



Westfield City Council Report

Ordinance Number:	14-44
APC Petition Number:	1409-PUD-15
Petitioner:	Throgmartin-Henke Development, LLP
Requested Action:	Petitioner requests an amendment to the Bridgewater PUD Ordinance to allow multi-tenant signage for Bridgewater Center.
Current Zoning District:	Bridgewater PUD
Current Land Use:	Commercial
Exhibits:	<ol style="list-style-type: none">1. Staff Report2. Location Map3. Proposed Monument Sign4. Proposed Bridgewater PUD Amendment5. APC Certification
Prepared by:	Kevin M. Todd, AICP

PETITION HISTORY

This petition was introduced at the September 8, 2014, City Council meeting. The petition received a public hearing at the September 15, 2014, Advisory Plan Commission (the "APC") meeting, and the APC forwarded the petition to the Westfield City Council (the "Council") with a favorable recommendation for approval at that same meeting. The APC Certification is included as Exhibit 5.

PROCEDURAL

- Amendments to Planned Unit Developments are required to be considered at a public hearing, in accordance with Indiana Code 36-7-4-1511. The public hearing for this petition was held on September 15, 2014, at the APC meeting. Notice of the September 15, 2014, public hearing was provided in accordance with the APC Rules of Procedure.
- At its September 15, 2014 meeting, the APC issued a favorable recommendation (7-0) of the proposed change in zoning request.
- The Council may take action on this item at its September 22, 2014, meeting.

PROJECT OVERVIEW

Project Location

The subject property is approximately 9.5 acres +/- in size and is located at the northeast corner of Carey Road and 146th Street.

Project Description

The proposal would allow two (2) multi-tenant monument signs (the “Monument Signs”) for the Bridgewater Center. One sign would be located at the Carey Road entrance and the other would be located at the 146th Street entrance. Currently, the Bridgewater PUD Ordinance allows individual businesses the ability to install a 6’ tall ground sign. The Bridgewater PUD Ordinance also allows 15’ tall center “identification signs” at the entrances to the commercial center – tenant information is not permitted on the “identification signs”. As proposed, the Monument Signs would be installed in lieu of individual business ground signs, and they would replace the permitted “identification signs” for the center.

Monument Sign Size

As proposed, each Monument Sign would be no taller than 15’ in height, and would have a sign display area of no more than 90 square feet (per side of a two-sided sign). For comparison, the “identification signs” (which cannot contain tenant information) that are currently allowed by the Bridgewater PUD Ordinance could be up to 15’ in height and 75 square feet per side. The proposed Monument Signs would be limited to 75 square feet of tenant information, and the remainder of the proposed 90 square feet of sign area could be used for center identification and “of Westfield” identification. By further comparison, the City’s current sign standards would allow a non-residential center of this size a 15’ tall sign that could be up to 120 square feet in sign area, per side. The City’s sign standards would limit the center to one (1) sign, however.

Monument Sign Details

As proposed, the Monument Signs would be required to have a brick base, brick columns, and a limestone (or similar) cap and accent features, as depicted in the proposed exhibits. The proposal also includes the use of electronic gas price signage, and it defaults to the City’s Electronic Signage section of the Sign Standards for these electronic message boards. The proposal indicates that the sign panels would be designed in a manner so that only the copy area (letters and logos) would be illuminated with the sign is lit.

APC CONDITIONS OF A FAVORABLE RECOMMENDATION

At the September 15, 2014 APC meeting, the petitioner committed to a few clarification modifications to the proposed ordinance during a presentation to the APC. As a part of the motion to forward a positive recommendation to the City Council, the APC memorialized those commitments by adding the following conditions to its recommendation:

1. That the PUD Ordinance amendment be clarified so that the materials of the sign base and columns be brick with cast-stone accents;
2. That the PUD Ordinance amendment be clarified so that the background of the tenant sign panels be “opaque”;
3. That the display color on the electronic message boards for gas prices be limited to green,
4. That the rendering of the sign be revised to depict the words “Member Price”, “Regular” and “Diesel” as being incorporated into the opaque panels, not the black electronic message boards.

All of the changes listed above have been made to Ordinance 14-44 for the Council’s consideration on September 22, 2014, as presented in Exhibit 4.

ADDITIONAL MODIFICATION TO THE PUD ORDINANCE

In addition to the four (4) modifications listed above, the petitioner added a provision that required any illumination of the signs to be turned off between the hours of 12:00 AM and 6:00 AM, unless a business is open within those hours. These hours are consistent with the hours of operation limitations on the automobile service station (Ricker’s) at this location. The current sign regulations that apply to the Bridgewater Center do not restrict hours of illumination for monument/ground signs. This provision further restricts what would otherwise be allowed at this center.

STATUTORY CONSIDERATIONS

Indiana Code 36-7-4-603 states that reasonable regard shall be paid to:

1. The Comprehensive Plan.
2. Current conditions and the character of current structures and uses.
3. The most desirable use for which the land is adapted.
4. The conservation of property values throughout the jurisdiction.
5. Responsible growth and development.

RECOMMENDATIONS / ACTIONS

APC Recommendation

At its September 15, 2014, meeting, the APC forwarded a **favorable recommendation** of Ordinance No. 14-44 (APC Petition No. 1409-PUD-15) to the Council (Vote of: 7 in favor, 0 opposed), with the following conditions:

1. That the PUD Ordinance amendment be clarified so that the materials of the sign base and columns be brick with cast-stone accents;
2. That the PUD Ordinance amendment be clarified so that the background of the tenant sign panels be “opaque”;
3. That the display color on the electronic message boards for gas prices be limited to green,
4. That the rendering of the sign be revised to depict the words “Member Price”, “Regular” and “Diesel” as being incorporated into the opaque panels, not the black electronic message boards.

City Council

Introduction: September 8, 2014

Eligible for Adoption: September 22, 2014

Submitted by: Kevin M. Todd, AICP
Economic and Community Development Department