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| COA #<br><b>2014-COA-021(IURS)</b>                                 | <b>INDIANAPOLIS<br/>HISTORIC PRESERVATION COMMISSION<br/>STAFF REPORT</b>   | <b>Hearing Date<br/>APRIL 2, 2014</b>                     |
| <b>123 W. Louisiana St<br/>INDIANAPOLIS UNION RAILROAD STATION</b> |                                                                             | Continued from:<br><br>March 5, 2014                      |
| <b>Applicant &amp;<br/>mailing address:</b>                        | Crowne Plaza Union Station<br>123 W. Louisiana St<br>Indianapolis, IN 45225 | Center Twp.<br>Council District: 19<br>Dane Mahern        |
| <b>Owner:</b>                                                      | same                                                                        |                                                           |
| <b>CASE</b>                                                        |                                                                             |                                                           |
| <b>IHPC COA:</b>                                                   | <b>2013-COA-021 (IURS)</b>                                                  | To replace existing pylon sign with new larger pylon sign |
| <b>STAFF COMMENTS</b>                                              |                                                                             |                                                           |

**Background**

The Crowne Plaza Hotel is located in historic Union Station, an individually designated historic IHPC property. In the 1980s, Crowne Plaza installed a 12 ½ foot tall pylon/ground sign located at the west end of Louisiana Street during a 1980’s renovation of the building for the hotel. This sign has been located here since it was approved in 1987.

**Proposed Sign**

The Crowne Plaza is now seeking approval to install a new pylon/ground sign, which is 1 ½ feet taller than the existing, and of a different design. It contains internal illumination as does the existing sign.

**Wholesale District Sign Guidelines**

The Plan states that ground mounted signs shall only be considered for parking lots and that all other types of businesses are generally considered inappropriate for ground signs (page 86). Given the history of a ground/pylon sign being located here and noting the large scale of the structure, staff believes consideration should be given to the proposed new sign. Staff believes the proposed design is better than the existing and does not detract from the overall character of the building.

**STAFF RECOMMENDED MOTION**

**COA #2014-COA-021 (IURS):**

**To approve a Certificate of Appropriateness for a larger pylon sign at same location as existing pylon sign at west end of Louisiana Street as per submitted documentation and subject to the following stipulations:**

1. Any changes to the proposed sign shall be approved by IHPC staff prior to installation.  
Approved \_\_\_\_\_ Date \_\_\_\_\_
2. Final drawing of the signage must be approved by IHPC prior to issuance of permits and installation. Approved \_\_\_\_\_ Date \_\_\_\_\_

**Staff Reviewer:** Meg Purnsley

Sign Type 1  
**Monument Signs**  
**Gateway Identification Sign**

14'-0" (4.27m) & 9'-0" (2.74m)

**Base Sign Cabinet**

**Construction:** Aluminum

**Sign Face Finish:** Painted plum (Pantone 228 C / RAL 350 30 40)

**Illumination:** High Output Fluorescent Lamps

**End Caps**

**Construction:** Aluminum

**Finish:** Painted Pantone® Process Black C

**Icon**

**Construction:** 3/4" [20] push-thru translucent white acrylic ring and ribbons

**Crowne Plaza Wordmark**

**Construction:** 3/4" [20] push-thru translucent white acrylic and 3M 7725-10 opaque white vinyl trademark applied to aluminum face

**Location Identifier**

**Construction:** Translucent white acrylic backer

**Address Copy or Hotel Restaurant Copy**

**Construction:** Translucent white acrylic backer (Optional, but preferred)\*

\* Either Address copy or Hotel Restaurant copy may appear on the sign, but not both.

Location Identifier, address copy and/or restaurant copy to be in Agenda Regular font.



**Existing sign is 12 1/2 ft tall**



***Existing pylon sign at west end of Louisiana Street***