

STAFF REPORT

Department of Metropolitan Development Division of Planning Current Planning Section

Case Number: 2023-DV2-021
Address: 5000 Nowland Avenue (approximate address)
Location: Center Township, Council District #12
Zoning: SU-2 / D-5
Petitioner: Roman Catholic Archdiocese of Indpl Properties Inc., by Chris Hyink
Request: Variance of Development Standards of the Consolidated Zoning and Subdivision Ordinance to provide for the erection of an 8.08-foot tall monument sign with digital display (maximum five-foot monument sign permitted, digital display not permitted).

RECOMMENDATIONS

Staff **recommends denial** of this request.

SUMMARY OF ISSUES

LAND USE

EXISTING ZONING AND LAND USE

SU-2 and D-5	High School educational facility and associated recreational and competitive athletic fields
-----------------	--

SURROUNDING ZONING AND LAND USE

North - D-5	Single-Family Dwellings
South - D-5	Single-Family Dwellings
East - D-5	Single-Family Dwellings
West - D-5	Single-Family Dwellings

COMPREHENSIVE PLAN	The Comprehensive Plan recommends regional special uses for the site.
--------------------	---

- ◇ The site is primarily zoned SU-2 which permits educational uses, and recreational and competitive fields as accessory uses. A small portion in the southwest corner of the site is zoned D-5.
- ◇ The proposal would allow for a taller than permitted monument sign that incorporates a prohibited digital display panel.

VARIANCE OF USE & DEVELOPMENT STANDARDS

- ◇ This proposal would allow for the erection of an 8.08-foot tall, monument sign, with digital display within 80 feet of a protected district. The digital display (EVMS) is not permitted in an SU district, and when allowed, it is not permitted within 400 feet of a protected district. The Ordinance has

(Continued)

STAFF REPORT 2023-DV2-021 (Continued)

been constructed to limit these signs near protected districts, because of their scrolling displays, brightness and aesthetic impact on protected districts. The proposed sign would be within about 75 of a protected district located unobstructed to the south.

- ◇ 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.
- ◇ There are no buildings or landscaping that would obscure the proposed EVMS from the impacted dwelling districts. This sign, therefore, would clearly impact the dwellings to the south because of its brightness and aesthetic impact.
- ◇ The Ordinance was developed to limit the incidence of these signs near protected districts because of their scrolling displays, brightness, and negative aesthetic impact for 24 hours a day, 365 days a year.
- ◇ No practical difficulty in the use of this property would result from denial of this variance request., as the currently permitted sign could continue to be used. The petitioner’s proposed findings indicate that the sign is intended to promote enhanced aesthetics. However, in developing the Sign Regulations, it was determined that the impact of EVMS signs on protected districts outweighed the positive aspects of such signs. The proposed sign has no physical barriers that prevent the community from visually seeing the sign. There is no reason that a manual reader board, although not typically essential to the operation of a high school, could be used, along with social media and other alternative communication methods.
- ◇ Any practical difficulty is self-imposed by the petitioner’s desire to choose to not follow the ordinance for their purposes of providing consistent, aesthetically pleasing signage, by proposing a sign taller than the Ordinance allows and within the protected district separation which is not allowed.

GENERAL INFORMATION

THOROUGHFARE PLAN

This portion of Nowland Avenue is indicated as a local street on the Official Thoroughfare Plan, with a 48-foot existing and proposed right-of-way.

This portion of Dequincy Street is indicated as a local street on the Official Thoroughfare Plan, with a 48-foot existing and proposed right-of-way.

This portion of Elliott Avenue is indicated as a local street on the Official Thoroughfare Plan, with a 45-foot existing right-of-way and a 48-foot proposed right-of-way.

