



Address: 11711 Fox Rd  
Parcel #: 4046907  
Docket #: 26 LSV 09  
Hearing Date: June 16, 2026  
Council District #: 6 ~ Kristie Krone

Petitioner: Mark Bastin  
[mbastin@midwest-maint.com](mailto:mbastin@midwest-maint.com)  
585 Sayre Ct  
Greenwood, IN 46143  
317-885-9911

Owner: Jagjit Singh  
8820 Hornady Ct  
Indianapolis, IN 46239  
317-292-0230

**Application:**

Variance of Development Standards of the City of Indianapolis Sign Ordinance Table 744-906-1C to permit the installation of a new pylon sign. The proposed sign will be 161 feet from the existing integrated center sign, 300 feet required.

**Analysis:**

The petitioner seeks a Variance of Development Standards from Table 744-906-1C of the City of Indianapolis Sign Ordinance to permit the installation of an additional freestanding pylon sign. The proposed sign would be located approximately 161 feet from the existing integrated center sign, where a minimum separation distance of 300 feet is required.

The subject property is zoned C4 and is developed as a commercial center containing a fuel station. The property is designated Community Commercial in the Comprehensive Plan and is located within a predominantly commercial corridor.

The petitioner states that the proposed sign is necessary to display fuel pricing, meet corporate branding standards, improve customer awareness, and provide a more aesthetically pleasing appearance. While staff acknowledges that fuel price signage is a common component of modern gas station operations, these considerations do not demonstrate a practical difficulty associated with the property itself.

The Sign Ordinance permits additional freestanding signs on larger sites provided minimum separation requirements are maintained. The purpose of the separation standard is to prevent visual clutter and preserve an orderly sign environment along commercial corridors. The petitioner has not identified any unusual physical characteristic of the site, topographic limitation, access constraint, or other property-specific condition that prevents compliance with the ordinance.



The property currently contains an existing integrated center sign that provides site identification. The record does not establish that the fuel station cannot reasonably operate without the proposed additional sign, nor does it demonstrate why the fuel pricing information cannot be incorporated into existing signage or displayed in a manner consistent with ordinance requirements.

While the proposed sign may provide enhanced visibility and branding opportunities, staff finds that the request is primarily driven by marketing and operational preferences rather than a practical difficulty created by the property itself.

The Board of Zoning Appeals should consider the application materials, the site characteristics, the applicable development standards, and the findings submitted by the petitioner in determining whether the requested variance satisfies the applicable approval criteria.

### **Summary of the Subject Property Zoning Standards**

Current Zoning Designation:	C4
Surrounding Property Zoning	
North:	SU2 (Amy Beverland Elementary) & DP ~ This area is outside of the City of Lawrence boundary
South:	CS & C1
East:	SU1 (Church) & CS
West:	D6II
Comprehensive Plan Land Use Designation:	Community Commercial
Current Land Use:	Commercial
Compact Context Area:	Metro

