



MORGANTOWN BOARD OF ZONING APPEALS

July 25, 2012
6:30 PM
City Council Chambers

Board Members:

Bernie Bossio, Chair
Leanne Cardoso, Vice-Chair
George Papandreas
Jim Shaffer
Tom Shamberger

STAFF REPORT

CASE NO: V12-22 / Goodwill of Southwest Pennsylvania / Hunters Way

REQUEST and LOCATION:

Request by Raymond McCaughey of Strada Architects LLC, on behalf of Goodwill of Southwest Pennsylvania for variance relief from Article 1369 as it relates to signage at Hunters Way.

TAX MAP NUMBER(s) and ZONING DESCRIPTION:

Tax Map 44A, Parcel 7; B-2, Service Business District

SURROUNDING ZONING:

B-2, Service Business District

BACKGROUND and ANALYSIS:

The petitioner seeks to erect four (4) wall signs and one post-and-panel sign on the *Goodwill Store and Donation Center* currently under construction on the former Sterling Faucet site in Sabraton. Addendum A of this report illustrates the location of the subject site.

Article 1369.07(I) of the Planning and Zoning Code provides a maximum wall sign area standard of 0.6 square feet per linear foot of building frontage in the B-2 District. The *Goodwill Store and Donation Center* will have a building frontage along Hunters Way of 112 feet, which results in a maximum wall sign area of 67.2 square feet. The total area of the four (4) proposed wall signs is 146.97 square feet, which requires variance relief of 79.77 square feet.

Additionally, the petitioner seeks to erect a post-and-panel sign near the sites parking lot entrance. Said ground sign complies with the maximum area and maximum height standards set forth in Article 1369.07(F). However, the proposed location of the sign is located within the private right-of-way and not within the site's property boundaries, which results in off-premise signage. As such, variance relief from Article 1369.11(K), which prohibits off-premise signage, is required.

STAFF RECOMMENDATION:

One of the stated purposes within the Planning and Zoning Code for sign regulations is to:

“...encourage the effective use of signs as a means of communication in the City, to maintain and enhance the pleasing look of the City, which attracts to the City continued economic investment; to preserve Morgantown as a community that is attractive to business, to residents and to visitors...” [Article 1369.01(A)]

Development Services

Christopher Fletcher, AICP
Director

Planning Division

389 Spruce Street
Morgantown, WV 26505
304.284.7431



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Size and location restrictions are two of several means to accomplish this policy objective.

The Board of Zoning Appeals must determine whether the proposed request meets the standard criteria for a variance by reaching a positive determination for *each* of the "Findings of Fact" submitted by the applicant. Addendum B of this report provides Staff recommended revisions to the petitioner's findings of fact (deleted matter struck through; new matter underlined).

The Board has granted a number of similar wall sign area variances within the Earl Core Road commercial corridor. The Board has not been requested to nor has approved variance relief for off-premise signage since the enactment of the current sign regulations in January 2006 prohibiting same.

Should the Board grant variance relief as requested, Staff recommends that the following condition be included in the approval:

1. That, prior to the erection of the proposed post-and-panel sign, the petitioner shall enter into a perpetual easement agreement with the owner of the private right-of-way, the form of which shall be reviewed and approved by the Planning Division, granting authority to erect said signage and landscaping within said private right-of-way as proposed. Said easement agreement shall be recorded at the Monongalia County Courthouse and run with the affected tracts of land. A certified recorded copy of the easement agreement shall be submitted to the Planning Division prior to the issuance of the building permit for said post-and-panel sign.

Attachments: Application and accompanying exhibits

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Director

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STAFF REPORT ADDENDUM A
V12-22 / Goodwill / Hunters Way



STAFF REPORT ADDENDUM B

V12-22 / Goodwill / Hunters Way

Staff recommended revisions to petitioner's Findings of Fact (deleted matter struck through; new matter underlined)

Finding of Fact #1 – There are exceptional or extraordinary circumstances or conditions applicable to this property or to the intended use, that generally do not apply to other properties or uses in the same vicinity, because:

Parcel is depressed from main road, and distant to main road, which appears to demonstrate a need for requiring bigger wall signs. Three distinct entries to the building site appears to demonstrate require extra signage to orient customers to safe circulation. To meet maximum area and maximum height requirements for post-and-panel signage, it appears that the location of same within the property boundary would be obstructed by the commercial retail building at the corner of the Hunter's Way and Sterling Drive (name shown on site plan drawing).

