

TRADEMARK

March 27th, 2025

City of Mesa - Planning and Zoning - 55 N. Center St., Mesa, AZ 85211

Modification to an existing CSP - Narrative, Justification and Compatibility Statement

Located at 1840 and 1910 South Stapley Drive, The Stapley Medical Center is situated on over 14 acres just South of the US 60 in Mesa, Arizona. The property was originally developed in 2005 and features dramatic architectural elements that include two-story lobbies with sky-lit, vaulted barrel ceilings. The expansive, east facing elevation flanks a striking landscaped, circular drive center, providing a dramatic entrance to the campus. Cypress Office Properties is currently repositioning the campus into a prime medical resource for the area with services such as outpatient procedures, imaging, emergency services and general medical care.

The original CSP was previously amended in August of 2022. This was done by Trademark Visual, and we provided updates for all of the ground signage. Due to new ownership, the monument and directional signage were re-branded, painted and given a new fresh look.

Now that the buildings are filling up with medical tenants, there is a need for updating the Building Wall Sign criteria. Sizing and materials will remain as is and we are only requesting to add four (4) more Tenant Wall Sign Locations. There will be two (2) locations added to building 1840 and two (2) locations added to building 1910. These placements will be on the East & West ends of the buildings, on the glass portions that face the parking lot.

This modification request will be in conformance with the intent of the City Code, the General Plan, and all other specified plans for this project. This request will be compatible and not detrimental to surrounding properties. The additional signage locations will help with the new medical tenants as well as assisting their patients in finding their way.

Sincerely,



Jim Bacher

CSP/MSP Specialist

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1. A Special Use Permit shall only be granted if the Board of Adjustment finds that the proposed project meets the following required findings per Section 11-70-5(E) of the MZO:

- a. Approval of the project will advance the goals and objective of and is consistent with the policies of the General Plan and any other applicable City plan and/or policies;
Response: The project site is designated as a Regional Employment Center under the Mesa 2050 General Plan with an Evolve Growth Strategy. Per Chapter 3 of the 2050 General Plan, Regional Employment Centers are areas that accommodate large employers such as high-tech companies, research parks, hospitals and medical centers, airports, corporate headquarters, and universities.

Regional Employment Centers with an Evolve Strategy are expected to exhibit high quality design which includes cohesive architecture and design themes, ample landscaping and open space, and amenity areas for employees and visitors. This is to ensure the attainment of the City's goal of creating an environment that is people-oriented, aesthetically pleasing, and functionally understandable through continued development. The proposed modification to the existing Comprehensive Sign (CSP) is consistent with the intent of the Regional Employment Center Placetype.

- b. 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: These (4) additional sign envelopes are within code allowances and match the 40 sq ft of signage allowed that is part of the original CSP document. We are simply adding (4) more placement locations to better serve the medical tenants and their patients.**
- c. 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: These additional sign areas will support business growth and development for the current and future tenants. High quality design will be enforced, and these cannot be seen from surrounding neighborhoods due to the buildings being set back from the street.**
- d. Adequate public services, public facilities and public infrastructure are available to serve the proposed project. **Response: These buildings have been in place for some time and meet this requirement.**

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Per original approved CSP:

This amendment request:

Height: Up to 24" tall letters - logo up to 36"	Same
Sign Area: Up to 40 S.F. per sign	Same
May be RPC halo illuminated or RPC non-illuminated	RPC non-illuminated only allowed on these additional (4) glass placement envelopes.

Building 1840: Total sq. ft. Per Building: 40 sq. ft. x 8 = 320 sq. ft.
Building 1910: Total sq. ft. Per Building: 40 sq. ft. x 6 = 240 sq. ft.