

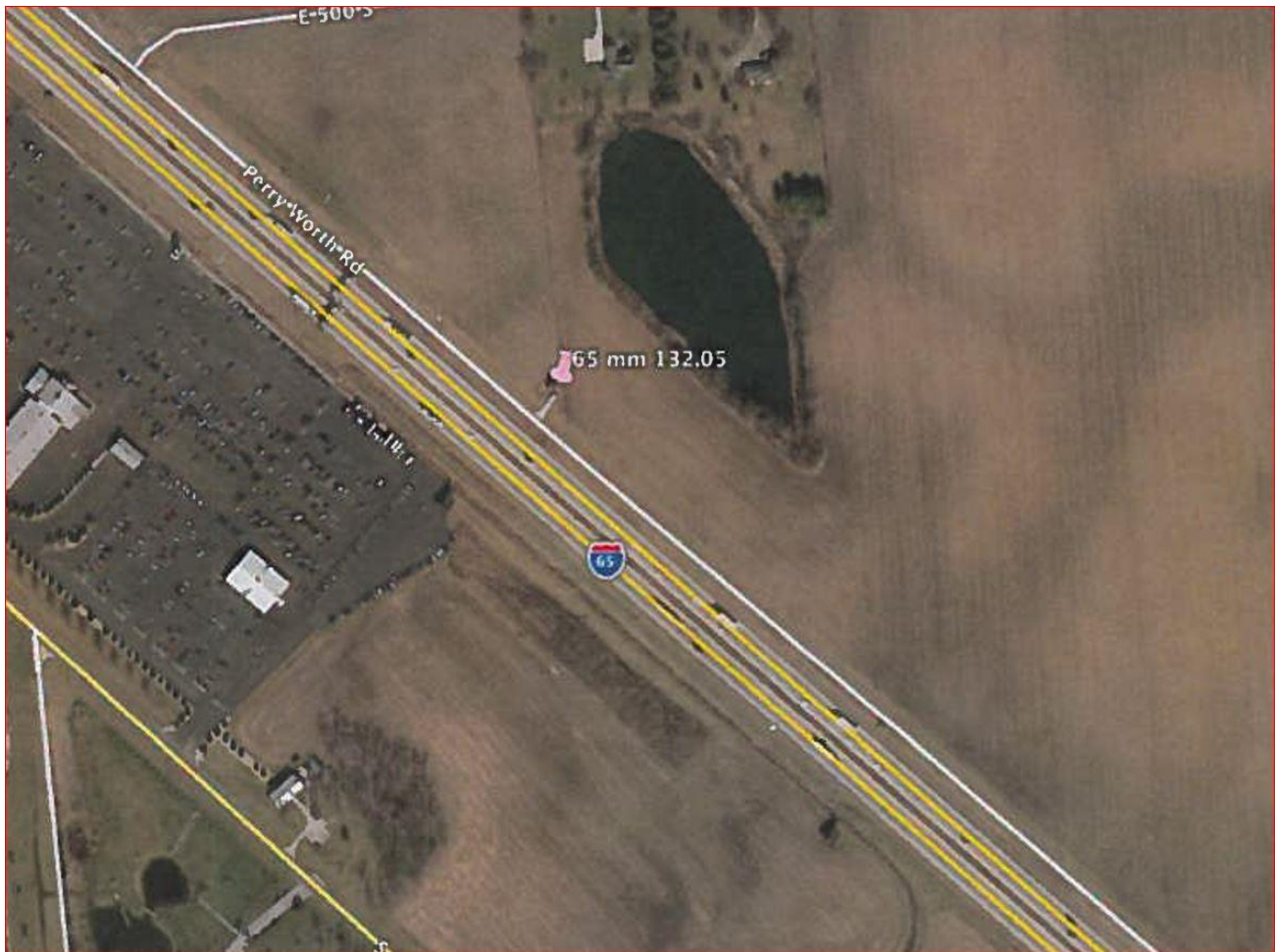


# Staff Report BZA18-006-VA

## Gochenour Sign Variance

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**Docket BZA18-006-VA Gochenour Sign Variance.** The petitioner is requesting approval of a Variance of sign standards for the purpose of replacing the faces of the billboard with new LED messaging faces. The subject sign, is located along the east side of Perry Worth Road. This sign is intended to be read from I-65. The petitioner is JR Promotions LLC and owner is Sheila Scott Trustee of the James E, Gochenour Irrevocable Trust

