

Justification and Compatibility Statement

JRC Design has been contracted by Abrazo, a major tenant of the AH&TP (Arizona Health and Technology Park), to gain approval of the sign package as part of the existing Arizona Health and Technology Park CSP for the Abrazo Mesa Micro Hospital, located at 5750 E. Baseline Road, Mesa, AZ 85206.

The existing CSP specifies 3 sign types: Sign Type A, a shared monument sign; Sign Type B, Major Tenant Monument(s); and Sign Type C, monument sign(s) located at driveways.

The requested modification to the CSP is to allow Sign Type B currently designed to 6'-8" tall, to be 12' tall, which is the maximum height allowed by the City of Mesa Sign Ordinance. The CSP's Sign Type C is currently allowed to be 6'-8" tall, the same height as Sign Type B. This modification would allow Sign Type B to function better by having higher visibility on a major street (Baseline), provide a better visual distinction between Sign Type C and B, and maintain the design hierarchy as originally intended in the CSP.

The design of Abrazo's proposed Sign Type B follows the design and materials specified in the AH&TP CSP for Sign Type B, in addition to matching the architectural colors and materials of the hospital building, by using a red sandstone veneer base and metal (steel/aluminum) accents. This sign varies slightly from the original CSP design, in that it includes illuminated directional panels with arrows that point towards the Emergency, Hospital, and Ambulance entrances. These directional panels are essential to the facility's 24-hour function, directing patients to the correct entrance. The directional panels of the ground signs are consistent in color and material to the wall signs used to identify each specific entrance of the building. The top of the sign contains a logo panel with Abrazo's corporate identity.

The location of Abrazo's two Sign Type B signs are proposed along Baseline Road. B.1 is southeast facing to direct northbound traffic onto the property, and B.2 is southwest facing to direct southbound traffic to turn left onto Slater Road. This sign configuration and placement is necessary because there is no driveway access for southbound traffic to turn left directly onto the property from Baseline Road due to a raised median.

The requested CSP modification also adds a Sign Type D; an aluminum post and panel directional sign which is allowed with-in individual parcels. The simple and cost efficient aluminum post and panel design of Sign Type D allows it to match any building with in the AH&TP while being large enough to effectively display a readable type size to vehicular traffic.

We believe these modification meet the requirements of a Special Use Permit it that:

1. These signs will advance the goals and objectives of the Arizona Health and Technology Park by quickly, constantly, and efficiently directing users to their desired destination and that the requested 12' height of Sign Type B is in conformance to the Mesa Sign Ordinance;
2. The location, size, design, and operating characteristics of the signs are consistent with the purposes and intent of the existing AZH&T CSP;
3. The proposed project will not be injurious or detrimental to the adjacent or surrounding properties in the area, nor will the proposed project or improvements be injurious or detrimental to the neighborhood or to the general welfare of the City; and
4. That the Abrazo Mesa Hospital, being located in the heart of Mesa, has adequate public services, public facilities and public infrastructure available to it.