CITY OF BLOOMINGTON

APRIL 4, 2012 @ 2:00 p.m.
CITY HALL -
KELLY CONFERENCE ROOM #155

CITY OF BLOOMINGTON
HEARING OFFICER
April 4, 2012 at 2:00 p.m. ***Kelly Conference Room #155**

PETITION WITHDRAWN:

- CU-13-12 **Nancy Rutkowski**
  911 W. 3rd St.
  Request: Conditional use approval for a home occupation.
  Case Manager: Eric Greulich

PETITION CONTINUED TO: April 18, 2012

- V-11-12 **Ben Mason (1upBooks)**
  1320 E. 3rd St.
  Request: Variance from temporary use standards for a textbook buy-back use.
  Case Manager: Katie Bannon

NEW PETITION:

- V-14-12 **Everywhere Signs**
  1801 S. Liberty Dr.
  Request: Variance from sign standards to allow a wall sign to be placed on the second floor of a building.
  Case Manager: Eric Greulich

BLOOMINGTON HEARING OFFICER **CASE #: V-14-12**
STAFF REPORT **DATE: April 4, 2012**
LOCATION: 1801 S. Liberty Drive

PETITIONER: Everywhere Signs (Employment Plus)
2630 N. Walnut St., Bloomington

REQUEST: The petitioner is requesting a variance from the wall sign standards to allow a wall sign to be placed on the second floor of a building.

Report Summary: This property is located at 1801 S. Liberty Drive and is within a Planned Unit Development (PUD). Surrounding uses are business/professional offices and industrial. The petition site has been developed with a two-story office building. State Road 37 runs north/south along the east property line. The building has two tenants on the upper floor and a new tenant, Employment Plus, will be utilizing the entire ground floor of the building.

The Unified Development Ordinance restricts wall signs on a multi-tenant building to the tenant's space only. The petitioner is requesting a variance to allow for a new wall sign to be on the second floor of the multi-tenant building, which would not be on their tenant space.

The petitioner is requesting the variance to allow the sign to be placed on the building so that it is visible from State Road 37. The 2' tall by 32' long sign (64 sq. ft.) would be located on the upper part of the east side of the building facing State Road 37. There is a similar size sign for Bloom Marketing located adjacent to the proposed new sign location.

CRITERIA AND FINDINGS

20.09.130 e) Standards for Granting Variances from Development Standards: A variance from the development standards of the Unified Development Ordinance may be approved only upon determination in writing that each of the following criteria is met:

1) *The approval will not be injurious to the public health, safety, morals, and general welfare of the community.*

STAFF FINDING: Staff finds that this variance request will not negatively affect the public health, safety, morals, or general welfare of the community. The granting of the variance will not place more signage on the building then what would be allowed. The placement of the sign will aid in visibility for drivers along State Road 37 which has higher vehicle speeds and a greater need for more visible signage.

