



Anderson Township Zoning Commission  
7850 Five Mile Road, Cincinnati, OH 45230  
Wednesday, October 23, 2024

Members of the Board,

The Kroger Company and Atlantic Sign Company respectfully submit these documents for a Major Modification to a Final Development at 7580 Beechmont Avenue. This site is home to the Anderson neighborhood Kroger Marketplace and Fuel Center.

Kroger is proposing to install three (3) new wall signs at this location. One sign identifying the presence of the liquor store. The remaining two signs being proposed are intended to identify pickup and pharmacy drive thru locations. These signs, as designed would be non-compliant per the standards set forth in §5.5(G)(2)(a), which states that the maximum square footage of wall signage for a building of this size is 500 ft<sup>2</sup>.

#### PROPOSED SIGNAGE SITE PLAN



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**Proposed New Signs**

Sign 1: "OHLQ" LED Illuminated Channel Letter Set

- Area: 67 sq ft
- Dimensions: 40"x20'-1.5"
- Illumination: Internal LED
- Quantity: One (1)
- Elevation: South

Sign 2: Pickup Letter Set

- Area: 63.1 sq ft
- Dimensions: 4'-4"x14'-6.75"
- Illumination: Internal LED
- Quantity: One (1)
- Elevation: South

Sign 3: "Pickup/Pharmacy Drive Thru" Internally Illuminated Channel Letters

- Area: 95.4 sq ft
- Dimensions: 8.5' x 14'-6.75"
- Illumination: Internal LED
- Quantity: One (1)
- Elevation: South

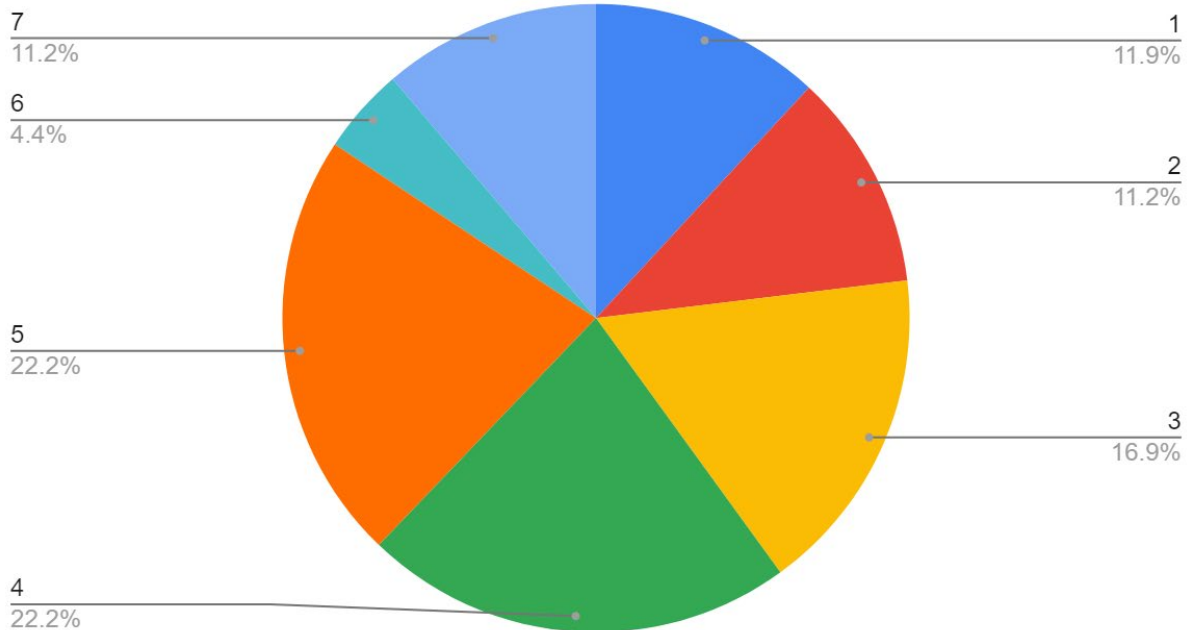
**Sign Inventory (Existing and Proposed)**

