

BOARD OF ZONING APPEALS DIVISION III

December 16, 2025

Case Number: 2025-DV3-034

Property Address: 7110, 7200, 7202 and 7304 East 21st Street (approximate address)

Location: Warren Township, Council District #9

Petitioner: 7202 East (Indianapolis) Tanford LLC, by Lisa Argue

Current Zoning: C-4 (FW)

Request: Variance of Development Standards of the Consolidated Zoning and Subdivision Ordinance to provide for the location of four freestanding signs within an integrated center along East 21st Street, with a minimum of 45 feet of separation (maximum two freestanding signs along a frontage permitted, 300-foot separation required), with setbacks along East 21st Street ranging from two feet to zero-feet and encroaching within the right-of-way (five-foot setback required, encroachments not permitted) and the installation of a new sign cabinet on the existing pole sign along I-465, resulting in a height of 52.17 feet (maximum height of 20 feet permitted).

Current Land Use: Commercial

Staff

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

Staff Reviewer: Michael Weigel, Senior Planner

PETITION HISTORY

11/25: The petition was continued automatically by a registered neighborhood organization.

STAFF RECOMMENDATION

Staff recommends **approval** of this petition.

PETITION OVERVIEW

- The subject site is comprised of four (4) contiguous parcels that are developed with two (2) structures that house three (3) separate hotels with joint ownership. Several previous variances have been approved in relation to the layout and parking for the hotel uses. Surrounding land uses include Interstate 70 to the north, unaffiliated hotels to the east and west, senior living facilities to the southwest, and single-family residential development to the southeast. The subject site is intersected by the Pleasant Run Creek, and the hotel furthest to the west within the development is solely accessible by entering from further east on 21st Street and then by crossing over a small bridge on the hotel property (the other hotels are directly accessed from 21st Street).

- Several signs related to the hotel use also exist at the subject site. A pole sign was installed along the northwestern portion of the property via the permit SGN04-01137 in 2004, a pole sign for the hotel furthest to the east was allowed by the variance petition 2017-DV2-026 in 2017, and the decorative wall running parallel to 21st Street is also improved with tenant lettering in three (3) separate locations. The Ordinance would currently classify those three (3) signs as monument signs placed along an integrated center frontage shared between each of the hotels.
- As part of a branding update, the hotels are seeking to replace this existing signage with new advertising signs of a similar size. The existing pole sign with a height of 53.17 feet has already had the sign cabinet removed and would be replaced with a new sign cabinet resulting in a height of 52.17 feet. Each of the three (3) monument signs would be replaced with new lettering per the below Exhibits, and the pole sign approved by the 2017 variance would not be altered.
- This scope of work would require variances to allow for **(a)** a pole sign with a height of 52.17 feet when a maximum of 20 feet is permitted by current Ordinance; **(b)** placement of the three (3) monument signs along the shared frontage with inadequate separation (maximum of two signs and 300 feet of separation are required); and **(c)** placement of the monument signs with deficient setbacks and with the sign placed on the wall to the southwest encroaching slightly into public right-of-way (this approval would not replace the need for an Encroachment License).
- The property is zoned C-4 to allow for the development of major business groupings and regional-size shopping center to serve a population ranging from a community or neighborhoods to a major segment of the total metropolitan area. It is also partially within a Floodway district (although none of the proposed signs fall within the floodway area). The Comprehensive Plan recommends it to the Community Commercial typology for low-intensity commercial and office uses.
- Findings of Fact provided by the applicant indicate that their scope of work would solely entail the replacement of existing signage at the site and that, in the case of the pole sign, the new sign would be one (1) foot shorter than the pole sign previously at the site. Staff would note that in addition to none of the signs becoming more non-conforming, the monument signs along 21st Street would be non-illuminated which would reduce negative externalities for nearby residential uses. Additionally, the creek running through the property creates difficulty in accessing the hotel furthest to the west on the subject site and placement of the second monument sign would assist in wayfinding. Staff recommends approval of the requested variances.

