

BOARD OF ZONING APPEALS DIVISION III

June 16, 2026

Case Number: 2026-DV3-024

Property Address: 210 East Maryland Street (approximate address)

Location: Center Township, Council District #18

Petitioner: Capital Improvements Board of Managers of Marion County, by Jennifer Milliken

Current Zoning: CBD-2 (RC) (TOD)

Request: Variance of Development Standards of the Consolidated Zoning and Subdivision Ordinance to allow for a two skyline signs on a building elevation facing Delaware Street (maximum one skyline sign per elevation) with a skyline sign area of 823 square feet (maximum 741 square feet permitted), and for a skyline sign and wall sign on a building façade facing a private service road (permitted only on elevations facing streets) with a skyline sign area of 805 square feet (maximum 775 square feet permitted).

Current Land Use: Athletic Facility Under Construction

Staff Recommendations: Staff recommends **approval** of this petition.

Staff Reviewer: Michael Weigel, Principal Planner I

PETITION HISTORY

This is the first public hearing for this petition.

STAFF RECOMMENDATION

Staff recommends **approval** of this petition.

PETITION OVERVIEW

210 East Maryland is a parcel of land with a size of 0.94-acre and that was historically improved with the Marion County Jail. That building was demolished in early 2025, and construction has commenced on a 3-story athletic facility, per plans approved via the petition 2025REG027. The site is located near Gainbridge Fieldhouse to the southwest and the Julia Carson Transit Center to the north.

Construction has begun on the facility with an anticipated opening in 2027, and the approval of this petition would allow for placement of signage on the building governed by regulations and dimensional standards for the CBD-2 zoning district found within Table 744-906-7 of the Indianapolis Zoning Ordinance. Signage is sought on 3 of the 4 applicable building facades, with a mural to be placed on the fourth wall facing to the north, per renderings within the Exhibits.

The following variances of development standards would be required to allow for placement of signage as shown within the below renderings:

- Ordinance limits skyline signage (signs with an area entirely above 26 feet from grade to 1 sign per building façade, and the elevation facing Delaware Street to the west would have 2 skyline signs installed, per below plans.
- Ordinance also limits the placement of building signage within CBD-2 to facades facing streets, and plans show placement of two signs on the eastern façade facing a private service road.
- The size of skyline signs on the eastern and western elevations is larger than what would be allowed (10% of the result of multiplying the width of the building by the height of the portions of the building over 26 feet). Specifically, the western sign would have an area of 823 square feet where 741 square feet would be required, and the eastern sign would have an area of 805 square feet where an area of 775 square feet would be required.

Staff would note that the mural placed on the northern façade of the building to cover blank-wall area would be considered artwork exempt from the need for a sign permit or from applicable dimensional standards for signage within this table. However, staff would also note that the size of the mural shown on below plans is substantially smaller than the mural that was shown on plans approved by 2025REG027, and that the mural installation should match the Regional Center petition version.

This site is zoned CBD-2, which is a district for the general downtown area of Indianapolis representing the typical urban core of the city to be developed at a very high density. It is a pedestrian oriented environment that is also the focus of the City's transit system providing excellent accessibility. The Comprehensive Plan recommends the site to the Regional Special Use typology given its proximity to Gainbridge Fieldhouse (additional information within Comprehensive Plan Analysis below). Additionally, the property is within the Regional Center (RC) and Transit-Oriented Development (TOD) secondary zoning overlays, given its location downtown and near an IndyGo BRT stop, respectively.

Findings of Fact provided by the applicant indicate that the scale of the building requires signage both of the requested size as well as for placement of that signage in a location on walls to offer visibility in this area. Staff would note that (a) the requested deviations in size for the skyline signs would only be 11% and 3.8%; and that (b) the proposed signage would be contextually appropriate given proximity to the existing Regional Special Use. Staff recommends **approval** of the petition.

GENERAL INFORMATION

Existing Zoning	CBD-2 (RC) (TOD)	
Existing Land Use	Athletic Facility Under Construction	
Comprehensive Plan	Regional Special Use	
Surrounding Context	Zoning	Surrounding Context
	North: CBD-2	North: Transit Center
	South: CBD-2	South: Parking Garage
	East: CBD-2	East: Undeveloped
	West: CBD-1	West: Commercial
Thoroughfare Plan		
Delaware Street	Primary Arterial	90-foot existing right-of-way and 78-foot proposed right-of-way
Maryland Street	Primary Arterial	90-foot existing right-of-way and 78-foot proposed right-of-way
Context Area	Compact	
Floodway / Floodway Fringe	No	
Overlay	No	
Wellfield Protection Area	No	
Site Plan	05/12/2026	
Site Plan (Amended)	N/A	
Elevations	05/12/2026	
Elevations (Amended)	N/A	
Landscape Plan	N/A	
Findings of Fact	05/12/2026	
Findings of Fact (Amended)	N/A	

