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CITY OF GREENSBURG  
ZONING HEARING BOARD

IN RE: )  
 )  
VARIANCE NO. 9-2023 )  
 )  
APPLICANT: Weyand Sign on )  
behalf of BBQ Zone )  
 )  
VARIANCE NO. 10-2023 )  
 )  
APPLICANT: Blair Image on )  
behalf of Papa Johns )

\* \* \*

BEFORE: Greensburg Zoning Hearing  
Board  
DATE: Wednesday, October 18, 2023  
TIME: 4:00 P.M.  
TAKEN: Council Chambers, City Hall

\* \* \*

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1 BOARD MEMBERS:

2 Barry Gaetano, Chairman

3 William Biedinger

4 Victoria Baur

5 Kyli Stoner

6 Isabella Flume

7 Pete Cherellia, ZHB Solicitor

8 Jeffrey Raykes, Planning Director

9 Jessica Mosko, Administrative Assistant

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\* \* \*

1 PROCEEDINGS CONVENED - 4:02 P.M.

2 \* \* \*

3 MR. GAETANO: I'm Barry Gaetano.

4 Today is October the 18th, and we have two hearings  
5 today. The first is going to be BBQ Zone out on  
6 North Main Street, 990 North Main Street. So we're  
7 going to do roll call, please.

8 (Whereupon, Roll Call Taken.)

9 MR. GAETANO: Thank you very much. I  
10 I met Isabella. Isabella is new to us, so welcome to  
11 the Board.

12 MISS FLUME: Thank you.

13 MR. GAETANO: Glad to see we have  
14 some new participants. So thank you very much for  
15 your time. Greatly appreciated.

16 MISS FLUME: Sure.

17 MR. RAYKES: If I could,  
18 Mr. Chairman, the applicant, the second applicant for  
19 660 East Pittsburgh is on, but I am getting the owler  
20 so that you'll be able to see her. Actually you can  
21 already see her. Can you hear us?

22 (Whereupon, an off-record discussion  
23 was held.)

24 MR. CHERELLIA: The first item we  
25 have is Variance No. 9-2023. The applicant is Weyand

1 Sign on behalf of BBQ Zone, and they are requesting a  
2 variance from Section 265-115 (A) of the Greensburg  
3 Zoning Ordinance for the erection of a 39-square foot  
4 wall sign to be installed on property located at 990  
5 North Main Street, Greensburg, PA. I would let the  
6 record note that advertisement of this hearing has  
7 been published in the Tribune Review on October 4th  
8 and October 11, 2023.

9 Mr. Raykes, has the property been  
10 posted?

11 MR. RAYKES: Yes.

12 MR. CHERELLIA: And were letters sent  
13 out to the applicant?

14 MR. RAYKES: Yes.

15 MR. CHERELLIA: Okay. Mr. Chairman,  
16 you can proceed.

17 MR. GAETANO: Thank you very much.  
18 Sir, you've signed in?

19 MR. KROUSE: Yes.

20 MR. GAETANO: If you could just stand  
21 so that you can be sworn in. Do you swear to tell  
22 the truth on all the matters you're presenting on  
23 today?

24 MR. KROUSE: Yes, I do.

25 \* \* \*

1                   ERIC KROUSE, having been first duly  
2                   sworn, was examined and testified as  
3                   follows:

4                               \* \* \*

5                   MR. GAETANO: Thank you very much.  
6                   If you could come up and speak into the microphone.  
7                   Tell us your name and where you are located, what  
8                   your address is, what company you work for. So your  
9                   address and your company?

10                  MR. KROUSE: My name is Eric Krouse.  
11                  I work for Weyand Sign & Lighting and the address is  
12                  4277 Lincoln Highway, Stoystown, PA 15563.

13                  MR. GAETANO: Okay. So if you could  
14                  present, you let us know what you're doing and asking  
15                  for what specific variances.

16                  MR. KROUSE: We're applying for a  
17                  sign variance for -- the current business is Sleep  
18                  Source at 990 North Main Street. Sleep Source is  
19                  being completely replaced by BBQ Zone. BBQ Zone will  
20                  sell different types of barbecue grills, accessories  
21                  and outdoor furniture. The existing Sleep Source  
22                  sign is 49-square feet and the new BBQ Zone sign that  
23                  is to replace it is going to be 39-square feet. The  
24                  new sign is the same style and the same type of  
25                  construction as the old sign. The new sign will have

1 internally illuminated letters and will have the same  
2 aesthetics as the current sign on the property.

3 MR. GAETANO: Okay. You said total  
4 is 39-square feet?

5 MR. KROUSE: Yes.

6 MR. GAETANO: Okay. So you're just  
7 taking and erecting it in the same space that the  
8 current one is there now.

9 MR. KROUSE: Yes. So there is  
10 already a sign there, but he's shut that business  
11 down and he's changing it to BBQ Zone.

