

BOARD OF ZONING APPEALS DIVISION II

May 19, 2026

Case Number:	2026-DV2-015 (Amended)
Property Address:	5662 Georgetown Road (approximate address)
Location:	Pike Township, Council District #6
Petitioner:	KFC Corporation, by Kendra Morton
Current Zoning:	C-3
Request:	Variance of Development Standards of the Consolidated Zoning and Subdivision Ordinance to provide for the location of an internally illuminated monument sign (internal illumination not permitted in C-3), being the second primary freestanding sign along the Georgetown Road frontage with a separation of 230 feet from another primary freestanding sign (300-foot separation required).
Current Land Use:	Commercial
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

5662 Georgetown Road is a commercial outlet parcel within the Cross Creek Shopping Centre near the intersection of 56th Street and Georgetown. It is currently improved with a quick-service restaurant building (internal improvements recently removed one of the two restaurants occupying that space), and surrounding land use is also commercial in nature. The property is part of a shared integrated center frontage with one additional multitenant sign to the south (see photo 2 within Exhibits).

Approval of this petition would allow for placement of an illuminated monument sign at the northeastern portion of the site, per the below site plan and elevation. The original filing had included renderings for a pole sign, but at staff's recommendation the petitioner modified to a monument sign since this would be less intense and would better approximate Ordinance intent (which doesn't allow pole signs in C-3).

Two (2) variances would be required to allow for placement of the proposed sign: (a) the sign would be 230 feet from the multitenant sign to the south (300' required); and (b) the sign would be illuminated (internal illumination is not allowed within the C-3 zoning district).



Additional applications related to signage have been made SGN25-00801 (a sign permit) and 2026ADM042 (an application for administrative approval related to prior rezoning commits). Both of those applications could be approved if this variance were to be approved; however, staff would note that this variance would not grant relief from other dimensional standards noted on the Notice of Review generated for that sign permit related to the height and size of drive-thru signage.

This property is zoned C-3 to allow for an extensive range of retail sales and personal, professional, and business services required to meet the demands of a fully developed residential neighborhood. Additionally, it is recommended to the Village Mixed-Use typology by the Pattern Book of the Comprehensive Plan (additional information within the Comprehensive Plan Analysis section of this report). The Plan provides no specific recommendations related to signage, although public input is utilized in crafting Ordinance regulations related to sign placement, size, etc.

Findings of Fact provided by the applicant indicate that their proposed freestanding sign is placed as far as possible from the existing multitenant sign to the south of the site. Staff notes that this proximity wouldn't allow for placement of *any* primary freestanding sign by-right, and that the proposed signage would conform with all other regulations related to size and proximity to other signs. Additionally, the subject property does not have any close proximity to residential areas (the primary reason why limitations on illumination of primary freestanding signage exists). Staff feels the requested monument sign with internal illumination would constitute minimal relief and recommends **approval** of the two (2) requested variances.

GENERAL INFORMATION

Existing Zoning	C-3	
Existing Land Use	Commercial	
Comprehensive Plan	Village Mixed-Use	
Surrounding Context	Zoning	Surrounding Context
	North:	C-3 North: Commercial
	South:	C-3 South: Commercial
	East:	C-3 East: Commercial
	West:	C-3 West: Commercial
Thoroughfare Plan		
Georgetown Road	Primary Arterial	114-foot existing right-of-way and 102-foot proposed right-of-way
Context Area	Metro	
Floodway / Floodway Fringe	No	
Overlay	No	
Wellfield Protection Area	No	
Site Plan	03/30/2026	
Elevations	03/30/2026	
Elevations (Amended)	N/A	
Findings of Fact	03/30/2026	

COMPREHENSIVE PLAN ANALYSIS

Comprehensive Plan

- Marion County Land Use Plan Pattern Book

Pattern Book / Land Use Plan

- The Village Mixed-Use typology creates neighborhood gathering places with a wide range of small businesses, housing types, and public facilities. This typology is intended to strengthen existing, historically small town centers as well as to promote new neighborhood centers. Businesses found in this typology serve adjacent neighborhood, rather than the wider community. This typology is compact and walkable, with parking at the rear of buildings. Buildings are one to four stories in height and have entrances and large windows facing the street. Pedestrian-scale amenities such as lighting, landscaping, and sidewalk furniture also contribute to a walkable environment in this typology. Uses may be mixed vertically in the same building or horizontally along a corridor. Public spaces in this typology are small and intimate, such as pocket parks and sidewalk cafes. This typology has a residential density of 6 to 25 dwelling units per acre.

