

**SYMMES TOWNSHIP
BOARD OF ZONING APPEALS**

STAFF REPORT

FOR CONSIDERATION BY THE SYMMES BOARD OF ZONING APPEALS MAY 5, 2025

**BZA CASE: SBZA 2025-05 (VARIANCE REQUEST)
10732 LOVELAND MADEIRA ROAD SIGN**

REQUEST: VARIANCE approval to allow a building sign on a façade of an existing commercial building in an “E” Retail district

PURPOSE: To allow for the installation of a 54 square-foot building sign on the western façade of the existing building that does not contain road frontage.

APPELLANT: Jamie Kellerman, D.H.A.S. Inc (appellant), 10732 Loveland Maderia Road LLC (owner)

LOCATION: 10732 Loveland Madeira Road, on the south side of Loveland Madeira Road, east of Cottonwood Drive (Book 620, Page 90, Parcel 72)

TRACT SIZE: Approximately 1.492 acres

ZONE: “E” Retail

PROPOSED USE: The appellant is seeking approval to construct an approximately 54 square-foot building mounted sign on the west side of the existing building facing the private driveway that is the primary access to the property from Loveland Madeira Road. Specifically, the building sign would advertise “NAPA Auto Care.” The appellant states that due to the access layout of the property, customers will need to identify the business from a street (private driveway) that the building does not front on and would better identify the business on the property if allowed.

FINDINGS: The subject parcel fronts Loveland Maderia Road. This is a major corridor that connects the city of Loveland, Symmes Township, and suburban Warren County to the Interstate 275 outer beltway. Under the language of the Symmes Township Master Plan, the Loveland-Maderia Road Corridor should have limited access points and have high quality appearances along the primarily retail and industrial corridor. In accordance with this language, the subject site has access from a private drive and has no direct access to Loveland Maderia Road. However, as a consequence of this signage on the facades that face these private drives but do not contain frontage on a

public street, as is the case with the subject site, is not permitted per the standards of the Symmes Township Zoning Resolution. Only signs on facades that have frontage on Loveland Madeira Road and/or frontage on a second street are permitted to contain building signage. The subject parcel is not considered a corner lot where signage would be permitted on two facades of the building. If the building were to be a corner lot, a 198 square-foot building sign would be permitted on the façade in question, which is far larger than what is being proposed.

Due to the northwestern notch on the building, the proposed building sign on the western facade would not be visible from the Loveland Madeira Road. Therefore, permitting the additional sign would likely not have a negative effect on the corridor while assisting patrons to the business. The proposed building sign would face an existing retail property (Fifth-Third Bank) located to the west that shares a private drive with the subject site. Since the sign would not face a residential area and would be mainly blocked by the existing bank building to the west, it would likely have no impact on the adjacent properties. The sign would likely not be visible until patrons traversing the private driveway pass the Fifth-Third Bank building and this appears to be the reason for the sign providing better wayfinding.

In addition to the proposed sign on the western façade of the building, the building contains 101.49 square feet of building signage on northern façade that faces Loveland Madeira Road, a freestanding monument sign located along Loveland Madeira Road, and a sign cabinet on an existing freestanding sign located off-site at the southeastern corner of Loveland Madeira Road and the entrance drive. Staff questions the amount of signage for one site, is concerned with setting a precedence for the amount of signage and questions if the proposed building sign is necessary. In lieu of an additional building mounted sign on a façade that does not have legal street frontage, the applicant may consider an alternative navigation strategy utilizing directional signage permitted in the Zoning Resolution.

In March of 2003, a sign variance was granted for the adjacent Fifth-Third Bank site. The approval permitted two additional building mounted signs that do not face Loveland Madeira Road. This parcel was also not considered a corner lot due to two panhandle lots that exist between the Fifth-Third bank and the access road that extends south from Loveland Madeira Road. Beyond this, no further sign variances have been granted in the immediate vicinity.