GENERAL INFORMATION

Existing Zoning	C-4 (FW)	
Existing Land Use	Commercial	
Comprehensive Plan	Community Commercial	
Surrounding Context	<u>Zoning</u>	Surrounding Context
North:	C-4	North: Interstate
South:	C-4 / C-1 / D-6 / C-S / D-3	South: Commercial / Residential
East:	C-4	East: Commercial
West:	C-4	West: Commercial
Thoroughfare Plan		
21 st Street	Primary Arterial	106-foot existing right-of-way and 88-foot proposed right-of-way
Context Area	Compact	
Floodway / Floodway Fringe	Yes	
Overlay	No	
Wellfield Protection Area	No	
Site Plan	10/16/2025	
Site Plan (Amended)	N/A	
Elevations	10/16/2025	
Elevations (Amended)	N/A	
Landscape Plan	N/A	
Findings of Fact	10/16/2025	
Findings of Fact (Amended)	N/A	

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 residents. These uses are usually in freestanding buildings or integrated centers.

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

2017DV2026, Variance of development standards of the Consolidated Zoning and Subdivision Ordinance to provide for the erection of a free-standing sign within 145 feet (300 feet of separation required) of an existing freestanding sign and being the sixth sign within an integrated center (1,800 feet of frontage required for six signs), **approved**.

2010DV3042, Variance of development standards of the Commercial Zoning Ordinance to provide for a hotel expansion, with 741 parking spaces provided (880 parking spaces required), **approved**.

2006DV2034, Variance of Development Standards of the Commercial Zoning Ordinance to provide for the construction of a 75-foot tall, 16,490-square-foot building addition (maximum 65-foot height permitted), and to provide for 741 parking spaces (minimum 805 parking spaces required), with a reconfiguration of the parking lot south of the addition to provide for 20-foot wide one-way aisles and 162-square foot parking spaces (180 square feet required), and without the required interior landscaping (interior landscaping required for parking areas with more than 100 spaces), **approved**.

86-UV3-61, Variance of development standards of the Commercial Zoning Ordinance to allow the reduction of the front transitional yard (10 feet proposed, 20 feet required) to provide for additional parking for an existing hotel, **approved**.

ZONING HISTORY – VICINITY

2021HOV001 ; 7020 E 21st Street (west of site), Variance of development standards of the Consolidated Zoning and Subdivision Ordinance to provide for a drive-through service unit and stacking spaces between the front façades and 21st Street and Shadeland Avenue (not permitted along any right-of-way width of 30 feet or greater), **approved**.

