

# HEIGHTS MEDICAL BUILDING

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2460 FAIRMOUNT BOULEVARD • SUITE 311 • CLEVELAND HEIGHTS, OHIO 44106  
PHONE: (216) 791-4990

September 9, 2016

City of Cleveland Heights  
Board of Zoning Appeals  
40 Severance Circle  
Cleveland Heights, OH 44118

Dear Ms O'Donnell:

Re: Revised August 25, 2015 Comprehensive Signage Plan

Following is the comprehensive signage plan for Heights Medical Building:

1. Building material shall be visible through voids in the lettering.
2. Box shaped signs shall not be permitted.
3. Lettering shall be individual shapes pin mounted or attached to an inconspicuous channel.
4. Visual clutter shall not be created. Proximity to other signs, sign size relative to other signs in the district, and sign visibility shall be considered.
5. No signs shall be permitted in the windows of an upper story business of the building
6. Durable, high quality materials shall be used.
7. No changing images signs such as blinking signs, message boards, LED screens or other monitor-type shall be permitted.
8. Signs shall not project above the building's parapet.
9. The applicable sign Designs and Construction standards of Code Section 1163.08 (a) through R shall also apply.
10. All retail signage must be approved in writing by Heights Medical Building.
11. The upper floor sign shall be compatible with the architectural elements of the building and with the other signs on the building.
12. Must be a building tenant.
13. Corporate or trade sign.
14. Upper floor tenant signs shall be vertically centered within the stone band above the second floor windows.
15. Upper floor tenant signs shall provided at least 2" inches of margin from the sign to the top and bottom protruding trim pieces of stone.

## HEIGHTS MEDICAL BUILDING

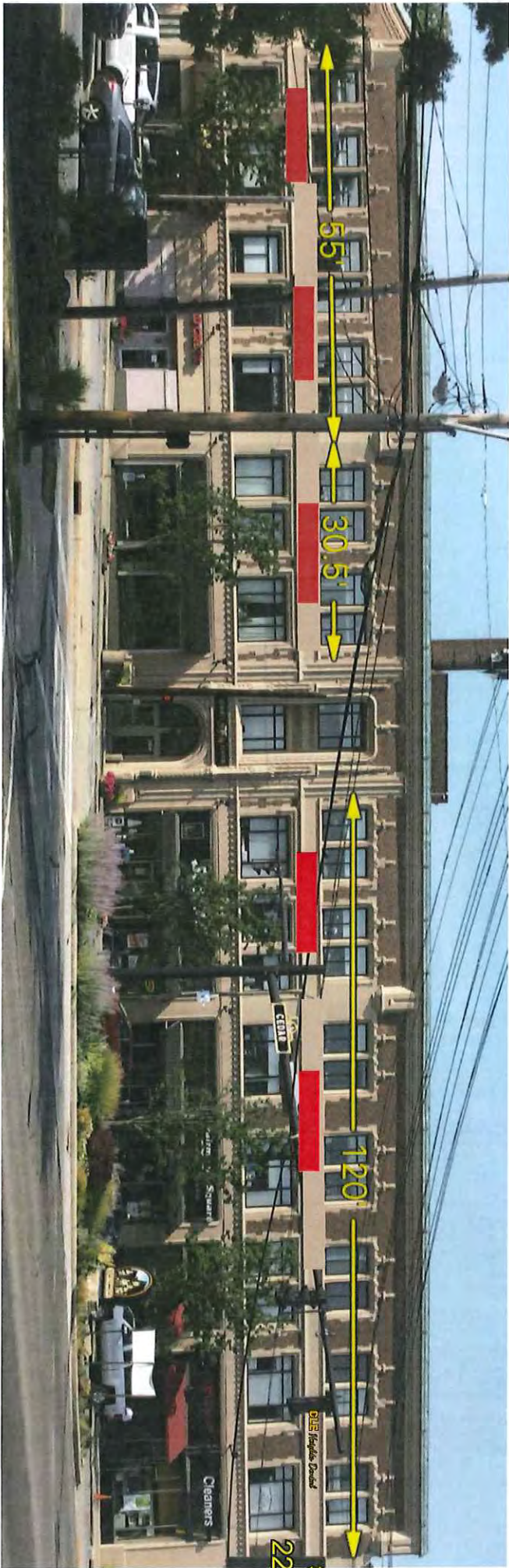
16. Left-to right positioning of upper floor tenant signs shall be centered on the designated signage bay. Six total signs allowed on front of building and no signs allowed on the southern angle on Fairmount Blvd. See drawing.
17. Every upper floor tenant sign shall require a variance from the Board of Zoning Appeals.
18. All tenants must follow signage guidelines of the City of Cleveland Heights and get all applicable permits.

If you have any questions please contact me at [heightsmedical@sbcglobal.net](mailto:heightsmedical@sbcglobal.net) or 216.791.4990.

Sincerely,

Dawn Jordan  
Property Manager

CC Sal Russo  
2460 Fairmount Blvd. Suite 311  
Cleveland Heights, OH 44106



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OCT 25 2016

## STATEMENT OF PRACTICAL DIFFICULTY

Heights Medical Building located at 2460 Fairmount Blvd., at the intersection of Cedar and Fairmount in Cleveland Heights has a variety of tenants located in the building. The Ground level has retail stores that have signs displayed that are highly visible from the street to pedestrians and passing traffic. Their signs go well with the business distract and help advertise their businesses.

The tenants on the second floor and third floor currently have no means of acknowledging their presence in the building other to display a window sign. This is insufficient considering the size of the front of Heights Medical Building. The current code doesn't allow for a sign that would be large enough to be visible to the pedestrians and ongoing traffic therefore giving the second and third floor tenants a disadvantage to promoting their business.

Due to size of the frontage of Heights Medical Building it will easily support any signage on the front of the building that the variance board approves. Taking into consideration the sign for The Cube and how it isn't obtrusive it would be an additional benefit to give the other tenants the same square footage of 33.19. The presence of the signs will not have a negative impact on the appearance of the building or our business district.

Having the availability to display the tenants sign on the building will greatly help the tenants business and also add to the business district over all since the sign will acknowledge the business in the building that might otherwise go unnoticed.