

**HONORHEALTH FOUR PEAKS MEDICAL CENTER
COMPREHENSIVE SIGN PLAN
PROJECT NARRATIVE**

City of Mesa Record Numbers: BOA25-00812, PRS25-00729
Date: December 17, 2025

Property Information

- **Business:** HonorHealth Four Peaks Medical Center
 - **Address:** 1301 S. Crismon Road, Mesa, Arizona 85209
 - **Maricopa County Assessor Parcel Number:** 220-81-746
 - **Zoning:** NC – Neighborhood Commercial
 - **Overlay:** BIZ – Bonus Intensity Zone
 - **General Plan Land Use Designation:** Regional Employment Center
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Introduction & Purpose of Request

This application is submitted on behalf of HonorHealth to request approval of a new Comprehensive Sign Plan (CSP) and an associated Special Use Permit (SUP) for the HonorHealth Four Peaks Medical Center, located at the northeast corner of S. Crismon Road and E. Hampton Avenue. The hospital was formerly known as Mountain Vista Medical Center and was acquired by HonorHealth in October 2024. The updated sign program reflects HonorHealth’s current branding standards and provides a cohesive, campus-wide signage system.

A new CSP is required because the existing monument and directional signs were approved under prior Mountain Vista Medical Center Comprehensive Sign Plans (BA06-039 approved in 2006 and BA11-034 approved in 2011). The design, materials, and configuration of those signs are no longer compatible with HonorHealth’s branding and wayfinding standards. The City of Mesa Planning Division has therefore requested approval of a new CSP to replace the outdated signage and establish consistent sign criteria for the campus.

The CSP proposes several detached freestanding signs. Only one sign—the Campus Monument Sign at the northeast corner of Crismon Road and Hampton Avenue—exceeds the maximum height allowed by the Mesa Sign Ordinance and requires Board of Adjustment approval. All other freestanding signs comply with the applicable height and area standards.

Project Site Description

The HonorHealth Four Peaks Medical Center campus occupies approximately 2,500 linear feet of street frontage along three public streets:

- S. Crismon Road – Major Arterial (45 MPH)
- E. Southern Avenue – Major Arterial (45 MPH)
- E. Hampton Avenue – Collector (30 MPH)

The campus is a large, fully developed regional medical facility that includes:

- 178 licensed hospital beds
- Level III Trauma Center
- 24-hour Emergency Department
- Women’s and Infant Services
- Outpatient medical services
- Multiple parking fields and internal drive aisles
- Seven (7) vehicular access points from surrounding streets

Due to the size of the campus, roadway speeds, and building setbacks, clear and legible monument signage is necessary for safe access, emergency response, and visitor wayfinding.

Existing CSP History and Need for Replacement

The site was previously governed by Comprehensive Sign Plans approved for Mountain Vista Medical Center under:

- **BA06-039** (2006)
- **BA11-034** (2011)

Those approvals allowed multiple detached monument signs of varying heights and areas along Crismon Road, Hampton Avenue, and Southern Avenue. The previously approved signs relied on older design standards and are being replaced as part of HonorHealth's rebranding and campus modernization.

Description of Proposed Comprehensive Sign Plan

The new CSP includes the following sign types throughout the campus:

1. Campus Monument Sign

- **Location:** Northeast corner of S. Crismon Road and E. Hampton Avenue
- **Height: 15 feet** (*SUP required*)
- **Sign Area:** 52.34 square feet
- **Orientation:** Angled toward the intersection
- **Purpose:** Primary campus identification and orientation sign

The Campus Monument Sign exceeds the maximum detached sign height of 12 feet permitted by the Mesa Sign Ordinance and therefore requires Board of Adjustment approval.

Back-of-Sign Treatment:

The sign includes a perforated aluminum architectural screen on the rear face, painted to match MP10269 'Dark Slate.' This treatment provides a finished appearance where the back of the sign is visible from public streets. No logo or lettering is proposed on the back side.

2. Entry Monument Signs

- **Sign E1:** Along S. Crismon Road at the main entry drive
- **Sign E2:** Along E. Hampton Avenue at the main entry drive
- **Height:** 12 feet
- **Sign Area:** 70.95 square feet each

Both entry monument signs comply with Mesa Sign Ordinance height and area requirements.

3. Directional Monument Sign

- **Sign M1:** Along E. Southern Avenue at the west entry drive
- **Height:** 6 feet
- **Sign Area:** 28 square feet

This sign provides entry identification and directional guidance and complies with code standards.

4. Internal Directional Signs

- **Signs D1–D13:** Located throughout internal drive aisles and parking areas
- **Height:** 4 feet
- **Sign Area:** 18.67 square feet per sign

These signs provide internal circulation and wayfinding and are well below maximum allowed dimensions.

