



Cornerstone Medical Construction LLC

8902 N. Meridian St., Suite 205

Indianapolis, IN 46260

October 7, 2024

**Board of Zoning Appeals
6280 W 800 N
McCordsville, IN 46055**

RE: IUH McCordsville – Statement of Intent - Exterior Signage Variance

To whom it may concern,

In an effort to adhere to IU Health's branding and marketing standards, we would like to utilize a front lit cabinet sign on the Northeast, West, and Southeast elevations. The IU Health Trident does not allow for the use of reverse channel lettering as it is too intricate and has too many layers to accomplish such efforts. We have provided a letter from Hoosier Sign Guy further addressing why reverse channel lettering does not work for such application.

Additionally, we would like for the Town to consider/permit adding an exterior sign to the northeast façade, and not count the current wall sign at the north elevation that is mounted in the interior vestibule. The current wall signage is not visible during the day due to the tinting on the exterior upper storefront glazing.

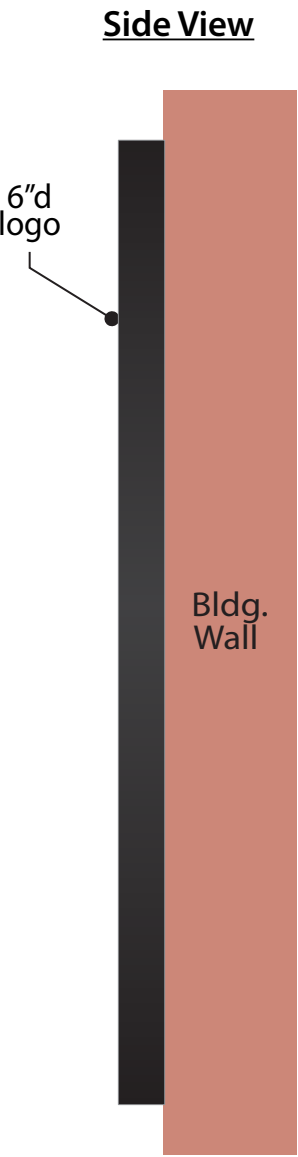
We greatly appreciate your consideration on these matters.

Sincerely,

**Andrew Mattingly
Sr. Project Manager
Cornerstone Medical Construction, LLC.
amattingly@cornerstonecompaniesinc.com
cell: 317-331-0309**

INTERNALLY LIT SIGN CABINET

Qty.3: 67”w x 78”h x 6”d / single sided / 36.4SF



SIGN DETAILS:

New aluminum fabricated single-sided, internally-lit sign cabinet, painted black
Matte laminated, digitally printed translucent vinyl applied to polycarbonate face

SIGN SCOPE: Permit, Manufacture, and Install

COLOR SPECS: Vinyl	COLOR SPECS: Paint
<div>■ Black</div> <div>□ White</div> <div>■ Pantone 201 C</div>	<div>■ Black</div>



317-984-5500

4484 S. State Road 19, Tipton IN 46072

hsgsigns.com

DATE	09/05/2024	CLIENT	IU HEALTH	LOCATION	MCCORDSVILLE, IN	ADD. NOTES
JOB #	240630-01	PROJECT MANAGER	BLAKE L.	DESIGNER	ASHLEIGH F.	

