

BOARD OF ZONING APPEALS DIVISION II

November 18, 2025

Case Number: 2025-DV2-042
Address: 10 South West Street (approximate address)
Location: Center Township, Council District #18
Zoning: CBD-2 (TOD) (RC)
Petitioner: Convention Headquarters Hotels LLC, by Linas Yurkus
Request: Variance of Development Standards of the Consolidated Zoning and Subdivision Ordinance to provide for the installation of an 11-foot tall, 121-square foot pylon sign, with a five-foot setback from West Street (maximum height of eight-feet tall, 36 square feet per sign face permitted and ten-foot setback required).

Current Land Use: Hotel and restaurant

Staff Reviewer: Robert Uhlenhake, Senior Planner

PETITION HISTORY

This is the first time this petition has been heard.

STAFF RECOMMENDATION

Staff recommends **approval of the request**.

PETITION OVERVIEW

- ◇ The Sign Regulations “facilitate an easy and agreeable communication between people...and serve an important function.” The purpose of the Sign Regulations is to “eliminate potential hazards to motorists, and pedestrians; to encourage signs which, by their good design, are integrated with and harmonious to the buildings and site which they occupy; and which eliminate excessive and confusing sign displays.” Proliferation of signs causes those signs that are permitted and legal to become less effective and reduces their value. Additionally, the Sign Regulations preserve and improve the appearance of the City as a place in which to live and work.
- ◇ The subject sign is an existing sign that is legally established and legally non-conforming that was compliant under the previous zoning Ordinance before the current Consolidated Zoning / Subdivision Ordinance sign regulations (2025).
- ◇ The request proposes to keep the existing sign height, size, and setback in order to replace the sign cabinet to allow for two (2) tenants to be indicated on the sign, when previously only one (1) tenant was indicated.

- Due to the large street frontage and setback of the building, relocating the sign would be difficult as the sign would need to be placed within an existing driveway for an already developed site. A smaller sign would not be as visible and would cause difficulty for motorists trying to locate the property. The granting of this amended request would be a minor deviation in Staff's opinion and would not have any negative impact on surrounding properties.

GENERAL INFORMATION

Existing Zoning		CBD-2	
Existing Land Use		Hotel / Restaurant	
Comprehensive Plan Overlay		Core Mixed Uses	
Surrounding Context		Transit Oriented Development	
		<u>Zoning</u>	Surrounding Context
	North:	CBD-S	Museum
	South:	CBD-S	Baseball Stadium
	East:	CBD-2	Convention Center
	West:	CBD S	State Park
Thoroughfare Plan			
West Street		Primary Arterial	119-foot existing and proposed right-of-way.
Context Area		Compact	
Floodway / Floodway Fringe		No	
Wellfield Protection Area		No	
Site Plan		October 16, 2025	
Elevations		October 27, 2025	
Commitments		N/A	
Landscape Plan		N/A	
Findings of Fact		October 15, 2025	

COMPREHENSIVE PLAN ANALYSIS

Comprehensive Plan

- Marion County Land Use Plan (2019)
- Blue Line Transit-Oriented Development Strategic Plan (2022)

Pattern Book / Land Use Plan

- The Comprehensive Plan consists of two components that include The Marion County Land Use Pattern Book (2019) and the land use map. The Pattern Book provides a land use classification system that guides the orderly development of the county and protects the character of neighborhoods while also being flexible and adaptable to allow neighborhoods to grow and change over time. The Pattern Book serves as a policy guide as development occurs. Below are the relevant policies related to this request:

- The Marion County Land Use Plan Pattern Book recommends the **Core Mixed Use** typology for the site. This typology is intended for the core of the City's Central Business District and along logical extensions from the core (such as the North Meridian Street corridor). It is characterized by dense, compact, and tall building patterns and a substantial degree of activity. Businesses, services, and institutions in this typology serve the entire region as well as residents and tourists. There is a wide range of public spaces, with some designed to accommodate events and festivals. Buildings are at least six stories in height and all off-street parking should be in garages. While buildings in this typology are larger than in other mixed-use typologies, they should still be designed with the pedestrian in mind, with entrances and large windows facing the street. Ideally, this typology has a tight street grid with frequent intersections and small blocks. In areas where small blocks are not practical due to existing development, public pedestrian paths should be provided as cut-throughs. This typology has a residential density in excess of 50 units per acre.

