

COA # 2011-COA-297 (IRV)	INDIANAPOLIS HISTORIC PRESERVATION COMMISSION STAFF REPORT	Hearing Date SEPT. 7, 2011
		New Case
5430 E. WASHINGTON STREET IRVINGTON		
Applicant & mailing address:	SIGN CRAFT INDUSTRIES 8816 Corporation Drive Indianapolis, IN 46256	Warren Township Council District: 21 Benjamin Hunter
Owner: mailing address:	Lor Corporation 6350 Rucker Road, Suite 100 Indianapolis, IN 46220	
CASE		
IHPC COA: 2011-COA-297	Install internally-lit box sign	
STAFF RECOMMENDATION: Denial		

STAFF COMMENTS

Background of the Property

The Small Smiles Dental Clinic at 5430 E. Washington Street is located within the “Irvington Shoppes” strip mall. The center was built ca. 1995 and is a typical modern shopping center with parking in front, recessed aluminum storefronts and a brick gable in the center.

Existing Signage

The existing “Medicaid Dental” sign, which is to be replaced by the proposed sign, has neon lighting. The “Medicaid Dental” sign, and the internally-lit sign for the other tenant in the building, pre-date the district. The “Small Smiles Dental” sign was approved at an administrative hearing in 2007 with only external illumination permitted. However, no lighting has yet been installed.

The Applicant’s Proposal

The applicant proposes to remove the existing “Medicaid Dental” sign in the center gable and replace it with an internally-lit box sign featuring cartoon animals.

Reasons for Recommending Denial

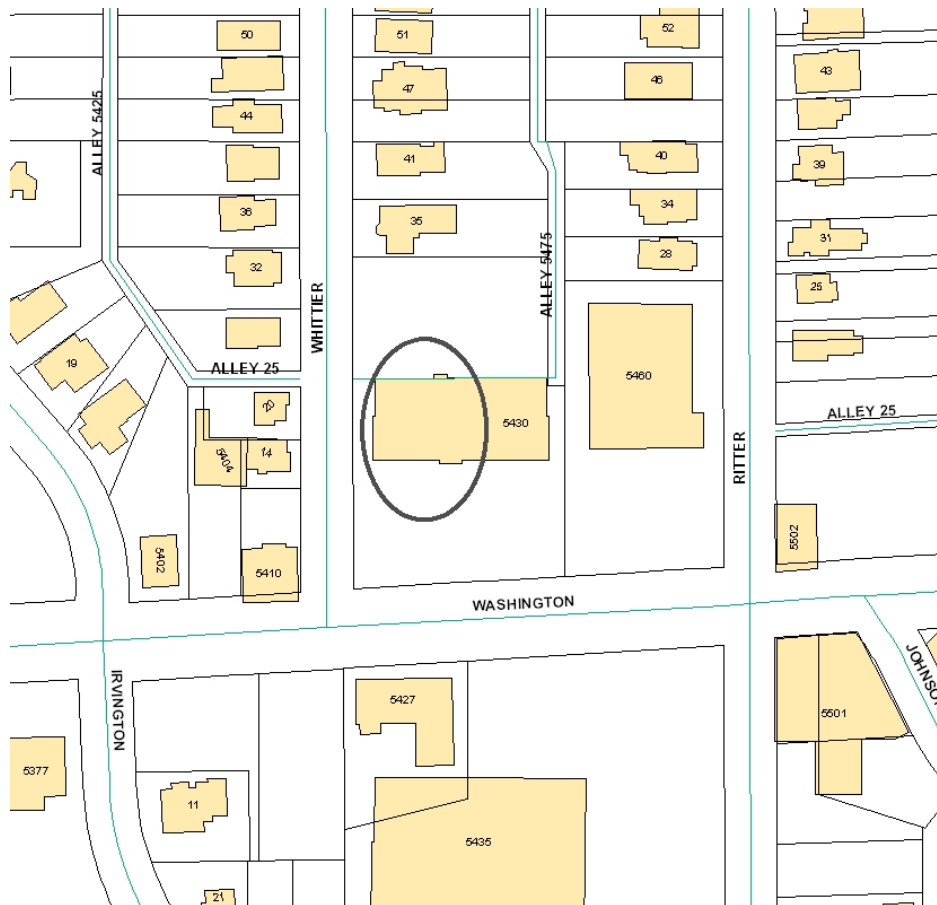
1. The Irvington Historic Area Plan clearly states:
 - *Lighting should be subtle and be compatible with the historic character of the district. It should not unduly detract from nor disturb the historic character of the neighborhood.*
 - Not Recommended: *Internally lighted signs and awnings*
 - Not Recommended: *Box signs that are constructed as independent box-like structures*
2. The box design and the internal illumination are in direct conflict with the Plan.
3. The applicant has other options to meet its needs, and still incorporate the cartoon animal branding image and illumination. Alternatives include:
 - Installing a panel sign with external illumination.
 - Painting the images directly on the gable surface and lighting it with goose-neck lights.
4. There is nothing peculiar about this site or this building that suggests an internally-lit, box sign should be considered over other alternatives.
5. Even though the building is not “historic,” it is the objective of those who developed the Irvington Plan that over time signage along Washington Street will become more compatible with the general character of the area. Reducing the use of internally-lit, box signs is part of that effort.