DESIGN APPROVAL

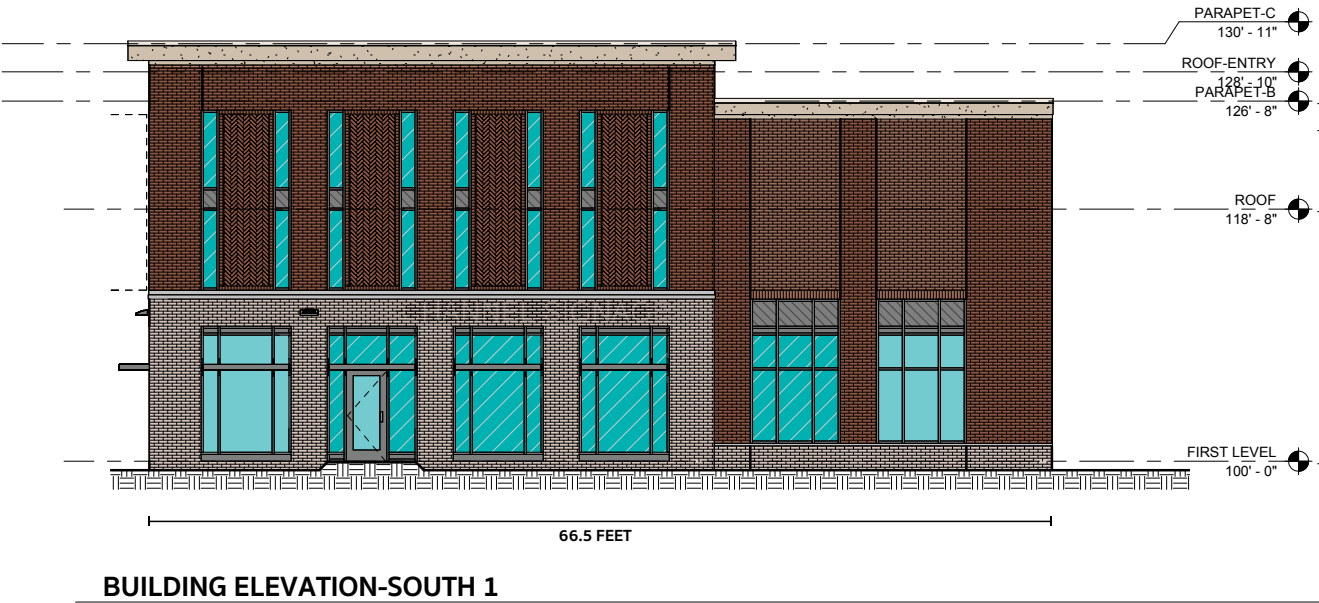
CLIENT SIGNATURE X_____

DATE _____

Before signing this Artwork Approval Form, please be sure to review your proof carefully and confirm that every detail on your proof is correct including wording, dates, spelling, punctuation, capitalization, color choices, layout and graphics. We do our best to alert you to color choices we think will make wording difficult to read. Ultimately, it is the responsibility of the customer to choose their colors. Since all computer monitors and devices display color differently, we cannot guarantee print colors will match colors viewed on screen. For these reasons, we do not accept returns based on color nor do we accept returns for approved proof errors. If Pantone colors are specified, they will be matched according to Pantone specifications and be matched as close as possible. *All artwork is property of Hoosier Sign Guy and is protected by copyright laws. External distribution is prohibited.*

INTERNALLY LIT SIGN CABINET

Elevation



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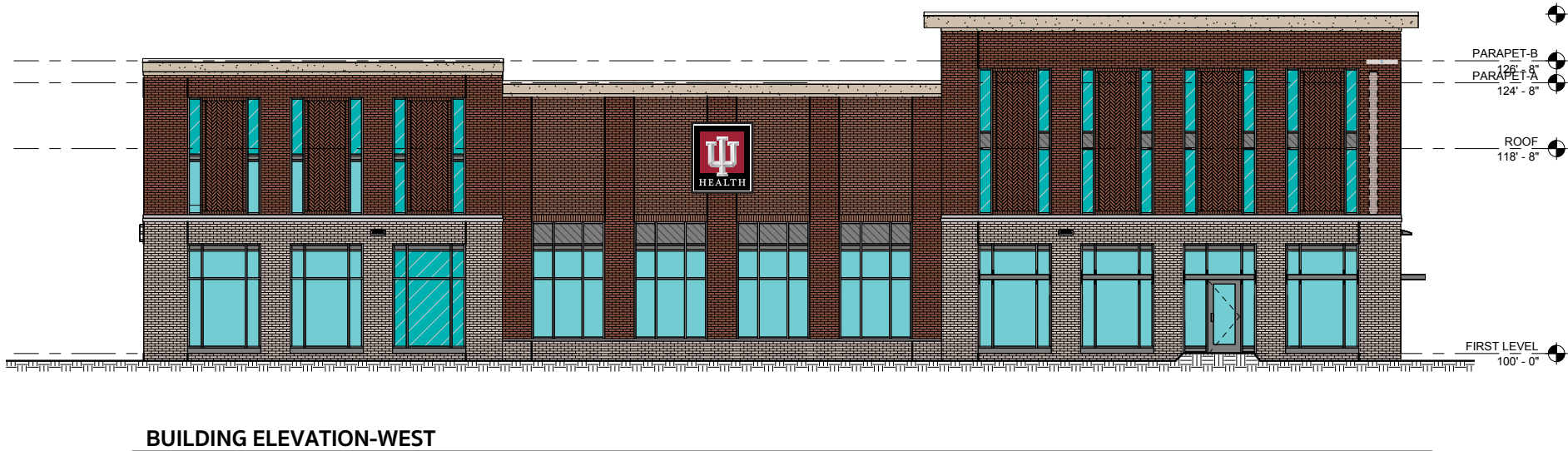
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DATE 09/05/2024	CLIENT IU HEALTH	LOCATION MCCORDSVILLE, IN	ADD. NOTES
JOB # 240630-01	PROJECT MANAGER BLAKE L.	DESIGNER ASHLEIGH F.	

