

Greenfield Advisory Plan Commission  
June 14, 2010

The Greenfield Advisory Plan Commission was called to order by President Steve Cooper at 7:00 p.m.

Present: Steve Cooper  
Paulette Richardson  
Becky Riley  
Jill Carr  
Digby Terry  
Carl Graham  
Mike Fruth

Also present:  
Gregg Morelock, Attorney  
Joan Fitzwater, Zoning Administrator

First on the agenda was approval of the minutes from the May 24th, 2010 workshop on the signs. Mrs. Carr stated that the minutes did not reflect her presence at the meeting. Mr. Richardson made a motion to approve the minutes as amended, and Mrs. Riley seconded the motion. Motion carried.

Ms. Fitzwater gave the administrators report by reviewing the current building permit numbers stating 20 single family dwelling permits had been issued and a total of 142 permits for the year.

The next item on the agenda was petition PC-2010-04, 1500 N. State St. Kroger Limited Partnership, requests a corridor overlay develop plan approval for a fuel center with 4-pump islands and a kiosk which is zoned Planned Business. Ms. Fitzwater gave her staff report which included a description of the project, location history and explanation of the required corridor overlay development plan approval. Ms. Fitzwater detailed the two variance request to be heard by the Board of Zoning Appeals for signage and a reduced green space along Melody Dr. Ms. Fitzwater stated that she would like to add a condition to the staff report that the two trees in the right-of-way be moved to inside the property line. She also suggested that the some of the flowering shrubs called for around the sign be changed to evergreen shrubs. The city would like to see sidewalks installed along State Street inside the property line. Ms. Fitzwater concluded with a recommendation to approve the corridor overlay plan with the conditions as listed in the written staff report, and the condition that the maple trees be moved out of the right-of-way.

Mr. Ron Pritzke came forward to represent the petitioner. Mr. Dan DeSicio with Kroger's real estate department and Sandy Usered with Kroger were also present. Mr. Pritzke gave a history of Brandywine Plaza and Kroger's commitment to the strip center. He went on to describe the corridor overlay landscaping and stated that the petitioner agrees to the landscaping as asked for in the staff report. This gas station is not a convenience store and will have a relatively small kiosk. During the question and answer period between the Commission and the Petitioner, a statement from Mr. Kile who was not able to be present was read into record. "I could not attend tonight, however I strongly favor requiring the sidewalk in connection with this approval." The petitioner stated that they are not interested in building the sidewalk unless there are sidewalks to connect it to. They stated that they will continue to work with the City regarding the sidewalk issue and will install the sidewalk for this property when it will connect to other sidewalks. After a few additional questions, Mayor Brad DeReamer came forward to thank Kroger for being a good corporate citizen and to state that the City is ready to bring the sidewalks to the project. If Kroger will commit to install their portion during the construction phase the City will bring the sidewalks to them. He went on to say that the City has already sought a bid for the sidewalks and that Kroger's portion would be \$3,000 for 100 foot of sidewalk. Mayor DeReamer also asked that Kroger continue to mow the State Street right-of-way as has been done in the past by the current property owner.

After a few questions from the public, Mrs. Richardson made a motion to add two additional conditions to the staff recommendations which include installing sidewalks by Kroger with Mr. Reeds permission and that they be required to mow the State Street right-of-way. Ms. Fitzwater reminded the Commission that she would like to add a condition to move the maple trees out of the right-of-way. Mrs. Riley seconded the motion to add the additional

conditions, motion unanimously approved. Mrs. Richardson made a motion to approve the corridor overlay plan submitted May 19, 2010 with the conditions listed in the staff report and those added during the hearing. Mr. Terry seconded the motion which was unanimously approved.

The next petition was PC 2010-06 Elanco, 2500 Innovation Way Building B, for a development plan amendment to allow for an additional sign. Ms. Fitzwater gave her staff report which included history of signage in the business park and an explanation of the conditional approval given for the sign that is currently on the building. Staff gave a favorable recommendation for permanent approval of the sign.