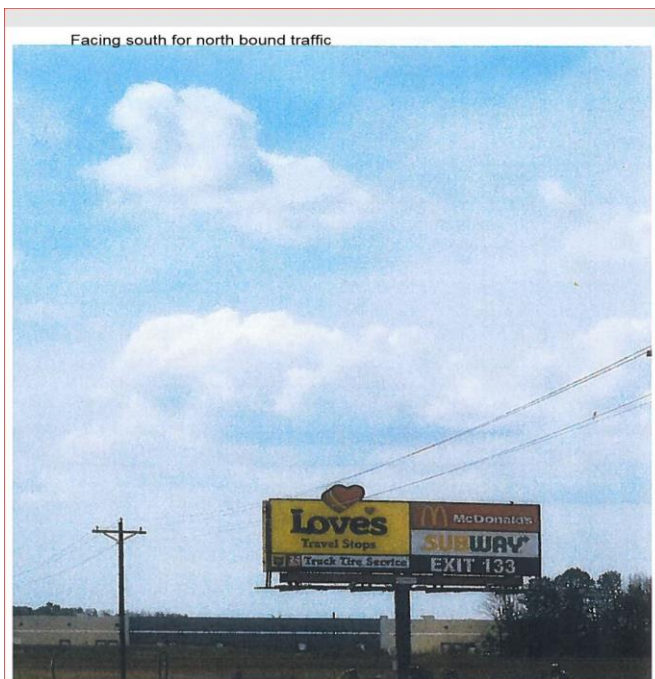
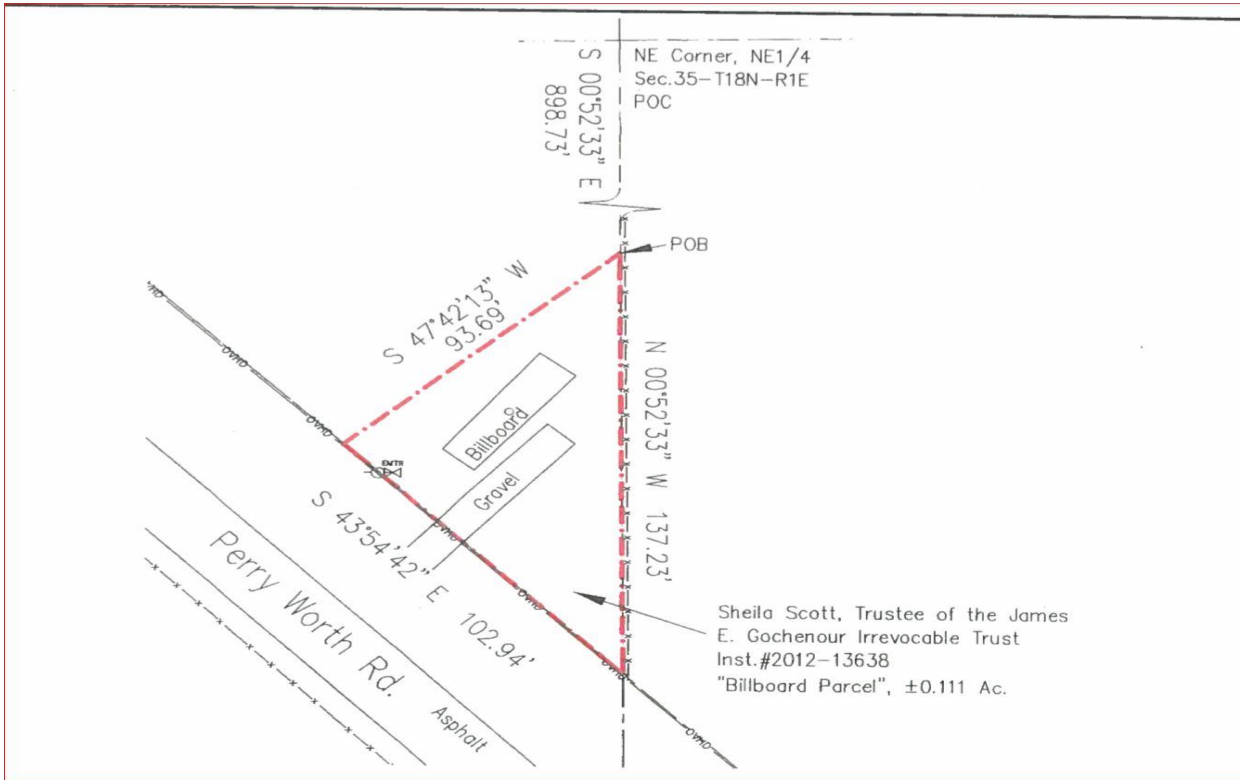


### History

The current sign was placed, before the UDO was adopted. The Billboard has been in the area for over 30 years but was moved 800 Ft. South to its current location last year to accommodate the construction of the new Browning/Duke II Building.

## Site Location and Proposed Development

Current billboard sign located along the east side of Perry Worth Road (Legal Description PT NE 35-18-1E 10.06.) This sign is intended to be read from I-65. Petitioner would like to update the sign by replacing the faces of the billboard with new LED messaging faces. Petitioner will not be replacing the pole, but will be doing updates to the existing sign, as stated. Applicant seeks a variance to allow for replacing outdoor advertising sign faces with new LED messaging faces. Location of the sign will not change.



## Requested Variance

### ***UDO Overlay District – Sign Regulations***

Reference Chapter 3 /Section 11.B:

- Off- Premise (Outdoor Advertising) Signs. Off-Premise Signs will not be allowed in the I-65 South Corridor Overlay District. This shall not prohibit incidental signs located at the entrances to commercial or industrial subdivisions.

## Decision Criteria

Per the Zoning Ordinance, *Section X.C.5.a(3)* the Board of Zoning Appeals shall use the following three decision criteria, consistent with the requirements of the Indiana Code IC 36-7-4-918.5, when taking action on all variance requests:

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

*It is within the I-65 corridor development with commercial business and NOT affecting residential users.*

2. The use or value of the area adjacent to the property included in the variances will not be affected in a substantially adverse manner

*The area and location of the sign is within existing Commercial Zoning Classification.*

3. The strict application of the terms of the Ordinance will continue the unusual and unnecessary hardship as applied to the property for which the variances are sought.

*Without the variance, the older style bulletin billboard will continue to exist. The new faces are safer for installers as no one will need to climb to change the vinyl's. The LED messaging board will also be more functional and more aesthetic for drivers to read.*

## Staff Recommendation

Staff recommends that the Board of Zoning Appeals **approve** the requested variance to allow for the replacement of older sign faces, with new LED messaging faces on the existing sign.