

BOARD OF ZONING APPEALS DIVISION II

December 10, 2024

Case Number: 2024DV2043 (Amended)
Property Address: 6171 North Keystone Avenue (*approximate address*)
Location: Washington Township, Council District #7
Petitioner: Glendale Centre, by Mistie Nigh
Current Zoning: C-4
Request: Variance of development standards of the Consolidated Zoning and Subdivision Ordinance to provide for the installation of a second static digital drive-thru sign along a single drive lane (maximum one drive-thru sign per drive lane permitted).
Current Land Use: Commercial
Staff Recommendations: Staff recommends **approval** of the petition.
Staff Reviewer: Michael Weigel, Senior Planner

PETITION HISTORY

This is the first public hearing for this petition.

STAFF RECOMMENDATION

Staff recommends **approval** of the petition.

PETITION OVERVIEW

- 6171 North Keystone Avenue is an outlot within the Glendale Town Center shopping center that has frontage (but not vehicle access) along Keystone Avenue. The site received a variance (2023DV2029) to allow for a development of a coffeehouse serviced by an accessory drive-thru that is currently under construction.
- SGN24-00656 was a sign permit applied for in September to allow for the placement of multiple signs related to the coffeehouse business. Permitting noticed two issues related to the number and height of secondary freestanding signs and the placement of two drive-thru signs for a single drive lane (maximum one per lane). The applicant has indicated the former issue would be resolved via amending the height of proposed vehicle entry point signs; this request is no longer reflected within the amended blurb. Approval of this variance would allow for a second drive-thru sign to service the proposed stacking spaces.

- This property is zoned C-4 (Community-Regional District) to allow for the development of major business groupings and regional-size shopping centers to serve a population ranging from a community or neighborhoods to a major segment of the total metropolitan area. The Comprehensive Plan recommends it to the Village Mixed-Use typology to create compact and walkable gathering places with a wide range of small businesses, housing types and public facilities to either strengthen existing town centers or promote new neighborhood centers.
- The Indianapolis Zoning Ordinance places limits on the number of secondary freestanding signage that can be placed within commercial areas to limit the visual clutter and confusion that could be caused by duplicate signage. Staff notes that the proposed sign is approximately 10 square feet in size and is small enough that it would typically be allowed if it adjoined the other three panels of the existing sign. The modest distance between the existing menu board and the proposed sign (less than 3ft.) provides nearly the same exposure and views as if the sign were attached or integral to the menu board. Since the proposed drive-thru sign would be limited in scope to verifying accurate orders and would provide minimal disruption for surrounding properties, staff is supportive of the variance request.

GENERAL INFORMATION

Existing Zoning	C-4	
Existing Land Use	Commercial	
Comprehensive Plan	Village Mixed-Use	
Surrounding Context	Zoning	Surrounding Context
North:	C-4	North: Commercial
South:	C-4	South: Commercial
East:	C-4	East: Commercial
West:	C-4	West: Commercial
Thoroughfare Plan		
North Keystone Avenue	Primary Arterial	115-foot existing right-of-way and 104-foot proposed right-of-way
Context Area	Compact	
Floodway / Floodway Fringe	No	
Overlay	No	
Wellfield Protection Area	No	
Site Plan	11/04/2024	
Site Plan (Amended)	N/A	
Elevations	11/04/2024	
Elevations (Amended)	N/A	
Landscape Plan	N/A	
Findings of Fact	11/04/2024	
Findings of Fact (Amended)	N/A	

COMPREHENSIVE PLAN ANALYSIS

Comprehensive Plan

- Marion County Land Use Plan Pattern Book

Pattern Book / Land Use Plan

- The Marion County Land Use Plan Pattern Book recommends this site to the Village Mixed-Use typology to create compact and walkable gathering places with a wide range of small businesses, housing types and public facilities to either strengthen existing town centers or promote new neighborhood centers.

Red Line / Blue Line / Purple Line TOD Strategic Plan

- Not Applicable to the Site.

Neighborhood / Area Specific Plan

- Not Applicable to the Site.

Infill Housing Guidelines

- Not Applicable to the Site.

Indy Moves

(Thoroughfare Plan, Pedestrian Plan, Bicycle Master Plan, Greenways Master Plan)

- Not Applicable to the Site.

ZONING HISTORY

ZONING HISTORY – SITE

2023DV2029, Variance of Development Standards of the Consolidated Zoning and Subdivision Ordinance to provide for the construction of an eating establishment with an 88.16-foot front yard setback from Keystone Avenue (maximum front setback of 65 feet permitted) and one stacking space within the front yard (not permitted), **approved**.

