

COA # 2011-COA-429 (CMB) 2011-VHP-020	INDIANAPOLIS HISTORIC PRESERVATION COMMISSION STAFF REPORT	Hearing Date NOVEMBER 2, 2011
11915 E. Washington Street CUMBERLAND		New Case
Applicant: NEIGHBORHOOD DOWNTOWN ZONING mailing address: ASSISTANCE, INC. 618 E. Market Street Indianapolis, IN 46202		Warren Township Council District: 21 Benjamin Hunter
Owner: RAYMOND COX mailing address: 5780 Sunnyside Road Indianapolis, IN 46235		
COMBINED CASE		
IHPC COA: 2011-COA-020 (CMB)	<ul style="list-style-type: none"> • Install ground sign • Variance 	
VARIANCE: 2011-VHP-020	<ul style="list-style-type: none"> • Variance of Development Standards of the sign regulations to allow for a ground sign on the property zero (0) feet from the front right-of-way where 15 ft. is required. 	
STAFF RECOMMENDATION: Approval		

STAFF COMMENTS

Background of the Property

This site was originally occupied by two structures, including the Little Hotel. The existing structure was built ca. 1970 and is listed as non-contributing to the Cumberland conservation district. It is a one-story commercial building with a very low pitch hipped roof with a ridge, brick veneer wall cladding, and two typical storefront entrances. The building is zoned C-3 commercial.

Applicant's Request

The applicant is applying for a ground sign located 0 ft. off the front right-of-way line. The sign will be externally illuminated, and has 6 in. changeable copy in the top 12 in. of the sign. There will be three low level junipers planted on each side of the sign.

Variance of Development Standards

The Sign Ordinance allows ground signs in a C-3 commercial district. However, it must have a minimum 15 ft. setback from the front right-of-way line. The applicant has applied to install a sign 0 ft. from the right-of-way line.

Cumberland Conservation District Plan

- *The location, size, scale, and shape of the sign should be compatible with the building and surrounding area.*
The size meets zoning requirements and is not out of scale for the building or surrounding area.
- *A majority of the sign face should contain the business name and image.*
The proposal meets this recommendation.
- *Lighting for signage 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 area.*
Utilizing subtle external illumination will achieve this goal.
- *Freestanding ground-mounted or pole signs are not recommended, particularly in residential areas.*
While not recommended within the Plan, this building's non-historic type and deeply set-back location lend it to an appropriately designed, sized and lighted ground sign.

Justification for approval

E. Washington Street in Cumberland is largely commercial in nature, and permitting a well-designed and placed sign is appropriate in this instance. After the streetscape work, the right-of-way was pushed back closer to the buildings, so requiring a 15 ft. setback would not achieve the same level of visibility. This sign is more pedestrian friendly than a larger sign or a pole sign would be.

STAFF RECOMMENDED MOTION

Case #2011-COA-429 (CMB):

To approve a Certificate of Appropriateness to install a ground sign per submitted documentation and subject to the following stipulations:

1. The sign shall be no taller than 4 ft.
2. Identifying text shall read “Elite Beverages The Beer, Wine & Liquor Store”
3. The sign shall only be externally illuminated.
4. 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.
5. All signage shall comply with the Marion County Sign Ordinance including, but not limited to: size, number, height and location.

VARIANCE PETITION #2011-VHP-020:

To approve a Variance of Development Standards of the sign regulations to allow the subject ground sign to have a 0 ft. setback from the front right-of-way line where 15 ft. is required.

