



Miami Township, Clermont County Ohio
BOARD OF ZONING APPEALS
STAFF REPORT
Louis M. Ethridge, AICP

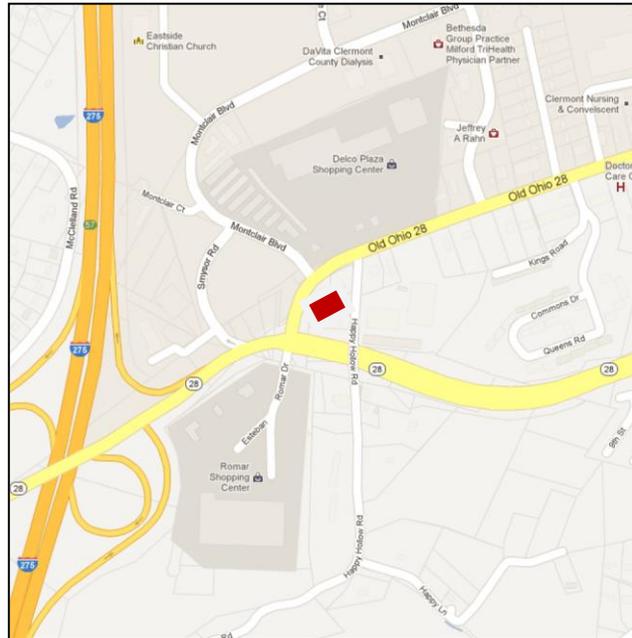
Case No. 843
SIGN VARIANCE

APPLICANT

Victory Signs
 6067-B Branch Hill Guinea Pike
 Milford, Ohio 45150

SUBJECT PROPERTY

Rent-2-Own (furniture & electronics)
 867 State Route 28
 Zoning District: B-2 General Business
 Total Floor Area: 2,944 square feet
 Type of Building: Single Tenant
 Sign Location Wall: 32 linear feet
 PID: 18-46-26A-008A



HEARING DATE

May 6, 2013

ACTION REQUESTED

A one hundred sixty (160) sq. ft. sign variance - Applicant is requesting the thirty- two (32) square feet of wall sign currently in place on the west building face of their commercial establishment be increased an **additional** one hundred-sixty (160) square feet. The face of this proposed wall sign would total one hundred ninety-two (192) square feet.

ZONING STANDARDS

Chapter 24.11 Retail District Signs

B-2 General Business District – Buildings less than 25,000 square feet

Each building or clusters of buildings on a single lot with a total building square footage less than 25,000 square feet shall be permitted the following signage:

Single tenant buildings will be permitted wall signage on each building elevation that faces a public street or the primary drive into a shopping center. The total sign area shall not exceed one (1) square foot of sign area per one (1) linear foot of building length upon which the sign will be located. This square footage may be divided into a maximum of two signs on each building elevation facing a public street or primary drive into a shopping center with a maximum of four (4) wall signs per building.

The west building face where the proposed sign is to be installed is thirty-two (32) feet wide. The **maximum sign face** for this building under Chapter 24.11 of the Miami Township Zoning Resolution is **thirty-two (32) square feet.**

COMPARABLE VARIANCE DECISIONS

A review was conducted by Staff of Miami Township Board of Zoning Appeals decisions on comparable commercial sign variance requests in a B-2 General Business zoning district over a five year period (2008-2012). None were found

STAFF ANALYSIS

The need for improved visibility of the current wall signage from the SR 28 By-Pass and Business 28 intersection is the basis for the applicant's request for this sign variance. The installation of a one hundred ninety-two (192) square foot wall sign on thirty-two linear feet of wall space exceeds the Miami Township Zoning Resolution sign standard by 500%. A field check conducted by Staff on April 24th found the roadway visibility of the existing Rent-2-Own signage on the west building face of this commercial establishment to be more than adequate. There are no physical line-of-sight barriers that prevent motorists at the SR 28 By-Pass/ Business 28 from locating the Rent-2-Own store.

The sign space identifying the name of the business (Rent-2-Own) is essentially the same square footage as the existing wall sign at this location. Approximately 75% of the proposed replacement sign face (144 square feet) is product and manufacturer specific and includes the phrase "Because we all should have nice stuff".



The current wall signage adequately identifies the location of the Rent-2-Own business space. The thirty-two (32) square foot sign face limitation does not present the type of hardship that warrants the requested variance.

STAFF RECOMMENDATION

Staff recommends the Board of Zoning Appeals **deny** this variance request for a one hundred ninety-two square foot sign to be installed on the west building face of the commercial establishment located at 867 State Route 28.