

**BOARD OF ZONING APPEALS
SPECIAL MEETING MINUTES
Mayfield Village
Aug 13, 2024**

The Board of Zoning Appeals met in Special Meeting session on Tues, Aug 13, 2024 at 6:00 p.m. at the Mayfield Village Civic Center, Main Conference Room. Chairman DiFranco presided.

ROLL CALL

Present:

Mr. Stivo DiFranco	Chairman	Ms. Diane Calta	Law Director
Mr. John Michalko	Chairman Pro Tem	Mr. Daniel Russell	Building Commissioner
Mr. Jim Kless	P & Z Rep to BZA	Mr. John Marquart	Economic Development Manager
Ms. Alexandra Jeanblanc		Ms. Deborah Garbo	Secretary

Absent:

Mr. Joseph Prcela
Mr. Bob Andrzejczyk Alternate
Mr. Bob Haycox Alternate

CONSIDERATION OF MEETING MINUTES: **May 21, 2024**

Mr. Michalko, seconded by Mr. Kless made a motion to approve the minutes of May 21, 2024 as written.

ROLL CALL

Ayes: Mr. DiFranco, Mr. Michalko, Mr. Kless, Ms. Jeanblanc

Nays: None

Motion Carried

Minutes Approved

CONSIDERATION OF CASE NUMBER 2024-04

Applicant:

Canon Medical
6655 Beta Dr. PP # 831-12-003
Wall & Canopy Sign
Signarama
(ARB approved 7/25/24)

1. A request for a variance to allow a Wall Sign from Section 1185.08 and 1185.11.
2. A request for an 18” (inch) high letter variance from Section 1185.11 (b) to allow for 36” (inch) high letters on a wall. Code allows 18” high letters.
3. A request for a 1.34 square foot variance from Section 1185.11 (1) to allow for 6.34 square feet of signage on a Canopy. The code allows 5 square footage of signage.

Abutting Property Owners:

Beta Dr: 6671, 767-781, 761, 701, 600, 700, 731, 735, 739, 6685, 6650, 660, 6690,
6700, 6680, 6655, 6670, 681, 780, 651, 730, 740, 750, 760

OPEN PORTION

Chairman DiFranco called the meeting to order. This is a meeting of the Mayfield Village Board of Zoning Appeals, it's Tues, Aug 13, 2024 at 6:00 pm. We have one case before us today, consideration of Case #2024-04, applicant is Canon Medical, 6655 Beta Dr, PPN 831-12-003. This is for a Wall and Canopy sign. The ARB approved this 7/25/24. I'll read the three variance requests before us;

1. A request for a variance to allow a Wall Sign from Section 1185.08 and 1185.11.
2. A request for an 18" (inch) high letter variance from Section 1185.11 (b) to allow for 36" (inch) high letters on a wall. Code allows 18" high letters.
3. A request for a 1.34 square foot variance from Section 1185.11 (1) to allow for 6.34 square feet of signage on a Canopy. The code allows 5 square footage of signage.

Chairman DiFranco said, the abutting property owners on Beta Dr. have been notified.

If everyone here is going to speak please raise your right hand and I'll swear you all in at the same time.

OATH

Chairman DiFranco stated, because we are a Quasi-Judicial Body, anyone wishing to speak must be sworn in. Chairman DiFranco administered the Oath to John Marquart, Steve Varelmann, Luai Tabbal and Marie Cipolletta.

Chairman DiFranco stated, please proceed with your presentation.

Presentation *by* Steve Varelmann, Development Director, Panzica Construction Co.

Steve Varelmann with Panzica Construction Company introduced himself. I appreciate you being here tonight. I know it's a special meeting, so I appreciate you accommodating us. One of the reasons for that is just the schedule and trying to get everything moving and there's a long lead time for signs, so I very much appreciate you being here.

We're going to go through what we're doing, I'll go to the site plan first to give you a lay of the land. This is 6655 Beta, MARS is most of this to here, Canon area is this here and this is the QED area. The only part of this building that fronts Beta Dr, that has frontage on Beta Dr. is the QED park here and they have a very nice sign there and MARS Electric back here has a nice big sign.

- **Wall Sign**

What I did is, I went onto Beta Dr. with my phone and took pictures to show you the visibility that this building where we're proposing the Canon sign is way back there and the visibility is very poor. An 18" high sign I'm pretty sure you could not see it. To give you an idea of scale, this is showing the 36 inches we're requesting. If you go to MARS, these doors are 8' high, just by comparison these letters are about 5' high, twice as high as what we're proposing on the same building. It's similar with MARCUM, this door is 7' high, letters are also about 5' high. I think what we're requesting is less than what the neighbors have but very important for the visibility of the Canon project.

