

BOARD OF ZONING APPEALS DIVISION II

March 10, 2026

Case Number: 2026-DV2-004

Property Address: 5935 West 86th Street (approximate address)

Location: Pike Township, Council District #1

Petitioner: Standard Traders Point LLC, by Mark Bastin

Current Zoning: C-4

Request: Variance of Development Standards of the Consolidated Zoning and Subdivision Ordinance to provide for the location of a monument sign, being the third freestanding sign along the West 86th frontage (maximum two freestanding signs per frontage), and with a separation of 130 and 140 feet from other primary freestanding signs (300-foot separation required).

Current Land Use: Commercial

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

Staff Reviewer: Michael Weigel, Senior Planner

PETITION HISTORY

This is the first public hearing for this petition.

STAFF RECOMMENDATION

Staff recommends **denial** of this petition.

PETITION OVERVIEW

- 5935 West 86th Street is a 1.34-acre parcel at the southeast corner of the intersection of 86th Street and Northwest Boulevard that is improved with a vacant commercial structure (previous use was a bank). Surrounding land uses include a fueling station to the west, hotel to the east, and additional commercial uses to the south and north. The permit ILP25-02154 was approved in 2025 to allow for the conversion of the existing building into a Taco Bell restaurant.
- The property is part of a small integrated center along with the parcel to the east, and this shared frontage is currently improved with two (2) primary freestanding signs: one is for the Fairfield hotel at 5905 West 86th, and the other is a multitenant freestanding sign located at the northwest corner of the subject site. The previous bank use utilized that existing multitenant and did not have their own primary freestanding sign. Various freestanding sign are also along the 86th Street frontage to the west and east of this integrated center (see Photos 3, 5, and 8 of the Exhibits).

- The sign permit SGN25-00780 was issued in 2025 to allow for the placement of wall signs and secondary freestanding signs (vehicle entry point and drive-thru) related to the proposed use. An additional permit application SGN25-00812 sought to allow for a monument sign per the below site plan. Approval of this variance would allow for the installation of that sign with relief from Ordinance standards related to **(a)** the number of primary freestanding signs along the shared frontage (maximum two allowed) and **(b)** the sign being within 130 feet of the multitenant sign to the west and 140 feet from the hotel sign to the east (minimum 300-foot separation required).
- This property is zoned C-4 (Community-Regional District) to allow for major businesses and regional-size shopping centers. Similarly, the Comprehensive Plan Pattern Book recommends it to the Community Commercial typology to allow for low-intensity commercial and office uses that serve nearby neighborhoods. The Comprehensive Plan does not make specific recommendations related to signage.
- Ordinance regulations limiting the placement of primary freestanding signage along shared frontages is designed to reduce visual clutter and potential distractions for motorists navigating busy multi-lane streets. Placement of large multitenant signs within integrated centers is a common solution to allow for promotion of multiple businesses, and the subject site contains a freestanding sign with an area of 168 square feet and several empty tenant panels that is on the same parcel and would be only 130 linear feet from the proposed location.
- Staff would point out that the previous tenant was able to join the existing multi-tenant sign and not seek a variance. That use was also a traffic generating use with a drive-thru. The statutory criteria do not contemplate financial loss or gain as a hardship. Additionally, the C-4 zoning district allows for a unique flexibility of signage types and sizes to be installed (including but not limited to wall signage). Given the wide variety of promotional opportunities that legally placed signage would provide and ordinance rules specifically designed to prevent the sort of visual clutter toward which this sign would contribute, staff would recommend denial of the variance to legalize a third primary freestanding sign along the frontage without compliant separation from other signs.

