



PLAN COMMISSION STAFF REPORT

ITEM NO:	7	APPLICATION NO. LEGP 0144-2024
MEETING DATE:	August 19, 2024	
SUBJECT:	Program of Signs	
PETITIONER(S):	LOR Promise LLC, Kroger, Tuttle Development Main, Noblesville Schools (Owners); LOR Promise LLC and Kroger (Applicants)	
SUMMARY:	Adoption of a Program of Signs	
LOCATION:	North side of E. 146 th Street between Howe Road and Promise Road	
WAIVERS REQUESTED:	None	
RECOMMENDATION:	Approval	
PREPARED BY:	Joyceann Yelton, Development Services Manager jyelton@noblesville.in.us 317-776-6325	

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.

Amendment – A repeal, modification, or addition to a regulation.

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

Designation Sign – A type of ground sign that identifies an integrated development and may identify one or more establishments within the development.

Wall Sign – A sign attached to or affixed directly to the wall of a building, parallel to the plane of the building and extending less than 12-inches from the building.

Item of Information – A word, initial, logo, abbreviation, number, symbol or geometric shape.

Procedure

The application was filed for a public hearing at the August 2024 Plan Commission meeting. Prior to the hearing, there is a published legal notice in the newspapers. The Plan Commission hears the presentation by Staff, applicant/developer, and any individuals in the audience wishing to speak for or against the proposed application. The Plan Commission is the only reviewing body regarding a Program of Signs.

Correspondence

Staff has not received any inquiries on this application.

Summary

The property is located along the north side of East 146th Street between Howe Road and Promise Road. **(Exhibit 1 – Aerial Photograph)** The applicants are requesting the adoption of a Program of Signs for the "Marketplace on 146th". That development is a mixed-use parcel including single-family residential, townhomes, and commercial uses.

(Exhibit 2 – Proposed Program of Signs) The sign package includes Kroger building signage, Kroger Fuel Center signage, and designation signs. As for the wall signs, those will be per the Unified Development (UDO) ordinance requirements relating to the Corporate Campus Commercial Areas.

The following are summaries of the requirements for signage within the Commercial land use area of the Corporate Campus.

Designation Sign

- ❖ Designation Signs shall have a minimum of 750-FT separation
- ❖ Each integrated development is permitted one designation sign
- ❖ Designation signs shall consist of individual letters up to four items of information mounted to a solid wall and have the name of the development only.
- ❖ Designation signs maximum height is 6-FT
- ❖ All designation signs shall be a minimum of 10-FT behind the right-of-way

Wall Signs on individual outlots

- ❖ One building mounted wall sign per each public street of road frontage.
- ❖ Wall signs shall be individual back-lit or internally lit channel letters.
- ❖ Multi-Tenant buildings - each tenant is allowed one wall sign with two items of information.

The applicant has submitted a site plan that indicates the location of the sign as well as the cut sheets for the actual signs. Staff will make comparisons between what has been submitted and what is in the ordinance. The program of signs that is being presented has been vetted through the Development Team (representatives from Mayor's Office and Planning, Engineering and Economic Development Departments) regarding the type and number of signs including locations for the designation signs. It was agreed upon by all that we would permit 4 designation signs along E. 146th Street and then one designation sign along Howe Road and one designation sign along Promise Road. This development of the commercial area is approximate 70-80 acres and there are two different entities controlling the development. The separation of the designation signs along E. 146th Street meet or exceed the separation requirements; however, along both Howe Road and Promise Road that separation from the corner designation signs is approximately 540-feet and 388-feet, respectively. The Corporate Campus definition of a designation sign is quite different from the definition elsewhere in the Unified Development Ordinance. Major difference include height of sign and what information is permitted on said sign.

Page 1, Page 2, Page 3, Page 4, Page 5 - Designation Signs

Page 1 is the site plan for the location of the signs to be discussed. All the designation signs will include the name of the development in blue, the same light-colored brick with the panels being a gray and all lettering will be white. The exception to this is the designation sign **Page 2** at the corner of Howe Road and E. 146th Street that will have the Kroger name and two electronic gas price signs. The height of this sign is 6-FT and roughly 48-SF in size. This sign is all internally lit.

