

Board of Zoning Appeals Division III

June 16, 2026

Case Number: 2026-DV3-011
136, 333 West 14th Street
120 West 15th Street

Property Address: 144, 155, 269, 355 West 16th Street
1801 North Senate Boulevard
1420, 1609 North Capitol Avenue
(*approximate addresses*)

Location: Center Township, Council District #12

Petitioner: Indiana University Health, Inc., by Faegre Drinker Biddle & Reath LLP

Current Zoning: HD-2 (TOD) (RC) (W5), CBD-S (TOD) (RC), HD-1 (TOD)
Variance of Development Standards to allow for monument signs to:

- Exceed the maximum permitted sign area in the HD-1 district
- Exceed the maximum permitted height in the HD-1 district
- Exceed the maximum permitted sign area in the CBD-S district
- Exceed the maximum permitted height in the CBD-S district
- Be placed within the required setback area of the CBD-S district

Request: Variance of Development Standards to allow for freestanding signs within the HD-1, HD-2, and CBD-S districts to encroach into the right of way
Variance of Development Standards to allow for incidental signs to:

- Exceed the maximum permitted sign area in the HD-2 district
- Be placed within the required setback area in the HD-2 district
- Exceed the maximum permitted sign area in the CBD-S district
- Be placed within the required setback area in the CBD-S district
- Contain digital displays within the CBD-S district

Current Land Use: Undergoing development, hospital/clinical offices

Staff Recommendations: Staff recommends **approval** of this petition, subject to commitments.

Staff Reviewer: Josh Levesque, Senior Planner

PETITION HISTORY

N/A

STAFF RECOMMENDATION

Staff recommends **approval** of this petition, subject to commitments.

PETITION OVERVIEW

- The addresses included in this petition are either within the HD-2, CBD-S, or HD-1 districts, along with Regional Center, TOD, and Wellfield Secondary District Overlays. These parcels are all part of the new IU Health hospital campus. The parcels are all roughly contained between 14th Street to the south, Senate to the west, 20th Street to the north, and Capitol Avenue to the east.
- The petitioner's request is to allow for signs within these districts to exceed their permitted height and area, to be placed within the required setbacks, and for a sign to contain digital displays.
- Table 744-906-5 of the Ordinance permits monument signs within the CBD-S district provided that the sign area shall not exceed 1 square foot "per linear feet of frontage (to which the sign is oriented), with a maximum of 100" square feet. Monument signs in this district are only permitted to reach a height of 10 feet. While staff notes the request for a monument sign in the required setback area, the aforementioned table allows for signs within 0 feet of the existing right of way.
- Within the CBD-S district, incidental signs are permitted with a maximum area of 10 square feet, a maximum height of 8 feet, and a minimum front setback of 10 feet. Digital displays are not permitted on incidental signs within the CBD-S district.
- Within the HD districts, monument signs are permitted. However, "the maximum sign area of a freestanding sign shall not exceed an amount equal to 34% of the building side or other architectural elevation to which the sign is oriented, or 240 sf, whichever is the lesser." Monument signs are limited to a height of 5 feet in the HD districts. Incidental signs are also permitted within the HD districts but are limited to a maximum sign area of 10 square feet per sign and are required to have a minimum 10-foot front setback.
- For all signs, the Ordinance states that "no sign may be located in a proposed right-of-way as identified in the Marion County Thoroughfare Plan unless the sign's owner provides a written commitment to the city to relocate the sign at the owner's expense upon the acquisition of the property by the City and shall waive all claims to damages or compensation by reason of the existence or relocation of the sign."
- The intent of the Ordinance in regulating signs is, like other aspects of the Ordinance, to regulate the intensity and to set development standards for signs. The intent is to limit the proliferation of advertising signs. Staff will note a distinct difference between the signs proposed in this petition compared to other sign-related petitions. As opposed to advertising signs, the proposed signs are

largely intended to function as directional signage, indicating where buildings/offices are located and which lanes vehicles should use. Additionally, the digital display appears not to be a large digital advertisement, but a digital campus map that patrons can use to locate the proper building or office they need to reach. While other signs encroaching into the right-of-way could lead to safety hazards, overhead signs do not obstruct traffic and, in fact, give drivers the appropriate direction. Staff will also note that medical campuses, often built on a large scale to provide patients with the necessary services, often come with their own unique practical difficulties as signage must be easily visible. Given the directional nature of the proposed signs and the unique needs of hospitals to direct patrons across a large campus, staff is recommending approval of this petition, subject to commitments to remove/relocate the signs should the city acquire any proposed rights-of-way.