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

2001DV1002, variance of development standards of the Sign Regulations to provide for a 26-foot tall, 152.95 square foot pole sign located 120 feet from an existing integrated center sign (minimum 300 feet of separation between free standing identification signs within an integrated center required), **withdrawn**.

87-Z-178, rezoning to permit development of neighborhood shopping center and unrelated C-3 outlot development, **approved**.

ZONING HISTORY – VICINITY

2013DV1013 ; 5602 Georgetown Road (south of site), Variance of development standards of the Commercial Zoning Ordinance to provide for four stacking spaces before the drive-thru unit (six stacking spaces required, stacking spaces shall not conflict with circulation lanes or maneuvering areas), **approved**.

2006UV2020 ; 5624 Georgetown Road (south of site), Variance of Use of the Commercial Zoning Ordinance to provide for live entertainment and twelve amusement machines (not permitted), **approved**.

2004DV1026 ; 5611 Georgetown Road (southeast of site), Variance of Development Standards of the Sign Regulations to provide for a 24-square foot electronic variable message component (not permitted) on an existing 24.25-foot tall, 97-square foot, pole sign, **approved**.

2002UV3032 ; 4720 West 56th Street (south of site), variance of use of the Commercial Zoning Ordinance to provide for an automatic car wash (not permitted), **approved**.

98-HOV-96 ; 4720 W 56th Street (southeast of site), variance of development standards of the Sign Regulations to provide for placement of an illuminated pole sign 10 feet from the existing right-of-way (minimum 15 feet required), **approved**.

