



BOC Summary Document

Printed Date: June 11, 2025

Permit Number:	SV25-000020	Permit Type:	Board of Zoning Appeals Standard Variance
Property Address:	10 SEVERANCE CIRCLE DR CLEVELAND HEIGHTS, OH 44118		
Application Date:	05/15/2025		
Applicant Name	John Benedict	Applicant Email	
Applicant Address		Applicant Company Name	Brilliant Electric Sign Co., Ltd.
Applicant Company Address		Applicant Home Phone	
Applicant Cell Phone		Applicant Work Phone	
Applicant Relationship to Property	Representative		
Property Owner Name	HS Acquisition		
Property Owner Address	10 Severance Circle		
Property Owner City/State /Zip	Cleveland Heights, OH 44118		
Property Owner Phone			
Property Owner Email			
Property Type	Multi-Family Residential, Commercial, etc.		
Brief Summary of Variance Request	<p>BOARD OF CONTROL: MetroHealth operates a large medical facility that is an integral part of Severance Town Center. MetroHealth is in the process of a complete re-branding initiative, requiring new signage throughout its entire footprint. The goal is to create uniformity in branding throughout, while at the same time providing proper sign copy size for clear visibility and mitigating damage to buildings from previous signage in the most aesthetically pleasing and cost-effective way possible. In addition, the restrictive nature of the code which requires boxing elements creates additional square footage for negative space - the requested variance for copy square footage 401.7 s.f. is virtually equal to the past approval of square footage granted to the facility in 2018 (401.5 s.f.). To effectively achieve these goals, MetroHealth is requesting a variance for an increase in the commercial identification signage area. See attached Sign Size Comparison Chart.</p>		
Number of Variances Requested	1		
A. Explain special conditions or			

circumstances that exist which are peculiar to the land or structure involved and which are not applicable generally to other lands or structures in the same Zoning District. (examples of this are: exceptional irregularity, narrowness, shallowness or steepness of the lot, or adjacency to nonconforming and inharmonious uses, structures or conditions.)

This is a large medical campus that is an integral part of Severance Town Center and the community at large. It is vitally important for MetroHealth to have effective and aesthetically pleasing signage for all visitors to safely navigate their way in and out of the facility. Numerous buildings have angular setbacks where the replacement wall signs will be placed (all existing sign locations will be maintained) and a substantial tree lawn obstructs vehicular visibility.

B. Explain how the property in question would not yield a reasonable return or there could not be any beneficial use of the property without the variance.

The variance request is related solely to the exterior signage.

C. Explain whether the variance is insubstantial.

The variance is not a substantial area variance request when considering the size and importance of the medical campus to the community.

D. Explain whether the variance is the minimum necessary to make possible the reasonable use of the land.

Yes. Granting the variance is the minimum necessary and will increase the quality use of the land by improving the safety and security of all visitors to the MetroHealth facility.

E. Explain whether the essential character of the neighborhood would be substantially altered or adjoining properties would suffer a substantial detriment as a result of the variance.

The essential character of the neighborhood would not be substantially altered, and no adjoining properties would suffer a substantial detriment as a result of the variance. In fact, the variance would allow for enhanced navigation to the facility and is in line with the character of the neighborhood.

F. Explain whether the variance would adversely affect the delivery of governmental service (e. g., water, sewer, garbage.)

The variance would enhance the delivery of governmental services through better identification and would improve safety for those providing services to the facility.

G. Did the applicant purchase the property without knowledge of the zoning restriction.

No.

H. Explain whether the special conditions or circumstances (listed in

As a hospital/institution, proper identification and wayfinding signage is vital to promote safety and functionality and conditions are consistent with hospital uses.

response to question A above) were a result of actions of the owner.

I. Demonstrate whether the applicant's predicament feasibly can be resolved through a method other than a variance (e.g., a zone-conforming but unworkable example.)

No. The increase in area is important to maintain effective messaging and wayfinding for all visitors to the facility.

J. Explain whether the spirit and intent behind the zoning requirement would be observed and/or substantial justice done by granting the variance.

The granting of the requested variance is in no way a detriment nor does it inhibit the spirit of the zoning resolution. It is our belief that the granting of this variance further supports the zoning resolution as it seeks to promote safety through decreasing vehicular traffic confusion and providing proper and adequate traffic navigation.