GENERAL INFORMATION

| | | |
|------------------------------|---|---|
| Existing Zoning | HD-2 (TOD) (RC) (W5), CBD-S (TOD) (RC), HD-1 (TOD) | |
| Existing Land Use | Undergoing Development; Medical Campus | |
| Comprehensive Plan | Institution-Oriented Mixed-Use / Regional Special Use | |
| Surrounding Context | Zoning | Surrounding Context |
| | North: HD-2 | North: Medical Offices / Commercial |
| | South: CBD-S / MU-2 / I-3 | South: Medical Offices / Parking Lot / Commercial |
| | East: C-5 / D-8 / D-10 | East: Multi-family residential / Parking Lot |
| | West: D-8 / SU-1 / SU-6 | West: Interstate / Multi-family residential |
| Thoroughfare Plan | | |
| West 13 th Street | Local Street | 60-foot existing right-of-way and 48-foot proposed right-of-way |
| West 14 th Street | Local Street | 60-foot existing right-of-way and 48-foot proposed right-of-way |
| West 15 th Street | Local Street | 60-foot existing right-of-way and 48-foot proposed right-of-way |
| West 16 th Street | Primary Arterial | 85-foot existing right-of-way and 78-foot proposed right-of-way |
| Capitol Avenue | Primary Arterial | 72-foot existing right-of-way and 78-foot proposed right-of-way |
| Hall Place | Local Street | 40-foot existing right-of-way and 48-foot proposed right-of-way |

| | | |
|-----------------------------------|-------------------|---|
| Rankin Street | Local Street | 15-foot existing right-of-way and 48-foot proposed right-of-way |
| Byram Place | Local Street | 15-foot existing right-of-way and 48-foot proposed right-of-way |
| Senate Boulevard | Primary Collector | Unknown existing right-of-way and 56-foot proposed right-of-way |
| Context Area | Compact | |
| Floodway / Floodway Fringe | No | |
| Overlay | No | |
| Wellfield Protection Area | Yes | |
| Site Plan | 2/3/2026 | |
| Site Plan (Amended) | N/A | |
| Elevations | N/A | |
| Elevations (Amended) | N/A | |
| Landscape Plan | N/A | |
| Findings of Fact | 2/3/2026 | |
| Findings of Fact (Amended) | N/A | |
| C-S/D-P Statement | N/A | |

COMPREHENSIVE PLAN ANALYSIS

Comprehensive Plan

- Marion County Land Use Plan Pattern Book (2019)

Pattern Book / Land Use Plan

- The Institution-Oriented Mixed-Use (Campus) typology contains a mix of land uses within and surrounding a significant regional institution campus, such as a university or hospital. This typology is meant to promote development that is permeable to pedestrians and integrates into its surrounding context. Uses in this typology will often be thematically or economically linked to the anchor institution. Residential areas of this typology have a density of 8 to 15 dwelling units per acre.

Red Line / Blue Line / Purple Line TOD Strategic Plan

- This campus is near both the 18th and Capitol Bus Rapid Transit Line Stop. The Red Line Strategic Plan assigns the 18th and Capitol stop a “District Center” typology. Characteristics of this typology include:
 - A dense mixed-use hub for multiple neighborhoods with tall buildings
 - Minimum of 3 stories at core with no front or side setbacks
 - Multi-family housing with a minimum of 5 units
 - Structured parking only with active first floor

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

2008ZON051; 1402 North Capitol Avenue, Rezoning of 2.539 acres from C3 (W5) to C1 (W5), approved.

2010CZN822; 1429 North Capitol Avenue, Rezoning of 1.54 acres from I3U (RC/W5) to HD2, approved.

2010CAP822; 125, 127, and 131 West 15th Street and 1429-1431 North Capitol Avenue, Petition for Hospital District Two approval to provide for the development of an approximately 88-foot tall parking garage, containing 35,000 square feet of retail and office space, approved.

2011CVR805; Multiple addresses, Variance of Development Standards of the Sign Regulations to provide for a variety of signs, approved.



