



**METROPOLITAN DEVELOPMENT COMMISSION
HEARING EXAMINER**

August 29, 2024

Case Number: 2024-APP-015
Property Address: 7960 North Shadeland Avenue (approximate address)
Location: Lawrence Township, Council District #3
Petitioner: 7660 Shadeland, LLC, by Scott Elpers
Current Zoning: HD-2
Request: Hospital District Two Approval to provide for two building identification signs and one 4.67-foot-tall freestanding sign for a medical facility.
Current Land Use: Drug and Alcohol Rehabilitation Center
Staff Recommendations: Approval.
Staff Reviewer: Marleny Iraheta, Senior Planner

PETITION HISTORY

This petition was continued from the August 15, 2024 hearing to the August 29, 2024 hearing at the request of the petitioner.

STAFF RECOMMENDATION

Staff **recommends approval** of the request.

PETITION OVERVIEW

LAND USE

The 2-acre site is developed with a commercial building and associated parking lot. It is surrounded by medical and dental offices and clinic to the east and south, zoned HD-2, a home improvement store to the north, zoned C-S, and is bordered to the west by I-69.

HOSPITAL DISTRICT-TWO APPROVAL

The HD-2 zoning category is designed to: (1) permit and facilitate the logical association of a diversity of land uses in close proximity to a major hospital complex; (2) to provide adequate land area for such hospital-related uses; and (3) to assure a quality and character of site development that will create the environment of safety, quietness, attractiveness and convenience compatible with such hospital complex.

The HD-2 district requires an approval petition be filed for signs other than incidental signs. An incidental sign is defined as “a permanent sign which has a purpose that is secondary and incidental to the use of



the lot on which it is located, such as “hours of operation”, “loading zone only,” “air,” “building directory” and “visitor parking,” and which carries no commercial message that is legible beyond the lot on which the sign is located, except for a registered logo on a premises with two or more separately-operating businesses.

The proposed signs would be classified as wall signs and a monument sign.

STAFF ANALYSIS

The initially proposed wall sign on the west building façade exceeded the 3% wall sign limitation. It was discovered that the existing sign cabinet was not legally installed with a permit and did not receive proper approvals for installation. However, the petitioner provided a revised wall sign rendering on August 20th to meet the wall sign standards.

Both proposed wall signs are permitted in the HD-2 district and would meet the sign regulations of the Ordinance.

The initially proposed freestanding sign having an opening and base or structural frame measuring less than 80% of the width of the sign face was not classified as a monument sign. Instead, it was classified as a pole sign, which is not permitted in the Hospital Districts.

To comply with the Ordinance standards as a monument sign, the sign face needed to extend down to grade, or a base or structural frame needed to be installed to maintain a minimum width, without an opening, greater than 80% of the width of the widest part of the sign face.

The petitioner provided a revised freestanding sign to meet the definition of a monument sign. The revised sign type would be permitted and meets all sign regulations for the HD-2 district.

For these reasons, staff is recommending approval of the request.

GENERAL INFORMATION

Existing Zoning	HD-1	
Existing Land Use	Drug and Alcohol Rehabilitation Facility	
Comprehensive Plan	Community Commercial	
Surrounding Context	<u>Zoning</u>	<u>Land Use</u>
	North:	C-S Commercial
	South:	HD-2 Medical Clinic / Offices
	East:	HD-2 Dental Offices / Offices
	West:	C-5 I-69
Thoroughfare Plan		
Shadeland Avenue	Primary Arterial Street	112-foot proposed right-of-way and 97-foot existing right-of-way.
Context Area	Metro	



Floodway / Floodway Fringe	No
Overlay	No
Wellfield Protection Area	No
Site Plan	July 10, 2024
Site Plan (Amended)	August 20, 2024
Elevations	July 10, 2024
Elevations (Amended)	August 20, 2024
Landscape Plan	N/A
Findings of Fact	July 10, 2024
Findings of Fact (Amended)	N/A
C-S/D-P Statement	N/A

COMPREHENSIVE PLAN ANALYSIS

Comprehensive Plan

- Marion County Land Use Plan Pattern Book (2019)

Pattern Book / Land Use Plan

- Marion County Land Use Plan Pattern Book (2019) recommends community commercial development of the site.
- The Community Commercial typology provides for low-intensity commercial, and office uses that serve nearby neighborhoods. These uses are usually in freestanding buildings or small, integrated centers. Examples include small-scale shops, personal services, professional and business services, grocery stores, drug stores, restaurants, and public gathering spaces.