Finding of Fact #2 – The variance is necessary for the preservation and enjoyment of a substantial property right that is possessed by other properties in the same vicinity and zoning district, but which denied to this property, because:

~~This property fronts two streets and should sign to both these streets. Parcels at the main road block visibility to this parcel. Parking area is required behind building by ordinance, which requires signed building entry near parking in addition to street signs.~~ There appears to be a number of non-conforming and variance relief approved wall signs within the Earl Core Road commercial corridor that exceeds the maximum allowable wall sign area. The petitioner appears to be attempting to meet the maximum area and height standards for the proposed post-and-panel sign but in doing so appears to require relief from location restrictions to properly message to vehicular traveling customers.

Finding of Fact #3 – The granting of this variance not be harmful to the public welfare and will not harm property or improvements in the vicinity and zoning district in which the subject property is located, because:

Proper direction/orientation of customers assisted by size and location of proposed signage appears to be is a prime concern of safe circulation of the building parking lot and surrounding streets.

Finding of Fact #4 – The granting of this variance not alter the land-use characteristics of the vicinity and zoning district, or diminish the market value of adjacent properties, or increase traffic congestion on public streets, because:

Surrounding buildings ~~appear are~~ larger and taller, added signs for this parcel should will not impede surrounding buildings and should will aid safer arrival/ circulation of all vehicles for the signage as proposed.



City of Morgantown, West Virginia

APPLICATION FOR ZONING VARIANCE

OFFICE USE	
CASE NO.	V12-22
RECEIVED:	6/7/12
COMPLETE:	

(PLEASE TYPE OR PRINT IN BLACK INK)

Fee: \$75

I. APPLICANT		Name:	Raymond McCaughey		
Mailing Address:	Street		Phone:	412.263.3800	
	925 Liberty Avenue, 9 th floor		Mobile:		
	City	State	PA	15222	
			Email:		
II. PROPERTY		Street Address:	Hunters Way		
Owner:	Goodwill of Southwest PA		Zoning:	B-2	
Mailing Address:			Tax Map No:	44A	
	Street	118 52 nd Street		Parcel No:	7
	City	State	PA	15201	Phone: 412.287.0784
III. NARRATIVE		Please describe the nature and extent of your variance request(s).			
<p>Hunters Way frontage is 112' allowing 67sf for signage. The building has three entries and two streets of frontage. Signage directing public for safety and orientation requires more signs as shown on original submission to City Planning.</p>					
V. ATTEST					
<p>I hereby certify that I am the owner of record of the named property, or that this application is authorized by the owner of record and that I have been authorized by the owner to make this application as his/her authorized agent. I agree to conform to all applicable laws of this jurisdiction. The granting of a variance does not presume to give authority to violate or cancel the provisions of any other federal, state, or local law regulating construction or the performance of construction. I certify that the information submitted herein and attached hereto is true and accurate and understand that if found otherwise may result in the denial of this request or subsequent revocation of any and all related approvals. The undersigned has the power to authorize and does hereby authorize City of Morgantown representatives on official business to enter the subject property as necessary to process the application and enforce related approvals and conditions. I hereby authorize the Planning Department to erect a notification sign on the subject property approximately 15 days prior to the BZA hearing. I further agree to maintain said signage and hereby accept responsibility in case of destruction or removal.</p>					
Raymond McCaughey				5.31.12	
Type/Print Name of Applicant/Agent		Signature of Applicant/Agent		Date	

You or a representative **MUST** be present at the scheduled hearing to present the request and answer questions. Failure to appear at the hearing will result in your request being tabled.

Finance Office
Morgantown, WV 26505
(304) 284-7438



City of Morgantown, West Virginia

APPLICATION FOR ZONING VARIANCE

OFFICE USE	
CASE NO.	V12-22
RECEIVED:	6/7/12
COMPLETE:	

