

**BZA MINUTES**

**FEBRUARY 19, 2019**

Members present: Bill Davis, Jon Peacock, Jason Hawley, Bryn Albertson, Myron Cougill and Don Calhoun

Absent: John Brutchen

Legal Representation: Jason Welch

Staff present: Randy Abel, Executive Director, Debra Johnting, Recording Secretary

Others present: Anthony Parrott, Julie Parrott, Elizabeth Thieme, Ed Thornburg, Todd Longfellow, John Reece, Claudia Thornburg

Chairman Hawley: It is 7 o'clock, and we'll call this meeting to order. It is Tuesday, February 19, 2019. The first thing on the agenda is to approve the minutes from the last meeting which was held January 22, 2019. Do I hear a motion?

B. Davis: I will make a motion to approve the minutes as written.

Chairman Hawley: It has been moved and seconded to approve the minutes as written. All in favor say aye, all opposed, none. The minutes are approved as written. Ok, next on the agenda tonight is BZA2019-5-V, Triumph Signs on behalf of Casey's Marketing Group. It's a variance to install a 60' high-rise sign with a logo of Casey's General Store. The allowable height from the 2016 Ordinance would be 25', the new sign ordinance requirement would be 15'. Do I have anyone in the audience who would like to speak on behalf of Triumph Signs? Please have a seat, and state your name and address for the record.

E. Thieme: Sure, my name is Elizabeth Thieme, I'm with Triumph Signs, and I live in Mason, Ohio.

Chairman Hawley: Did you receive Article V, Conduct of Hearings?

E. Thieme: Yes

Chairman Hawley: So, I will give you the floor, why should we accept the sign variance you are proposing?

E. Thieme: Sure, so, Casey's General opened a new distribution center in Terre Haute, Indiana about a year and a half ago and so they are really starting to try and penetrate the Ohio, Indiana area. They're based out of Iowa, and they're really just trying to bring quite a brand awareness over this way in the Midwest. It was last summer when they were looking at these four properties over here, and any time they have a site, they do a pretty extensive analysis to see what kind of signage they can get. Signage is very important to them so we do what is called a plaid test where we bring out a crane, typically that will raise to 125' and we actually take a couple of hours drive up and down the street in order to see how high do we need a sign that we can see. When we were headed south on 27 that is the one angle that you really could not see a sign until we brought it up to 60 foot. When you are northbound, I mean, the lay of the land, you can see that pretty far out. That one they were not concerned about that

at all. It was really just when you were southbound on 27, the highway is elevated there. There's also a large blue building, some foliage and it doesn't allow you to see even the Randolph Inn sign until you're kind of already coming down and if you may have already made your decision with the signs that you see on the left side. So, after that analysis, they said, "You know what, let's see if we can get a sign that's 60' tall". Because through all their research they find that when people see a high-rise it triggers a decision making and they are more likely to go to your store if they see that high-rise sign. So, that's how they make the decision, and say we want to see if we can get that sign there because it will help us be competitive in the area, and just definitely help with business and bring more tax dollars to the area. That's basically how they came up with their decision.

Chairman Hawley: Does the board have any questions that they would like to ask? I was just thinking that coming south on there if you are exiting off of 27 onto 32, that is a right turn only which would put your proposed site to be the closest vendor within the area. Everyone else would have to go under the overpass.

B. Davis: Unless they just kept going south, and didn't hit Winchester at all.

Chairman Hawley: I was thinking about just the exiting of 27.

E. Thieme: Right, but we want them to already have made their decision that I only have one chance and if they haven't slowed down already they're just going to keep on going, and eventually someone could turn around and then we're kind of also not in a good situation because then they will turn right rather than left. Because mainly it was because the southbound you could not see it, we kept inching it up because we were aware of the sign code, we don't like to go outside of it, but unfortunately we drove up and down and up and down, and we're like, we can't see it. Even at 60' we can just start to see it. We had a big sheet of drywall that we put up there, and just the top of the sign would be 60 so the sign would be larger than a 4x8 sheet of drywall.

B. Davis: Just to refresh, where would the sign be? It's in the back of the property?

E. Thieme: I do have a site plan if you all would like to see it, it's back there towards Referees right back there. And, that would help it be seen, because if it's close to the road, the way that road is elevated, and the trees, you just can't see it.

Chairman Hawley: Now, in the state of Indiana, there are other 60' signs for Casey's?

