

Board of Adjustment

Staff Report

CASE NUMBER: BA16-042
STAFF PLANNER: Gordon Sheffield, AICP CNUa - Zoning Administrator
LOCATION/ADDRESS: 9130 East Elliot Road
COUNCIL DISTRICT: 6
OWNER: ADPT-AZ MPT Holdings LLC
APPLICANT: Associated Sign Company

REQUEST: Requesting a Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP) in the PEP-PAD zoning district.

SUMMARY OF APPLICANT'S REQUEST

This request centers on placement of identification and wayfinding signage at a new hospital and medical campus that is to be constructed near Arizona State Highway Loop 202 (San Tan Freeway) and Elliot Road; more specifically at the northwest corner of Elliot and Ellsworth Roads.

STAFF RECOMMENDATION

Staff recommends approval of case BA16-042, *conditioned upon:*

- 1) *Compliance with the sign plan as submitted.*
- 2) *Review of significant revisions to this sign plan, such as those that may involve additional sign related to future phases of development of the medical campus, shall be through the Board of Adjustment as a modification of this CSP. Minor revisions, such as changes to sign message or color of the sign support structure, do not require Board review.*

SITE CONTEXT

CASE SITE: Currently vacant, Proposed medical campus, zoned PEP-PAD [Part of the Elliot Road Technology Corridor Master Plan (ERTCMP)]
NORTH: Vacant, proposed office and industrial development, zoned LC-PAD and PEP-PAD (ERTCMP)
EAST: (Across Ellsworth) Vacant, proposed office and industrial development, zoned LC-PAD and PEP-PAD (ERTCMP)
SOUTH: (Across Elliot) State Land, Vacant, Unincorporated (not a part of Mesa), zoned Maricopa County Rural-43
WEST: Vacant, proposed office and industrial development, zoned LC-PAD and PEP-PAD (ERTCMP)

Also of note: The 'Urban Core' land use designation for the Eastmark Community Plan is assigned to the southeast corner of Ellsworth and Elliot. This portion of Eastmark is presently undeveloped, and lacks a Development Unit Plan (a necessary step before development is authorized in a PC zoning district).

STAFF SUMMARY AND ANALYSIS:

This site is 7.88 acres for the Dignity Health East Hospital proposed to be constructed at the northwest corner of Elliot and Ellsworth Road. It is proposed at 93, 670 square feet and three stories that exceed 59' in height at the tallest element. The main entrance is located at the southeast corner of the building with the emergency entrance close by at the east side of the building.

Based on the proposed 10 attached signs in this comprehensive sign plan, the number of signs is roughly 3.3 times the typical maximum of 3 per tenant occupancy authorized in the Sign Ordinance, and the sign area of 1,105 square feet is 6.9 times the allowed typical maximum. Two attached signs, A-4 and A-6, each exceed the individual maximum size of an attached sign, and are roughly 160% of that maximum at 256-sqft. One other sign, A-1, also exceeds the 160-sqft maximum, and is roughly 113% of that maximum. The remaining attached signs being proposed are each under the typical maximum area for individual signs.

The limited number and area of the proposed three detached signs would balance the requests for attached signs to exceed typical sign ordinance maximums. The site has two arterial street frontages, and potentially could have twice the aggregate sign height and sign area when compared to the proposed amounts. Individually, signs D-2 and D-3 meet the typical 12-ft maximum, but exceed the typical 80-sqft maximum. At 96-sqft, these two signs are roughly 120% of the typical maximum area.

Four directional signs (D-4 through D-7 of the CSP, inclusive) are also proposed. Each meets the standards authorized by the sign ordinance for directional signs.

