



ASSOCIATED SIGN COMPANY

June 28, 2016
City of Mesa
Zoning administrator/Board of Adjustment

RE: Request for special use permit to establish comprehensive sign plan for the Dignity Health East Mesa Hospital at 9130 E. Elliot Road.

We are requesting the establishment of the Dignity Health East Mesa Hospital comprehensive sign plan to allow for the proper identification of a new ground up hospital being constructed at the northwest corner of Elliot and Ellsworth roads. The site is 7.88 acres and the hospital itself will be 93,670 square feet when completed. The nature of the use of this hospital development as an emergency facility requires more signage than most other commercial uses. Adequate wayfinding by use of signage can potentially make the difference in a life threatening situation.

We are requesting (4) four building wall signs to identify the hospital as such. The hospital location is situated in a location that is visible from the 202 freeway to the west and from long distances to the north, south, and east. The signs will be situated at the top of the building to allow for visibility from a great distance. We are also requesting (4) four additional wall signs to identify different areas of the hospital such as "Ambulance", "Emergency Entrance" and "Outpatient Entrance" to better help patrons get to where they need to be once on premise. In order to best identify the hospital to vehicular traffic when it is approaching the site we are requesting (3) three monument signs to identify points of entry as well as the hospital itself. There is one proposed along Elliot Rd, one along Ellsworth Rd, and one at the southeast corner of the property on a curved wall with stone to match the building features. Finally, we are requesting (3) three illuminated "Emergency" directional signs to best direct traffic to the correct entry point for emergency situations as well as (2) 40 foot tall flag poles one of which to identify the hospital and the other to fly the American Flag.

We believe this request to be reasonable and necessary given the size and nature of the facility and request approval. If there are any questions, please feel free to contact me at (602) 278-8464 or by email at jason@associatedsign.com.

Respectfully,


Jason Shano

Established 1988

MEMBER:



**DIGNITY HEALTH
East Mesa Hospital
9130 E. Elliot Rd.
Mesa, AZ 85212**

MASTER SIGN PLAN

GENERAL CRITERIA:

The purpose of this Master Sign Plan is to create a graphic environment that is distinctive to Dignity Health East Mesa Hospital located at 9130 E. Elliot Rd. Mesa, Arizona 85212. The Master Sign Plan will identify the facilities space and qualifications as public hospital infrastructure. As an integral part of the hospital design, all building signs will be appropriately scaled and proportioned to the overall elevations. The design of all signs, including style and placement of lettering, size, color, material and method of illumination, will give an impression of quality and professionalism.

All signage shall be required to obtain a sign permit, as required by code from the City of Mesa, AZ. It is the responsibility of the Dignity Health East Mesa Hospital sign company to pursue these approvals.

Dignity Health exterior sign shall be limited to the operating name of the hospital Dignity Health, Dignity Health East Mesa Hospital, logo on each elevations, Emergency, Ambulance, ancillary signs, three directional(s), main curved monument, and two additional identifying monuments.

Any additional signs, symbol, crest, other corporate insignia, information or advertising as part of its exterior sign will be subject to review. Corporate brands will allow for color and logos.

The following types of signs shall not be permitted: Rotating, flashing, noise making, odor producing. Exposed neon is not allowed. Raceway can be used as a mounting component when sign is to be installed on a canopy structure. Raceway must be solid construction with only routed lettering allowed to be illuminated. Raceway must match the exterior of the canopy.

No one sign shall exceed the maximum size of 300sq ft. This includes the combination of both panels with channel letters with logo.

All exterior signs shall be designed, manufactured and installed to U.L. specifications, using U.L. recognized components, and shall include the U.L. label number on the external back of the sign.

All materials and components used in the manufacture and installation of Dignity Health East Mesa Hospital signs shall be free from defects that impair strength, durability and appearance. All signage material shall be of non-corrosive material or treated.

