C I T Y O F URBANA

DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

Planning Division

memorandum

TO: The Urbana Zoning Board of Appeals

FROM: Christopher Marx

DATE: November 19, 2014

SUBJECT: ZBA 2014-MAJ-06: Request for a Major Variance by Bendsen Signs to

allow a sign that is 11 feet high, and set back 8 feet from the right-of-way at 505 North McCullough Street in the MIC, Medical Institution Campus

zoning district.

Introduction & Background

Bendsen Signs & Graphics, Inc. has filed a request on behalf of Carle Foundation Hospital to add a freestanding-monument sign at the intersection of McCullough Street and University Avenue at the address of 505 N. McCullough Street. The subject property serves as a parking lot for the adjacent medical facility. The proposed sign would provide identification for hospital patrons on a busy street and is part of a series of proposed signage designed to update and improve wayfinding on the Carle campus. The sign would be 11 feet in height and set back eight feet from the property line. The subject property is located in the MIC, Medical Institutional Campus zoning district. Per Table IX-1 of the Urbana Zoning Ordinance, freestanding-monument signs in the MIC district may be up to eight feet tall if set back eight to 15 feet from the front property line, and up to 16 feet tall if set back at least 15 feet from the property line. The height of the proposed sign would be 37.5 percent taller than the ordinance allowance.

Pursuant to Section XI-3.C.2(d)(1) of the Urbana Zoning Ordinance, in order for a major variance to be approved, the Zoning Board of Appeals must recommend approval by a two-thirds majority and forward to City Council for final review and approval.

Description of the Site

The site is located along University Avenue, a main East-West arterial through the center of the City. The high-volume intersection of McCullough Street and University Avenue represents the southeast gateway to the Carle Foundation Hospital campus. A single zoning lot makes up the address and rectangular site which is a 1.53 acre parking lot supporting several of the surrounding buildings of the campus. The surrounding land uses are consistent with the boundaries of a commercial and medical institutional zoning district. The nearest southern and eastern parcels are a gas station and fast food restaurant, respectively. The neighboring parcels to the north and west are buildings or properties used for the medical campus.

Zoning and Land Use Table

The following is a summary of surrounding zoning and land uses for the subject site:

Location	Zoning	Existing Land Use	Comprehensive Plan Future Land Use
Subject Property	MIC, Medical Institutional Campus	Parking Lot	Community Business
North	MIC, Medical Institutional Campus	Private Driveway, Parking, Medical Facility Building	Medical Institutional Campus
South	B-3, General Business	Service Station	Community Business
East	B-3, General Business	Fast Food Restaurant	Community Business
West	MIC, Medical Institutional Campus	Main Hospital Building	Medical Institutional Campus

Discussion

The applicant wishes to install a freestanding monument sign to provide identification and direction for the various destinations on the medical campus at the corner of the parking lot at 505 N. McCullough Street. The sign would be in compliance with every specification of the zoning except for a three foot increase beyond the allowable height. According to City policy, signs in the MIC district are allowed to obtain a maximum height of eight feet if located within eight to 15 feet from a public right-of-way.

The applicant wishes to exceed the maximum height of the proposed sign by three feet which will be located near the intersection of University Avenue and McCullough Street at the corner of the parcel on 505 McCullough Street. According to the applicant, the sign will provide important direction for oncoming traffic to better reach the portions of the medical campus. The applicant states that the exceeding height is necessary to display all of the pertinent directional information. The placement closer than 15 feet from the property line is necessary to provide visibility at a high-volume intersection.

The main component to this variance is height. The height of the sign would be nonconforming, as freestanding-monument signs in the MIC district can be up to eight feet tall if located eight to 15 feet from the property line, or 16 feet tall if located farther than 15 feet. The proposed sign, as seen in Exhibit E, would require a 37.5% variance for the height. The sign would not exist in the approach or departure visibility triangles for the intersection.

According to the petitioner, constructing a new sign in full conformance with zoning regulations would not be practical on this site due to the location of parking and the amount of directional information needed for display. The Zoning Ordinance allows for signs to be within eight feet of the property line if they are less than eight feet tall. However, an eight-foot sign would not be able to display all directional information. Locating the sign further from the property line where

a greater height is permissible would decrease visibility for drivers trying to locate portions of the campus such as the emergency room.

