

Development Activities Meeting

This report created by the Neighborhood Planner and included with staff reports to City Boards and/or Commissions.

Logistics	Stakeholders
Project Name/Address: Amoco/ 2401 E Carson St.	Groups Represented (e.g., specific organizations, residents, employees, etc. where this is evident): South Side Community Council (SSCC) Project Development Team Design Review Committee (DRC) Local Review Committee (LRC) Residents
Parcel Number(s): 12-L-244	
ZDR Application Number: DCP-ZDR-2020-10187	
Meeting Location: via Zoom	
Date: January 21, 2021	
Meeting Start Time: 6:00pm	
Applicant: Haley Linville	Approx. Number of Attendees: 19
Boards and/or Commissions Request(s): Historic Review Commission approval for exterior signage. Zoning Board of Adjustment for the following variances: <ul style="list-style-type: none"> a) Canopy signs are not permitted to project above the canopy, and canopy signs have a maximum height of 8". One proposed canopy sign projects above the canopy, and has a height of 5'; the other proposed canopy sign has a height of 22". b) New electronic signs are permitted only in the HC, UI, and GI zoning districts. The proposed electronic sign is located in the LNC zoning district. 	

How did the meeting inform the community about the development project?

Ex: Community engagement to-date, location and history of the site, demolition needs, building footprint and overall square footage, uses and activities (particularly on the ground floor), transportation needs and parking proposed, building materials, design, and other aesthetic elements of the project, community uses, amenities and programs.

Portions will illuminate; presented images and drawing specifications; presented Amoco logo; presented color samples; gas pump dispensers skin changes; canopy structure graphic change; update the existing free-standing sign to illuminated; replace sign on main building; presented plot plan – not expanding property; noted the engineering for the canopy structure.

Input and Responses

Questions and Comments from Attendees	Responses from Applicants
Have you read through the Neighborhood Sign Guidelines and the Historic District Guidelines?	Yes.

Questions and Comments from Attendees	Responses from Applicants
<p>You're starting to exceed the number of signs on the business. Two existing signs are on the canopy now. We would advise against adding a third Amoco sign. It is an extra sign and it is fully illuminated.</p>	<p>It is an internally illuminated box sign.</p>
<p>I think these letters on the Amoco sign would exceed the sign code and need a zoning variance, as well.</p>	
<p>Letters are a maximum of 18" in the District.</p>	
<p>You are going to change the acrylic box sign on the building, correct?</p>	<p>Correct. It is not part of this application.</p>
	<p>Are these letters (Amoco sign with torch) or the entire sign height is too large?</p>
<p>It would be up to some interpretation because it is non-conforming but the issue of adding a sign could be an issue. You're above the number of signs for a property.</p>	
<p>From the top of the "A" to the bottom of the "A" is an 18" maximum and there is also a total square footage for this sign and the property. It may not be an LRC historic issue but you may need a zoning variance (unintelligible). I think you would already exceed the square footage of signage and this might be too high of a height of font.</p>	<p>I believe we are allowed 40 sq. ft.</p>
<p>40 sq. ft. on ground signs. There is a calculation on the façade of the building signs. Letters, regardless of sq. ft., are 18".</p> <p>We really haven't gotten into the pumps in the past. The signs are more branding. Never really counted them as building signs.</p>	
<p>(Anthony Kobak) I wanted to clarify for the zoning comment, there have been some emails about possible zoning variances. I don't know if you know any of those in your application right now. Those should be addressed tonight. Do you know anything more about that? (my mic audio started to breakup)</p>	<p>I believe the variance we are asking for what was denoted earlier, exceeding the number of signs and I'm looking at the sign code and internal illumination is not allowed, as well. And, the canopy itself with having that light bar. And, the height requirement on the Amoco letters are 22", where 18" is allowed, as well.</p>
<p>Do the flags and banners on light posts have to be included? Those are also more signage, in my opinion. One of them is advertising, the other one is branding.</p> <p>J and I on the second line, it says install flag signs 10' 6" from ground. It doesn't say how many or what they are but I'm sure they are not blank.</p>	