Page 3 and Page 4 Two of the proposed designation signs will be located in the center portion of the development along E. 146th Street and then one along Howe Road and the other along Promise Road for a total of four signs. These signs will be 12-FT in height and approximately 140-SF. The name identification of the development is internally illuminated and "Kroger blue" with white lettering. The actual tenant panels (gray in color) are routed letters backed with white plex and are internally illuminated but have faux lights for decoration. A maximum of 20 items of information would be permitted on each of these four signs.

Page 5 The final designation sign proposed for this site is located at the intersection of E. 146th Street and Promise Road. This sign will be 6-FT in height and 49-SF in size. It contains the illuminated blue "Marketplace" identifier, will have gray panels with white letters that will be internally lit. The maximum number of items of information for this sign should be 33 based on the number of panels.

Page 6, Page 7, Page 8, Page 9, Page 10 - Kroger Building Signs

Page 6 and Page 7 indicate the location of the signs on the building. The **Page 8** wall sign is their main identification for the store. It will be white channel letters, internally lit and located on the west elevation facing Howe Road. There will be a Starbucks **Page 9** at this store and their typical sign will be on the west elevation but on a different plane of the building towards the southern end. This sign will be internally lit. Staff would ask that the logo be made to look more three dimensional than the typical cabinet sign that is being presented. At the north end of the west elevation will be the sign on **Page 10** identifying the pharmacy drive-thru and store pick-up designated area. This sign will be "Kroger Blue" and be internally illuminated channel letters. All signs as proposed meet the ordinance requirements regarding maximum size.

Page 11, Page 12, Page 13, Page 14, Page 15

Page 11 Sign will be a part of the metal awning that will cover the pick-window area and be installed on the north side of the building on the north side of the awning. **Page 12** is the exit sign on the west side of the awning. **Page 13 and Page 14** are located on the east side of the awning. All these signs exceed the maximum percentage allowed on an awning. **Page 15** the grade clearance sign will be located underneath the awning.

Page 16, Page 17, Page 18, Page 19, Page 20 – Fuel Center Signs

The signs all are located on the fuel center that is at the northeast corner of the E. 146th Street and Howe Road. **Page 16** is for reference of locations. **Page 17** will only be the word “Kroger” on the east and west elevations of the fuel canopy and does not include the shopping cart logo. The letters will be “Kroger Blue” and are individual channel letters internally lit. The digital gas price sign **Page 18** will be located on the north end of the east face of the canopy. The shopping cart logo **Page 19** will be located on the north and south ends of the canopy. **Page 20** is the shopping cart that will be placed on the fuel center kiosk along the east and west sides.

Attachments

- | | |
|-----------|---|
| Exhibit 1 | Aerial Photograph |
| Exhibit 2 | Proposed Sign Locations and Elevations for the Program of Signs |

Intentionally Left Blank

Recommendation

Staff has extensively worked with the developers to provide a cohesive sign package. There were several meetings and illustrations provided before we would all agree on this proposed sign package. Staff is supportive of the proposed Program of Signs.

Motions

1. Motion to adopt the "Program of Signs" for "Marketplace on 146th Planned Development" as presented per Application No. LEGP 0144-2024 including the Staff Report, presentation, and the following:

STIPULATIONS

- a. All panels on the designation signs shall be gray in color with white lettering.
- b. Items of information on the designation signs shall be limited to:
 - Sign S2K and Sign S2L - maximum of 20 items
 - Sign S1L - maximum of 33 items
- c. The Starbucks sign shall be made to look more three dimensional.
- d. The signage on each side of the metal awning exceeds the maximum allowable sign area but shall not exceed what is presented per the Program of Signs.
- e. All designation signs shall meet the minimum setback requirement of 10-FT from the right-of-way and not located within the vision corner clearance triangle
- f. For those individual tenant outlots that front on both a public and private road, one wall sign would be permitted on the elevations fronting a public an/or private road meeting the size requirements of the Unified Development Ordinance.
- g. The words "of Noblesville" need to be placed on the designation signs.

CONDITION

- a. Updated drawings reflect the above stipulations to be provided back to the Planning Department within 30 days of approval.

2. Motion to deny the Program of Signs as per Application No. LEGP 0144-2024

List reasons

3. Motion to continue Application No. LEGP 0144-20204 until the September 16, 2024 meeting.