DESIGN APPROVAL

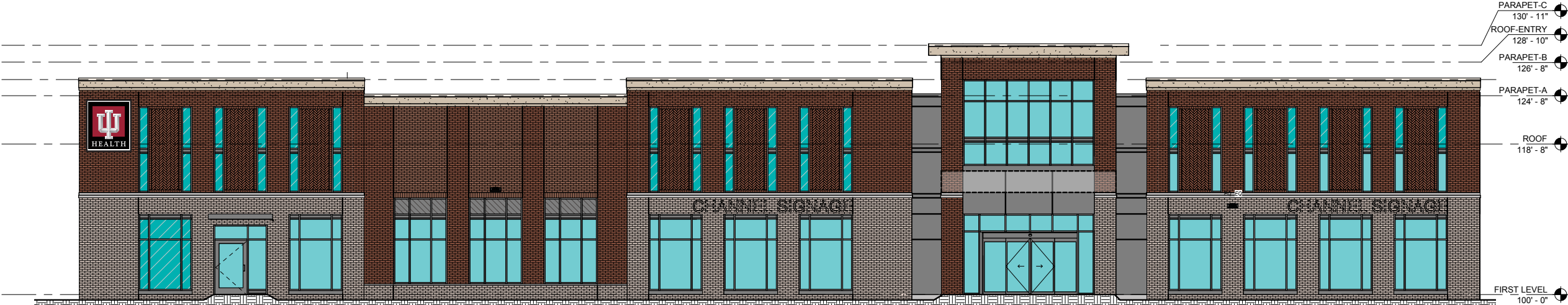
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INTERNALLY LIT SIGN CABINET