Variance Criteria

Section XI-3 of the Urbana Zoning Ordinance requires the Zoning Board of Appeals to make findings based on variance criteria. The following is a review of the criteria as they pertain to this case and the criteria outlined in the ordinance:

- 1. Are there special circumstances or special practical difficulties with reference to the parcel concerned, in carrying out the strict application of the ordinance?
- 2. The proposed variance will not serve as a special privilege because the variance requested is necessary due to special circumstances relating to the land or structure involved or to be used for occupancy thereof which is not generally applicable to other lands or structures in the same district.

The special circumstances are the entry-way placement of the lot along a major thoroughfare for a medical institution that spans several blocks. The need to provide directional information for the multiple destinations of the institution necessitates the placement of a sign on the outmost parcel closest to the street. The volume of traffic at the nearby intersection necessitates the placement of the sign eight feet from the right-of-way. Meeting the requirements of the Zoning Ordinance would result in a sign with poor visibility that does not display all the necessary directional information.

Considering the importance of safe traffic flow at a high-volume intersection, allowing the hospital to exceed the height limitation by three feet would satisfy that condition. The components of the variance that allow for increased height are supported by these criteria.

3. The variance requested was not the result of a situation or condition having been knowingly or deliberately created by the Petitioner.

The volume of the intersection, requiring the closer sign placement, is beyond the control of the hospital. The multiple destinations requiring a sign providing directions is a result of the comprehensive range of services offered on the medical campus.

4. The variance will not alter the essential character of the neighborhood.

The character of the neighborhood is commercial and institutional, with several other businesses that have freestanding signs of similar height. The proposed sign would provide necessary information without changing any character of the surrounding neighborhood.

5. The variance will not cause a nuisance to the adjacent property.

The variance should not cause a nuisance to adjacent properties. The proposed sign would be similar in height to freestanding signs on adjacent properties such as the gas station and hotel across the street.

6. The variance represents generally the minimum deviation from requirements of the Zoning Ordinance necessary to accommodate the request.

The petitioner is requesting a height variance to provide all the necessary information for identification, safe traffic flow, and proper visibility. All other aspects of the sign are without the need of a variance request.

Summary of Staff Findings

- 1. Bendsen Signs and Graphics, Inc. is applying on behalf of Carle Foundation Hospital to install a freestanding monument sign 505 North McCullough Street that is 3 feet taller than allowed.
- 2. The proposed sign would be 11 feet tall, set back eight feet from the property line, and be composed of an area of 63.58 square feet.
- 3. The site is located in West Central Urbana and is zoned MIC-Medical Institution Campus.
- 4. The Urbana Comprehensive Plan identifies the area as Medical Institutional Campus and Community Business.
- 5. The proposed variance is desired due to special circumstances of limited availability for sign placement on an entryway parcel of a medical campus. The sign would provide important information for identification and traffic flow.
- 6. The proposed variance will not alter the character of the neighborhood, nor cause a nuisance to adjacent properties.
- 7. The proposed variance regarding sign height is the only deviation from Zoning Ordinance requirements to install a freestanding monument sign.

Options

The Zoning Board of Appeals has the following options in this case:

a. The Urbana Zoning Board of Appeals may forward the case to City Council with a recommendation to approve the variance as requested based on the findings outlined in this memo; or

- b. The Urbana Zoning Board of Appeals may forward the case to City Council with a recommendation to approve the variance along with certain terms and conditions. If the Urbana Zoning Board of Appeals elects to recommend conditions or recommend approval of the variances on findings other than those articulated herein, they should articulate findings accordingly; or
- c. The Zoning Board of Appeals may deny the variance request. If the Zoning Board of Appeals elects to do so, the Board should articulate findings supporting its denial.

Staff Recommendation

Based on the analysis and findings presented in the discussion above, and without the benefit of considering additional evidence that may be presented at the public hearing, staff recommends that the Zoning Board of Appeals forward ZBA-2014-MAJ-06 to City Council with a **RECOMMENDATION FOR APPROVAL** for the major variance to allow a sign that is 11 feet tall and set back eight feet from the property line.

Attachments: Exhibit A: Location & Aerial Map

Exhibit B: Zoning Map

Exhibit C: Future Land Use Map

Exhibit D: Site Photos

Exhibit E: Petition for Variance with Site Plan and Sign Rendering

cc: Jason Tompkins, Bendsen Signs & Graphics, Inc.

