

## STAFF REPORT

### Department of Metropolitan Development Division of Planning Current Planning Section

**Case Number:** 2022-DV2-048  
**Address:** 3815 River Crossing Parkway (approximate address)  
**Location:** Washington Township, Council District #3  
**Zoning:** C-S (FF)  
**Petitioner:** ASAP Permits, by Brent Bennett  
**Request:** Variance of development standards of the Consolidated Zoning and Subdivision Ordinance to provide for a second skyline sign on the northern elevation (one skyline sign permitted per elevation).

This petition was automatically continued from the January 10, 2023 hearing to the February 14, 2023 hearing at the request of the petitioner.

### **RECOMMENDATIONS**

Staff **recommends denial** of this request.

### **SUMMARY OF ISSUES**

The following issues were considered in formulating the recommendation:

#### **LAND USE**

##### **EXISTING ZONING AND LAND USE**

C-S	Metro	Commercial Office
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##### **SURROUNDING ZONING AND LAND USE**

North	C-S	Interstate 465
South	C-S	Residential (Multi-family dwellings)
East	C-S	Commercial Office
West	C-S	Hotel

##### **COMPREHENSIVE PLAN**

The Comprehensive Plan recommends office commercial development.

- ◇ The subject site is located within an integrated center with offices, commercial uses, and multi-family dwellings that is bordered to the north by I-465.

### **VARIANCE OF DEVELOPMENT STANDARDS**

- ◇ The grant of the request would allow two skyline signs on the northern elevation.
- ◇ 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”.

(Continued)

## **STAFF REPORT 2022-DV2-048 (Continued)**

- ◇ The proposed sign would measure 48.8 feet, which would make it the second skyline sign along the north elevation where only one is permitted per elevation.
- ◇ 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.
- ◇ 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.
- ◇ 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 "multi-tenants require signage to promote their business" but fail to address that the site does have a freestanding monument sign where signage for the tenant already exists. Additionally, the office building located east of the parking garage only has one skyline sign per building façade even while having multiple tenants as well.
- ◇ For these reasons, staff is recommending denial of the request.

## **GENERAL INFORMATION**

THOROUGHFARE PLAN	River Crossing Parkway is classified in the Official Thoroughfare Plan for Marion County, Indiana as a local street, with a 27-foot existing half right-of-way and a 25-foot proposed half right-of-way.
SITE PLAN	File-dated December 8, 2022.
ELEVATIONS	File-dated December 8, 2022.
FINDINGS OF FACT	F File-dated December 8, 2022.

## **ZONING HISTORY – SITE**

### EXISTING VIOLATIONS

None.

(Continued)

## **STAFF REPORT 2022-DV2-048 (Continued)**

### **PREVIOUS CASES**

**2020-ADM-143; 3815 River Crossing Parkway** (subject site), Approval of landscaping and outdoor amenities.

**2018-ADM-068; 3815 River Crossing Parkway** (subject site), Approval of the Removal of "Horwath" from existing sign and recentering of the "Crowe" lettering.

**2017-ADM-103; 3815 River Crossing Parkway** (subject site), Approval of a new wall sign.

**2012-ADM-237; 3815 River Crossing Parkway** (subject site), Approval of signs associated with Crowe Horwath & The College Network (tenants) of 3815 River Crossing Parkway on the North (front) and West (side) elevations.