The following signs are proposed for the initial phase of this medical campus development:

Attached Signs

Sign No. and Description	Building Elevation	Proposed Sign Area (in square feet)	Maximum Allowed Individual Sign	Number of this Sign Type
A-1 Dignity Health	East	181.5	160-sqft	1
A-2 Dignity Health East Mesa Hospital	West	176		1
A-3, A-5 Dignity Health Logo	1 on the South 1 on the North	71 - each		1 each elevation (2 total)
A-4, A-6 Dignity Health East Mesa Hospital	1 on the South 1 on the North	256 - each		1 each elevation (2 total)
A-7 Emergency	East	31.2		1
A-10 Ambulance	North	30.4		1
A-8 Emergency Entrance	East	24.6		1
A-9 Outpatient Surgery	South	8.2		1
Proposed Aggregate	3 East, 1 West, 3 South and 3 North	1105-sqft	--	10 Total Attached Signs
Aggregate Allowed	--	160-sqft	--	3
Ratio of Proposed to Allowed Aggregate	--	691%	--	333%

Detached Signs

Street Front	Sign No. and Description	Proposed Sign Height	Proposed Sign Area	Proposed Aggregate	Allowed Aggregate	Ratio of Proposed to Allowed Aggregate
Elliot Road	D-1	5-ft, 6-in	52-sqft	Ht - 17-ft, 6-in Area - 148-sqft	Ht - 34-ft Area - 340-sqft	Ht - 51% Area - 44%
	D-2	12-ft	96-sqft			
Ellsworth	D-3	12-ft	96-sqft	Ht - 12-ft Area - 96-sqft	Ht - 24-ft Area - 240-sqft	Ht - 50% Area - 40%

FINDINGS:

- 1.1 The proposed land use for the case site is a hospital, which would eventually expand to a medical campus. This initial sign plan governs only the hospital building.
- 1.2 The hospital building to be constructed on this site will be 62-ft tall, with 93,670-sqft. The first floor has over half this floor area: 56,000-sqft. At 62-ft, the building will be 22-ft higher than the standard maximum for industrial zoned sites, and 32-ft taller than typical commercial sites.
- 1.3 Generally, the Board has recognized medical campuses and hospitals as land uses with special and unique qualities that justify deviations from standard commercial/industrial sign maximums. Such qualities typically include the large building masses, and the need to facilitate wayfinding for medical emergencies. The Board has also recognized other wayfinding and identification needs related to non-emergency medical functions.

- 1.4 Although the proposed attached sign designs exceed standard sign ordinance maximums, the proposed detached signs are significantly less than the standard maximums allowed.
- 1.5 Given the scale of the building, the need for immediately understandable identification and wayfinding related to a medical emergency facility, and a balanced approach proposed between oversized attached and under-maximum detached signs, the proposed comprehensive sign plan is consistent with criterion b for CSP's. This sign plan exhibits unique conditions of land use and physical scale that do vary when compared to conventional industrial or commercial development.

ORDINANCE REQUIREMENTS:

Zoning Ordinance, Section 11-41-8.D.13, Supplementary Provisions

13. *A Comprehensive Sign Plan for a proposed or existing development/building may be approved by the Zoning Administrator/Board of Adjustment in conjunction with the granting of a Special Use Permit under Chapter 70 of this Ordinance. The purpose of a Comprehensive Sign Plan is to provide for the establishment of signage criteria that are tailored to a specific development or location, and which may vary from specific Ordinance provisions. The intent is to provide for flexible sign criteria that promote superior design through architectural integration of the site, buildings, and signs.*

A Comprehensive Sign Plan shall include the location, size, height, construction material, color, type of illumination, and orientation of all proposed signs, either permanent or temporary. A Comprehensive Sign Plan containing elements which exceed the permitted height, area, and number of signs specified in this Chapter may be approved by the Zoning Administrator/Board of Adjustment only upon a finding that:

- a. The development site contains unique or unusual physical conditions, such as topography, proportion, size, or relation to a public street that would limit or restrict normal sign visibility; or*
- b. The proposed or existing development exhibits unique characteristics of land use, architectural style, site location, physical scale, historical interest, or other distinguishing features that represent a clear variation from conventional development; or*
- c. The proposed signage incorporates special design features such as logos, emblems, murals, or statuary that are integrated with the building architecture.*

The construction and placement of individual signs contained in the approved Comprehensive Sign Plan shall be subject to the issuance of sign permits in accordance with Section 11-41-8(E).