STANDARDS:

Sec. 321.4-1 All wall signs shall conform to the following requirements:

1. Any property or business shall be permitted 1.5 square feet of building sign surface area for each linear foot of building frontage (facade) facing the public street on which the principal access is located...

Factors to be Considered: This case includes an “area variance” request based on “practical difficulties” and not a “use variance” based on “unnecessary hardship” or “undue hardship.” In addition to the findings above and testimony offered at the

public hearing, the following factors should be considered by the Board to help determine if the “area variance” to allow a building sign on a face of a building that does not contain road frontage on the property should be granted:

1. Can the property in question yield a “reasonable return” or be used in any beneficial way without the variance?
2. Is the variance a substantial deviation from the zoning code?
3. Will the essential character of the neighborhood be substantially altered or would adjoining properties suffer substantial detriment as a result of the variance?
4. Will the variance adversely affect the delivery of governmental services, such as garbage removal, sewage disposal, or water lines?
5. Did the property owner purchase the property with knowledge of the zoning restrictions?
6. Can the property owner’s predicament be feasibly obviated through some method other than a variance? In other words, does the property owner have a remedy other than a variance, which would alleviate the problem?
7. Will the spirit and intent behind the zoning requirement be observed and substantial justice done by granting the variance?

BOARD’S

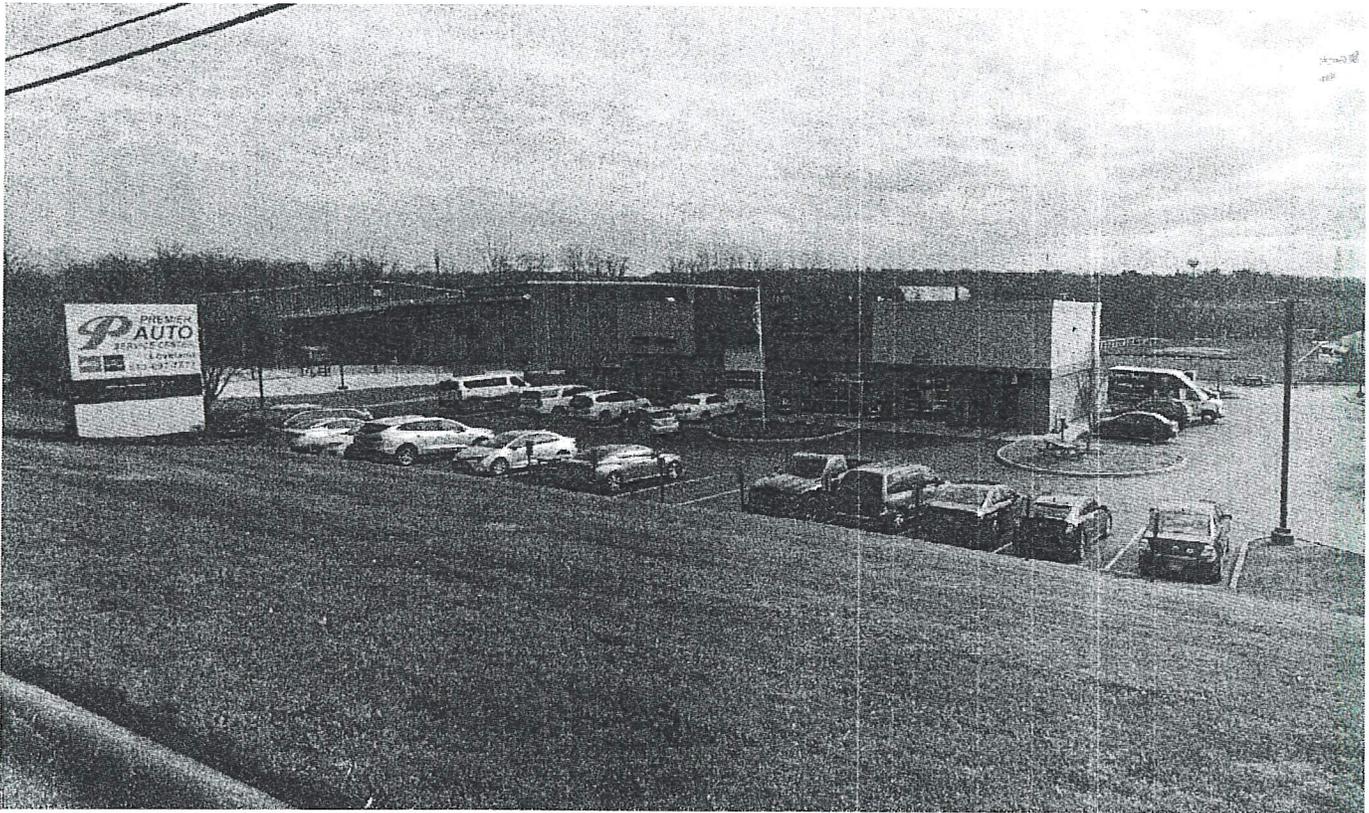
ACTION:

