

Docket No: 89-68 - BZA

Date filed: 10-16-69

Tax Code: 11-24-1-2-3

Meeting date: 11-16-69

BOARD OF ZONING APPEALS OF THE  
AREA PLAN COMMISSION OF EVANSVILLE AND  
VANDERBURGH COUNTY

VERIFIED APPLICATION FOR VARIATION FROM THE  
REQUIREMENTS OF THE ZONING ORDINANCE

STATE OF INDIANA, COUNTY OF VANDERBURGH, SS:

APPLICANT UPON HIS OATH DOES SAY:

APPLICANT Marathon Petroleum Co ADDRESS Findlay Ohio PHONE 419 4222  
OWNER \_\_\_\_\_ ADDRESS \_\_\_\_\_ PHONE \_\_\_\_\_

PREMISES AFFECTED 3115 Covert Ave on the South side of the street  
(Street and Number) (N.E.S.W.)

BETWEEN \_\_\_\_\_ Street and \_\_\_\_\_ Street

NAME OF SUBDIVISION, BLOCK #, & LOT # PL PT L3 Beckman

ZONE C-1 LOT SIZE 51 X 127

NATURE AND SIZE OF PRINCIPAL BUILDING ON LOT Marathon Gas & Service Station

NATURE AND SIZE OF EXISTING ACCESSORY BUILDING \_\_\_\_\_

YEAR OF ERECTION OF EXISTING BUILDINGS \_\_\_\_\_ YEAR OF PURCHASE \_\_\_\_\_

OCCUPANCY: NUMBER OF FAMILIES (if any part is in use for dwelling) \_\_\_\_\_

NUMBER OF PERSONS EMPLOYED: (if any part is industrial or commercial) \_\_\_\_\_

Application is hereby made for variation for:

erection  
reconstruction  
alteration  
conversion  
maintenance  
addition  
other (please explain)

Removal of old signs  
for new signs with  
additional sq. feet  
of \_\_\_\_\_

(kind of building and use,  
in accordance with the plans filed

(OVER)

STATEMENT OF VARIANCE APPLIED FOR  
WITH PRINCIPAL POINTS ON WHICH APPLICATION IS BASED

Relax # of signs allowed  
on 2 frontage ~~lot~~ ~~per street frontage~~ from 4  
to 24? and  
sign coverage allowance  
from 300' to 366.7

(IF MORE SPACE IS NEEDED FOR THIS STATEMENT, ATTACH ADDITIONAL SHEET TO THIS APPLICATION.)

I HEREBY DEPOSE AND SAY THAT ALL THE ABOVE STATEMENTS AND THE STATEMENTS CONTAINED IN THE PAPERS SUBMITTED HEREWITH ARE TRUE.

Sworn to before me, this 16th day of October, 1989

The owner, or attorney for the owner, hereby certifies that the owner of record shown above owns 50% or more of the above described real estate.

Wabash Co. Indiana

Owner or attorney for owner (signature)

RECEIVED  
027

OCT 16 1989

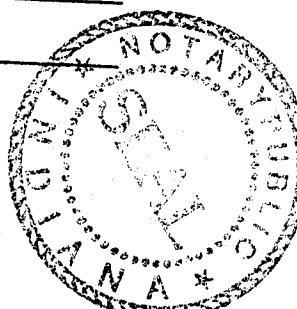
# AREA PLAN COMMISSION

My Commission expires Sept 29 1989

**My County of residence**

My County of residence

My County of residence \_\_\_\_\_ Vanderburgh



NOTICE OF DISPOSITION OF ZONING CASE

BOARD OF ZONING APPEALS OF THE AREA PLAN COMMISSION  
Room 312, Civic Center Complex  
Evansville, Indiana  
Telephone 426-5226

December 21, 1989

Wade Flake, Sr.  
Hank's Sign Company  
1919 N. Grand Avenue  
Evansville, Indiana 47711

TO WHOM IT MAY CONCERN:

You are hereby advised that on December 21, 1989, the Board of Zoning Appeals

~~granted~~  
~~granted with conditions~~  
~~denied~~  
~~continued~~  
~~continued because of no action~~  
~~withdrawn~~

your Variance Docket No: 89-68-BZA

Premises affected: 3115 Covert Avenue

The resolution of the Board is subject to your inspection at the office of the Area Plan Commission.