12 MR. GAETANO: Okay. Same owner?

13 MR. KROUSE: Same owner.

14 MR. GAETANO: Okay.

15 MR. CHERELLIA: I would just let the  
16 record note that the original sign from Sleep Source  
17 was a non-conforming use and so when that sign will  
18 no longer be in use, it's required to come back for a  
19 variance for the new sign, and that's the reason why  
20 they're here today.

21 MR. GAETANO: Okay. Does anybody  
22 have any questions? No questions. Okay.

23 Can you read a motion that we would  
24 need to supply?

25 MR. CHERELLIA: I would propose the

1 following motion, that the Greensburg Zoning Hearing  
2 Board approve the request of BBQ Zone for a variance  
3 from the City of Greensburg Zoning Ordinance Section  
4 255-115 (A) regarding property located at 990 North  
5 Main Street, Greensburg, Pennsylvania and designated  
6 as Westmoreland County Tax Parcel No. 10-01-15-0-001  
7 to permit the applicant to erect a 39-square foot  
8 wall sign to be installed on the property.

9 MR. GAETANO: So we have a  
10 recommended motion. Would somebody like to make that  
11 motion, please?

12 MS. STONER: I'll make that motion.

13 MR. GAETANO: Thank you very much,  
14 Kyli. We need a second, please.

15 MISS FLUME: I'll second.

16 MR. GAETANO: Does anybody have any  
17 questions? We have a motion and a second. If we  
18 could take roll call, please.

19 (Whereupon, Roll Call Taken.)

20 MR. GAETANO: Okay. Motion passes  
21 unanimously.

22 MR. CHERELLIA: I want to just advise  
23 the applicant that there is a 30-day appeal period.  
24 So before a permit could be issued to allow you to  
25 erect the new sign, you have to await the 30-day



1 appeal period.

2 MR. KROUSE: Okay.

3 MR. CHERELLIA: Nothing further.

4 MR. GAETANO: This hearing of No.  
5 9-2023 has been closed. Thank you very much for your  
6 time.

7 MR. CHERELLIA: Mr. Chairman, the  
8 next item on the agenda is Variance request No.  
9 10-2023, which is a request by Blair Image on behalf  
10 of Papa Johns for a variance for a property located  
11 at 660 East Pittsburgh Street, Greensburg, PA for the  
12 erection of a wall sign. I would note for the record  
13 that the notice of this hearing has been published in  
14 the Tribune Review on October 4th and October 11,  
15 2023.

16 Mr. Raykes, has the property been  
17 posted?

18 MR. RAYKES: Yes.

19 MR. CHERELLIA: Was a letter sent to  
20 the applicant notifying them of the hearing?

21 MR. RAYKES: Yes.

22 MR. CHERELLIA: Anybody who is going  
23 to testify, will you please raise your right hand to  
24 be sworn?

25 \* \* \*

1 CHRISTINA GARCIA, having been first  
2 duly sworn, was examined and  
3 testified as follows:

4 \* \* \*

5 MR. GAETANO: Could you please state  
6 your name and the address of your business?

7 MS. GARCIA: Yes. Christina Garcia  
8 and it is 660 East Pittsburgh Street, Greensburg,  
9 Pennsylvania.

10 MR. GAETANO: Could you also list the  
11 address that you're at currently, please?

12 MS. GARCIA: Yes. So I am an  
13 employee of Blair Image Elements. We are at 5107  
14 Kissell Avenue in Altoona, Pennsylvania.

15 MR. GAETANO: Okay. Thank you very  
16 much. So if you could let us know what variance that  
17 you are requesting, please?

18 MS. GARCIA: So we are requesting a  
19 variance to manufacture and install a sign on the  
20 building located at 660 East Pittsburgh. So per code  
21 we are allotted one sign per building that is not for  
22 tenants and so we are requesting to remove the sign  
23 that is currently there and install a new sign as  
24 Papa Johns is going to differ from the other sign  
25 buildings, different business that's going in.

1 MR. GAETANO: And the size of the  
2 sign that you're putting in is what size?

3 MS. GARCIA: It is going to be at the  
4 37 and three-quarters, which is 34.3-square feet.  
5 The signs to the right of Papa Johns are also at the  
6 34.3, 34.5-square foot range, and so they're  
7 definitely much larger than the 24-square feet that  
8 we are allowed per code. The building is set back  
9 pretty far from street frontage and there's also some  
10 bushes and some buildings that kind of obstruct that  
11 view. So the building is basically kind of hidden  
12 further back and we're just afraid that it's going to  
13 be hard for potential customers to come in and/or  
14 find us without having a sign that provides the best  
15 visibility.

16 MR. GAETANO: Okay. Jeff.

17 MR. RAYKES: If I could,  
18 Mr. Chairman. So this is Jeff Raykes. I'm the  
19 Planning Director for the City of Greensburg, and  
20 this is very similar to the previous applicant. The  
21 trigger here is 265-108 (D) in the ordinance that  
22 says a non-conforming sign may not be replaced unless  
23 it is made to conform. The areas of conformance, or  
24 I should say misalignment and the applicable  
25 requirements are in 265-115 (A), two areas. One is

1 the number of signs and two is the size of the sign.  
2 The sign that is proposed -- I can go back.