GENERAL INFORMATION

Existing Zoning	C-4	
Existing Land Use	Commercial	
Comprehensive Plan	Community Commercial	
Surrounding Context	Zoning	Surrounding Context
North:	C-S	North: Commercial
South:	C-4	South: Commercial
East:	C-4	East: Commercial
West:	C-4	West: Commercial
Thoroughfare Plan		
West 86 th Street	Primary Arterial	206-foot existing right-of-way and 134-foot proposed right-of-way
Northwest Boulevard	Local Street	100-foot existing right-of-way and

	50-foot proposed right-of-way
Context Area	Metro
Floodway / Floodway Fringe	No
Overlay	No
Wellfield Protection Area	No
Site Plan	01/21/2026
Site Plan (Amended)	N/A
Elevations	02/06/2026 (via SGN25-00812)
Elevations (Amended)	N/A
Landscape Plan	N/A
Findings of Fact	01/21/2026

COMPREHENSIVE PLAN ANALYSIS

Comprehensive Plan

- Marion County Land Use Plan Pattern Book

Pattern Book / Land Use Plan

- The Community Commercial typology provides for low-intensity commercial and office uses that serve nearby neighborhoods. These uses are usually in freestanding buildings or small, integrated centers. Examples include small-scale shops, personal services, professional and business services, grocery stores, drug stores, restaurants, and public gathering spaces.

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

2023ZON105, Rezoning of 1.345 acres from the C-3 to the C-4 district to provide for a car wash, **approved**.

94-V3-27, Variance of development standards of the Sign Regulations to provide the placement of a 40 square foot ground sign with a setback of 6 feet from 86th Street (minimum 15 feet required), **approved**.

89-Z-135B, Rezoning of 7.2 acres (Parcel 2), being in the I-2-S district, to the C-3 classification, to provide for a commercial retail center, **approved**.

ZONING HISTORY – VICINITY

2000DV2049 ; 5905 West 86th Street (east of site), Variance of development standards of the Sign Regulations to provide for an 8.5-foot tall, 48.27 square foot pylon sign, with a 0.583-foot front setback (minimum 15-foot front setback required), **approved**.

93-UV3-7 ; 6055 West 86th Street (west of site), Variance of use of the Commercial Zoning Ordinance to permit the development of a gasoline service station with an accessory convenience market and automatic car wash and a variance of the Sign Regulations of Marion County to permit the placement of two ground pricing signs with an overall area of 38 square feet (20 square feet permitted) and spandrel signs above pump island containing 18.8 square feet per pump island (12 square feet permitted), **approved**.

85-HOV-48 ; 6119 West 86th Street (west of site), Variance of development standards of the Sign Regulations of Marion County to provide for a 6 foot tall ground sign located at 5 feet from the I-465 right-of-way, **approved**.