VII. FINDINGS OF FACT
The Board of Zoning Appeals may grant a variance request only if each of the following "Findings of Fact" criteria is determined to be in the positive. Applicants must give their own responses to the following criteria statements.
<p>1. There are exceptional or extraordinary circumstances or conditions applicable to this property or to the intended use, that generally do not apply to other properties or uses in the same vicinity, because:</p> <p>Parcel is depressed from main road, and distant to main road, requiring bigger signs. Three distinct entries to building require extra signage to orient customers to safe circulation.</p>
<p>2. The variance is necessary for the preservation and enjoyment of a substantial property right that is possessed by other properties in the same vicinity and zoning district, but which denied to this property, because:</p> <p>This property fronts two streets and should sign to both these streets. Parcels at the main road block visibility to this parcel. Parking area is required behind building by ordinance, which requires signed building entry near parking in addition to street signs.</p>
<p>3. The granting of this variance will not be harmful to the public welfare and will not harm property or improvements in the vicinity and zoning district in which the subject property is located, because:</p> <p>Proper direction/orientation of customers is a prime concern of safe circulation of the building parking lot and surrounding streets.</p>
<p>4. The granting of this variance will not alter the land-use characteristics of the vicinity and zoning district, or diminish the market value of adjacent properties, or increase traffic congestion on public streets, because:</p> <p>Surrounding buildings are larger and taller, added signs for this parcel will not impede surrounding buildings and will aid safer arrival/circulation of all vehicles.</p>

V12-22

TRANSMITTAL

DATE: JUNE 4, 2012
ATTENTION: CHRIS FLETCHER
ADDRESS: 389 SPRUCE STREET
MORGANTOWN, WV 26505

THE EWART BUILDING
925 LIBERTY AVENUE
PITTSBURGH, PA 15222
412/263/3800 PHONE
412/471/5704 FAX
WWW.STRADALLC.COM

PRINCIPALS

ALAN J. CUTERI, AIA
JOHN A. MARTINE, AIA
DINA F. SNIDER, AIA
EDWARD A. SHRIVER, JR., AIA
MICHAEL A. STERN, ASLA

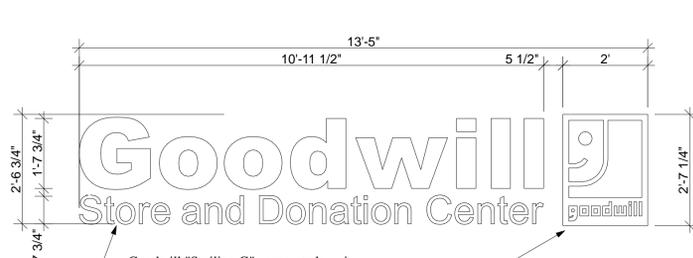
FAX #:
OFFICE #:
PROJECT NAME: GOODWILL MORGANTOWN
PROJECT #: 11_049
SUBJECT: SIGNAGE VARIANCE REVIEW
FROM: RAY MCCAUGHEY
COPIES: 1

TRANSMITTAL MECHANISM: OVERNIGHT # OF FAX PAGES: TRACKING #:

NUMBER OF COPIES	DATE	DESCRIPTION
1	06.04.12	CHECK FOR SIGNAGE VARIANCE \$75
1	06.04.12	(BY EMAIL) APPLICATION, CIVIL DRAWING SITE, ELEVATIONS SIGNS

CITY OF MORGANTOWN
PLANNING DEPARTMENT
JUN 6 2012
RECEIVED

Submitted for zoning variance (July 18)



Goodwill "Smiling G" corporate logo in standard colors

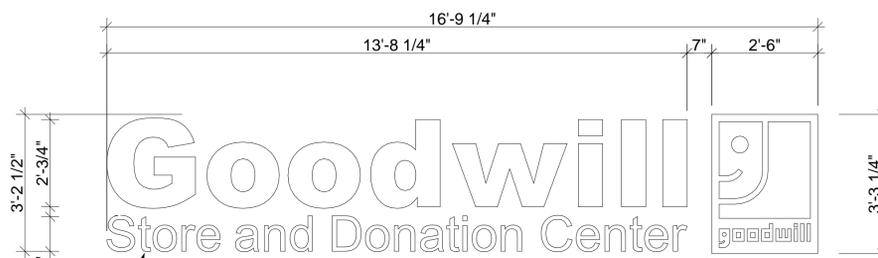
*Note: See Preferred Vendor

"Goodwill" lettering in Helvetica Bold font, color to be Goodwill Blue (pantone 293), "Store & ... Center" lettering in Helvetica Regular font, color to be "Day-Night Acrylic"

General Notes: Entry Vestibule Sign:

1. Background is stucco, color to match Goodwill Blue. All fabrication modifications should take that into consideration.
2. Logo and each letter of "G o o d w i l l" to be independently mounted and internally illuminated.
3. All elements to project 4" from face of wall. Sidewalls of all elements to be black regardless of face color.