STAFF RECOMMENDED MOTION

2011-COA-297 (IRV)

To deny a Certificate of Appropriateness to install an internally-lit box sign.

Staff Reviewer: Emily Jarzen

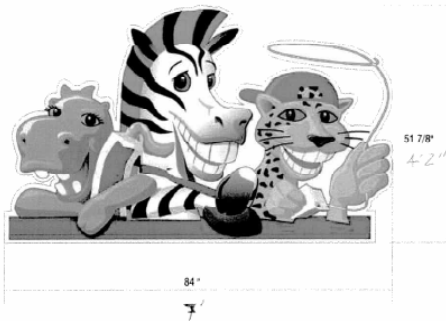


Map of subject property, with tenant space circled



Applicant's storefront with proposed sign location indicated by arrow

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JUN 15 2011

INDIANAPOLIS HISTORIC PRESERVATION COMMISSION

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IMAGE SOLUTIONS

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INDIANAPOLIS, IN 46256
Office 317.842.8854
Fax 317.842.9015

PREPARED FOR
SMALL SMILES DENTISTRY
INDIANAPOLIS, INDIANA

SKETCH NAME
CHANNEL CABINET

SCALE
3/4" = 1'-0"

DATE
FEB 28, 2010

S. O. REPRESENTATIVE
ANDREW MCCOUEENE

INDEX NUMBER
1110-0010

DESIGNER
SLM

REVISIONS

1-11/2/10 5-

2- 6-

3- 7-

4- 8-

COLOR SPECS

A

B

C

D

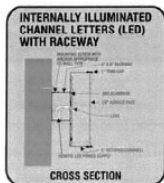
E

F

COLOR APPROVAL

DRAWING APPROVAL

PRODUCTION NO.



FABRICATE AND INSTALL INTERNALLY ILLUMINATED FACELIT CHANNEL CABINET ON RACEWAY

FACES - 3/16" WHITE POLYCARB
VINYL - ORIGNAL PRINT
RETURNS - 5" - 053 BLACK
TRIM CAPS - 2" BLACK
BACKS - 090 ALUMINUM
LEDS - WHITE
RACEWAYS - 4" X 8" PAINTED TO MATCH FASCIA

INSTALLATION - MOUNTED TO RACEWAYS, THEN TO THE FASCIA

WILL BE WIRED TO 120 VOLT UNLESS OTHERWISE SPECIFIED

INSTALL IN ACCORDANCE WITH THE NEC AND LOCAL ELECTRICAL CODES

NOTE: THERE WILL BE COLOR VARIATIONS FROM THIS PRINTED DRAWING TO THE FINAL PRODUCT. COLORS SPECIFIED WILL ALWAYS BE MATCHED AT 4:00: 818 205514

1/4" = 1'-0"



Sign proposal