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MASTER SIGN PLAN

GENERAL BUILDING MOUNTED SIGNS:

1. Building mounted signs would be allowed a maximum sign zone of 57' or 75% of elevation length.
2. Letter construction would be limited to Face Lit Channel Letters on Pan Panel and/or backer panel.
3. Maximum letter height is limited to 2'10".
4. Maximum pan panel height is limited to 5'6".
5. Illuminated Channel Letters on backer panels are permitted on ACM panels.
6. Pan Panels are not to exceed 4" in depth.
7. Logos are allowed on each elevation.
8. Channel letters shall have opaque metal sides and translucent plastic/acrylic faces and shall have painted metal returns. Illumination behind letters shall be white/orange/red, whichever is applicable to the sign design, in LED.
9. No sign shall exceed the depth of 8".

Building Signs

1. Illuminated letters to be lit using LED lighting. Colors to be achieved with vinyl overlays and colored plex faces.
2. Channel Lit Letters to be plastic faced 3/16" thick acrylic or approved equal. Channel letter construction to be aluminum. Jewelite trim cap retainer to match faces. Interior LED illumination to be white/red.
 - a. East Elevation Channel Letter allowed at 2'10"x 24'10" on designated backer panel. To include ancillary Emergency Entrance (1'0 1/2"x18'5") with backer panel on Canopy. Vertical Emergency (1'9"x18'11") on ACM panels.
 - b. West Elevation Channel Letter allowed at 1'11" x 41'7" on designated backer panel.
 - c. South Elevation Channel Letter allowed at 2'10"x 55'2" on designated backer panel. To include ancillary Outpatient Surgery (1' 1/4"x9'4") with backer panel on canopy
 - d. North Elevation Channel Letter allowed at 2'10"x55'2" on designated backer panel. To include ancillary vertical Ambulance (1'5 1/2"x16'0) on ACM panels.
3. Pan Style backer panels to be painted SW6090 and SW6108; or a specific color to match the aesthetics of the exterior of the building.
4. Logos are to be plastic faced 3/16" thick acrylic or approved equal. Channel logo construction to be aluminum. Jewelite trim cap retainer to match face. Interior illumination to be orange.
 - a. South and North Elevations allowed up to maximum logo height including backer panel is 8'0" x 8'11" and must be face lit channel construction in Dignity Health Corporate approved PMS 717c Orange on a white backer panel.
 - b. East Elevation allowed up to a maximum logo height including backer panel is 5'6"x5'8" and must be face lit channel construction in Dignity Health Corporate approved PMS 717c Orange on a white backer panel.
 - c. West Elevation allowed up to a maximum logo height including backer panel is 4'0"x4'1 1/2" and must be face lit channel construction in Dignity Health Corporate approved PMS 717c Orange on a white backer panel.

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5. Vertical Channel letter designs are allowed. Must be 3/16" thick acrylic or approved equal. Channel letter construction to be aluminum. Jewelite trim cap retainer to match faces. Interior LED illumination to be white/red whichever is applicable to the sign design.
6. Banners are permitted to be placed externally on the building. Not to exceed a maximum time of 90 days.

Interior Signs:

All interior signs manufactured to be ADA compliant.

WINDOW AND/OR DOOR SIGNS

Maximum copy height limited to 24"

No limitations on content for entry and exit doors.

- a. Sign design and content must adhere to Arizona State Laws and United State Federal Laws.

Window signage must be professionally installed "vinyl" application.

MONUMENT SIGNS:

Three monuments will be erected on the property. One will be a single faced curved monument manufactured with a decorative cap, stone and brick base with a mow pad. To include anchor mounted illuminated Dignity Health logo and channel letters. Two aluminum fabricated cabinets painted 425c Dark Grey with routed logo and acrylic faces with Dignity Health East Mesa Hospital identifiers to include Directional emergency sign with LED internal illumination.

WAYFINDING SIGNS:

Three double faced way finding signs composed of aluminum base matching the external building colors with internal illumination.

METHOD OF INSTALLATION:

1. Signs shall be centered vertically and horizontally on sign band, structural canopy, or above entry into space. All signs are to be hung level and plumb and placed on the exterior as shown on the approved drawings using the approved method of installation.
2. All fasteners, screws, bolts, etc. used in the mounting of the letters to the building shall be stainless steel or a similar non-corrosive material. All signs shall be mounted with all wiring, transformers and reinforcing concealed. All wiring penetrating through the building fascia and inside the building shall use U.L. recognized components and be sealed and watertight.