Department of Metropolitan Development
Division of Planning
Current Planning

2018REG016; 143 and 155 West 16th Street, 120 and 125 West 15th Street, Regional Center approval to provide for a mixed-use development of two, five story buildings, with office and a grocery store, outdoor greenspace and a seven-story parking garage, **approved.**

2019REG056; 155 West 16th Street, 120 and 125 West 15th Street, Regional Center approval to construct a skybridge over and across 15th Street, **approved.**

2020CZN833; Multiple addresses, Rezoning to the CBD-S (RC) classification, **approved.**

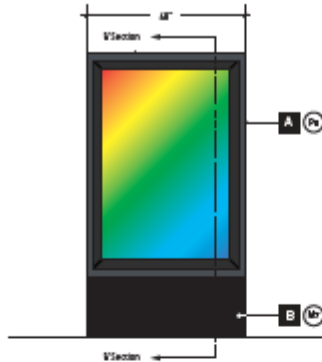
2025HOV006; 136 West 14th Street, 120 West 15th Street, 155 West 16th Street, Variance of Development Standards of the Consolidated Zoning and Subdivision Ordinance to provide for the installation of three skyline signs and two projecting blade signs, **approved.**

2025REG062; 155 West 16th Street, 120 West 15th Street, 136 West 14th Street, Regional Center approval to provide for three skyline signs and two projecting blade signs (approved via 2025HOV006), as well as three wall signs, four ground signs, and a 2,510 square foot addition to the roof penthouse, **approved.**

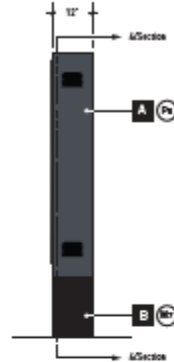
2026DV3020; Site Plan



2026DV3020; Sign Renderings

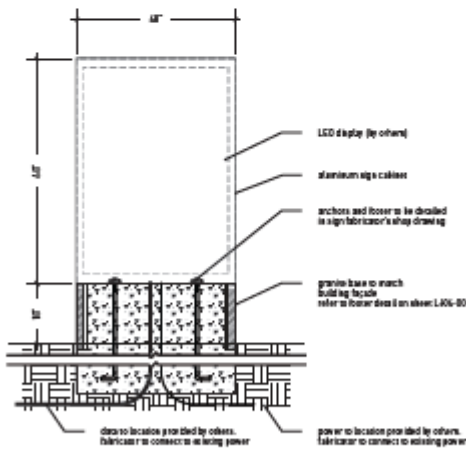


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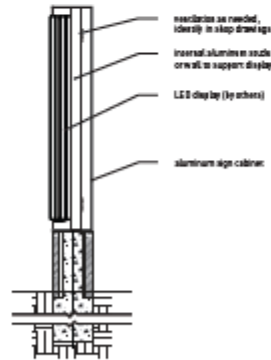


2 FINISHES (SIDE)
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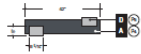
- A** **Aluminum Sign Cabinet:**
Double-sided aluminum sign cabinet with internal lighting and removable sign face for message change.
- B** **Sign Base:**
Sign base shall match the material or be a visual match to stone or masonry architectural elements from the building. Or, based if sign to be shown in sign fabricator shop drawings.



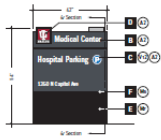
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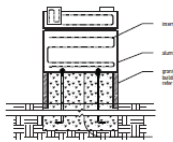
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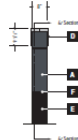
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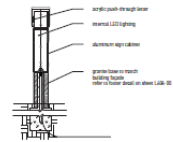
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 Scale: 1/2" = 1'-0"



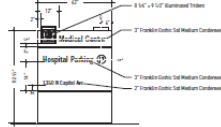
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3 FINISHES (SIDE)
 Scale: 1/2" = 1'-0"

