



**BOARD OF ZONING APPEALS DIVISION I**

**August 6, 2024**

**Case Number:** 2024-DV1-024  
**Address:** 3815 & 3925 River Crossing Parkway (approximate address)  
**Location:** Washington Township, Council District #4  
**Zoning:** C-S (FF)  
**Petitioner:** IND SLC Lake Pointe Equities LLC, by Stephanie J. Truchan  
**Request:** Variance of Development Standards of the Consolidated Zoning and Subdivision Ordinance to provide for two skyline signs per elevation of the office building and parking garage (one skyline sign per elevation permitted).

**Current Land Use:** Two office buildings and a parking garage

**Staff Recommendation:** Staff recommends denial of this petition as proposed.

**Staff Reviewer:** Robert Uhlenhake, Senior Planner

**PETITION HISTORY**

This is the first public hearing for this petition.

**STAFF RECOMMENDATION**

Staff recommends **denial** of this petition as proposed.

**PETITION OVERVIEW**

- ◇ Standards of the Sign Regulations are intended to promote quality sign displays that are integrated with developments and reduce potential hazards to pedestrians and motorists. These standards include limits on the number of signs, lighting, size, and setback limitations.
- ◇ A Skyline Sign is defined as “a building sign, located in its entirety, on a building façade above 26 feet in height, measured from grade level”.
- ◇ The strict application of the Sign Regulations would not prohibit the use of the property for its intended office use or limit the site’s ability to provide signage within the 26-foot building elevation from grade. Instead, the approval of more than the allotted number of signs would only create a precedent for other tenants to request the same allowance rendering the regulation futile.
- ◇ A previous variance (222-DV2-048) was granted to allow a second skyline sign on the north façade only of 3815 River Crossing Parkway. This variance, if granted, would allow for two skyline signs on all four facades of the 3813 River Crossing Parkway building, the 3925 River Crossing Parkway building, and the parking garage located in between the two buildings, for a total of twelve skyline signs on the 3 structures.



- ◇ The maximum one skyline sign per elevation is designed to mitigate the proliferation of signage and the visual conflicts and negative aesthetics associated with multiple signs on a single building elevation. Increasing sign proliferation along the west building elevation inhibits the ability of motorists to properly read and react to sign messages in a safe and efficient manner.
- ◇ The petitioner noted that the success of any business at this location relies heavily on the provision of adequate business identification signage, and without more visible signage, tenants will be unable to provide optimal visibility of their location to passing traffic and achieve their maximum potential for success. The petitioner fails to address that the site does have a freestanding monument sign where signage for the tenants already exists and is visible to motorists from River Crossing Parkway, where the skyline signage is not due to its height. Additionally, the business or tenant locations are easily accessed via addresses on the tenant’s websites, and electronic GPS and mapping systems are widely available that provide directions to the business locations. Therefore, the additional signs are not needed for the locating of the tenants, but more for advertising purposes in an area that has a high level of interstate traffic that could easily be distracted by the additional signage.
- ◇ In addition, there are other buildings in the area that are able to comply with the Ordinance by only providing one skyline sign, even while having multiple tenants as well.

**GENERAL INFORMATION**

<b>Existing Zoning</b>	C-S	
<b>Existing Land Use</b>	Office Commercial, parking garage	
<b>Comprehensive Plan</b>	Office Commercial uses	
<b>Surrounding Context</b>	<b>Zoning</b>	<b>Surrounding Context</b>
	North:	C-S Office Commercial
	South:	C-S Multi-Family dwellings
	East:	SU-16 Outdoor recreation / conservation area
	West:	C-S Hotel
<b>Thoroughfare Plan</b>		
River Crossing Parkway	Local Street	50-foot existing and proposed right-of-way.
<b>Context Area</b>	Metro area	
<b>Floodway / Floodway Fringe</b>	100 year and 500-year floodplain	
<b>Overlay</b>	N/A	
<b>Wellfield Protection Area</b>	No	
<b>Elevations</b>	July 10, 2024	
<b>Landscape Plan</b>	N/A	
<b>Site Plan</b>	June 9, 2024	
<b>Findings of Fact</b>	July 10, 2024	



## COMPREHENSIVE PLAN ANALYSIS

### Comprehensive Plan

- The Comprehensive Plan recommends Office Commercial uses for the site.

