



**Board of Zoning Appeals Staff Report**  
**Department of Planning and Building**  
**Town of McCordsville**

**October 7, 2020**

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| <b>Project:</b>        | Noble Roman's Wall Sign, BZA-20-012  |
| <b>Petitioner:</b>     | The Sign Group on behalf of Noble Roman's  |
| <b>Location:</b>       | 6857 W. Broadway (within McCordsville Marketplace)   |
| <b>Request:</b>        | The petitioner's request seeks a Development Standard Variance for wall signage.   |
| <b>Staff Review:</b>   | <p><u>Background:</u> This property was recently developed as a multi-tenant retail center. Noble Roman's will be occupying the eastern endcap space of Building #1.</p> <p><u>Existing Conditions:</u> The site features one multi-tenant retail building and building pads for two additional buildings. The property is zoned Neighborhood Commercial (CN).</p> <p><u>Surrounding Land Use &amp; Zoning:</u> The surrounding land uses are as follows:</p> <ul style="list-style-type: none"><li>• North: Across the W. Broadway and the railroad tracks is a large acreage residentially zoned lot featuring a barn.</li><li>• East: Common Area zoned as part of the Gateway Crossing PUD</li><li>• South: Wooded area, conserved as part of the Meijer development, zoned CR</li><li>• West: Meijer fuel center zoned CR</li></ul> <p><u>Development Standards Variance – Section 7.08(C)</u><br/>This section permits wall signs on frontage elevations of primary structures. The petitioner is seeking a wall sign on the east façade which is a non-frontage building elevation.</p> |
| <b>Staff Comments:</b> | The Town has not previously issued approvals for signs on non-frontage elevations. However, while there is not a public roadway or a private street easement along the east façade there is an internal drive. This driveway serves as a circulation path for vehicles for not only this building, but also the larger site. Additionally, the petitioner has landscaped this internal drive in a way that makes it feel like a road, instead of just an access drive serving a parking lot.   |

The building orientation is parallel to the angled roadway of W. Broadway and thus we feel this additional wall signage will be visible to drivers. The petitioner's proposed sign size is 36 square feet. This is less than the size that would be allowed if it were on a frontage elevation. Staff feels this is important to denote, and something that the Town should expect. Wall signage on non-frontage elevations, may at times be appropriate, but it is likely appropriate at a smaller sign area. The proposed sign fits nicely into the area of the façade where it is proposed, and therefore staff feels the sign size is in the proper scale.

Following any discussions/questions from the Board, and the public hearing, staff would recommend approval with the following suggested conditions of approval:

- The petitioner does not change the color of the EIFS for their tenant space.
- The sign area for the proposed sign does not exceed 36 square feet.

The BZA may include conditions of approval noted above, and if so, those conditions should be incorporated into the ballots. They may be amended, added to, or removed by the BZA. The petitioner also has the right to request them to be amended, added to, or removed until the time the BZA has made a motion on the conditions.

**Decision Criteria:**

The BZA has four (4) options in considering this request; the Board may approve, approve with modifications, deny, or continue this petition.

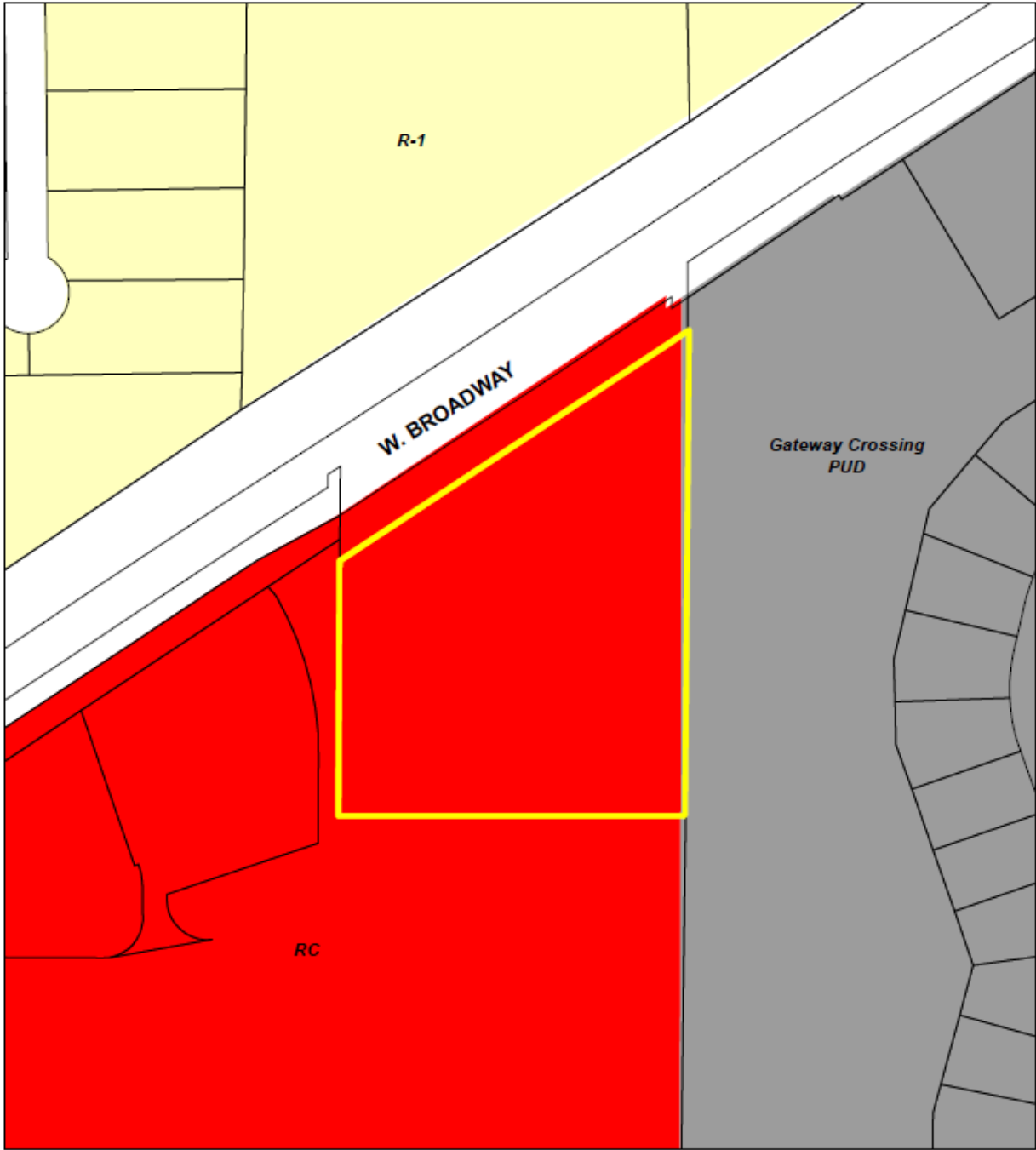
# Existing Conditions




 Subject Site



# Zoning



 **Subject Site**