K. Explain whether the granting of the variance requested will or will not confer on the applicant any special privilege that is denied by this regulation to other lands, structures, or buildings in the same district.

No. The requested variance would not confer any special privilege to MetroHealth.

Once you submit your application you will be taken to the payment page. Enter your payment information and submit. I understand review won't start until payment is made.

Yes

**10 Severance Circle
Sign Size Comparison Chart**

Replacement/New									Existing						
Design No.	Sign	Type	Height	Width	Square Ft.	*Copy Square Ft.	Notes	Justification for Variance	Sign	Type	Height	Width	Square Ft.	*Copy Square Ft.	Notes
B24-1305	Directional Sign 1 (two sided)	Directional	9'	4'	72	72	Face Change Only	N/A	Directional Sign 1 (two sided)	Directional	9'	4'	72	72	
B24-1306	West Entrance Ground Sign (two sided)	Commercial Identification	5' 6"	8'	88	88		Larger ground sign conforms to other signs throughout the MetroHealth footprint.	West Entrance Ground Sign (two sided)	Commercial Identification	4'	8'	64	64	
B24-1307	Wall Sign 1	Commercial Identification	5'	20'	100	49		Copy size must be large enough to provide clear and concise visibility with the addition of "Cleveland Heights Medical Center"	Wall Sign 1	Commercial Identification	4' 6"	20'	33	33	
B24-1308	West Entrance Canopy Sign (awning)	Commercial Identification	1' 6"	15'	22.5	13.3		Larger sign to support copy change from "MetroHealth" to "MetroHealth West Entrance" for better facility identification for visitors. Past canopy sign excluded from calculation.	West Entrance Canopy Sign (awning)	Instructional	1'	10'	10	10	Instructional Sign < 10 Sq Ft.(not required to be included in site's allowable signage)
B24-1309	East Entrance Ground Sign (two sided)	Commercial Identification	5' 6"	10'	110	110		Larger ground sign for main entrance conforms to other signs throughout the MetroHealth footprint.	East Entrance Ground Sign (two sided)	Commercial Identification	5'	10'	100	100	
B24-1310	Directional Sign 2 (two sided)	Directional	9'	4'	72	72	Face Change Only	N/A	Directional Sign 2 (two sided)	Directional	9'	4'	72	72	
B24-1311	Wall Sign 2	Commercial Identification	5'	20'	100	49		Copy size must be large enough to provide clear and concise visibility with the addition of "Cleveland Heights Medical Center"	Wall Sign 2	Commercial Identification	4' 6"	20'	33	33	
B24-1312	Directional Sign 3	Directional	9'	4'	36	36	Face Change Only	N/A	Directional Sign 3	Directional	9'	4'	36	36	
B24-1313	Directional Sign 4	Directional	9'	4'	36	36	Face Change Only	N/A	Directional Sign 4	Directional	9'	4'	36	36	
B24-1314	Wall Sign 3	Commercial Identification	5' 6"	22'	121	49		Copy size must be large enough to provide clear and concise visibility with the addition of "Cleveland Heights Medical Center"	Wall Sign 3	Commercial Identification	4' 6"	20'	33	33	
B25-223	East Entrance Canopy Front (awning)	Commercial Identification	2'	22'	44	25.4		Larger sign to support copy change from "MetroHealth" to "MetroHealth West Entrance" for better facility identification for visitors. Past canopy sign excluded from calculation.	East Entrance Canopy Front (awning)	Instructional	1'	10'	10	10	Instructional Sign < 10 Sq Ft.(not required to be included in site's allowable signage)
	Behavioral Health Letters (awning)	Commercial Identification	1'	18'	18	18	Sign remaining as is	N/A	Behavioral Health Letters (awning)	Commercial Identification	1'	18'	18	18	
B25-224	RX Symbol (2)	Instructional	1' 6"	1' 6"	4.5	4.5	Instructional Sign < 10 Sq Ft.(not required to be included in site's allowable signage)	N/A							
	Total New/Replacement Directional Signage Square Ft				216	216			Total Existing Directional Signage Square Ft.				216	216	
	Total New/Replacement Commercial Identification Signage Square Ft				603.5	401.7			Total Existing Commercial Identification Signage Square Ft				281	281	

*Copy Square Ft. represents copy of canopy/ awning, and wall cabinets only