



## Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP) Narrative

**Living Word Bible Church  
3520 E Brown Rd  
Mesa, AZ 85213**

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The applicant is requesting approval pursuant to Mesa City Code Sections 11-43-5, 11-41-3(B), and 11-41-7(C) and agrees to comply with all applicable provisions of these sections. The applicant further agrees to cooperate with City of Mesa staff regarding any required nighttime testing should the 0.3 foot-candle illumination limitation be in question, as outlined in §11-43-5, specifically as it relates to Monument C.

The zoning designation for the property is Agricultural (AG). Per Section 11-4-1 of the Mesa Zoning Ordinance (MZO), AG District is to protect and preserve agricultural lands and related activities in their present character. The intent of this district is to protect agricultural lands from incompatible land uses and urban encroachment.

Per §11-43-3(A), within the AG Zoning District, one (1) sign per street frontage—attached or detached—is permitted. The maximum sign area is 6 square feet, and the maximum height is 4 feet. However, per the applicable footnote, a detached sign may be increased to a maximum sign area of 32 square feet and a maximum height of 8 feet. Detached signs, however, are not permitted to be illuminated under this section.

Living Word Bible Church is requesting approval of a Comprehensive Sign Plan and has outlined the details of this request on the following pages. The plan seeks approval for the following:

1. Two (2) illuminated monument signs along a single street frontage, one of which includes an illuminated Electronic Message Display (EMD).
2. An increase to the maximum permitted sign area for detached monument signs at each approved location along E. Brown Road.



#### **(d) Adequate Public Services and Infrastructure**

Adequate public services and infrastructure are available to support the proposed improvements. The project will comply with all applicable City of Mesa requirements, including:

##### Access and ADA Compliance

- The existing Brown Road divided driveway will be evaluated for compliance with current City of Mesa and ADA standards.
- If non-compliant, the driveway will be removed and replaced or modified in accordance with City of Mesa Standard Detail M-1212 (Old M-42).
- Sidewalk width will be maintained across the driveway.
- Directional arrows will be installed to improve traffic clarity and reduce driver confusion.

##### Utility Easements (PUE/PUFE)

- All Public Utility Easements (PUEs) and PUFEs will remain free of obstructions and accessible at all times.
- No structures, foundations, or landscaping will interfere with utility access or maintenance.
- Adequate offsets from water and sewer infrastructure will be maintained to prevent structural impacts.

##### Sight Visibility Requirements

- All signage will remain outside of required sight visibility triangles (SVTs) at driveways and intersections.
- Sight visibility triangles are illustrated on the project drawings and landscape plans.
- SVTs are based on design speeds of 5 MPH above the posted speed limit, with appropriate sight distance calculations per roadway cross-section.

#### **Findings & Criteria: Monuments A - C**

##### Special Use Permit for Comprehensive Sign Plan:

1. Per Section 11-46-3 of the MZO, the Board of Adjustment may approve a comprehensive sign plan (CSP) for a proposed or existing development or building in conjunction with the granting a Special Use Permit (SUP) in accordance with Chapters 67 and 70 of the Zoning Ordinance.

2. Per Section 11-46-3(D) of the MZO, the Board of Adjustment may approve a comprehensive sign plan containing elements which exceed the permitted height, area, and number of signs specified in this Sign Ordinance if the comprehensive sign plan conforms to the required findings in 11-70-5 of the Zoning Ordinance and upon a finding that:

- a. 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. Or
- b. 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; or
- c. 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.

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## **Narrative Introduction – Comprehensive Sign Plan**

Living Word Bible Church is requesting approval of a Special Use Permit for a Comprehensive Sign Plan to accommodate a new illuminated monument sign and to recognize the Church's existing monument sign at its Mesa campus located along East Brown Road. The proposed Comprehensive Sign Plan is intended to provide a coordinated signage program that enhances visibility, site identification, and communication while remaining compatible with the surrounding area.

### **(a) Consistence with the General Plan and City Policies**

Approval of the proposed project advances the goals and objectives of the City of Mesa General Plan by:

- Supporting institutional uses that serve the surrounding community
- Enhancing wayfinding and site identification along a major arterial roadway
- Promoting orderly and well-designed signage consistent with City standards

The proposed monument signage is consistent with applicable City plans and policies, as it provides clear identification without introducing visual clutter and aligns with the intent of the City's sign regulations.

The proposed new illuminated monument sign, along with the existing monument, will face East Brown Road and serve as primary identification features for the site. Living Word Bible Church is also requesting an additional square footage and height allowance for the proposed new monument sign. These requested modifications are intended to improve visibility from the public right-of-way and allow clear identification of the Church campus for motorists and visitors.

### **(b) Compatibility of Location, Size, Design, and Operating Characteristics**

The proposed signage is appropriate in its:

- Location: Positioned along East Brown Road to serve as primary identification for the site
- Size and Height: Increased square footage and height are necessary due to the scale of the site, building setbacks, and roadway conditions
- Design: The new monument sign is compatible with the existing monument and incorporates cohesive materials, colors, and architectural elements
- Operation: Illumination will be controlled and designed to minimize glare and impacts to surrounding properties

Together, these elements ensure the signage is consistent with the surrounding development pattern and appropriate for the site's context.