Area of Sign = 34.93 sq.ft.



Goodwill "Smiling G" corporate logo in standard colors

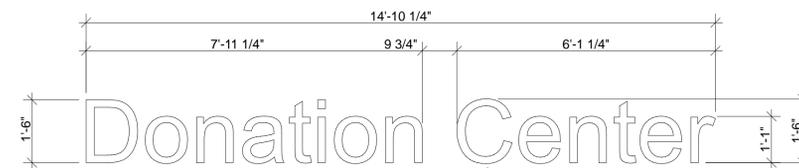
*Note: See Preferred Vendor

"Goodwill" lettering in Helvetica Bold font, color to be Goodwill Blue (pantone 293), "Store & ... Center" lettering in Helvetica Regular font, color to be "Day Night Acrylic"

General Notes: Traffic-Facing Sign:

1. Background is concrete block, and will painted beige. All fabrication modifications should take that into consideration.
2. Logo and each letter of "G o o d w i l l" to be independently mounted and internally illuminated.
3. All elements to project 4" from face of wall. Sidewalls of all elements to be black regardless of face color.

Area of Sign = 54.84 sq.ft.



"Donation Center" lettering in Helvetica Regular font, color to be Goodwill Blue (pantone 293)

General Notes: Donation Center Sign:

1. Background is stucco, and will painted beige. All fabrication modifications should take that into consideration.
2. Each element to be independently mounted and internally illuminated.
3. All elements to project 2" from face of wall. Sidewalls of all elements to be black.

Area of Sign = 22.27 sq.ft.

1 Entry Vestibule Sign Enlarged Elevation

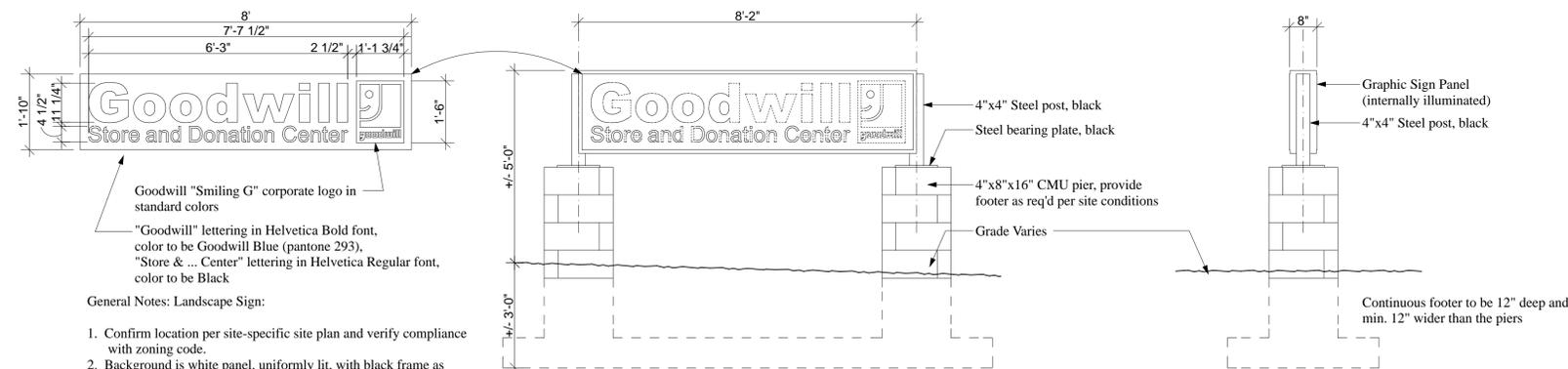
A3.02 scale: 1/2" = 1'-0"

2 Traffic-Facing Sign Enlarged Elevation

A3.02 scale: 1/2" = 1'-0"

3 Donation Center Canopy Sign Enlarged Elevation

A3.02 scale: 1/2" = 1'-0"



Goodwill "Smiling G" corporate logo in standard colors

"Goodwill" lettering in Helvetica Bold font, color to be Goodwill Blue (pantone 293), "Store & ... Center" lettering in Helvetica Regular font, color to be Black

