

BOARD OF ZONING APPEALS DIVISION III

October 20th, 2026

Case Number:	2026-DV3-043
Property Address:	2370 North Shadeland Avenue (approximate address)
Location:	Warren Township, Council District #9
Petitioner:	Indiana Retail Stores LLC, by Chris Hyink of Universal Sign Systems
Current Zoning:	C-4 / I-3
Request:	Variance of Development Standards of the Consolidated Zoning and Subdivision Ordinance to provide for the construction of a pylon sign with a separation of 65-feet from the nearest primary freestanding sign (300-foot separation required).
Current Land Use:	Wholesale food supply store
Staff Recommendations:	Staff recommends approval of this petition
Staff Reviewer:	Adam Skrzyszewski, Senior Planner

PETITION HISTORY

This is the first public hearing for this petition

STAFF RECOMMENDATION

Staff recommends **approval** of this petition

PETITION OVERVIEW

- The petitioner is requesting to construct a new 25-foot-tall pylon sign, with a sign face of approximately 162 square-feet, in the current location of the existing pylon sign on-site. The new construction would be approximately 65-feet away from an existing pylon sign to the north outside of the subject parcel. The proposed pylon sign meets all dimensional standards for pylon signs in the C-4 district. Per Ordinance table 744-906-1, number of pylon signs permitted per frontage is 2 with a minimum separation of 300-feet between pylon signs. Therefore, the petitioner is requesting to permit a pylon sign within the 300-foot separation requirement of pylon signs.
- The existing pylon sign is legally non-conforming, as it was built before the 300-foot separation requirement between pylon signs was adopted in the Ordinance. This sign will be demolished to make way for a new pylon sign in the same location, and therefore needs to follow the current standards outlined in the modern-day Ordinance.

- There is adequate site created practical difficulty to not be able to meet the full extent of the Ordinance. There is no other location on-site to meet the 300-foot separation requirement, and have the sign be on the eastern side of the parcel, closest to the public right-of-way. The petitioner is taking the simplest and least complex route of development by replacing the current sign in the same location that has been longstanding. Per the Ordinance table 744-906-1, there are two pylon signs permitted per public right-of-way frontage. There is not enough space on-site to place a second pylon sign on-site, and also keep the current pylon sign. If the petitioner were to replace the current sign or build a new pylon sign, it would be impossible to meet the 300-foot pylon sign distance requirement either way.
- The current pylon sign on-site has a height of 339-inches (28.25-feet), and the proposed pylon sign has a height of 300-inches (25-feet). The current pylon sign on-site has a sign face area of approximately 188 square-feet, and the proposed pylon sign has a sign face area of approximately 162 square-feet. The new sign will conform to the size of the current pylon sign on-site, and will be smaller in both height and sign face area. The petitioner's stated purpose of replacing the sign is to modernize design, and increase the amount of effective advertising space available on the sign. The pylon sign, if this petition is approved, will become approximately 7-feet shorter in width, and the sign face will become 4-feet longer in height.
- Replacing the current pylon sign on-site with a new pylon sign that is smaller in height and sign face area, that is within 300-feet of an existing pylon sign to the north outside of the parcel, will not create any adverse effects to surrounding parcels or the welfare of the surrounding area. It also meets all development standards, and there is site created practical difficulty to meet the 300-foot separation requirement of pylon signs; therefore, staff recommends **approval** of 2026-DV3-043.

