

# CITY OF BLOOMINGTON



July 30, 2025 @ 2:00 p.m.  
Kelly Conference Room #155 and Zoom

Virtual Link:

<https://bloomington.zoom.us/j/88225451589?pwd=SkQxQmQvTnBXc202M0ZPano1eW9rdz09>

Meeting ID: 882 2545 1589  
Passcode: 897298

**CITY OF BLOOMINGTON**  
**HEARING OFFICER (Hybrid Meeting)**  
**July 30, 2025 at 2:00 p.m.**

**City Hall, 401 N. Morton Street**  
**Kelly Conference Room #155**

❖Virtual Link:  
<https://bton.in/xRLRA>

**Meeting ID: 882 2545 1589**      **Passcode: 897298**

**Petition Map:** <https://bton.in/G6BiA>

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**APPROVAL OF MINUTES:**

January 15, 2025  
March 12, 2025  
April 23, 2025  
July 16, 2025

**PETITIONS:**

CU-27-25/ ZR2025-06-0079

**Everywhere Signs (Lids)**  
512 E. Kirkwood Avenue  
Parcel: 53-05-33-405-074.000-005  
Request: Conditional Use approval to allow a Standardized Business in the University Village Downtown Character Overlay of the Mixed Use Downtown (MD-UV) zoning district.  
*Case Manager: David Brantez*

**Hearing Officer Member:**

<b><u>Member</u></b>	<b><u>Appointed By</u></b>	<b><u>Term</u></b>
Ryan Robling	Plan Commission	10/11/2022-Current

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**BLOOMINGTON HEARING OFFICER**  
**STAFF REPORT**  
**Location: 512 E Kirkwood AVE**

**CASE #: CU-27-25 / ZR2025-06-0079**  
**DATE: July 16, 2025**

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**PETITIONER:** Nathan Trueblood, Everywhere Signs  
2630 N Walnut ST  
Bloomington, IN

**OWNER:** IU Foundation  
2901 E Discovery Parkway  
Bloomington, IN

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**REQUEST:** Conditional use approval to allow a standardized business in the Mixed-Use Downtown zoning district within the University Village Downtown Character Overlay of the Mixed Use Downtown (MD-UV) zoning district.

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**REPORT:** The property is located on the south side of E Kirkwood AVE between N Dunn ST and S Indiana AVE. It is in the University Village downtown character overlay of the Mixed-Use Downtown zoning district (MD-UV). All surrounding properties are zoned Mixed Use Downtown (MD) zoning district and within the University Village (MD-UV) overlay. Surrounding uses are all commercial businesses. The property has been developed with a one-story commercial building that is utilized by Underground Printing as a “retail” use.

The petitioner is proposing to add a new business within the existing building for the company Lids, which is an international apparel chain. Since the new tenant in the building and the proposed signage meets the definition of a standardized business in the City of Bloomington Unified Development Ordinance (UDO), conditional use approval is required. The UDO defines a standardized business as-

Any type of commercial establishment located in the Courthouse Square Downtown Character Overlay or University Village Downtown Character Overlay, that are required by contractual or other arrangement or affiliation to offer or maintain standardized services, merchandise, menus, employee uniforms, trademarks, logos, signs, or exterior design. This use does not include “Office” uses located above the ground floor and any commercial businesses located in such a manner as to be devoid of any building frontage that is visible to a street,

Changes to the building for the new tenant would only involve new awning signage along the front. The proposed sign for Lids will be approximately 8 square feet and feature their logo in white lettering against the red awning, which was a unique design for this location. There will also be a sign for Underground Printing that will be approximately 10 square feet. There is an existing 12 square foot cabinet sign on the west façade that will not be changed. This proposed sign reflects the partnership that Underground Printing has formed to sell Lids products at this location.

The proposed signage is compliant with the dimensional standards for wall signs and awning signs in the Mixed-Use Downtown (MD) district.

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**STANDARDIZED BUSINESS STANDARDS:** UDO 20.03.010(e)(2) lists the following use specific standards for standardized businesses.

