

CENTERVILLE PLANNING COMMISSION  
REGULAR MEETING  
Tuesday, October 11, 1994

Mr. Foland called the meeting to order at 7:30 P.M.

Attendance: Mr. Arthur Foland, Acting Chairman; Mr. James Durham; Mr. Stanley Swartz; Mr. Peter McMahon. Absent: Mr. Jack Kostak; Mr. Robert Hosfeld; Mr. Scot Stone. Also present: Mr. Alan Schwab, City Planner; Mr. Steve Feverston, Assistant City Planner.

Excuse absent members:

MOTION: Mr. McMahon moved to excuse Mr. Stone, Mr. Kostak and Mr. Hosfeld as each gave the Planning Department notice prior to the meeting. Mr. Swartz seconded the motion. The motion was approved unanimously 4-0.

COMMUNICATIONS

Mr. Schwab stated that a letter had been received from Raymond and Laura Gordnier, 117 Cushwa Drive, stating their opposition to the sign variance requested in the next agenda item and asked that the public hearing be postponed until they could be in attendance.

Mr. Foland stated that the public hearing must be held as it was advertised and there were others in attendance for the hearing.

PUBLIC HEARINGS

The Linder Company (Cross Pointe Centre) - Sign Variance

Mr. Schwab reviewed the application submitted by The Linder Company for Cross Pointe Centre located at the northeast corner of SR 48 (Main Street) and SR 725 (Alex-Bell Road), requesting three sign variances for the shopping center. The zoning on the property is Business Planned Development, B-PD. He stated that the three separate variances include:

1. Increase the sign face area by 39 sq. ft. of ground sign at the intersection of Alex-Bell Road and SR 48.
2. Increase the sign area by 56 sq. ft. of ground sign and 2 ft. in sign height at the intersection of Alex-Bell Road and Cushwa Drive.
3. Increase the number of ground signs by one (1), having a sign area of 56 sq. ft., to be located at the easternmost entrance to the shopping center.

The purpose of the request is to generate signage to the area of the shopping center to be occupied by the relocation of Sears Hardware to the eastern portion of the complex. Sears Hardware is proposing to relocate from its 10,000 sq. ft. retail space to a space of approximately 25,000 sq. ft.

Staff recommended to approve the variance request based on the following points:

1. Cross Pointe Center is a large regional shopping center built on a lot in excess of 28 acres. The lot is exceptionally large having an area nearly 3 times the minimum requirement of 10 acres in a B-PD zone.
2. This lot has in excess of 1,800 feet of frontage on Alex-Bell Road. The lot frontage is exceptionally large having frontage nearly 4 times the minimum required frontage. The requirement in a B-PD is 500 feet.
3. The sign area proposed is consistent with variances granted for other ground-mounted signs for large shopping centers within the City.

Mr. Schwab stated that signage for shopping centers is typically granted through the variance process as the standards for shopping centers are no different than those for small lots and businesses. If the frontage along Alex-Bell Road were divided into approximately 10 outlots, each outlot would generate separate sign area to total 640 sq. ft.

Mr. Foland opened the public hearing.

Mrs. Susan Buechler, property manager for Cross Pointe Centre, stated that the increase in retail space for Sears Hardware to 28,000 sq. ft. would provide a store in the City for home improvement needs as the size of the store would allow for the expansion of available merchandise. She stated that in negotiations with Sears, they felt that if additional signage is not made available along with other leasing benefits, the store might be lost to another location.

Mr. Adrian Rose, 104 Cushwa Drive, stated that he is not opposed to the sign located at the SR 48/Alex-Bell Road intersection. Mr. Rose stated that he opposed the sign proposed at Alex-Bell Road/Cushwa Drive in reference to the sign, specifically, the wording. He stated that the Cross Pointe sign should be on the top of the sign and Sears and Marshall's below in whatever order the

applicant desired. This layout of the wording would keep it consistent with the other identification sign. Mr. Rose stated that the additional sign to be placed at the easternmost entrance to the shopping center proposes a design that is not consistent with other signs for Cross Pointe and strongly objected to it.

Mr. Carlos Tapia, 32 Blackstone Drive, stated that he opposed the sign proposed for Cushwa and Alex-Bell. He suggested that the sign identification be added to the bottom of the sign rather than the top. The vantage point to the sign would be to a lower located than a higher one. Mr. Tapia agreed that the design of the sign should be consistent with that for Cross Pointe Centre.

There being no other speakers, Mr. Foland closed the public hearing.

Mr. Durham stated that he agreed that a panel should be added to the sign at SR 48 and Alex-Bell Road. He stated that the sign at Cushwa and Alex-Bell was out of character for the adjoining neighborhood in regards to its height and felt it would be inappropriate to add to the sign.

MOTION: Mr. Durham moved to approve the sign as proposed for the location at SR 48 and Alex-Bell Road (SR 725). Mr. McMahon seconded the motion. The motion was approved unanimously 4-0.

MOTION: Mr. McMahon moved to approve the additional 2 ft. panel sign face to be placed below the existing panels on the existing sign located Alex-Bell Road and Cushwa Drive. Mr. Swartz seconded the motion. The motion was approved 3-1 with Mr. Durham voting no.

Mr. Foland stated that he agreed that the architectural design of the proposed sign at the easternmost entrance to the center is not consistent with the other signs and would like it to be more like the existing signage.

Mr. Swartz stated that the proposed sign for Sears seems to be projecting their image on their sign by using the two sloping top sides of the sign to mimic the outline of the pitched roof building.

The majority of the Planning Commission agreed that this additional sign shall be the same as the other existing signs to be rectangular in shape with the plastic panel containing the shape of the building logo within the panel.

Mr. Durham stated that he felt that the center has too much signage at the Cushwa Drive location and, therefore, would not support this additional sign.

MOTION: Mr. Swartz moved to approve the additional sign to be located at the easternmost entrance to Cross Pointe Centre to be a rectangular shape with the image of the Sears logo being projected on the face of the sign rather than the overall shape of the sign and with the architectural design to appear like the other outlot sign for Firestone/Ameritech on the east side of the driveway. The Fire/Ameritech sign has a simple red brick base which matches the brick used for Cross Pointe Shopping Centre and a rectangular sign mounted above the brick base. Mr. McMahon seconded the motion. The motion was approved 3-1 with Mr. Durham voting no.

There being no further business, the meeting was adjourned.

*S. A. Sturmer 11/19/94*