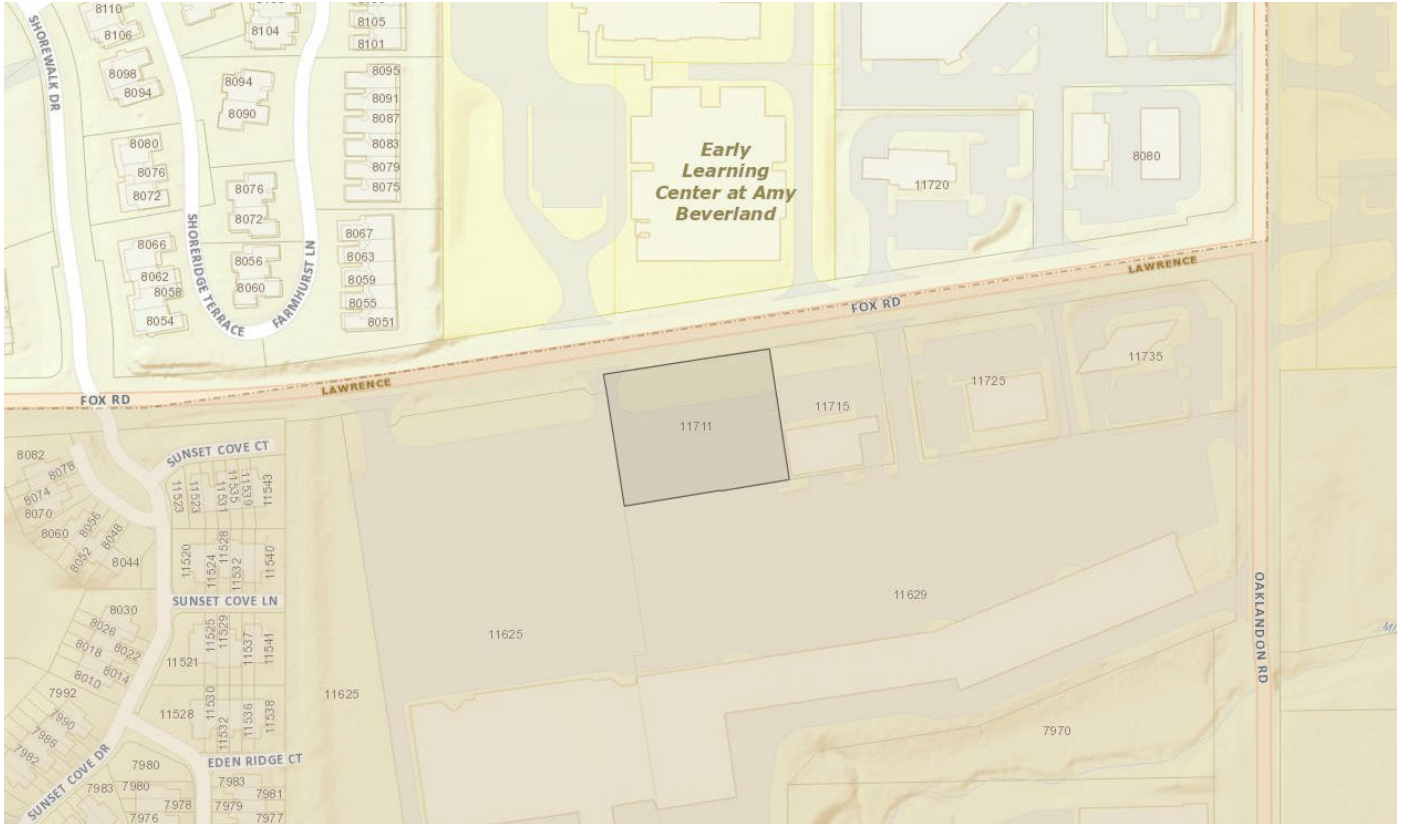


**Table 744-906-1.  
 Primary Freestanding Signs in Commercial and Industrial Districts**

	Commercial	Industrial	Mixed-Use
<b>C. Number of Signs permitted</b>			
Choices referenced in columns to right, but in no case more than 2 signs per frontage	Pylon	Maximum one pylon per street frontage; if frontage to which the sign is oriented is greater than 500ft. an additional freestanding sign is permitted (minimum 300ft. separation between freestanding signs on site)	Maximum one pylon per street frontage; if frontage to which the sign is oriented is greater than 500ft. an additional freestanding sign is permitted (minimum 300ft. separation between freestanding signs on site)