Mrs. Richardson questioned the location of the new sign. Mr. Greg Cunningham of Premier sign came forward to represent the petitioner. Mr. Cunningham stated that the petitioner wanted it at that location, it is the tallest building. Mr. Terry made a motion to approve the petition to allow additional signage. Mrs. Riley seconded the motion which was unanimously approved.

In other business, the Commission continued their work on the proposed sign code ordinance specifically working on signs allowed by permit in business and industrial zones. Ms. Fitzwater stated that the last workshop ended with a discussion regarding EVMS signs and their illumination and duration of the message. The sign committee recommends EVMS signs that have a black background and not full color electronic signs. Hancock Regional Hospital did set up their sign to run at 10 second intervals for a test.

Mr. Kenneth Peskin, State and Local Government Affairs Manager of the International Sign Association came forward to make a presentation on EVMS signs. Mr. Peskin reviewed the proposed ordinance and how it handles problems associated with EVMS signs, and how it limits higher technology. The two ways to measure the brightness are the brightness at the surface or face, or the brightness at where it is perceived at the human eye. Mr. Peskin suggested the brightness be regulated as foot candles. He submitted a report to the Commission that describes the standards for using foot candles as a brightness measurement. The suggestion was made not to include all illuminated signs in this brightness section of the ordinance, just electronic signs.

After fielding questions regarding the brightness of EVMS signs, Mr. Peskin then described to the Commission how it can be detrimental to limit the colors allowed in an EVMS sign and how it limits diversity. Mr. Grant Merron with the Daktronic Company came forward to address the Commission. He stated by allowing all colors it creates an easy communication tool to try to attract business. He used examples of advertising Power Aides and Snicker Bars for sale. Mr. Morelock asked if there is any reason that the message should be a monochromatic. Ms. Fitzwater asked if the message should be all words or allow graphics. Mrs. Richardson stated that it should be word message only. Mr. Merron stated that sometimes the logo of the product is used. He also used an example of multi-tenant center sign where the EVMS is used to display the individual tenant's sign. Mr. Peskin stated that the one line copy is a dying breed of sign. Again, Ms. Fitzwater asked if it is graphics that the Commission is concerned about. Mr. Morelock stated that a logo may appear in three colors, but that is not a graphic. He went on to say that he can see an issue from an enforcement standpoint of trying to distinguish between a logo and a graphic. Mr. Peskin stated that he felt it was animation that was the problem. The Commission then stepped outdoors to view Mr. Peskin's demonstration of the capabilities of an EVMS sign.

Upon returning, Ms. Fitzwater stated that she would like to get the Commission's vote on allowing just a plain message board or allowing graphics in full color but as a static image, not animated. Mrs. Richardson stated that she has somewhat changed her opinion, however would like to see it remain a black background for message boards without graphics. Mayor DeReamer asked that the Commission to go forward with the graphics and not go half way. Why would businesses spend thousands of dollars on signs to bring in business and not be able to utilize them? It is a matter of being pro-business. There is nothing wrong with graphics in the background. Our current ordinance is behind; we need to be ahead of the curve. The Commission made plans to review a CD that was given regarding EVMS signs. Mr. Cooper stated that he did not have a problem with graphics as long as they were static, and doesn't see a difference between it and a painted sign. Other Commission members stated that they agreed. Mr. Peskin suggested that the Commission allow portable illuminated signs for temporary traffic control. He also spoke about geometric shapes other than a box for figuring the square footage of a sign. Mr. Peskin cautioned the Commission on how they addressed political signs and opinion signs in reference to time limits. Mr. Peskin suggested that the Commission also look at the sections regarding, damaged signs, abandoned signs and menu boards.

After a brief discussion regarding illumination, the Commission decided to take up the discussion of gas station signs and the Historic District at its next meeting. Being no further business to come before the Commission, Mrs. Carr made a motion to adjourn, Mr. Terry seconded. Meeting adjourned.

Respectfully,

Donna Butler  
Permitting/Zoning Technician