The Board is to decide whether to grant a request for a variance to allow for a building mounted sign that does not contain frontage on a public street on the property located at 10732 Loveland Madeira Road.

NOTE: Findings in this staff report reflect the opinions of the staff of the Hamilton County Planning and Development Department, but may not necessarily reflect the recommendation of any Board or Commission. This staff report is a technical assessment on the level of compliance with adopted zoning regulations including any required modifications or variances. The final decision of any commission or board may result in findings and conclusions that differ from the staff report.

DJM/BDS

SITE PHOTOS

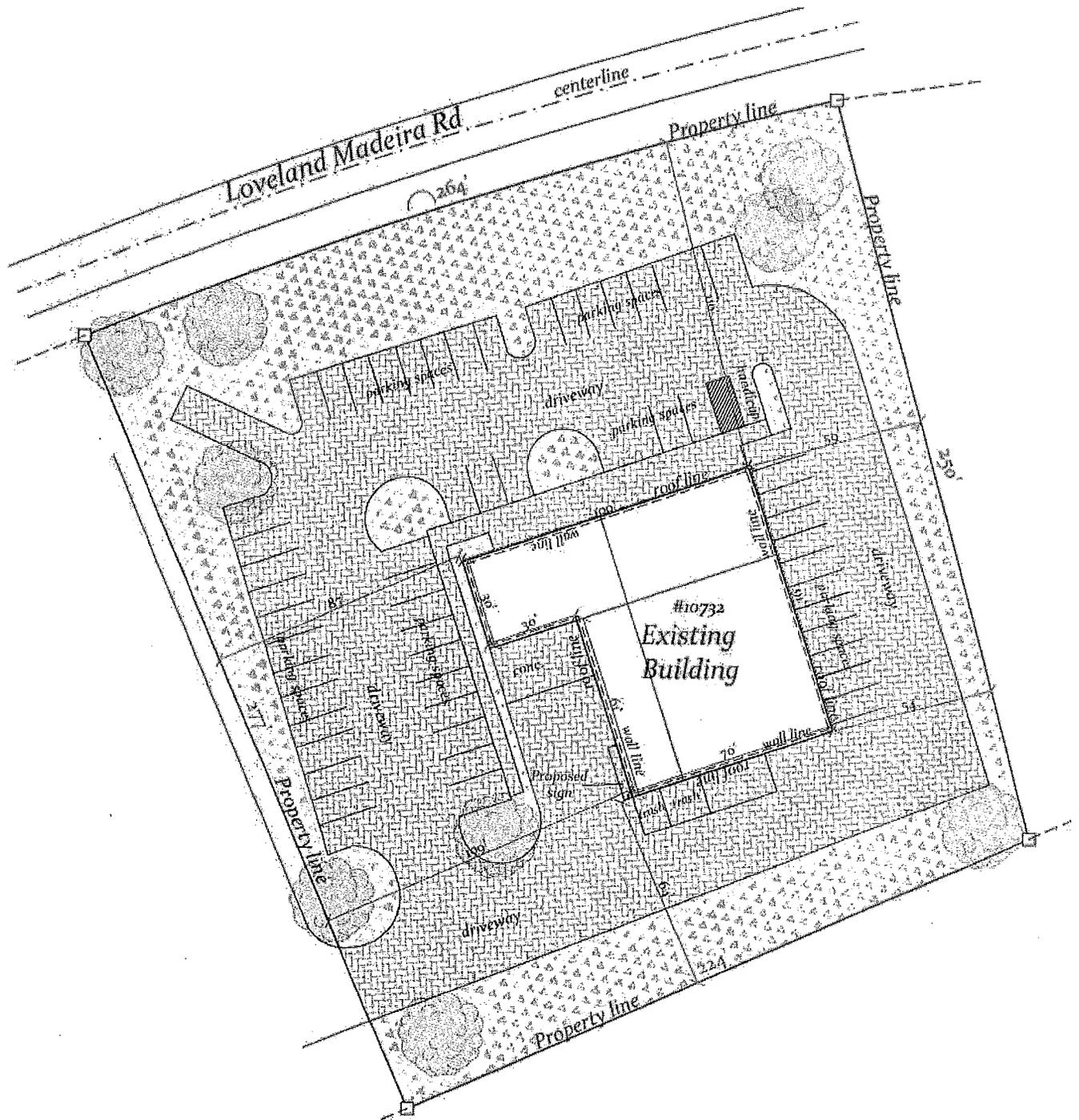


View of current site looking south from Loveland Madeira Road (Google Streetview 2022) (Site's former use)

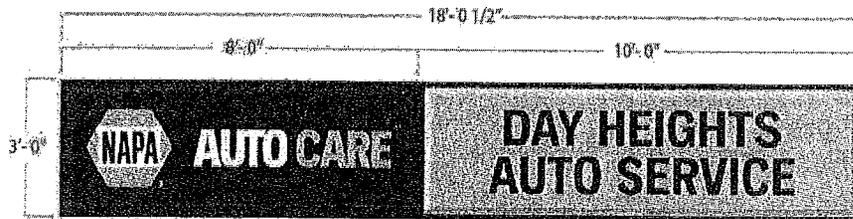


View of rear entrance from private drive (Google Streetview 2022) (Site's former use)

