



# MORGANTOWN BOARD OF ZONING APPEALS

September 17, 2014  
6:30 PM  
City Council Chambers

**Board Members:**

- Bernie Bossio, Chair
- Leanne Cardoso, Vice-Chair
- William Burton
- George Papandreas
- Jim Shaffer

## STAFF REPORT

**CASE NO:** V14-38 / Kroger Fueling Station / 3100 University Avenue

**REQUEST and LOCATION:**

Request by Robert DeRiggi of J. D. Signs, Inc., on behalf of Kroger Limited Partnership 1, for variance relief from Article 1369 as it relates to signage at 3100 University Avenue.

**TAX MAP NUMBER(s) and ZONING DESCRIPTION:**

Tax Map 7, Parcel 260; B-2, Service Business District

**SURROUNDING ZONING:**

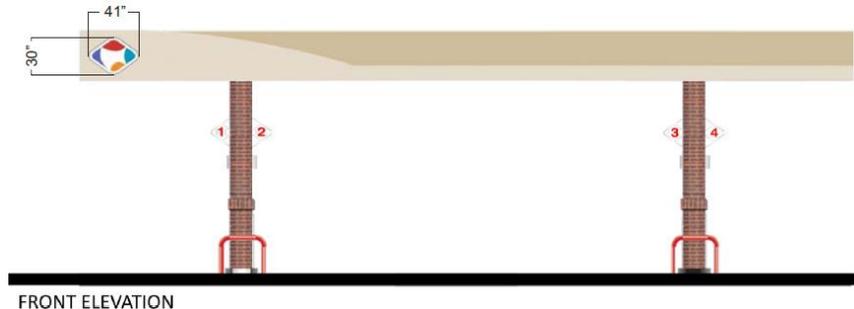
- North: PRO, Professional, Residential and Office District
- South: B-1, Neighborhood Business District and B-2, Service Business District
- East: B-2, Service Business District
- West: B-1, Neighborhood Business District

**BACKGROUND and ANALYSIS:**

The petitioner seeks to erect wall signs and a ground sign for a Kroger Fueling Station on the former Jordan’s BP Station located at the intersection of University Avenue and Collins Ferry Road. Addendum A of this report illustrates the location of the subject site.

Wall Signs

The following graphics have been clipped from the petitioner’s sign plan and illustrate the location of the two (2) proposed 8.5 square feet signs on the accessory fuel canopy structure (17 square feet total wall sign area).



**Development Services**

Christopher Fletcher, AICP  
Director

**Planning Division**

389 Spruce Street  
Morgantown, WV 26505  
304.284.7431



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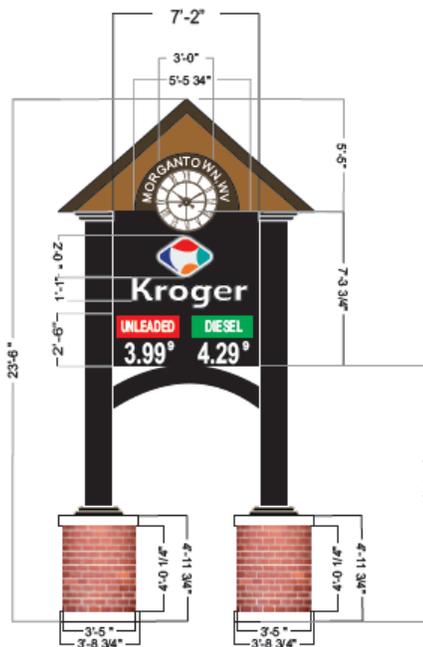


Article 1369.07(I)(1) provides that the maximum wall sign area on a building is 0.6 square feet per linear foot of building frontage. The frontage of the kiosk building is 29 feet, which calculates to a maximum wall sign area standard of 17.4 square feet. The proposed wall signs are less than the maximum area standard.

However, Article 1369.10(G) prohibits signs attached to accessory structures if they are legible from the public right-of-way or from other property. As such, variance relief is required to erect the two (2) signs on the accessory fuel canopy structure as proposed.

### Ground Sign

The following graphic has been clipped from the petitioner's sign plan and illustrates the proposed post-and-panel ground sign.



PROPOSED CLOCKTOWER SIGN

$$7'-3" \times 7'-2" = 52.5 \text{ sq. ft.}$$

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The overall height of the proposed ground sign is 23.5 feet. The area of the sign is 52.5 square feet, which does not include the supporting framework or the clock and pediment portion of the sign.

Article 1369.07(F) provides that post-and-panel signs may not exceed 6 feet in height and may not exceed 32 square feet in area. As such, the proposed ground sign must obtain variance relief to exceed the maximum height standard by 17.5 feet and to exceed the maximum area standard by 20.5 square feet.

It should be noted that Staff worked closely with the petitioner to assist in developing a master sign plan that significantly reduced the number and area of signs from what is customarily developed by Kroger's and by other similar gas station facilities. Emphasis was placed on developing one means of communicating fuel price given the three (3) separate vehicular approaches. Additionally, the petitioner has agreed to include a clock, the "Morgantown, WV" copy, and utilize higher quality sign materials and design elements in an effort to create a visual anchor for the community. Design and visibility considerations also included the height of the accessory fuel canopy structure, intersection improvements that are anticipated for the University Avenue / Collins Ferry Road / Baldwin Street intersections, and developing a ground sign that is less in height and area than the existing Jordan's BP Gas Station ground sign.

### **STAFF RECOMMENDATION:**

The Board of Zoning Appeals must determine whether the proposed request meets the standard criteria for a variance by reaching a positive determination for *each* of the "Findings of Fact" submitted by the applicant.

Addendum B of this report provides Staff recommended revisions to the petitioner's findings of fact (deleted matter struck through; new matter underlined).

As typically provided for sign variance petitions, no recommendation is submitted by Staff concerning whether or not variance relief should be granted nor are conditions recommended.

### **Development Services**

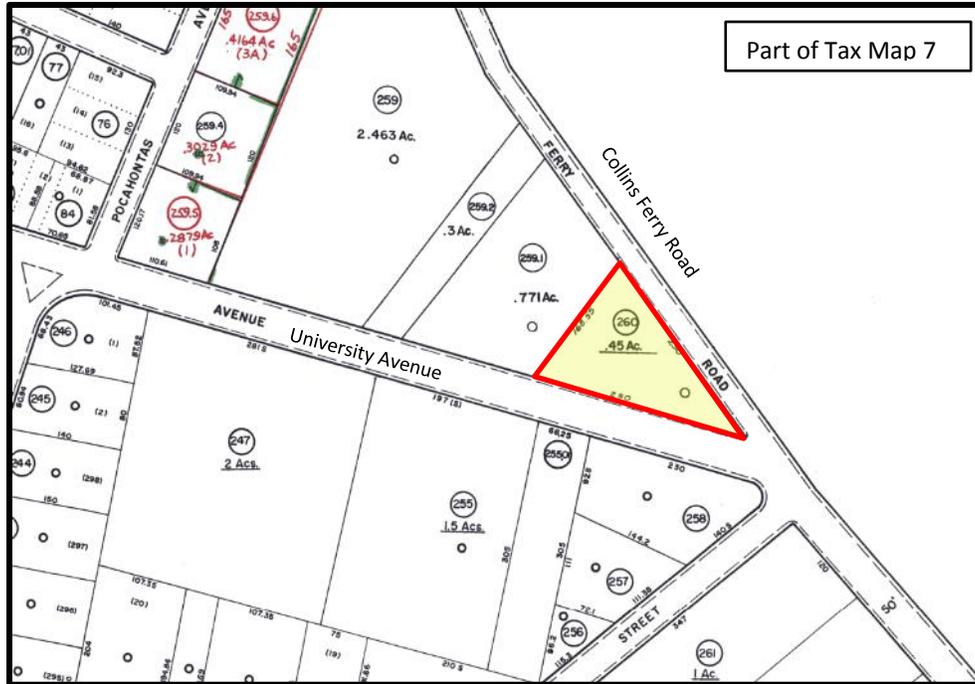
Christopher Fletcher, AICP  
Director

### **Planning Division**

389 Spruce Street  
Morgantown, WV 26505  
304.284.7431

**STAFF REPORT ADDENDUM A**  
**V14-38 / Kroger's Fueling Station / 3100 University Avenue**





## STAFF REPORT ADDENDUM B

### V14-38 / Kroger Fueling Station / 3100 University Avenue

---

Staff recommended revisions to the petitioner's Findings of Fact responses (deleted matter struck through; new matter underlined).