**2012-ADM-053; 3815 River Crossing Parkway** (subject site), Approval of a new wall sign.

**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**.

### **ZONING HISTORY – VICINITY**

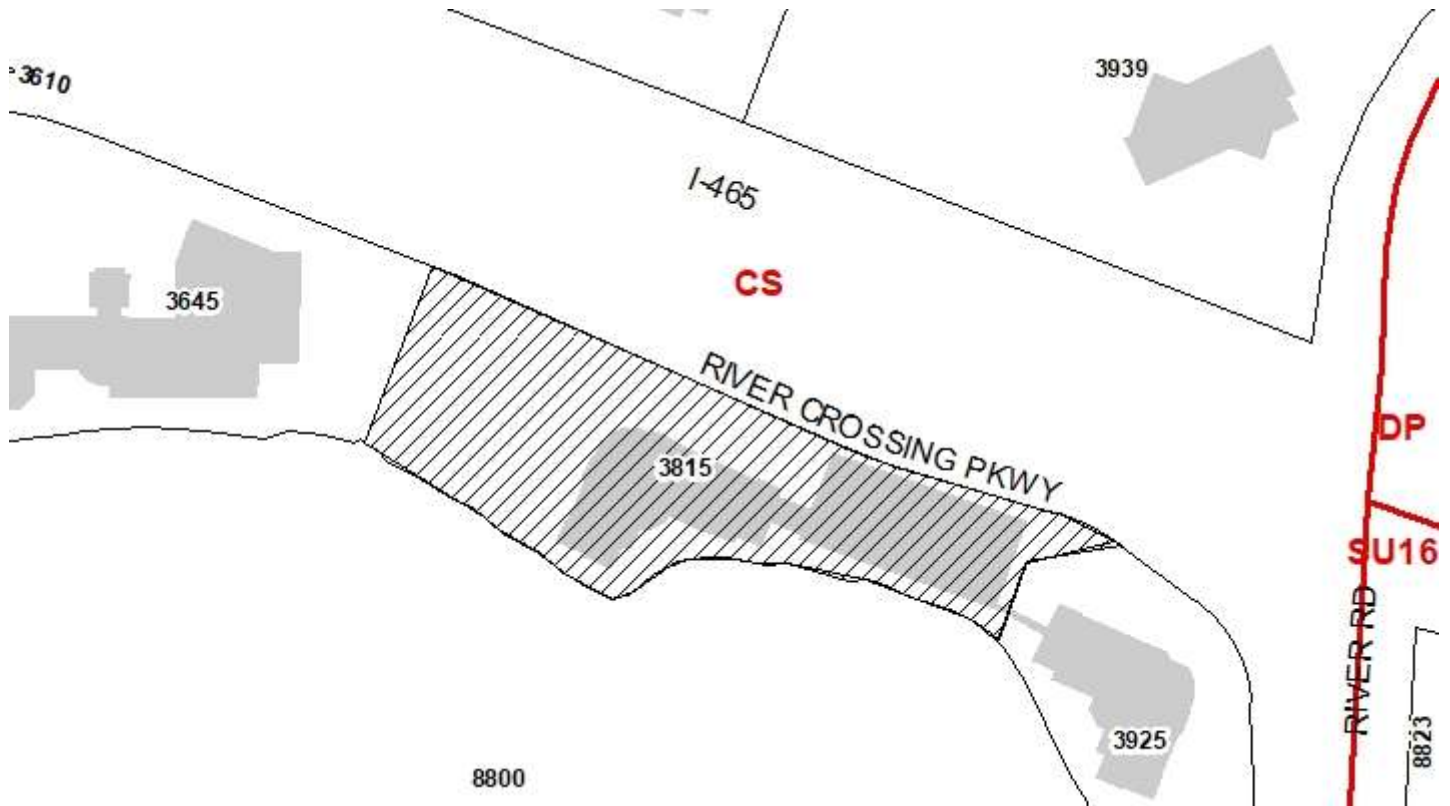
**2014-CVR-802; 8711 and 8805 River Crossing Boulevard and 3520 Commerce Crossing** (southwest of site), Variance of development standards of the Commercial Zoning Ordinance to provide for: a) up to a 30 percent reduction in the amount of parking (up to ten percent reduction permitted for parking lots 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**.