Red Line / Blue Line / Purple Line TOD Strategic Plan

Blue Line Transit-Oriented Development Strategic Plan (2022)

- The subject site is located approximately 300 feet from the West/Washington Blue Line transit station.
- The West/Washington transit station has been categorized as the Central Business District typology, which is characterized as a dense, mixed-use infill development throughout.

The Blue Line Transit-Oriented Development Strategic Plan TOD recommends Central Business District Typology Characteristics

- Tall structures encouraged throughout station areas in densest business district.
- Mix of office, entertainment, civic, retail, active public space and residential is desired.
- Off-street parking should be avoided.

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

2008-ZON-823 / 2008-VAR-823 / 2008-VAC-823; 501 West Washington Street (subject site), requested the Rezoning of 1.07 acres, from the CBD-S (RC) District to the CBD-2 (RC) classification to provide for central business district uses, **approved**, and a Variance of Development Standards of the Central Business Districts Zoning Ordinance to provide for:

- a) an approximately 376-foot tall building, with portions of fifteen floors penetrating the sky exposure plane two along West Street (not permitted),
- b) an approximately 147-foot tall building, with portions of four floors penetrating the sky exposure plane two along Washington Street (not permitted),
- c) a parking entrance along West Street within five feet of the intersection of Washington Street and West Street (minimum 25-foot separation required),
- d) a building with a total adjusted net floor area of 2,048,443 square feet providing 942 off-street parking spaces (minimum 2,561 parking spaces required),
- e) 930 parking spaces with a usable parking area of 162 square feet and for twelve parking spaces with a usable parking area of 148.5 square feet (minimum usable parking area or 180 square feet per space required). **Granted.**

2008-DV2-018; 501 West Maryland Street (across Maryland Street to the south), requests a Variance of Development Standards of the Sign Regulations to provide for two signs with electronic messaging, **granted**.

2006-APP-181; 501 West Maryland Street (subject site), requests Regional Center approval for exterior modifications, including new awnings and a wall sign, **approved**.