(Continued)

STAFF REPORT 2023-DV2-021 (Continued)

SITE PLAN File-dated July 21, 2023

ELEVATIONS File-dated July 21, 2023

FINDINGS OF FACT File-dated July 21, 2023

ZONING HISTORY

Subject Site:

2022-DV2-038; 5000 Nowland Avenue; requests variances of development standards of the Consolidated Zoning and Subdivision Ordinance to provide for six-foot chain link and decorative fencing within the front yards and clear sight triangles of the intersections of Elliot Avenue, Dequincy Street and Nowland Avenue and the clear sight triangle of the driveway off of Nowland Avenue (chain link fencing not permitted in front yards, maximum height of 3.5 feet permitted, encroachment of the clear sight triangles not permitted); **granted.**

Vicinity:

2015-UV1-015; 5015 East 16th Street; requests requested a variance of use of the Wireless Communications Zoning Ordinance to provide for a wireless communications facility, with a 150-foot tall monopole tower, with a 10-foot antenna, and accessory equipment cabinets; **denied.**

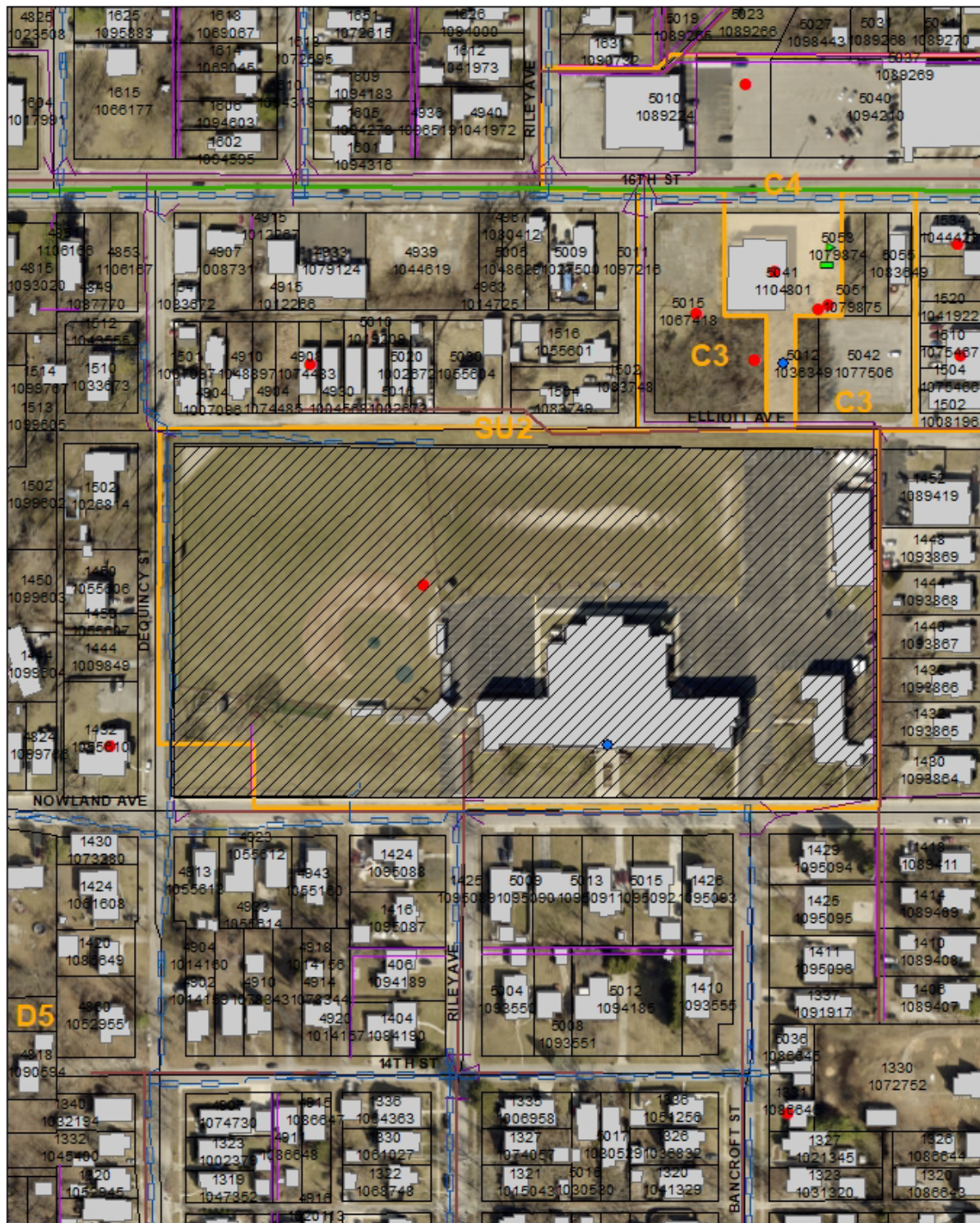
2012-UV1-026; 1432 Dequincy Street; requested a variance of use of the Dwelling Districts Zoning Ordinance to provide for a transitional living program for up to eight people; **granted.**