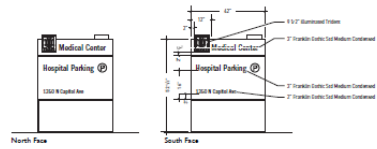


6 SECTION
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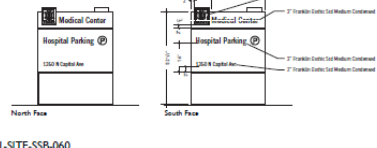


4 GRAPHICS (TYPICAL)
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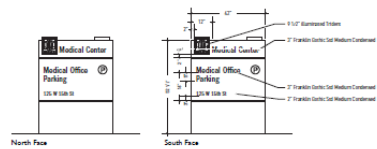
- A Aluminum Sign Cabinet**
 Fabricate with aluminum extrusion sign cabinet. Use anodized aluminum sign cabinet. Use anodized aluminum sign cabinet. Use anodized aluminum sign cabinet.
- B Push Through Letters**
 Fabricate with aluminum extrusion sign cabinet. Use anodized aluminum sign cabinet. Use anodized aluminum sign cabinet. Use anodized aluminum sign cabinet.
- C Lighting System**
 Fabricate with aluminum extrusion sign cabinet. Use anodized aluminum sign cabinet. Use anodized aluminum sign cabinet. Use anodized aluminum sign cabinet.
- D Painted Sign Cabinet**
 Fabricate with aluminum extrusion sign cabinet. Use anodized aluminum sign cabinet. Use anodized aluminum sign cabinet. Use anodized aluminum sign cabinet.
- E Sign Base**
 Fabricate with aluminum extrusion sign cabinet. Use anodized aluminum sign cabinet. Use anodized aluminum sign cabinet. Use anodized aluminum sign cabinet.
- F Panel**
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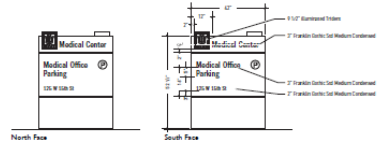
7 PGI-SITE-SSB-051
 Scale: 1/2" = 1'-0"



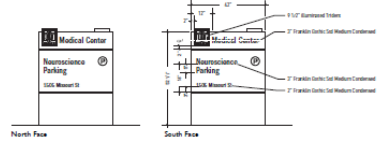
8 PGI-SITE-SSB-060
 Scale: 1/2" = 1'-0"



9 PGI-SITE-CV-010
 Scale: 1/2" = 1'-0"



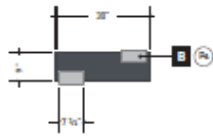
10 PGI-SITE-162
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11 PGI-SITE-083
 Scale: 1/2" = 1'-0"

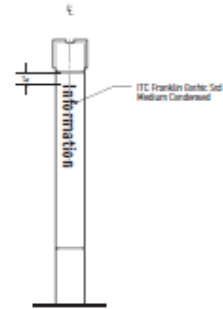
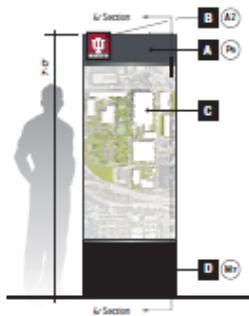
PLOTTED BY: [Name]
 DATE: [Date]
 SCALE: 1/2" = 1'-0"



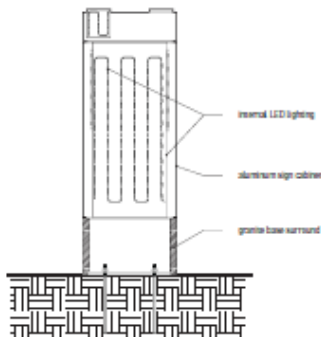


- A** Aluminum Sign Cabinet: Double-sided aluminum sign cabinet with internal lighting and removable sign face for message change.
- B** Tridens Light Box: Individual internally illuminated aluminum box painted PG 634 Light Gray.
- C** Translucent Graphic Panel: Translucent acrylic graphic panel with direct print trap graphics.
- D** Sign Base: Sign base shall match the material or be a visual match to stone or masonry architectural elements from the building.
- E** Push Through Letters: Translucent matte white acrylic letters pushed through cones in the sign face or panel, chemically welded to a backer panel.

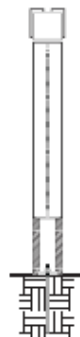
1 FINISHES (TOP)
 Scale: 1/2" = 1'-0"



2 FINISHES (FRONT)
 Scale: 1/2" = 1'-0"



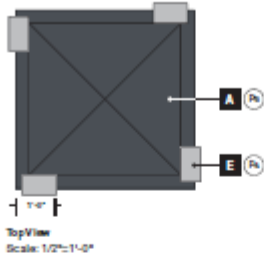
3 FINISHES (SIDE)
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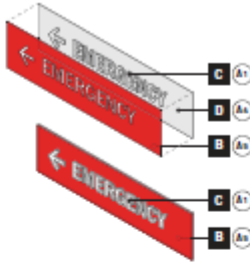
4 GRAPHICS
 Scale: 1/2" = 1'-0"