EXHIBITS

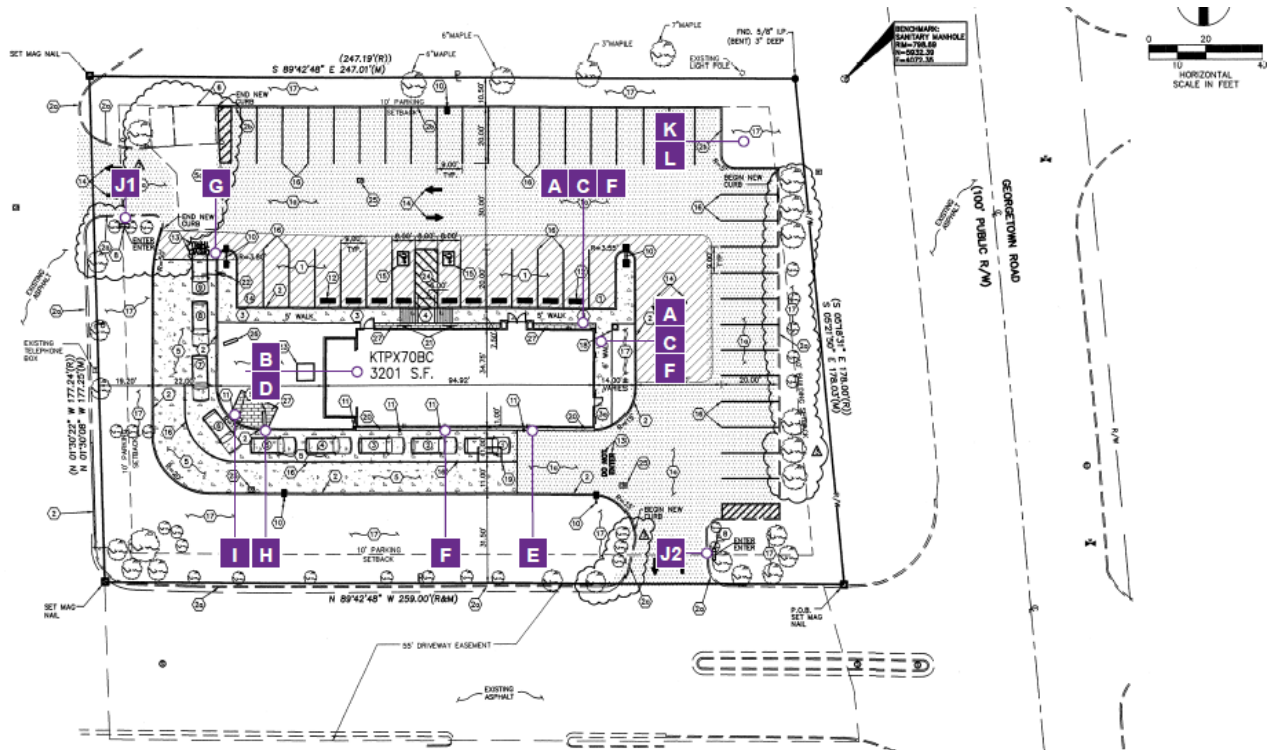
2026DV2015 ; Aerial Map



2026DV2015 ; Aerial Map (Zoomed, Existing Signs Circed)

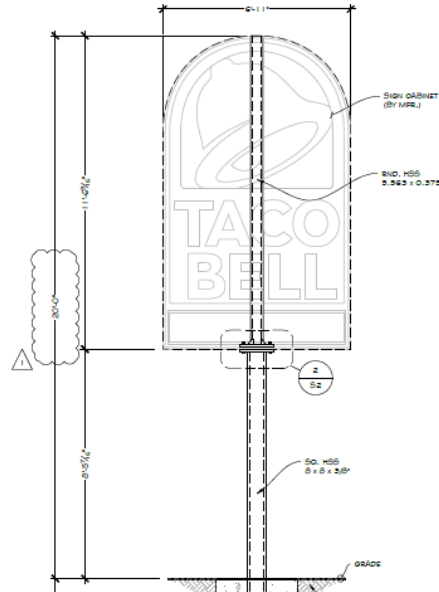


2026DV2015 ; Site Plan



Note: sign location marked as 'K' and 'L' on above site plan

2026DV2015 ; Elevation



Note: rendering of monument sign with reduced height not provided prior to publication deadline

2026DV2015 ; 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 FREE-STANDING POLE SIGN IS AN ON-PREMISE SIGN, IT IS CONSIDERED TO BE BRAND-STANDARD FOR TACO BELL.
THE SIGN IS ON IT'S OWN OUT-PARCEL, AND IS PLACED AS FAR AWAY POSSIBLE FROM THE OTHER MULTI-TENANT SIGN ON THE OTHER SIDE OF THE CURB CUT ENTRANCE. IT IS 230 AWAY, JUST 70 FEET SHY OF THE REQUIRED 300 FEET REQUIRED BY TABLE 744-906-1. WE HAVE REDUCED THE OVER-ALL-HEIGHT OF THE SIGN FROM 25' TO 20' TO MEET THE TABLE REQUIREMENTS.
THE PROPOSED POLE SIGN IS INTERNALLY ILLUMINATED, VERY MUCH LIKE MOST ALL OTHER COMMERCIAL SIGNS ABUTTING TO THIS PROPERTY. THIS SIGN WILL NOT BE INJURIOUS TO PUBLIC HEALTH, SAFETY, & MORALS TO THE COMMUNITY.

