

CITY OF BLOOMINGTON



MARCH 4, 2015 @ 2:00 p.m.
CITY HALL -
KELLY CONFERENCE ROOM #155

**CITY OF BLOOMINGTON
HEARING OFFICER
March 4, 2015 at 2:00 p.m.**

***Kelly Conference Room #155**

PETITIONS CONTINUED TO MARCH 18, 2015:

- V-4-15 **Goodwill of Central Indiana**
512 S. College Mall Rd.
Request: Variance from loading, entrance, and drive standards to allow a new loading dock on the south side of the building.
Case Manager: Beth Rosenbarger

PETITIONS TO BE HEARD:

- V-6-15 **Western & Southern Life Insurance Co.**
1720 N. Kinser Pike
Request: Variance from signage standards to allow a new sign panel to be added to an existing sign.
Case Manager: Eric Greulich

PETITIONER: Western and Southern Life (United Maier Signs)
1030 Straight Street, Cincinnati, OH

REQUEST: The petitioner is requesting a variance from sign standards to allow a new sign to be added to an existing freestanding sign.

REPORT SUMMARY: The subject property is located at the southeast corner of N. Kinser Pike and SR 45/46 Bypass. The property is zoned Commercial Arterial (CA) and has been developed with a multi-tenant office building and surface parking lot. Surrounding land uses include a hotel to the east, a gas station and Harley Davidson dealership to the west, an office building to the south, and a grocery store and quarry pit to the north.

The property has a 6' tall, 60' long brick wall that is located at the northwest corner of the property that is situated between the surface parking lot and the adjacent street. There are a row of shrubs at the base of the wall with other trees and landscaping along the wall. There is currently a 25 sq. ft. sign on the wall for a tenant in the building. The petitioner would like to add a 6 square foot sign to the existing freestanding sign/wall. Because there is an existing sign on the wall, all of the area between the existing sign and the proposed sign, measured to the ground, is counted as one "sign" and that area would be over 45 sq. ft. The actual amount of signage displayed with both signs will only be 31 sq. ft. The wall has historically had a large sign on it that exceeded 45 sq. ft. with previous tenants.

The petitioner is requesting a variance from the maximum area allowed for a freestanding sign to allow for the new 6 sq. ft. panel to be added.

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 wall has had signage placed on it previously that was greater than the amount of signage currently proposed, with no known negative impacts.