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

99-Z-152/ 99-CV-6; 7802 North Shadeland Avenue (subject site), Rezoning of 2.004 acres, from C-1 to HD-2, to provide for a suites hotel to serve the Hospital District area and Variance of development of standards of the Sign Regulations to provide for a six-foot tall, 60 square foot incidental sign (maximum 2 feet tall and 6 square feet permitted), **approved**.

96-CV-8; 7802 North Shadeland Avenue (subject site), Variance of development standards of the Commercial Zoning Ordinance to provide for commercial development without public street frontage using a private drive (minimum 50 feet of frontage on a public street required for each lot or integrated center), **granted**.

96-Z-24; 7802 North Shadeland Avenue (subject site), Rezoning of 2.004 acres, being in the HD-2 district, to the C-1 classification to provide for commercial development, **approved**.

91-Z-20; 7920 Shadeland Avenue (subject site), Rezoning of 14.976 acres, being in the D-A district, to the HD-II classification to provide for the development of hospital related uses, **approved**.

88-Z-243B; 7950 North Shadeland Avenue (subject site), Rezoning of 12.97 acres, being in the A-1 District, to the C-S classification to provide for a mixed-use complex permitting C-1, C-3, HD-II uses, movie theaters and office-warehouse development, **denied**.

Zoning History - Vicinity

94-Z-35; 8010 North Shadeland Avenue (north of site), Rezoning of 14.935 acres, being in the D-A district, to the C-S classification to provide for a hardware and lumber center with an outdoor garden center, **granted**.

93-Z-157; 7990 Castleton Road (west of site), Rezoning of 18.422 acres from I-2-S district to C-5 classification to provide for a family entertainment center, **approved**.

93-Z-136; 8009 North Shadeland Avenue (north of site), Rezoning of 13.07 acres, being in the D-A district, to the C-S classification to provide for a hardware store, **denied**.

93-Z-23; 8010 North Shadeland Avenue (north of site), Rezoning of 13.07 acres, being in the D-A District, to the C-S classification to provide for a hardware store with a garden store, **withdrawn**.