COMPREHENSIVE PLAN ANALYSIS

Comprehensive Plan

- Marion County Land Use Plan Pattern Book

Pattern Book / Land Use Plan

- The Regional Special Use non-typology land use category provides for public, semi-public and private land uses that serve a specific institutional purpose for a significant portion of the county. Examples are large-scale, generally stable institutional uses such as cemeteries, hospitals, universities, high schools, government complexes, large museums, the Indiana State Fairgrounds, and the Indianapolis Motor Speedway.

Red Line / Blue Line / Purple Line TOD Strategic Plan

- Not Applicable to the Site.

Neighborhood / Area Specific Plan

- Not Applicable to the Site.

Infill Housing Guidelines

- Not Applicable to the Site.

Indy Moves

(Thoroughfare Plan, Pedestrian Plan, Bicycle Master Plan, Greenways Master Plan)

- Not Applicable to the Site.

ZONING HISTORY

ZONING HISTORY – SITE

2025REG027, Regional Center Approval to provide for construction of a three-story athletic training and practice facility, **approved**.

ZONING HISTORY – VICINITY

2021HOV024 ; 141 E Washington Street (northwest of site), Variance of development standards of the Consolidated Zoning and Subdivision Ordinance to provide for a 79-square foot projecting sign (maximum 54 square feet permitted) and a canopy sign extending more than 18 inches from the wall, **approved**.

2019DV1056 ; 155 S Delaware Street (south of site), Variance of development standards of the Consolidated Zoning and Subdivision Ordinance to provide for a 13-square foot illuminated vehicle entry point parking sign and a 16-square foot vehicle entry point electronic variable message sign, within approximately 500 feet of a local historic district (six square feet permitted, 600-foot separation from a protected district required), **approved**.

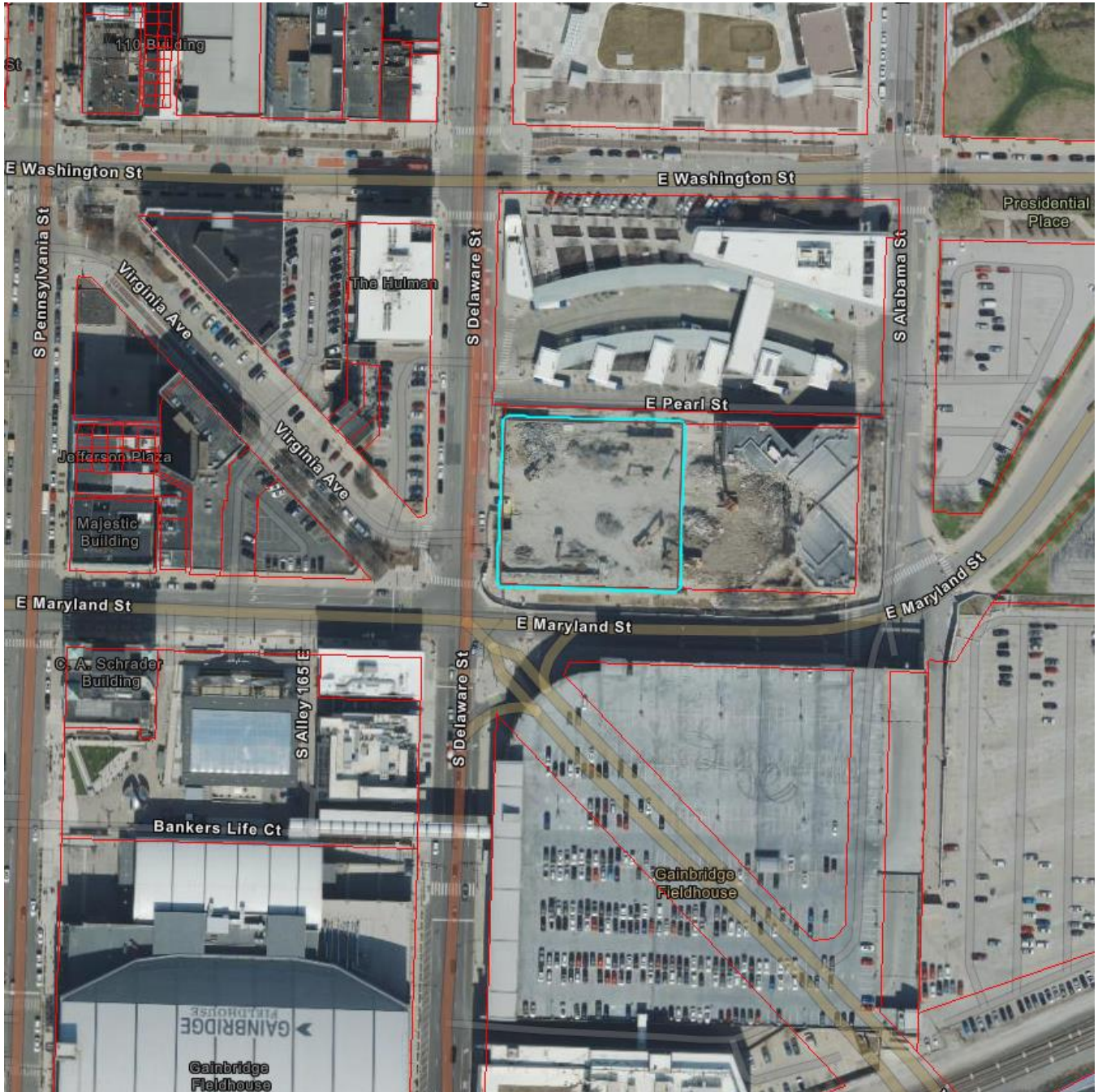
2017DV3023 ; 155 S Delaware Street (south of site), Variance of development standards of the Consolidated Zoning and Subdivision Ordinance to provide for three incidental wall signs, with zero-foot front setbacks, with one sign being four square feet and two signs being 24 square feet (10-foot setbacks required and maximum 1.5 square feet permitted), and to provide for two projecting signs (not on the façade from which the tenant obtains access (not permitted), with one sign being 6.5 feet above grade (minimum eight feet required), **approved**.