**Finding of Fact No. 1** – The variance will not adversely affect the public health, safety or welfare, or the rights of adjacent property owners or residents, because:

Subject property is located at the convergence of 2 access arteries coming into Morgantown. The site having has exposure to approx. 18,000 +/- ~~vehicular~~ vehicles daily ~~traffic~~. Many similar businesses in the regional area, have multiple brandings along with pricing and identification signage both on canopies and freestanding options. Proposed clock-tower size, type, and location will not only provide greater visibility from multiple vantage points, but it will do so with less than typical signage along with being more compliant than that presently on site, additionally while accentuating one of the City's entry arteries. Elevation of Post and Panel Clock-tower is necessary for visibility due in part to the necessary canopy coverage-elevation blockage, kiosk location/orientation-elevation blockage, and additional green-space blockage required around the kiosk. These combined issues would negate the effectiveness of a monument.

**Finding of Fact No. 2** – The variance arises from special conditions or attributes which pertain to the property for which a variance is sought and which were not created by the person seeking the variance, because:

With the proposed Fuel Center being located at a prime thoroughfare arterial convergence, along with the market involved competitiveness, not permitting the client reasonable means to effectively advertise (fuel cost/identity) would hinder their ability to justify the cost means for their investment and local improvement. Should they not be allowed similar exposure opportunities afforded to others in the region, identification/communication concerns are noteworthy since a considerable amount of the fuel center business will be directly related to visible sign conveyed information and navigation. Given existing signage clutter within the immediate area, and traffic volumes and speeds, erecting effective signs that meet that maximum height and maximum area standards at the subject location does not appear practicable or achievable.

**Finding of Fact No. 3** – The variance will eliminate an unnecessary hardship and permit a reasonable use of the land, because:

Wall Signs – Icon only on Canopy for Identification Purposes only. Located visually above the typical drivers' line of sight, non-obtrusive and additionally being parallel to the road they face. Post and Panel Clock-tower sign – Natural design and position of a post and panel sign affords minimal viewing obstructions between columns. Elevated placement of sign panels are above normal traffic line of sight in addition to being placed on premise, out of State ROW, located in a revised green-space area (outside vehicular and pedestrian areas) and placed near the position of the existing sign for which it is replacing, having no known safety concerns. Design also offers a community service with the incorporation of a Mainstreet Style clock, featured in the design pediment.

**Finding of Fact No. 4** – The variance will allow the intent of the zoning ordinance to be observed and substantial justice done, because:

The improved/planned use of the site, along with the requested signage, should not contribute to additional traffic congestion with the proposed being similar to that presently in existence. With the additional architecture features incorporated, planned land usage improvements, along with more compliant signage considerations, the possibility of decreasing the market values of neighboring properties is most unlikely.



APPLICATION FOR  
VARIANCE PETITION

OFFICE USE	
CASE NO.	V14-38
RECEIVED	8/8

(PLEASE TYPE OR PRINT IN BLACK INK)

Fee: \$75

<b>I. APPLICANT</b>		Name: <b>J. D. Signs, Inc.</b>	
Mailing Address:	1140 Aviation Drive	Phone:	304-363-3211
	Fairmont WV 26554	Mobile:	304-288-0070
		Email:	bderiggi@jdsigns.com
<b>II. PROPERTY</b>		Street Address: 3100 University Avenue	
Owner:	Kroger Mid-Atlantic	Zoning:	B2
Mailing Address:	3631 Peters Creek Road	Tax Map No:	7
	Roanoke VA 24038	Parcel No:	260
		Phone:	540-563-3652
<b>III. NARRATIVE</b>		Please describe the nature and extent of your variance request(s).	
<p>Kroger Mid-Atlantic is planning to open one of its first Free Standing Fuel Centers in WV @ 3100 University Ave. Improved planned site will be located along the Artery of University and Collins Ferry Rd. Location can be seen from 3 separate approaches. Request for Variance relief for both the 1) wall sign location and a 2) Supportive Post and Panel Clock-tower sign are as follows:</p> <p>1) Wall Sign- Proposed project includes both a 29' long kiosk and a 58' long fuel pump protective canopy. Traditionally Kroger uses the fuel canopy to display not only its corporate logo/name but also a 3 point price sign, sometimes on multiple elevations. With the canopy being detached from the Kiosk, it is understood that no signs are permitted on an accessory structure (Art. 1369 10(G)), thus signage is formulated and allowed only for the lessor/lower Kiosk. Based on the compliant sq/footage of signage allowed for a 29' facade, we are only allowed 17.4 sq/ft of signage. Request would be to have compliant Wall signs, located not on the lessor exposed Kiosk, but to be located on the typical supportive Fuel canopy structure. These would include 2 @ 30" x 41" logo Icons (8.5 sq/ft ea) located on the 2 longer 58' canopy sides yielding a compliant 17 sq/ft ttl of wall signs.</p> <p>2) Post and Panel Clock-tower: Existing BP sign is approx. 24' tall, displaying combined sign panels that are 12' tall by 7' wide excluding structure, or 84 sq/ft. Existing sign is presently non-compliant due to the single column design, height, and sq/footage (52 sq/ft over the allowed/18' elevation above the allowed-Art. 1369.07 F).</p> <p>Monument sign was a considered alternative for this location, but the consensus was that a monument would have minimal visibility due to location and green space interference, along with the blockage of the 13' elevated kiosk roof.</p> <p>Proposed is a more compliant Clock-tower design to not only provide the concerned identity for the site, but to accentuate the gateway artery with a more pleasing appearance. Proposed is a Post and Panel, slightly less in height than the existing BP sign, and presenting a combined signage display of 52.5 sq/ft (excluding the clock) or 31.5 sq/ft less than the existing sign. Sign body to afford an opportunity for Kroger to display their name/Icon/ 2 pt. Mylar type changeable illuminated price sign. (not LED). Sign location, type and elevation would afford Kroger visibility from all 3 approaches, and be the only freestanding sign on premise.</p> <p>Variance request for the Proposed Post and Panel Clock-tower would be 17.5' above that allowed elevation, and 20.5 sq/ft above the allowed sq/footage. Request appears similar in comparison to existing nearby freestanding signs and others of similar property usage located throughout the region.</p>			
<b>V.</b>			



City of Morgantown, West Virginia

APPLICATION FOR VARIANCE PETITION

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ATTEST

I hereby certify that I am the owner of record of the named property, or that this application is authorized by the owner of record and that I have been authorized by the owner to make this application as his/her authorized agent. I agree to conform to all applicable laws of this jurisdiction. The granting of a variance does not presume to give authority to violate or cancel the provisions of any other federal, state, or local law regulating construction or the performance of construction. I certify that the information submitted herein and attached hereto is true and accurate and understand that if found otherwise may result in the denial of this request or subsequent revocation of any and all related approvals. The undersigned has the power to authorize and does hereby authorize City of Morgantown representatives on official business to enter the subject property as necessary to process the application and enforce related approvals and conditions. I hereby authorize the Development Services Department to erect a notification sign on the subject property approximately 15 days prior to the BZA hearing. I further agree to maintain said signage and hereby accept responsibility in case of destruction or removal.

J. D. Signs, Inc.

Type/Print Name of Applicant/Agent

Signature of Applicant/Agent

Date 8/15/14

You or a representative MUST be present at the scheduled hearing to present the request and answer questions. Failure to appear at the hearing will result in your request being tabled.

VI. SUPPLEMENTAL INFORMATION

Depending on the type of variance request and the scale and scope of the development proposal, supplemental information may be needed to assist the Board of Zoning Appeals in rendering a variance decision. Staff will check the appropriate boxes below that must be addressed.

- Land Use Characteristics (complete only those that apply)
  - Residential       Single-Family Dwelling       Townhouse Dwelling
  - Two-Family Dwelling       Multi-Family Dwelling
  - Non-Residential or Mixed (please explain)

- Structure Characteristics (complete only those that apply)
 

Total number of buildings: \_\_\_\_\_ Gross floor area of each building: \_\_\_\_\_

Estimated number of employees: \_\_\_\_\_ No. of dwelling units: \_\_\_\_\_ No. of bedrooms: \_\_\_\_\_

Additional structure-related details: \_\_\_\_\_

- Additional Information (as required by Staff): \_\_\_\_\_

- Site Plan. A scaled site plan may be required to assist the Board in rendering a variance decision. The following features must be represented, as required by Staff.
  - Location, shape, exterior dimensions, and number of stories of each building on the site.
  - Standard yard setbacks for the applicable zoning district
  - Location, grade, and dimensions of paved surfaces, and all abutting streets



# APPLICATION FOR VARIANCE PETITION

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- Existing and proposed contours, at an interval of at least two (2) feet
- Complete traffic circulation plan showing dimensions, entrance/exit drives, planters, and similar improvements
- Location of landscaped areas (to be detailed on landscape plan), fences, walls , and other screen required

<b>VII. FINDINGS OF FACT</b>	<b>COMPLETE THE FOLLOWING STATEMENTS IN THIRD PERSON.</b>
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The Board of Zoning Appeals may grant a variance request only if each of the following "Findings of Fact" criteria is determined to be in the positive. Applicants must give their own responses to the following criteria statements.