2003-UV3-010; 5041 East 16th Street; requested a variance of use of the Commercial Zoning Ordinance to provide for religious uses; **granted.**

99-UV2-122; 5041 East 16th Street; requests a variance of use of the Commercial Zoning Ordinance to provide for a rental, leasing and repair facility, for automobiles and light trucks; **granted.**

EDH

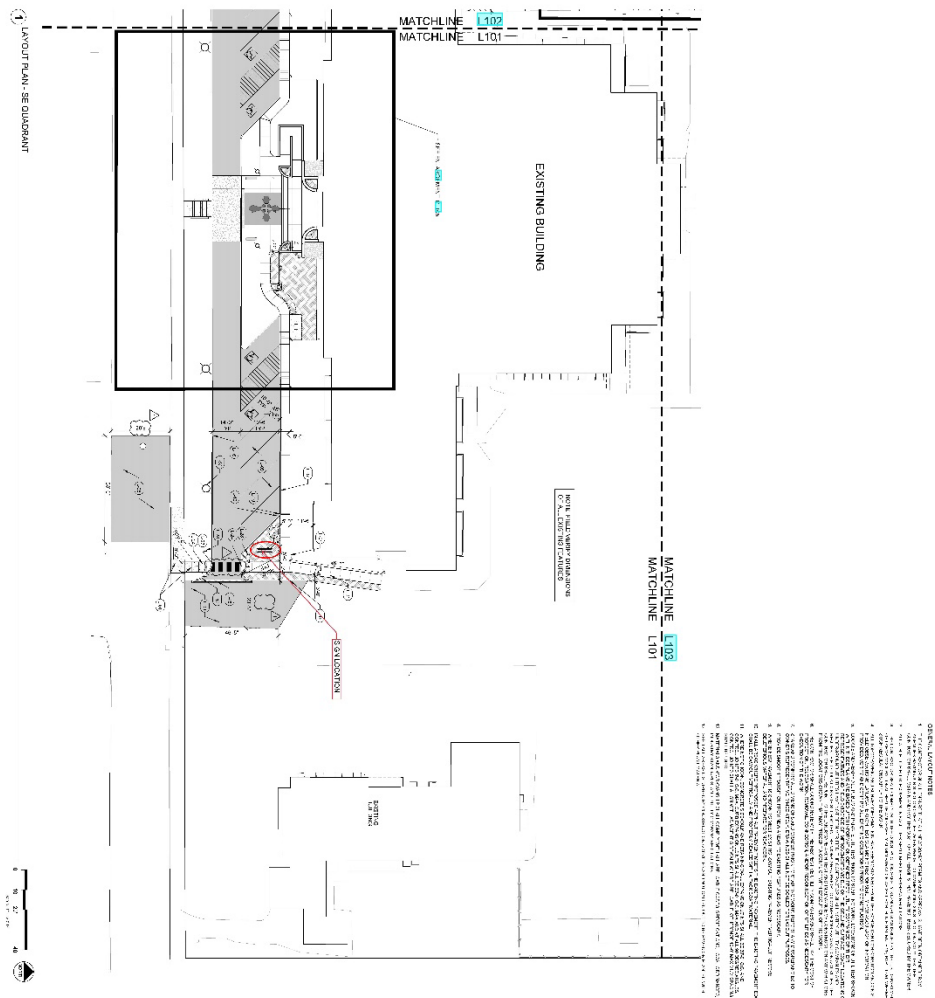
2023-DV2-021: Location Map



0.00 0.02 0.04 0.06 0.08
Miles



2023-DV2-021: Site Plan



NO.	DESCRIPTION	DATE
1	REVISION	01/10/2023
2	REVISION	01/10/2023
3	REVISION	01/10/2023
4	REVISION	01/10/2023
5	REVISION	01/10/2023
6	REVISION	01/10/2023
7	REVISION	01/10/2023
8	REVISION	01/10/2023
9	REVISION	01/10/2023
10	REVISION	01/10/2023
11	REVISION	01/10/2023
12	REVISION	01/10/2023
13	REVISION	01/10/2023
14	REVISION	01/10/2023
15	REVISION	01/10/2023
16	REVISION	01/10/2023
17	REVISION	01/10/2023
18	REVISION	01/10/2023
19	REVISION	01/10/2023
20	REVISION	01/10/2023
21	REVISION	01/10/2023
22	REVISION	01/10/2023
23	REVISION	01/10/2023
24	REVISION	01/10/2023
25	REVISION	01/10/2023
26	REVISION	01/10/2023
27	REVISION	01/10/2023
28	REVISION	01/10/2023
29	REVISION	01/10/2023
30	REVISION	01/10/2023
31	REVISION	01/10/2023
32	REVISION	01/10/2023
33	REVISION	01/10/2023
34	REVISION	01/10/2023
35	REVISION	01/10/2023
36	REVISION	01/10/2023
37	REVISION	01/10/2023
38	REVISION	01/10/2023
39	REVISION	01/10/2023