Respectfully yours,

Barbara L. Cunningham  
Executive Director

Amend to six signs and 366 square feet.

**APC**  
AREA PLAN COMMISSION  
EVANSVILLE - VANDERBURGH COUNTY  
Room 312 Civic Center Complex  
Evansville, Indiana 47708  
Phone (812) 426-5226

**COPY**

December 27, 1989

Marathon Petroleum Company  
attn: Brad Slagby  
539 S. Main Street  
Findlay, OH 45840

Dear Sirs:

On December 21, 1989, the Board of Zoning Appeals heard applications for variance for seven (7) Marathon service stations in the City of Evansville. We applaud your desire to upgrade your existing signage to improve and standardize the appearance of your stations. To that end, we have listed the total signage limitations for each of your Evansville locations:

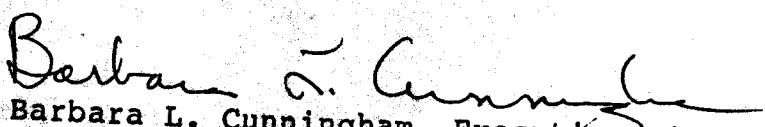
1. 3115 Covert Avenue - zoned C-1 - Board of Zoning Appeals granted a relaxation of code requirements to allow a total of six (6) signs at this location; these six signs may total up to 366 square feet. (PREVIOUSLY: 4 signs totalling 300 sq. ft.)
2. 4701 First Avenue - zoned C-1 - Board of Zoning Appeals granted a relaxation of code requirements to allow a total of six (6) signs at this location; these six signs may total up to 300 square feet. (PREVIOUSLY: 4 signs totalling 300 sq. ft.)
3. 1600 S. Green River Road - zoned C-4 - allowed total of six (6) signs; these six signs may total up to 500 square feet.
4. 501 N. Main Street - zoned C-4 - allowed a total of six (6) signs; these six signs may total up to 500 square feet.
5. 2119 E. Morgan Avenue - zoned C-4 - allowed a total of nine (9) signs; these nine signs may total up to 500 square feet.
6. 3900 Oak Hill Road - zoned C-4 - allowed a total of six (6) signs; these six signs may total up to 500 square feet.

7. 1223 E. Riverside Drive - zoned C-1 - Board of Zoning Appeals granted a relaxation of code requirements to allow a total of six (6) signs at this location; these six signs may total up to 376 square feet. (PREVIOUSLY: 4 signs totalling 300 sq. ft.)

As owner of these properties, you are responsible for assuring compliance with these zoning code requirements. To assist you, we are enclosing a copy of the City sign ordinance.

We understand that this may take time to come to a decision on which signs you intend to remove or replace. Therefore, we anticipate reviewing your site plans for these seven locations detailing the signs which you have chosen to retain and their locations on the properties. If thirty days is inadequate time to finalize your plans, please advise this office in writing of your progress.

Sincerely,

  
Barbara L. Cunningham, Executive Director  
Area Plan Commission

cc: 7 dealerships  
Hank's Sign Company  
file

Submitted 10-5-89

Called AREA Planning Copy

Wade Flake, Jr

10-5-89 - cannot

HANK'S NEON & PLASTIC SERVICE INC.