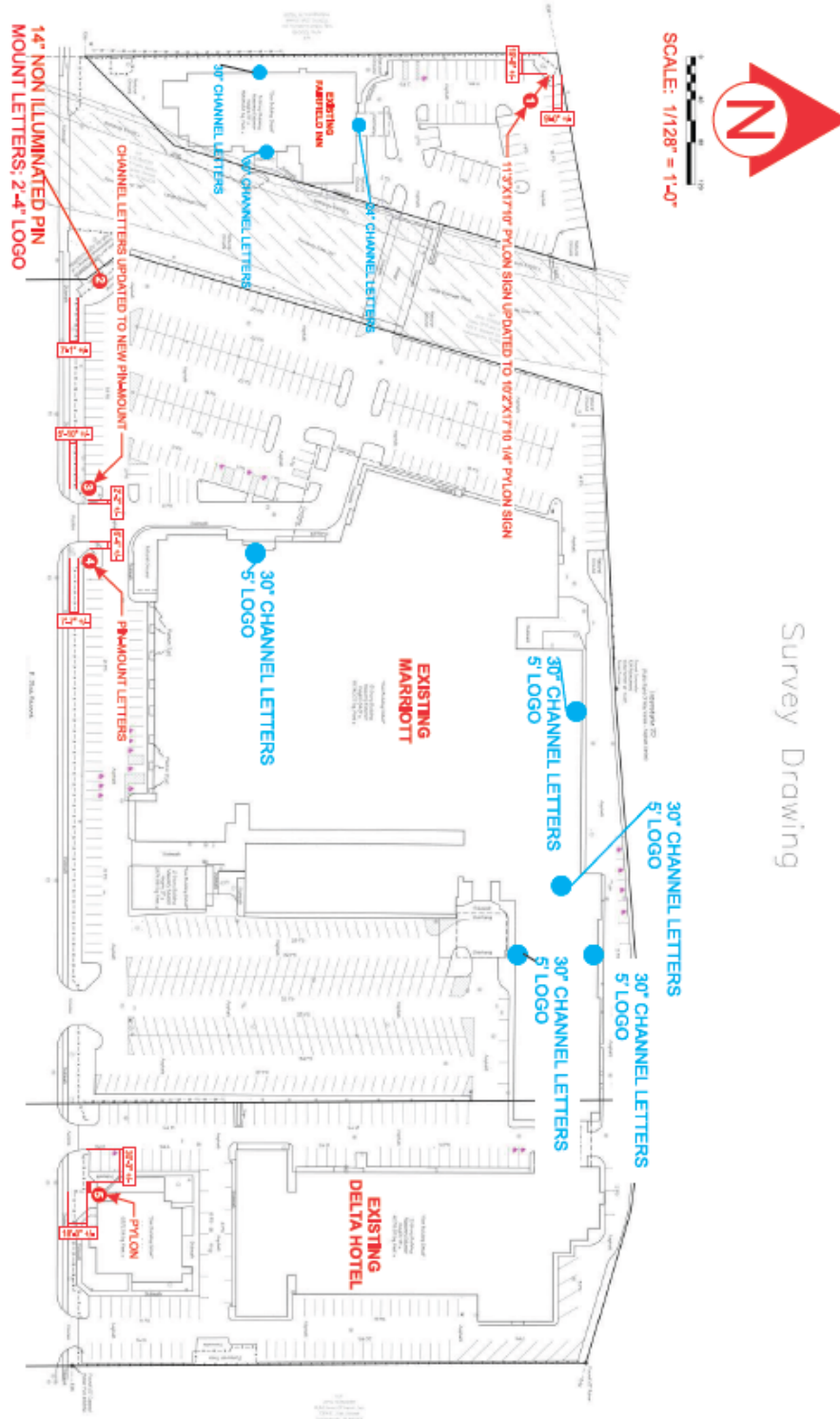
2009HOV012 ; 7040 E 21st Street (west of site), Variance of development standards of the Commercial Zoning Ordinance and Sign Regulations to provide for two hotels with a total of 151 sleeping units, a conference room and a restaurant, with 152 parking spaces (minimum 162 spaces required), legally establish eighteen parking spaces with three foot front setback from Interstate 70 and a trash enclosure with a six-foot front setback from Interstate 70 (minimum twenty-foot setbacks from a federal interstate right-of-way setback required), legally establish a zero-foot front landscape strip along both the north and south sides of Shadeland Road (minimum ten-foot front landscape strips required), provide for a 14.5-foot tall, 36-square foot pole sign with a zero-foot front setback from the existing right-of-way of East 21st Street and a one-foot front setback from Shadeland Road (minimum fifteen-foot front setback required), and provide for approximately 52 parking spaces with insufficient maneuvering area (proper maneuvering area required), **approved**.