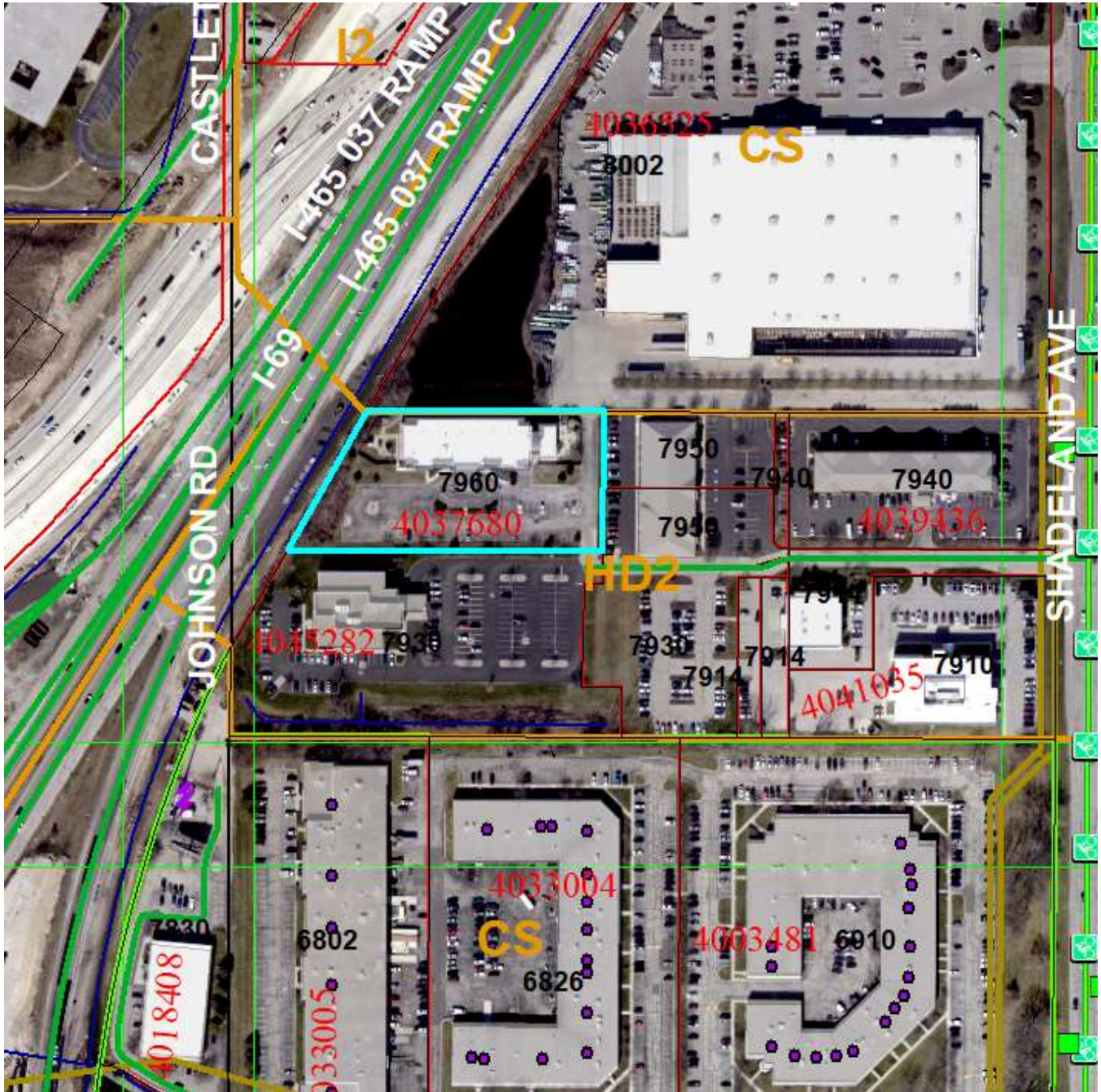
88-Z-243A; 7950 North Shadeland Avenue (north of site), Rezoning of 15.01 acres, being in the A-1 District, to the C-4 classification to provide for a retail center with uses limited to those defined in the C-3 district, **denied**.



**Department of Metropolitan Development
Division of Planning
Current Planning**

88-Z-222; 7702 North Shadeland Avenue (southwest of site), Rezoning of 5.89 acres, being in the A-2 District, to the C-S classification to provide for retail sales and service and office/warehouse space, **denied.**

EXHIBITS



AVENUES RECOVERY CENTER
 SITE PLAN



Property information for: 4037680
 Local Parcel #: 4037680
 State Parcel #: 49-02-23-112-012,000-400
 Street Address: 7960 N SHADELAND AVE
 City, State Zip: INDIANAPOLIS, IN 46250
 Estimated Square Feet: 87075
 Owner Name: 7960 SHADELAND LLC
 Township: LAWRENCE

DIMENSIONS:

AREA CHANNEL LETTERS
 40'(W) x 7' - 7 11/16"(H) x 3"(D)
 306.04 SQ FT

DISTANCE FROM GROUND
 37' - 8 11/16"

AREA CABINET
 13' - 7"(W) x 4' - 10"(H) x 3"(D)
 65.63 SQ FT

DISTANCE FROM GROUND
 29' - 2"

AREA MONUMENT
 8' - 8"(W) x 4' - 8"(H) x 7"(D)
 46.5 SQ FT

CONTRACTOR:
KEVIN PARRISH
 design@louisvillecustomsigns.com
 502.409.5008
 louisvillecustomsigns.com

CUSTOMER:
AVENUES RECOVERY CENTER
 7960 North Shadeland Avenue
 46250

DESCRIPTION:
 New Location Indianapolis

NOTES:



South Façade Wall Sign

AVENUES RECOVERY CENTER/CHANNEL LETTERS
 OVERVIEW

BUILDING MEASUREMENTS

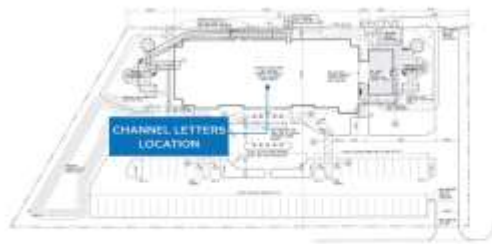


DIMENSIONS

AREA
 40' (W) x 7' - 7 13/16" (H) x 3" (D)
 306.04 SQ FT

DISTANCE FROM GROUND
 37' - 8 1/16"

