

COA # 2011-COA-019 (IRV)	INDIANAPOLIS HISTORIC PRESERVATION COMMISSION STAFF REPORT	Hearing Date JUNE 1, 2011
5731 E. Washington Street IRVINGTON		NEW CASE
Applicant: KEVIN EDWARDS FOR SNIPS mailing address: 5731 E. Washington Street Indianapolis, IN 46219 Owner: Wally Gerhardt and Gina Bernardi mailing address: 9503 Gulfstream Road Frankfort, IL 60423		Warren Township Council District: 21 Benjamin Hunter
CASE		
IHPC COA: 2011-COA-019 (IRV) • Modify pole sign		
STAFF RECOMMENDATION: Approval		

STAFF COMMENTS

Background of the Property

The building that currently exists on the property was built c.1969 as a Burger Chef and is called out as non-contributing in the Irvington Historic District Plan. Prior to the commercial structure being erected the property had two separate parcels each with a two-story single family house being used as commercial space. The current zoning for the property is C-4. A sign permit was issued to Burger Chef in 1974 for a much larger pole sign in a slightly different location on the site. The existing pole sign in front of the building looks to have been erected in the 1980's based on aerial photography.

Background of the Case

Snips, the tenant in the building, approached our office in May 2010 to discuss a number of items related to the relocation of the business to the property at 5731 E. Washington Street. One item mentioned was the reuse of the existing pole sign vs. the installation of a new ground sign. It was determined through permit research that the existing pole sign did not have any of the necessary permits or variances required for its current size and location. Any new signface or modification to the existing sign structure would be required to be reviewed as if it were a new sign. The applicant has explored several different designs for a new free standing sign most of which needed some sort of variance based on the limitations of the site. The Sign Ordinance allows free standing pole signs in a C-4 commercial district. Ultimately, the current sign being requested does not need any zoning variances.

Applicant's Request

The applicant is requesting to remove the existing internally illuminated box and modify the existing pole sign structure in such a way as to incorporate a non-illuminated sign suspended from the existing pole. The new sign element would be turned toward the building and away from the street to prevent the need for a front setback variance. Although the applicants would have liked to install two external gooseneck light fixtures aiming at the sign, they have chosen to not have an illuminated sign at this time. The proximity of the sign to a protected dwelling district would also require a variance which the applicants have chosen to not pursue.

Irvington Preservation Plan

The Irvington Preservation Plan specifically recommends against 'freestanding ground-mounted or poles signs'. Staff supports the sign for the following reasons:

- The building is set back significantly from the property line. Any sign attached to the building would be very difficult for a client to see until they had almost passed the property.

- Although the internally illuminated box sign atop the pole is within the required front yard setback and would need a variance to retain, the pole structure itself exists outside of the minimum setback requirement and has the ability to be reused.
- The size, location, scale, and design of this sign is comparable to the projecting signs found in front of the Irvington Shops on the north side of Washington Street.
- The modification of this pole sign will remove an inappropriate internally illuminated box sign and replace it with a more appropriate pedestrian-oriented design.
- Any relocation of the pole sign further back on the property would potentially interfere with vehicular access across the site.

Certificate of Authorization

The State statute states: "... the commission shall issue a certificate of authorization... [if it] finds an application to be inappropriate, but that its denial would result in substantial hardship or deprive the owner of all reasonable use and benefit of the subject property, or that its effect upon the historic area would be insubstantial."

