



PLAN COMMISSION STAFF REPORT

ITEM NO: 2 **APPLICATION NO.** 0170-2022

MEETING DATE: November 21, 2022

SUBJECT: Program of Signs

PETITIONER(S): 146th and River Road Land, LLC

SUMMARY: Program of Signs regarding projecting signs and wall signs

LOCATION: North of E. 146th Street, west of River Road

WAIVERS REQUESTED: None

RECOMMENDATION: Adoption of the Program of Signs

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Planning Terms

Program of Signs

1. One or more adjacent activities not located in an “Area of Special Control” may submit a Program of Signs to the Plan Commission. The Program of Signs shall contain a visual representation of the lettering, illumination, color, area, height, placement, and location of the signs proposed for display. The items of information displayed on the signs proposed by an activity in the Program of Signs shall not exceed the items of information allowance.
2. The Plan Commission may approve a Program of Signs if the signs visually represented in the Program are consistent with the purposes of this Ordinance, are appropriate to the function and architectural character of the building(s) in which the activity is located, and are compatible with the existing adjacent activities.
3. An activity whose Program of Signs has been approved by the Plan Commission may display only those signs that comply with the approved program.

Condition – A restrictive or modifying factor that is essential to the occurrence of something else.

Stipulation - A condition, requirement, or item specified as a part of an agreement or ordinance.

Procedure

The application was filed after the filing deadline in June for a public hearing at the October 2022 Plan Commission meeting at which meeting it was continued until the November 21, 2022 meeting. Prior to the hearing, there is a published legal notice in the newspapers. The Plan Commission hears presentation by Staff, applicant/owner, and any individuals in the audience wishing to speak for or against the proposed amendment. The Plan Commission is the only reviewing body regarding a Program of Signs.

Correspondence

Staff has not receive any inquiries on this application.

Summary

Previously, the Plan Commission reviewed a proposed development known as “RiverWest Planned Development.” This particular site includes traditional multi-family residential (324 units), age-restricted multi-family residential (154 units), townhomes (103 units), and commercial uses (30,000-SF). Each individual use is being developed by a different entity. For the most part, there is mass grading and infrastructure work being completed on-site as well as demolition of structures.

The developers are wishing to establish a “Program of Signs” including their branding standards, locations of signs, the sign sizes, colors, and materials for this entire development so that there is consistency and cohesiveness with the overall development. Our Unified Development Ordinance

does not address signage for the multi-use (commercial, townhomes, apartments) type of planned development such as "RiverWest". Based on the UDO, if the area was considered an *integrated development* those sign regulations lend themselves to a commercial type development and not the mix of residential uses such as apartments and townhomes with commercial uses.

The colors used on the signs will blend with the residential/commercial buildings that will be constructed. It appears that the sign colors include black, greys, and a pewter matching the buildings in the development. The "rw" logo is crafted from an aluminum plate.

The proposed "Designation Sign" (S4 Sign) for the commercial portion will be located north of 146th Street at the ingress/egress drive to the commercial portion of the development and closest to River Road. The sign size will be 12-FT in height and approximately 10-FT in width at its widest part and have panel space for up to five business users. There will be a single-color used for the background panels and a single color used for the copy for the entire sign. One item missing from the designation sign is the words "of Noblesville" that must be individually mounted letters, sandblaster or etched and be 50% the size of the largest group of letters in the development's name. If the Plan Commission should require the words "of Noblesville" on the designation sign, it could be installed on the band that has the word "shops". As for the items of information, that cannot exceed 20 items.

Based on the UDO requirements this designation sign, it could be 60-SF in size and not exceed a height of 12-FT. The applicants are proposing a sign height of 12-FT with a maximum size of 120-SF. Based on the higher speed limit in this area, a 60-SF size may be of no benefit to pass-by traffic.

Individual signs for both apartment types (S2 Signs) and the townhomes (S3 Sign) will be of the same size and materials, noting their particular apartment/townhome name. The ground sign will be approximately 32-SF which is permitted by ordinance. Two of the signs will be located along River Road (Apartments) and the other sign will be located along E. 146th Street at the western most ingress/egress drive. The separation requirements for these signs are being met.

The final sign to consider is another ground sign identifying the overall development stating "RiverWest" with the logo letters 'rw'. Although the words "of Noblesville" are on the sign as required, the letter sizes are not 50% the size of the largest group of letters in the development name. The UDO allows the sign to be 32-SF in size and a maximum height of 6-FT. The height requirement is being met; however, the overall size proposed is approximately 90-SF. This particular sign would be located at an angle adjacent to the intersection of River Road and E. 146th Street.

Attachment

Exhibit 1 Proposed Program of Signs

Recommendation

Staff is in support of the proposed Program of Signs with the following stipulations.

Motions

1. Motion to adopt the "Program of Signs" as per Application 0170-2022 including the following stipulations:
 - All ground signs and designation signs must meet the minimum setback from the roadway
 - All ground signs and designation sign shall be located beyond the vision corner clearance area per the UDO
 - All ground signs and designation sign shall meet the minimum landscaping requirements around the sign
 - The designation sign and the Riverwest sign in the last paragraph should contain the words "of Noblesville" and be between 40%-50% the size of the largest letter(s).

The Plan Commission may add any stipulations/conditions that they deem necessary.

2. Motion to deny the entire sign package amendment as presented per Application No. 0170-2022 ***List reasons***

3. Motion to continue Application No. 0170-2021 until the November 2022 meeting.