SIGN LOCATION



NIGHT VIEW



EXISTING CONDITION



CONTRACTOR:
KEVIN PARRISH
 design@louisvillecustomsigns.com
 502.409.5008
 louisvillecustomsigns.com

CUSTOMER:
AVENUES RECOVERY CENTER
 7960 North Shadeland Avenue
 46250

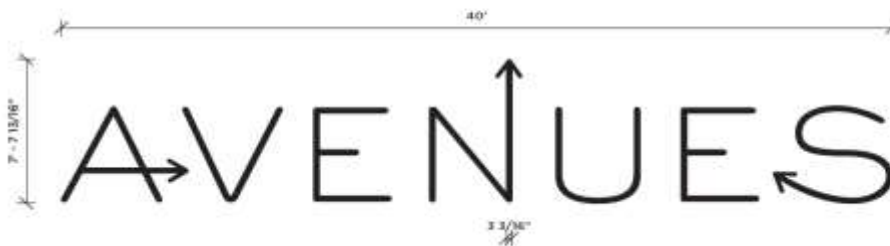
DESCRIPTION:
 Front lit channel letters flush
 mounted to the wall

NOTES:
 INSPECTED AND LABELED IN
 ACCORDANCE WITH UL STANDARD
 FOR ELECTRIC SIGNS INSTALLED
 USING UL LISTED PARTS AND
 METHODS OF INSTALLATION.



AVENUES RECOVERY CENTER/CHANNEL LETTERS
 OVERVIEW

MEASUREMENTS



DIMENSIONS

AREA
 40' (W) x 7' - 7 13/16" (H) x 3" (D)
 306.04 SQ FT

DISTANCE FROM GROUND
 37' - 8 1/16"

South Façade Wall Sign (Continued)

AVENUES RECOVERY CENTER / CHANNEL LETTERS
 OVERVIEW

PROPOSED SIGN



DIMENSIONS

AREA
 40' (W) x 7' - 7 13/16" (H) = 3' (D)
 308.04 SQ FT

DISTANCE FROM GROUND
 37' - 8 11/16"


EXISTING CONDITION



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 502.409.5008
 louisvillecustomsigns.com

CUSTOMER:
AVENUES RECOVERY CENTER
 7960 North Shadeland Avenue
 46250

DESCRIPTION:
 Front lit channel letters flush
 mounted to the wall

NOTES:
 EXPECTED AND LABELED IN
 ACCORDANCE WITH UL STANDARD
 FOR ELECTRIC SIGNS INSTALLED
 USING UL LISTED PARTS AND
 METHODS OF INSTALLATION



West Façade Wall Sign

AVENUES/NEW LOCATION INDIANAPOLIS
FASCIA SIGN-CABINET REFACE



ORDER NUMBER: 3123

DESCRIPTION:

VINYL APPLIED TO POLY
INSTALLED INTO EXISTING
CABINET
168" X 60"

AREAS:

TOTAL AREA: 70 SQ FT

FOR PRESENTATION PURPOSES ONLY.
REQUIRES ENGINEERING CALCULATIONS
FOR STRUCTURAL INSTALLATION/ASSEMBLY.
ALL MEASUREMENTS TO BE CONFIRMED
BY ADDITIONAL SIGHT SURVEY.

CONTACT INFO

Design@louisvillecustomsigns.com
502-409-5008
louisvillecustomsigns.com

AVENUES/NEW LOCATION INDIANAPOLIS
FASCIA SIGN-CABINET REFACE



ORDER NUMBER: 3123

DESCRIPTION:

VINYL APPLIED TO POLY
INSTALLED INTO EXISTING
CABINET
168" X 60"

AREAS:

TOTAL SIGN AREA: 70 SQ FT
TOTAL FASCIA AREA: 2,200.17 SQ FT

FOR PRESENTATION PURPOSES ONLY.
REQUIRES ENGINEERING CALCULATIONS
FOR STRUCTURAL INSTALLATION/ASSEMBLY.
ALL MEASUREMENTS TO BE CONFIRMED
BY ADDITIONAL SIGHT SURVEY.