Detached Freestanding Sign Height Comparison

Sign Type / Location	2011 Mountain Vista CSP (BA11-034) Approved Height	Mesa Sign Ordinance (NC District) Max Height	HonorHealth Four Peaks CSP Proposed Height
Campus Monument – Crismon Rd & Hampton Ave	11 ft	12 ft	15 ft
Entry Monument E1 – Crismon Rd	10 ft	12 ft	12 ft
Entry Monument E2 – Hampton Ave	11 ft	12 ft	12 ft
Directional Monument M1 – Southern Ave	11 ft	12 ft	6 ft
Directional Signs D1–D13	5 ft 8 in – 11 ft	12 ft	4 ft

Detached Freestanding Sign Area Comparison

Sign Type / Location	2011 Mountain Vista CSP (BA11-034) Approved Area	Mesa Sign Ordinance (NC District) Max Area	HonorHealth Four Peaks CSP Proposed Area
Campus Monument – Crismon Rd & Hampton Ave	80 sq ft	80 sq ft	52.34 sq ft
Entry Monument E1 – Crismon Rd	80 sq ft	80 sq ft	70.95 sq ft
Entry Monument E2 – Hampton Ave	80 sq ft	80 sq ft	70.95 sq ft
Directional Monument M1 – Southern Ave	80 sq ft	80 sq ft	28 sq ft
Directional Signs D1–D13	≤ 32 sq ft	80 sq ft	18.67 sq ft (each)

PUFES, Sight Visibility, and Encroachment Documentation

All proposed freestanding signs are located outside of the public right-of-way and outside of required sight visibility triangles. The site plans demonstrate compliance with City of Mesa Engineering Design Standards.

Several signs are located within existing Public Utility & Facilities Easements (PUFEs); however, these signs replace previously approved monument signs and will utilize the same existing footprints. Copies of the original encroachment agreements are included with this application. No new encroachments are proposed.

Need for a Taller Campus Monument Sign

The Campus Monument Sign is placed at the NEC of Crismon and Hampton—an arterial/collector intersection where:

- Traffic speeds reach 45 MPH on Crismon Road
- The campus is substantially set back, creating long visibility distances
- Northbound traffic approaches directly from the US-60 freeway interchange
- First-time patients, emergency responders, and visitors rely on early visual recognition
- The angled orientation of the sign provides visibility from multiple directions
- A 12-foot monument is insufficient to meet visibility and safety needs for a regional medical campus

The 15-foot height is the minimum necessary to provide adequate legibility and identification at arterial speeds.

Justification and Review Criteria (Mesa Zoning Ordinance Section 11-46-3.D)

Per Section 11-46-3.D of the Mesa Zoning Ordinance, the following justifications address the review criteria for this Comprehensive Sign Plan (CSP) application. Section 11-46-3.D requires that only one (1) of the three (3) criteria 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.***

Criteria #1 Response:

The campus spans nearly a half mile across three street frontages and is significantly set back from the arterial roadway edge. Long travel distances, 45-MPH approach speeds, and multiple entry drives limit normal visibility of standard 12-foot monument signs. A taller sign is required for early detection, safe lane changes, and emergency access.

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.***

Criteria #2 Response:

Hospitals are highly specialized land uses unlike conventional commercial centers. HonorHealth operates 24/7 with trauma, emergency, surgical, and inpatient functions that require clear, immediate wayfinding. The facility serves the East Valley as a regional medical destination and therefore exhibits a size, scale, and critical public function not typical of NC-zoned developments.

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

Criteria #3 Response:

The proposed signs use architectural-quality materials including perforated aluminum botanical panels, push-thru acrylic lettering, halo-illuminated logos, and a steel/linen color palette matching the campus architecture. These superior design features reinforce a unified architectural theme.

Required Findings (Mesa Zoning Ordinance Section 11-70-5)

In addition to the review criteria, the proposed Comprehensive Sign Plan (CSP) must meet the Required Findings for a Special Use Permit (SUP) per Section 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.***

Finding #1 Response:

The Mesa 2050 General Plan designates this area as a Regional Employment Center, appropriate for major employers such as hospitals. Improved exterior signage enhances public safety, regional access to healthcare, and visibility along key arterial corridors, advancing General Plan goals for circulation, wayfinding, and community services.

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 any other applicable City plan or policies.***

Finding #2 Response:

The NC district permits hospitals, and the CSP conforms to sign area limits while seeking additional height only where visibility and safety require it. The architectural style, illumination, and materials promote a high-quality, community-serving commercial environment.

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.***

Finding #3 Response:

The signage improves clarity, reduces confusion for first-time visitors, and enhances emergency response performance. All lighting is appropriately shielded and internally illuminated. The signs will not create visual clutter or adverse impacts on surrounding properties.

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

Finding #4 Response:

The site is fully developed with existing public infrastructure, and no additional demand on utilities or services is created by the updated signage.

Conclusion

HonorHealth requests approval of a new Comprehensive Sign Plan and a Special Use Permit for a 15-foot Campus Monument Sign at the northeast corner of Crismon Road and Hampton Avenue, along with an updated comprehensive sign plan to address all detached signs on-site. The HonorHealth Four Peaks Medical Center CSP is necessary to replace outdated signage from prior comprehensive sign plans and implement a cohesive, modern, and safety-focused signage system appropriate for a large regional medical campus.

The proposed signage improves visibility, provides critical wayfinding for emergency and visitor traffic, integrates with HonorHealth's architectural identity, and satisfies all required findings for approval of both a CSP and a Special Use Permit.

Narrative Author

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On Behalf Of

Airpark Signs & Graphics

Attachments

1. Sign Drawings
2. Site Plans
3. Photos of Existing Conditions
4. Encroachment Agreements