*In the MD-CS and MD-UV character areas a standardized business shall require conditional use permit review in accordance with Section 20.06.050(b) (Conditional Use Permit), and shall comply with the following standards:*

- (A) The proposed standardized business shall be designed and constructed in a style that visually complements its surroundings, especially the existing buildings on both sides of the same block the business is to be located, as well as the character of the particular overlay district. Visual complementation shall include, but may not be limited to:
  - i. Architecture;*
  - ii. Scale;*
  - iii. Façade; and*
  - iv. Signage.**
- (B) If the use is proposed for a site that contains an existing building of special historical, cultural, or architectural significance, with or without official historic designation, the proposed use shall seek to preserve and reuse as much of the existing building as possible, particularly the building's façade.*
- (C) Visual complementation may also include interior décor. Elements of interior décor such as displays of public art, photos or memorabilia of Bloomington or Indiana University, may be considered.*

**STAFF COMMENT:** The petition states that the sign has been designed with the E Kirkwood AVE existing architecture and signage colors and materials in mind. The Lids logo will be added to a red awning next to an Underground Printing logo slightly smaller than what was on the last awning of the same size and shape. There are other businesses on the Kirkwood corridor that have red awnings including Bicycle Garage Inc and the Indiana Shop. Red is a common color in the University Village given its proximity and connection to Indiana University. Red is not one of the Lids brand colors, as their signs typically have a black or blue background.

There are many examples of awnings along Kirkwood that this location will continue to complement. This is distinct from a typical Lids location as they commonly use cloud signs and many of their locations are in indoor shopping malls, such as the College Mall in Bloomington. Awning signs are not a standard feature of the Lids brand. The awning sign visually complements the context of existing awnings on E Kirkwood AVE. The red awning sign fits within the architectural theme and color scheme of the overlay district and is distinct from other Lids locations.

This petition meets the criteria for a standardized business, as detailed below in the proposed finding for 20.06.040(d)(6)(B) General Compliance Criteria.

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## **CRITERIA AND FINDINGS FOR CONDITIONAL USE PERMIT**

### **20.06.040(d)(6) Approval Criteria**

**(B) General Compliance Criteria:** All petitions shall be subject to review and pursuant to the following criteria and shall only be approved if they comply with these criteria.

- i. Compliance with this UDO*
- ii. Compliance with other applicable regulations*
- iii. Compliance with Utility, Service, and Improvement Standards*

iv. *Compliance with prior approvals*

**PROPOSED FINDING:** The petition complies with the UDO, including the criteria for a standardized business. The proposed square footage and placement of the signage is compliant with the signage standards in the Mixed Use Downtown (MD) zoning district which determines it has a maximum of 30 square feet available. The only other applicable regulation would be a right of way encroachment agreement. No approval from CBU is required for this tenant change out. There are no known prior approvals for this site.

**(C) Additional Criteria Applicable to Conditional Uses**

i. *Consistency with Comprehensive Plan and Other Applicable Plans*

*The proposed use and development shall be consistent with and shall not interfere with the achievement of the goals and objectives of the Comprehensive Plan and any other applicable adopted plans and policies.*

**PROPOSED FINDING:** This proposal is in line with the goals of the Comprehensive Plan. The Comprehensive Plan identifies this area as “Downtown.” The Downtown district is meant to be a commercial hub that offers a variety of businesses and uses. The proposed retail use is located near other similar commercial spaces on E Kirkwood AVE and other standardized businesses. The MD-UV district and standardized business criteria ensures that businesses in this district will maintain the character of the district while still allowing for new growth and development.

ii. *Provides Adequate Public Services and Facilities*

*Adequate public service and facility capacity shall exist to accommodate uses permitted under the proposed development at the time the needs or demands arise, while maintaining adequate levels of service to existing development. Public services and facilities include, but are not limited to, streets, potable water, sewer, stormwater management structures, schools, public safety, fire protection, libraries, and vehicle/pedestrian connections and access within the site and to adjacent properties.*

**PROPOSED FINDING:** Adequate public service capacity exists. No changes to the building are proposed other than signage.