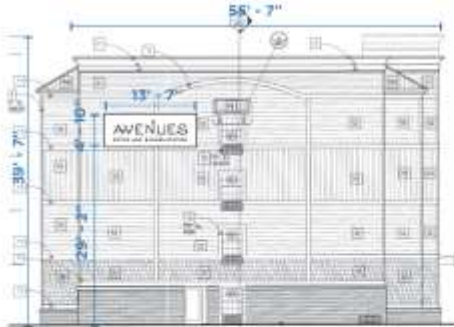
CONTACT INFO

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502.409.5008
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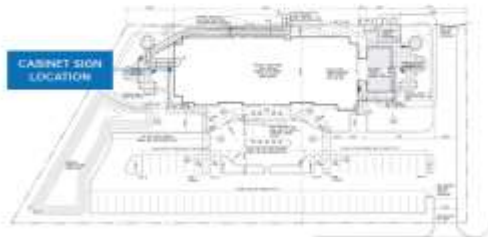
Amended West Façade Wall Sign

AVENUES RECOVERY CENTER/CABINET SIGN
OVERVIEW

BUILDING MEASUREMENTS



SIGN LOCATION



NIGHT VIEW



DIMENSIONS

AREA
13' - 7" (W) x 4' - 10" (H) x 3" (D)
85.63 SQ FT
DISTANCE FROM GROUND
28' - 2"

EXISTING CONDITION



CONTRACTOR:
KEVIN PARRISH
design@louisvillecustomsigns.com
502.409.5008
louisvillecustomsigns.com

CUSTOMER:
AVENUES RECOVERY CENTER
7960 North Shadeland Avenue
46250

DESCRIPTION:
Cabinet sign with vinyl graphics
applied to polycarb face, flush
mounted to the wall

NOTES:
 INSPECTED AND LABELED IN
ACCORDANCE WITH UL STANDARDS
FOR ELECTRIC SIGNS. INSTALLED
WITH UL LISTED PARTS AND
METHODS OF INSTALLATION.



AVENUES RECOVERY CENTER/CABINET SIGN
OVERVIEW

MEASUREMENTS



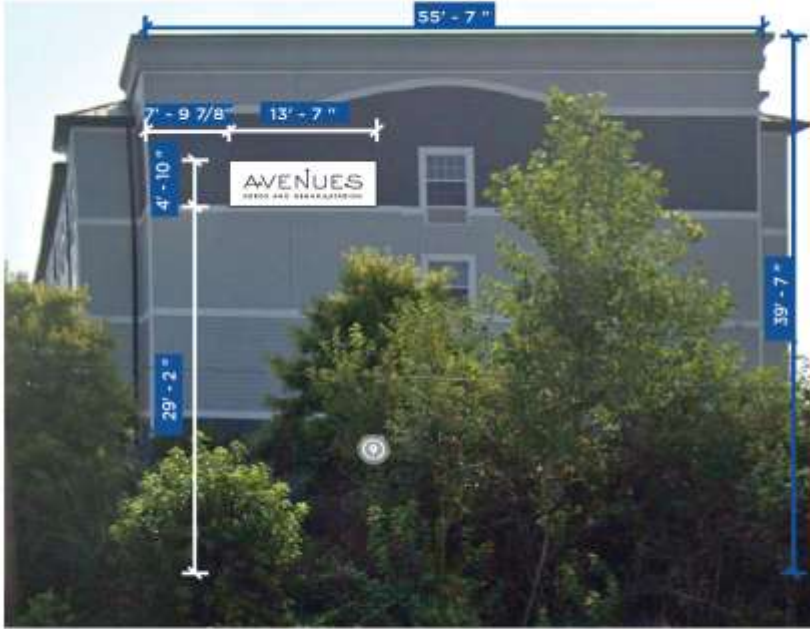
DIMENSIONS

AREA
13' - 7" (W) x 4' - 10" (H) x 3" (D)
85.63 SQ FT
DISTANCE FROM GROUND
28' - 2"

Amended West Façade Wall Sign (Continued)

AVENUES RECOVERY CENTER / CABINET SIGN
 OVERVIEW

PROPOSED SIGN



DIMENSIONS

AREA
 13' - 7" (W) x 4' - 10" (H) x 3" (D)
 65.63 SQ FT

DISTANCE FROM GROUND
 29' - 2"