2016HOV025 ; 126 S Delaware Street (south of site), Variance of development standards of the Consolidated Zoning and Subdivision Ordinance, to provide for a 935-square foot sign on the elevated walkway (maximum 408-square foot sign permitted or 10% of the façade for an upper level sign permitted), **approved**.

2016DV3004 ; 201 E Washington Street (north of site), Variance of development standards of the Sign Regulations and Regional Center Zoning Ordinance to provide for a four-foot tall, 33-square foot freestanding sign (not permitted), encroaching approximately 19 feet into the right-of-way of East Washington Street (not permitted), **approved**.

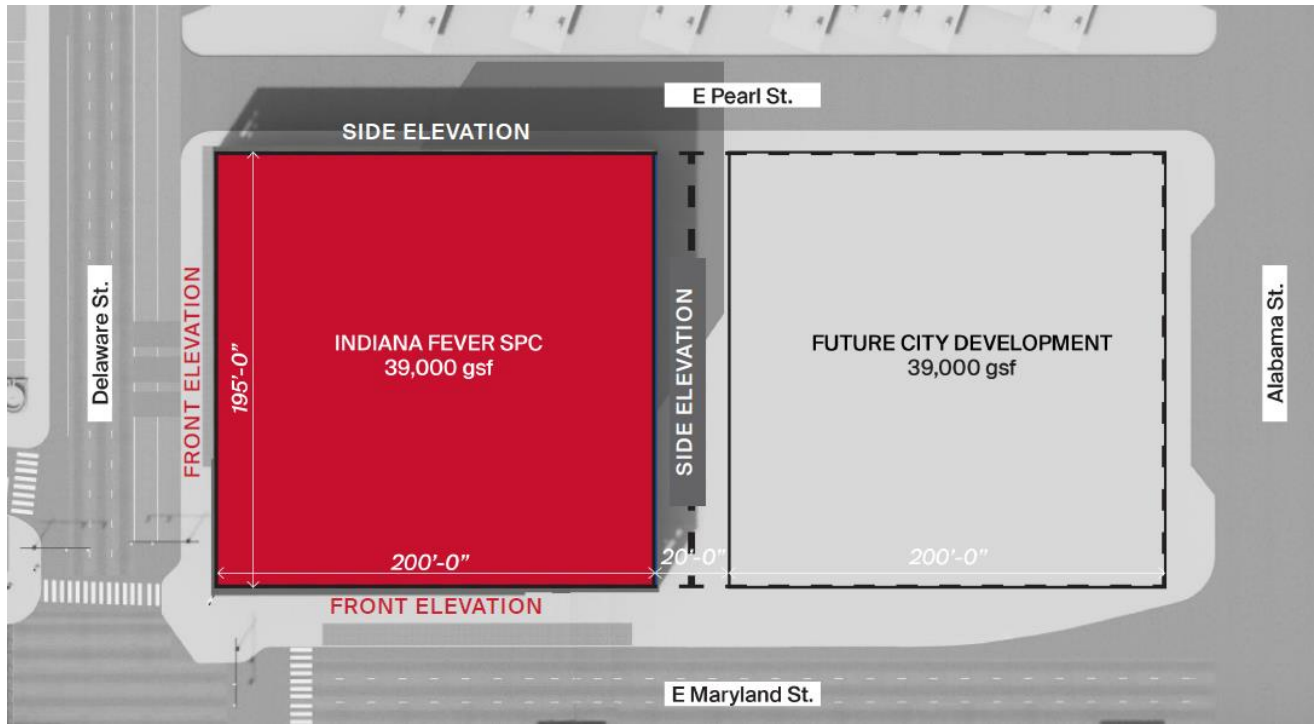
EXHIBITS

2026DV3024 ; Aerial Map



Note: aerial photo taken prior to construction of new facility commencing

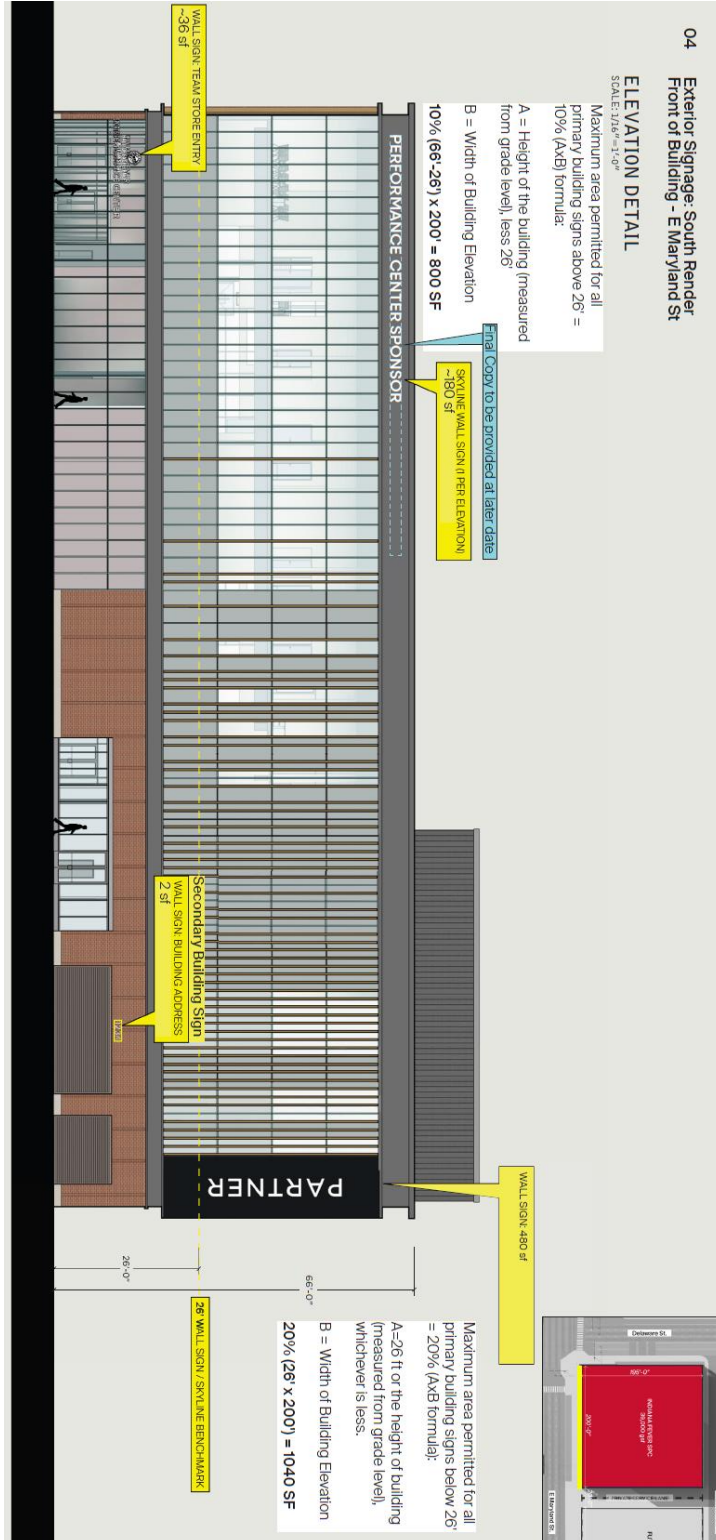