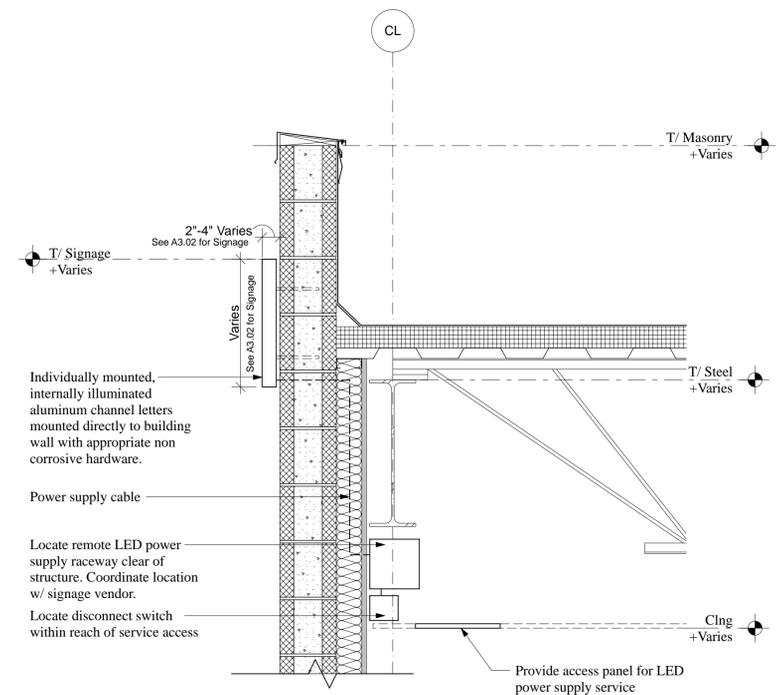
General Notes: Landscape Sign:

1. Confirm location per site-specific site plan and verify compliance with zoning code.
2. Background is white panel, uniformly lit, with black frame as required.
3. Size & depth of masonry piers to be modified as req'd per each location.

Area of Sign (Graphic Panel Only) = 14.61 sq.ft.

4 Optional Landscape Sign Enlarged Elevation

A3.02 scale: 1/2" = 1'-0"



5 Signage Access Diagram

A3.02 scale: 1" = 1'-0"

THE EWART BUILDING
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Professional's Seal

Project Name

Goodwill Morgantown Morgantown, WV

Project Number

11049

Client



Issue Dates

- 08.15.11 Issue for Bids
- 08.29.11 Issue for Permit
- 09.16.11 revision 1 col. change