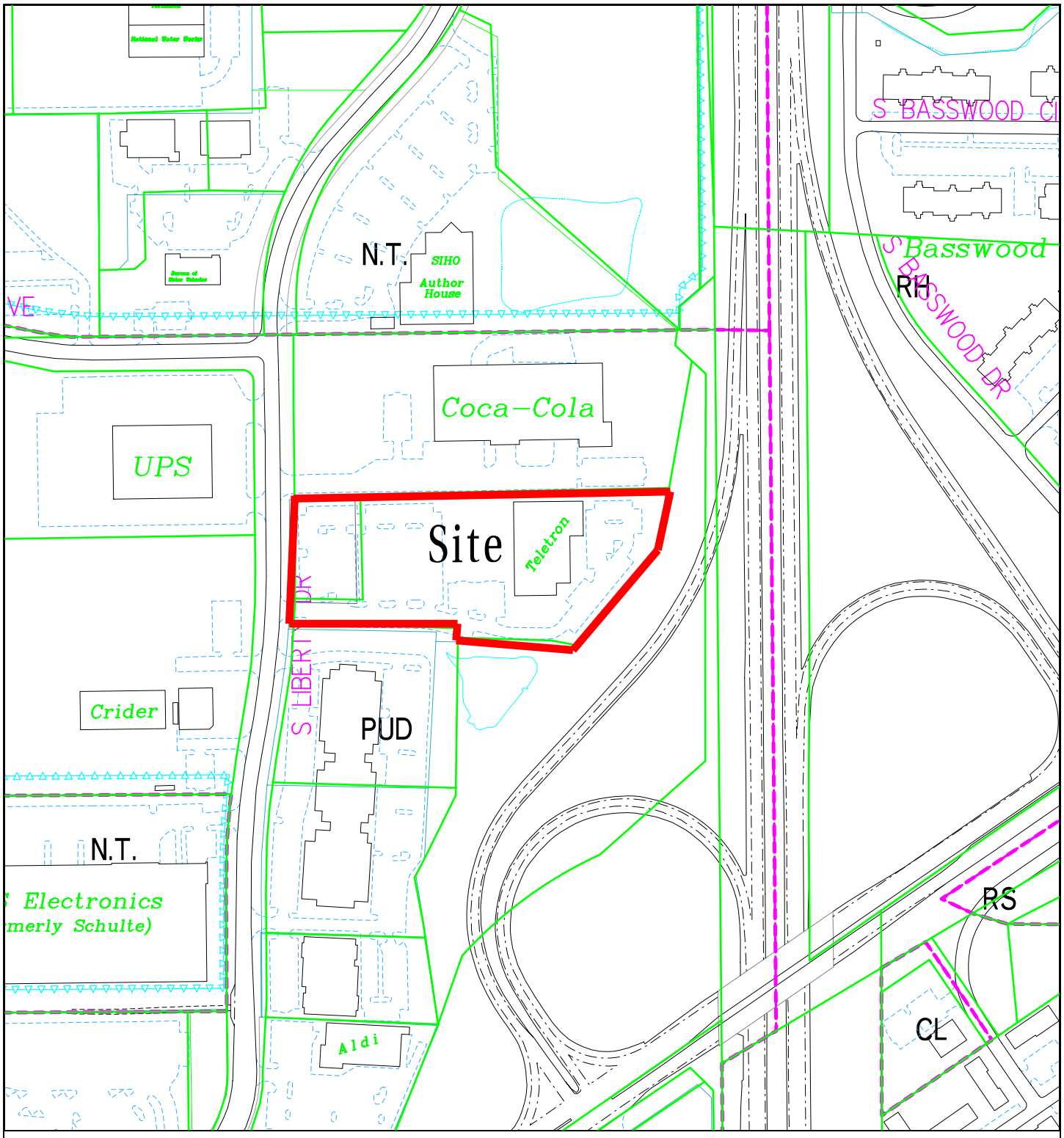
2) *The use and value of the area adjacent to the property included in the Development Standards Variance will not be affected in a substantially adverse manner.*

STAFF FINDING: Staff finds no adverse impacts to the use and value of the surrounding area associated with the proposed variance. Once again, the granting of the variance will not place more signage on the building then what would be allowed. There is another sign of the same approximate size and location with no known negative impacts.

3) *The strict application of the terms of the Unified Development Ordinance will result in practical difficulties in the use of the property; that the practical difficulties are peculiar to the property in question; that the Development Standards Variance will relieve the practical difficulties.*

STAFF FINDING: Staff finds practical difficulty in the placement of a sign on the tenant space on the ground floor, would not be visible to vehicular traffic along State Road 37. The location of the building higher in elevation than State Road 37 and speed of vehicles traveling along the adjacent road create difficulty in the visibility of ground floor signage.

RECOMMENDATION: Based upon the written findings above, staff recommends approval of this petition.:



V-14-12 Everywhere Signs (Employment Plus)

1801 S Liberty Drive

Hearing Officer

Site Location, Zoning, Land Use, Parcels

By: greulice

29 Mar 12

300 0 300 600 900

N

City of Bloomington
Planning

Scale: 1" = 300'

For reference only; map information NOT warranted.

EVERYWHERE SIGNS, LLC
2630 N. Walnut Street
Bloomington, IN 47404
(812) 323-1471 Fax: (812) 323-1472
www.everywheresigns.com

March 19, 2012

City of Bloomington Planning Department
401 N. Morton Street
Bloomington, IN 47404

Re: Employment Plus

Dear Mr. Greulich:

I am applying for a variance on behalf of Employment Plus located at 1801 South Liberty Drive, Bloomington, IN 47403.

Currently, Employment Plus occupies the lower level of this building consisting of approximately 20,400 square feet. On behalf of Employment Plus, I ask for permission to install their sign on the top floor of the building on the East facing side (toward Highway 37) in order for the public to be able to view it from the highway. The sign is not legible from Highway 37, for the public to locate the business, if installed on the first floor.

The business sits off public roads with substantial size parking areas, and on top of a hill near Highway 37. Commercial businesses are located in the same premises, such as Finelight and Bloom Marketing Group. The only additional sign on the building (facing Highway 37) is Bloom Marketing Group, located on the top floor of the building. There are no residential dwellings in this area. The property has its own vehicular access located West, off Liberty Drive. There are no environmental concerns for this request, along with no drainage plans that will be disturbed.

Your consideration for the variance is much appreciated in advance. If you have any questions and/or concerns, please do not hesitate to contact me at (812) 323-1471, or by e-mail lkeough2003@yahoo.com.