### Pattern Book / Land Use Plan

- The Marion County Land Use Plan Pattern Book recommends the Office Commercial typology which provides for single and multi-tenant office buildings. It is often a buffer between higher intensity land uses and lower intensity land uses. Office commercial development can range from a small freestanding office to a major employment center. This typology is intended to facilitate establishments such as medical and dental facilities, education services, insurance, real estate, financial institutions, design firms, legal services, and hair and body care salons.

### 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

**2022-DV2-048; 3815 River Crossing Parkway (subject site)**, Variance of development standards of the Consolidated Zoning and Subdivision Ordinance to provide for a second skyline sign on the northern elevation, **granted**.

**93-Z-151; 8701 River Road (subject site)**, Rezoning of 85 acres, being in the D-A and SU-23 (GSB) District, to the C-S classification to provide for a mixed-use development to consist of an integrated retail commercial center, offices, a hotel, and a free-standing restaurant and 675 residential apartments, **approved**.



**93-CV-14; 8701 River Road** (subject site), Variance of development standards of the Commercial Zoning Ordinance to permit the development of residential apartment buildings with a setback of twenty feet from the existing right-of-way of River Road (minimum 70 feet from the centerline or ten feet from proposed right-of-way required), **granted**.

**2014-CVR-802; 8711 and 8805 River Crossing Boulevard and 3520 Commerce Crossing** (southwest of site), Variance of development standards of the Commercial Zoning Ordinance to provide for: a) up to a 30 percent reduction in the amount of parking (up to ten percent reduction permitted for parking lots with 400 spaces or more if public transportation is available), b) and a maximum height of 65 feet at the setback line, with a three-foot height increase for everyone additional foot of setback to a maximum setback of 30 feet, with a maximum height beyond 30 feet of 150 feet at the Commerce Crossing site and unlimited at the River Crossing sites (maximum 35 feet height, with 3:1 height/setback ratio to a maximum setback of 30 feet; thereafter the height is unlimited), **granted**.

**2004-HOV-052; 3520 Commerce Crossing** (west of site), Variance of development standards of the Commercial Zoning Ordinance to provide for a fourteen-story, 258-foot tall, 240,000-square foot office building, **granted**.

**83-UV1-23; 8837 River Road** (southeast of site), Variance of use of the Flood Control District's Zoning Ordinance and a variance of the Sign Regulations to permit a double face advertising pole sign to be erected on the premises adjacent to I-465, **granted**.

**83-UV1-22; 8835 River Road** (southeast of site), Variance of Sign Regulations to permit a double face advertising pole sign to be erected on the premises adjacent to I-465, **granted**.