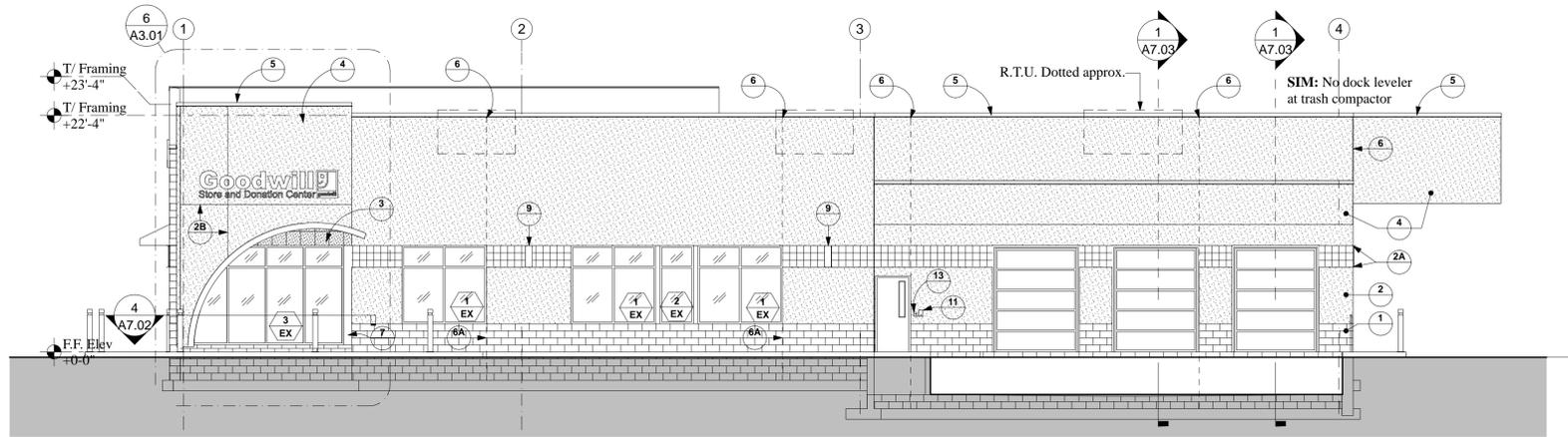
- 1
- 2

Drawing Title

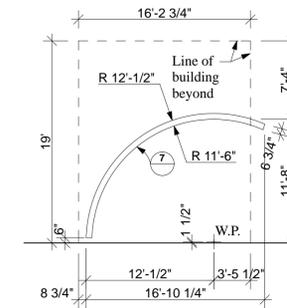
Building Signs

Sheet Number

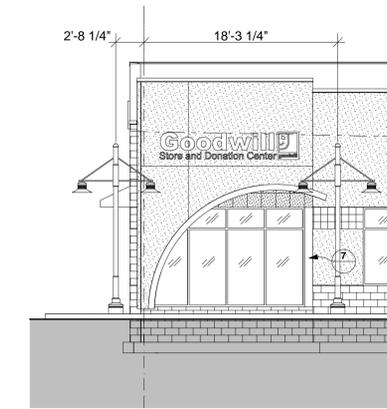
A3.02



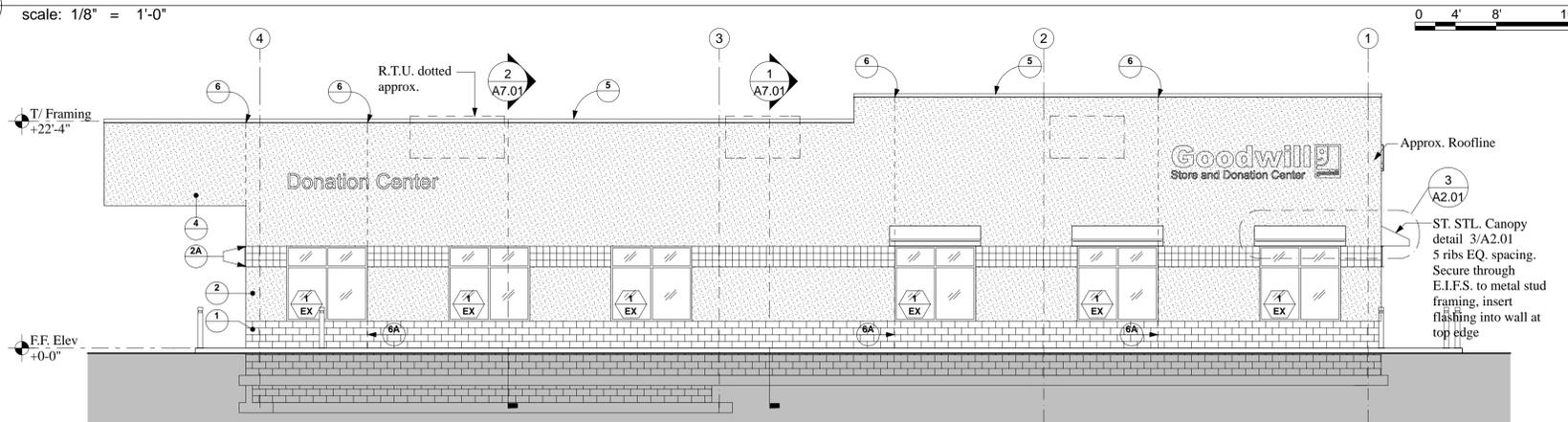
1 Store Entrance Elevation
A3.01 scale: 1/8" = 1'-0"