Exhibit A: Location and Existing Land Use Map





Case: 2014-ZBA-MAJ-06

Subject: Application for Major Variance to Install Freestanding Monument Sign

That Will Encroach 3 Feet Beyond Allowance.

Location: 505 N. McCullough Avenue

Petitioner: Bendsen Signs and Graphics, Inc.

Prepared 11/13/2014 by Community Development Services Department

Exhibit B: Existing Zoning Map

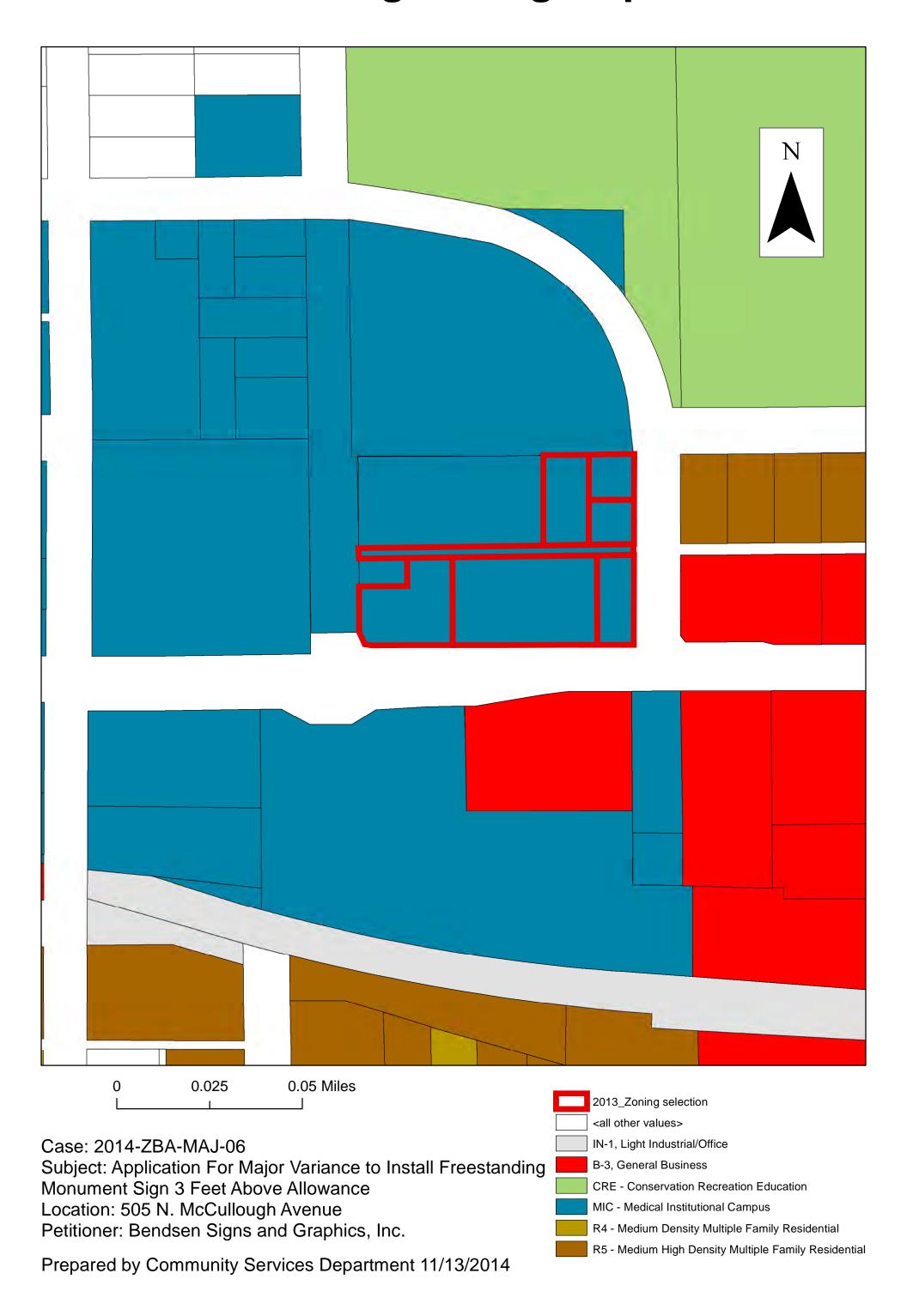


Exhibit C: Future Land Use Map







Case: 2014-ZBA-MAJ-06

Subject: Application for Major Variance to

Install Freestanding Monument Sign 3 Feet Over Allowance

Location: 505 North McCullough Avenue Petitione: Bendsen Signs and Graphics, Inc.