SITE PLAN



SIGN PLAN



Color to Clear Poly	
Distortion	
Digital File Name :	Same as sketch.pdf
Embossing :	YES
Surface :	2nd
Print To :	Poly
Lamination :	NO
Contour Cut :	NO
Back Spray White :	NO
Back Screen White :	NO
Digital Vehicle :	YES
Distortion Required :	NO
Color Match :	YES
Cube Build Required :	NO
NOTES:	



2 Colors Digitally Printed 2nd Surface
of Clear Polycarbonate
Pan Formed - No Embossing

Blue Retainers & Cabinet

25HAM-BZAA-000009 - Symmes ZVSM2025-05; 10732 Loveland Madeira Road - HAMILTONCOUNTY

Menu Reports Help

Record Type Alias: [BZA Appeal or Variance](#)

Application Status: [Accepted](#)

Application Name: [Symmes ZVSM2025-05; 10732 Loveland Madeira Road](#)

Application Detail: [Detail](#)

Assigned To: [John Huth](#)

Application Comments: View ID Comment Date

Address: [10732 LOVELAND MADEIRA RD, SYMMES TOWNSHIP, OH 45140](#)

Parcel No: [062000900072](#)

Balance: [\\$0.00](#)

Total Fee Assessed: [\\$1,337.70](#)

Total Fee Invoiced: [\\$1,337.70](#)