5 SECTION
 Scale: 1/2" = 1'-0"

6 SECTION
 Scale: 1/2" = 1'-0"

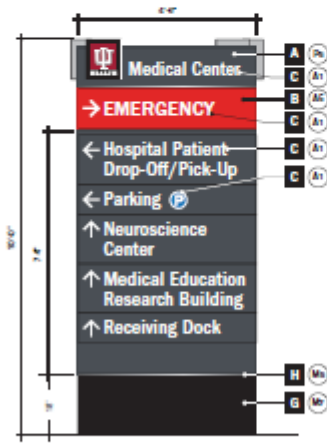


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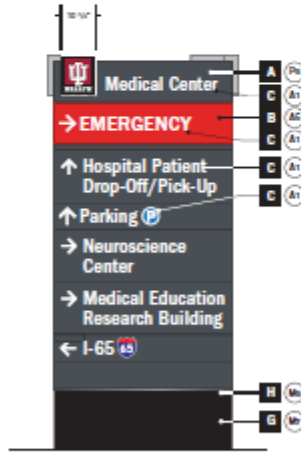


2 PANEL DETAIL
 not to scale

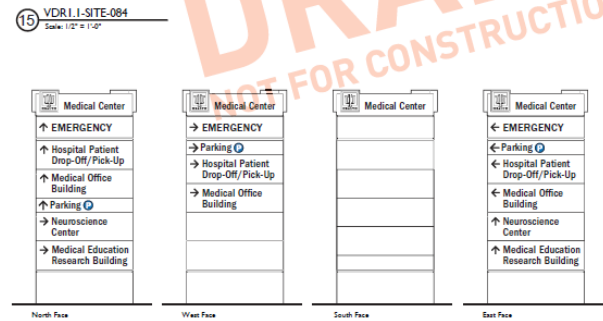
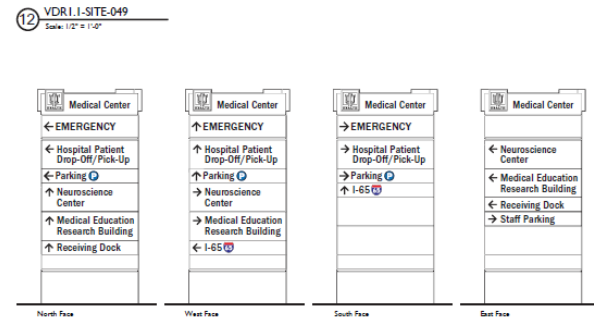
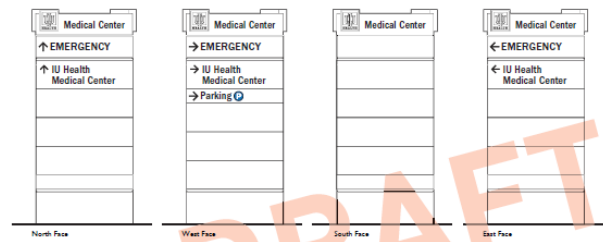
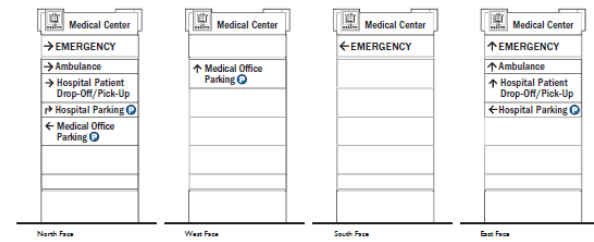
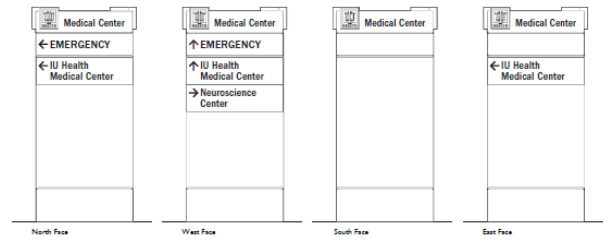
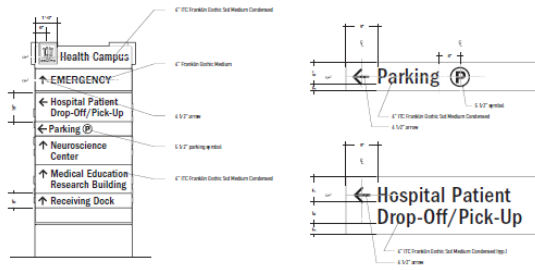
- A** Aluminum Sign Cabinet: Double-sided aluminum sign cabinet with internal lighting and removable sign face for message changes.
- B** EMERGENCY Directional: Internally illuminated light box. Sign face MC-red translucent acrylic.
- C** Push Through Letters: Translucent maize white acrylic letters pushed through contact in the sign face or panel, chemically welded to translucent acrylic backer panel.
- D** Acrylic Backer Panel: Translucent white acrylic backer panel.
- E** Thinners light box: Individual internally illuminated aluminum box painted PG R3H Light Gray.
- F** Sign Base: Sign base shall match the material or be a visual match to stone or masonry architectural elements from the building.
- G** Sign Base: Sign base shall match the material or be a visual match to stone or masonry architectural elements from the building.
- H** Stainless Steel Reveal: 1/2" Stainless steel reveal between granite base and aluminum sign cabinet.



