G. The variance will be consistent with the general spirit and intent of this Ordinance.

---

---

---

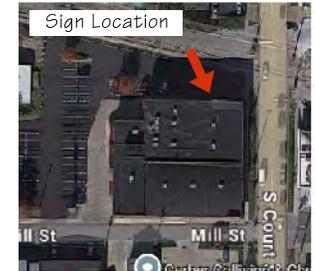


Existing

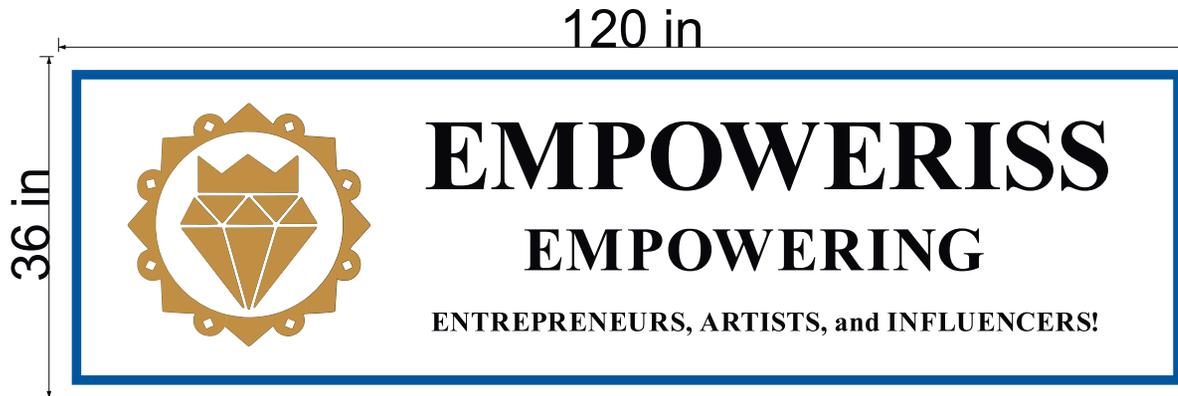


Proposed

Top of Sign group to be level with adjacent window trim



Sign Location



**EMPOWERISS**  
**EMPOWERING**  
 ENTREPRENEURS, ARTISTS, and INFLUENCERS!

Customer:	Krissy Key
Company:	Empoweriss
Address:	323 S. Court St.
City:	Medina
State/ZIP:	Ohio 44256
Phone:	234-499-1991
Email:	krissykey2020@icloud.com

**Medina Signs**  
*Since 1947*  
**411 West Smith Rd.**  
**Medina, Ohio 44256**  
 330-723-2484 [medinasigns@gmail.com](mailto:medinasigns@gmail.com)

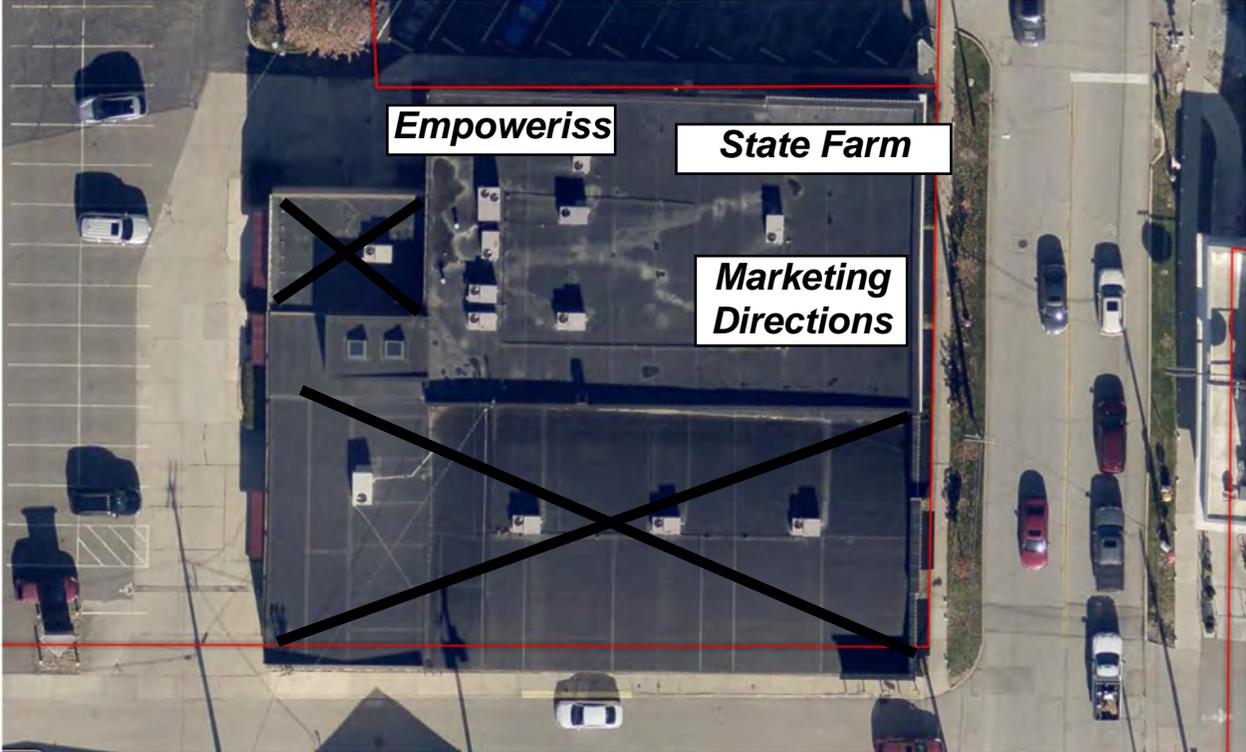
Job No.:	Date:
Order Date:	Salesperson:
	Estimate:
Comments:	

4/10/2025  
 Dave Sterrett  
 0.00  
 dramirez@roseplaces.com  
 lhaid@roseplaces.com brose@roseplaces.com

**First Floor**



**Second Floor**



# North and East Elevations



State Farm

Marketing  
Directions

Stairwell

Empoweriss

Life's Treasures

E. of Chicago

Medi. Advisors

# North Elevation

State Farm

Stairwell

Empoweriss

E of Chicago

Medi Advisors



East Elevation

Marketing Directions

State Farm

Life's Treasures

E of Chicago



South and West  
Elevations