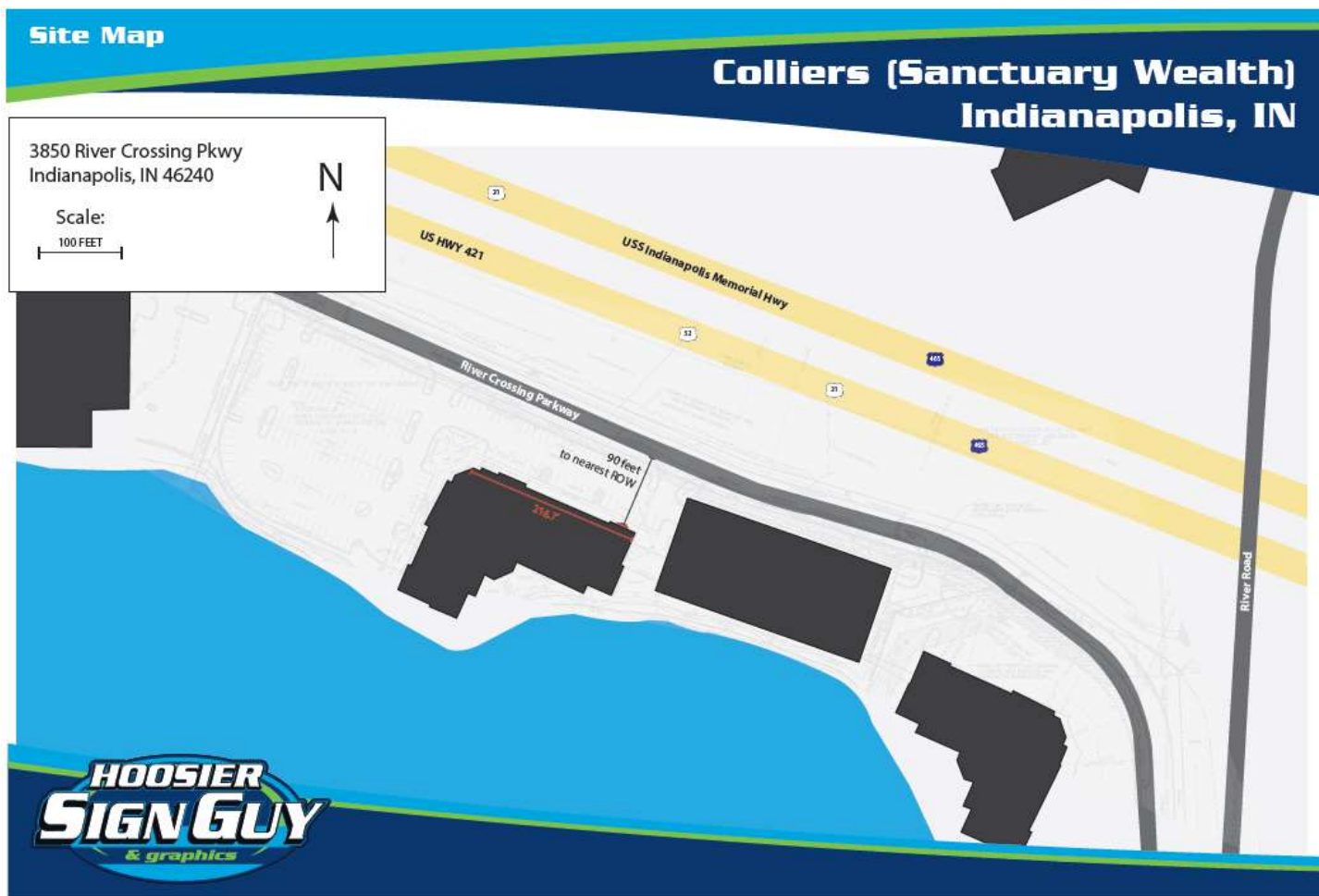
**2022-DV2-048; Location Map**



**2022-DV2-048; Aerial Map**



**2022-DV2-048; Site Plan**





Artwork Approval Form

Colliers (Sanctuary Wealth)  
Indianapolis, IN

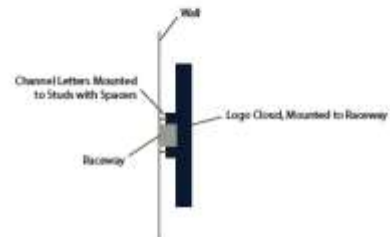
Channel Letters/Cloud

Matching Trim Caps & Returns (Hex: #001930)  
Front Lit Logo, Installed on Raceway  
Reverse Lit Letters, Installed Directly to Facade

Overall: 44.5" tall x 165.25" wide



Side View



Night View



HOOSIER  
SIGN GUY  
& graphics

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**2022-DV2-048; Photographs**



North façade of the subject property at 3815 River Crossing Parkway.



Proposed location of the second skyline sign.





West façade of the subject property at 3815 River Crossing Parkway.

