

Altoona Board of Adjustment Hearing – January 04, 2022 – 6:30 PM

Members Present: Hall, Rullman, Simon, Morris, Downs

Members Absent:

Staff: John Shaw, Chad Quick, Sydney McCabe, Marina Reasoner, Greg Stallman

Guests: Jacob Burnett, Andy Nelson, Kelly Schwinger

Chairman Rullman called the meeting to order at 6:30 pm.

1. Nomination and Election of Chairperson.

Downs nominated to Rullman. Simon seconded. Yes – Hall, Rullman, Downs, Simon, Morris. No – None. Nomination approved.

2. Nomination and Election of Vice-Chairperson.

Downs nominated to Simon. Hall seconded. Yes – Hall, Rullman, Downs, Simon, Morris. No – None. Nomination approved.

3. Minutes of the November 9, 2021 meeting.

Simon motioned to approve. Morris seconded. Yes – Hall, Rullman, Downs, Simon, Morris. No – None. Motion approved.

4. Consider a request for variance from Bailey Properties LLC and Random Enterprises, Inc. (DBA Scooter's Coffee) for the property at 709 2nd Avenue SW, Altoona, Iowa. They are seeking a variance to exceed the maximum allowed sign area for the property. The property is zoned C-2 (General Commercial). Chapter 159 regulates the Sign Code.

Kelly Schwinger, Random Enterprises DBA Scooter's Coffee, said that due to the small size of the building, the Sign Code does not allow for much sign square footage.

Andy Nelson, Omaha Neon, said that people have trouble recognizing that Scooter's is coffee, so they need to advertise that it is coffee. She said that Scooter's has tried just the name "Scooter's" but the businesses struggled because no one knew it was coffee.

Downs said the signage exceeds City allowance by quite a bit and the Board needs to consider the neighboring businesses.

Jacob Burnett, Scooter's Coffee, said the sizes of the signs that they are requesting are similar to the Pleasant Hill Scooter's location.

Rullman said he agrees with Downs, and with such a prime location, Scooter's will get plenty of repeat customers. Rullman said that he would like to come up with a new size that the Board feels comfortable with.

Simon, Nelson, and Rullman discussed the monument sign and whether it could be eliminated.

Discussion was held between City staff, the Board, and Scooter's representatives about size reduction for all signs. Quick said if the two sides are reduced to 41.2 sq ft, the front logo is reduced to 14 sq ft (4' diameter), and the monument is reduced to 20 sq ft, that would take the total to approximately 115 sq ft.

Downs motioned to approve the reduced signage as presented by Quick. Morris seconded. Yes – Hall, Rullman, Downs, Simon, Morris. No – None. Motion approved.

Note: The resubmitted sizes were as follows. 41.2 east wall, 41.2 west wall, 13.6 south wall, and 20.1 monument sign. Overall signage size: 116.10 sq ft.

Meeting adjourned at 7:07 pm.

Respectfully submitted,
Sydney McCabe
Community Development Office Assistant