EXHIBITS

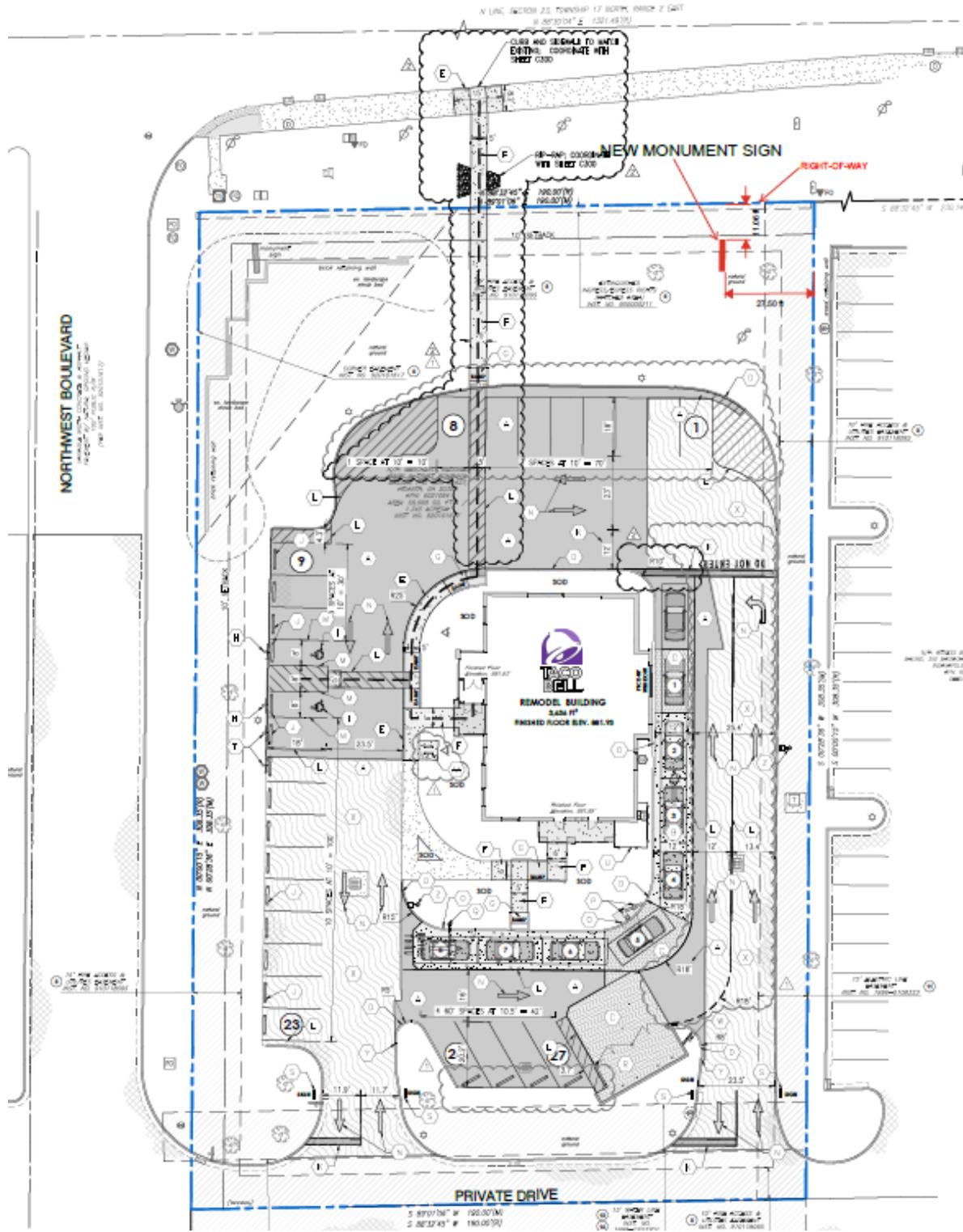
2026DV2004 ; Aerial Map



2026DV2004 ; Aerial Map (Zoomed, Existing Signs Circled)



2026DV2004 ; Site Plan



2026DV2004 ; Elevations



2026DV2004 ; Findings of Fact

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

The proposed 50 sq. ft. double-sided, backlit monument sign is modest in scale, professionally designed, and safely positioned on the new corner lot at 5935 W. 86th St. and the adjoining side road. It's low monument profile improves safety by maintaining clear sightlines for vehicles and pedestrians. The controlled internal illumination prevents glare and ensures safe night time visibility. Because the business is relocating from an older building down the street, the sign provides clear identification of the new site, reducing confusion and improving traffic flow, which enhances overall public safety.

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 sign is consistent with the commercial character of the W. 86th St. corridor and complements nearby business signage. Its modern materials and clean design enhance the appearance of the newly developed site without creating visual clutter or obstructing views. The sign does not cast intrusive light, block visibility at the intersection, or negatively impact neighboring properties. The relocation of Taco Bell to a newly renovated building improves the corridor's appearance, and the monument sign supports that investment without diminishing adjacent property values.

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

The new site is located on a corner lot where visibility from two directions is essential for safe ingress and egress. A smaller sign permitted by ordinance would not provide adequate visibility for motorists approaching from both W. 86th St. and the side road. Because the business is moving from an older location down the street, customers must adjust to the new entrance; insufficient signage could cause missed turns and unsafe last-second maneuvers. The building's placement and setbacks limit the effectiveness of wall signage alone, making a monument sign necessary for proper wayfinding. The requested 50 sq. ft. size is proportionate to the site's geometry, traffic speeds, and viewing distances, and the strict adherence to the ordinance would create practical difficulties in safely identifying the new location.

2026DV2004 ; Photographs



Photo 1: Subject Site Viewed from North



Photo 2: Subject Site Viewed from West

2026DV2004 ; Photographs (continued)



Photo 3: Existing Signage on Subject Property



Photo 4: Integrated Center Frontage Viewed from East

2026DV2004 ; Photographs (continued)



Photo 5: Adjacent Property to East



Photo 6: Adjacent Property to West

2026DV2004 ; Photographs (continued)



Photo 7: Adjacent Property to North



Photo 8: Adjacent Signage to East of Integrated Center