- 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.*

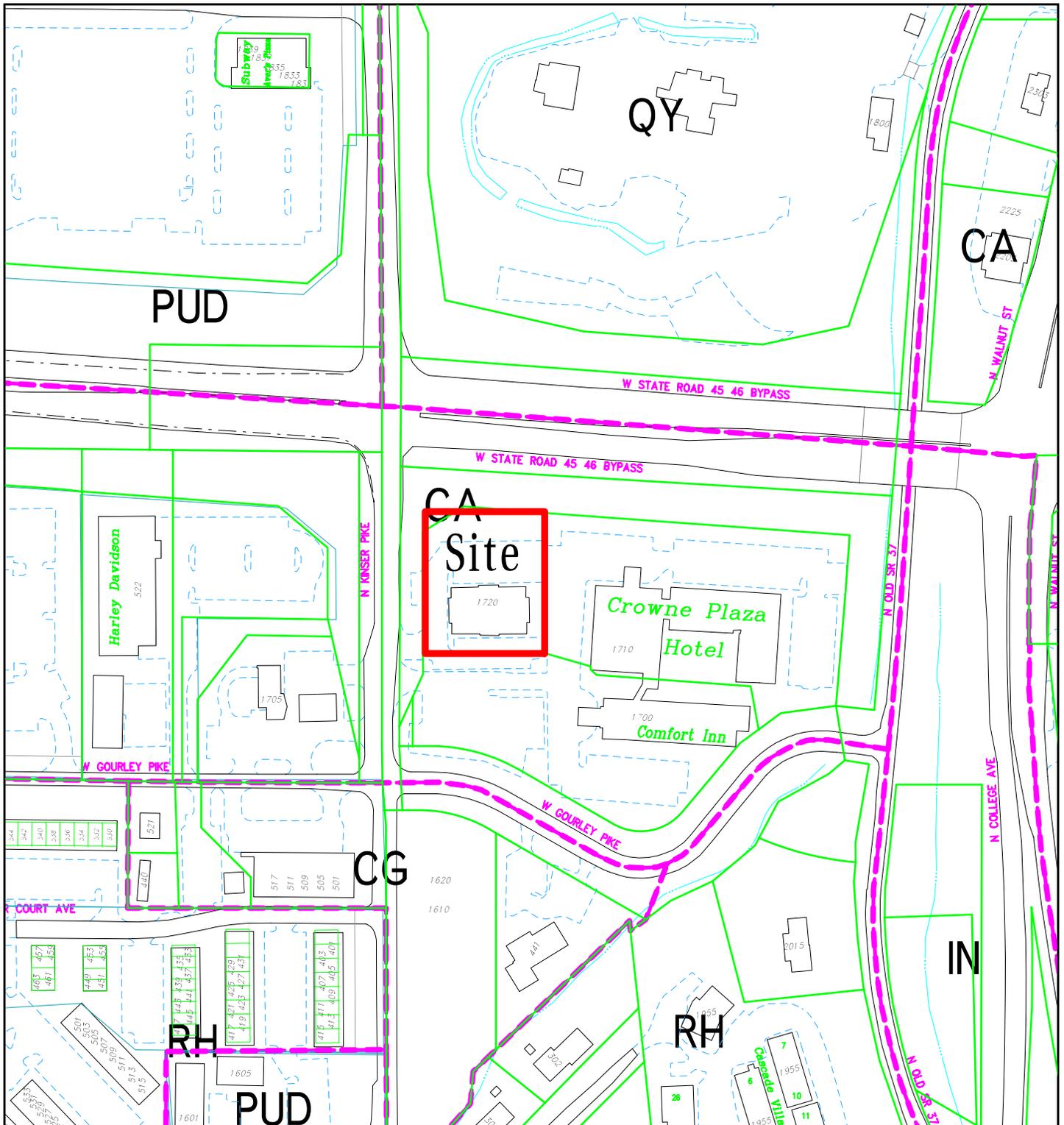
STAFF FINDING: Staff finds no adverse impacts to the use and value of the surrounding area associated with the proposed variance. The overall amount of actual signage will be less than 45 sq. ft. and there will be no increase in the size of the current wall.

- 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 peculiar condition in that the wall was not designed as a multi-tenant sign. The placement of existing signage on the wall prevents another freestanding sign from being constructed at this location as well. The wall was placed along the length of the parking areas to screen and buffer the parking area from view of the adjacent public streets and so it was not originally designed to serve as a multi-tenant sign with defined panels that could be changed out. The building originally only had a single tenant with one large sign that covered the front wall. The wall also sits over 100' from the 45/46 Bypass and 40' from Kinser Pike, which reduces the impact of the presence and size.

RECOMMENDATION: Based upon the written findings above, staff recommends approval of this petition with the following conditions:

1. A sign permit is required prior to the placement of any new signage.



V-06-15 Western and Southern Life

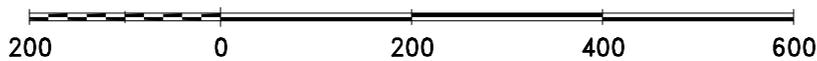
1720 N Kinser Pike

Hearing Officer

Site Location, Zoning, Land Use, Parcels

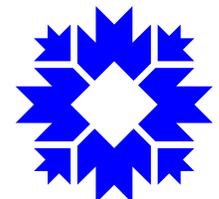
By: greulice

27 Feb 15

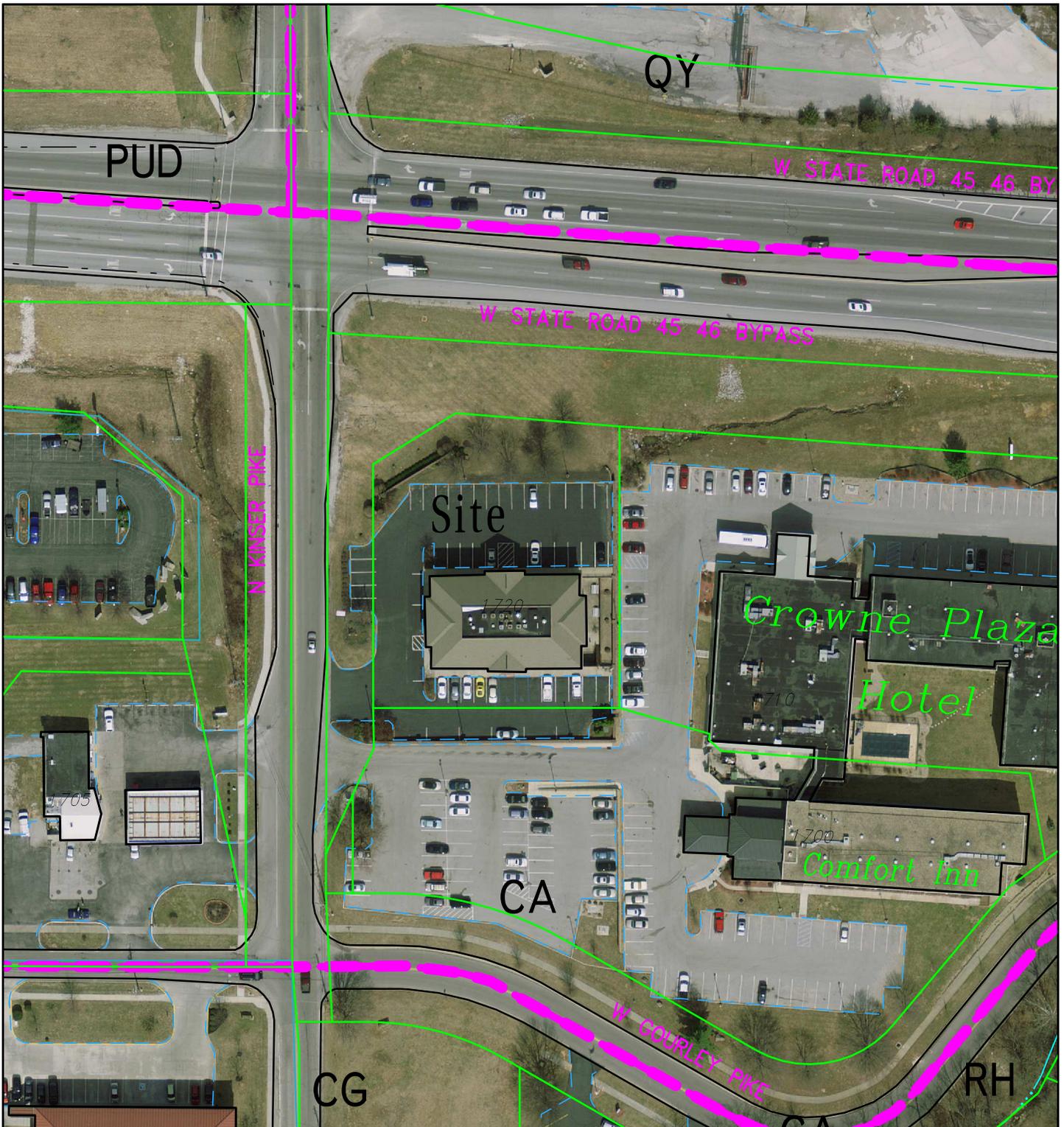


For reference only; map information NOT warranted.

City of Bloomington
Planning & Transportation



Scale: 1" = 200'



V-06-15 Western and Southern Life

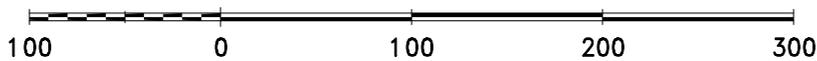
1720 N Kinser Pike

Hearing Officer

2014 Aerial Photograph

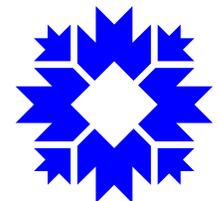
By: greulice

27 Feb 15



For reference only; map information NOT warranted.