2026DV3024 ; Site Plan



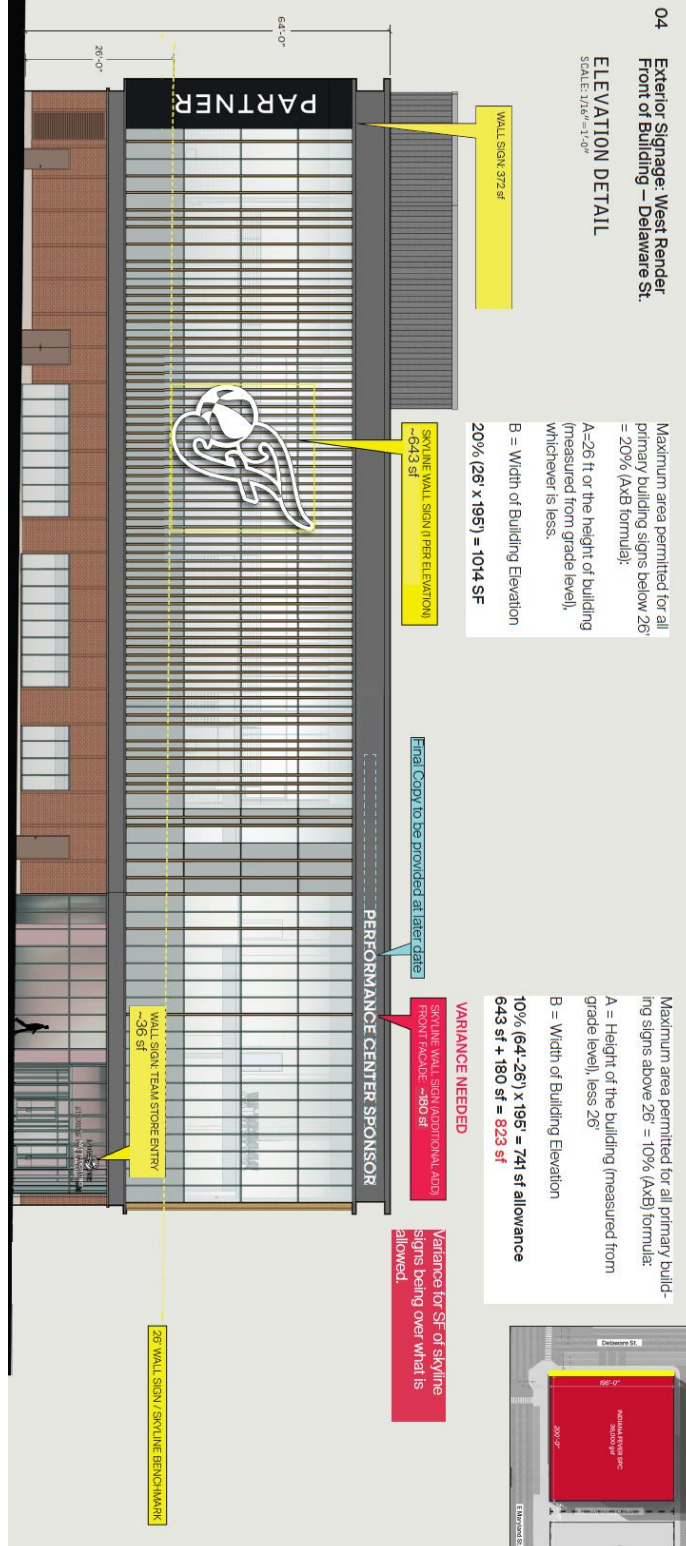
2026DV3024 ; Rendering from SW Corner



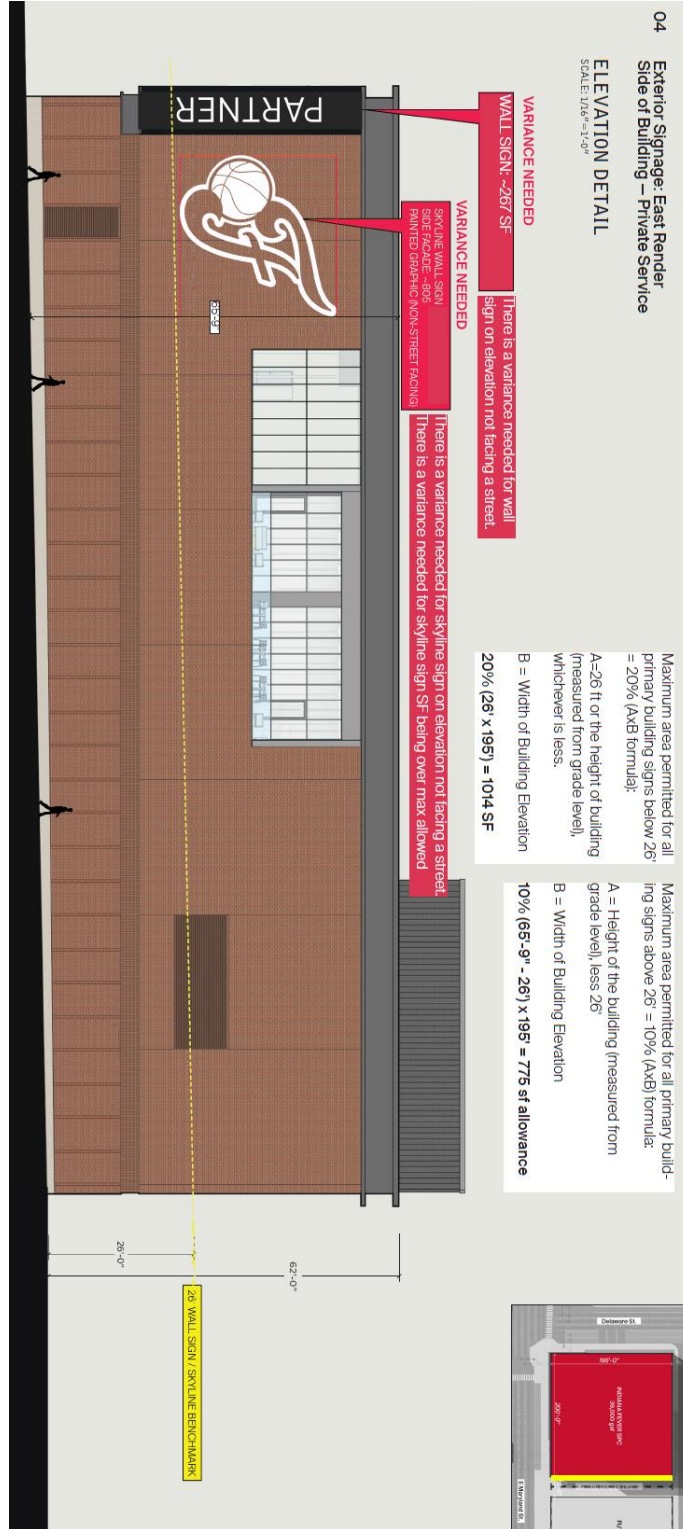
2026DV3024 ; Building Elevations (South)



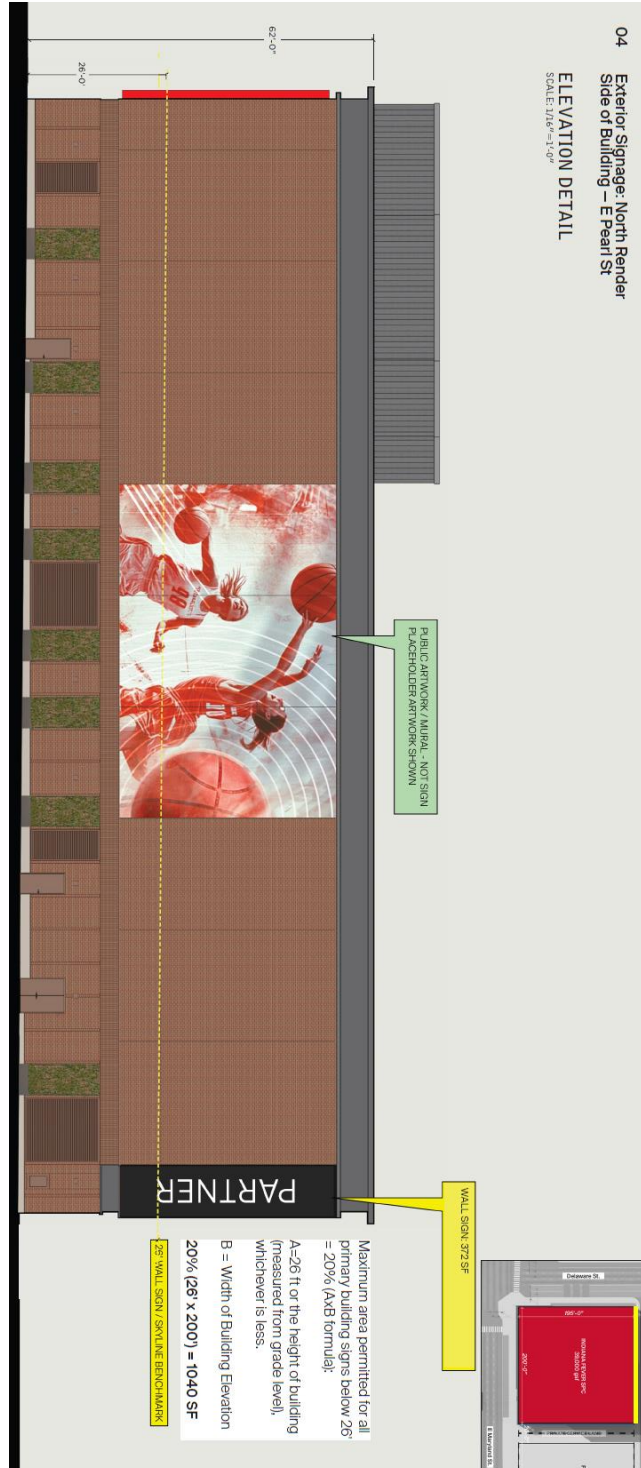
2026DV3024 ; Building Elevations (West)