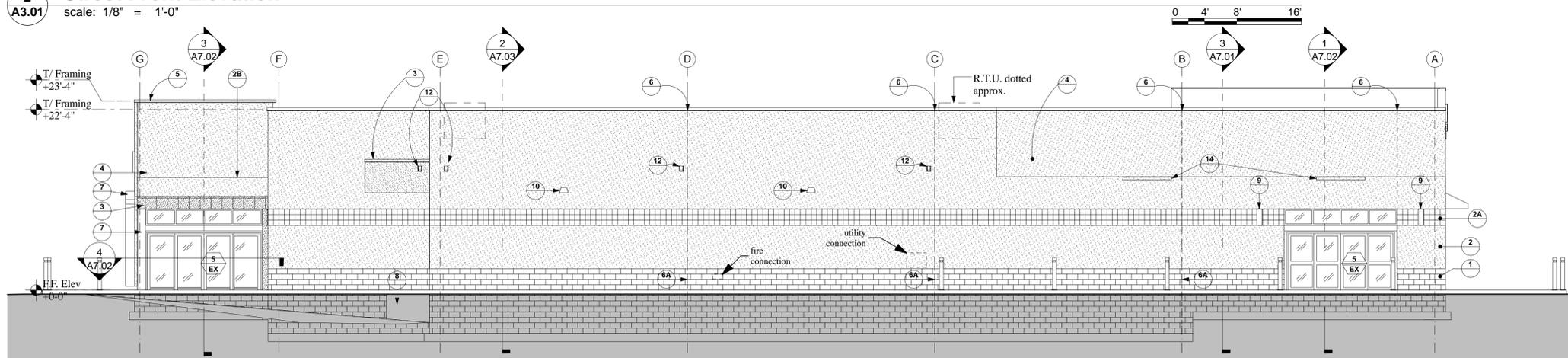
5 Entry 'Brow' Diagram
A3.01 scale: 1/8" = 1'-0"



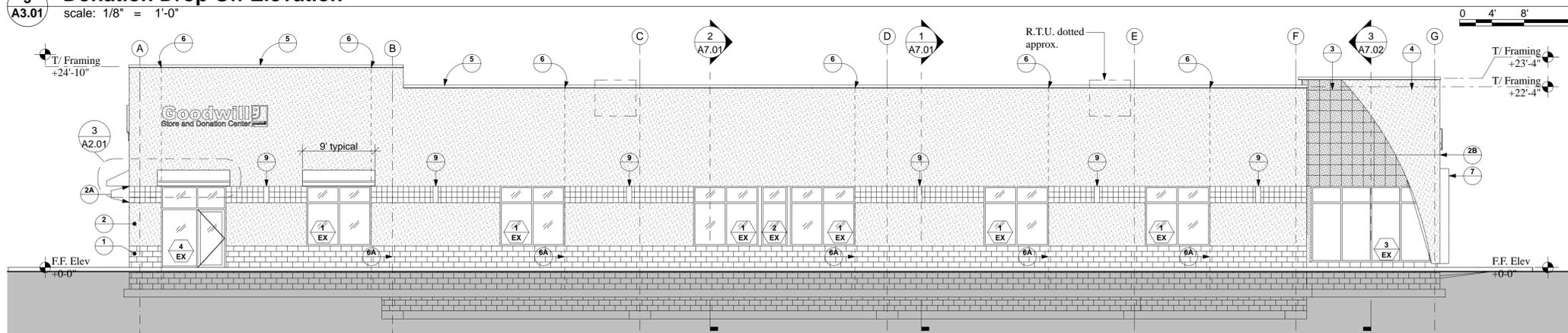
6 Store Lamp Posts
A3.01 scale: 1/8" = 1'-0"



2 Street Front Elevation
A3.01 scale: 1/8" = 1'-0"



3 Donation Drop Off Elevation
A3.01 scale: 1/8" = 1'-0"



4 Office Entrance Elevation
A3.01 scale: 1/8" = 1'-0"

ELEVATION KEYED NOTES	
KEY	Notes
1	CMU, R.I.Lampus, split-face, "Vanilla"
2	E.I.F.S. - color to be determined by Architect
2A	"V"-Reveals in E.I.F.S. @ 8" O.C. - see detail on A7.01
3	Multi-coat Stucco, Smooth texture, color: "beige"
4	Multi-coat Stucco, Medium-Rough texture, color: "custom blue" match pantone 293
5	Aluminum wall coping
6	E.I.F.S. control joint per manufacturer's standard details and recommendations
6A	Masonry control joint - see detail on A7.01
7	Clear Anodized Aluminum Metal panel
8	Poured concrete steps per L1.01
9	Sconce light fixture Type B @ 8'-0" to bottom of fixture
10	Wallpack light fixture Type A @ 12'-0" to bottom of fixture
11	Knox box fire access
12	Aluminum through-wall scupper
13	Doorbell at Loading Dock
14	Soffit light fixture Type C

Note: See Sheet A8.02 for exterior finish types.

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Project Number

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Client



Issue Dates

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- 08.29.11 Issue for Permit
- 09.16.11 revision 1 col. change
- 05.08.12 exterior wall revisions

Drawing Title

Building Elevations

Sheet Number

A3.01