Canon is moving operations to Cleveland from California, it's a very important facility for Canon. This facility will serve three main purposes. It'll have two MRI machines, two CT Scanning machines and something called an Alphenix which is a Cath Lab machine. If you've ever had any kind of surgery where they go through the veins in your legs, this is what it does. The room itself is bigger than this room, the equipment in there, it has this big C-arm that moves around on the floor, it works on you in real time using the x-ray, it's a very high tech piece of equipment.

These machines are already installed here. One purpose is for marketing. For example, if I'm in charge of imaging for the Cleveland Clinic and I'm thinking about buying a new imaging machine, I could come to this facility. People will be coming to this facility from all over the country and the world to look at these machines. They'll be operational. And then once they buy that machine, then their staff will be coming here to Mayfield for classes to learn how to use the machines. Then the Technicians that work on the machines will be coming here to this facility to learn how to work on the machines. So it's a very important project, not only for Canon but I think for Mayfield Village, and having this visibility for them is key.

- **Canopy Sign**

This drawing is what we call the canopy, it's not finished yet, these sidewalls are now framed. We're proposing that sign to go inside this canopy. It's not broadcasting on this building, it's more of just kind of a welcome to Canon Medical canopy USA sign than advertising. It's really not going to be seen. Letters are only 7 inches tall inside that canopy.

Steve Varelmann concludes, these are what we're requesting. I also provided the answers to the seven factors located on the BZA Application that the Board should have received.

Open Discussion

Mr. Michalko stated, when MARS was moving in, they too came before this Board for their sign.

Steve Varelmann replied, they actually have two signs, there is another canopy sign.

Ms. Jeanblanc said, they each have variances. Does it change anything that the sign with the canopy is on the inside? Does that become more of the entryway than part of the exterior of the building?

Ms. Calta replied, it would be looked at as a canopy. I do have a question if I can jump in. Address, where's the address for this building?

Steve Varelmann replied, the whole building is 6655 and I believe it's on the monument sign that was approved with variances. There are two signs like this on the property. Sign #3 is here, then there's another sign #4 that we originally proposed to do something with, but the owner of the building would not allow us to modify this sign, I think it has the address too.

Chairman DiFranco asked, does anybody else that was sworn in have anything to add?

Steve Varelmann said, I have Luai Tabbal here from California, he's overseeing the project.

**Comments *by* Luai Tabbal, Director Program Management Office
Canon Medical Systems USA, Inc**

Luai Tabbal, Director Program Management Office, Canon Medical Systems USA, Inc. introduced himself. I echo what Steve said in terms of you taking valuable time in coming in to discuss this matter earlier than normally scheduled, I appreciate that. I feel like a part of Mayfield Village, I think this is my 8th or 9th trip here. I live in Southern California and have been working for Canon for about 6 years. We're very very proud to be part of this community. We have reviewed the signage both interior, but mostly the exterior at the headquarters in Japan. We belong with Canon, Inc., the same company that make the Canon printers. They have a huge division on the east coast. In general, they have very strict rules & codes sign wise in terms of visibility of exterior signage, proportionality, aesthetics. It took us several months before we got approval from headquarters. Our headquarter folks are very keen on making sure that customers who will be coming in to use this facility and be there for demo purposes of the imaging equipment or for prospective buyers or for training purposes for Canon Medical equipment, to be able to identify the building. So it's very important and we're very proud to have the Canon sign up on the building. Canon is the third most largest company in the world, we're a global company. As for the sign on the side of the canopy, that also had to be consistent with our counter partners in Europe, we have a training facility, Canon Medical Academy in Europe. We were asked to follow the naming. The first thing the customer will see, especially if they haven't been to this facility, is the demarcation of this facility. We're happy to be part of this community. We've got many many branches across the USA and they all adhere to the same Canon logo, every nook and cranny, angle, every curvature as you can imagine, it has to follow the same style and design and requirements. Thank you.