3 The sign proposed at the bottom,  
4 which is the sign that is in front of the building, I  
5 would call that a pole sign, directory sign -- well,  
6 in this case it's a pole sign, is really not part of  
7 the variance request. And the reason it's not is  
8 because it is what we would consider routine  
9 maintenance in that it is taking away a panel and  
10 putting in a new one. So it is a change, but  
11 technically we can administratively allow that, and  
12 so that's the reason it's not part of their variance  
13 request. So the thing that is a complete  
14 misalignment based on the ordinance is the number of  
15 signs that are allowed. Only one wall sign is  
16 allowed per lot as you can recall. We've been  
17 through this before.

18 So in this instance, there are  
19 multiple tenants and so that is I think what's behind  
20 their application and that Christina had outlined.  
21 The other area of misalignment would be the size, and  
22 I think she outlined that too. The allowance is  
23 24-square feet max area and in this case I think it's  
24 37. So it's 37-square feet; is that correct?

25 MR. GAETANO: 34-square feet.

1 MS. GARCIA: 34.

2 MR. RAYKES: 34. So it is over the  
3 24 that is allowed. So those are the two areas of  
4 misalignment that I wanted to outline with the Board.

5 MR. GAETANO: So they're asking for a  
6 variance on both issues; is that correct?

7 MR. RAYKES: I would trust the  
8 Solicitor to give you guidance there, but yes. But  
9 it's covered under one section of the ordinance,  
10 which is 265-115 (A).

11 MR. GAETANO: Okay. Christina, do  
12 you have anything additional that you would like to  
13 add at this point?

14 MS. GARCIA: No. I think, again,  
15 just to kind of recap is the setback of the building  
16 is just -- it's just very obstructed with buildings  
17 and the surrounding signs. We did get to measure a  
18 few of those and they are also at about the 34-square  
19 feet. So they kind of overtake the smaller sign and  
20 you can kind of see in the proposed here, the Gold N  
21 Tan seems to be a little taller than the garden sign  
22 that's right next to it. And if you look to the  
23 right of the building, the sign height seems to  
24 increase. So I think going down to 24-square feet  
25 would allow us maybe a 24-inch sign which, again, is

1 just very hidden. It would be hard to find. It just  
2 doesn't provide the best visibility for the customer.

3 MR. GAETANO: Okay. Thank you very  
4 much. Does anybody else have any questions on this?  
5 No questions. Mr. Solicitor, if you could.

6 MR. CHERELLIA: I have a recommended  
7 motion that the Board approve the request for Papa  
8 Johns for a variance from the City of Greensburg  
9 Zoning Ordinance Section 265-115 (A) regarding  
10 property located at 660 East Pittsburgh Street,  
11 Greensburg, PA and designated as Westmoreland County  
12 Tax Map Parcel No. 10-04-04-0-444 to allow the  
13 applicant to erect a 34-square foot sign to be  
14 installed on the property.

15 MS. BAUR: I'd like to make a motion  
16 for the recommended motion.

17 MS. STONER: I'll second.

18 MR. GAETANO: Okay. Now that we've  
19 had a motion and a second, we'll take a roll call  
20 vote, please.

21 (Whereupon, Roll Call Taken.)

22 MR. GAETANO: The request for a  
23 variance has been approved unanimously and our  
24 Solicitor will share a few thoughts with you.

25 MR. CHERELLIA: I'll just advise you

1       that there is a 30-day appeal period from any  
2       decision of this Board. So before the erection of  
3       the sign can take place or the permit be issued, the  
4       30-day period has to be followed. Is that clear to  
5       the applicant?

6                   MS. GARCIA: Yes.

7                   MR. CHERELLIA: Okay. Thank you.

8                   MR. GAETANO: Okay. So this hearing  
9       is at this point in time closed. Thank you very much  
10      for your time today, Christina, and good luck with  
11      the Papa Johns business.

12                   MS. GARCIA: Amazing. Thank you so  
13      much.

14                   MR. GAETANO: Thank you very much.  
15      Is there any other business for the Board today?

16                   MR. RAYKES: (Indicated no.)

17                   MR. GAETANO: Nothing additional.  
18      Okay. We need a motion to adjourn, please.

19                   MS. BAUR: Motion to adjourn.

20                   MR. GAETANO: Thanks, Victoria. We  
21      are adjourned.

22                   MISS FLUME: I'll second.

23                   \* \* \*

24      PROCEEDINGS CONCLUDED - 4:30 P.M.

25                   \* \* \*

1 COMMONWEALTH OF PENNSYLVANIA )  
2 COUNTY OF WESTMORELAND ) SS. CERTIFICATE

3  
4 I, Diana C. Clark, Professional Court Reporter and  
5 Notary Public within and for the Commonwealth of  
6 Pennsylvania, do hereby certify the foregoing pages to  
7 be a true and correct transcript of the proceedings  
8 held in the captioned matter.

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13 Diana C. Clark  
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