



WESTFIELD-WASHINGTON
BOARD OF ZONING APPEALS

April 10, 2012
1204-VS-05
Exhibit 1

Petition Number: 1204-VS-05

Subject Site Address: 15160 N. Meridian St.

Petitioner: Target Corporation

Representative: One Source Sign, LLC.

Request: The petitioner is requesting a Variance of Standard from the Westfield-Washington Zoning Ordinance (*WC 16.08.010.D.8*) to allow a wall sign to extend above the parapet of a building wall by sixteen (16) inches.

Current Zoning: General Business

Current Land Use: Commercial

Approximate Acreage: 10.5 acres

Zoning History:
95-V-25, 8/21/95
0104-VS-37, 2/23/98

Exhibits:
1. Staff Report
2. Aerial Location Map
3. Petitioner's Application

Staff Reviewer: Ryan Clark, Associate Planner

Petition History

This petition will receive a public hearing at the April 10, 2012 Board of Zoning Appeals meeting.

Property History

The site development plan (95-AP-13) for the property located at 15160 N. Meridian St. (the "Property") was approved by the Advisory Plan Commission on July 24, 1995. The approval was for a 170,000 square foot commercial structure on approximately ten (10) acres. Case 95-V-25 was approved on August 21, 1995 which allowed a pole sign, a wall sign with a total size of 204 square feet, and the construction of



two ground signs. Case 0104-VS-37 was approved on February 23, 1998 to permit outdoor display of merchandise.

Analysis

The Westfield-Washington Township Sign Ordinance section *WC 16.08.010.D.8* states that *“No sign shall be mounted on a roof or extend above an eave or parapet of a building wall.”* The Petitioner’s submitted plans propose a circular Target wall sign which extends above the parapet wall by sixteen (16) inches. The proposed sign is part of an overall remodel for the front façade of the building and is compliant with all other sign standards.

Procedural

The Board of Zoning Appeals shall approve or deny variances of standard from the terms of the zoning ordinance. The Board may impose reasonable conditions as a part of its approval. A variance may be approved under Ind. Code § 36-7-4-918.5 only upon a determination in writing that:

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

Finding: It is unlikely that allowing a wall sign to extend above the parapet wall by sixteen (16) inches would be injurious to the public health, safety, morals, and general welfare of the community. The extension above the parapet on the south elevation should not cause an unsafe distraction to motorists on US Highway 31 or along 151st Street and is only six (6) square feet larger in size than the existing sign. The proposed sign size is compliant with sign standards for the Property.

2. *The use and value of the area adjacent to the property included in the variance will not be affected in a substantially adverse manner:*

Finding: It is unlikely the use and value of the area adjacent to the Property included in the variance will be affected in a substantially adverse manner. The neighboring properties east and south of Target are commercial in use. The sign height should also not impact the residential properties to the west.



3. *The strict application of the terms of the zoning ordinance will result in practical difficulties in the use of the subject property:*

Finding: The US Highway 31 Major Moves project, adjacent to the Property, will begin construction in 2013. The US Highway 31 improvements will allow for higher traffic volumes, likely travelling at higher speeds. Access to the Property will also change, with the elimination of the driveway of US Highway 31. Arguably, extending the sign above the parapet should help Target's presence along the US Highway 31 corridor and aid in the remodel of the site.

Recommendations

Approve the request based on the findings of this report.