

COPLEY TOWNSHIP
ARCHITECTURAL REVIEW BOARD
3559 COPLEY ROAD
ABSOLUTE FITNESS
STAFF REPORT

July 5, 2022



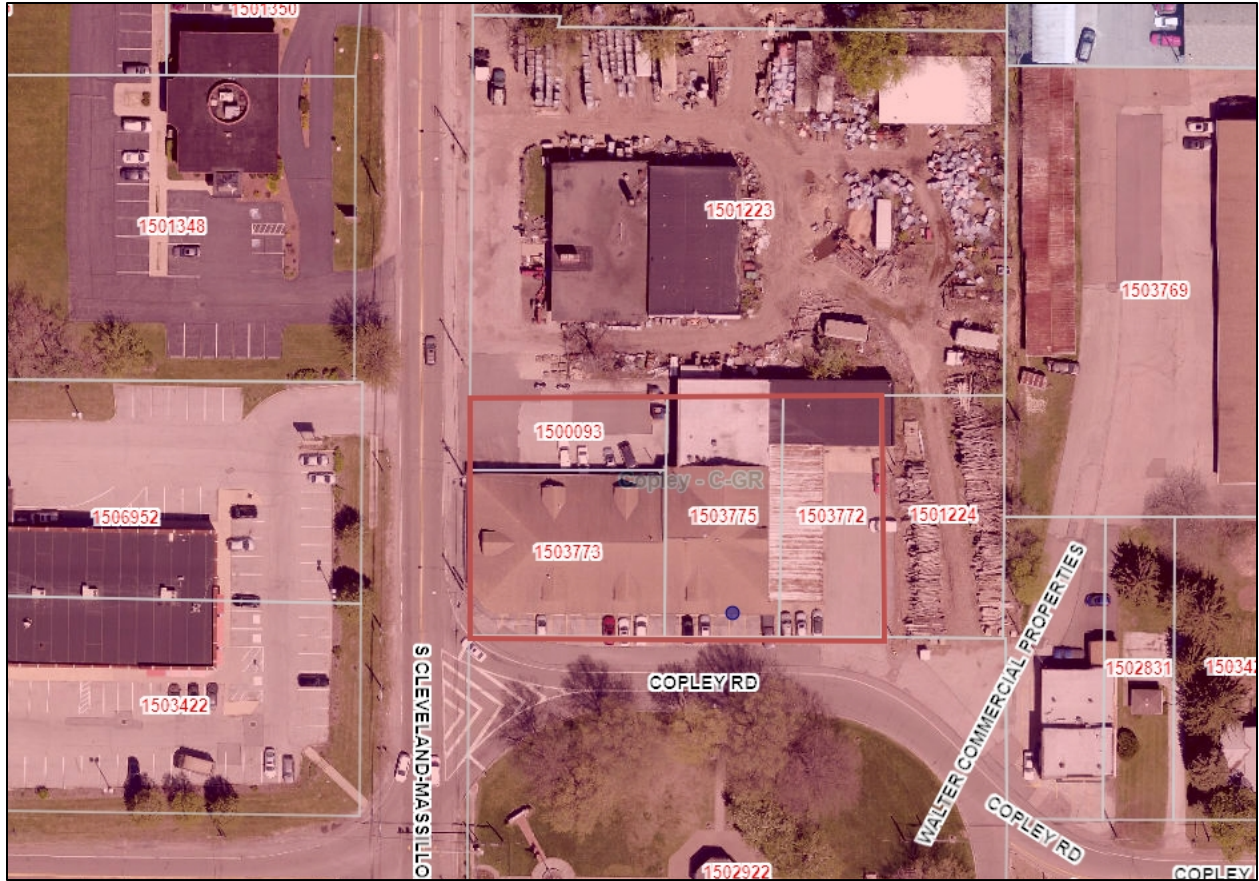
APPLICANT SUMMARY

PROJECT: Absolute Fitness 3559 Copley Road PPN: 1503772	APPLICATION TYPE: Minor Site Plan-Building Sign
APPLICANT/LANDOWNER	APPLICANT: Kristina Ayoup, Owner LANDOWNER: Walter Properties Inc
COMPANY PERFORMING WORK REQUESTED	Self
INVESTMENT	\$200
APPLICATION SUMMARY	Applicant, Kris Ayoup, is requesting approval for a previously installed building sign.
INITIATED BY	Applicant
DECISION TYPE	<input type="checkbox"/> Informational <input type="checkbox"/> Direction <input checked="" type="checkbox"/> Action
CODE REFERENCES	Article 8-Sign Regulations, Section 8.07-Signs in Commercial and Industrial District, Table 1:

	<table><tr><th colspan="3">Table 1 Permanent Signs Attached to Buildings</th></tr><tr><th>Type</th><th>Maximum Number Permitted</th><th>Maximum Area</th></tr><tr><td>(A) Signplate</td><td>1 per address</td><td>2 sq. ft.</td></tr><tr><td>(B) Building Sign</td><td>1 per ground floor occupant frontage^(a)</td><td>1.5 sq. ft. per linear ft. of building frontage</td></tr><tr><td>(C) Projecting Sign</td><td>1 per ground floor occupant frontage^(b)</td><td>6 sq. ft.</td></tr><tr><td>(D) Awning Signs</td><td>1 per window and entrance door</td><td>(c)</td></tr><tr><td>(E) Instructional Sign</td><td colspan="2">Shall be exempt from regulations when in compliance with Article 8.07 F.</td></tr><tr><td colspan="3">(a) Buildings that qualify for a building sign larger than 150 sq. ft. may display more than one sign subject to review and approval by the Architectural Review Board. See Section 8.07 B.</td></tr><tr><td colspan="3">(b) See Section 8.07 C.</td></tr><tr><td colspan="3">(c) The maximum area for Awning Signs is the same as for a Building Sign, provided, however, that the maximum allowable area for <u>both</u> Awning Signs and Building Signs on a single building is the maximum area permitted for a Building Sign alone.</td></tr></table>	Table 1 Permanent Signs Attached to Buildings			Type	Maximum Number Permitted	Maximum Area	(A) Signplate	1 per address	2 sq. ft.	(B) Building Sign	1 per ground floor occupant frontage ^(a)	1.5 sq. ft. per linear ft. of building frontage	(C) Projecting Sign	1 per ground floor occupant frontage ^(b)	6 sq. ft.	(D) Awning Signs	1 per window and entrance door	(c)	(E) Instructional Sign	Shall be exempt from regulations when in compliance with Article 8.07 F.		(a) Buildings that qualify for a building sign larger than 150 sq. ft. may display more than one sign subject to review and approval by the Architectural Review Board. See Section 8.07 B.			(b) See Section 8.07 C.			(c) The maximum area for Awning Signs is the same as for a Building Sign, provided, however, that the maximum allowable area for <u>both</u> Awning Signs and Building Signs on a single building is the maximum area permitted for a Building Sign alone.		
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GENERAL LOCATION	3559 Copley Road is located on the north side of Copley Circle and west of S. Cleveland Massillon Road. The tenant is located in “Walterville” on the east end.																														
ZONING	C-GR (Commercial General Retail)																														
STAFF RECOMMENDATION	Approval																														

PROPERTY LOCATION

SITE	ZONING	LAND USE
North	C-GR	Commercial
South	C-GR	Copley Circle
West	C-GR	Commercial
East	C-GR	Commercial



PROJECT BACKGROUND AND DESCRIPTION

Applicant, Kris Ayoup, is requesting approval for a previously installed building sign. The sign was placed without review or approval.

Per the Copley Township Zoning Resolution, the applicant is permitted a building sign at 1.5 square feet for every foot of linear frontage.

Based on 70' of frontage, the applicant is permitted a building sign at 105 square feet in overall area.



The sign is approximately 25' x 2' (50 square feet) in overall area. The sign is directly applied to the building wall with paint. The sign is not illuminated.





REVIEW CRITERIA

- a) Are the proposed materials and finishes used to construct the sign sufficiently durable to ensure minimum maintenance requirements for a reasonable period of time? **Direct applied paint (3-5 years) may wear faster and require more maintenance compared to a formed plastic/metal channel letter sign (7-10 years).**
- b) When a combination of signs is proposed, whether signs in addition to the primary sign are being used to identify entryways into the building and/or additional services or products available in the building, as, for example, signs identifying a bank or pharmacy in a building which is primarily operated as a supermarket. **NA**
- c) Is the proposed sign, or combination of signs, appropriately proportioned to the size, shape and height of the façade on which it will be displayed? **YES.**
- d) Is the proposed sign or combination of signs, compatible with and complements the design of the building it identifies in terms of materials, colors and design? **YES, the sign is compatible with the building type (block style garage) and utilizes colors unique to identifying the business.**
- e) Does the proposed sign or combination of signs, use high-quality materials and workmanship, and/or is of a unique design that exhibits imagination and inventiveness, so as to make a positive visual contribution to the community? **Staff Recommendation: Property owner to work with the Architectural Review Board to develop sign regulations for this building. This will ensure that the signage is consistent in material and design and help to achieve a cohesive brand look unique to this location.**

Painted building signs are an effective way to promote business identification and brand awareness.



SUGGESTED MOTIONS AND AUTHORITY TO PROCEED

The Copley Township Architectural Review Board moves to approve the building sign at 50 square feet in overall area.