GENERAL INFORMATION

Existing Zoning	C-4/I-3	
Existing Land Use	Wholesale food supply store	
Comprehensive Plan	Light Industrial	
Surrounding Context	<u>Zoning</u>	Surrounding Context
North:	C-5	North: Car sales and rental
South:	I-3	South: Heavy Industrial
East:	C-S	East: Heavy Commercial
West:	I-3	West: Heavy Industrial
Thoroughfare Plan		
Shadeland Avenue	Primary Arterial	104-foot existing and proposed ROW
Context Area	Compact	
Floodway / Floodway Fringe	No	
Overlay	No	
Wellfield Protection Area	No	
Site Plan	August 24 th	
Site Plan (Amended)	N/A	
Elevations	August 24 th	
Elevations (Amended)	September 15 th	
Landscape Plan	N/A	
Findings of Fact	August 24 th	
Findings of Fact (Amended)	September 15 th	

COMPREHENSIVE PLAN ANALYSIS

Comprehensive Plan

- The Comprehensive Plan recommends Light Industrial. The addition of this sign aligns with the Comprehensive Plan recommendation.

Pattern Book / Land Use Plan

- Not Applicable to the Site.

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

2003-UV1-040 ; 2370 North Shadeland Avenue, Variance of Use of the Industrial Zoning Ordinance and a Variance of Development Standards of the Commercial Zoning Ordinance to provide for a wholesale foods warehouse, with a retail store with 75 parking spaces. **Approved**

ZONING HISTORY – VICINITY

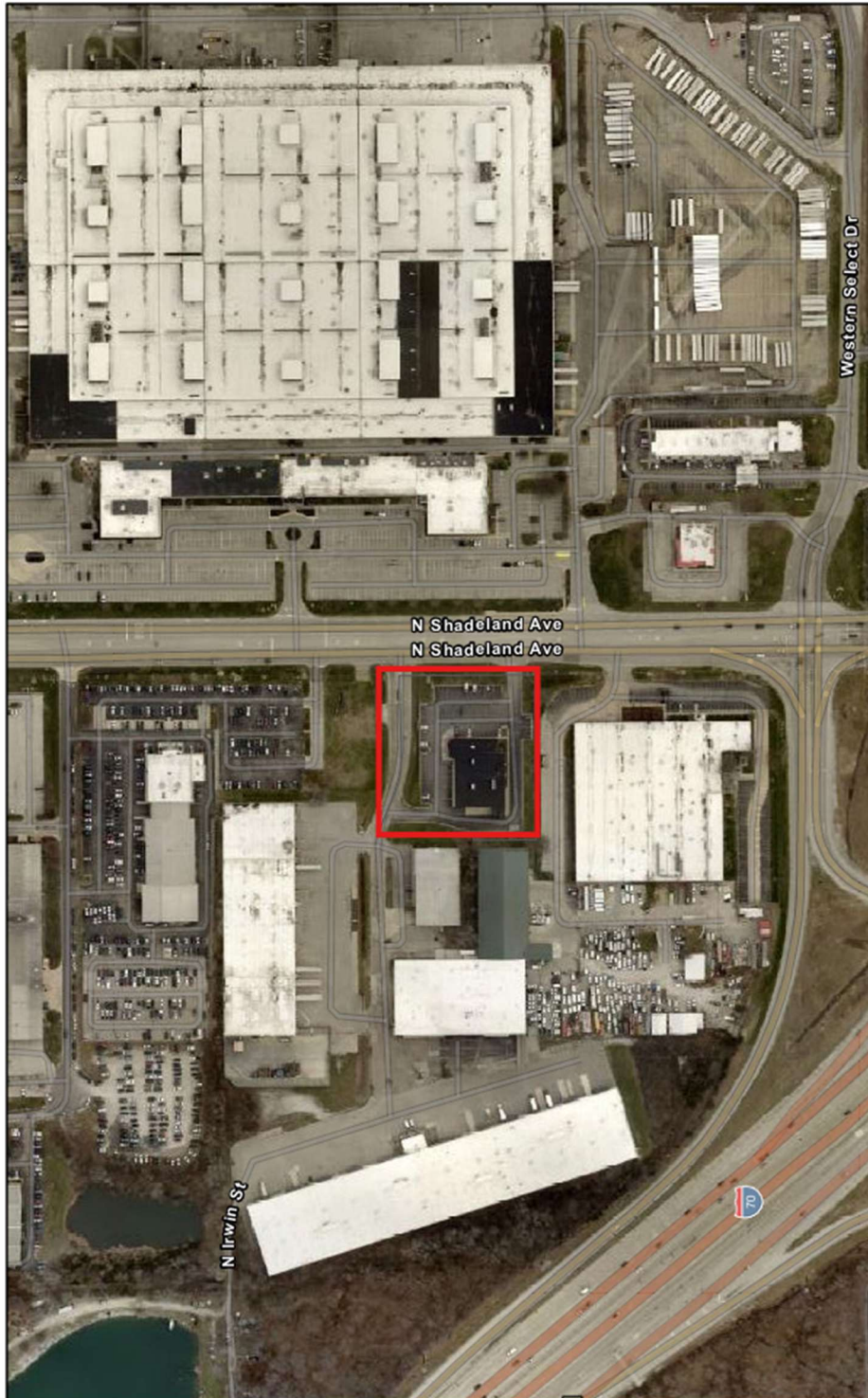
2015-DV1-033 ; 2350 North Shadeland Avenue (South of subject site), Variance of development standards of the Industrial Zoning Ordinance to provide for the construction of a 20,000-square foot warehouse building, with 15-foot east and west side yards and a 20-foot north rear yard (30-foot side and rear yards required). **Approved**

