

July 26, 2018

Lyndhurst, Ohio
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The Planning Commission of The City of Lyndhurst met in Regular Session on Thursday, July 26, 2018 at 7:30 p.m., in the Conference Room of the Lyndhurst Municipal Center, 5301 Mayfield Road. Mayor Patrick A Ward presiding.

Members Present: Commissioners: D J Sirk, B. Golsky,
T S Kravitz, P A Ward, C A LoPresti

Others Present: P T Murphy, Director of Law
J Maichle, Building Commissioner
C J White, Secretary

It was moved by Councilman LoPresti, seconded by Mr. Kravitz that the reading of the minutes of the Regular Meeting held April 26, 2018, copies of which were sent to all members, be dispensed with and said minutes stand approved as circulated.

The question was put to a voice vote and passed unanimously.

Motion Carried.

Mr. Sirk requested the following clarification to the minutes of the Special Meeting held June 21, 2018: First page, second paragraph, although he was quoted correctly, Mr. Sirk clarified that he was appointed to the Planning Commission in 2007, and he meant that he was not part of the original approval of the Master Plan for Acacia.

It was moved by Mr. Kravitz, seconded by Councilman LoPresti that the reading of the minutes of the Special Meeting held June 21, 2018, copies of which were sent to all members, be dispensed with and said minutes stand approved as amended.

The question was put to a voice vote and passed unanimously.

Motion carried.

Review Section 1170.18 of the codified ordinances regarding electronic moving message/digital display signs.

Referencing the memo sent out previously by Mr. Murphy, Mayor Ward recommended that electronic signs be permitted only in the Community Business District.

Mr. Sirk suggested that the subject property be in complete compliance with the Community Business District zoning, without variances. He feels this would exclude the smaller properties, which may increase the amount of electronic signs and be too close together. He then recommended that electronic signage for Community Business District, Class A, be a separate chapter in the zoning code.

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Mayor Ward explained in order to be classified as Community Business District, Class A, the minimum frontage required is one hundred fifty (150) feet.

It was suggested that electronic signage not be placed within seventy-five (75) feet of another electronic sign. Mr. Murphy explained that this may preclude some businesses from having an electronic sign.

Discussion continued on whether to limit electronic display signs to monument signs only, and be prohibited on the building.

In regards to the digital display signs being illuminated and changing during the night, Mayor Ward stated that the City does not require illuminated signs to be turned off at night, only current digital electronic signage. He further suggested that only a static business identification sign be allowed to show on the panel of a digital display sign, or limited frames.

In regards to the current requirements for digital signage, a three (3) second pause is required; Mr. Sirk suggested that instead of a blank screen, a logo or name of the company be displayed for three (3) seconds.

Mayor Ward suggested that the frequency of the sign be thirty (30) seconds, with the three (3) second pause.

It was stated that each proposed electronic sign will be considered a conditional use and therefore presented to the Planning Commission for their review and recommendation to Council.

Mr. Sirk stated that circulation patterns and properties within one hundred (100) feet which have an electronic sign, along with the exact location of any adjacent electronic signage to be submitted with the application for review.

Suggested requirements for an electronic sign shall be:

- Single ownership of a property;
- Eliminate the five (5) acre requirement;
- At least one hundred fifty (150) feet frontage on a single public right of way;
- Remove "having at least ten businesses"

- (a) (2) to read: the sign can only operate during the actual hours of business for establishments located on the specific property except after hours, in which a still frame for business identification only be displayed;
- (3) Frequency. One message per thirty (30) seconds with a three (3) second pause in which a still image or blank screen is shown following every message.

Electronic signage provisions for establishments with two or more owners were discussed.

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Mr. Sirk recommended to specify advertising copy and business identification copy when referring to electronic sign display.

(c) Multi-tenant Business Identification frame can change at a frequency of once every 10 seconds.

Minimum spacing of 150 feet between electronic digital display signs.

One separate image on one separate sign at one time.

Mr. Murphy stated he will take the recommendations made tonight and draft legislation for the next Planning Commission meeting.

It was moved by Mr. Sirk, seconded by Councilman LoPresti that the meeting be adjourned.

The question was put to a voice vote and passed unanimously.

Motion carried, meeting
adjourned at 8:45 p.m.

Chairman

Approved: _____

Attest: _____