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 POLE SIGN IS VERY SIMILAR TO OTHER COMMERCIAL SIGNS IN THE ADJACENT AREA, AND MUCH SMALLER.
THE PROPOSED SIGN WILL NOT IN ANY WAY EFFECT SURROUNDING BUSINESS IN ANY WAY BUT PROVIDE TACO BELL A WAY OF BEING IDENTIFIED TO ATTRACT CUSTOMERS TO INSURE A REASONABLE RETURN ON INVESTMENT.
WE HAVE DONE ALL WE CAN TO COMPLY WITH TABLE 744-906-1 REGARDING THE OVER-ALL-HEIGHT OF THE PROPOSED SIGN TO COMPLY WITH THE 20' LIMITS. THE REFRESH OF THIS SITE FROM KFC TO TACO BELL IS AN IMPROVEMENT TO THE BUILDING AND NEW WALL SIGNAGE WHICH HAS BEEN APPLIED FOR VIA GRAPHIC PERMITS.

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

IN THIS CASE, THE STRICT APPLICATION OF THE ZONING ORDINANCE WOULD DEPRIVE THE OWNER OF THIS BUSINESS A POLE SIGN THAT IS NEEDED FOR IDENTITY AND RECOGNITION , THEREBY REDUCING RETURN ON INVESTMENT FOR THE COST OF CONVERSION TO IMPROVE AND PROVIDE ADDITIONAL DINING CHOICES FOR THE COMMUNITY.
WE THEREFORE, ASK FOR YOUR CONSIDERATION TO: 1: PERMIT A POLE SIGN IN C-3 ZONING DISTRICT, 2: PERMIT THE SIGN TO BE 230' FROM THE CLOSEST MULTI-TENANT SIGN IN LIEU OF 300'. 3: PERMIT THE SIGN CABINET TO BE INTERNALLY ILLUMINATED IN LIEU OF EXTERNAL ILLUMINATION, OR HALO LIT, PER TABLE:744-906-1

2026DV2015 ; Photographs



Photo 1: Subject Frontage Looking North



Photo 2: Subject Frontage Looking South

2026DV2015 ; Photographs (continued)



Photo 3: Subject Site Viewed from East

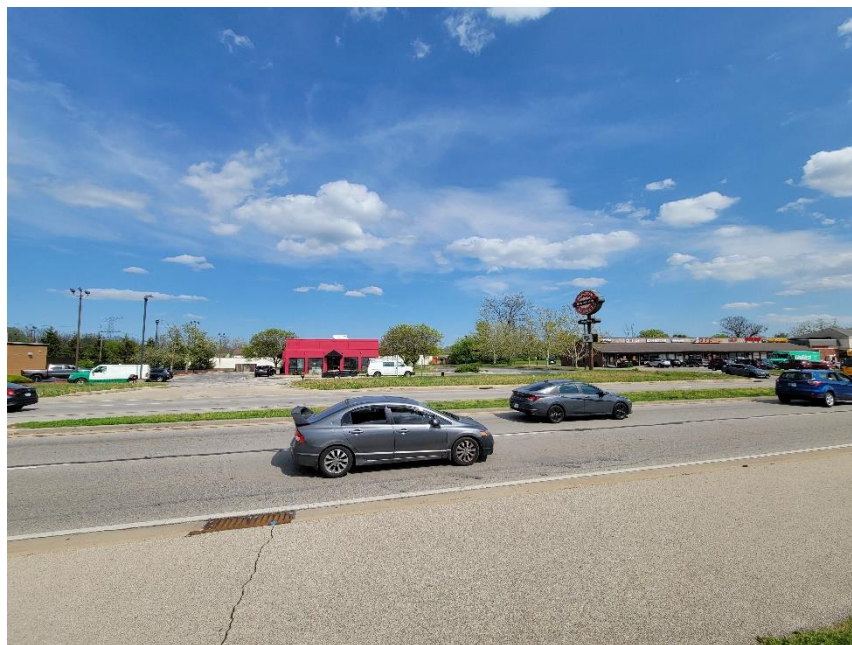


Photo 4: Adjacent Property to East

2026DV2015 ; Photographs (continued)



Photo 5: Adjacent Property to Northeast



Photo 6: Adjacent Property to Southeast