**1. The variance will not adversely affect the public health, safety or welfare, or the rights of adjacent property owners or residents, because:**

Subject property is located at the convergence of 2 Access Arteries coming into Morgantown. Site having exposure to approx. 18,000 +/- vehicular daily traffic. Many similar business's in the regional area, have multiple brandings along with pricing and identification signage both on canopies and freestanding options. Proposed Clock-tower size, type, and location will not only provide greater visibility from multiple vantage points, but it will do so with less than typical signage along with being more compliant than that presently on site, additionally while accentuating one of the City's entry arteries. Elevation of Post and Panel Clock-tower is necessary for visibility due in part to the necessary canopy coverage-elevation blockage, kiosk location/orientation-elevation blockage, and additional green-space blockage required around the kiosk . These combined issues would negate the effectiveness of a monument.



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**2. The variance arises from special conditions or attributes which pertain to the property for which a variance is sought and which were not created by the person seeking the variance, because:**

With the proposed Fuel Center being located at a prime thoroughfare arterial convergence, along with the market involved competitiveness, not permitting the client reasonable means to effectively advertise (fuel cost/identity) would hinder their ability to justify the cost means for their investment and local improvement. Should they not be allowed similar exposure opportunities afforded to others in the region, identification/communication concerns are noteworthy since a considerable amount of the fuel center business will be directly related to visible sign conveyed information and navigation.



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**VII. FINDINGS OF FACT** | COMPLETE THE FOLLOWING STATEMENTS IN THIRD PERSON.

**3. The variance will eliminate an unnecessary hardship and permit a reasonable use of the land, because:**

Wall Signs- Icon only on Canopy for Identification Purposes only. Located visually above the typical drivers line of sight, non-obtrusive and additionally being parallel to the road they face.

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**4. The variance will allow the intent of the zoning ordinance to be observed and substantial justice done, because:**

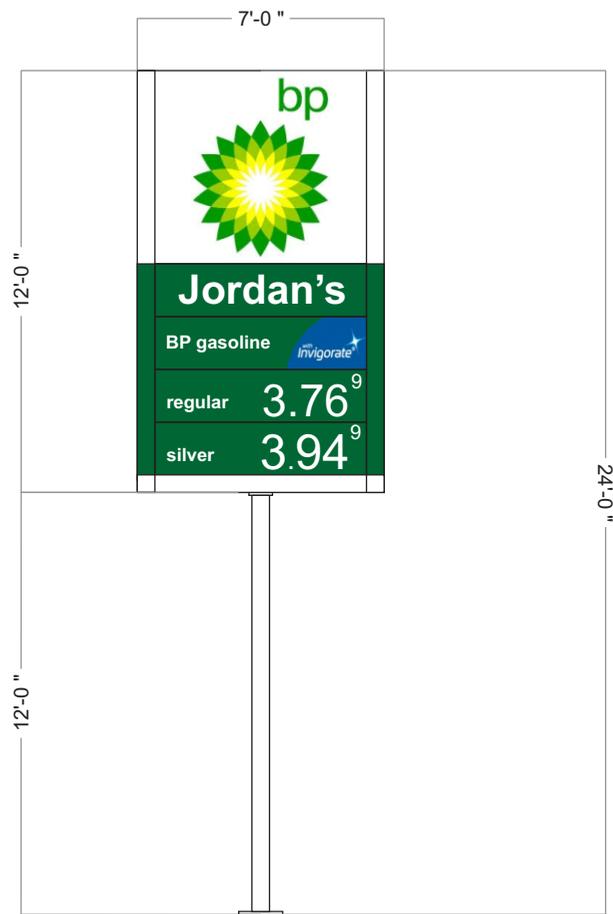
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City of Morgantown, West Virginia

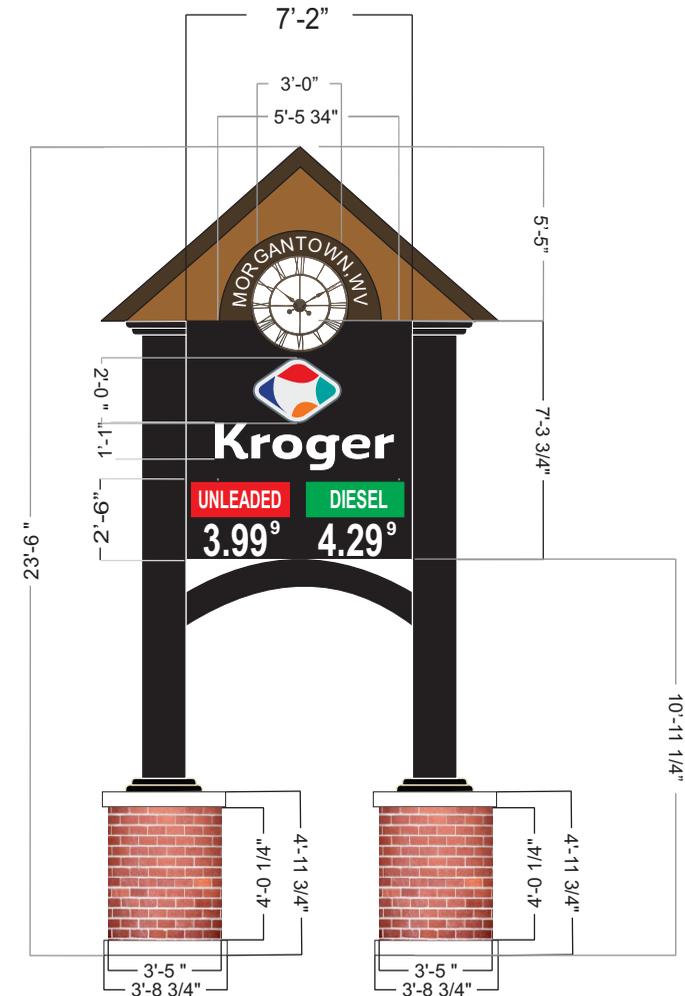
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VARIANCE PETITION**

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CASE NO.	V14-38
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EXISTING BP SIGN

12' x 7' = 84 sq. ft.



PROPOSED CLOCKTOWER SIGN

7'-3" x 7'-2" = 52.5 sq. ft.

1

PROJECT NAME:

CLIENT:

POINT OF CONTACT: **Bob**

DATE:

DESIGN BY:

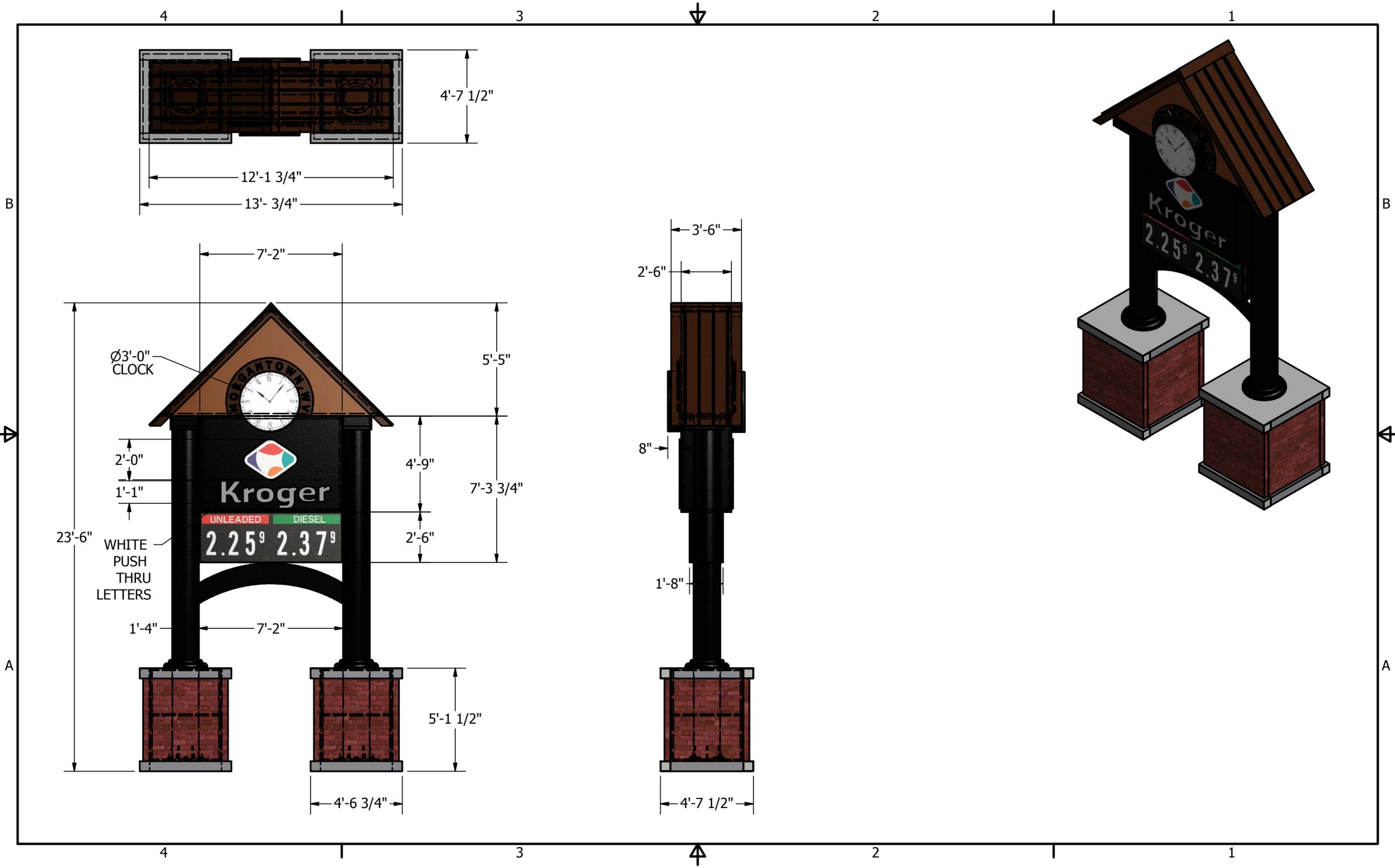
CUSTOMER IS RESPONSIBLE FOR THE SPELLINGS OF NAMES AND NUMBERS, ANY CORRECTIONS OF MISTAKES AFTER JOB HAS BEEN PUT INTO PRODUCTION. \*\*\* CUSTOMER IS RESPONSIBLE FOR COST\*\*\*

APPROVED FOR PRODUCTION

THESE PLANS ARE THE EXCLUSIVE PROPERTY OF J.D. SIGNS INC., AND ARE THE RESULT OF THE ORIGINAL WORK OF ITS EMPLOYEES. THEY ARE SUBMITTED TO YOUR COMPANY FOR THE SOLE PURPOSE OF CONSIDERATION IN PURCHASING A SIGN MANUFACTURED ACCORDING TO THESE PLANS FROM J.D. SIGNS INC. DISTRIBUTION OR EXHIBITION OF THESE PLANS TO CONSTRUCT A SIGN SIMILAR TO THE ONE EMBODIED HERE IS EXPRESSLY FORBIDDEN. IN THE EVENT THAT SUCH EXHIBITIONS OCCUR, J.D. SIGNS INC. SHALL BE REIMBURSED A MINIMUM OF EIGHT HUNDRED DOLLARS. THE TOTAL AMOUNT OF REIMBURSEMENT WILL BE DETERMINED BY ADDING THE CUMULATIVE TIME OF ALL THE EMPLOYEES WHO HAVE CONTRIBUTED TIME TO DESIGN THESE PLANS AND MULTIPLYING THE TOTAL HOURS BY 60 DOLLARS PER HOUR IT COMPENSATION FOR TIME AND EFFORT ENTAILED IN CREATING THESE PLANS, ANY PARTY WHO VIOLATES THIS COPYRIGHT WILL BE RESPONSIBLE FOR COMPLETE REIMBURSEMENT OF ALL ATTORNEYS AND COURT COSTS TO J.D. SIGNS INC.

CLIENT APPROVAL:

DATE:





1

PROJECT NAME:			<small>THESE PLANS ARE THE EXCLUSIVE PROPERTY OF J.D. SIGNS INC., AND ARE THE RESULT OF THE ORIGINAL WORK OF ITS EMPLOYEES. THEY ARE SUBMITTED TO YOUR COMPANY FOR THE SOLE PURPOSE OF CONSIDERATION IN PURCHASING A SIGN MANUFACTURED ACCORDING TO THESE PLANS FROM J.D. SIGNS INC. DISTRIBUTION OR EXHIBITION OF THESE PLANS TO CONSTRUCT A SIGN SIMILAR TO THE ONE EMBODIED HERE IS EXPRESSLY FORBIDDEN. IN THE EVENT THAT SUCH EXHIBITIONS OCCUR, J.D. SIGNS INC. SHALL BE REIMBURSED A MINIMUM OF EIGHT HUNDRED DOLLARS. THE TOTAL AMOUNT OF REIMBURSEMENT WILL BE DETERMINED BY ADDING THE CUMULATIVE TIME OF ALL THE EMPLOYEES WHO HAVE CONTRIBUTED TIME TO DESIGN THESE PLANS AND MULTIPLYING THE TOTAL HOURS BY 60 DOLLARS PER HOUR IT COMPENSATION FOR TIME AND EFFORT ENTAILED IN CREATING THESE PLANS. ANY PARTY WHO VIOLATES THIS COPYRIGHT WILL BE RESPONSIBLE FOR COMPLETE REIMBURSEMENT OF ALL ATTORNEYS AND COURT COSTS TO J.D. SIGNS INC.</small>
CLIENT:		DATE:	
POINT OF CONTACT: <b>Bob</b>		DESIGN BY:	
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## 400 Series Luma-Dial Bezel Clocks

National Time first introduced the “Luma-Dial” clock line in 1932 with porcelain enameled dials and concealed neon to flood the dial with soft illumination, National’s current 400 Series Luma-Dial bezel clocks are still available with front mounted neon or rear LED illumination. A tempered glass lens housed in a spun aluminum bezel offer dimension and character in addition to protection of the dial and hands. The welded aluminum cabinet serves as a lighting and component enclosure that provides easy means of installation. Select any hand and dial combination or create your own graphics including logo’s or other visions. All 400 series clocks are provided with a remote reset switch for simple time setting or they can be corrected following power outages and day light savings with an optional automatic clock controller. Interface to the NIST atomic clock time base is available with the addition of a GPS or LAN option. National Time clocks are indeed “Time Honored” and still made in the USA.

Then.....

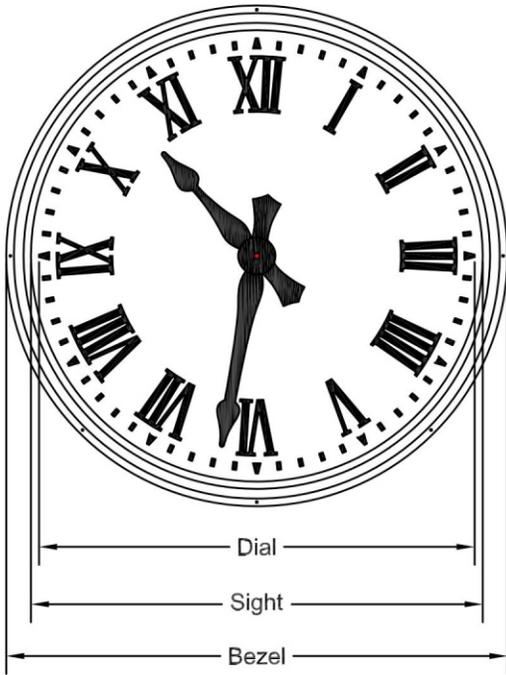
A 30" Luma-Dial, Type RG-30F Clock, on the right and a corresponding RG-30THF Thermometer on a Kresge Store in Montreal. An outer green neon tube surrounds clock dial. Another red tube concealed under bezel illuminates dials at night.



And now.....

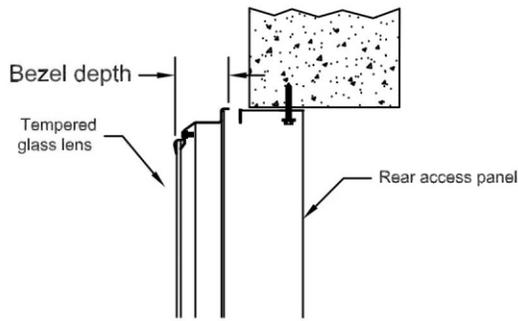


General dimensional and mounting detail.  
 Consult factory for alternate mounting or custom modifications.