3 FINISHES (FRONT)
 Scale: 1/2" = 1'-0"

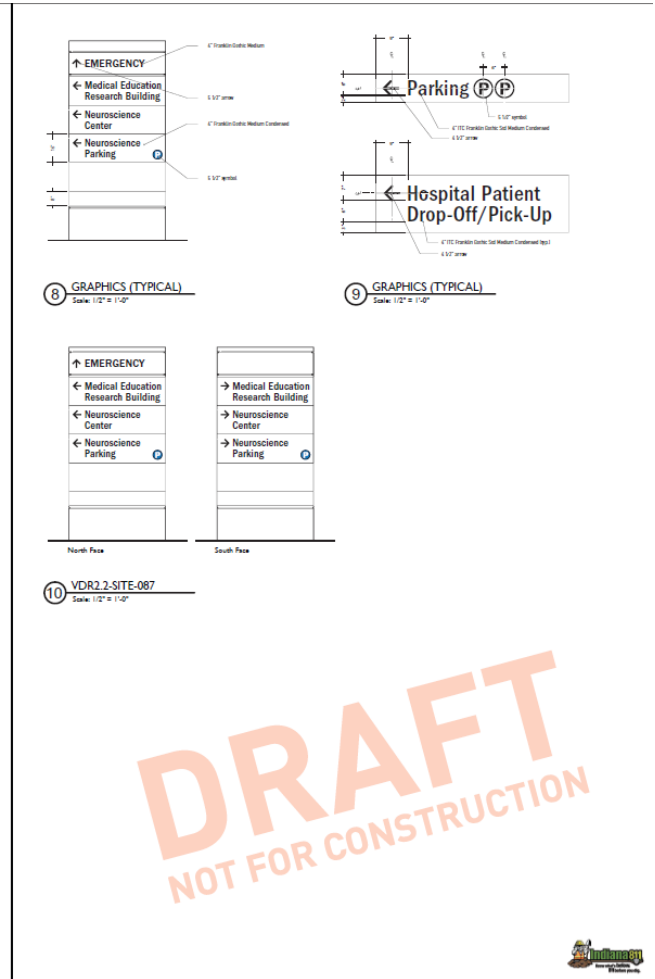
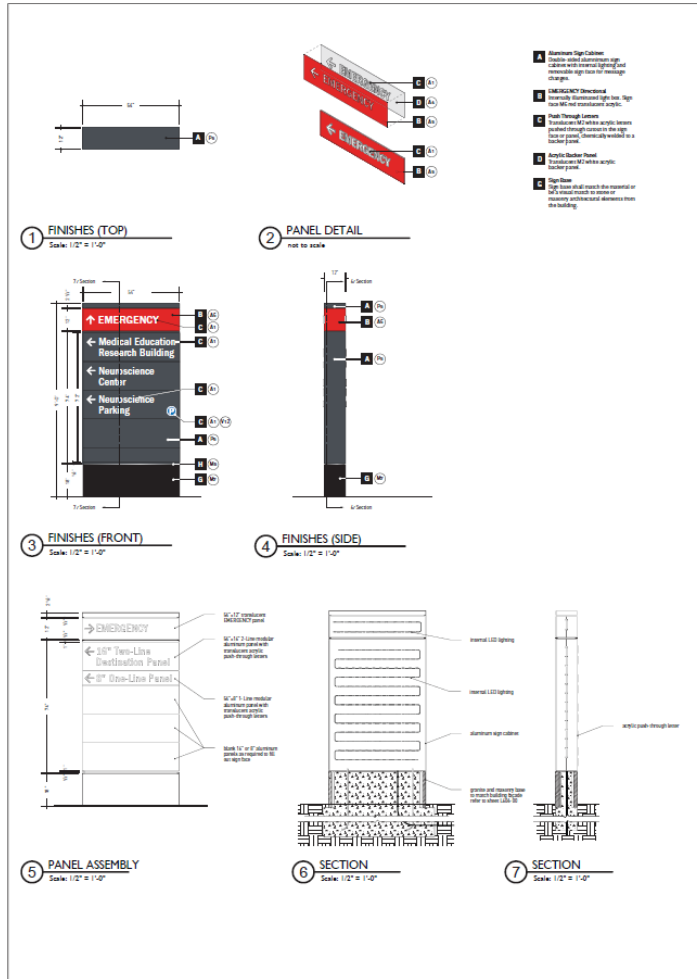