issue - do not meet

code - sent copy 10-5-89

Mr. Sid Flake  
1919 N. Grand Ave.  
Evansville, IN 47711  
812-423-7447

st

Advertising Sign Order	Code	Location	Quantity/Sign
Pg. 1 C-1 2 frontage Permits for 5'x6' 11 wall 33 ft (6x8, 2x8, 2x6) comp. 116 ft 82 ft comp. pole	204 4 signs	Turpins Marathon William Steven Turpin 1223 Riverside Drive 3.3x6' Evansville, IN 47714 812-473-5858	Have at least 10 at 269 $\frac{1}{4}$ 8-Pump Topper Signs info 1.5 $\frac{1}{4}$ 2-Window Signs inside
Po. 238 C-4 2 frontage Permit 12 pole 90 ft	205 500 ft 6 signs	Randall L. Drake 3900 Oak & Hill Rd. Evansville, IN 47711 812-477-9721	2-Perimeter Pole Signs 20 $\frac{1}{4}$ = 40 1-Wall Sign 4 $\frac{1}{4}$ 4-Island Signs 8.5 ea. = 34 $\frac{1}{4}$ 7 signs at 78 $\frac{1}{4}$
Pg. 70 C-4 3 frontage no sign permit	207 500 ft 9 signs	At least 15 signs at 221 $\frac{1}{4}$	Total 13 signs at 124.5 $\frac{1}{4}$
Pg. 145 C-1 2 frontage permit for comp. sign	208 40 signs	Morgan Ave. Marathon Robert A. McCullough 2119 E. Morgan Ave. Evansville, IN 47711 812-473-1486	3-WindMaster Signs 8.5x3 = 25.5 $\frac{1}{4}$ 9-Pump Topper Signs info 1-Window Sign inside 2-Perimeter Pole Signs 20 $\frac{1}{4}$ = 40 $\frac{1}{4}$ 2-Wall Signs 4 $\frac{1}{4}$ ea = 8 $\frac{1}{4}$ 6-Island Signs 8.5 ea = 51 $\frac{1}{4}$ Total 13 signs at 124.5 $\frac{1}{4}$
Pg. 165 C-4 2 frontage no sign permit	209 500 ft 6 signs	Wallace R. Phipps 3115 Covert Ave. Evansville, IN 47714 812-473-0839	1-WindMaster Sign 8.5 $\frac{1}{4}$ 3-Pump Topper Signs info 1-Window Sign inside 1-Perimeter Pole Sign 20 $\frac{1}{4}$ 2-Wall Signs 4 $\frac{1}{4}$ ea = 8 $\frac{1}{4}$ 5-Island Signs 8.5 ea = 42.5 $\frac{1}{4}$ Total 9 signs at 79 $\frac{1}{4}$ + poles, etc.
Pg. 102 C-1 2 frontage no sign permit	210 300 ft 4 signs	Harry E. Wallace 1600 S. Green River Rd. Evansville, IN 47715 812-479-9712	11-Pump Topper Signs info 2-Window Signs inside 2-Perimeter Pole Signs 20 $\frac{1}{4}$ in = 40 $\frac{1}{4}$ 1-Wall Sign 4 $\frac{1}{4}$ 6-Island Signs 8.5 ea = 51 $\frac{1}{4}$ Total 9 signs at 95 $\frac{1}{4}$
		North Park Marathon Robert K. Egnew 4701 First Ave. Evansville, IN 47710 812-464-2126	1-WindMaster Sign 8.5 $\frac{1}{4}$ 4-Pump Topper Signs info 2-Window Signs inside 2-Perimeter Pole Signs 20 $\frac{1}{4}$ in = 40 $\frac{1}{4}$ 2-Wall Signs 4 $\frac{1}{4}$ in = 8 $\frac{1}{4}$ 4-Island Signs 8.5 $\frac{1}{4}$ in = 34 $\frac{1}{4}$ Total 9 signs at 90.5 $\frac{1}{4}$
			2-WindMaster Signs 8.5 $\frac{1}{4}$ in = 17 $\frac{1}{4}$ 6-Pump Topper Signs info 1-Window Sign inside 2-Perimeter Pole Signs 20 $\frac{1}{4}$ in = 40 $\frac{1}{4}$ 2-Wall Signs 4 $\frac{1}{4}$ in = 8 $\frac{1}{4}$ 3-Island Signs 8.5 $\frac{1}{4}$ in = 25.5 $\frac{1}{4}$ Total 9 signs at 90.5 $\frac{1}{4}$ + poles, etc.

Advertising  
Sign Order

Pg 21  
211

C-4

2. Frontage

Permit for video signs

Code  
maxium  
500 #  
6 signs

Location

Richard C. Rust  
501 North Main Street  
Evansville, IN 47711  
812-424-2493

Quantity/Sign

1-WindMaster Sign 8.5 #  
8-Pump Topper Signs 1.00  
1-Window Sign ~~inside~~  
1-Perimeter Pole Sign 20 #  
1-Wall Sign 4 #  
3-Island Signs 8.5 ea = 25.5 #

4 total Signs at 58 #

+ poles, canopies ?

BOARD OF ZONING APPEALS  
VARIANCE STAFF FIELD REPORT

Date November 8, 1989

DOCKET NO 89-68-BZA CITY

APPLICANT Marathon Petroleum Company

OWNER Marathon Petroleum Company

PROPERTY LOCATION 3115 Covert Avenue

ZONED C-1

VARIANCE APPLIED FOR Relaxation of maximum number of permitted signs on two frontages from 4 to 24, and relaxation of sign coverage allowance from 300 square feet to 366 square feet.