EXISTING CONDITION



CONTRACTOR:
 KEVIN PARRISH
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CUSTOMER:
 AVENUES RECOVERY CENTER
 7960 North Shadeland Avenue
 46250

DESCRIPTION:
 Cabinet sign with vinyl graphics
 applied to polycarb face, flush
 mounted to the wall

NOTES:
 INSPECTED AND LABELED IN
 ACCORDANCE WITH UL STANDARDS
 FOR ELECTRIC SIGNS INSTALLED
 USING UL LISTED PARTS AND
 METHODS OF INSTALLATION

LCS
 LOUISVILLE CUSTOM SIGNS
 ENGINEERED. SEENAL. SOLVED.

Freestanding Sign: Pole Sign – Not permitted

AVENUES/NEW LOCATION INDIANAPOLIS
 MONUMENT



ORDER NUMBER: 3123

DESCRIPTION:

DOUBLE SIDED CUT THROUGH
 NON-LIT MONUMENT

14" X 56"

AREAS:

TOTAL AREA: 44.32 SQ FT

FOR PRESENTATION PURPOSES ONLY.
 REQUIRES ENGINEERING CALCULATIONS
 FOR STRUCTURAL INSTALLATION/ADHERE
 ALL MEASUREMENTS TO BE CONFIRMED
 BY ADDITIONAL SIGHT SURVEY

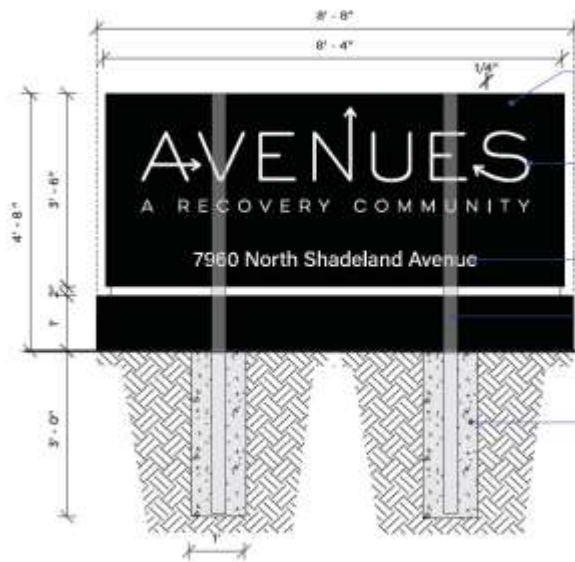
CONTACT INFO

Design@louisvillecustomsigns.com
 502.409.5008
 louisvillecustomsigns.com

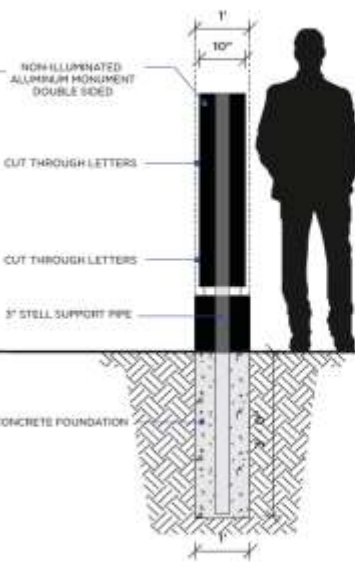
Amended Freestanding Sign: Monument Sign

AVENUES RECOVERY CENTER/MONUMENT
MEASUREMENTS / TECHNICAL DRAWING

FRONT VIEW



SIDE VIEW



DIMENSIONS

AREA
8' - 8" (W) x 4' - 8" (H) x 3" (D)
40.5 SQ FT

EXISTING CONDITION



CONTRACTOR:
KEVIN PARRISH
design@louisvillecustomsigns.com
502.409.5008
louisvillecustomsigns.com

