

ANDERSON TOWNSHIP PLANNING AND ZONING - STAFF REPORT
CASE 4-2014 ANDERSON MAJOR MODIFICATION
KROGER - 7580 BEECHMONT AVE

FOR CONSIDERATION BY THE ANDERSON TOWNSHIP ZONING COMMISSION ON NOVEMBER 18, 2024

APPLICANT: Alex Barnett, Permit Manager for Atlantic Sign Company, on behalf of Kroger Limited Partnership I, property owner

LOCATION & ZONING: 7580 Beechmont Avenue
 (Book 500, Page 202, Parcel 214)
 "EE" Planned Business District

REQUEST: The applicant is requesting a variance for 535.15 SF of wall signage where 500 SF is permitted per Article 5.5, G, 2, a of the Anderson Township Zoning Resolution. Currently 434.55 SF of wall signage is installed.

SITE DESCRIPTION:

<i>Tract Size:</i>	14.173 acres
<i>Frontage:</i>	405' on Beechmont Avenue, 360' on Wolfangel Road
<i>Topography:</i>	Relatively flat, with small decrease in grade to the north
<i>Existing Use:</i>	Kroger and Kroger Fuel

SURROUNDING CONDITIONS:	<u>ZONE</u>	<u>LAND USE</u>
<i>North:</i>	"E-PUD" Retail - Planned Unit Development	Anderson Towne Center
<i>South:</i>	"EE" Planned Business District	Multi-family / Single-family
<i>East:</i>	"C" Residence	Medical Office / Retail
<i>West:</i>	"E-PUD" Retail - Planned Unit Development	Single-family Anderson Towne Center

PROPOSED DEVELOPMENT: The applicant is proposing an additional 100.6 SF of wall signage for Kroger, for a total of 535.15 SF where a maximum of 500 SF is permitted. The following three new signs are proposed:

- Sign 1 – "Liquor Control"** – 67 SF replacing 18 SF
- Sign 2 – "Pick-up Letter Set"** – 63 SF (new)
- Sign 3 – "Pick-up Pharmacy Drive-thru"** – 95.4 SF replacing 106.8 SF

ZONING HISTORY: A zoning certificate was issued in 2004 for the construction of the existing Kroger building including drive through lanes for the pharmacy and bank, plus a building and canopy for gasoline sales, parking improvements, landscaping, lighting and sidewalks. The Board of Township Trustees approved a Zone Change on December 18, 2014, Case 4-2014 Anderson, for a 50,000 SF (approximate) addition to the existing Kroger for a gross total of 176,343 SF. A total of 814 parking spaces were approved. A future development area at the corner of Beechmont and Wolfangel was also approved, with approximately 18,500 SF in two buildings on one acre. The Final Development Plan for Phase I (Kroger addition) was approved in February 2015 and Phase II (outlot) was approved in May 2015.

FINDINGS:

Approving Resolutions

The approving resolutions for the Zone Change and Final Development Plan did not contain specific language for wall signage, therefore, the maximum signage permitted is per Article 5.5, G, 2, a of the Zoning Resolution.

Applicable Plans

Anderson Trails and Walkways Plan

Not applicable.

Beechmont Plan

This property falls within Neighborhood 3 of the Beechmont Plan which encourages “Buildings that promote a pedestrian-friendly environment” and “Two story massing with unique details.” (p. 44)

Anderson Plan

The following Goals of the Anderson Plan should be considered when evaluating this application:

Economic Vitality

The Township should attract a variety of businesses to meet changing demographics and market demands. With a focus on an expanded tax base with an increasing amount of land developed for a mixture of non-residential uses, this will attract new businesses and promote and retain existing businesses.

Land Use and Development:

The Beechmont Corridor will be a viable and attractive destination for residents, as well as a regional destination for Greater Cincinnati.

Design Guidelines

Guidelines for building-mounted signs include the following:

- Design. Facade-mounted signs should be designed as an integral element of the architecture. The shape and materials of the sign should complement the architectural features on the building.
- Location. Signs should not be mounted in locations that obscure architectural details on the building. Signage should be mounted on vertical surfaces without projecting above the fascia trim.
- Signage Placement. Signage on awnings, windows, and other facade elements shall be designed to complement and be consistent with the building architecture.