Comments *by* John Marquart, Economic Development Manager

Mr. Marquart stated Mr. Chairman, if I may. John Marquart, Economic Development Manager for the Village, 6622 Wilson Mills Rd. If I could piggy back just a little bit on what Steve had said earlier. A very very important project to the Village. As he stated, it sort of establishes a foothold for Canon here in Northeast Ohio which is very important. It's going to grow the payroll at this property, it's also going to bring visitors in to the Village which I think will be a shot in the arm for both of our hotel properties. As stated, folks interested in purchasing the equipment will be here, people coming here to train on the equipment, service the equipment, so we'll see an uptick in traffic which I think is very important for restaurants, you name it, here in the Village that have kind of taken a hit over the last four years with work from home. I think that's important to us just globally specific to this property

because I know that's kind of what BZA is charged with, it is sort of the uniqueness of a given case. I think it's important to understand with this property, it was originally built for Euclid Industries which was an industrial user, one tenant back before all of our times here, going back I think to the late 60's. And as many 2nd, 3rd generation properties tend to do, the building has evolved over time, and it's now a three-tenant building. It's also important to remember as the building has evolved, the frontage has essentially shifted from the south elevation to the east elevation and these signs are intended to be read coming from the east headed up the common driveway. When you look at the building from that perspective, it's actually the largest and longest single building here in the Village, I believe it's 770' long. So when we start calculating sign square footages and tenant frontages, I think things get skewed a bit that way. It's important to remember this is a massive building, it's larger than any building Progressive has, so that sort of tilts the equation from east to west to the new sort of north and south reality of the building, so everybody's front door is essentially on the east elevation now which is unique to this property.

Ms. Jeanblanc stated, they have the same problem we saw with MARS Electric, that they're a substantial way away from that only sign. I think even though we're not technically supposed to say that a prior variance grants any kind of weight, it really would look kind of strange next to the giant MARS Electric sign.

Mr. Michalko stated, you couldn't read that sign from the street as it states by the way the code is right now, and it's unique too because it's on a curve.

Mr. Kless stated, the sign and the logo should have the ability to be read.

Chairman DiFranco asked, any additional comments?

Mr. Michalko said, the only question I have is for Steve. They told you to leave sign #4 there? Because when MARS came, they got their variance and there was another monument sign there.

Steve Varelmann replied, right. The reason that Premier would not allow us to modify that sign is because it has Premier's name on it and they didn't want it to be affected.

Chairman DiFranco asked Dan, any concerns?

Daniel Russell replied, I have no concerns.

Chairman DiFranco asked Diane, any concerns?

Diane Calta replied, no concerns.

Chairman DiFranco stated, I think it is a unique property, I think it adds value to the community. I will read the criteria for granting a variance;

In granting an Area Variance, the Board shall determine that one or both of the following factors are met by the request:

- a. The conditions upon which an application for a Variance is based are particular to the subject property with respect to the physical size, shape or other characteristics of the premises or adjoining premises, differentiating it from other premises in the same district:
or
- b. The Variance would result in an improvement of the property that is more appropriate and more beneficial to the community than would be the case without granting of the Variance.

Chairman DiFranco stated, I'd like to entertain a motion to approve.

DECISION

Ms. Jeanblanc, seconded by Mr. Michalko made a motion to approve the following Wall and Canopy Sign variance requests for Canon Medical, 6655 Beta Dr. PPN #831-12-003 as proposed;

1. A request for a variance to allow a Wall Sign from Section 1185.08 and 1185.11.
2. A request for an 18" (inch) high letter variance from Section 1185.11 (b) to allow for 36" (inch) high letters on a wall. Code allows 18" high letters.
3. A request for a 1.34 square foot variance from Section 1185.11 (1) to allow for 6.34 square feet of signage on a Canopy. The code allows 5 square footage of signage.

ROLL CALL

Ayes: Mr. DiFranco

Mr. Michalko

Mr. Kless

Ms. Jeanblanc (I vote yes because of the unique circumstances of the property)

Nays: None

Motion Carried

Variations Approved

Right to Appeal

Chairman DiFranco stated, you or any interested party has the right to appeal the decision within ten (10) days to Council.

Chairman DiFranco asked, are there any other matters that come before the BZA tonight?

- **Canon Medical Open House**

Steve Varelmann said, I would just like to add one thing. There will be an Open House Sept 19th from 9:00 - 12:00. I'll send an invitation to Debbie, they're working on that now, hope you can all come.

Luai Tabbal said, the Director of our CEO who is also based out of Southern California, has said "We want to invite the neighborhood." We're bringing in some VIP guests from the larger community of Cleveland to the Open House on Sept 19th and you are all welcome to come.

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The BZA Members thanked both Steve and Luai for the invitation.

Chairman DiFranco asked, any other matters?

There were none.

ADJOURNMENT

Mr. Kless, seconded by Mr. Michalko made a motion to adjourn the meeting.

ROLL CALL

Ayes: All

Nays: None

Motion Carried

Meeting adjourned at 6:25 p.m.

Chairman

Secretary