Staff Reviewer: Emily Jarzen



Map of subject property



Aerial view of subject property



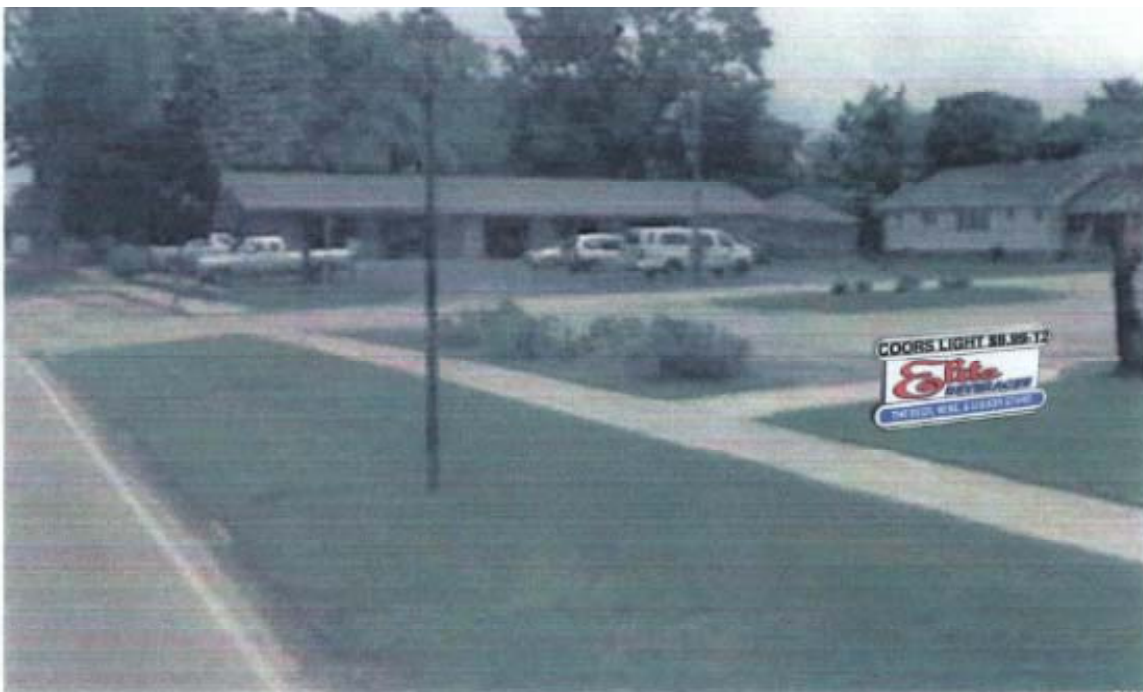
View of subject property, looking east



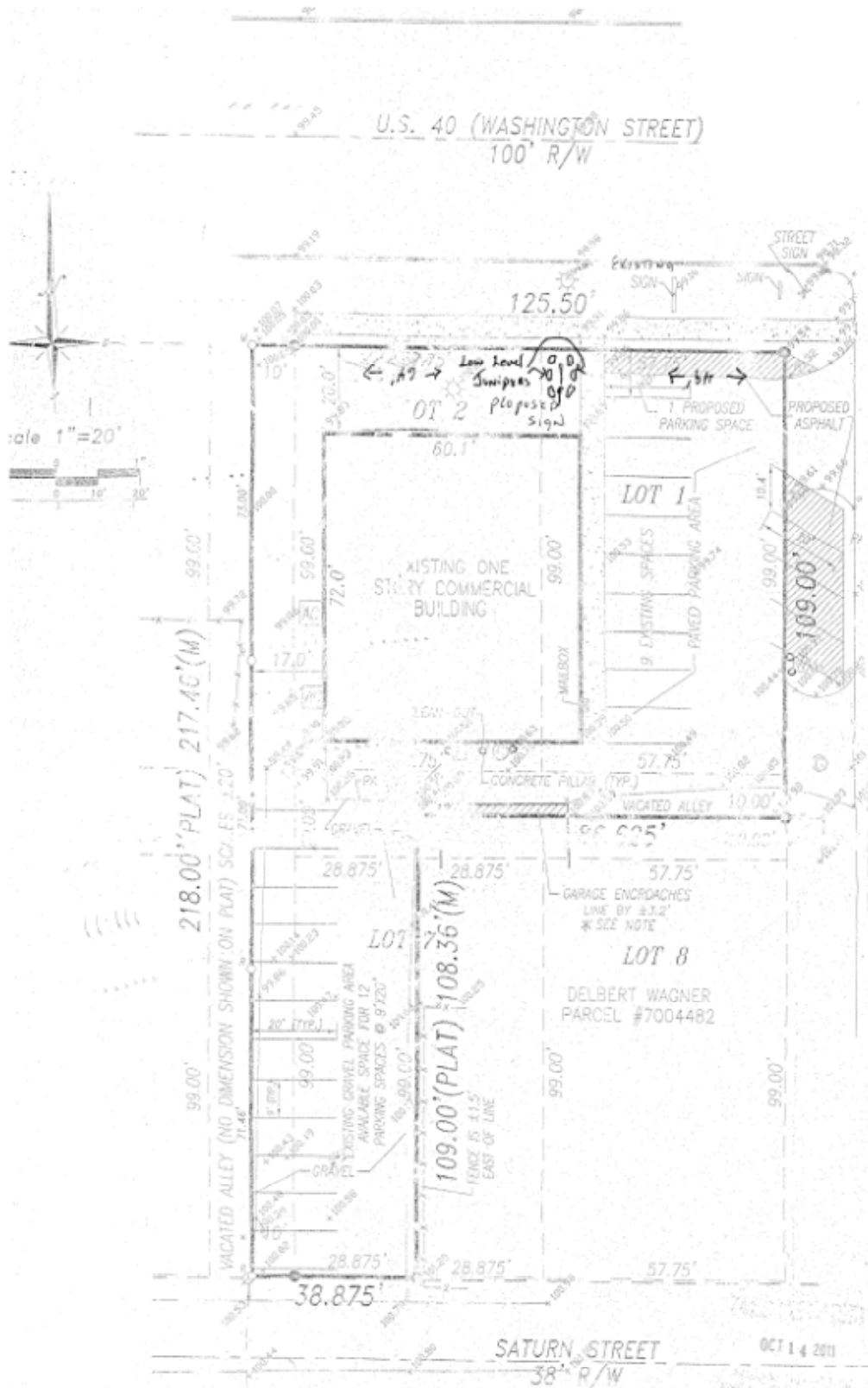
View of subject property, looking west



Proposed design



Proposed sign placement



Proposed site plan

**METROPOLITAN DEVELOPMENT COMMISSION
HEARING EXAMINER
METROPOLITAN BOARD OF ZONING APPEALS, Division _____
OF MARION COUNTY, INDIANA**

**PETITION FOR VARIANCE OF DEVELOPMENT STANDARDS
FINDINGS OF FACT**

1. THE GRANT WILL NOT BE INJURIOUS TO THE PUBLIC HEALTH, SAFETY, MORALS, AND GENERAL WELFARE OF THE COMMUNITY BECAUSE:

The proposed new sign will be setback out of the right of way. With the new roadway, public sidewalk and other street improvements in this rather new historic district, it is necessary to remove those signs previously in the public right of way and place them on private property. The sign will have a similar setback to other newer signs in the historic district since the installation of the street scape improvements. The sign will not cause any visibility problems and in fact will be further removed from the roadway than the previous sign that served this commercial use.

2. THE USE OR VALUE OF THE AREA ADJACENT TO THE PROPERTY INCLUDED IN THE VARIANCE WILL NOT BE AFFECTED IN A SUBSTANTIALLY ADVERSE MANNER BECAUSE

The proposed new sign is professionally designed and manufactured and will be attractive sign additions to the newer signs that have been erected in this far eastside historic district. The sign is more in keeping with the historic district given its height, local and design which is compatible to the commercial building which it serves.

3. THE STRICT APPLICATION OF THE TERMS OF THE ZONING ORDINANCE WILL RESULT IN PRACTICAL DIFFICULTIES IN THE USE OF THE PROPERTY BECAUSE:

The strict application of the terms of the Sign zoning ordinance would prohibit the installation of signs located at the required fifteen foot setback per the sign ordinance. Because of the existing location of many of the commercial and residential buildings along the historic district of Cumberland, it would be difficult to locate and utilize a ground sign given the close proximity of the structures to the front right of way line of East Washington Street

DECISION

IT IS THEREFORE the decision of this body that this VARIANCE petition is APPROVED.

Adopted this _____ Day of _____, 20 ____

Findings of Fact



October 19, 2011

Indianapolis Historic Preservation Commission
Attn: Emily Jarzen
200 E. Washington St.
CCB 1801
Indianapolis, IN 46204

RE: 2011-COA-429 (CMB) Elite Beverage

Dear Commission Members,

I am writing on behalf of the Town of Cumberland to support the application of Elite Beverage for a new ground sign. The sign is consistent with the historic conservation district guidelines and the Town's vision of the corridor. Our only concern is that if the sign were to be internally illuminated, though it's not proposed at this time, the illumination would be close to the road, if the setback variance is granted. We would ask that if approved the Commission stipulate that the sign could not be internally illuminated.

Thank you in advance for your consideration. Please feel free to contact me with any questions at (317) 894-6202 or via email at planner@town-cumberland.com.

Sincerely,

A handwritten signature in black ink that reads "Christine Owens".

Christine Owens
Director of Planning & Development

RECEIVED

OCT 20 2011

INDIANAPOLIS HISTORIC
PRESERVATION COMMISSION

Town of Cumberland 11501 E. Washington Street Cumberland, IN 46229 www.town.cumberland.in.us

Support letter – Town of Cumberland