iii. *Minimizes or Mitigate Adverse Impacts*

- 1. The proposed use and development shall not result in the excessive destruction, loss or damage of any natural, scenic, or historic feature of significant importance.*
- 2. The proposed development shall not cause significant adverse impacts on surrounding properties nor create a nuisance by reason of noise, smoke, odors, vibrations, or objectionable lights.*
- 3. The hours of operation, outside lighting, and trash and waste collection shall not pose a hazard, hardship, or nuisance to the neighborhood.*
- 4. The petitioner shall make a good-faith effort to address concerns of the adjoining property owners in the immediate neighborhood as defined in the pre-submittal neighborhood meeting for the specific proposal, if such a meeting is required.*

**PROPOSED FINDING:** No destruction, loss, or damage of any natural, scenic, or historic features is found. Although the building is designated as a Contributing structure, it is not located within a historic district. No nuisance regarding noise, smoke, odors, vibrations, lighting, or hours of operation is found. The proposed signage will be lit with the existing internal LED

lamps. It will comply with all applicable sign regulations. No pre-submittal neighborhood meeting is required.

iv. *Rational Phasing Plan*

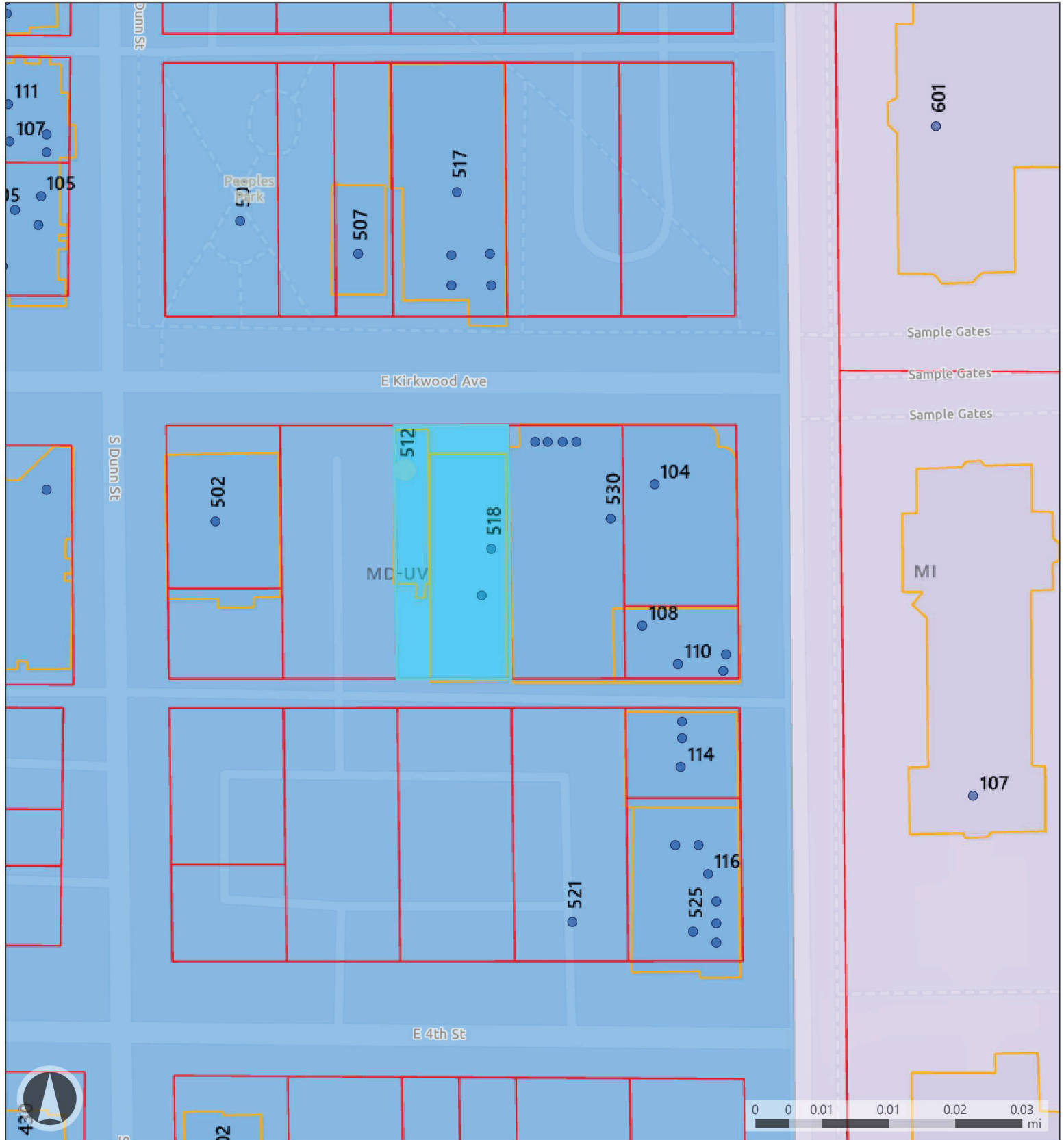
*If the petition involves phases, each phase of the proposed development shall contain all of the required streets, utilities, landscaping, open space, and other improvements that are required to comply with the project's cumulative development to date and shall not depend upon subsequent phases for those improvements.*