Contact Info:	Name	Organization Name	Contact Type	Relationship	Address	Status	Contact Start Date	Contact End Date
	Jamil Kellerman	D.H.A.S. Inc	Authorizing Agent		10732 Loveland ...	Active	04/04/2025	
	Jamil Kellerman	D.H.A.S. Inc	Primary Contact		10732 Loveland ...	Active	04/04/2025	

Custom Fields: [HAM_PLN_BZL_APP](#)

APPLICATION INFORMATION

Case Number
[Symmes ZVSM2025-05;](#)
[10732 Loveland Madeira](#)
[Road](#)
 Buffer Zone
[200](#)

Type of BZA Action Requested
[Commercial Variance](#)

Description of Proposed Improvement
[Exterior Sign](#)

Number of Acres In the Project
[0](#)

Estimated Cost of Proposed Improvement
[5000](#)

Description of All Proposed Uses
[We would like to install an exterior sign to the side of our building. The entrance for our property come off of Loveland Madeira road and runs behind 5/3 Bank. So when entering our parking lot, you enter from the back of our building, which does not allow you to see the front of the building road sign. We want to install this sign to help our customers better see where to go to access our parking lot. This sign will not be seen from the street.](#)
 Description of All Existing Uses
[None](#)

Record Number of Case Being Appealed
[-](#)

[HAM_PLN_BZL](#)

[HAM_PLAN_BZL_GIS](#)

ENTERPRISE GIS INFORMATION

Zoning	Zoning Description
E	Retail
Census Tract	Census Block
024303	5023
Auditor Land Use	Auditor Land Use Description
452	C
Year Built	Sale Date
-	6/17/2023

FEMA flood data is for general reference only.

For flood information about this property please contact the jurisdiction's floodplain manager.

FEMA FIRM Panel	FEMA Map Effective Date	FEMA Flood Hazard Zone	Flood Hazard Area
39061C0118F	6/7/2023 11:00:00 AM	X	No

FEMA LOMAR Information
[-](#)

Consoer Townsend Hamco 50 Year Flood Information:

CT Plate Number	CT Stream Name	CT Stream Number
11	-	-

HAMILTON COUNTY GIS INFORMATION

Jurisdiction	Incorporated Jurisdiction	
SYMMES TOWNSHIP	No	
Sewer District	Sewer Distance	Sewer Segment ID
MSD	276.82 Feet	69415009-69415009
Water District	Septic	
LOVELAND WATER SERVICE	No	
Fire District		
Loveland-Symmes Fire Dept		

Internal CAGIS Use Only

Error Message

[SUCCESS](#)

Date GIS Updated

[4/4/2025](#)

[HAM_PLN_BZL_KEYDATES](#)

KEY DATES

Application Accepted Date
04/10/2025
Distributed for Review Date
--
Approved Date
--
Denied Date
--
Closed Date
--
Expired Date
--

HAM_PLN_BZL

HEARING DATES

Board of Zoning Appeals Date

05/05/2025

Municipal Planning Commission Time

Board of Zoning Appeals Time

Resolution Date

DOC_HELPER

Document Types JSON

["Types":["Case Documentation","Final Zoning Compliance","Letter - Application","Letter - Hearing Notice","Applicant Letter","Application","Photo","Plans - Architectural","Plans - Landscape","Plans - Light
ation","Notice - Legal Advertisement","Notice - Legal Advertisement Published","Photo - Submitted","Plan ting","Plans - Other","Plans - Signage","Plans - Site Plan","Specifications","Supporting Documentatio
s - Site Plan","Resolution","Staff Report"],"Required":["Conditional"],

Parent Document Types JSON

["Types":["Applicant Letter","Application","Photo","Plans - Architectural","Plans - Landscape","Plans - Light
ation","Notice - Legal Advertisement","Notice - Legal Advertisement Published","Photo - Submitted","Plan ting","Plans - Other","Plans - Signage","Plans - Site Plan","Specifications","Supporting Documentatio
n"],"Required":["Conditional"],