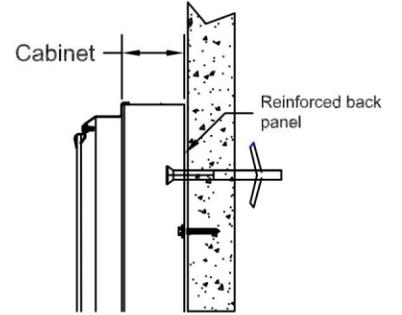


Model	Bezel O.D.	Bezel Depth	Sight Opening	Dial O.D.	Cabinet Depth *	Cabinet O.D.
424	24 1/4"	3"	19 3/8"	18"	5"	24"
436	36 1/4"	3"	31 3/8"	29"	5"	36"
448	48 1/4"	3"	43 3/8"	41"	5"	48"

\*Cabinet depth can be increased on request.

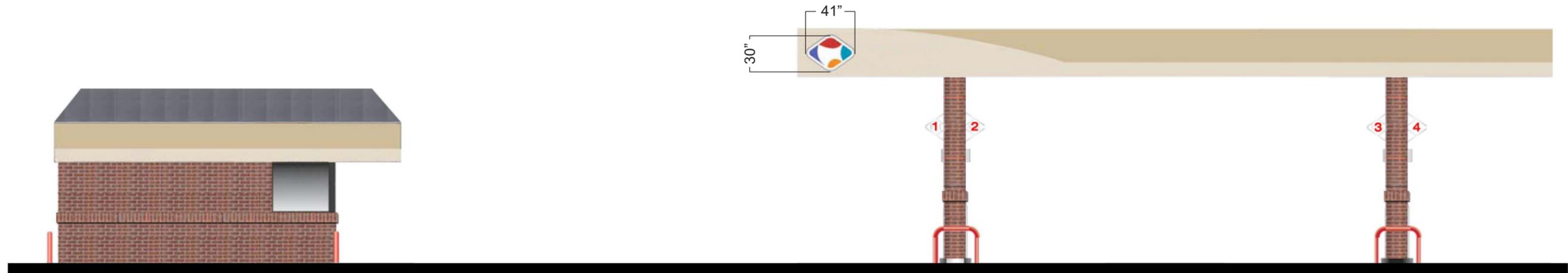


Recessed Wall Mount

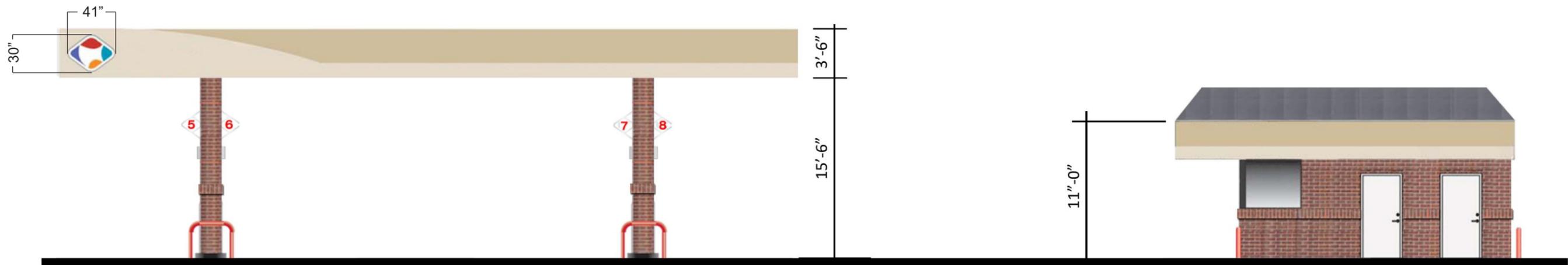


Surface Mount

National Time & Signal Corp.  
 800-326-8456  
 www.natsco.net



FRONT ELEVATION



REAR ELEVATION



SIDE ELEVATION

SIDE ELEVATION

Morgantown, WV  
Kroger Fuel Center E-714

RLR 13-185

July 22, 2014

Scale 1/8" = 1'

This is a three inch scale to confirm size of document.







# Location Summary Report

Prepared for JD Signs by Erik King (kas)

University Ave & Collins Ferry Rd, Morgantown, WV 26505 - 0 - 3 mi

July 25, 2014

## Road Traffic

The two-way average daily traffic for your location is 9,721 vehicles. That is 291,630 vehicles per month and 3,548,165 per year. With a standard load factor of 1.5 people 18+ years of age, traffic at your location delivers approximately 5,322,248 impressions in one year.

Traffic Count Details: \*\*traffic count on University Ave.

### Population Summary

2010 Census	53,448	
2013 Estimate	56,772	
2018 Projection	60,397	
% Pop. Change (2010-2013)	6.2%	
% Pop. Change (2013-2018)	6.4%	

### Household Summary

	<b>Total</b>
2013 Households	24,668
Owner-Occupied Housing Unit	9,697
Family Households	8,999
Average Household Size	2.1

### Age Cohorts

	Total	%
Population: < 18	7,059	12.4%
Population: 18 - 35	31,224	55.0%
Population: 35 - 50	7,005	12.3%
Population: 50 - 65	6,487	11.4%
Population: > 65	4,997	8.8%
Median Age	26.7	

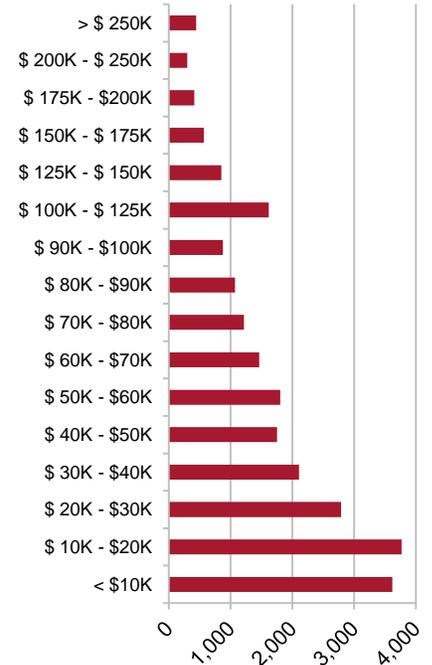
### Educational Attainment

	Total	%
HS Grad. or less	9,964	32.0%
Some college	5,106	16.4%
Assoc. or Prof. Degree	2,571	8.3%
Bachelor's Degree	7,292	23.4%
Master's or higher	6,171	19.8%

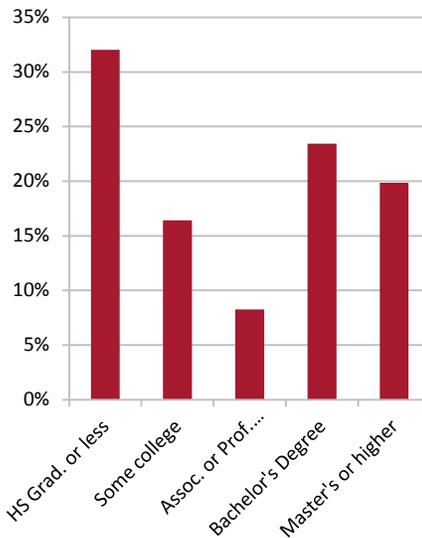
### Household Income

Median HH Income	\$40,320
Average HH Income	\$58,540

#### Households by Income



#### % of Population by Education



### HH Pop. by Mode of Transportation

	Total	%
Car, truck, or van	16,278	81.2%
Drove alone	14,091	70.3%
Carpooled	2,187	10.9%
Public transportation	304	1.5%
Motorcycle	31	0.2%
Bicycle	158	0.8%
Walked	2,318	11.6%
Other means	314	1.6%

## Contact Information

### Your local Watchfire Dealer Partner

Company: JD Signs Inc.