Questions and Comments from Attendees	Responses from Applicants
<p>The LRC’s position, generally in the past based on other gas stations, we’re trying to keep a cap and certain control of non-expanding non-conformity. Particularly, not setting all new precedents with this gas station. If there are additional banner signs and other stuff that the other stations don’t have and aren’t there, we will probably speak negatively towards that and not want those to be installed.</p> <p>The lighting on the canopy, is it part of the sign or lighting? Or is it something in between, like a graphic? If it doesn’t have the illumination in the striping now, do we want that?</p>	
<p>It’s hard for us, when you don’t have the variances for us to review. (unintelligible audio)... have you hear today to ask you where the variances applied and what was a variance and what was of right and how to frame an understanding of what you are really asking.</p> <p>The expanded LED in the price sign is also now over 18”. That is another modified sign that is another expansion. It seems everywhere you are modifying, you’re not just expanding over the Historic Guidelines but the actual zoning code.</p> <p>If we could at least see the variances and see what you are seeking variances on, it would be helpful to review the project.</p>	<p>I completely understand. Looking through the code and looking at the information, I do understand that there is quite a bit of deviation we’re asking for this particular site. I’m valuing your information and input so I can take it back and convey that information to the powers that be and we can make a decision on what can be supported. And, if they want to seek a variation, the likelihood of that being to prevail, considering that this location has it’s own coordinates and signage code and it hasn’t been deviated. That’s good information to have convey that to my clients to have a conversation on what we should propose here.</p>
<p>(Anthony Kobak) Do you know if someone has had a conversation with our Zoning staff? We don’t want it to be a mystery. The Zoning staff will help you identify and list the variances if you want to pursue those.</p>	<p>The illuminated light panel, the graphic up now is kind of what it looks like in the evening (the canopy that we are proposing).</p>
<p>As a neighbor, I’m going to say that is definitely a highway or mid-type road approach and not a commercial district appropriate lighting solution for this location. I think the neighbors would be appalled because it’s going to be way too bright. I don’t think you need that much. You have businesses right up against you on both sides and residents right behind you. I think we have to consider asking you to tone it down.</p>	
<p>Actually, it might brighten the place up a bit.</p>	
<p>There’s good signage and bad signage.</p>	

Questions and Comments from Attendees	Responses from Applicants
<p>You have to remember catty corner to this is an apartment building and this is going to illuminate the apt. building all the way around. I think some people would have a problem with the degree of illumination.</p>	
<p>There is actually a lot (of apartments) on Carson and Wrights Way. I think the light would affect a lot of people around that area.</p>	
<p>You're right, I take back my comment.</p>	
<p>Whether you are pro-light or not, the canopy which is not illuminated, you're trying to illuminate it and this will have a ripple effect with the other Coen location and most likely be picked up by BP. Every other business will want illumination on all their signs. These precedents are important and we try to argue against them or try to factor them in carefully. The Guidelines don't say you're not allowed to have lighting specifically on the canopy. We'll make a case that we won't support all the extra signage and the extra illumination because it is not established as a non-conforming situation.</p>	
<p>Can you talk about the flags and the banners? Is there standard stuff that you are doing? I feel like that (banners) is signage too, as well. And, the flags, I assume they are not American flags and rather Amoco signs.</p>	<p>I'm not a 100% sure about the flags. I would have to get more information on what they are proposing. Actually, these flag signs are located in the general area here to identify the pump.</p>
<p>That doesn't say it has to be lite – I'm hoping not.</p>	<p>I would believe it would be illuminated. It would be attached to the poles here and project out.</p>
<p>Vacuums and air pumps – it doesn't say how many you are adding or fixing. Same with the window cleaning equipment, there is not really one there now. Can you tell us the plans for this site regarding these accoutrements?</p>	<p>They would replace and upfit the facility in the way that if it is not operating, they would reinstall or update it. The vacuum – they have it at particular locations. It's by demand. If it is needed at this particular location, they would consider including it. It is all relative of what that particular station is requiring.</p>
<p>Coen – is this a new brand or company that is statewide or nation or a local firm?</p>	<p>It's nationwide.</p>
<p>How many locations do they have (approximately)?</p>	<p>They are growing. An initiative with Amoco and Coen. They are looking to rebrand them.</p>
<p>A dumpster enclosure? They (dumpsters) are just an eyesore. If that could be addresses with the rebranding, that would be a great improvement.</p>	<p>I am taking notes. I will share that with the client.</p>

