



Address: 11711 Fox Rd
Parcel #: 4046907
Docket #: 26 LSV 09
Hearing Date: June 16, 2026 ~ continued to July 21, 2026
Council District #: 6 ~ Kristie Krone

Petitioner: Mark Bastin
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:

Update for July 21, 2026 Hearing

Following the June 16, 2026 continuance, the petitioner submitted revised site and elevation plans. The revised proposal replaces the previously proposed pylon sign with a **6-foot by 12-foot monument sign** featuring Shell corporate branding and a maximum overall height of **10 feet**.

Staff acknowledges that the revised design significantly reduces the overall scale and visual impact of the sign when compared to the original proposal. The monument-style design is more compatible with surrounding commercial development and is generally less visually intrusive than a traditional pylon sign.

However, the revised plans **do not eliminate or reduce the requested variance**. The proposed monument sign would still be located approximately **161 feet from the existing integrated center sign**, while **Table 744-906-1C requires a minimum separation of 300 feet between freestanding signs**.

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

The petitioner states that the additional sign is necessary to display fuel pricing, maintain Shell corporate branding, improve customer visibility, and enhance the site's appearance. Staff recognizes that current fuel stations commonly utilize dedicated fuel price signage and



that the revised monument sign represents an improvement in aesthetics over the previously proposed pylon sign.

Nevertheless, the justification provided continues to be based primarily on operational and marketing considerations rather than a practical difficulty associated with the property itself.

The Sign Ordinance allows multiple freestanding signs on qualifying commercial properties when the required separation standards can be met. The purpose of the separation requirement is to reduce visual clutter and maintain an orderly streetscape along commercial corridors.

The applicant has not demonstrated that unique physical characteristics of the property—including lot configuration, topography, access limitations, or other site constraints—prevent compliance with the ordinance. The property currently contains an existing integrated center sign that provides site identification, and the record does not establish why fuel pricing cannot be incorporated into existing signage or displayed in a manner that complies with the separation requirements.

While staff finds that the revised monument sign is a substantial improvement from a design standpoint, the revised application does not provide additional evidence demonstrating the practical difficulty necessary to justify the requested variance.

The Board of Zoning Appeals should consider the revised plans, the applicant's findings, the characteristics of the property, and the applicable approval criteria when determining whether the requested variance satisfies the statutory standards for approval.

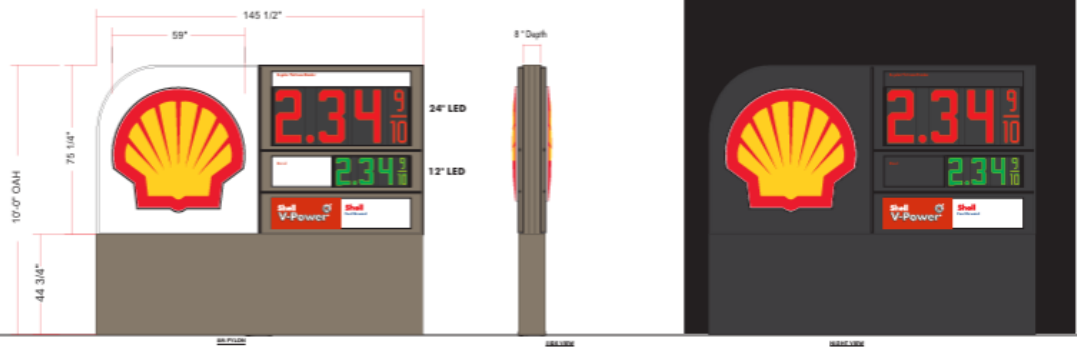


City of
Lawrence
Indiana

REVISED ELEVATION:

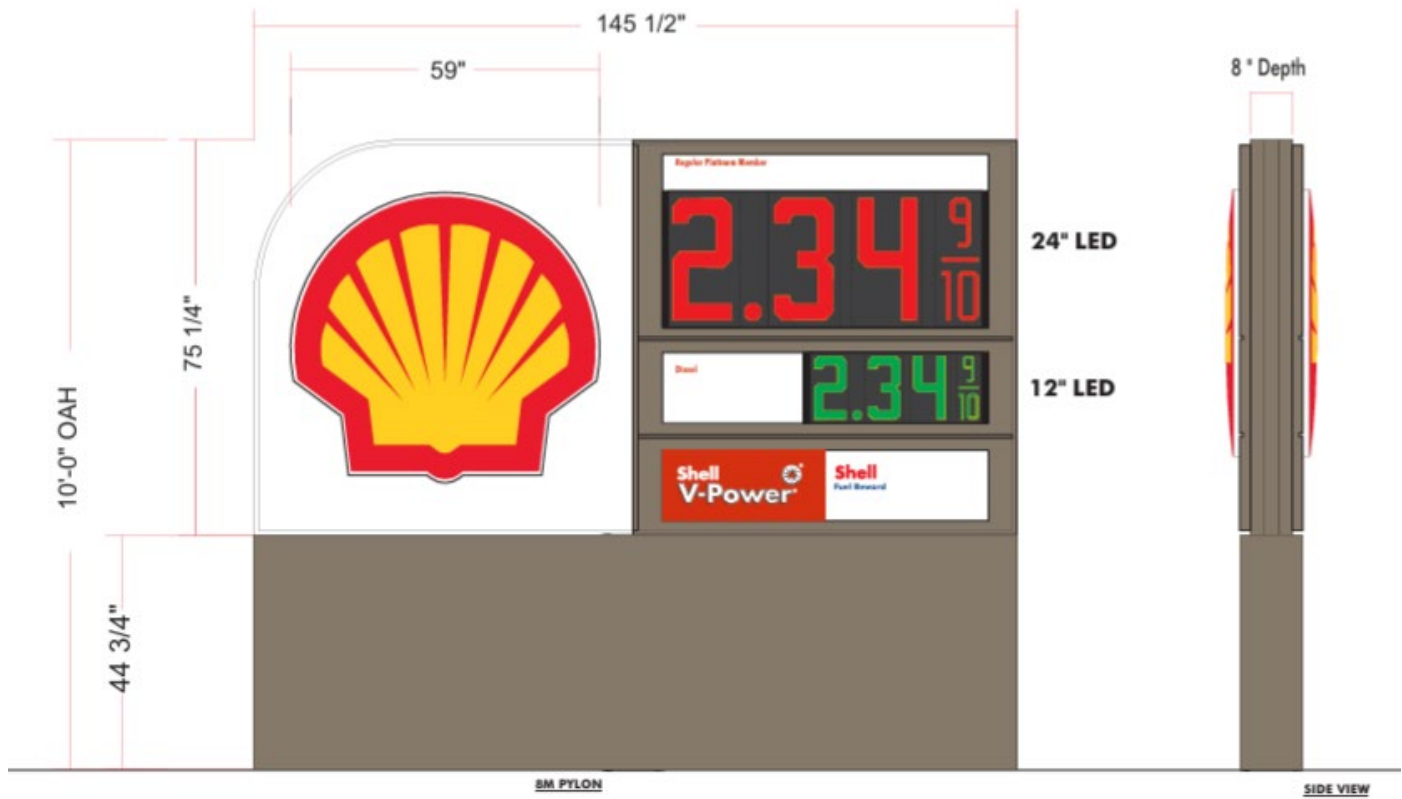
NEW SHELL 6X12 CP MONUMENT WITH CLADDING MAX OAH 10'
SHELL ID,
2X REGULAR PLATINUM MEMBER, 1X DIESEL, 1X DUAL VPOWER/SHELL FUEL REWARDS

OPTION 2





REVISED ELEVATION:





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

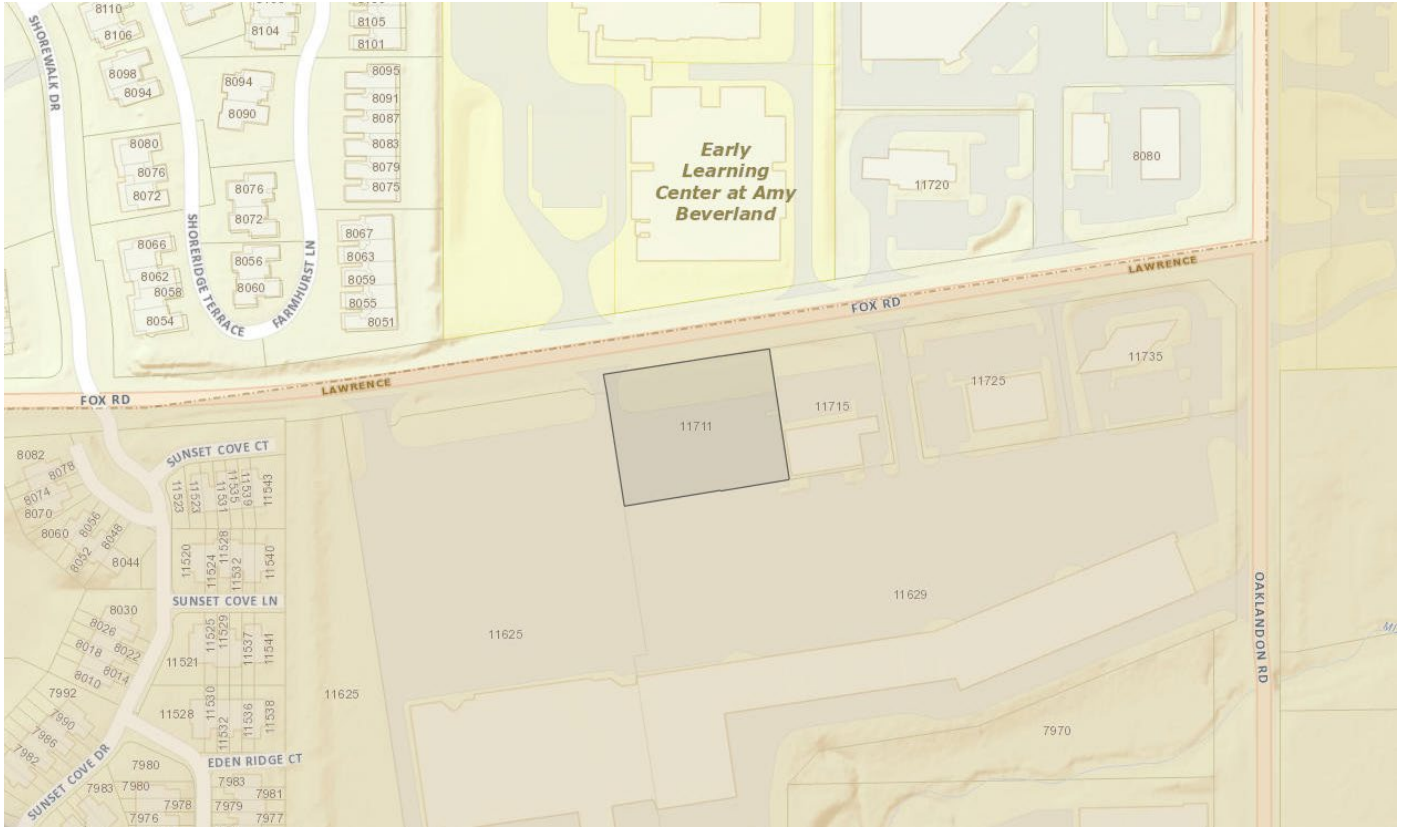
Current Zoning Designation:	C4
Surrounding Property Zoning	
North:	SU2 (Amy Beverland Elementary) & DP ~ This area is outside of the City of Lawrence boundary
South:	CS & C1
East:	SU1 (Church) & CS
West:	D6II
Comprehensive Plan Land Use Designation:	Community Commercial
Current Land Use:	Commercial
Compact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

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

	Commercial	Industrial	Mixed-Use
C. Number of Signs permitted			
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)