Prepared 1 1/13/2014 by Community Development Services Department

Close Up of Proposed Sign Location





View From Southern Side of University Avenue





Neighboring Parcels on Across University Avenue





Application for Variance

Zoning Board Of Appeals

APPLICATION FEE - \$175.00 (Major) and \$150.00 (Minor)

The Applicants are responsible for paying the cost of legal publication fees as well. The fees

usually run from \$75.00 to \$125.00. The applicant is billed separately by the News-Gazette. DO NOT WRITE IN THIS SPACE - FOR OFFICE USE ONLY Date Request Filed _____ ZBA Case No. ____ Fee Paid - Check No. _____ Amount ____ Date ____ PLEASE PRINT OR TYPE THE FOLLOWING INFORMATION A VARIATION is requested in conformity with the powers vested in the Zoning Board of Appeals to permit (Insert Use/Construction Proposed and the Type and Extent of Variation Requested) FREESTANDING DIRECTIONAL SIGN SETBACK TO ACCOMDOATE THE HEIGHT VARIANCE OF 37.5% on the property described below, and in conformity with the plans described on this variance request. 1. APPLICANT CONTACT INFORMATION Name of Applicant(s): BENDSEN SIGNS & GRAPHICS Phone: 217-877-2345 Address (street/city/state/zip code): 2901 N. WOODFORD STREET/DECATUR, IL 62526 Email Address: JT@BSG1946.COM Property interest of Applicant(s) (Owner, Contract Buyer, etc.): SIGNAGE CONTRACTOR 2. OWNER INFORMATION Name of Owner(s): CARLE Phone: 217-383-3311 Address (street/city/state/zip code): 611 W. PARK STREET/URBANA, IL 61801 Email Address: Is this property owned by a Land Trust? Yes No If yes, please attach a list of all individuals holding an interest in said Trust. 3. PROPERTY INFORMATION

Location of Subject Site: 505 N. MCCULLOUGH STREET

PIN # of Location: 91-21-08-327-012

Lot Size:6,300 sq./ft.						
Current Zoning Designation: MIC						
Current Land Use (vacant, residence, grocery,	Current Land Use (vacant, residence, grocery, factory, etc: MEDICAL FACILITY					
Proposed Land Use: Medical Facility	With the Control of the second second					
Legal Description:						
4. CONSULTANT INFORMATION						
Name of Architect(s):	Phone:					
Address (street/city/state/zip code):	i none.					
Email Address:						
Name of Engineers(s):	Phone:					
Address (street/city/state/zip code):						
Email Address:						
Name of Surveyor(s):	Phone:					
Address (street/city/state/zip code):						
Email Address:						
Name of Professional Site Planner(s):	Phone:					
Address (street/city/state/zip code):						
Email Address:						
Name of Attorney(s):	Phone:					
Address (street/city/state/zip code):						
Email Address:						

5. REASONS FOR VARIATION

Identify and explain any special circumstances or practical difficulties in carrying out the strict application of the Zoning Ordinance with respect to the subject parcel.

THE PROPERTY OWNER, CARLE, WISHES TO EMBARK ON MORE DETAILED WAY FINDING SIGNAGE FOR ITS URBANA CAMPUS. THE INFORMATION ON THE SIGN WILL BETTER DIRECT TRAFFIC TRYING TO REACH THE NORTH AND SOUTH PORTIONS OF THE CARLE CAMPUS. WITH THE AMOUNT OF INFORMATION THAT IS NEEDED ON THE DIRECTIONAL SIGNAGE, THE HEIGHT OF THE SIGN DISPLAYING THE INFORMATION WILL BE 11-FT. TALL, BUT DUE TO THE PLACEMENT OF THE PARKING LOT AND THE SIDEWALK, THE