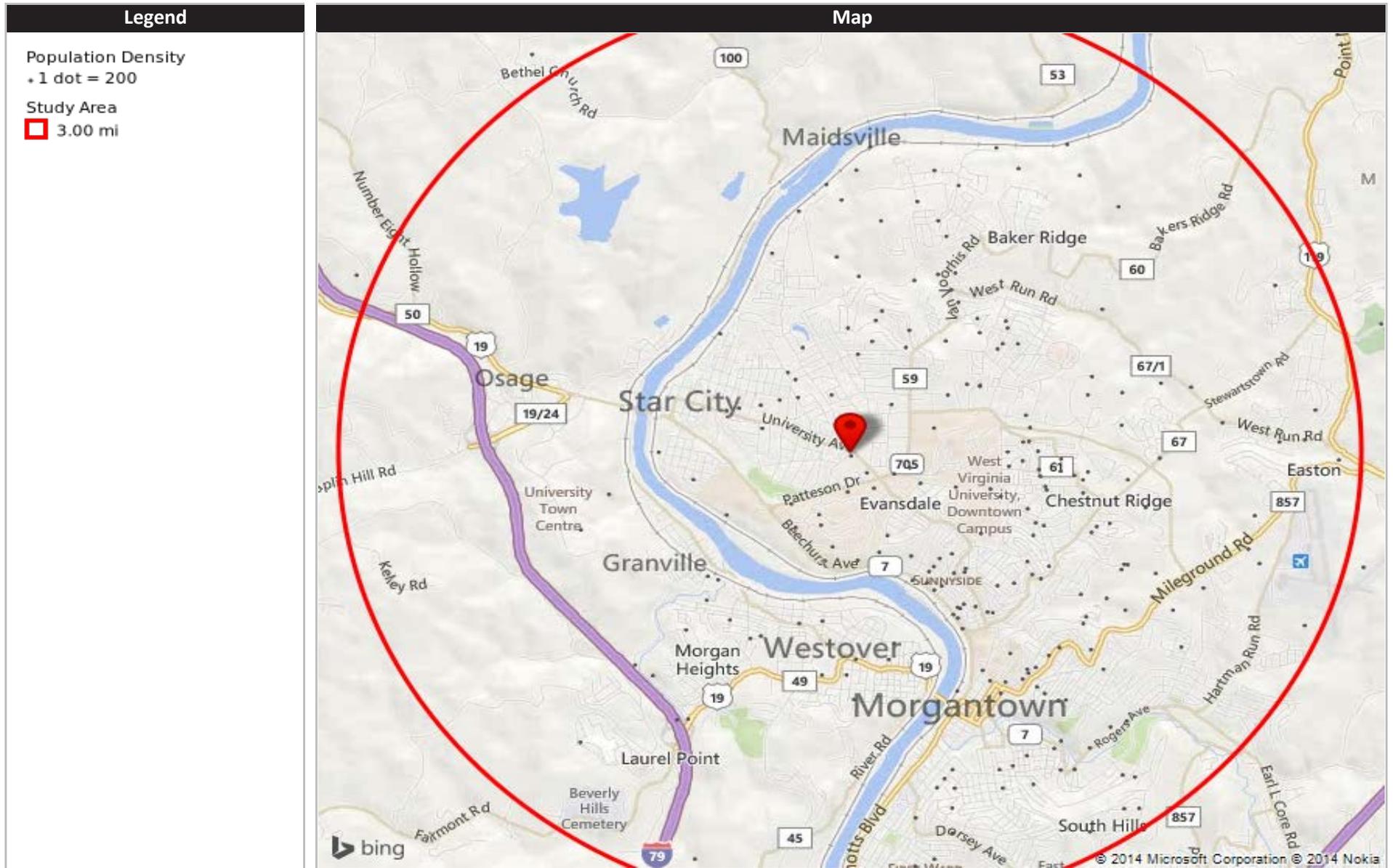
Phone: 304-363-3211

Contact name: Bob DeRiggi

Fax: 304-363-3256

Email: bderiggi@jdsigns.com

Watchfire Signs makes no representation concerning the accuracy of data obtained from state or national geodatabase sources.



# LETTER VISIBILITY CHART

LETTER HEIGHT	READABLE DISTANCE FOR MAXIMUM IMPACT	MAXIMUM READABLE DISTANCE
3"	30'	100'
4"	40'	150'
6"	60'	200'
8"	80'	350'
9"	90'	400'
10"	100'	450'
12"	120'	525'
15"	150'	630'
18"	180'	750'
24"	240'	1000'
30"	300'	1250'
36"	360'	1500'
48"	480'	2000'
60"	600'	2500'

**KROGER**

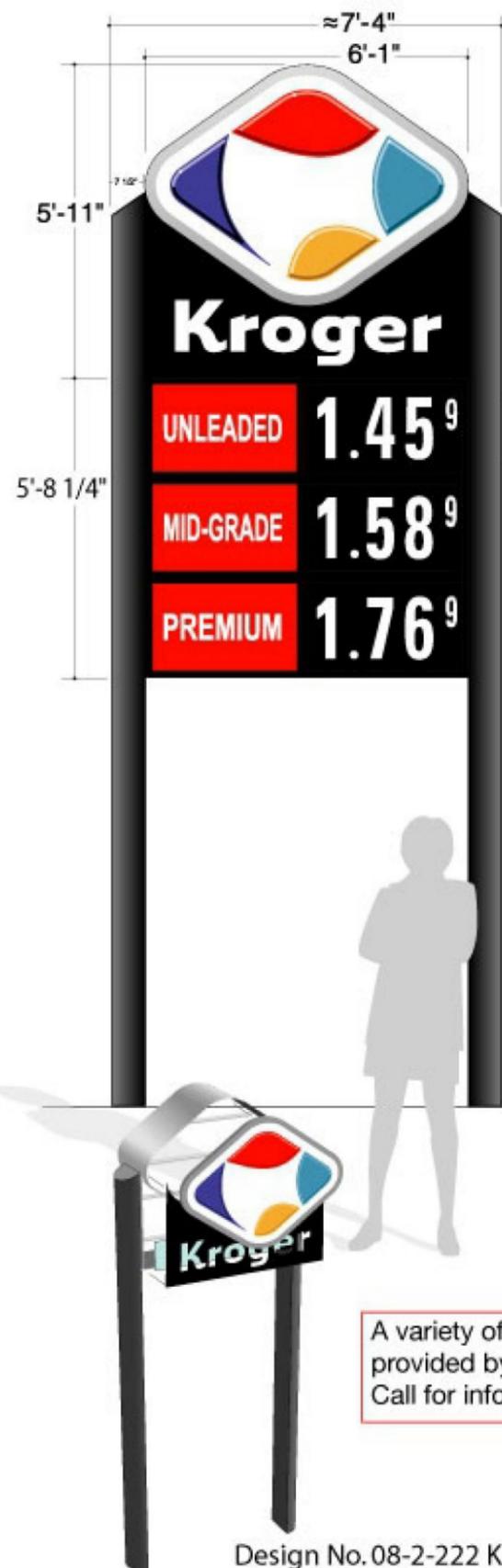
**STANDARD**

**FUEL CENTER**

**AND**

**SIGNS**

# TYPICAL KROGER SIGNS



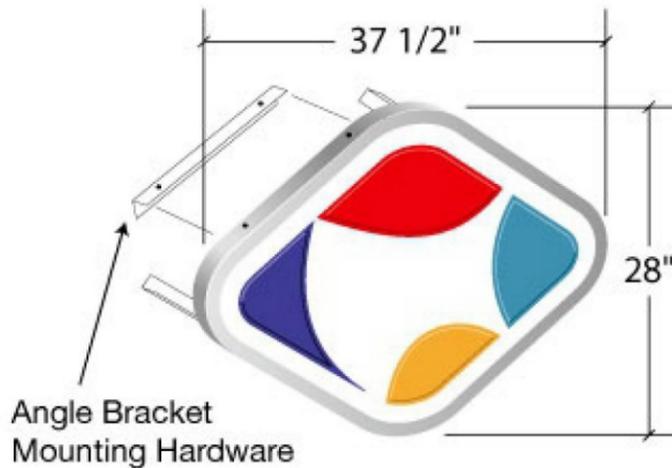
## Pylon Sign with Scroll Pricer

Vacuum thermo formed and embossed break-resistant SG Lexan™ plastic face, capped over CNC fabricated aluminum housing with routed out push-thru sculpted logo letters, illuminated with high output fluorescent lamps.

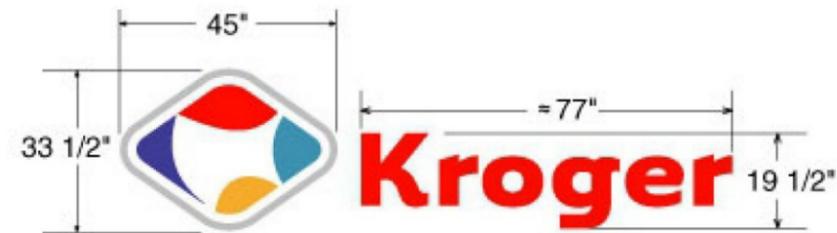
**NOTE:** Scroller Sign by Others. Ventilation Requirements to be Addressed by Scroll Sign Manufacturer.

## Non-Illuminated Logo Icon Wall Mount

Used on Kiosk



## Illuminated Icon & Logotype for Building Canopies



### 'A' size

A Size - 15" Cap Height Logotype, 33 1/2" X 45" Icon, all mounted to Canopy Fascia.