CODE REQUIREMENTS MCK 153.112

EXISTING CONDITIONS Service Station on double frontage lot.

ANY ADDITIONAL CIRCUMSTANCES PERTINENT TO THE REQUEST From submitted information, staff is unable to determine number and size of existing signs or number and size of signs to be removed. No sign permits on file.

In the opinion of the Planning Office the following conditions exist:

1. The grant will/will not be injurious to the public health, safety, morals, and general welfare of the community;
  - a.
  - b.
2. The use or value of the area adjacent to the property located in the variance will/will not be adversely affected;
  - a.
  - b.
3. The need for the variance arises from some condition peculiar to the property involved and does/does not exist in similar property in the same zone.
  - a.
  - b.
4. The strict application of the terms of the ordinance will/will not constitute an unusual and unnecessary hardship as applied to the property for which a variance is sought.
  - a.
  - b.

In view of the above conditions the Board of Zoning Appeals recommends approval/denial.

REQUEST ON PETITION:

## PROPOSED SIGNS

Wallace R. Phipps  
3115 Covert Ave.  
Evansville, IN 47714  
812-473-0839

(11-Pump Topper Signs **INFO**)  
(2-Window Signs - **INSIDE**)  
2-Perimeter Pole Signs  
1-Wall Sign  
6-Island Signs

C-1

### Six Different Advertising Sign Frames Available

#### PERIMETER POLE SIGN

3.3X6' 20<sup>¢</sup>



This double-face sign mounts to a perimeter light pole and is designed to hold 40" x 72" advertising posters. This sign will replace the temporary vinyl pole signs and help improve the appearance of the promotional advertising message and your station. It features aluminum end caps to give the sign a finished appearance.

2.33X3.66' = 8.5<sup>¢</sup>

#### ISLAND SIGN

This double-face sign mounts to the canopy columns and island light poles. It is designed to hold 28" x 44" advertising posters. It comes with reversible "Full Serve" and "Self Serve" panels for island designation. The end caps carry the mandatory State and Federal disclosures.

#### WALL SIGN

This frame mounts to any exterior surface (hardware not included). It is designed to hold a 20" x 28" advertising poster.

1.66'X2.33' = 4<sup>¢</sup>

#### WINDMASTER CURB SIGN

The WindMaster is a versatile curb sign that holds 28" x 44" advertising posters while withstanding winds in excess of 75 MPH. Sign features epoxy coated steel components for a rust-free life. 2.33X3.66' = 8.5<sup>¢</sup>

1.5<sup>¢</sup> info only

This 20" x 12" all-aluminum frame mounts securely to the top of all dispensers with adhesive tape. Two plastic advertising posters slide easily into the frame from the top edge. A permanent backing piece is included. This sign will replace the current pump topper signs.

#### PUMP TOPPER SIGN

info only

This window frame mounts securely to the inside of a window with double-sided adhesive tape. Decorative aluminum trim pieces mount to the exterior of the window to provide a clean finished appearance. Two 20" x 28" advertising posters are inserted from the inside and are readable from inside and outside of the station.

not connected

#### WINDOW SIGN

89-68-BZA  
MARATHON PETROLEUM Co.

# SIGN PLACEMENT DIAGRAMS

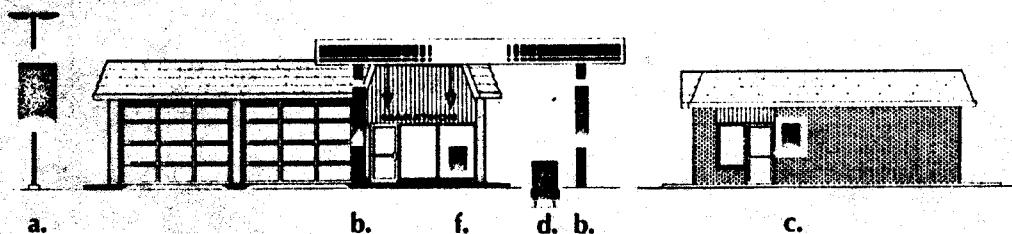
A strong service station image demands consistency in the placement of the sign frames at each location to ensure good brand identity.

Consistency in sign frame placement strengthens the advertising messages seen by your customers. Illustrated below are the sign placement diagrams for three Marathon service station designs.