ARE REQUESTING A VARINACE FOR SET BACK IN ORDER TO ACCOMM	MODATE
THE NEEDED SIGN HEIGHT.	
Explain how the variance is necessary due to special conditions relating to the structure involved which are not generally applicable to other property in the same	ne land o district.
THE AREA WHERE THE SIGN MUST BE LOCATED IS LOCATED AT THE	NORTH
WEST CORNER OF THE INTERSECTION OF UNIVERSITY AVENUE AND	
MCCULLOUGH. THIS IS THE ONLY OPEN AREA BY WHICH TO PLACE A	SIGN
THAT WILL HELP DIRECT VISITORS TO THE VARIOUS CARLE CAMPUS	
LOCATIONS. THE OPEN AREA WHERE THE SIGN NEEDS TO BE PLACE,	
HOWEVER IS LAND LOCKED BETWEEN THE CARLE PARKING LOT AND	THE
SIDEWAL ALONG UNIVERISTY AVENUE. BY ALLOWING THE SETBACK	<u> </u>
VARIANCE, CARLE WILL BE ABLE TO INSTALL A WAYFINDING SIGN T	<u>HAT</u>
WILL HELP DIRECT TRAFFIC ONTO MCCULLOUGH AND REDUCE TRAFF	FIC
CONGESTION ON UNIVERSITY AVENUE.	
Explain how the variance is <u>not</u> the result of a situation or condition that was knot deliberately created by you (the Petitioner).	wingly or
WHEN THE OPEN LANDSCAPED AREA WAS DESIGN AT THE NORTH W	'EST
CORNER OF MCCULLOUGH AND UNIVERSITY, THERE WERE NO PLANS	TO
INSTALL A SIGN. FRUTHERMORE, WHEN THIS AREA WAS CONSTRUCT	ED, THE
NEED TO DIRECT MORE TRAFFIC GOING NORTH ON MCCULLOUGH TO	THE
CARLE WAS NOT AS GREAT AS IT IS TODAY.	
Explain why the variance will <u>not</u> alter the essential character of the neighborhood.	

NO ALTERATIONS TO THE LAND WILL BE REQUIRED OTHER THAN
INSTALLING A FOUNDATION BELOW VISIBLE GRADE TO SUPPORT THE SIGN.
THERE ARE SEVERAL OTHER FREESTANDING SIGNS OF SIMILAR HEIGHT AND
SQUARE FOOTAGE IN THE GENERAL VACINITY OF THE PROPOSED SIGN FOR
CARLE. THE LANDSCAPING AREA WILL BE MAINTINED ONCE THE SIGN IS
INSTALLED.
Explain why the variance will <u>not</u> cause a nuisance to adjacent property.
THE ADJACENT PROPERTY TO BOTH THE SOUTH AND THE NORTH ARE
COMMERICAL ENTITIES. THE ADDITION OF THE CARLE SIGN WILL NOT
IMPEDE OR HINDER THE VISIBILTY OF THE NEIGHBORING PROPERTIES.
Does the variance represent the minimum deviation necessary from the requirements of the Zoning Ordinance? Explain.
THE VARICANCE DOES REPRESENT THE MININUM DEVIATION NECESSARY
FOR THE REQUIREMENTS OF THE ZONING ORDINCANCE. THE SETBACK
VARICANCE BEING SOUGHT WILL BE CONSISTENT THE THE EXISTING ZONING
ORDICANCE WITHIN THE CITY OF URBANA FOR SIGNS WITH LOWER OVERAL
HEIGHTS.

NOTE: If additional space is needed to accurately answer any question, please attach extra pages to the application.

By submitting this application, you are granting permission for City staff to post on the property a temporary yard sign announcing the public hearing to be held for your request.

CERTIFICATION BY THE APPLICANT

I certify all the information contained in this application form or any attachment(s), document(s) or plan(s) submitted herewith are true to the best of my knowledge and belief, and that I am either the property owner or authorized to make this application on the owner's behalf.