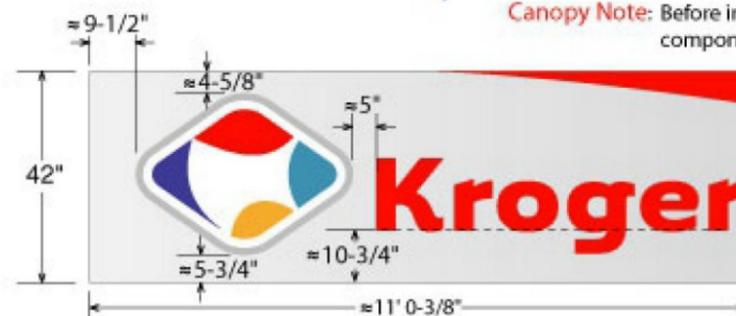
### Logo Icon:

Vacuum thermo formed and embossed break-resistant SG Lexan™ plastic face, "capped-over" CNC fabricated aluminum housing with fluorescent illumination.

### Illuminated Letters:

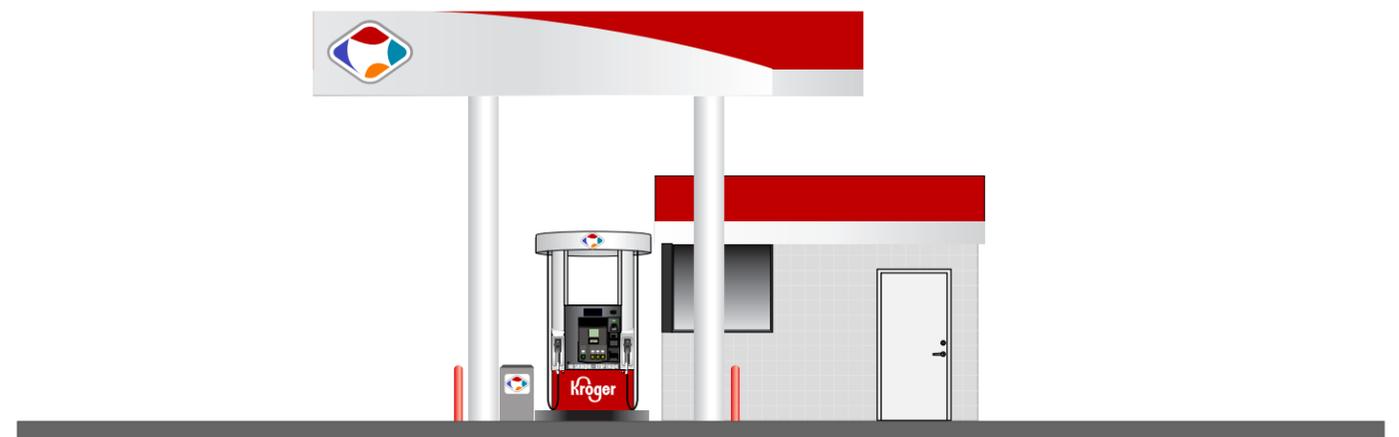
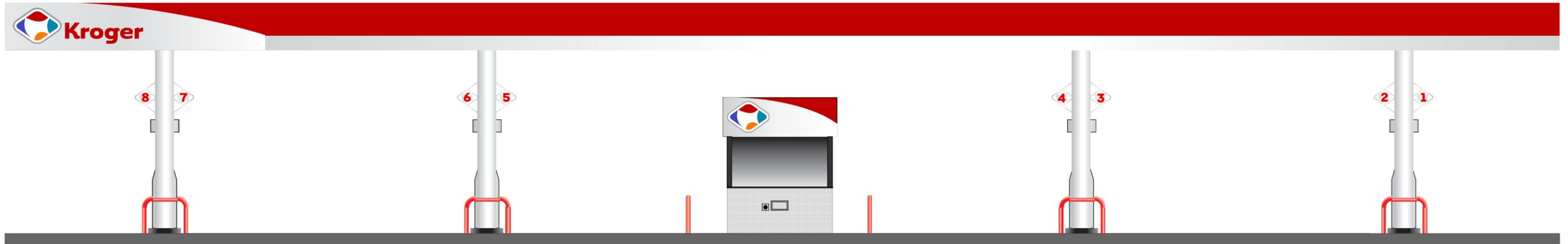
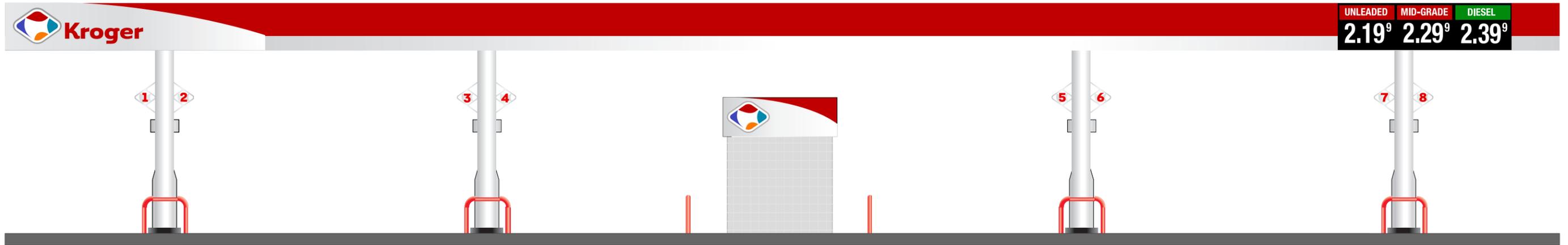
CNC routed acrylic letters with plastic trim cap over CNC fabricated aluminum housing with GelCore™ Red L.E.D. illumination.

**Canopy Note:** Before installing sign components, check dimensions of canopy graphics to assure sign components will fit as illustrated. Sign component dimensions are approximate.



A variety of sign components can be provided by Dualite.  
Call for info: (973)-383-5774

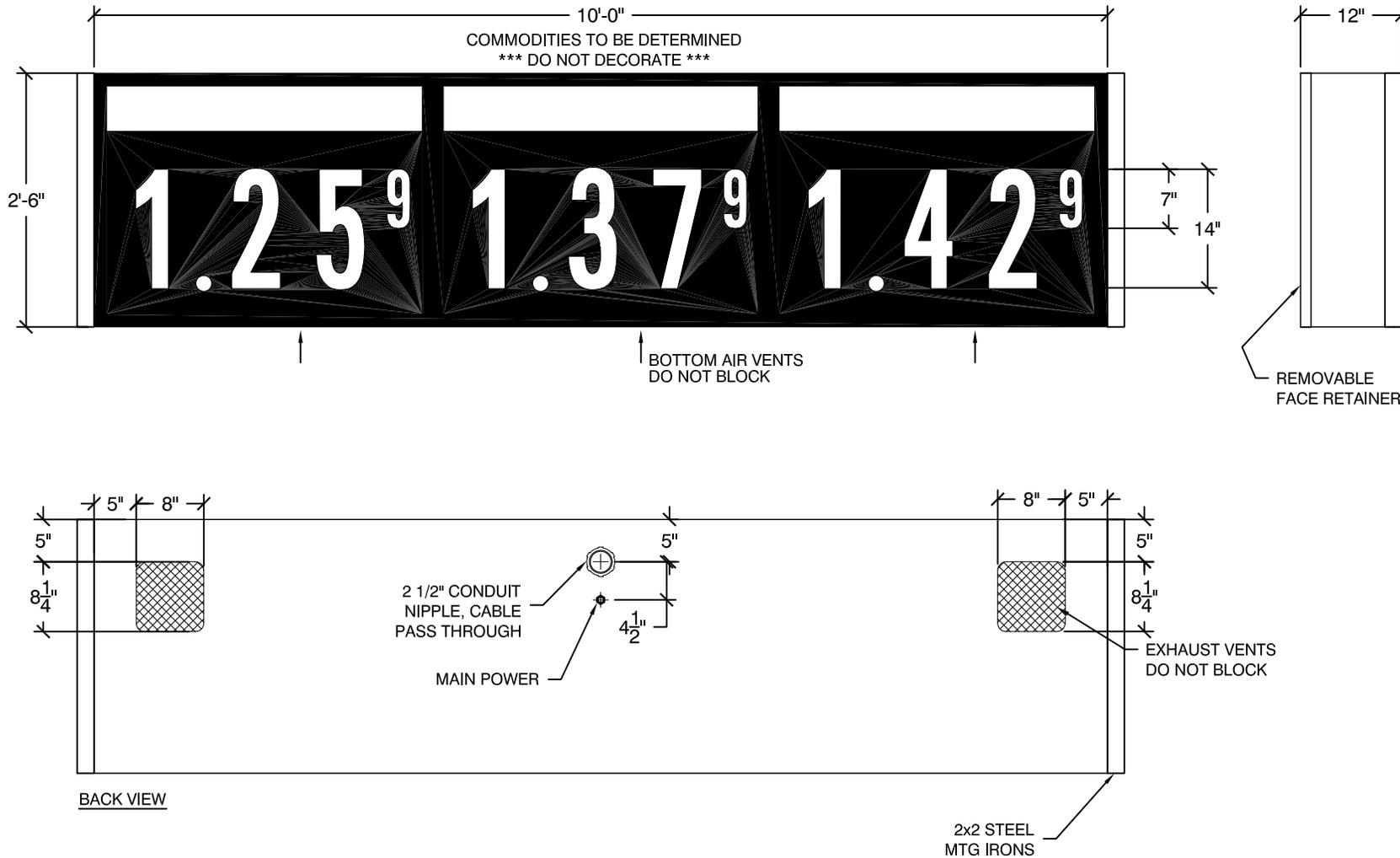
Design No. 08-2-222 KROG01



Scale 1/8" = 1'

This is a three inch scale to confirm size of document.