Questions and Comments from Attendees	Responses from Applicants
I assume they are going to repave it, right? They should take a look at it. It needs some repairs.	I wouldn't assume anything.
There is a curbcut issue with this property that will eventually need to be addressed. Nearly the entire area on Carson St. has been pulled down to grade so that there is no curb. It is unsafe for pedestrians and the parking lot, itself. It is a dangerous situation.	
That survey is outdated. The canopy doesn't exist where it is drawn and, I think, the building is misplaced on the site.	
What does "direction of swoosh" mean?	It's the striping. (Applicant referenced the graphic "swoosh" on the pump designs.)
You said sign pricing would only be for regular and club.	That was on the free-standing sign. The Coen Club is the discount if you are a Coen member.
So, you don't get the diesel or high-test number?	I believe this particular location is only going to be unleaded.
At the other CoGos location and BP when they went from the old style to digital, they only allowed one LED gas price (regular) because we didn't want to see 3,4, 5 sets of numbers. All that lettering at the top has be 18" maximum. The less full-panel acrylic rear-illuminated it is, the better.	You made that comment of having blackout and that is a potential solution that I will present, as well. The gas prices can be regulated at central office (with digital), where the person has to go out and change the price, periodically. This is why they are moving to the digital. It is more controlled and they can change the prices instantaneously based on the market.
That's the same argument at the other locations and HRC did allow that exception into the code for the precedent to change and allow LED numbers at gas stations. So, you're over the hump there, now we're going to argue about the number – how may sets of numbers.	
	If we did blackout (interrupted)
We would probably allow you to do push through letters on the Coen and logo symbol.	Like maybe even a pan form, push it out and then blackout behind it. I'm just thinking how to present that to the sign manufacturer to be able to do that. It already looks like it is pan formed.
I'm saying it is done two ways – the BP sign is a metal panel with push through acrylic letters that are illuminated and I think the other CoGo signs were full acrylic panels but they blacked out inside and just did the graphic illuminated. So, you have either option.	Ok. I assume with the light bar, it would be advantageous to meet the existing condition.

Questions and Comments from Attendees	Responses from Applicants
Do you know the existing height of the canopy band?	I don't know if we have the technical survey. I will find out what the Sunoco was. 36" does also allow for the electric for the illuminated Amoco and light bars themselves.
Carson Street Improvement Project (shared the drawing on screen). You are the top right corner. You can see a bump-out that is going to take up half of your frontage, at least. There will be some remedy to the curb cut issue. Having it more defined would be something we would love to see as a community. It is 200-300 foot depressed curb right now. It's not very defined as a pedestrian – you don't know when people are going to zing off the road and cut you off – there's no defined area to turn off. This is going to help it but if it could be helped more, that would be great.	Will those improvements affect any setbacks?
No, it's just going to impact your access, and hopefully the aesthetic.	Ok.
I think it would be important for us to talk with representatives from Coen market. There is an opportunity; there is an interest. Possibly schedule additional meetings around the LRC, HRC, zoning, and around the community piece. It would probably be helpful for you and Coen markets to continue a dialogue with us on these various pieces.	
We invite you to meet with LRC separately. You're not required to come see us. It's free. If the owners want to be a part of the conversation, bring them along. We would help you through the E. Carson Street District Guidelines on the signage issues.	I appreciate that and I understand that.

Planner completing report: Anthony Kobak