E. Thieme: In Indiana, not that my company has completed. I would say that Casey's typically goes for towns that are almost 5,000 to 10,000 in population, they're kind of a community staple. I lived in Greenfield, Indiana, and that was my local stop for pizza, everything. It was just, that one was on a smaller road, and there was no hardship because 40 was just flat. The only time we do the variances is when there is a hardship. There was a variance in Indiana but that was a monument. That was one I had to get raised because again it was almost like in a culvert type area and so we're just trying to raise it up to be with the others or to overcome our hardship. When I was driving here I was like, man the highway is flat the whole way except for the one area that is elevated. And so it just so happens that this is where they are hoping to be, and it's just kind of the cards that we were dealt with this location. We do have one in Tipp City, Ohio. That one we did get a variance and it will be 99'. And I saw the

comments that it was denied but we were able to make some changes and that will be 99' and that will be getting installed next Monday.

Chairman Hawley: I'm not really familiar with Tipp City, what is the reason for the 99' sign, is it near an interstate?

E. Thieme: It is, and it was again kind of the lay of the land. You can't see it, until you are past the exit, and once you are past the exit, we've lost the business. It's kind of, there's, if you need gas you are going to go to the next exit. Most times you are in a panic, or so that one, in order to see it before your exit, then we needed to raise it.

Chairman Hawley: Are there any other questions?

J. Peacock: So, tonight are we just discussing the 60' sign or are we also discussing the other signs?

R. Abel: We have already granted them the rules out of the old ordinance since they started discussions on the sign before the new one was signed. We already told them we were going to use the old ordinance. We've already agreed to the 25'.

J. Peacock: So, if this is denied, what is the likelihood of locating in this county?

E. Thieme: I'm not the decision maker on that, but I do know that they don't technically purchase the property until they've got all their ducks in a row. It's kind of, they've got, you know, if this happens, this happens, this happens, I mean, I can't tell you that yes, we still would be there, or no, because I wouldn't be the decision maker on that. But I know that it's, they may or may not purchase if all their ducks don't line up. I don't know the real answer for that.

R. Abel: Do you have logo or directional signs on those interstates like I-75 at Lima and Tipp City?

E. Thieme: Yes, they do. Well, Tipp City is not in yet but in Lima yes they do.

R. Abel: So you have directional and logo signs there.

E. Thieme: Yes they do. They feel very strongly about signage.

R. Abel: In our research we found far more logo signs on the interstate than we found tall signs.

E. Thieme: Yes.

R. Abel: Even when your competitors had taller signs.

E. Thieme: Yeah,

R. Abel: So they must think the logo signs are pretty effective.

E. Thieme: It's more that they may have tried for them, and not been granted. Because I am sure that everyone's aware that sign ordinances are getting more and more restrictive on the height of signs. It's just kind of the direction everyone's going. And some of the competitors have been there longer. We're completely new to the area, so we're trying to keep up with the big dogs and put up basically the same fight.

Chairman Hawley: Is there any other questions for Triumph Signs? Is there anyone in the audience who would like to speak for or against this variance? Please state your name and address for the record.

A. Parrott: Anthony Parrott, 771 East Washington Street, here in Winchester. Why do they need a 60' sign, why can't they put an informational sign out on the highway that says, Casey's, next exit?

Chairman Hawley: The last time we had this, there was some discussion about that, did we ever get any education on those?

R. Abel: I put in that one sheet for you the contact for the state. It's for logo and directional signs. And so there is a total possibility. And for our research, many of their businesses use the logo and directional signs.

A. Parrott: I don't think Arby's and McDonalds or any of them are 60' signs are they?

Chairman Hawley: Actually McDonalds is 45', Arby's is 60' and the Marathon by Mrs. Wicks is 30'. The other Marathon is 60'. But the ordinance has changed since then. When the McDonalds was put in the ordinance at the time was 75'.

A. Parrott: Thank you for listening.

Chairman Hawley: Is there anyone else who would like to speak? Alright, if there is no one else we will call for a vote. I will accept a motion for a roll call vote. A motion has been made and seconded for a roll call vote. Debra?

D. Johnting: Don Calhoun, no, Bryn Albertson, no, Jason Hawley, no, Bill Davis, yes, John Brutchen is absent, Jon Peacock, yes, Myron Cougill, no. Motion denied 4 to 2.

Chairman Hawley: Motion is 4-2 denied. And, the other case we have on tonight is BZA2019-7-V has asked for an extension, if I am not mistaken, correct?

R. Abel: They have asked to be continued to the next meeting which will be March 19.

Chairman Hawley: Ok, so we'll put that on the back burner until then. I think that's all we have for this evening. Is there any old business we need to discuss? If there's nothing else, we are adjourned. Have a good evening, see everybody next month.

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Jason Hawley, Chairman

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Debra Johnting, Recording Secretary

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Bill Davis, Vice Chairman