**"SIGN SPECIFICATION & CUT-SHEET"**



CUSTOMER:	<b>KROGER</b>		
ADDRESS:	VARIOUS	STORE #:	VARIOUS
SALESPERSON:	M. MORRIS	SALES ORDER#:	
DATE:	01/13/2010	DRAWN BY:	JMG
		DATE:	01/13/2010
		SALES ORDER#:	
		STORE #:	VARIOUS
		SALESPERSON:	M. MORRIS
		DATE:	01/13/2010
		DRAWN BY:	JMG
		SIGN AREA:	45.5 sq ft

2903 DELTA DRIVE  
 COLORADO SPRINGS,  
 CO 80910-1012  
 392-392-9046  
 800-759-9046

<b>SKYLINE PRODUCTS</b>	<b>MODEL 14" TRIPLE PRODUCT SINGLE FACE FUEL PRICE DISPLAY</b>
TITLE:	MODEL 14" TRIPLE PRODUCT SINGLE FACE FUEL PRICE DISPLAY
REV:	B
MODEL NO:	KROGER-14TPSF-ST

DRAWING SPECIFICATIONS	SIGN SPECIFICATIONS	
<b>DRAWING NUMBER:</b> KROGXXX-011310-05 <b>REV. C</b>	<b>NUMERAL DETAILS:</b>	<b>CABINET DETAILS:</b>
<b>REVISION DATE:</b> 3/15/2010	BACKGROUND: BLACK	HEIGHT: 2'-6"
	COPY: WHITE	WIDTH: 10'-0"
	<b>MOUNTING DETAILS:</b>	DEPTH: 12"
	CANOPY/BILLBOARD: YES	COLOR: BLACK
		*SIGN TOLERANCES: +1/8 -1/2"
		<b>LIGHTING:</b>
		T-12-800 H.O. FLUOR LAMPS
	*PLEASE SPECIFY ANY ADDITIONAL MOUNTING REQUIREMENTS*	

**PLEASE SIGN OR INITIAL IF DRAWING IS APPROVED**

APPROVED: \_\_\_\_\_ DATE: \_\_\_\_\_

All installation details are suggested only. All Signs must be installed in accordance with NATIONAL, STATE ELECTRICAL, AND BUILDING CODES. Unless specifically contracted for Skyline Products, Inc. shall have no responsibility for wind loads, installations, or electrical circuits. These are the sole responsibility of the buyer/user.

**LOCAL  
COMPARISON  
EXHIBITS**

# LOCAL AREA SIGN COMPARISON

HEIGHT : 19' - 6"

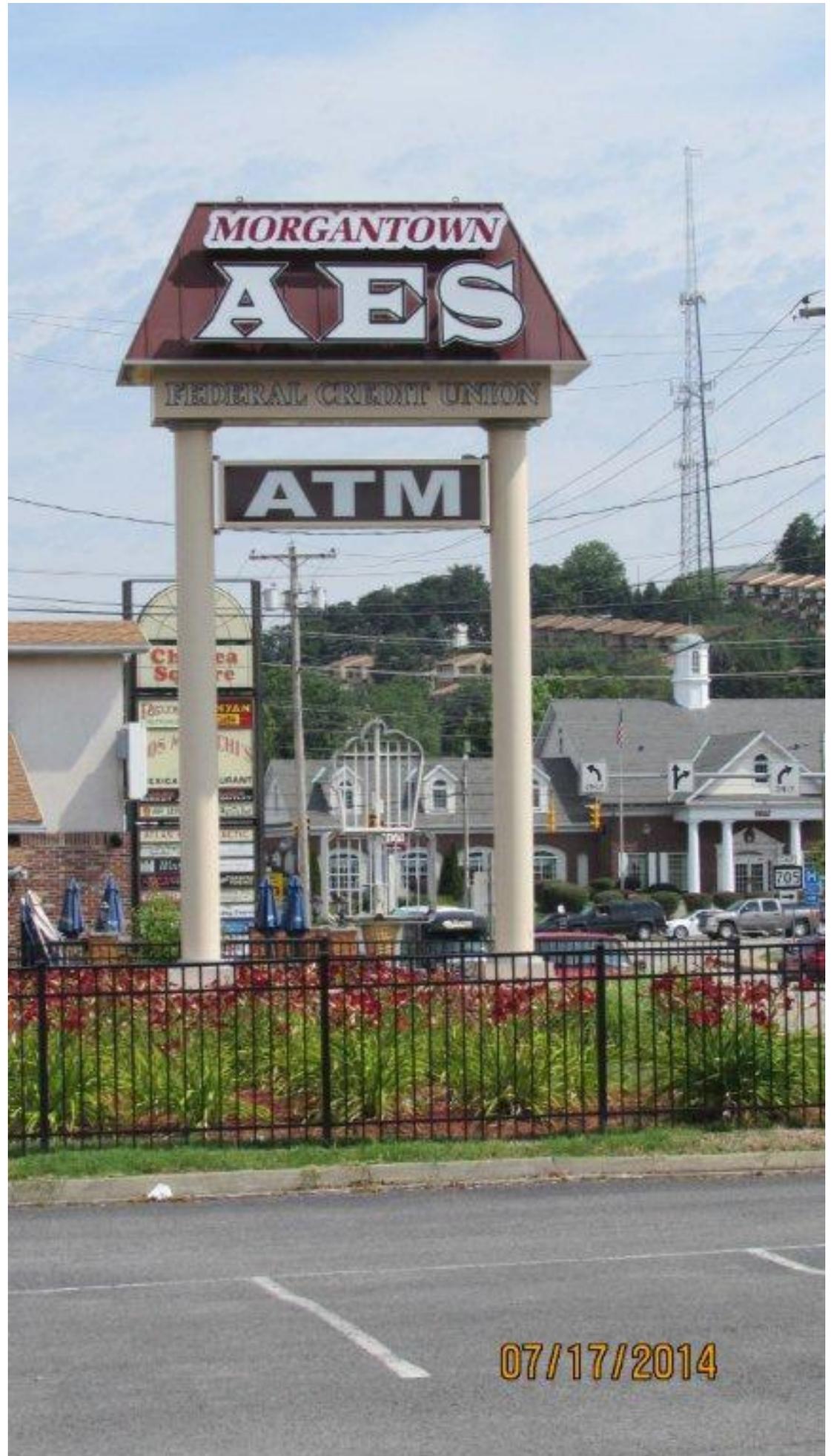
64 SQ. FT.



# LOCAL AREA SIGN COMPARISON

HEIGHT : 25 FT

75 SQ. FT.



# LOCAL AREA SIGN COMPARISON

HEIGHT : 23' - 10"

8 SQ. FT. HEADER



# LOCAL AREA SIGN COMPARISON

HEIGHT : 22 FT

65 SQ. FT. HEADER



# LOCAL AREA SIGN COMPARISON

HEIGHT : 25 FT

WIDTH : 10' - 3/4"

PRICE SIGN WIDTH : 7' - 4"



50 SQ. FT

26.2 SQ. FT

18.3 SQ. FT

14.6 SQ. FT

14.6 SQ. FT

123.7 SQ. FT. (TOTAL)

# LOCAL AREA SIGN COMPARISON

HEIGHT : APPROXIMATELY 25 FT



# LOCAL AREA SIGN COMPARISON

HEIGHT : APPROXIMATELY 25 FT