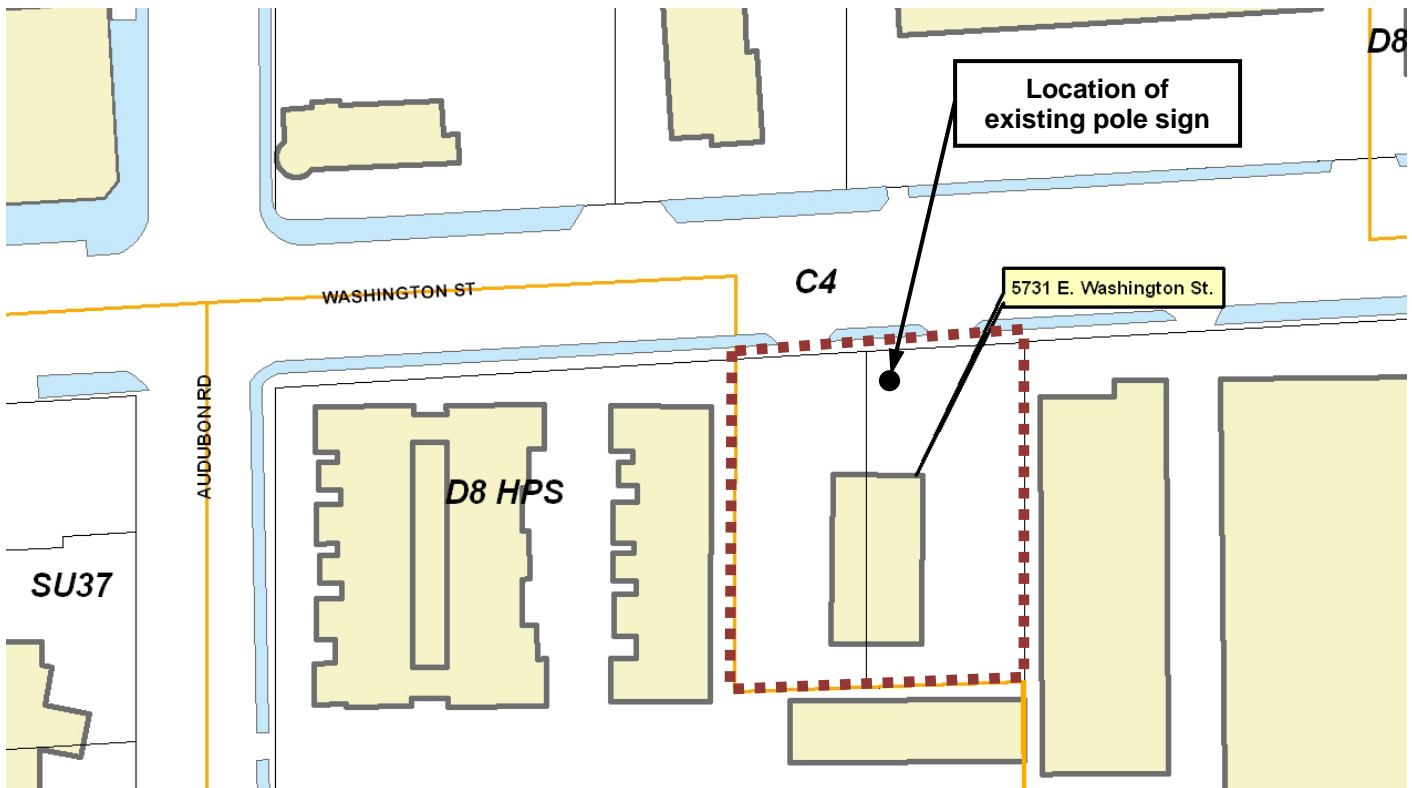
STAFF RECOMMENDED MOTION

Case #2011-COA-019 (IRV):

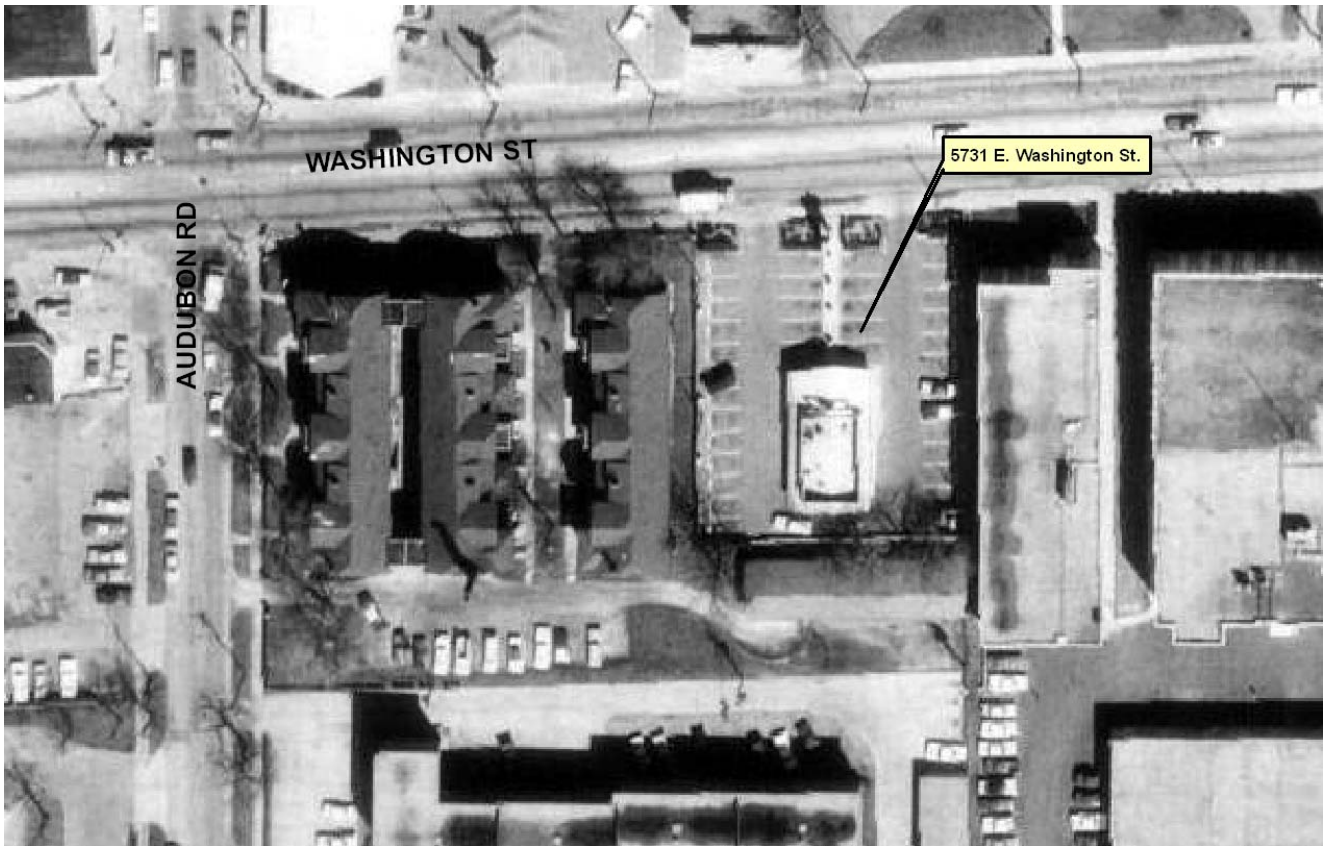
To approve a Certificate of Authorization to modify the pole sign per submitted documentation and subject to the following stipulations:

1. Sign shall hang no less than 8-feet above grade and extend no more than 48-inches from the pole.
2. Identifying text shall read "Snips In Historic Irvington Est. 2001".
3. Any changes to the design, placement, hardware system, lighting or other aspects of the sign may require IHPC staff approval and may require a new Certificate of Appropriateness.
4. All signage shall comply with the Marion County Sign Ordinance including, but not limited to: size, number, height and location.

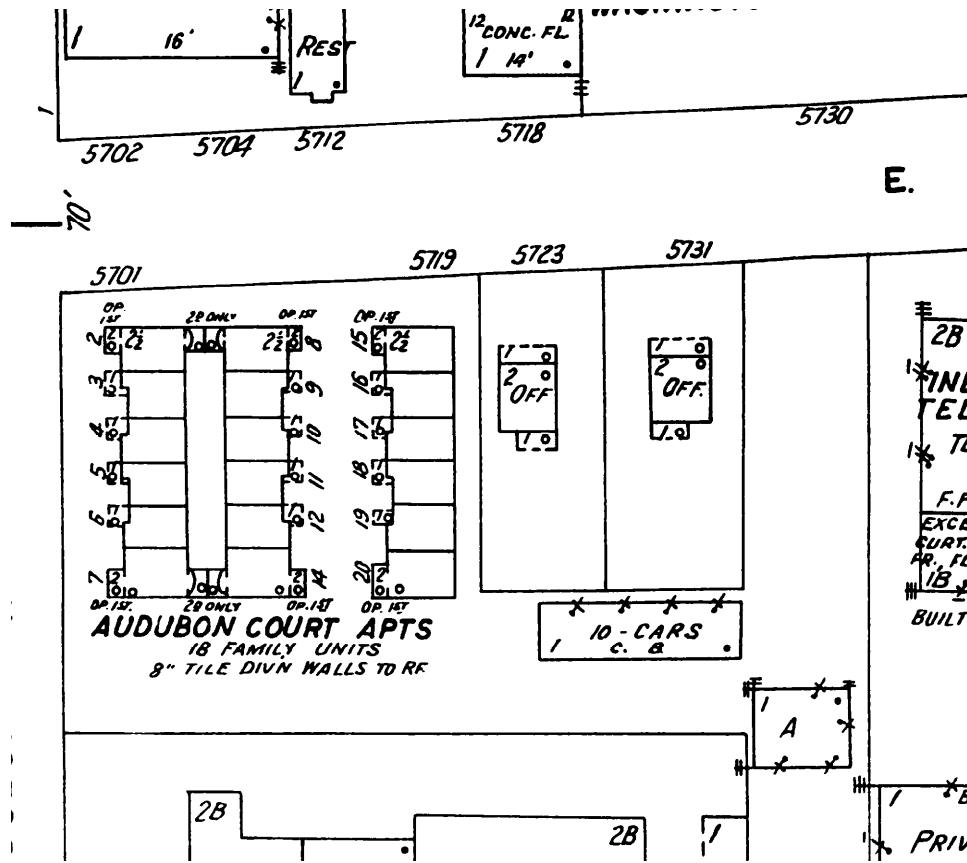
Staff Reviewer: Ann Steadham



Map of subject property showing relationship to Washington St and adjacent buildings