2026DV3024 ; Building Elevations (East)



2026DV3024 ; Building Elevations (North)



Note: mural size shown above is smaller than version approved by 2025REG027. Final install should match REG plans



2026DV3024 ; Findings of Fact

1. The grant will not be injurious to the public health, safety, morals, and general welfare of the community because:

The subject property is a headquarters building and practice facility for the Indiana Fever, and three main types of signage are anticipated: Skyline Signs at the building roofline, "Partner" signs at the building corners, and a team logo on the east and west elevations. The variances requested for the Delaware Street (West) Elevation [Two Skyline Signs versus one permitted; total 823 sq ft of Skyline Signs versus 741 sq ft permitted] result from the fact that any signage mounted entirely over 26' is considered a Skyline Sign. The team logo is above 26', in addition to the Skyline Sign at the roofline. The variances requested for the East Side Elevation [One Skyline Sign and One Wall Sign on an elevation not facing a street (not permitted); Skyline Sign to be 805 sq ft versus 775 sq ft permitted] result from the fact that signage is not normally permitted on an elevation not facing a street. In this case the elevation faces a pedestrian way. None of these variances will be injurious to the public health, safety, morals or general welfare.

2. The use or value of the area adjacent to the property included in the variance will not be affected in a substantially adverse manner because:

The property is in a CBD-2 zoning district in an area of other large scale buildings, including other athletic/entertainment uses like Gainbridge Fieldhouse and the Pacers practice facility. The number and amount of signage is appropriate to the use and to the district in which it is located. It will not affect the use or value of the adjacent area in an adverse manner.

3. The strict application of the terms of the zoning ordinance will result in practical difficulties in the use of the property because:

The large scale of the building requires large scale signage, and for such signage to be mounted high upon the walls. The amount of signage also results from the need to promote a sponsor to supplement team and public investment in the project.

2026DV3024 ; Photographs



Photo 1: Subject Site from Northwest

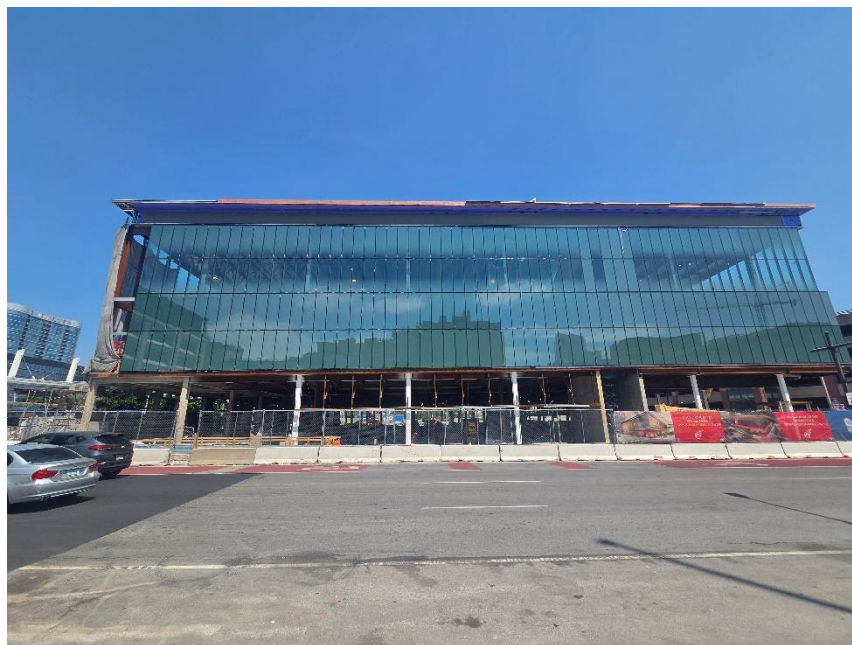


Photo 2: Subject Site from West

2026DV3024 ; Photographs (continued)