Applicant's Signature

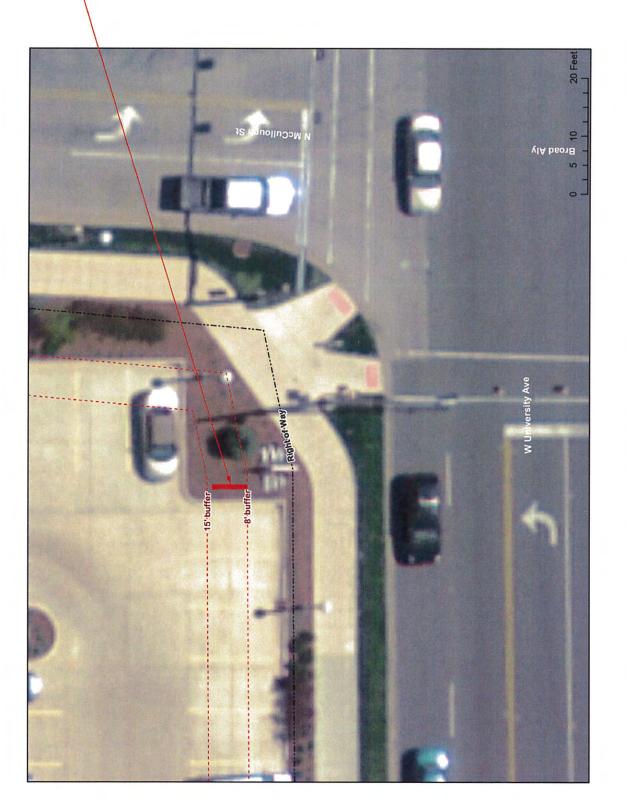
10 | 7 | 14 |
Date

PLEASE RETURN THIS FORM ONCE COMPLETED TO:

City of Urbana
Community Development Department Services
Planning Division
400 South Vine Street, Urbana, IL 61801

Phone: (217) 384-2440 Fax: (217) 384-2367



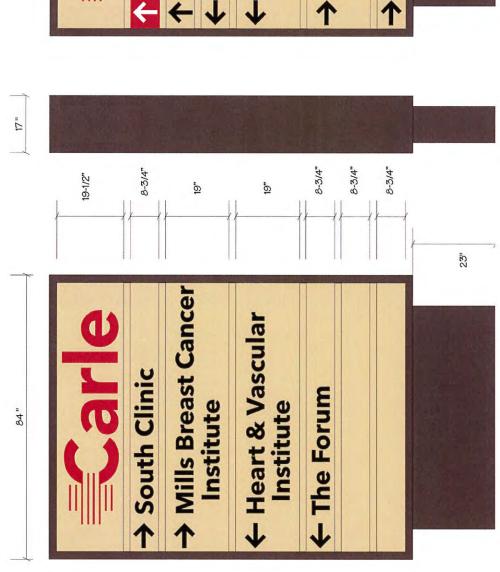


For: Sign location Carle - Urbana, IL

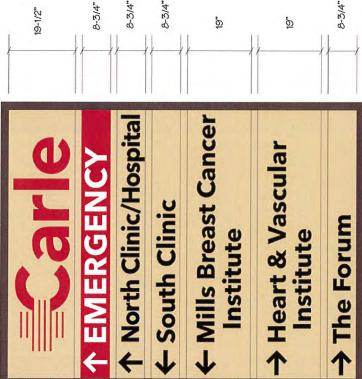
PH: 217-877-2345 FAX: 217-877-2347 Signs & Graphics, Inc. Bendsen

2901 N. Woodford St. Decatur, IL 62526

This is an original unpublished drawing confidentially submitted for your personal use in connection with a project being planned for you by Bendsen Signs and Graphics, Inc. It is not to be shown or described to other nor is it to be used reproduced, copled operation, hibited in any fashion.



109



8-3/4"

8-3/4"

10

8-3/4"

