

Minutes of the Zoning Board of Appeals Meeting of April 18, 2013 - 7:00 P.M.

MEMBERS PRESENT: Regis Barrett, Chairman  
Earl Bloam  
Wally Parker  
Dean Bredenbeck

ABSENT: Jeanne Hartman

ALSO PRESENT: Tina Westfall, Acting Secretary  
Edward Fitzgerald, Building Commissioner

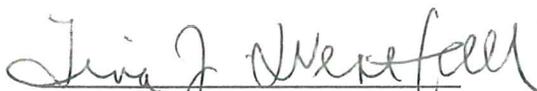
Chairman Barrett – I would like to call the Zoning Board of Appeals meeting to order. Roll call was taken and the following members were present, Regis Barrett, Earl Bloam, Wally Parker, Dean Bredenbeck. Jeanne Hartman was absent.

A motion was made by Wally Parker, second by Earl Bloam to approve the minutes from March 21, 2013.  
**Vote Resulted: Yes – Regis Barrett, Earl Bloam, Wally Parker, Dean Bredenbeck.**

Chairman Barrett: **Item #1** – A request from David Sommers & Associates for a 116 square foot variance to install a complete new sign package for the entire building of Dunkin Donuts/Baskin Robbins at 4740 Ridge Road. P.P. #433-15-016 Elizabeth Eaken was present representing David Sommers & Associates. Ms. Eaken: Every so many years national chains need to update their image. This is in fact what we are doing to this Dunkin Donuts. These are the elements that have come from the corporate office. Two main goals for this project: to increase the curb appeal of the building and update it. There was discussion of the details of the changes that are being requested. The corporate office wanted to convey a new image with the signage. The challenge with this site there are two different food concepts within the building. The Baskin Robbins concept needed to be adequately represented both the coffee and ice cream in the project. Commissioner Fitzgerald: The existing sign was 298 square feet and the request is 414 square feet. They are bringing the building up to today's standards for the corporate logo. I see no opposing of the granting of the variance. This is a win, win for the City and the business. There was discussion of the location of the freezer section of the building. Dean Bredenbeck: What would the size of a sign for new construction? Commissioner Fitzgerald: I would need to calculate it but it would be two times the frontage. Approximately 60 square feet that would be allowed. Commissioner Fitzgerald: There was an existing variance for the signage that is in place. They are requesting an additional 116 square feet from the existing variance. Earl Bloam: Their present sign based on my calculation is 500% greater than what the code allows. If they add 114 square feet that would be a 39% increase. In additions per pictures I saw, you will have signs above the roof line and according to one section of the code, wall signs cannot project above the roof line which would mean an additional variance. As I look at this the basis of granting variances for the City is in the code. Portions of the zoning code were quoted. Why do we have zoning codes if we keep accepting variances to it? We should not keep granting these variances all the time when they are not due to a hardship. I cannot support this variance request. Dean Bredenbeck: Do we have anyone representing the owner? Ms. Eaken: No. This is franchise owned not corporate owned. Ms. Eaken: Correct. They put up signs basically on their own on corner poles right on the edge of the property. If Dunkin Donuts can put up 50 square feet of signs anywhere they want, I don't know why we are talking about 116 square feet. There was further discussion regarding square footage of signage. Commissioner Fitzgerald: You can make a motion to grant the variance and make a stipulation that any other signage that you are describing cannot be installed. It would be up to me as building department to police the area per your motion. Chairman Barrett: There is something in the code of why we have a code. It is impossible to cover every situation. There was further discussion regarding square footage. Ms. Eaken: I do not think the signage is the least bit offensive. It is quite nice. Wally Parker: What is going to happen with the exiting pole sign? Ms. Eaken: That will remain with the new facing/image. Chairman

Barrett: I like the appearance as it is now. When I review the proposal the large sign takes away and there's nothing that stands out. It is set back and cannot see it from a distance. The new signage will attract attention. There was discussion regarding the height of the signage and color. Chairman Barrett: Did you receive approval of Zeisler Morgan? Ms. Eaken: Yes, they were very involved with this project and they requested more signage. There was continued discussion regarding the pole sign. Earl Bloam: With the architectural remodeling that they are going to do, that alone will be a great eye attraction and with the existing square footage of signs I think it is livable. Ms. Eaken: We really looked at all Dunkin Donut and Baskin Robbins signs and the challenge is both businesses need signage. There are two different concepts we need to convey. We need the project completed as soon as possible. There was discussion of where the signage would be placed and the importance of the signage to the franchisee. There was discussion regarding tabling this request until next month. Wally Parker: Commissioner Fitzgerald: The square footage of the sign, was it calculated as one side or both sides? Ms. Eaken: It was calculated with both sides. Commissioner Fitzgerald: The calculation should only be one side not both sides. This reduces the request by 80 square feet. Ms. Eaken: Then I calculated incorrectly. The variance that we would request is 9 square feet and for the extension of the pole sign above the roof line. After further discussion a motion was made by Regis Barrett, second by Earl Bloam to approve a request from David Sommers & Associates to approve a 9 square foot variance to install a complete new sign package located at 4740 Ridge Road. **Vote Resulted: Yes – Regis Barrett, Earl Bloam, Wally Parker, Dean Bredenbeck.**

A motion was made by Dean Bredenbeck, second by Earl Bloam to adjourn the meeting. **Vote Resulted: Yes – Regis Barrett, Earl Bloam, Wally Parker, Dean Bredenbeck.**

  
Tina Westfall, Acting Secretary

  
Regis Barrett, Chairman