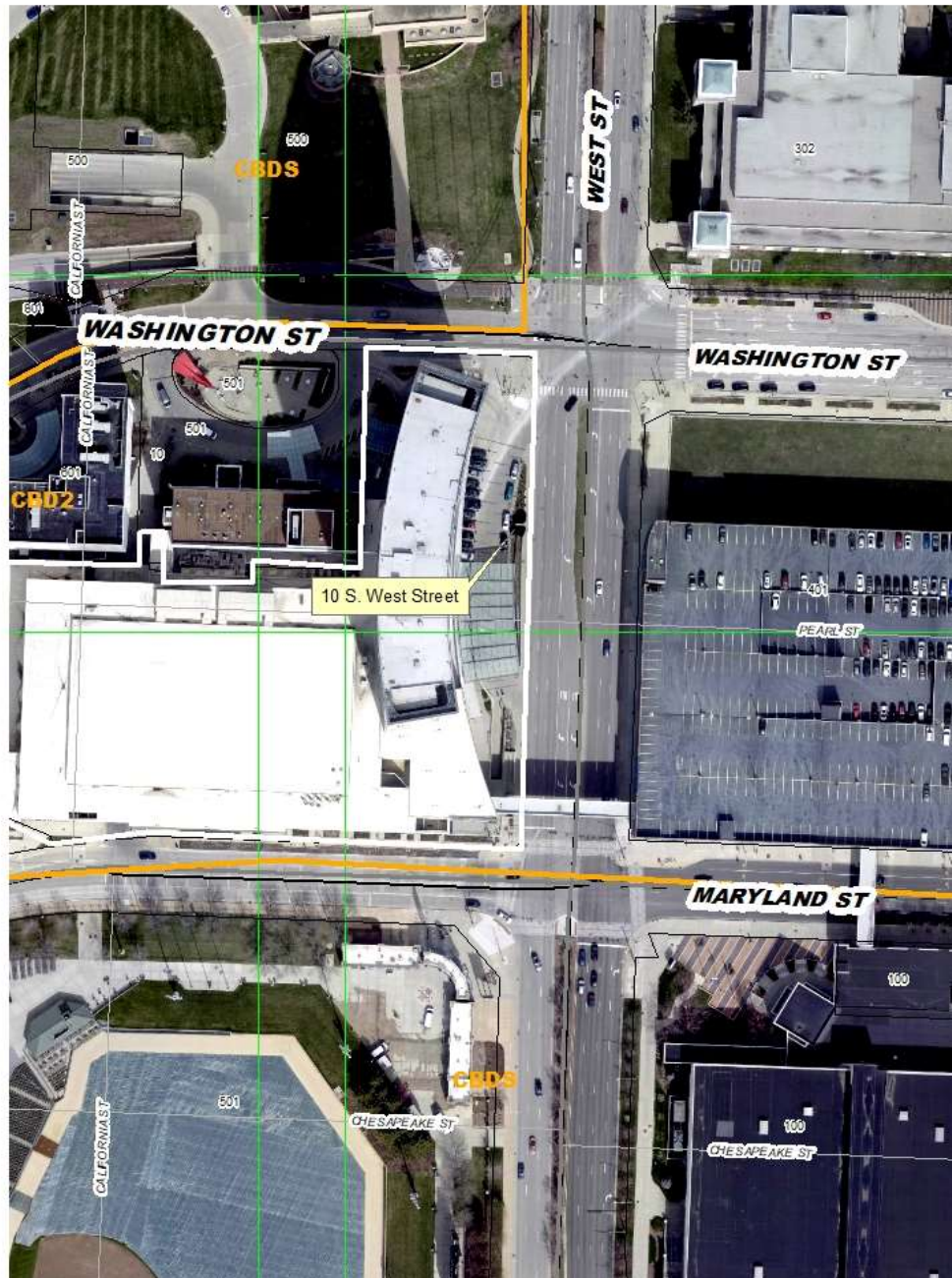
2005-APP-025; 501 West Maryland Street (subject site), requests Regional Center approval for nine wall signs and a cabinet for an existing pylon sign, **approved**.

94-AP-151; 501 West Maryland Street (across Maryland Street to the south), requests Regional Center approval for a baseball facility for the Indianapolis Indians, **approved**.

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EXHIBITS

Location Map



Site Plan



Sign Elevations





Findings of Fact

Petition Number _____

**METROPOLITAN DEVELOPMENT COMMISSION
HEARING EXAMINER
METROPOLITAN BOARD OF ZONING APPEALS, Division _____
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:

This is for a sign that will replace an existing sign of the same dimensions and set-back. The current sign has been in place for many years and must be replaced because it is in disrepair. The existing sign had been previously approved for a variance, and since its installation has proven to not be injurious to the public health, safety, morals or general welfare of the community. The new sign will maintain the same set-back and dimensions as the sign it is replacing and will help to assist motorists to locate the property more efficiently.

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:

No substantial changes are being made by replacing a sign of the same size and set back as the current one.

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

The abnormally large street frontage, set-back of the building, and traffic configuration render a smaller sign that is further set back nearly useless and causes difficulty for motorists trying to locate the property.

Photographs



Subject site, looking south.



Subject site, existing sign, looking south



Subject site, existing sign, looking north