

**MID-MESA MEDICAL BUILDING COMPREHENSIVE SIGN PLAN
PROJECT NARRATIVE**

City of Mesa Record Number: PRS25-00887

Date: February 2, 2026

Property Information

Building Name: Mid-Mesa Medical Building

Address: 3155 E. Southern Avenue, Mesa, AZ 85204

Assessor Parcel Number: 140-59-003N

Zoning: OC (Office Commercial)

Mesa 2050 General Plan Placetype: Traditional Residential

Mesa 2050 General Plan Growth Strategy: Sustain

Request

Request for approval of a Comprehensive Sign Plan (CSP) to allow construction of one (1) double-sided, internally illuminated multi-tenant monument sign for the existing two-story professional and medical office building at 3155 E. Southern Avenue. The sign will be located just east of the only driveway entry into the subject property along the south side of E. Southern Avenue.

The CSP is necessary because the proposed sign's height and area exceed the base allowances of the OC (Office Commercial) District under Mesa Zoning Ordinance § 11-43-3.C. Approval of this plan will establish cohesive standards for permanent signage consistent with Mesa's design objectives, while providing adequate visibility and safe wayfinding along a five-lane, 45 MPH arterial street.

Summary of Allowed vs. Proposed Standards

Standard	OC District Base Allowance	Proposed CSP Standard	Difference/Deviation	Compliance Status
Number of Detached Signs	1 per street frontage	1 sign along E. Southern Ave	—	Complies
Maximum Height	8 ft (96 in)	11 ft 4 in (136 in)	+3.3 ft / +41.7%	Exceeds
Sign Area (per face)	1 sq ft per 5 ft frontage = 35.8 sq ft max	100 sq ft (per face)	+64.2 sq ft / +179%	Exceeds
Aggregate Sign Allowance (all signage)	32 sq ft max	100 sq ft (monument only)	+68 sq ft / +213%	Exceeds
Illumination	Internal/external allowed if shielded	Internal LED (routed copy only)	—	Complies

Project Context and Need for CSP

The subject property, known as the Mid-Mesa Medical Building and constructed in 2008, is located on the south side of E. Southern Avenue, midway between S. Lindsay Road and S. Val Vista Drive, approximately 340 feet west of S. 32nd Street. The ±11,600 sq ft two-story office/medical building sits on a 1.22-acre parcel with 179 feet of frontage along Southern Avenue.

- **To the north:** Countryside Park, a City of Mesa park.

- **To the east:** a vacant parcel zoned RM-3 PAD (Multiple Residence) where a townhome development has been proposed since 2021 (between the subject site and S. 32nd Street).
- **To the south and west:** the Woodland Heights Subdivision, with single-family homes fronting E. Gable Circle and a continuous 6-foot-tall block wall forming the rear yard boundary of five residential lots (Parcels 140-59-067 through 140-59-071).

There are no other office uses adjacent to the site. The parcel is effectively tucked within a residential environment, and its street visibility is significantly restricted by the masonry wall, landscape screening, and setback depth from E. Southern Avenue. For eastbound traffic on Southern Avenue (which consists of five lanes and a speed limit of 45 MPH), motorists have only a brief window to locate the driveway entrance.

Because no freestanding sign currently exists and building-mounted wall signs alone cannot achieve legibility at arterial speeds, a taller and larger monument sign is functionally necessary to provide safe wayfinding for multiple tenants while maintaining a single, orderly sign element along the street frontage.

Proposed Monument (Detached) Sign Specifications

- **Quantity:** One (1) double-sided detached sign
- **Dimensions:** 10'-0" (W) × 11'-4" (H) × 2'-0" (D) = 100 sq ft per face
- **Structure & Finish:** Aluminum cabinet painted MP Black with 2" retainers; tile base and topper (6" top cap and 3" base cap) matching the building façade
- **Tenant Panels:** Three stacked panels per side for multi-tenant identification
- **Lighting:** Internally illuminated white LED system limited to the copy and logos only (routed aluminum faces backed with plex and translucent vinyl) to reduce brightness and light spill toward nearby residences (especially Parcel 140-59-071 at 3158 E. Gable Circle)

Justification and Review Criteria

Per Mesa Zoning Ordinance § 11-46-3-D, the following justifications address the review criteria for this Comprehensive Sign Plan (CSP) application. Section 11-46-3.D only requires one (1) of the three (3) criteria to be met in order for the Board of Adjustment to approve a new comprehensive sign plan.