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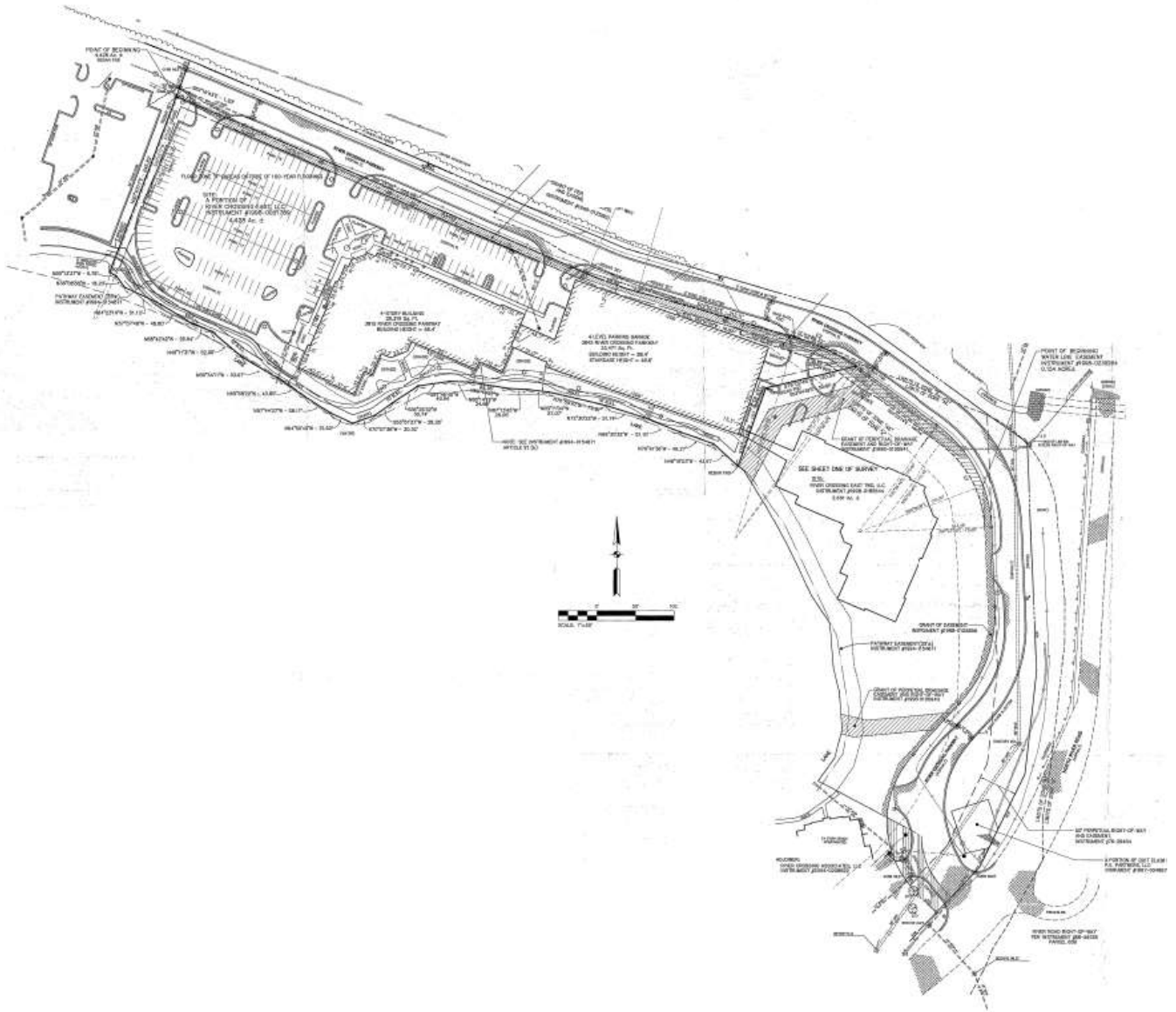


**EXHIBITS**

Location Map



Site Plan





**Findings of Fact**

Petition Number \_\_\_\_\_

**METROPOLITAN DEVELOPMENT COMMISSION  
HEARING EXAMINER  
METROPOLITAN BOARD OF ZONING APPEALS, Division \_\_\_\_\_  
OF MARION COUNTY, INDIANA**

**PETITION FOR VARIANCE OF DEVELOPMENT STANDARDS**

**FINDINGS OF FACT**

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

the proposed signage does not create additional visual clutter and will not obstruct drivers' vision when passing by the buildings. The signage will add positively to the general welfare of the community by enhancing the identification of the businesses located in these buildings for new and existing clients and patrons by providing adequate signage.

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\_\_\_\_\_  
\_\_\_\_\_

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 proposed signage will enhance the buildings' opportunities for attracting and retaining high-quality tenants, which in turn will positively impact the use and value of the subject property and commercial property immediately adjacent to the subject property. The impact to the adjacent multi-family areas to the south of the subject property will be nonexistent, as signage is not currently located on facades facing these locations.

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\_\_\_\_\_

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

the success of any business at this location relies heavily on the provision of adequate business identification signage, and without more visible signage, tenants will be unable to provide optimal visibility of their location to passing traffic and achieve their maximum potential for success.

Placing skyline signage on the south- and west-facing facades of 3815 River Crossing, and on the south- and east-facing facades of 3025 River Crossing would eliminate the economic value of such signage, as those facades face away from all major thoroughfares. Placing future tenant signage lower on the buildings would significantly obscure and obstruct visibility, thus eliminating the economic value of the signage position.

The layout of these buildings makes it impractical to place signage on certain facades. Losing exterior signage with I-465 visibility will cripple the Owner's ability to attract and retain large office tenants, especially as office space vacancy in the Indianapolis market continues to increase.

**DECISION**



Photographs



3815 River Crossing west façade, looking east



3815 River Crossing north façade, looking southeast





3925 River Crossing north façade, looking southeast



3925 River Crossing east façade, looking west



3815 River Crossign parkign garage north façade looking southeast