Respectfully,

Lisa Keough

Lisa Keough
Business Office Manager
Everywhere Signs, LLC

Petitioner Statement

1801 S Liberty Dr, Bloomington, IN
Front Of Building (facing 37)

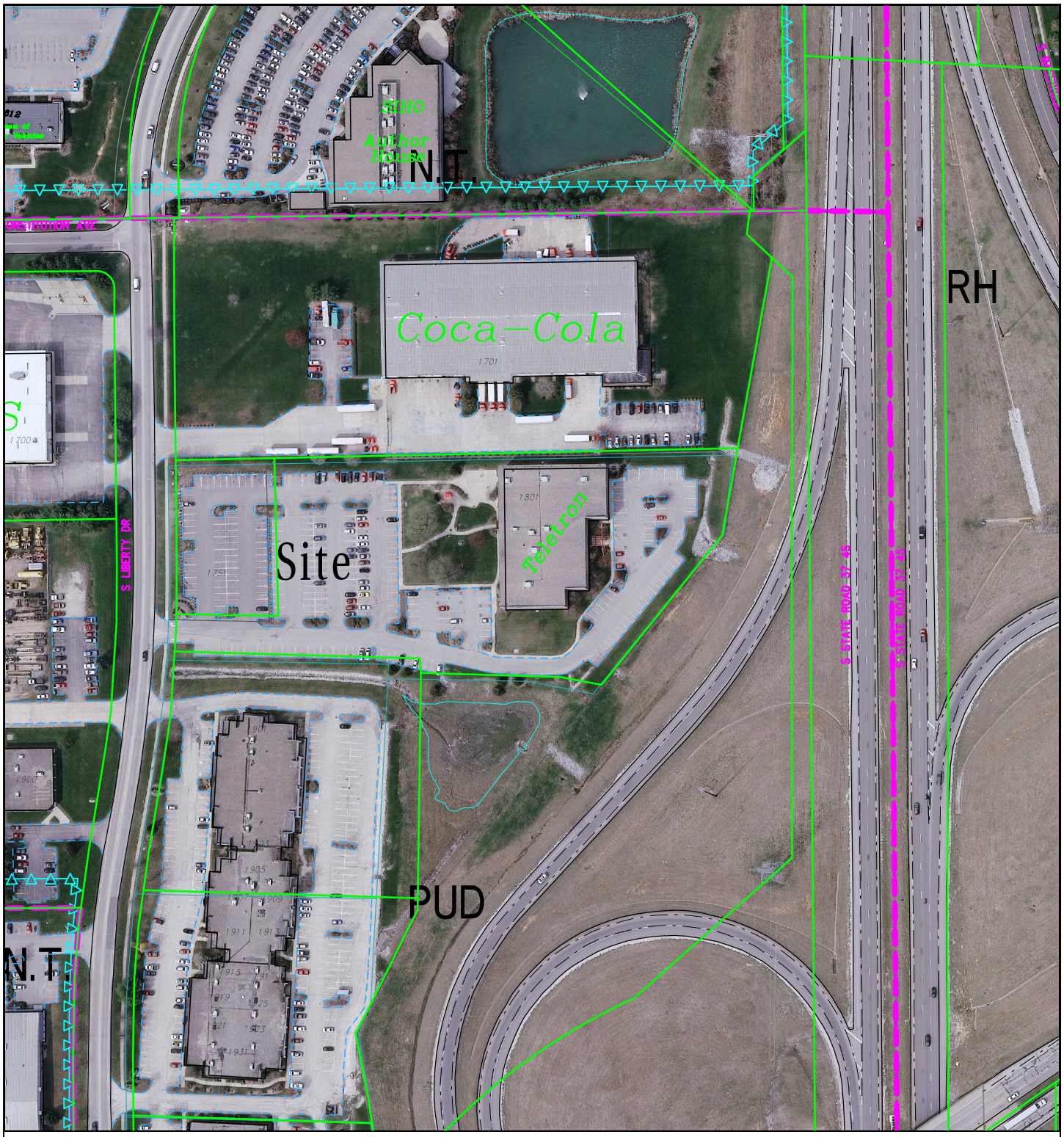
Illuminated Channel Lettering
24” tall – Same width as the Bloom Sign

East Elevation (facing SR 37)

1801 S Liberty Dr, Bloomington, IN
Sign Locations

East Side of building
Facing 37

South Side of building
Facing SR 45 / Bloomfield Rd



V-14-12 Everywhere Signs

1801 S Liberty Dr

Hearing Officer

2010 Aerial Photograph

By: greulice

29 Mar 12

200 0 200 400 600

N

City of Bloomington
Planning

Scale: 1" = 200'

For reference only; map information NOT warranted.