	QTY.	DESCRIPTION	SQ. FT.	TOTAL SQ. FT.
1	1	OHLQ LETTER SET	67.0	67.0
2	1	PICKUP LETTER SET	63.1	63.1
3	1	PICKUP PHARMACY DRIVE THRU	95.4	95.4
4	1	KROGER LETTER SET	125	125.0
5	1	KROGER LETTER SET	125	125.0
6	1	STARBUCKS LETTER SET	25.0	25.0
7	1	BANK SIGN	63.3	63.3
<b>TOTAL EXISTING &amp; PROPOSED</b>			<b>563.8</b>	<b>SQ. FT.</b>



**Sign Percentage of Requested Square Footage**

Sq Ft



**Variance Requested**

**§5.5(G)(2)(a):** Allow an excess of wall signage square feet in the amount of 63.8 ft<sup>2</sup>.

**Narrative**

Recently, Kroger has updated their corporate branding and have since started a national rebranding campaign to ensure consistency in brand management no matter which market area the customer chooses to shop. Additionally, these signs act as crucial components to effective wayfinding on the property.

Sign 1, as proposed on the submitted site plan and drawings is set to be the identification sign for the state liquor store located inside of the store. This signage is required by the state. Denial of this request would create an undue burden on Kroger through the risk of losing the store’s ability to sell wine and spirits. Additionally, this sign acts as an integral wayfinding sign. This sign will inform customers which side of the store the liquor store is located. This eliminates the frustration of customers having to walk to the other end of the store to get what they need.

Sign 2 is proposed to be a replacement for the current pickup sign. These signs are crucial wayfinding tools for customers trying to determine where to go to collect their order. This is especially important as pickup services are targeted towards the busiest of customers. The



improved wayfinding caused by this sign will ultimately lead to a better managed and safer parking lot for drivers and pedestrians.

Sign 3 is designed to indicate where the pharmacy drive thru is located. Not all Kroger locations offer drive thru services at their pharmacy. This sign will tell people which side of the store to go to whether they are planning on utilizing the drive thru or entering the store to pick up their prescriptions. Additionally, some customers may wish to use the drive thru for medical reasons such as being immunocompromised, elderly, or having mobility issues. Allowing this more readable sign will help those who need the drive thru service the most know where to go and that it is something offered at their Neighborhood Kroger Store.

### **Approval Justification**

#### **Improved Wayfinding**

- Effective wayfinding on a site like this serves multiple purposes
- Customers are able to enjoy the ease of navigation created through the implementation of effective wayfinding signs.
- Improved vehicular and pedestrian safety on and around the property. When the question “where to go” is eliminated, drivers can spend more time focusing on the road ahead of them, potentially decreasing occurrences of collisions.
- These benefits help this Kroger location better align itself with the enterprise’s Full, Fresh, and Friendly initiative whose goal is to provide a better shopping experience to all customers.

#### **Alignment with National Branding Standards**

- Brand recognition is crucial for the success of any organization.
- V The current signs still bear the outdated branding. This could cause confusion for customers, or possibly for those not familiar with the area, to completely miss the store if they are looking for the Kroger sign that they are familiar with.

#### **Compliance with State Liquor Requirements**

- The State of Ohio regulates signage for its liquor stores.
- This particular signage is required by the state.

#### **Footprint of the Property**

- This is one of Kroger’s largest stores in the region.
- The signs, as proposed, are proportionate with the building’s size
- The store sits back +/- 400 ft from the right-of-way. Making these signs have less of a visual impact than signs of this size would have been closer to the road.
- The setback of the store creates a hardship on Kroger by limiting them to smaller signs that are less readable from a distance.
- Compared to the business abutting the right of way, the need for large signs is substantially greater for this property’s layout/setbacks. Thus, creating an undue burden on Kroger.

#### **Neighboring Properties Not Affected**

- The setback of the building prevents neighboring properties from being disturbed by light pollution.
- These signs were designed to aid in identification and wayfinding without competing for the attention of drivers.



## **Conclusion**

We believe that approval of these signs will have a positive impact on the store, development, and the Anderson Township community as a whole. Furthermore, approval of this request will not be granting the applicant, property owner(s), or tenant any special privileges not provided to other properties in the Township.

The Kroger Company and Atlantic Sign Company greatly appreciate your time and consideration of this matter. We would also like to thank the Township staff and their help on this project. We look forward to our continued cooperation with the Township on this project and any others to come.

Respectfully submitted,

A handwritten signature in black ink that reads 'Alex Barnett'. The signature is fluid and cursive, with a large, sweeping 'A' at the beginning.

**Alex Barnett**

Permit Manager

**Atlantic Sign Company**

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