19

Signs & Graphics, Inc. Bendsen

FAX: 217-877-2347 PH: 217-877-2345

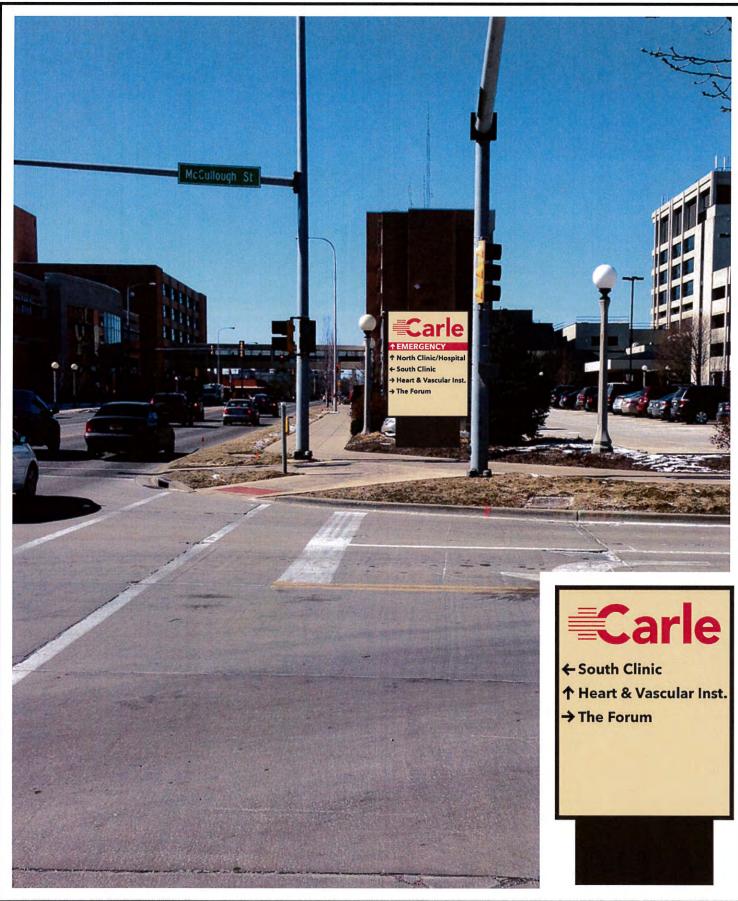
2901 N. Woodford St. Decatur, IL 62526

For: Sign location Carle - Urbana, IL

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Bendsen Date:

Signs & Graphics, Inc. Sketch No. CRLE 101





PH: 217-877-2345 FAX: 217-877-2347

Signs & Graphics, Inc.

2901 N. Woodford St. Decatur, IL 62526

For: Carle - Way Finding
9'H x 7'W Double sided directional

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Designer: 03-04-14

ORDINANCE NO. 2007-09-095

AN ORDINANCE VACATING A PUBLIC ALLEY

(In University Park - Orchard, McCullough Block)

WHEREAS, Carle Foundation owns all of the real property which abuts on both sides of the public Alley herein vacated; and

WHEREAS, Carle Foundation has requested such public Alley to be vacated; and

WHEREAS, the vacation of such public Alley will not impair access to any property other than that property owned by Carle Foundation.

NOW, THEREFORE, BE IT ORDAINED:

Section 1. That the following described public Alley is hereby vacated, such having been determined to be no longer required by the City of Urbana for alley right-of-way purposes and thus, the public interest shall be subserved by vacating the same:

An east-west Public Alley in the block bounded by University Avenue on the south, Park Street (formerly First Street) on the north, Orchard Street on the west and McCullough Street on the east, being in the Southwest Quarter of Section 8, Township 19 North, Range 9 East of the Third Principal Meridian, Champaign County, Illinois, more particularly described as follows:

All of the east-west Public Alley in S.H.
Busey's Third Addition to the City of Urbana,
being a portion of the Northeast 4 of the S.W.
4 of Section 8, Township 19 North, Range 9 East
of the 3rd Principal Meridian, as recorded in
Deed Record Book 35, at page 128 in the Office
of the Recorder of Deeds, Champaign County,
Illinois. Said Public Alley Right-Of-Way being
twelve (12') in width.

Said tract containing 0.11 acres (4,803.96 square feet), more or less, all situated in the City of Urbana, Champaign County, Illinois.

Section 2. The vesting of title in the portion of the right-of-way so vacated in the abutting property owner or owners shall be subject to an easement to all public utilities, their successors and assigns to operate, maintain, renew and reconstruct their facilities affected by this vacation as now operated and maintained in, over and under the portion of the right-of-way vacated unless the said abutting property owner or owners shall compensate the said utilities for such reasonable expense as shall be incurred by said utilities in connection with the rearrangement, removal or relocation of said facilities.

Section 3. The right-of-way herein vacated shall attach to and become a part of the parcel number identified by PIN #91-21-08-327-006, 91-21-08-327-008, 91-21-08-327-009, 91-21-08-327-010, 91-21-08-327-011, 91-21-08-327-012 & 91-21-08-327-013.