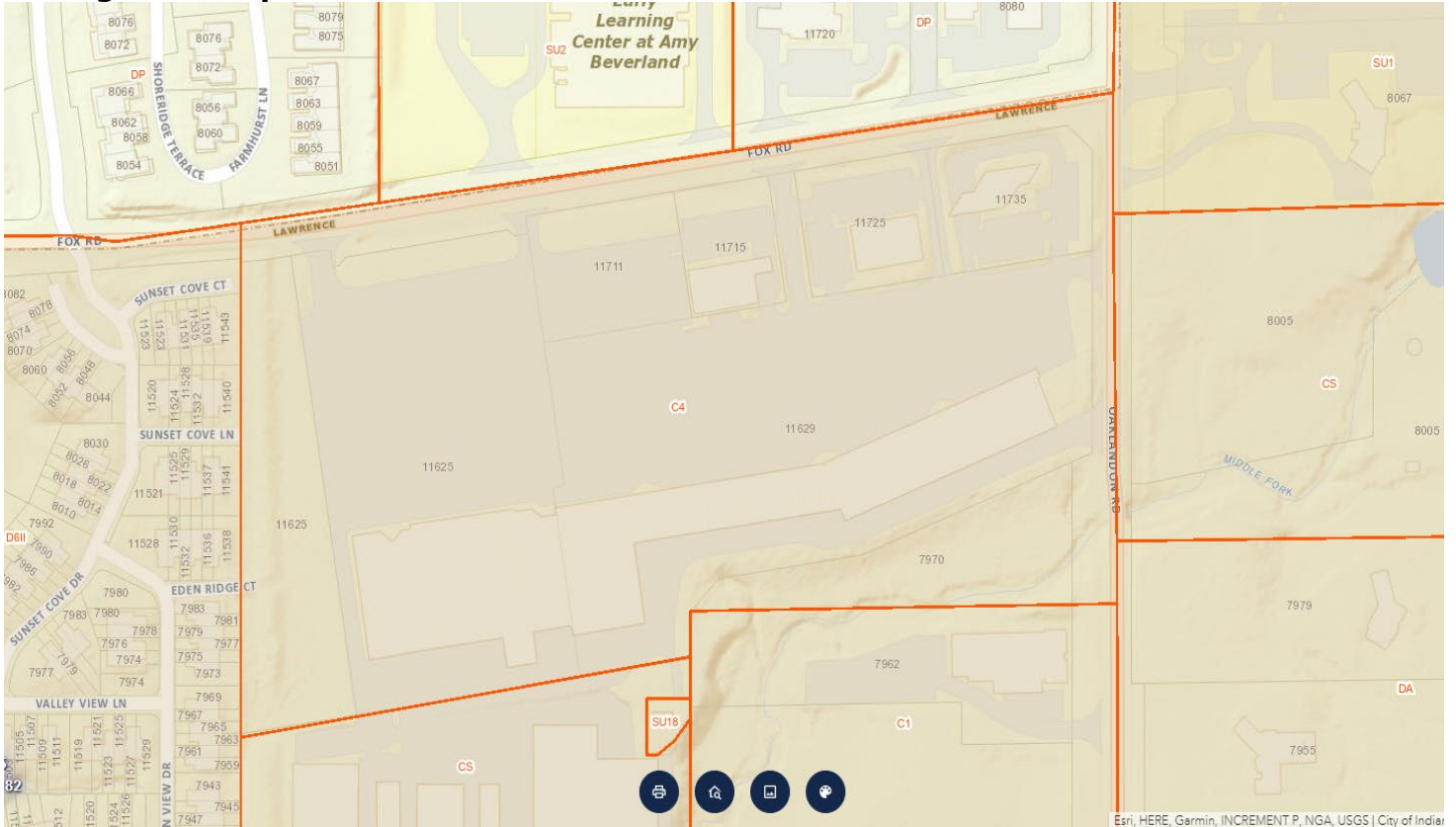


**Aerial:**





**Zoning Base Map:**



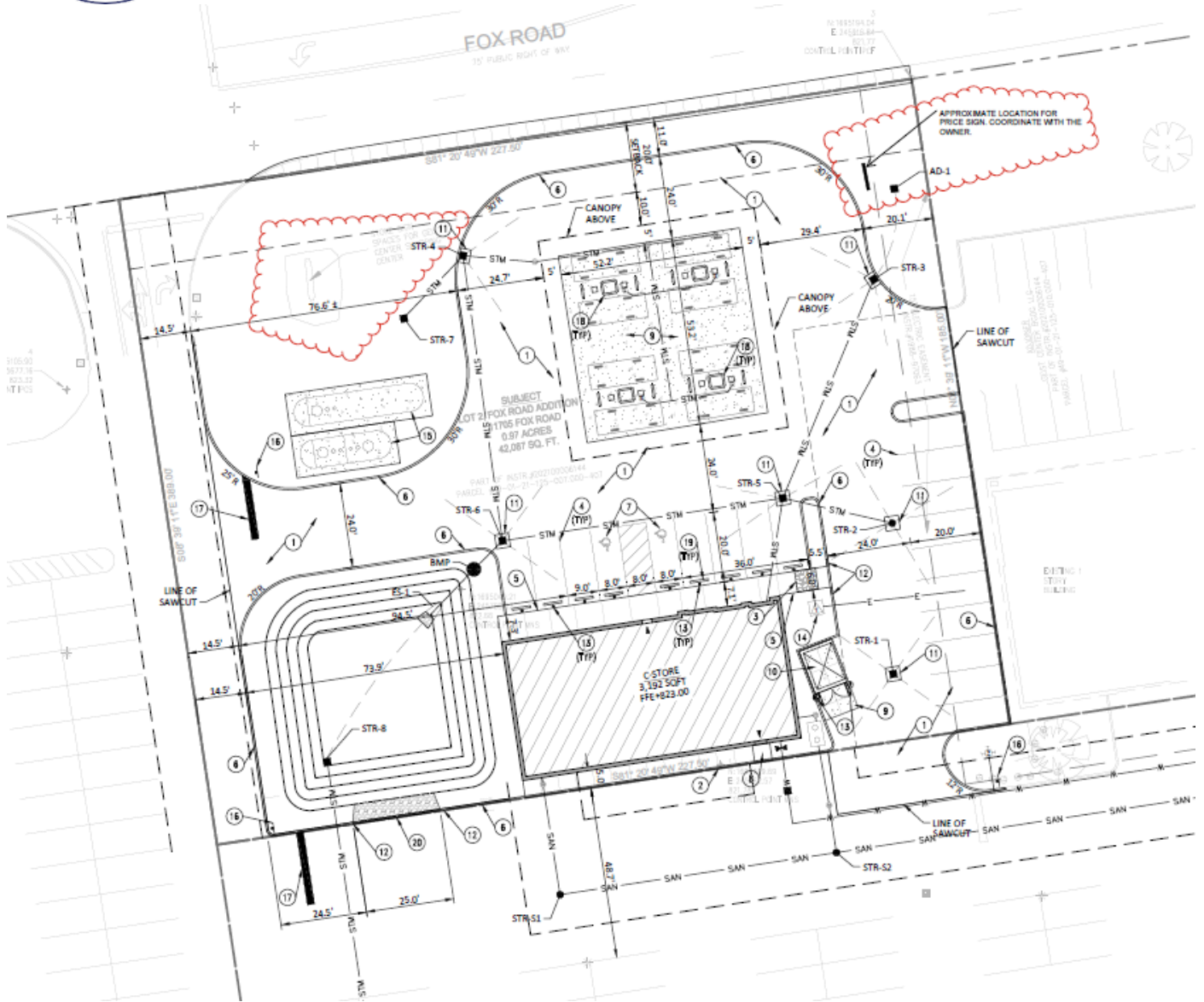


**Site Plan:**



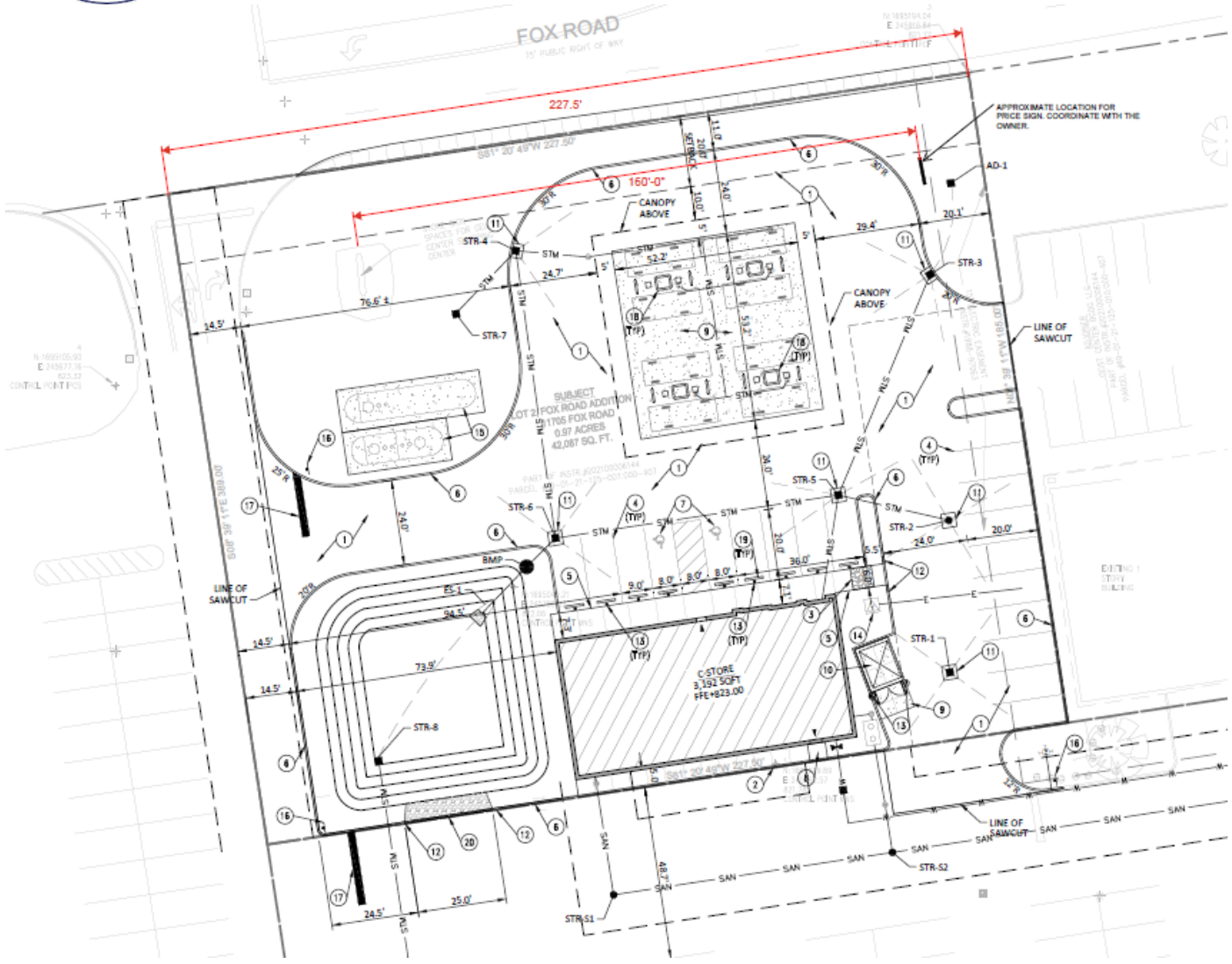


City of  
**Lawrence**  
Indiana





City of  
**Lawrence**  
Indiana

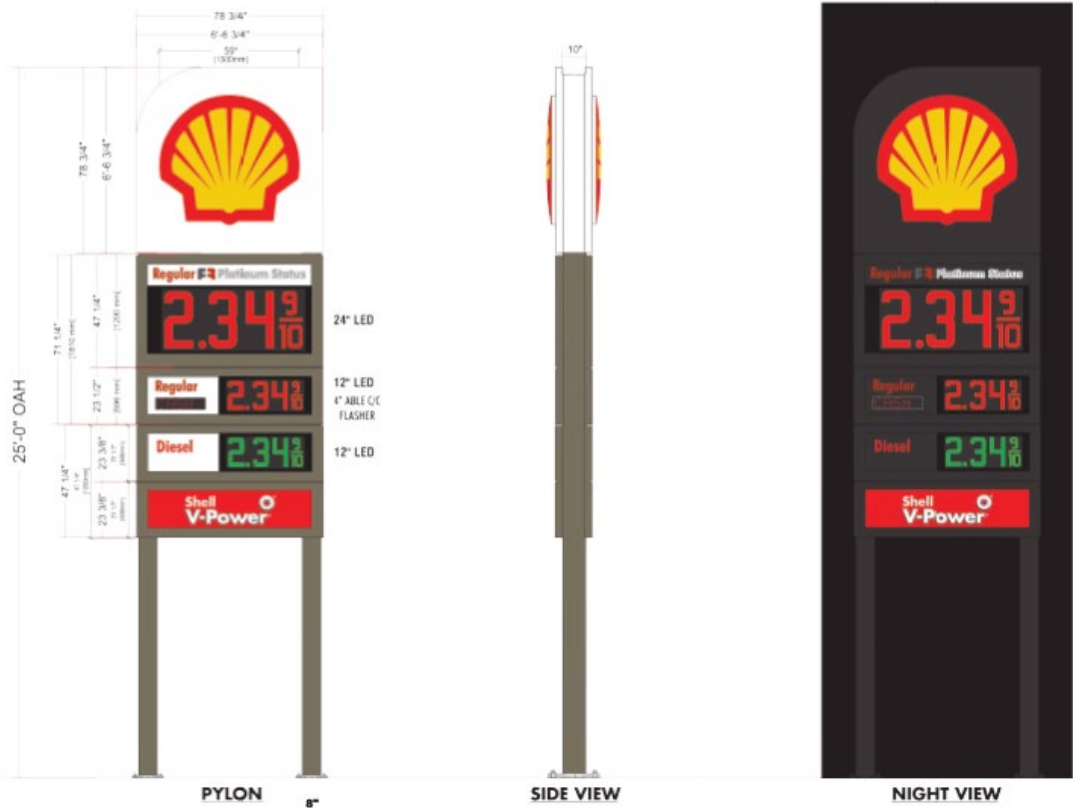




**Elevation:**

**NEW SHELL MVI 8M  
TP SIGN @ 25' 0" OAH.**

Shell ID, 2x Regular with FRN Platinum Status, 1x Regular with CC Flasher, 1x Diesel, 1x V-Power





**Findings of Fact (as provided by applicant):**

LAWRENCE BOARD OF ZONING APPEALS  
OF MARION COUNTY, INDIANA

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:

The community is accustomed to seeing signage similar to the proposed BP price sign at gas stations all across the city of