Photo 3: Subject Site from Southwest

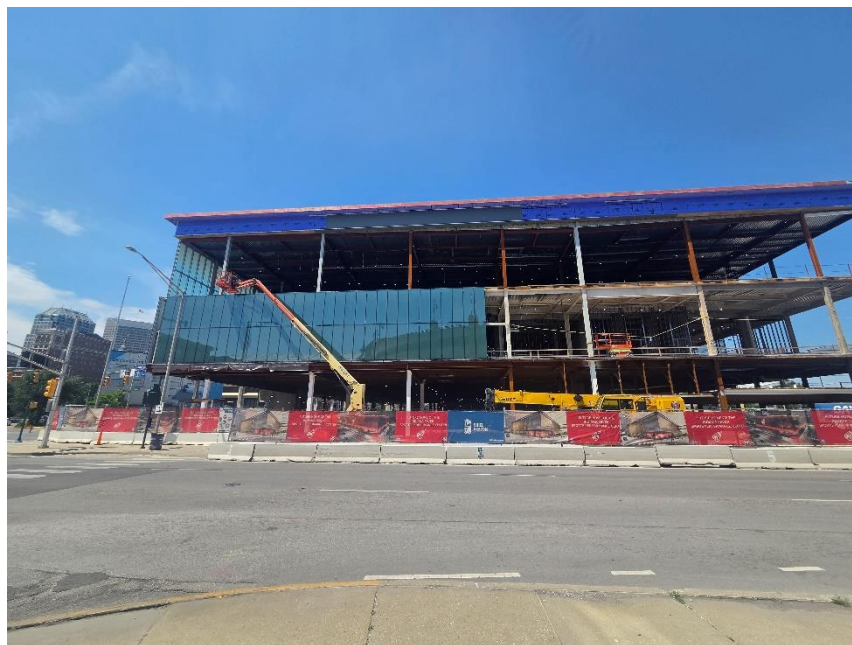


Photo 4: Subject Site from South

2026DV3024 ; Photographs (continued)



Photo 5: Subject Site from Southeast

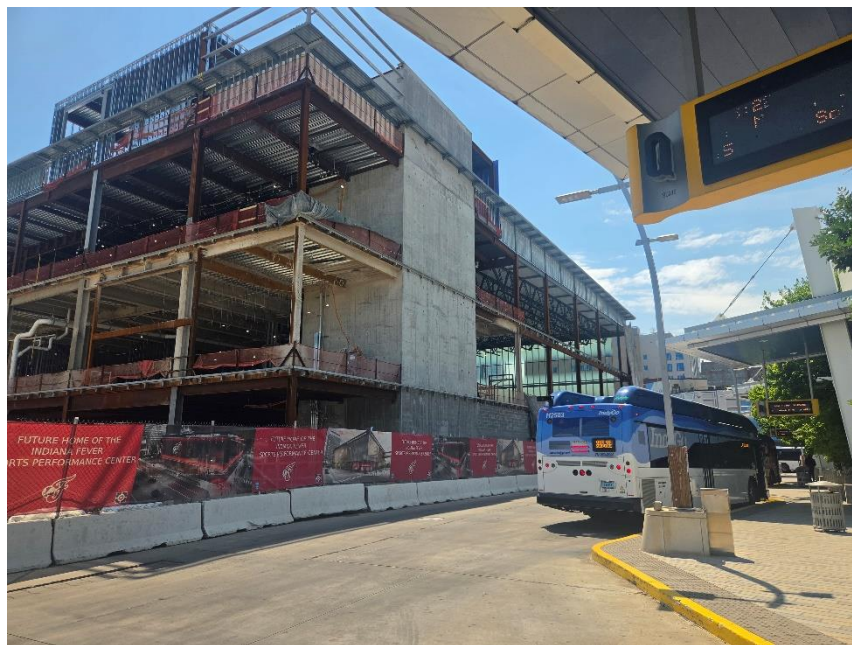


Photo 6: Subject Site from North

2026DV3024 ; Photographs (continued)



Photo 7: Adjacent Property to Northwest



Photo 8: Adjacent Property to West

2026DV3024 ; Photographs (continued)



Photo 9: Adjacent Property to Southwest



Photo 10: Adjacent Property to South (viewed from west)

2026DV3024 ; Photographs (continued)



Photo 11: Adjacent Property to East (viewed from south)



Photo 12: Adjacent Property to North