**PROPOSED FINDING:** There is no phasing plan for this proposal.

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**RECOMMENDATION:** Based upon the report and written findings of fact above, the Department recommends that the Hearing Officer adopt the proposed findings and approve CU-27-25 / USE2025-09-0079 with the following conditions:

1. This conditional use approval is limited to the proposed design and use as a standardized business. No other façade design or use is approved. Minor changes to the façade design, such as refacing of signs or change of sign graphics within the allowed signage area, can be approved as consistent with this conditional use approval, subject to sign standards and other relevant regulations.
2. A sign permit is required, and the design of all exterior signage shall conform to the designs shown in this approval.
3. If required, the petitioner shall obtain an encroachment agreement with the Board of Public Works prior to installation.

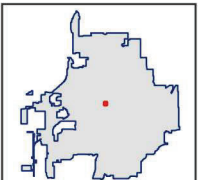


**Map Legend**

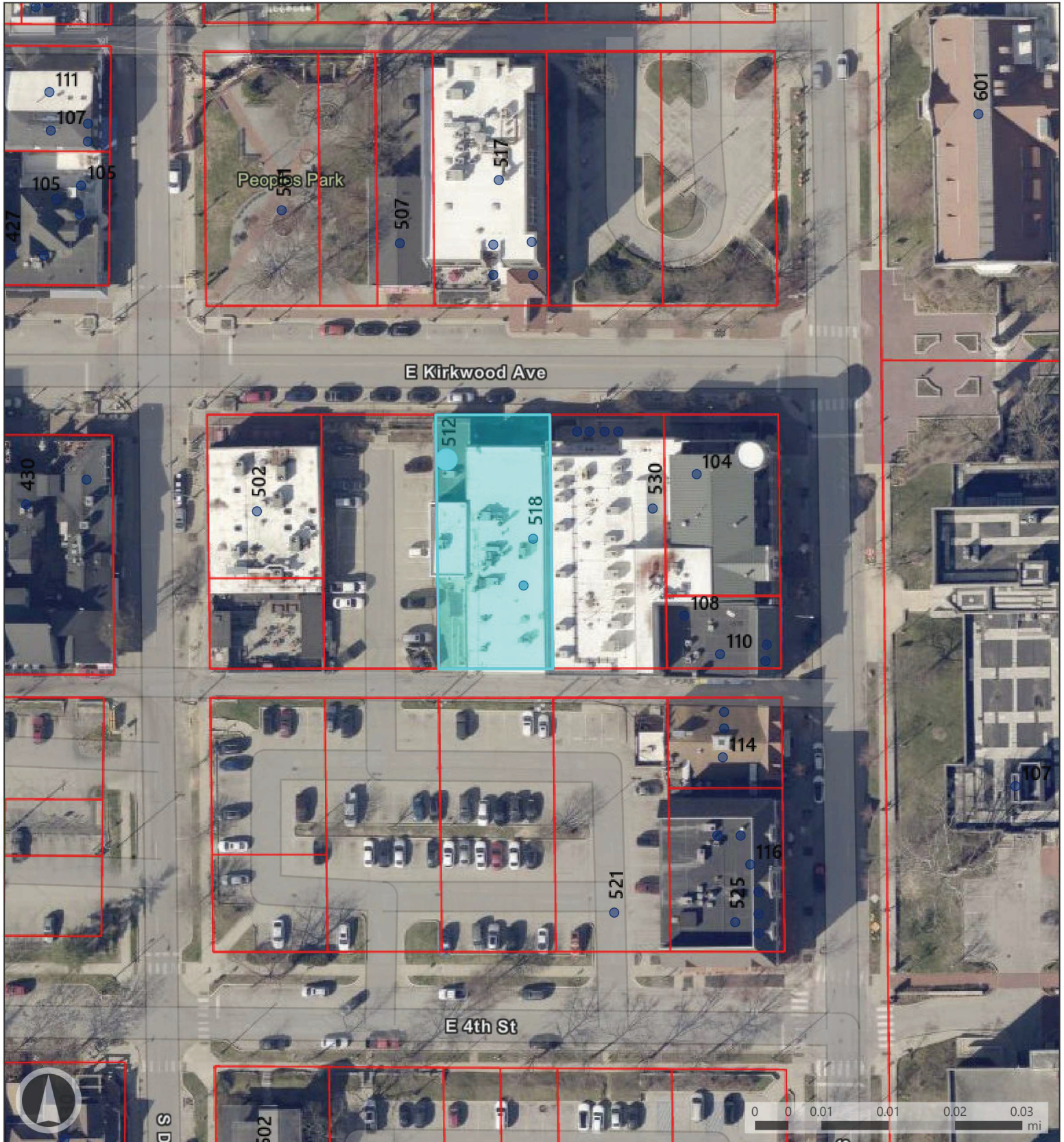
- Addresses
- ▭ Parcels

- ▭ Buildings
- ▭ Bloomington Municipal Boundary

- ▭ Mixed-Use Downtown University Village
- ▭ Mixed-Use Institutional

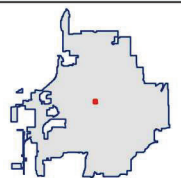






Map Legend

- Addresses
- ▭ Parcels
- ▭ Bloomington Municipal Boundary





Lids Signage Package  
512 E. Kirkwood Avenue  
Bloomington, IN 47408  
Location: 8450

Petitioner's statement:

The proposed signage for Lids at the former Underground Printing location on Kirkwood Avenue has been carefully designed to meet the requirements set forth in §20.05.064 of the Unified Development Ordinance regarding standardized businesses.

While Lids is a nationally recognized brand, the updated awning design reflects a thoughtful adaptation to Bloomington's historic and pedestrian-friendly downtown character. The total signage area remains well within the 30 square foot allowance, with the awning graphic sized at 18 square feet and the existing 2' x 6' illuminated cabinet retained on the adjacent wall.

The color palette and material selection complement surrounding architecture and existing signage along Kirkwood, ensuring the new Lids storefront contributes to the aesthetic continuity of the streetscape. This modest, non-intrusive signage preserves the scale and visual rhythm of the district while providing clear identification for the business in a respectful and appropriate manner.