ZONING HISTORY – VICINITY

2024DV2042 ; 2419 E 62nd Street (northeast of site), Variance of Development Standards of the Consolidated Zoning and Subdivision Ordinance to provide for the installation of an additional 10-foot tall drive-thru sign for each drive lane (one sign per drive lane permitted, six-foot tall maximum permitted), **approved**.

2022DV2039 ; 6111 N Keystone Avenue (south of site), Variance of development standards of the Consolidated Zoning and Subdivision Ordinance to provide for the erection of a fourth freestanding pylon sign along the frontage of Keystone Avenue (not permitted, limit of two freestanding signs per frontage) and within 70 feet of another freestanding sign to the north (300 feet of separation from other freestanding signs required), including digital display within 400 feet of a protected district (600-foot separation from protected districts required), **approved**.

2009DV3010 ; 6100 N Keystone Avenue (southwest of site), VARIANCE OF DEVELOPMENT STANDARDS of the Sign Regulations to provide for a 26-foot tall, 138.13-square foot pole sign: (a) being within 167 feet of another freestanding sign to the south along Keystone Avenue within the same integrated center (minimum 300-foot sign separation distance required), (b) being within 133 feet of another freestanding sign to the north along Keystone Avenue within the same integrated Center (minimum 300-foot sign separation distance required), and (c) being the sixth freestanding sign within the same integrated center along approximately 875 feet of street frontage (maximum two freestanding signs permitted), **approved**.

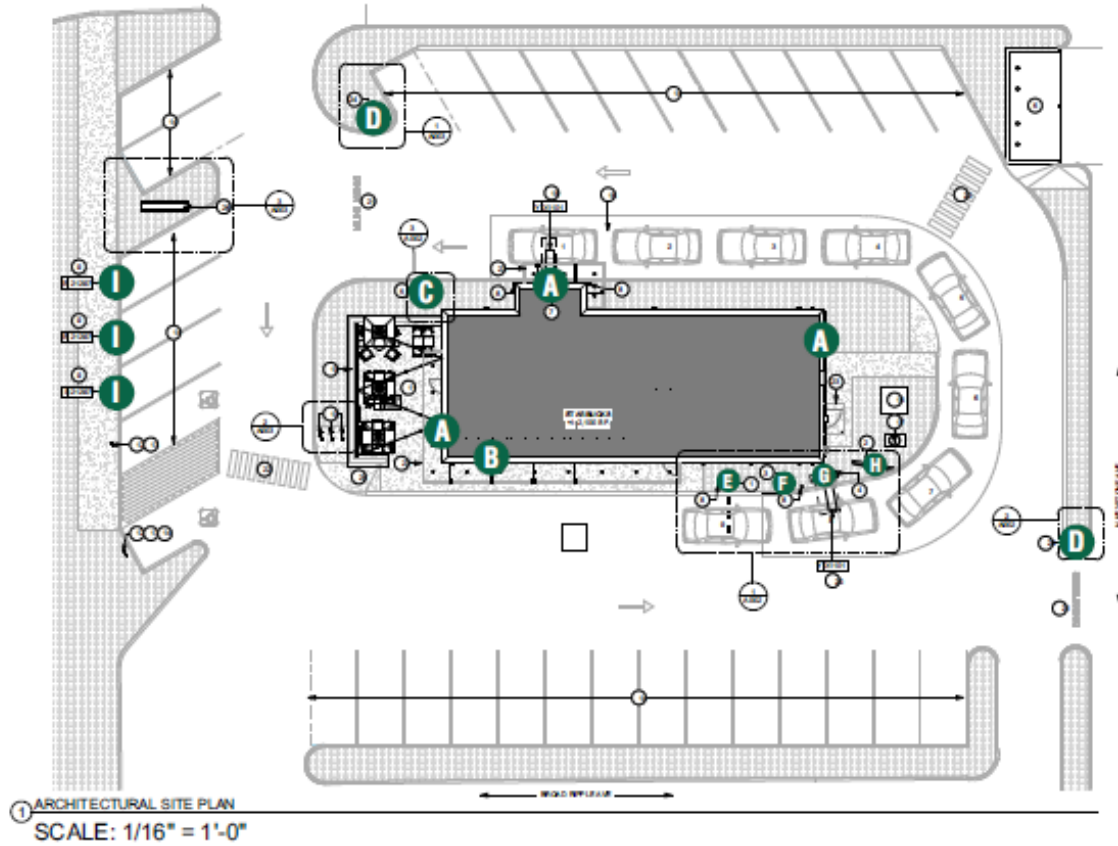
2007DV1066 ; 6055 N Keystone Avenue (northeast of site), VARIANCE OF DEVELOPMENT STANDARDS of the Sign Regulations to provide for: (a) an 18.33-foot tall, 86.5-square foot building entry pole sign with an approximately 300-foot front setback from 62nd Street, being within 220 feet of another freestanding sign (minimum 300-foot separation required), and (b) an 18.33-foot tall, 86.5-square foot building entry pole sign with an approximately 400-foot front setback from Keystone Avenue, being the sixth freestanding sign along Keystone Avenue (maximum four freestanding signs permitted along approximately 1,430 feet of street frontage for an integrated center), and resulting in a total sign area of 1,242 square feet for freestanding signs along Keystone Avenue (maximum total sign area of 900 square feet permitted for an integrated center with greater than 1,100 square feet of street frontage), **approved**.