Indianapolis. The proposed Shell price sign at this location, if approved, will be utilized to display the price of Shell gasoline and the price of Shell diesel fuel, serving a similar function to the price sign at the GetGo/BP gas station located on the corner of Fox Rd. and Oaklandon Rd. The proposed Shell will only display the Shell logo, the price of Shell gasoline at the Shell fuel rewards price, the price of Shell gasoline, the price of diesel fuel, and a Shell V-Power panel. This layout is similar to the layout at the GetGo/BP gas station previously mentioned, but the Shell price sign features smaller digits.

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 Shell price sign is an integral part of the image of a Shell gas station and provides a clean modern look. The proposed Shell price sign is designed to meet Shell's MVI Design Standards. These standards ensure that all branding and signage elements share a common design, which provides for an aesthetically-pleasing look. By approving this petition, the petitioner believes that the proposed Shell price sign will not only enhance the appearance of the property located at 11711 Fox Rd. but will enhance the appearance of the surrounding area as a whole.

3. THE STRICT APPLICATION OF THE TERMS OF THE ZONING ORDINANCE WILL RESULT IN PRACTICAL DIFFICULTIES IN THE USE OF THE PROPERTY BECAUSE

A price sign is an integral part of any gas station. The members of the community will have a difficult time identifying the price of gasoline and diesel offered at this gas station without a price sign. By denying the variance petition as presented, the property will not be allowed a traditional, standard Shell gas station price sign and will not be able to display the price of gasoline and diesel fuel in a clear and concise manner. This will create practical difficulties in the use of the property because the price of gasoline and diesel fuel are very important to the public in regards to their decision making process. Although there is a multi-tenant panel sign in the vicinity of the proposed Shell price sign, the multi-tenant is not designed for the additional signage needed to effectively display the price at the gas station.

Board of Zoning  
9001 E. 59<sup>th</sup> Street, Suite 205 • Lawrence, IN 46216