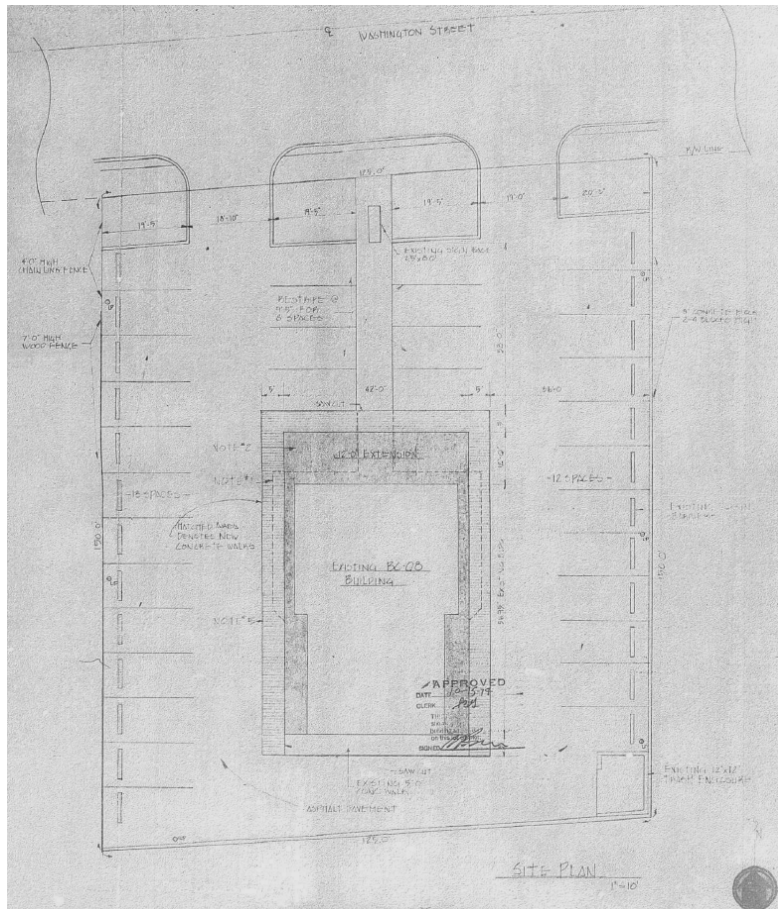
1972 aerial photo of subject property showing previous pole sign location



1956 Sanborn Map



Aerial photo of property showing relationship of existing pole sign relative to street



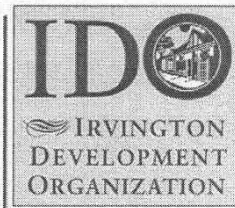
1974 Site Plan



Existing pole sign (no known permits or variances exist)



Proposed pole sign (no variances needed if facing away from street)



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Irvington Guild of Artists

May 25, 2011

Ann Steadham
Indianapolis Historic Preservation Commission
City County Building
200 E. Washington Street
Suite 1801
Indianapolis, IN 46204

RE: **2011-COA-019 (IRV) 5731 E. Washington Street**

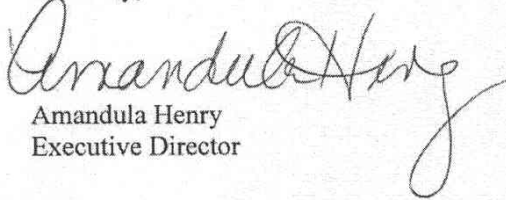
Dear Ann:

The Irvington Development Organization (IDO) supports Petition – 2011-COA-019. The petitioner (Kevin Edwards - Snips) requests modification of current pole sign.

Snips is a contributing business to the Irvington community. We believe allowing the current pole sign to be active once again compliments the Washington Streetscape proposed for construction in the fall of 2011.

If you have any questions, you can reach me at 317-260-0669.

Sincerely,


Amandula Henry
Executive Director

RECEIVED

MAY 26 2011

INDIANAPOLIS HISTORIC
PRESERVATION COMMISSION