Nate Trueblood  
Everywhere Signs  
6-12-25

***Lids***

Project No. 57991

**Lids Signage Package**

512 E. Kirkwood Avenue  
Bloomington, IN 47408  
Location: 8450



SIGNAGE | BRANDED ENVIRONMENTS | MAINTENANCE

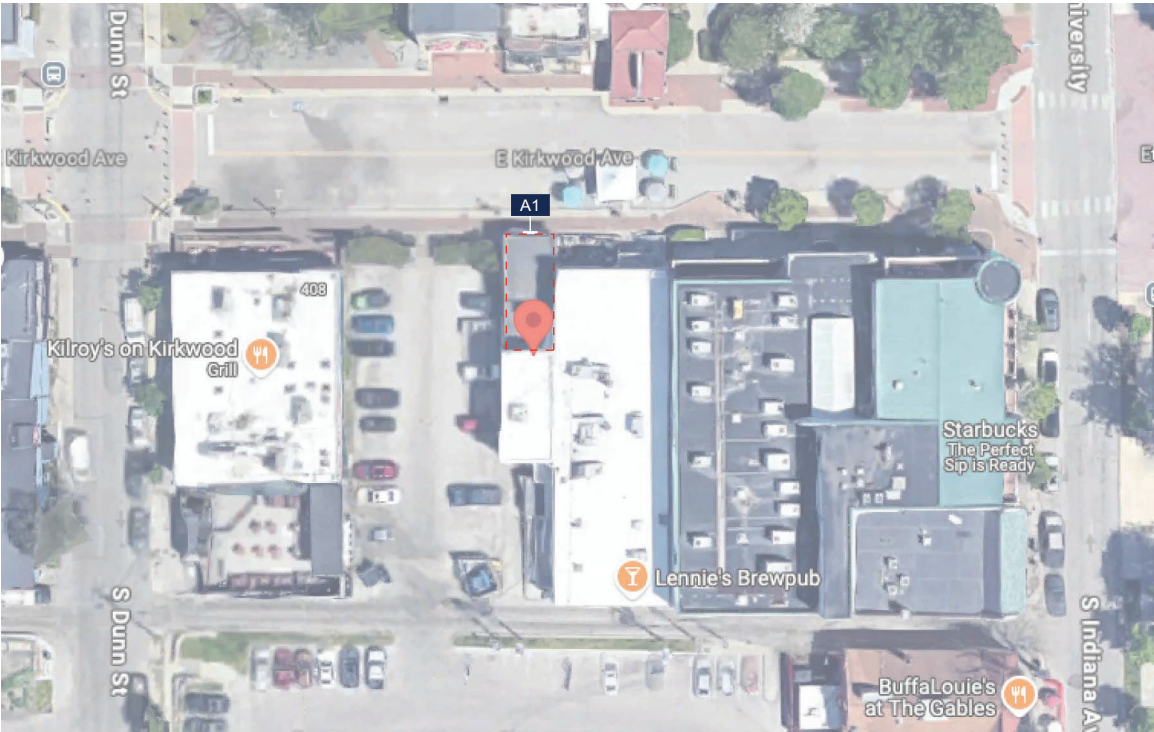
LEGEND

A1 (North) Front Elevation - Awning

SIGNAGE CRITERIA

Code:  
Aggregate Total of building and awnings: NTE 1.5 SF per LF of primary structure facing a street  
\*If signage is being exchanged like for like and existing dimensions are over code size allowance, the same sized signage can still be used  
Landlord restrictions:  
N/A

A1 NTE = 18 SF.



2000 Center Drive  
Suite C411  
Hoffman Estates, IL 60192  
Office 847.301.0510  
identiti.net

W.O. No. 57991  
Address 512 E. Kirkwood Avenue  
City, ST Bloomington, IN 47408

Orig. Draft 02.13.2025  
Project Mgr. Andrew Moya  
Designer Liz Morgan

Rev. Art MH  
Rev. Date 05.15.2025  
Page Rev. 002

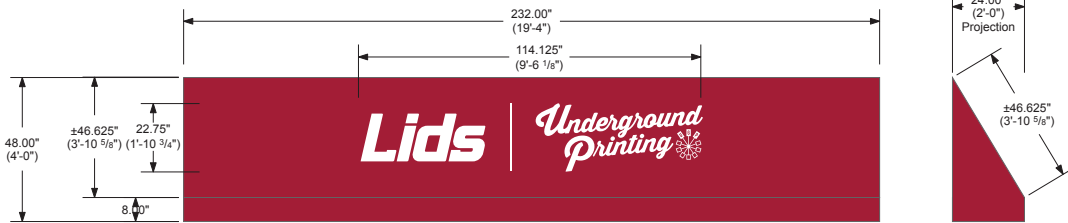
Customer



North



Plan View:  
Site Plan  
Exterior



SCALE: 3/8" = 12"



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Rev. Art MH  
Rev. Date 05.15.2025  
Page Rev. 002

Color Palette	Awning: to match Crimson PMS 201	N/A
	Vinyl: White (heat transfer vinyl)	N/A
	N/A	N/A

Sign Type:  
Awning Reskin  
Staple & Stich onto Existing

Signage:  
A1  
Awning Reskin

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