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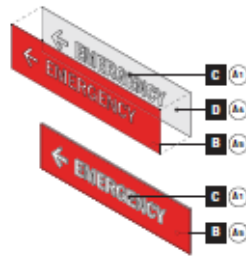
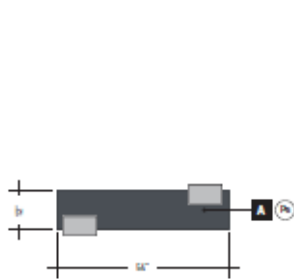


DRAFT
 NOT FOR CONSTRUCTION





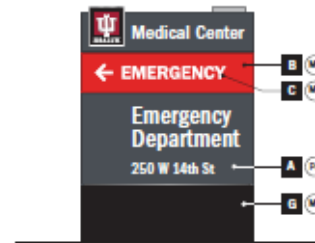
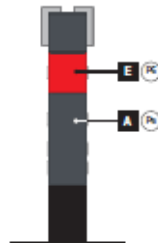
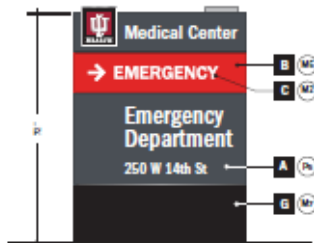
DRAFT
 NOT FOR CONSTRUCTION



- A** Aluminum Sign Cabinet: Double-sided aluminum sign cabinet with internal lighting and removable sign face for message change.
- B** EMERGENCY Directional: Internally illuminated light box. Sign face MIC red translucent acrylic.
- C** Push Through Letters: Translucent orange white acrylic letters pushed through cutouts in the sign face or panel, chemically welded to a backer panel.
- D** Acrylic Backer Panel: Translucent white acrylic backer panel.
- E** Sign Base: Sign base shall match the granite from the building.

1 FINISHES (TOP)
 Scale: 1/2" = 1'-0"

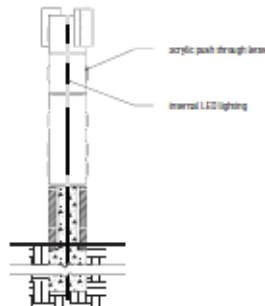
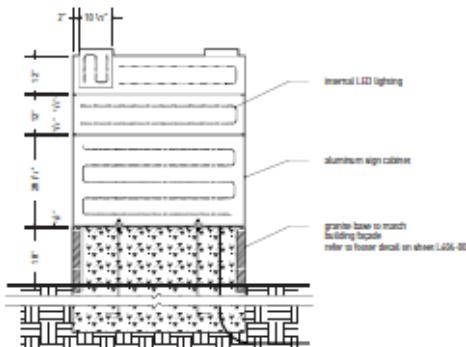
2 PANEL DETAIL
 not to scale



3 FINISHES (FRONT)
 Scale: 1/2" = 1'-0"

4 FINISHES (SIDE)
 Scale: 1/2" = 1'-0"

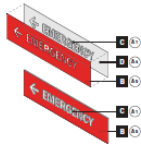
5 FINISHES (BACK)
 Scale: 1/2" = 1'-0"



6 SECTION
 Scale: 1/2" = 1'-0"

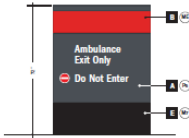
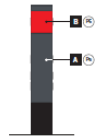
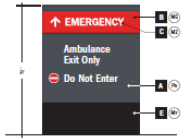
7 SECTION
 Scale: 1/2" = 1'-0"

- A** Emergency Panel Cabinet
 Double wall (2" aluminum edge)
 cabinet with internal lighting and
 recessed sign face for message
 change.
- B** Emergency Directional
 Illumination
 Illuminates sign face. Sign
 face MC not to exceed 0.25 ft/cd.
- C** Acrylic Through Lenses
 Translucent acrylic lenses
 provide uniform lighting across the
 sign face or panel. Illumination is visible
 on finished panel.
- D** Acrylic Backer Panel
 Translucent white acrylic backer
 panel.
- E** Sign Base
 Sign base shall match the profile
 of the emergency panel cabinet.