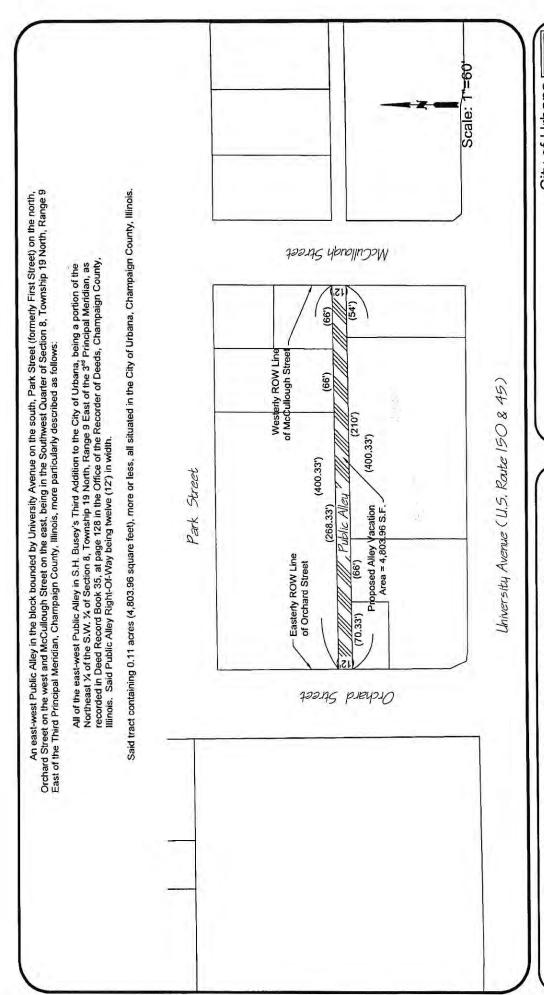
Section 4. In accordance with Resolution 9899-R2 regarding the City's policy on vacating alleys. The City Council of the City of Urbana, Illinois, finds and determines that \$20,000 is the amount of money which is equal to the benefits which will accrue to the owners of the abutting properties by reason of this Vacation Ordinance; and this Ordinance shall not be effective until payment of such sum has been made to the Comptroller of the City of Urbana, Illinois.

Section 5. The City Clerk is directed to record a certified copy of this ordinance when the Comptroller advises the Clerk that the sum set forth in Section 4 has been received by the City. The recording of this Ordinance in the Office of the Recorder shall be proof that such payment has been made.

This Ordinance is herby passed by the affirmative vote, the "ayes" and "nays" being called, of a three-fourth's $(3/4^{\rm th})$, vote of the alderpersons of the City of Urbana, Illinois, at a regular meeting of said Council.

2007	PASSED by t	he City Co	uncil this	4th	day of	September	_/
2007	,						
	AYES:	Bowersox,	Chynoweth	Tewn	Roberts, Sn	myth, Stevenson	
	NAYS:		THE	11/1/16	. 6		
	ABSTAINS:		* 0.		7.2		
			AND		See	O.Clark	
			July C	No EH C	Ma G. Clay	rk, City Clerk	7 2
			The little	RTERED	DITTE .	Deputy	Pa
	APPROVED by	the Mayor	this 7th	Mum Agy.	of	September /	_,
2007)÷.		
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				\supset	und	+ CHT	

Laurel Lunt Prussing, Mayor



PLAT MAP SHOWING PUBLIC RIGHT-OF-WAY VACATED OF URBANA ORDINANCE NO. 2007-09-095 September 4, 2007 DATE: CITY BY

City of Urbana
Public Works Department
Engineering Division
Divisi



Lot 11 of S. H. Busey's Third Addition, as recorded in Deed Record Book 35 at page 128 in the Office of the Recorder of Deeds, Champaign County, Illinois and the south half of the public alley vacated by City of Urbana Ordinance Number 2007-09-095, recorded as Document Number 2008R07554 in the Office of the Recorder of Deeds, Champaign County, Illinois;

except;

The westerly 45 feet thereof.

and further excepting;

That portion of said Lot 11 dedicated to the People of the State of Illinois in a dedication recorded as Document Number 1997R14484 in the Office of the Recorder of Deeds, Champaign County, Illinois.