City of Bloomington
Planning & Transportation



N

Scale: 1" = 100'



United-Maier Signs, Inc.

February 13, 2015

TO: The Hearing Office

REF: Wall plaque @ 1720 N. Kinser for Western & Southern Life

Petitioner's Statement

Western and Southern Life Insurance Company has been leasing office space in this multi-tenant building at 1720 North Kinser Road for some time now. The nature of their business requires their clients to come to their offices for administrative consulting. A number of those clients call ahead to get directions and/or description map to this location. The general reply from the insurance company is that the building is at the corner on State Rt. 46 and North Kinser Road. The address building number of 1720 is only on the entrance door. The only other listing of their business is on the Directory Board inside the lobby.

Western & Southern has been wanting to high light and identify their place of business with some type of signage. The issue why nothing has happened so far has been frustrating. One being is that the landlord will not allow or grant any facial wall signs on their building. The second opposition is that the City's zoning codes Do Not Allow a second ground sign neither monument or freestanding. Therefore the only solution for business identification is the landlord's exception/approval on the existing exterior brick wall which is triple level in heights from 48" to 60".

The design of the new proposed plaque was limited in size do to the fact that the existing channel letter sign is using the allowable square footage allowance.

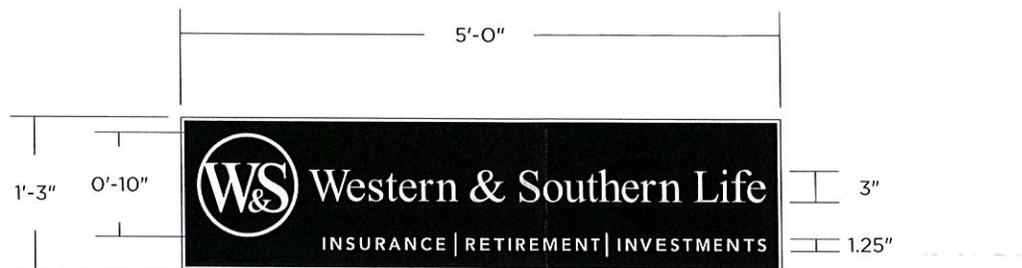
There will be a visual issue with vehicles going in both directions from the building frontage. Coming up the grade on St. Rt. 46, there are a number of trees that hide the exterior brick wall and the proposed sign will not be notice until they reach the intersections of St. Rt. 46 and North Kinser. This may cause a delay in turning left. The opposite highway traffic will see the building but may not recognize the proposed sign do the distance of 200 feet back. Please note photos of highway traffic.

Western & Southern appreciates the opportunity to have this hearing to have their proposed signage review and substantiated. Naturally they look forward to a favorable hearing approval and to work with the City on the successful installment of their sign.

Sincerely
United-Maier Signs, Inc.

Richard Strobel
Procurement Manager

V-06-2015
Petitioner Statement



CAST PLAQUE:

1" SCALE

V-06-15
Sign Detail

SKETCH NUMBER 51689
 JOB NAME WESTERN SOUTHERN LIFE
 ADDRESS 1720 NORTH KINSEY ROAD - BLOOMINGTON IN
 SALES TONY MAIER
 DESIGNER GREG ESSERT
 DATE 6-10-14
 DRAWING ID WESTERN SOUTHERN LIFE_51689_6-10-14

SIGN REVISIONS
 E 10-3-14
 DROPPED SIGN #
 DROPPED SIGN #
 REMOVED - CURVE

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**United-Maier
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 CINCINNATI, OH 45214
 513-681-6600 OFFICE
 513-681-0818 FAX
 877-681-6600 TOLL FREE
 UNITED-MAIER.COM



SKETCH NUMBER 51689
 JOB NAME WESTERN SOUTHERN LIFE
 ADDRESS 1720 NORTH KINSEY ROAD - BLOOMINGTON, IN
 SALES TONY MAIER
 DESIGNER GREG ESSERT
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SIGN REVISIONS
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V-06-15
 Sign mock-up