1 FINISHES (TOP)
 Scale: 1/2" = 1'-0"

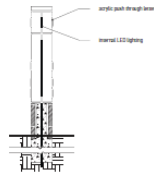
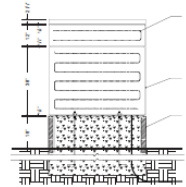
2 PANEL DETAIL
 not to scale



3 FINISHES (FRONT)
 Scale: 1/2" = 1'-0"

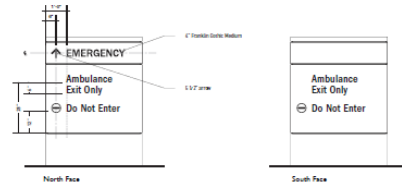
4 FINISHES (SIDE)
 Scale: 1/2" = 1'-0"

5 FINISHES (BACK)
 Scale: 1/2" = 1'-0"

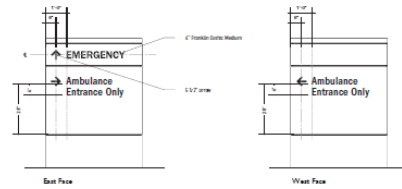


6 SECTION
 Scale: 1/2" = 1'-0"

7 SECTION
 Scale: 1/2" = 1'-0"



8 VDR3.2-SITE-030
 Scale: 1/2" = 1'-0"



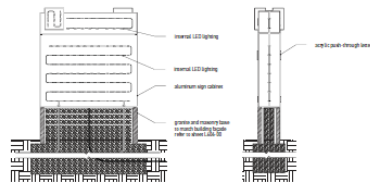
8 VDR3.2-SITE-156
 Scale: 1/2" = 1'-0"



- A Aluminum Sign Cabinet**
 Cabinet shall accommodate sign, contain all internal lighting and electrical sign box for mounting strings.
- B SIGNAGE**
 Signage shall be illuminated from the rear with LED lighting.
- C Panel Through Glass**
 Translucent material shall be used for the sign face or panel. Illumination shall be provided from the rear of the panel.
- D Acrylic Backer Panel**
 Translucent material shall be used for the sign face or panel.
- E Sign Face**
 Sign face shall be made of aluminum or stainless steel with a minimum thickness of 0.030 inches. Signage shall be made of aluminum or stainless steel with a minimum thickness of 0.030 inches.

1 FINISHES (TOP)
 Scale: 1/2" = 1'-0"

2 PANEL DETAIL
 not to scale

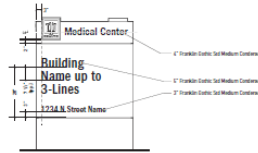


3 FINISHES (FRONT)
 Scale: 1/2" = 1'-0"

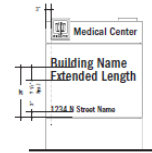
4 FINISHES (SIDE)
 Scale: 1/2" = 1'-0"

5 SECTION
 Scale: 1/2" = 1'-0"

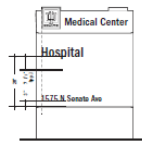
6 SECTION
 Scale: 1/2" = 1'-0"



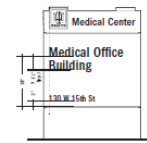
7 GRAPHICS (SHORT)
 Scale: 1/2" = 1'-0"



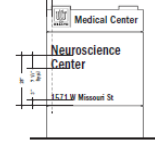
8 GRAPHICS (LONG)
 Scale: 1/2" = 1'-0"



9 BID3-SITE-153
 Scale: 1/2" = 1'-0"



10 BID3-SITE-154
 Scale: 1/2" = 1'-0"



11 BID3-SITE-155
 Scale: 1/2" = 1'-0"

DRAFT
 NOT FOR CONSTRUCTION