Elevation



BUILDING ELEVATION-NORTH

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DESIGN APPROVAL

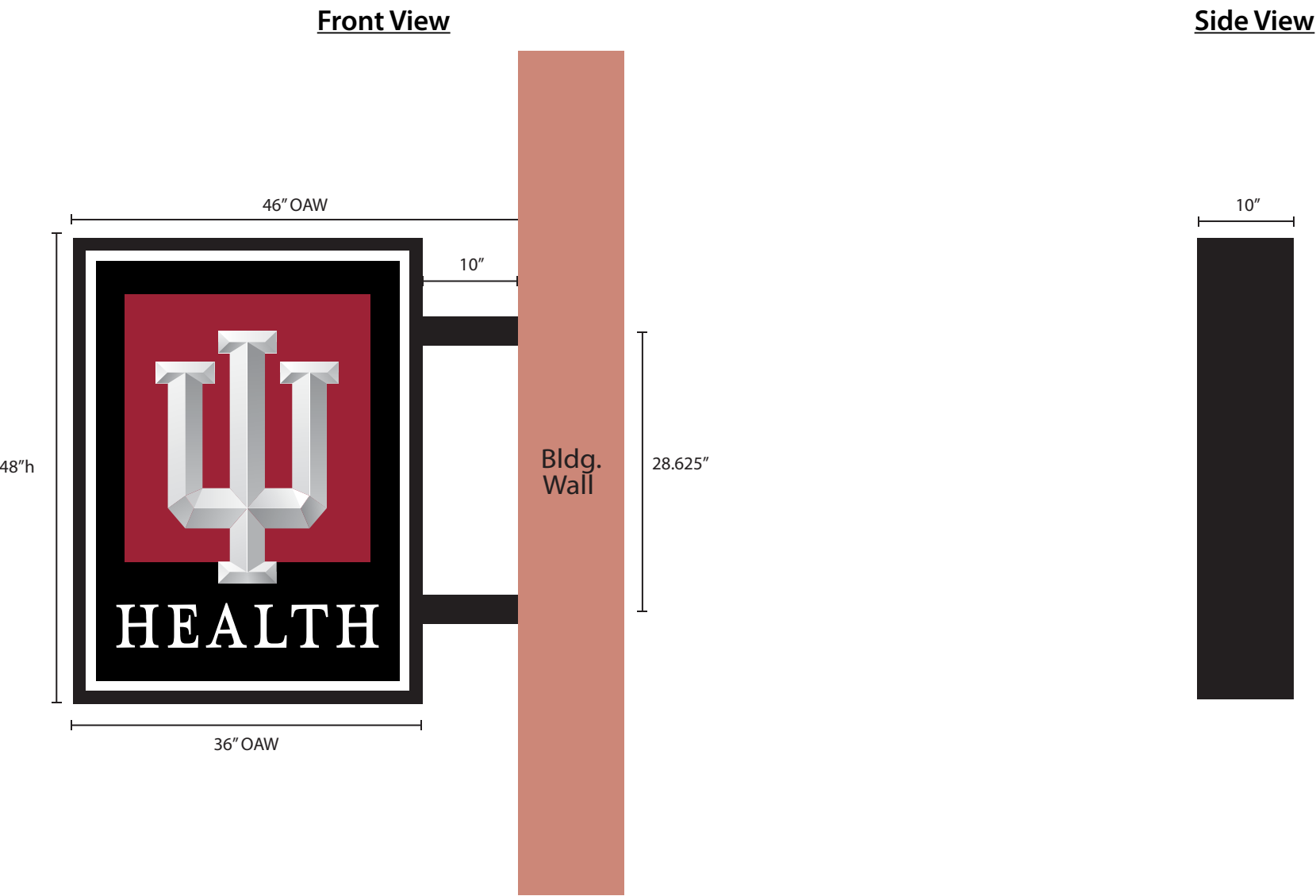
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INTERNALLY LIT SIGN CABINET (BLADE)

Qty.1: 36”w x 48”h x 10”d / double sided / 24SF



SIGN DETAILS:

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Matte laminated, digitally printed translucent vinyl applied to polycarbonate face

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JOB #	240630-01	PROJECT MANAGER	BLAKE L.	DESIGNER	ASHLEIGH F.	