2003-SE2-002 ; 2350 North Shadeland Avenue (South of subject site), Special Exception and Variance of Development Standards of the Industrial Zoning Ordinance to provide for factory direct sales with operations, storage and processing within 325-feet of a protected district (minimum 500-foot separation required). **Approved**

2010-VAR-001 ; 2525 North Shadeland Avenue (East of subject site), Variance of development standards of the Sign Regulations to provide for: an eight-foot tall, 52-square foot freestanding sign (Sign One), with a three-foot front setback from the right-of-way of Shadeland Avenue (15-foot front setback required), a five-foot tall, 32.5-square foot freestanding sign (Sign Two), encroaching four feet into the right-of-way of Shadeland Avenue (15-foot front setback required), and a seven-foot tall, 45.5-square-foot freestanding sign (Sign Three), with a four-foot front setback from the right-of-way of Shadeland Avenue (15-foot front setback required). **Approved**

EXHIBITS

2370 N Shadeland Ave current aerial



10/15/2026

1:4,514
0 0.03 0.06 0.11 mi
0 0.04 0.09 0.18 km
IGIO, Vantor, City of Indianapolis & Marion County, IN, Esri Community Maps
Contributors, City of Indianapolis Marion Co. © OpenStreetMap, Microsoft

7/24/26, 4:09 PM

MapIndy



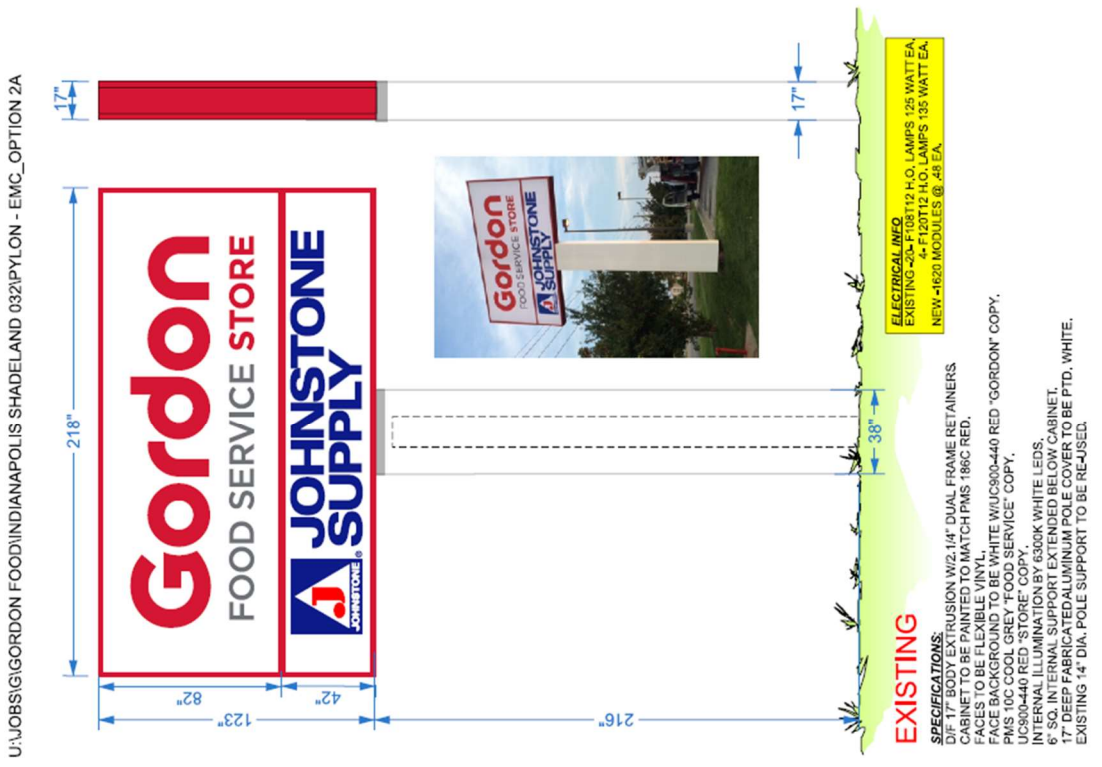
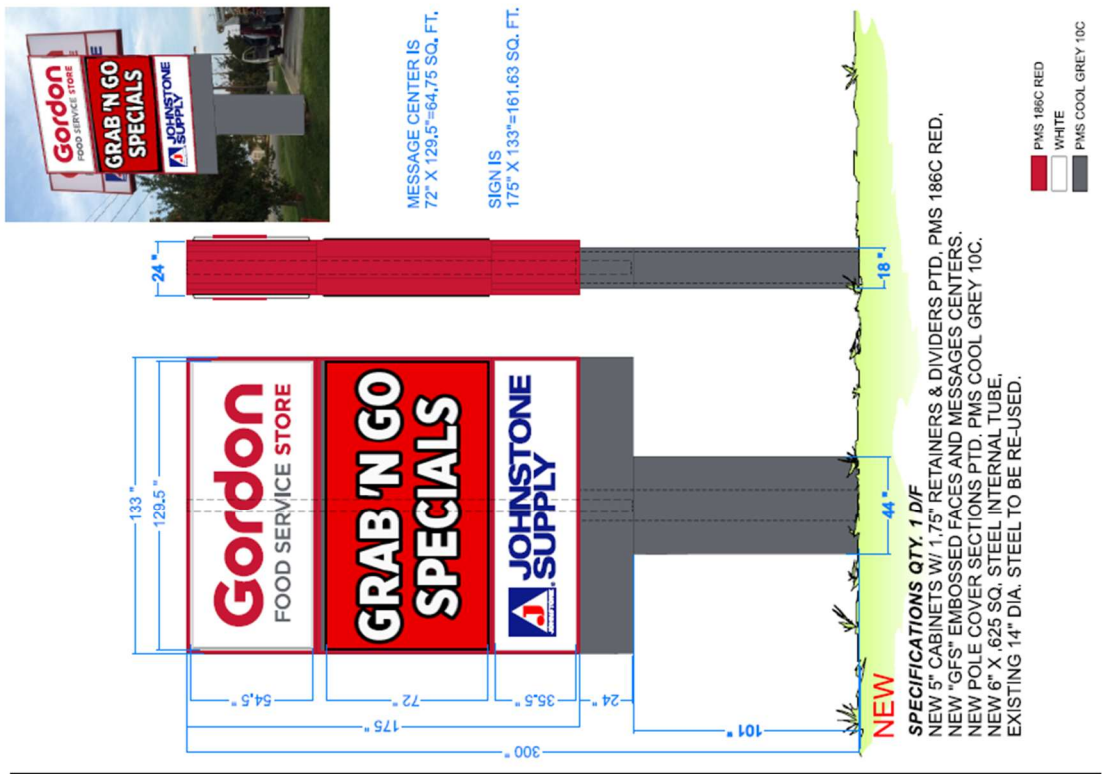
<https://maps.indy.gov/MapIndy/>