EXHIBITS

2024DV2043 ; Aerial Map



2024DV2043 ; Site Plan

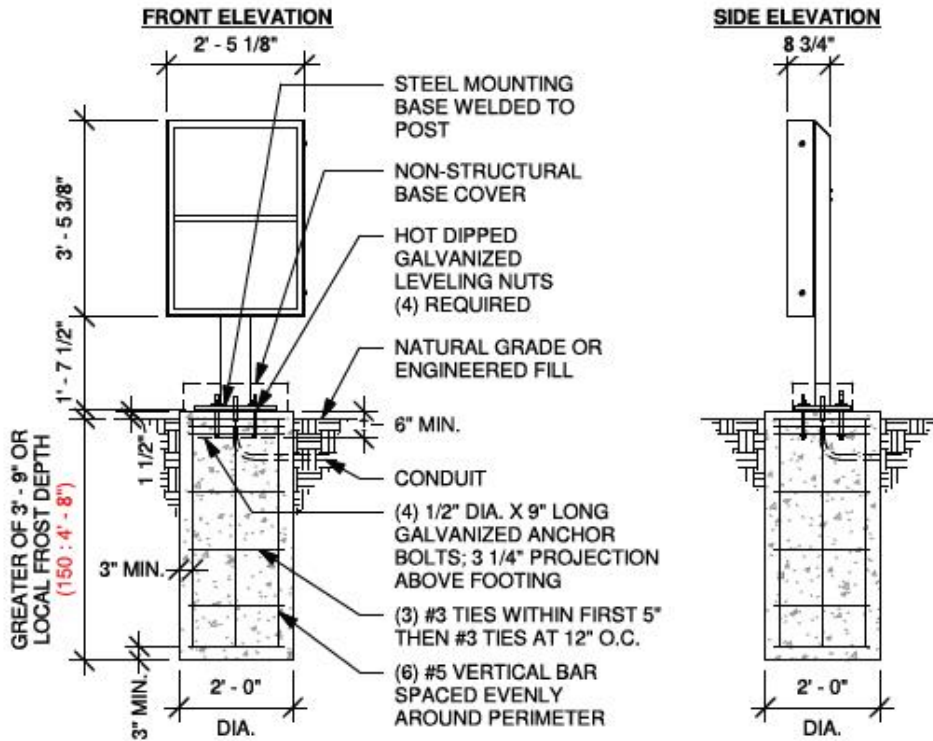


(note: C and D represent proposed secondary incidental signage removed from request, H is menu board, G is static digital pre-menu board, other signs not relevant for variance)

2024DV2043 ; Sign Elevations (Pre-Order Board)