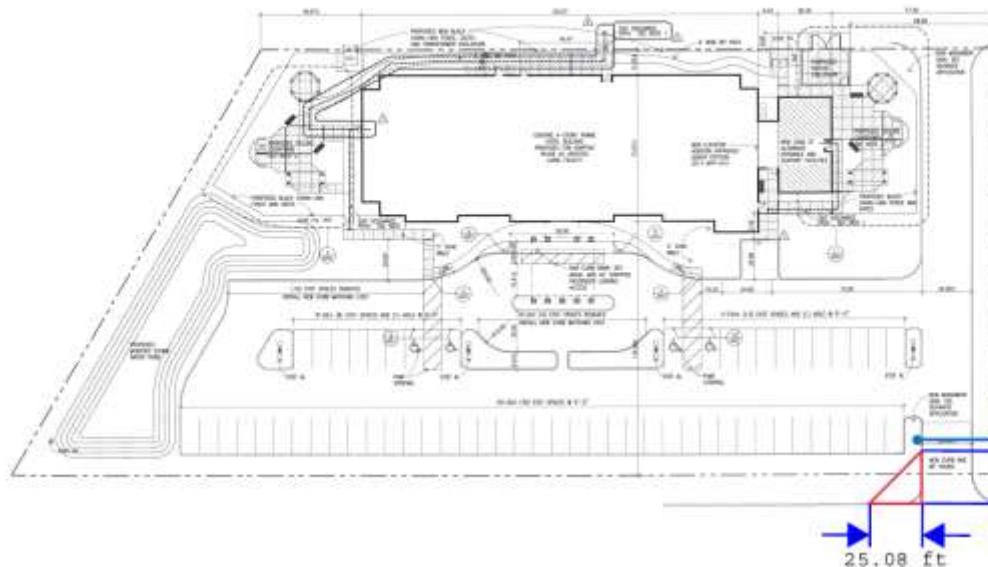
CUSTOMER:
AVENUES RECOVERY CENTER
7960 North Shadeland Avenue
46250

DESCRIPTION:
Double sided monument sign
with non-lit cut through letters.

NOTES:



SIGN LOCATION



FACE COLORS:

- BLACK
- WHITE

**MONUMENT SIGN
LOCATION**



METROPOLITAN DEVELOPMENT COMMISSION
OF MARION COUNTY, INDIANA
PETITION FOR UNIVERSITY QUARTER ONE/TWO APPROVAL
PETITION FOR PARK DISTRICT ONE/TWO APPROVAL
PETITION FOR HOSPITAL DISTRICT ONE/TWO APPROVAL

FINDINGS OF FACT

The Metropolitan Development Commission finds that the site and development plan file-dated _____, 20__

A. Has been designed to create a superior land development plan, in conformity with the Comprehensive Plan because:

This is a rehab center located in a hospital district.

B. Creates and maintains a desirable, efficient and economical use of land with high functional and aesthetic value, attractiveness and compatibility of land uses, within the development plan district and with adjacent uses because:

This is an existing senior living facility building and we are changing the signs out on the front of the building and adding a monument sign at the front of the property.

C. Provides sufficient and adequate multi-modal access, such as parking and loading areas, transit provisions, and bicycle facilities because:

The existing lot and building has been functional for many years and it will not be changing.

D. Integrates a multi-modal transportation network using active and passive traffic control with the existing and planned public streets and interior roads because:

Street and access is not changing and have been used for many years.

E. Provides adequately for sanitation, drainage, and public utilities in a sustainable, low-impact manner because:

All utilities are existing and not being changed. They have been in use for many years.



**Department of Metropolitan Development
Division of Planning
Current Planning**

F. Allocates adequate sites for all uses proposed, - the design, character, grade, location, and orientation thereof to be appropriate for the uses proposed, logically related to existing and proposed topographical and other conditions, and consistent with the Comprehensive Plan, because:

All building and lot conditions are existing only change the existing building signs and adding a monument to assist with traffic flow.

G. Provides pedestrian accessibility and connectivity, which may be paths, trails, sidewalks (if sidewalks are required to be installed, the Administrator or the Commission must be guided by provisions of Section 744-304 for the installation of sidewalks), or combination thereof; provides pedestrian accessibility to available public transit; and provides sidewalks along eligible public streets consisting of the walkway and any curb ramps or blended transitions because:

All building and lot conditions are existing only change the existing building signs and adding a monument to assist with traffic flow.

DECISION

IT IS THEREFORE the decision of this body that this APPROVAL petition is APPROVED.

Adopted this _____ day of _____, 20 ____



Photo of the southern building elevation.



Photo of the eastern building façade.



Photo of the proposed location of the freestanding sign looking west.



Photo of the proposed location of the freestanding sign looking north.