DESIGN APPROVAL

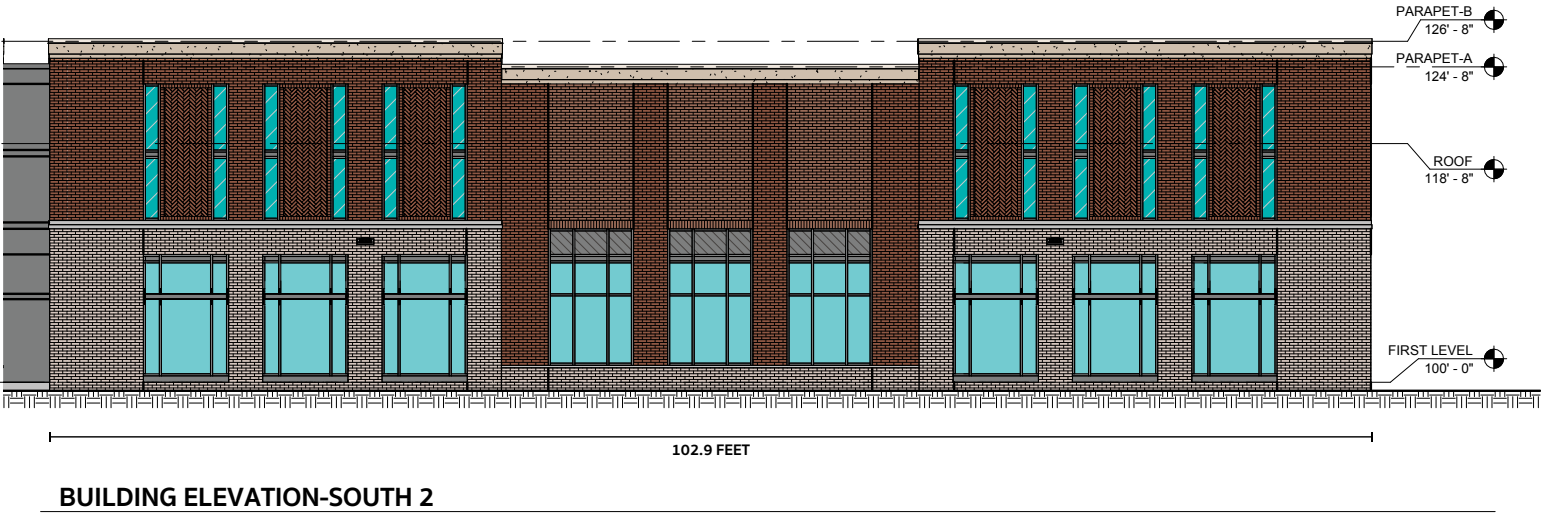
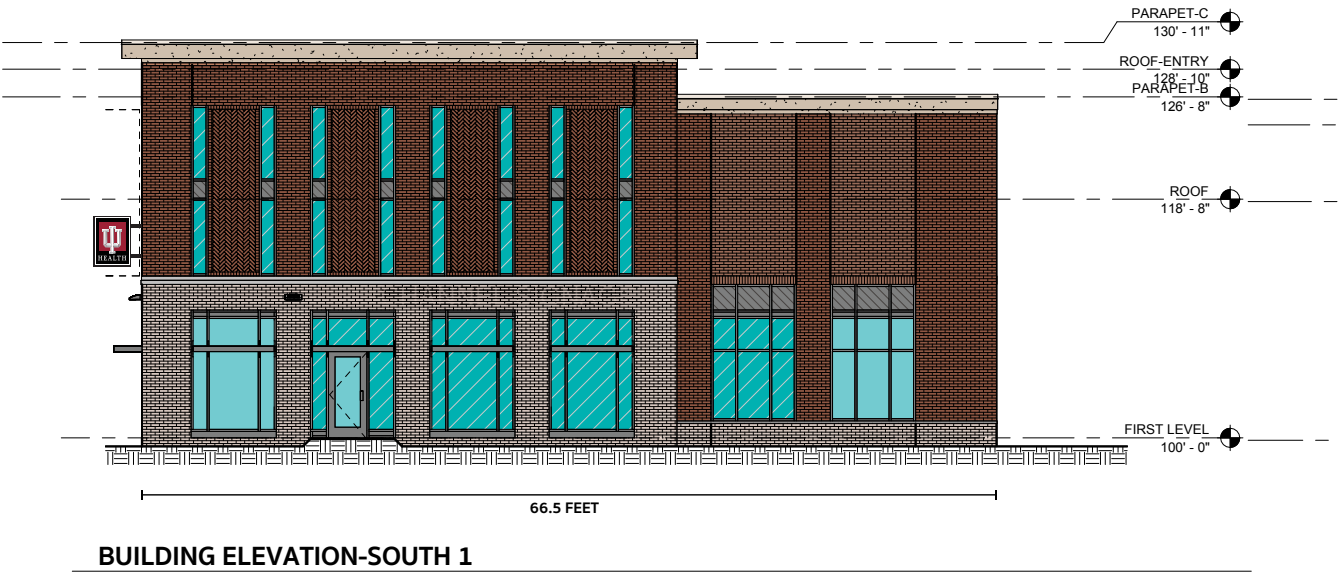
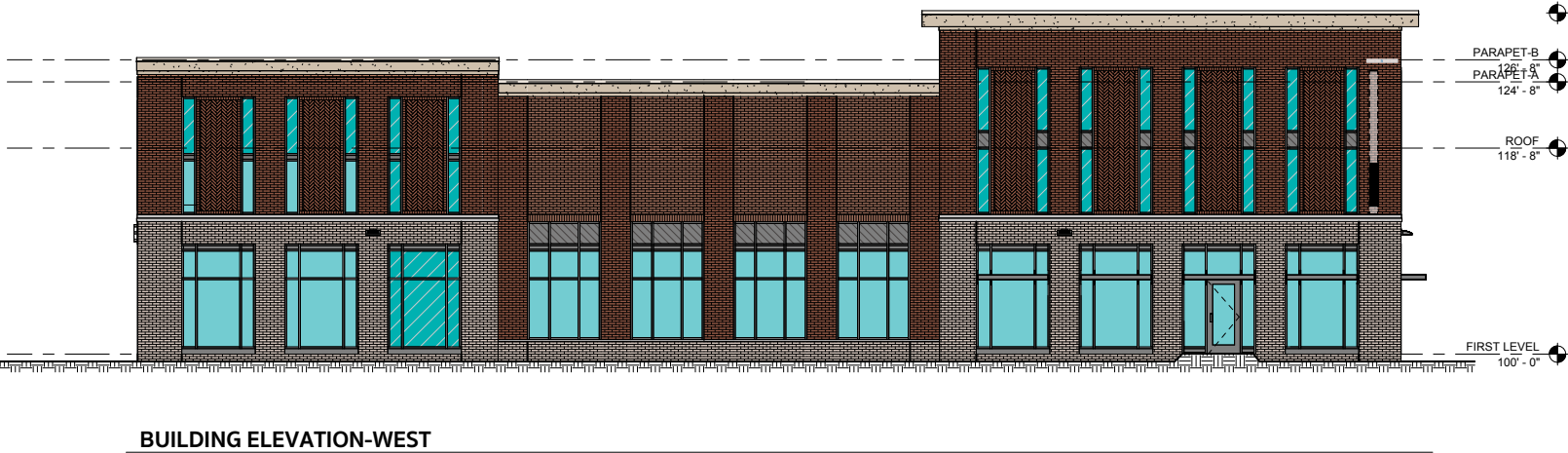
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Elevation