PROJECT PARCEL INFORMATION

Parcel Type Parcel Number (Number) Street No. Street No. Fraction Direction Street Name Street Type Condo Unit Zoning FEMA Flood Hazard Zone Urban Parking District Name Auditor Lan

INTERESTED PARTIES

Interested Party Type Date Added Parcel Number (Number) Prop-Street No. Prop-Street Name Prop-Street Type Own-Name Own-Address Line 1 Own-Address Line 1 A Own-Address Line 2 O



**SYMMES TOWNSHIP ZONING
HAMILTON COUNTY, OHIO
OFFICE OF THE ZONING INSPECTOR**
138 E Court St, Suite 801, Cincinnati, OH 45202
(513) 946-4550

APPLICATION NO
25HAM-ZCERT-000081

NOTICE OF REFUSAL

TO APPLICANT D.H.A.S. INC
JAMIE KELLERMAN
10732 LOVELAND MADEIRA ROAD
LOVELAND, OH 45140

TO OWNER 10732 LOVELAND MADEIRA LLC
10732 LOVELAND MADEIRA RD
LOVELAND, OH 45140

AUDITOR'S ID NUMBER
BOOK: 620 PAGE: 0090 PARCEL: 0072

Your application dated April 2, 2025 for a zoning certificate for the construction of a second wall sign at the premises designated as **10732 Loveland Madeira Road (Day Heights Auto Service)** is hereby refused on this 3rd day of April 2025 under Sections 41, 321.4, 321.4-1.1 and Section 281 of the zoning resolution in that:

Section 41 of the Zoning Resolution and the Symmes Township District Maps designate said premises to be in the "E" Retail district.

Section 321.4 Wall signs. The following restrictions shall apply to wall signs within the "E" and "EE" Districts:
Section 321.4-1 All wall signs shall conform to the following requirements: 1. Any property or business shall be permitted 1.5 square feet of building sign surface area for each linear foot of building frontage (facade) facing the public street on which the principal access is located.
For other building frontages, signs may not exceed .75 square feet of sign surface area for each linear foot of building frontage facing a public street. (STT Res. Z9902, eff. June 3, 1999)

Section 281 It shall be unlawful to locate, erect, construct, reconstruct, enlarge, change, maintain or use any building or to use any land in violation of any regulation in or any provision of this Resolution or any amendment or supplement thereto.

An appeal from this decision to the Symmes Township Board of Zoning Appeals is governed under **Sections 183, 184, 184.1, 184.2 and 184.6** of the Zoning Resolution.