40	REVISION	01/10/2023
41	REVISION	01/10/2023
42	REVISION	01/10/2023
43	REVISION	01/10/2023
44	REVISION	01/10/2023
45	REVISION	01/10/2023
46	REVISION	01/10/2023
47	REVISION	01/10/2023
48	REVISION	01/10/2023
49	REVISION	01/10/2023
50	REVISION	01/10/2023
51	REVISION	01/10/2023
52	REVISION	01/10/2023
53	REVISION	01/10/2023
54	REVISION	01/10/2023
55	REVISION	01/10/2023
56	REVISION	01/10/2023
57	REVISION	01/10/2023
58	REVISION	01/10/2023
59	REVISION	01/10/2023
60	REVISION	01/10/2023
61	REVISION	01/10/2023
62	REVISION	01/10/2023
63	REVISION	01/10/2023
64	REVISION	01/10/2023
65	REVISION	01/10/2023
66	REVISION	01/10/2023
67	REVISION	01/10/2023
68	REVISION	01/10/2023
69	REVISION	01/10/2023
70	REVISION	01/10/2023
71	REVISION	01/10/2023
72	REVISION	01/10/2023
73	REVISION	01/10/2023
74	REVISION	01/10/2023
75	REVISION	01/10/2023
76	REVISION	01/10/2023
77	REVISION	01/10/2023
78	REVISION	01/10/2023
79	REVISION	01/10/2023
80	REVISION	01/10/2023
81	REVISION	01/10/2023
82	REVISION	01/10/2023
83	REVISION	01/10/2023
84	REVISION	01/10/2023
85	REVISION	01/10/2023
86	REVISION	01/10/2023
87	REVISION	01/10/2023
88	REVISION	01/10/2023
89	REVISION	01/10/2023
90	REVISION	01/10/2023
91	REVISION	01/10/2023
92	REVISION	01/10/2023
93	REVISION	01/10/2023
94	REVISION	01/10/2023
95	REVISION	01/10/2023
96	REVISION	01/10/2023
97	REVISION	01/10/2023
98	REVISION	01/10/2023
99	REVISION	01/10/2023
100	REVISION	01/10/2023