RECOMMENDATION:

Staff recommends approval of the Major Modification to Case 4-2014 Anderson, as:

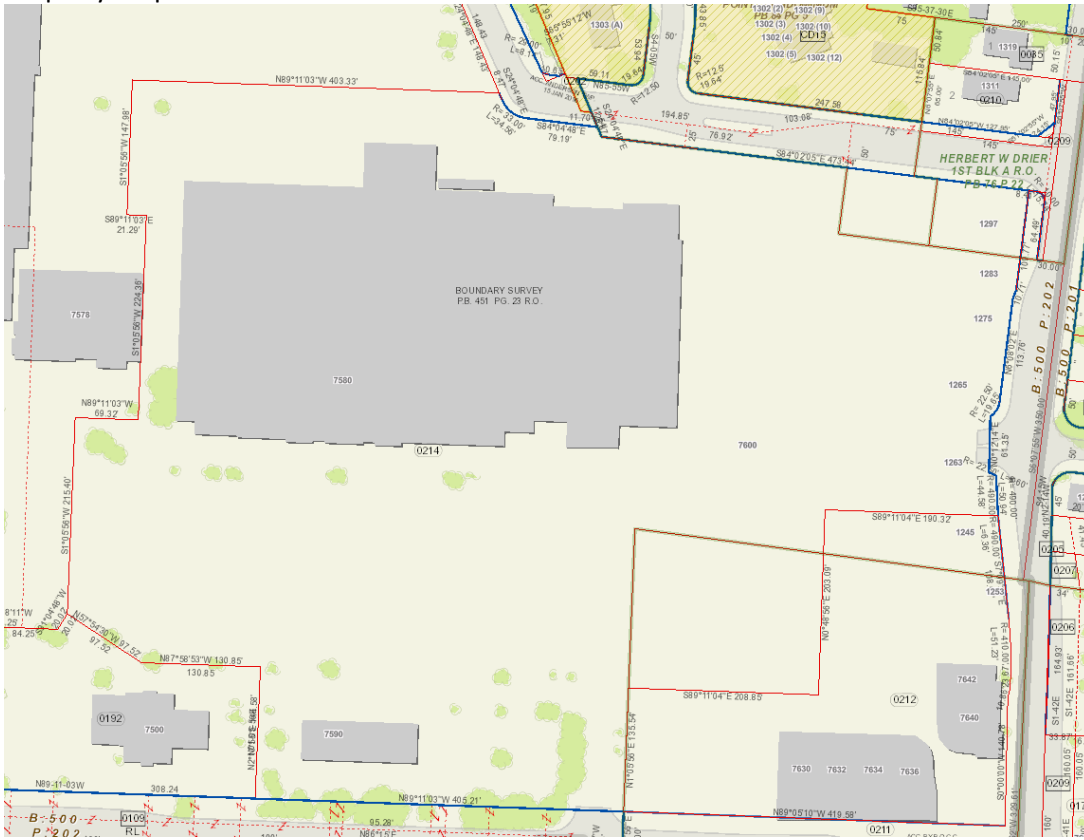
1. The proposed signage is reasonable compared to other storefronts in the Towne Center that are permitted 20% of their façade. The proposed signage is proportional to the façade of the Kroger building.
2. The proposed modifications are compatible with the site and surrounding uses in the Anderson Towne Center. The building is over 176,000 SF and set back approximately 400’ from Beechmont Avenue, and 360’ from Wolfangel, with a slight decrease in grade from the roadways.

3. The proposed signage is consistent with the Design Guidelines and Anderson Plan as the shape and materials of the sign complement the architectural features on the building, as well as existing signage.
4. The modifications allow for the applicant to realize a reasonable profit from the property. The proposed signage is on the front of the building and side that faces the parking lot, not the rear that faces a residential area.

**STAFF RECOMMENDED
CONDITION:**

1. That all temporary signage on the property be brought into compliance with the Anderson Township Zoning Resolution.

Property Map



Topography Map



Aerial Map



Zoning Map