PRE-MENU BOARD - INSTALL ONLY

Qty. 1



DT PRE-MENU GROUND FOOTING

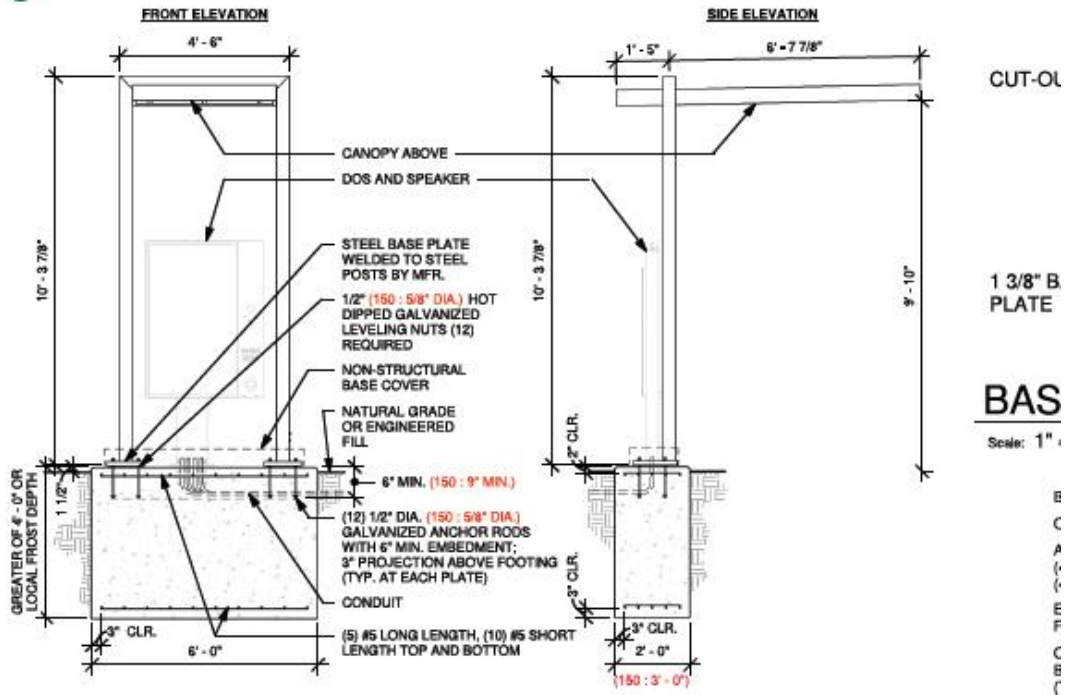
Scale: 3/8" = 1'-0"



2024DV2043 ; Sign Elevations (Menu Board)

CANOPY - INSTALL ONLY

Qty. 1



DT DIGITAL ORDER SCREEN CANOPY GROUND FOOT

scale: 1/4" = 1'



E
 C
 S



2024DV2043 ; Findings of Fact

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

This sign is a digital order screen only. Long drive thru lines can cause traffic issues and potentially traffic incidents as well, within reason a digital order screen helps to raise efficiency in the drive thru process to help minimize these potential hazards making it a positive impact for the community.

The Pre-Menu board is also a great asset in a drive thru for customer that do not need a full menu and just need to get thru the drive thru quickly.

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

The digital order screen cannot be seen from the back of it and can only be seen by the customer ordering, therefore, signage will not affect the use and value of the areas adjacent to the property.

The Pre-Menu is also only single sided so it will not be seen by only drive thru customers.

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

The digital order screen and the pre-menu board serve an important purpose as part of the drive thru process. It is imperative that customers in the drive thru are served as quickly and efficiently as possible to maximize business, ensure a positive customer experience and to prevent long drive thru lines. The digital order screen is also beneficial to customers that may have hearing impairments as they are able to see their order on the screen and correct any issues before it is prepared rather than relying solely on a speaker post. This maximizes business for Starbucks and provides a good customer experience for everyone. The Pre-Menu board is also a benefit to customer who do not need to see the entire menu. They can quickly see specials and make a quick and more efficient decision. See additional comments on separate sheet attached.

2024DV2043 ; Project Narrative (from Petitioner)

We are asking for a variance of development to install a digital order screen and a additional pre-menu board in the drive thru. Then standards only allow for 1 menu board in a single drive thru. The digital order screen is not a menu board, it shows only the customers order. It serves a great purpose in the drive thru as it not only allows for customers to see their order and correct any mistakes before proceeding which allows for faster and more efficient service keeping the drive thru line moving quickly. It also allows anyone with a hearing impairment to be able to comfortably and without issue to order and make sure that their order is also correct and make sure that they have a good experience as well.

The Pre-Menu board also serves a great purpose in the drive thru, this new world we all live in is so much busier than 10 yrs ago or even 5 yrs ago. So many people are working double shifts, over time or 2 jobs to just survive. More and more people today are utilizing the convenience of the drive thru. Whether you are a mother with children in after school sports or activities and someone working more. The pre-menu board allows you quick glance at what is new what the special of the day or month is. This prevents the confusion of searching the menu board for it therefore making the drive thru line more efficient and move more quickly.

In allowing the customer to install these additions we make the drive a better experience for the community. In this new world we all now live in it the responsibility of all us that can to provide a better more positive experience even if it is only in the drive thru.

2024DV2043 ; Photographs



Photo 1: Subject Site Viewed from Southeast



Photo 2: Subject Site Viewed from Northeast

2024DV2043 ; Photographs (continued)



Photo 3: Subject Site Viewed from North



Photo 4: Subject Site Viewed from West

2024DV2043 ; Photographs (continued)



Photo 5: Adjacent Property to North



Photo 6: Adjacent Property to South (viewed from West)