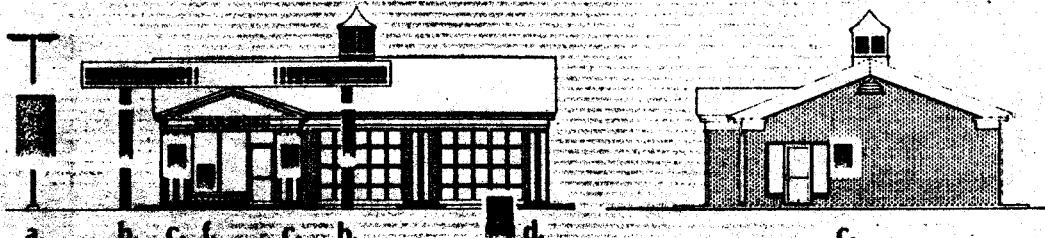
## SIGNAGE KEY

- a. Perimeter Pole Sign
- b. Island Sign
- c. Wall Sign
- d. WindMaster Curb Sign
- e. Pump Topper Sign
- f. Window Sign

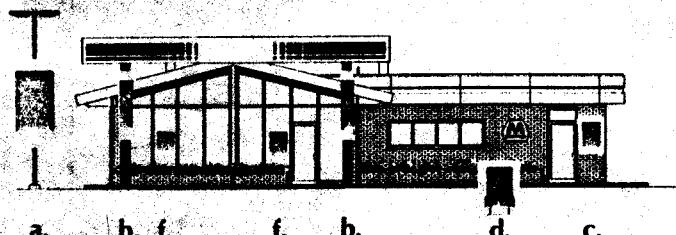
## MANSARD DESIGN



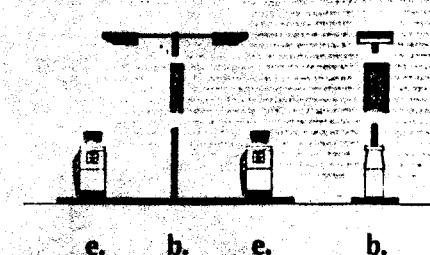
## COLONIAL DESIGN



## KETTERING DESIGN



## GASOLINE ISLAND WITHOUT CANOPY



For additional assistance on sign placement, contact your Marketing Representative or Supplier.

● **SENDER:** Complete items 1 and 2 when additional services are desired, and complete items 3 and 4. Put your address in the "RETURN TO" Space on the reverse side. Failure to do this will prevent this card from being returned to you. The return receipt fee will provide you the name of the person delivered to and the date of delivery. For additional fees the following services are available. Consult postmaster for fees and check box(es) for additional services(s) requested.

1.  Show to whom delivered, date, and addressee's address. 2.  Restricted Delivery (Extra charge)

3. Article Addressed to:

Mildred Davis  
1755 Beckman  
Evansville, In., 47711

4. Article Number  
*144 729 943*

Type of Service:  
 Registered       Insured  
 Certified       COD  
 Express Mail       Return Receipt  
for Merchandise

Always obtain signature of addressee  
or agent and DATE DELIVERED.

8. Addressee's Address (ONLY if  
requested and fees paid)  
*144 729 943*

Always obtain signature of addressee  
or agent and DATE DELIVERED.

5. Signature — Address  
*Mildred Davis*

6. Signature — Agent  
*Mildred Davis*

7. Date of Delivery

PS Form 3811, Mar. 1988 \* U.S.G.P.O. 1988-212-865

DOMESTIC RETURN RECEIPT

● **SENDER:** Complete items 1 and 2 when additional services are desired, and complete items 3 and 4. Put your address in the "RETURN TO" Space on the reverse side. Failure to do this will prevent this card from being returned to you. The return receipt fee will provide you the name of the person delivered to and the date of delivery. For additional fees the following services are available. Consult postmaster for fees and check box(es) for additional services(s) requested.

1.  Show to whom delivered, date, and addressee's address. 2.  Restricted Delivery (Extra charge)

3. Article Addressed to:

Amoco Oil Co.  
c/o Ms. Pat Bragg  
P.O. Box 22278 9202 N. Meridian  
Indianapolis, In., 46222

4. Article Number  
*144 729 942*

Type of Service:  
 Registered       Insured  
 Certified       COD  
 Express Mail       Return Receipt  
for Merchandise

Always obtain signature of addressee  
or agent and DATE DELIVERED.