Bill Pitman

Bill Pitman, ZONING INSPECTOR

Tom Stahlheber

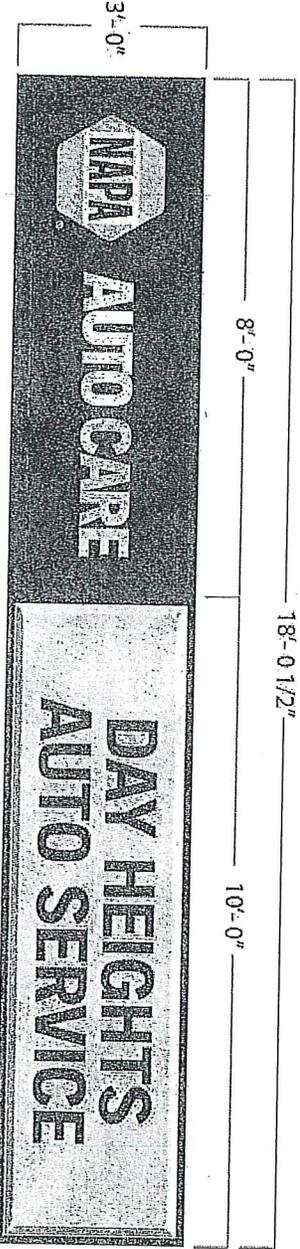
Tom Stahlheber, ZONING PLANS EXAMINER

NOTE: ANY APPEAL MUST BE FILED WITH THE BOARD OF ZONING APPEALS WITHIN TWENTY (20) DAYS AFTER THE DATE OF THIS REFUSAL IN ORDER TO BE SCHEDULED FOR A HEARING BEFORE THE SYMMES TOWNSHIP BOARD OF ZONING APPEALS. FOR FURTHER INFORMATION, CONTACT THE ZONING PLANS EXAMINER, OFFICE OF THE ZONING INSPECTOR AT THE HAMILTON COUNTY PLANNING AND DEVELOPMENT, (513) 946-4550. ALL BOARD OF ZONING APPEALS HEARINGS WILL BE SCHEDULED BY SYMMES TOWNSHIP. THE HEARINGS WILL TAKE PLACE AT THE SYMMES TOWNSHIP ADMINISTRATION BUILDING, 9323 UNION CEMETERY ROAD, CINCINNATI, OH 45150, (513) 683-8644.



3'x18' Dealer Panel Layout

Loveland, OH Location CM# 1183460



Symmes
TOWNSHIP

CASE: 2025-05

FINAL DEVELOPMENT PLAN AS APPROVED COMPLETED
*APPROVED IN COMPLIANCE BY SYMMES TOWNSHIP ZONING
Commission on 6/21/25
*NOT to be used for building permit purposes

PG 1 OF 2

Bill R. R...

Colors: Clear Poly	
Digital File Name	Same as Sketch.pdf
Illumination	YES
Surface	2nd
Print To: Poly	
Lamination	NO
Contour Cut	NO
Back-Screen White	NO
Back-Screen White	NO
Digital White	YES
Distortion Required	NO
Color Match	YES
Color Build Required	NO
NOTES:	



2. Colors: Digitally Printed 2nd Surface
of Clear Polycarbonate
Pan Formed - No Embossing
Blue Retainers & Cabinet

FILE#24-12-65-F-NAPA-A1 PK
Scale: 3/8" = 1'-0" Date: 12-30-2024

Master/Manufacturer Agreement and Subject to change. Pending Approval by Duallite Engineering, Inc.

Duallite
One Duallite Lane
Williamsburg, Ohio 45176

WWW.DUALLITE.COM / REDUALITENK.COM/DUALLETWEETS



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SITE PLAN

Address:
10732 Loveland Madeira Road
Loveland, OH 45140
Assessor's Parcel Number:
620-0090-0072-00

Parcel Area:
1.49 Acres

Land Use:
Commercial

Service Station, Gas Station

Zoning: View Traffic Counts

Legal Description:
LOVELAND MADEIRA RD 1.4936 ACS
R-15-S23 PT LOT 14 J W BAEN EST

Subdivision:
□

Owner: Loveland Madeira LLC

Paper size & scale:
11" x 17"; 1"=40'