1. ***Criteria #1: 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.***

Response:

Visibility is severely impacted by the continuous 6-foot block wall screening the rear of five Woodland Heights lots and the parcel's setback behind mature landscaping. For eastbound traffic traveling 45 MPH along a five-lane arterial street, the available viewing window is brief, and sightlines are restricted. A taller (11'-4") monument sign with 100 sq ft of area per face is necessary to achieve adequate visibility and legibility for multiple tenants while retaining a single cohesive freestanding sign.

2. ***Criteria #2: 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.***

Response:

The monument employs a material palette and proportion directly drawn from the Mid-Mesa Medical Building, including tile cladding, muted earth-tone colors, and bronze/black accents. The design is visually balanced with three tenant panels framed by negative space, achieving readability at 45 MPH while maintaining architectural harmony with the two-story office structure and adjacent development pattern.

- 3. Criteria #3: The proposed signage incorporates special design features such as lighting, materials and craftsmanship, murals, or statuaries that reinforce or are integrated with the building architecture.***

Response:

The subject parcel borders single-family residences to the south and west and a future RM-3 PAD townhome community to the east. Illumination is limited to routed letters and logos only, eliminating background glow and minimizing nighttime brightness. The monument is set back behind landscaping and oriented northward toward Southern Avenue, ensuring that light is shielded from adjacent homes while still visible to motorists.

Required Findings

In addition to the review criteria, the proposed Comprehensive Sign Plan (CSP) must meet the Required Findings for a Special Use Permit (SUP) per Mesa Zoning Ordinance § 11-70-5. The following justifications demonstrate compliance with these findings:

- 1. Finding #1: Approval of the proposed project will advance the goals and objectives of and is consistent with the policies of the General Plan and any other applicable City plan and/or policies.***

Response:

The CSP supports the Traditional Residential Placetype and Sustain Growth Strategy by enhancing an established neighborhood-serving office use without intensifying density or traffic. The project encourages reinvestment and architectural continuity along Southern Avenue while respecting residential character and future townhome development to the east.

- 2. Finding #2: The location, size, design, and operating characteristics of the proposed project are consistent with the purposes of the district where it is located and conform with the General Plan and with any other applicable City plan or policies.***

Response:

The OC district intends to accommodate low-rise, professional offices in a visually cohesive form. A single, architecturally integrated monument sign with muted illumination furthers this intent and ensures compatibility with the surrounding residential and emerging RM-3 context.

- 3. Finding #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.***

Response: The proposed sign is professionally designed with shielded LED illumination and routed-copy technology to prevent light spill. Landscaping buffers and setbacks further protect nearby homes in Woodland Heights and the future townhomes east of the site. Improved legibility and visibility enhance public safety for motorists traveling at 45 MPH along Southern Avenue.

- 4. Finding #4: Adequate public services, public facilities and public infrastructure are available to serve the proposed project.***

Response:

The site is fully developed with existing infrastructure and utility connections; the monument sign will connect to on-site electrical service with no off-site improvements required.

Conclusion

The proposed Comprehensive Sign Plan for the Mid-Mesa Medical Building at 3155 E. Southern Avenue addresses unique visibility constraints caused by the Woodland Heights block wall, the five-lane 45 MPH Southern Avenue corridor, and the site's position approximately 340 feet west of S. 32nd Street adjacent to an unbuilt RM-3 PAD townhome parcel. The monument sign achieves architectural cohesion with the existing two-story office building while protecting residential neighbors through limited illumination and muted materials.

Although the monument exceeds base zoning ordinance height and area limits by approximately 42 percent and 179 percent respectively, these increases are functionally necessary for visibility, legibility, and traffic safety given the site's context. Approval of this CSP will ensure a context-sensitive, high-quality sign program that reflects Mesa's commitment to design excellence and compatibility within mixed residential corridors.

Prepared By

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On Behalf Of: Summit West Signs

Attachments

1. Sign Drawings
2. Site Plan
3. Site Photos