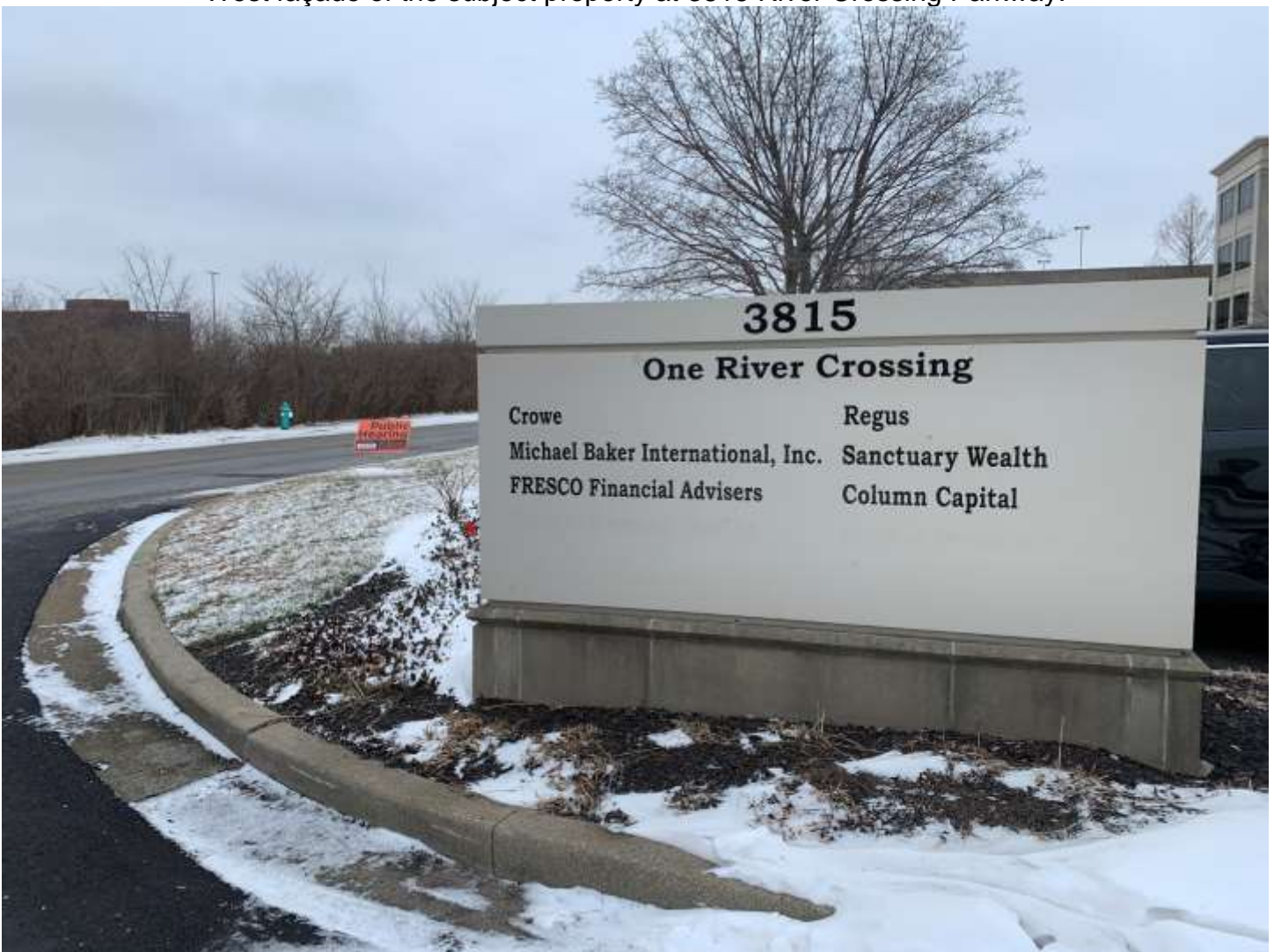


Photo of the existing freestanding sign looking east.





Photo of the existing freestanding sign looking west.



Photo of the south building facades.



Multi-tenant building to the east with one skyline sign on the north façade.



Multi-tenant building to the east with one skyline sign on the east façade.



Multi-tenant building with freestanding sign noting other tenants.





Photo of the interstate looking north across River Crossign Parkway.



Photo of the interstate looking northwest across River Crossign Parkway.