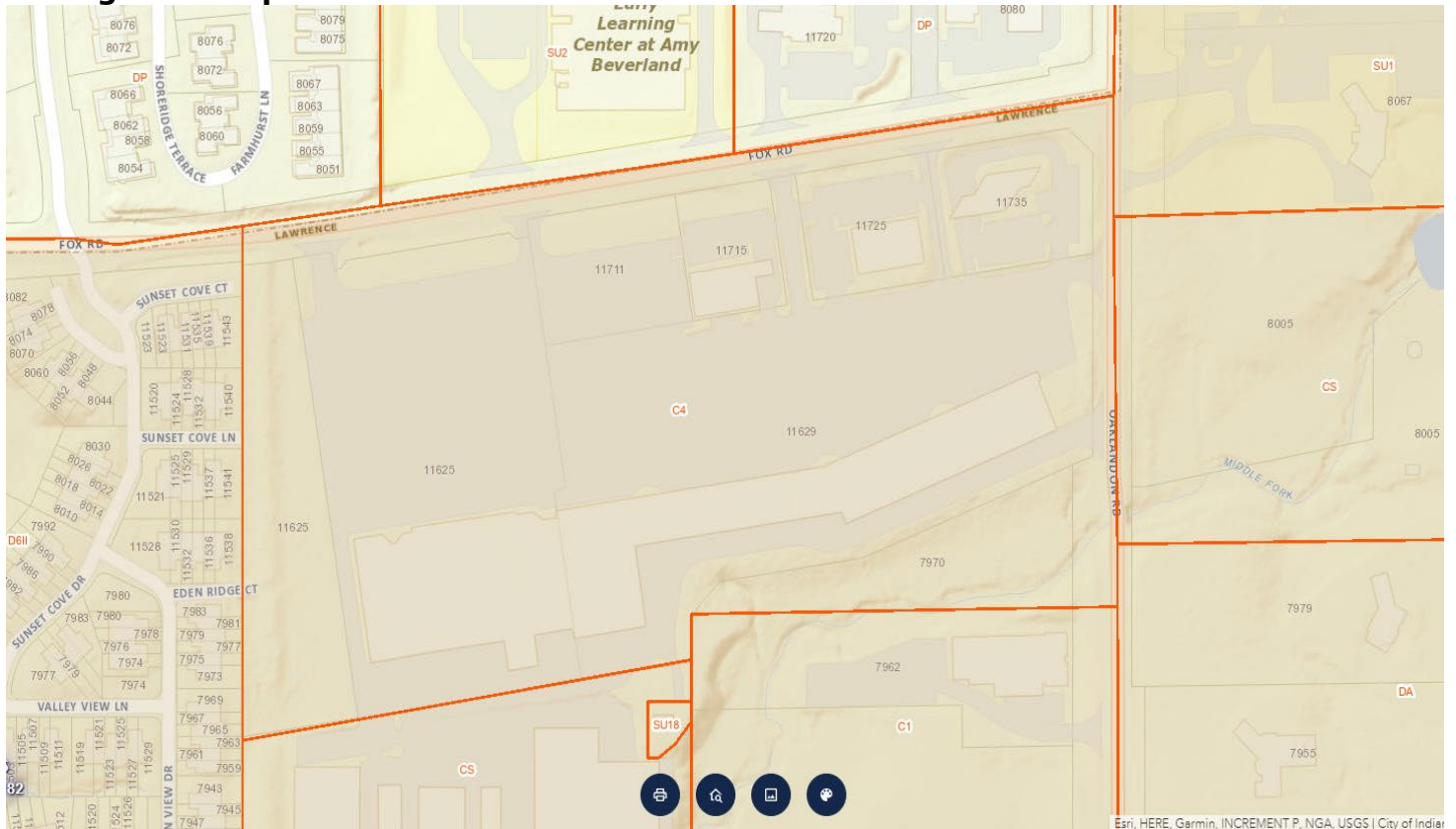


Aerial:





Zoning Base Map:





Site Plan:









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

[illegible]



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 Oaklondon 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.