8. Addressee's Address (ONLY if  
requested and fees paid)  
*144 729 942*

4. Article Number  
*144 729 942*

Type of Service:

Registered       Insured  
 Certified       COD  
 Express Mail       Return Receipt  
for Merchandise

Always obtain signature of addressee  
or agent and DATE DELIVERED.

8. Addressee's Address (ONLY if  
requested and fees paid)  
*144 729 942*

PS Form 3811, Mar. 1988 \* U.S.G.P.O. 1988-212-865

DOMESTIC RETURN RECEIPT

Article Addressed to:	4. Article Number <i>144 729 942</i>
George Belcher 1615 S. Vann Evansville, In., 47711	Type of Service: <input type="checkbox"/> Registered <input type="checkbox"/> Insured <input checked="" type="checkbox"/> Certified <input type="checkbox"/> COD <input type="checkbox"/> Express Mail <input type="checkbox"/> Return Receipt for Merchandise
Signature — Address <i>George Belcher</i>	5. Signature — Address <i>George Belcher</i>
Signature — Agent <i>George Belcher</i>	6. Signature — Agent <i>George Belcher</i>
Date of Delivery <i>12-4-89</i>	7. Date of Delivery <i>12-4-89</i>
8. Addressee's Address (ONLY if requested and fees paid) <i>144 729 942</i>	



PS Form 3811, Mar. 1988 \* U.S.G.P.O. 1988-212-865

DOMESTIC RETURN RECEIPT

VARIANCE NOTIFICATION LETTER

NOTICE

November 30, 1989

Re: Marathon Petroleum Co.

Dear

Evansville-Vanderburgh Area Board of Zoning Appeals notice of public hearing for a variance. The hearing will be held at 7:00 P.M., Thursday, December 21, 1989, in the City Council Chambers (Room 301), City-County Building, Civic Center Campus, Evansville, Indiana.

This letter will serve notice to you that Marathon Petroleum has applied for a variance with the Board of Zoning Commission of Evansville for relaxation of the Zoning Ordinance requirements for specified square footage. The application is for the removal of old signs for new on the property located at

Yours truly, *C. Tolson*

Marathon Petroleum Company/Rainbow Communication Service, Inc.

11-14-89

29 Signs  
24 plus 2 banners  
+ 3 TPS's

# MARATHON 3115 COVERT

2 Canopies: ① "Marathon best in long run" <sup>2x40</sup> N+S sides

② No Adv.

① B fascia letters: "Marathon" 8" x 10'

② 2 fascia logos ± 2.5 x 2.5

① 2nd Pole projecting sign: Marathon (4x4) + (2x4) price mod

2 tire racks w/ 8" x 4' tags

② 3 banners on roof (only 1 Lottery)

③ TPS's - footed "Marlboro" 2x4

"AMERICAN Co. Sew You" 2x4

Hoosier Lottery 1/2x2

④ Disc, MC, Visa (1x2) : 3 on canopy poles  
(1 on light pole)

① Light pole sign: (1/2x3) price sign

"Triple A Emerg. Serv.") (1x1)

① Light pole sign: (1x2) "Discov, MC, Visa"

(1x1) "AAA Emerg. Serv."

Pump toppers: ② on Covert "Mar-Am Co. Sew. You" etc.

⑧ on Vann - adv: "Starfire High Perf"  
"Marathon-Acs. y"  
etc.

③ 4-sided island signs - 2 sides have state reg.  
2 sides have list of services

NOTICE OF DISPOSITION OF ZONING CASE

BOARD OF ZONING APPEALS OF THE AREA PLAN COMMISSION

Evansville, Indiana  
Telephone 426-5226

Room 312, Civic Center Complex

TO WHOM IT MAY CONCERN:

Wade Flakke, Sr.  
Hank's Sign Company  
1919 N. Grand Avenue  
Evansville, Indiana 47711

November 16, 1989

You are hereby advised that on November 16, 1989, the Board of Zoning Appeals  
granted with conditions Your Variance Docket No: 89-68-BZA

denied  
contingued  
contingued  
withdrew

Premises affected: 3115 Covert Avenue

The resolution of the Board is subject to your inspection at the office of the  
Area Plan Commission.

Barbara L. Cunningham  
Executive Director

Respectfully yours,