Project:		Date: 4.19.22 J	
Location:		Revision: A 5.3.22 J	
		B 9.14.26 R	
		C 9.15.26 R	
		D	
		E	
		F	
		G	
		H	

Sales Approval:	
Sign Off:	USS Logo ☐ YES ☐ NO
Sales: JV	Mounting To:
	☐ BRICK/CONCRETE
	☐ WOOD/METAL
	Primary Whip: _____
	Secondary Whip: _____

Client Approval:	
☐ APPROVED DRAWING	
☐ APPROVED WITH CORRECTIONS NOTED	
☐ REVISE & RESUBMIT	
Authorized Signature: _____	
Date: _____	

UNIVERSAL SIGN SYSTEMS 5001 E. 14th Avenue, Suite 100, Denver, CO 80202 Ph 616.554.9999 Fx 616.554.9922	
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U:\JOBS\GORDON FOOD INDIANAPOLIS SHADELAND 032\PLYLON - EMC_OPTION 2A

WARREN TOWNSHIP DEVELOPMENT ASSOCIATION

2026-DV3-040

October 10, 2026

808 South Past Road

Dear MBZA President and Board and Staff Planner,

The Warren Township Development Association met via zoom on October 4, 2026. We discussed and reviewed the above petition.

WTDA approves and supports this petition unanimously.

We approve the Variance of Development Standards of Consolidated Zoning and Subdivision Ordinance providing only 27 feet setback instead of the required 30 feet.

I spoke with the neighboring business to the north, and the owner has no negative issues with this setback. He is supportive.

We support this petition, and ask the Metropolitan Board of Zoning Appeals to support the above petition.

Respectfully submitted,



Ron Phillips, President

Warren Township Development Association

Site Visit September 18th, 2026







**METROPOLITAN DEVELOPMENT COMMISSION
HEARING EXAMINER
METROPOLITAN BOARD OF ZONING APPEALS, Division [REDACTED]
OF MARION COUNTY, INDIANA**

PETITION FOR VARIANCE OF DEVELOPMENT STANDARDS

FINDINGS OF FACT

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

Gordon Food Service & Johnstone Supply currently have a 186.2 sf pylon sign that is 28.25' tall. The sign is located on the north east corner of the Gordon Food Service Store site and is approximately 65' from the existing Shadeland Commerce Center sign. The signs have been this way for over 20 years. The signs have not been a public health or safety issue. The signs have helped customers to safely egress the stores.

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 proposed new sign that will replace the existing Gordon Food Service Store/Johnstone Supply sign is 161.63 sf which is 24.57 sf less than the existing sign and is 25' tall which is 3.25' less tall than the existing sign. The approval to allow the existing sign to be removed and replaced with a smaller sign will not create an adverse effect as the existing sign has not had an adverse effect for 20 years and the reduction in size to meet the new sign size & height standards will have a positive effect as the sign will comply with the new standards. - see attached sign specifications.

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

The strict application of the terms of the zoning ordinance that requires the signs to have at least 300' of separation will result in a practical difficulty because the proposed new sign could not be located on the GFS parcel. The GFS parcel has 281' of property frontage. The 300' of separation from the Shadeland Commerce Center sign and the Gordon Food Service Store/Johnstone Supply would put the sign on the 2350 parcel next to the GFS property.