

STAFF REPORT

Department of Metropolitan Development Division of Planning Current Planning Section

Case Number: 2023-DV3-044
Address: 2440 West County Line Road (approximate address)
Location: Perry Township, Council District #20
Zoning: C-4
Petitioner: Reeder Real Estate Holdings LLC, by Brian J. Tuohy
Request: Variance of Development Standards of the Consolidated Zoning and Subdivision Ordinance to provide for the location of a 35-foot pylon sign (maximum height of 25 feet permitted).

RECOMMENDATIONS

Staff **recommends denial** of this request.

SUMMARY OF ISSUES

LAND USE

EXISTING ZONING AND LAND USE

C-4	Liquor Store
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SURROUNDING ZONING AND LAND USE

North -	D-A	Undeveloped Land
South -	N/A	Single-Family Dwellings in Johnson County
East -	D-2	Single-Family Dwellings
West -	C-4	I-69 Ramp

COMPREHENSIVE PLAN	The Comprehensive Plan recommends regional Community Commercial development for the site.
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- ◇ The site is improved with a one-story liquor store and associated surfacing parking. The structure was issued permits for initial construction in 2020. The current site replaces a previous site which was acquired to accommodate the expansion of I-69 in the southwest portion of Marion County.
- ◇ According to the site plan, a future commercial building will be located along the northern portion of the site.

VARIANCE OF DEVELOPMENT STANDARDS

- ◇ The request, as proposed, would allow for the erection of a 35-foot pylon sign on the western portion of the site, parallel to an I-69 entrance ramp. This represents a 40% increase from the sign height limitation permitted by the Sign Regulations.

(Continued)

STAFF REPORT 2023-DV3-044 (Continued)

- ◇ The Sign Regulations “facilitate an easy and agreeable communication between people...and serve an important function.” The purpose of the Sign Regulations is to “eliminate potential hazards to motorists, and pedestrians; to encourage signs which, by their good design, are integrated with and harmonious to the buildings and site which they occupy; and which eliminate excessive and confusing sign displays.” Proliferation of signs causes those signs that are permitted and legal to become less effective and reduces their value. Additionally, the Sign Regulations preserve and improve the appearance of the City as a place in which to live and work.
- ◇ Primary freestanding signs are intended to provide wayfinding along thoroughfares immediately abutting or adjacent to a site. Staff would note that the proposed sign would be parallel to an entry ramp for the newly constructed I-69 extension directly west of the subject site. However, the proposed sign appears to be intended to provide wayfinding for northbound traffic on I-69 to allow for identification prior to approaching the off-ramp of I-69. Staff would note that the location of this off-ramp is roughly 900 feet to the southwest. It is Staff’s opinion that this intended viewshed substantially exceeds the intent of primary freestanding signs, and that any on-site freestanding sign should be intended to identify traffic traveling along County Line Road.
- ◇ Should the Board be inclined to approve the request, Staff requests that any approval be subject to the commitment that no additional primary freestanding sign be erected. Staff would note that any future freestanding sign, at the time of publication of this report, would require a variance for reduced sign separation. Staff believes this to be appropriate considering the filed elevation indicates a second panel for the future construction of a primary building to be located on site.

GENERAL INFORMATION

THOROUGHFARE PLAN	This portion of County Line Road is indicated as a primary arterial on the Official Thoroughfare Plan, with a proposed right-of-way of 119 feet. This portion of I-69 is classified as an Interstate. Due to its recent construction, this portion is not identified in the Official Thoroughfare Plan.
SITE PLAN	File-dated October 5, 2023
ELEVATIONS	File-dated October 5, 2023
FINDINGS OF FACT	File-dated October 5, 2023

ZONING HISTORY

Subject Site:

2017-ZON-035; 8901 Bluff Road and 2400 West County Line Road; requests rezoning of 4.96 acres from the D-A (W-1) classification to provide for the relocation of a package liquor store; **approved.**

2023-DV3-044: Location Map



[illegible]

2023-DV3-044: Sign Elevation

PMS 432

SPECIFICATIONS
3"X6" SIGN GRADE WHITE LEAD FINISH
VINYL LETTERS TO MATCH NETWORK
2" ALUMINUM ENDGAIN BRGS
2" REMAINERS
1" ENDGAIN BRGS
100' 4013



- DESIGN
- FABRICATION
- INSTALLATION
- LED CONVERSION

Client

Norma's Fine Wine & Spirits

Address

2400 West County Line Road

City, State

Indianapolis, IN 46217

Date

4-20-23

Job Number

23wh-12594

Sales Representative

Bill Hutchison

Scale

1/4" = 1'

Graphic Artist

wph II

Customer Approval

2023-DV3-044: Photographs



Photo One: Looking East Along County Line Road.



Photo Two: Facing West Along County Line Road.



Photo Three: Facing South Across County Line Road.



Photo Four: Existing Commercial Building On Site.



Photo Five: General Area of Proposed Sign, Facing North.