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Hoosier Sign Guy

4484 S. State Rd. 19
Tipton, IN 46072
317-984-5500
hoosiersignguy.com

DATE: 10/6/24

Property Address: 5986 Main St. McCordsville, IN 46055

Dear Sir or Madam,

A reverse lit channel letter sign cabinet for the IU Health logo is not able to be fabricated. Reverse lit channel letters are a nice look, however they are meant to be installed as individual letters with spacers, and are to be mounted to a façade. This creates a halo lighting effect around the letters because the light is able to reflect off the façade. It also is meant for the faces of reverse lit channel letters to be a single color, and not multiple layers/textures. The IU Health logo does not work for the reverse lit option. Their trident logo has multiple layers and looks dimensional. It also has very fine letter strokes that aren't wide enough to fit the LEDs inside. That being said, we highly recommend front lit sign cabinets for this building because it allows us to install the LEDs inside the cabinet, and shine through the printed face of the logo allowing all the trident detail to stay intact. It also allows for plenty of space for our LEDs since there's a larger area inside the sign cabinet, and not inside the tiny strokes which are too small for LEDs to fit. Please reach out to me directly with any other questions/concerns, and I'll be glad to answer them.

Thanks,

Blake Langley

Owner

Hoosier Sign Guy

C: 765-437-4660

E: sales@hoosiersignguy.com