Date: March 2025



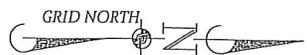
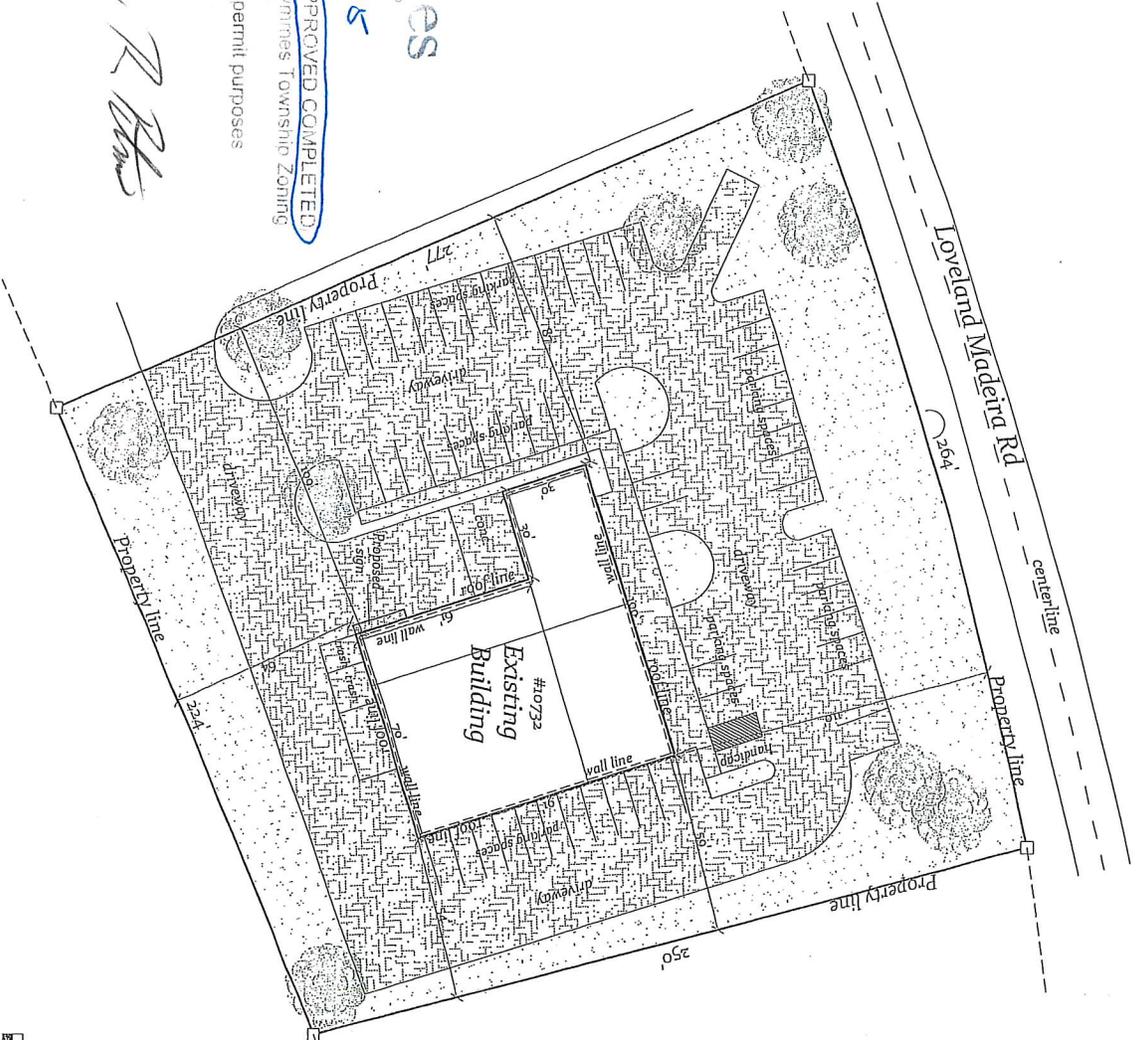
CASE 2025-08

FINAL DEVELOPMENT PLAN AS APPROVED COMPLETED

*APPROVED INCOMPLETE by SYMMES Township Zoning Commission on 6/12/25
*NOT to be used for building permit purposes

PG 2 OF 2

Bill R. R...



Scale:
1"=40'
Paper size:
11" x 17"

- Legend**
- Property line
 - Topography line
 - Wall line
 - Roof line
 - Retaining wall
 - Fence
 - Proposed addition

Disclaimer
This is not a Land Survey, and it is intended to be a reference only.
These measurements are approximate and are for illustrative purposes only.
This work product represents only general information and does not constitute a professional engineering or architectural service. The user assumes all liability for the proper location of any feature, object or boundary.