enthus
ARCHITECTS

LEAD: CRYSTAL WISPER
DESIGNER: JESSICA WISPER
ARCHITECT: JESSICA WISPER
PROJECT: 2023-002

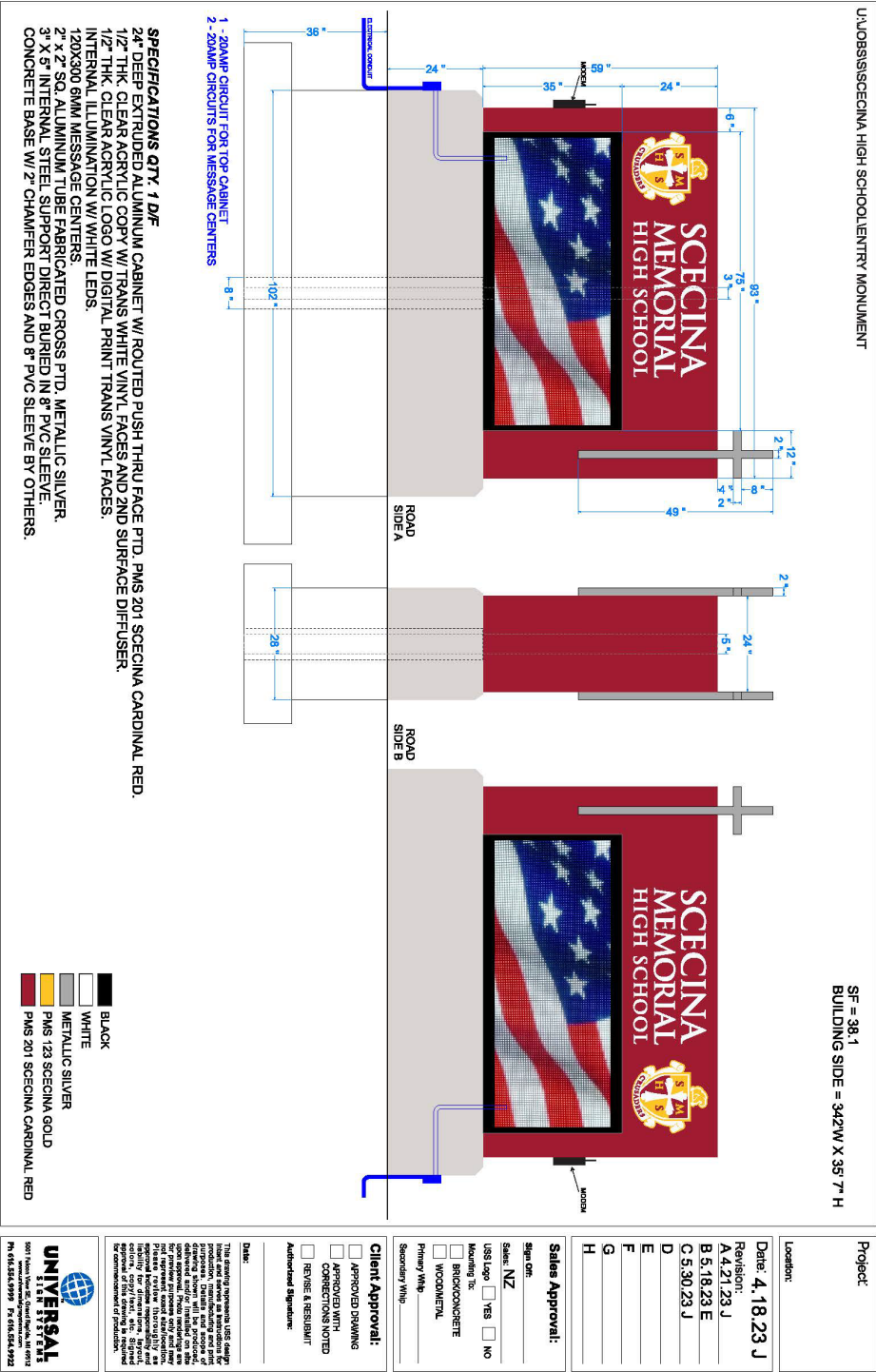
2022.002

Scecina Memorial High School
Athletic Fields

5000 Nowland Ave
Indianapolis, IN 46201

L101

Site Layout Plan - SE Quadrant



2023-DV2-021: Photographs



Photo One: Looking West Along Nowland Avenue.



Photo Two: Facing East Along Nowland Avenue.



Photo Three: Front Façade of Subject Site.



Photo Four: Location of Proposed Sign.



Photo Five: Residential Neighborhood to the South, Across Nowland Avenue.