EXHIBITS

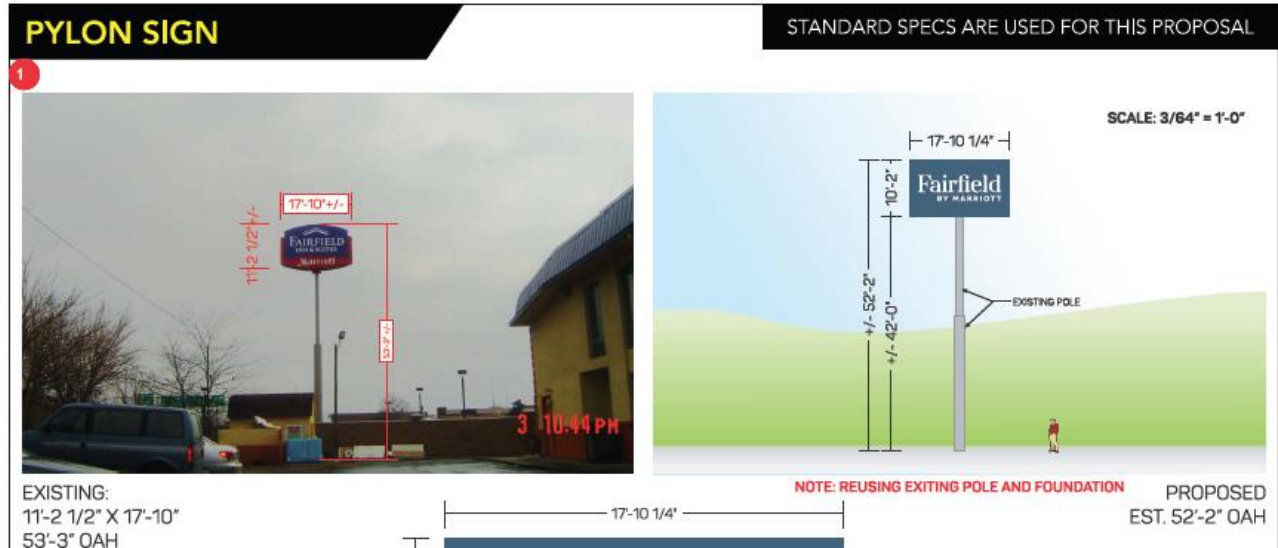
2025DV3034 ; Aerial Map



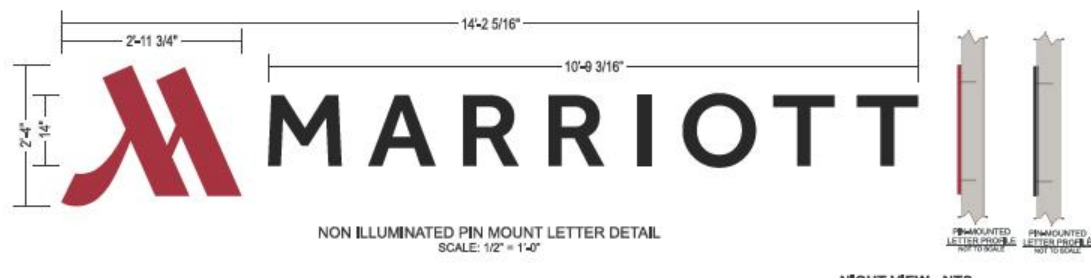
2025DV3034 ; Site Plan



2025DV3034 ; Elevation (Pole; Sign #1)



2025DV3034 ; Elevation (Monument; Sign #2)



2025DV3034 ; Elevation (Monument; Sign #3)



EXISTING:
 EST. 6'-0" TALL WALL

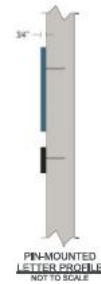


TECHNICAL SURVEY TO BE COMPLETED PRIOR TO PRODUCTION

PROPOSED



NON ILLUMINATED PIN-MOUNTED LETTERS
 SCALE: 1/2" = 1'-0"



Scope of work:

2025DV3034 ; Elevation (Monument; Sign #4)



EXISTING



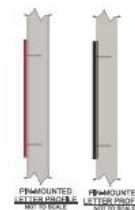
MONUMENT SCALE: 96.1442

PROPOSED

SURVEY REQUIRED TO CONFIRM WALL DIMENSIONS



NON ILLUMINATED PIN MOUNT LETTERS DETAIL
 SCALE: 1/2" = 1'-0"



2025DV3034 ; 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 logos for the monument signs are non-illuminated and simply replace existing sign faces, eliminating any additional glare or light pollution
- All work is confined to existing sign structures and footprints, so there's no new excavation or construction hazard introduced.
- Enhanced, consistent branding improves wayfinding for motorists and pedestrians, reducing confusion and the risk of traffic incidents at the shared entrance drive.

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 signs remain exactly where they are now, so there's no change to sight lines or landscaping that would detract from neighboring parcels.
- Updated corporate logos will refresh the appearance of the hotels and contribute positively to the streetscape along 21st Street and Interstate 70.
- All adjacent property owners retain existing views and access; the overall scale and massing of the signs do not increase.

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

- The integrated hotel complex, consisting of three separate parcels and hotels, would be forced to remove or relocate identification and wayfinding signage, causing confusion for guests turning off 21st Street.
- The 300 foot separation requirement cannot be met without demolishing one monument sign, which is neither physically possible nor economically viable. These are long standing existing signs.
- Limiting the pole sign to 20 feet would make the Fairfield Inn virtually invisible from Interstate 70, eliminating vital highway-oriented wayfinding and harming the hotel's ability to attract transient business.

2025DV3034 ; Photographs



Photo 1: Existing Pole from Pole Sign (Cabinet Removed)



Photo 2: Existing Monument Sign to Southwest of Site

2025DV3034 ; Photographs (continued)



Photo 3: Proposed Monument Sign #3



Photo 4: Proposed Monument Sign #4

2025DV3034 ; Photographs (continued)



Photo 5: Existing Western Hotel Viewed from North



Photo 6: Existing Hotel Viewed from Southwest

2025DV3034 ; Photographs (continued)



Photo 7: Existing Freestanding Signage to East of Requested Signage



Photo 8: Previous Pole Sign Viewed from Northwest (July 2024)