Living Word Bible Church has established a safe, welcoming, and community-oriented environment for its congregants and neighbors. The proposed signage improvements support this mission by providing clear way-finding and timely community messaging while maintaining a high standard of design and visual compatibility. The requested amendments will allow the Church to better communicate with the surrounding community while aligning with the intent of the City's sign regulations.

### **(c) No Detrimental Impact on Adjacent Properties or Public Welfare**

The proposed project will not be injurious or detrimental to adjacent properties or the neighborhood:

- The signage is limited to on-site identification and communication
- No additional freestanding signs beyond the CSP are proposed
- The design enhances, rather than detracts from, the corridor's visual character
- Illumination will be appropriately controlled to avoid nuisance conditions

The project improves visibility and wayfinding without negatively impacting surrounding properties or the general welfare of the City.

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## **Findings for Approval: Section 11-46-3**

### **a. Unique or Unusual Physical Conditions**

The subject site contains physical characteristics that limit normal sign visibility:

- The church campus spans a large frontage along East Brown Road, resulting in extended viewing distances.
- The property is located within an AG (Agricultural) zoning district, where standard sign allowances are relatively small compared to the scale of institutional uses.
- The size and setback of the buildings from the roadway reduce visibility of typical monument signage.
- The site's proportion and orientation to the street require enhanced signage to effectively identify the property to passing motorists and access to parking.

These conditions constitute unusual site characteristics that restrict the effectiveness of signage permitted under standard regulations.

### **b. Unique Characteristics of Land Use and Site**

The development exhibits distinctive characteristics that differ from conventional commercial properties:

- The property is occupied by a large religious institution serving a broad regional congregation.
- The campus contains multiple buildings and activity areas spread across a sizable parcel.
- Church uses require clear identification for visitors, special events, and community services.
- The scale of the site relative to the roadway necessitates signage that is larger and more legible than typical AG-zoned properties.

### **c. Special Design Features Integrated with Architecture**

The proposed Monument "C" incorporates high-quality design elements that complement the site:

- An Electronic Message Panel (EMP) integrated into a monument-style base
- Materials and colors compatible with existing architecture and Monument "A"
- Professional construction and landscaping consistent with City design expectations
- Improved communication for services, events, and community information

The design reinforces the institutional character of the property while maintaining aesthetic compatibility with the surrounding area.

## **Conclusion**

Due to the site's size, zoning constraints, building setbacks, and institutional use, standard sign regulations do not adequately address visibility needs along East Brown Road. The proposed replacement of Monument "B" with Monument "C" will:

- Improve identification and wayfinding
- Maintain an orderly and cohesive signage program
- Enhance communication with the public
- Remain compatible with surrounding development

Accordingly, the requested Comprehensive Sign Plan meets the approval criteria of Section 11-46-3(D) and supports the findings required for a Special Use Permit under Chapter 70 of the Zoning Ordinance.



**Monument Sign Compliance: East Brown Frontage Road**

The current signage inventory along the East Brown Road frontage consists of one existing illuminated monument sign (Monument “A”) and one existing non-illuminated monument sign (Monument “B”). Living Word Bible Church proposes to remove Monument “B” and replace it with a new illuminated Electronic Message Panel (EMP) monument sign (Monument “C”) as part of this Comprehensive Sign Plan. Refer to the attached drawings for detailed elevations and site placement.

**Right-of-way (ROW) compliance Section 11-41-3(d)(1)**

Monuments A & B are outside of the East Brown Road public Right-of -way.

**Sign Area Calculations — Section 11-47-7 Standards of Measurement**

Sign areas are calculated per Section 11-47-7 of the MZO, which measures the area enclosing all sign copy, logos, and background panels within the smallest geometric shape.

Requirement	Zoning	Max. Number of Permitted Signs	Max. Area Per Signs (1)	Max. Height	Additional Requirements
Permitted	AG operating non-residential land use	1 sign per street front, attached or detached. <b>2 Signs on one street front (deviation)</b>	32 sq. ft.	<b>8-foot detached</b>	Non-illuminated
Proposed	Monument A	1 sign (double sided)	32 sq. ft.	7.58 feet	<b>illuminated required for approval</b>
Proposed	Monument C	1 sign (double sided)	<b>44 feet 3.25 inches (deviation)</b>	5.42 feet	<b>illuminated required for approval</b>

(1) A lot or parcel allowed to operate a non-residential land use is allowed to increase the maximum area of each permitted sign to thirty-two (32) sq. ft. with a maximum height of eight (8) feet if detached, or below the top of the parapet or eave, if wall mounted (no roof signs). Increased sign allowance under this provision does not apply to Home Occupations as authorized by Section 11-31-33 in the Zoning Ordinance.

**Monument A – Existing Illuminated Monument (32 SF)**

Monument “A” is an existing illuminated monument sign that provides primary identification for the east entrance to the church campus. Living Word Bible Church square footage and height allowance for this monument to allow it to reach the maximum 32 square feet of sign area while remaining under the requested 8-foot maximum height allowance.

The proposed allowances will bring Monument “A” into conformance with the Comprehensive Sign Plan design standards while maintaining appropriate scale and visibility. Monument “A” functions as a visual beacon for the east parking lot entrance, improving wayfinding and reducing traffic congestion caused by motorists searching for the correct entrance. The monument is located approximately 620 linear feet from the proposed Monument “C” and approximately 125 linear feet from the nearest residential property, minimizing potential visual impacts to surrounding uses.

**Monument B – Existing Monument to Be Removed**

Monument “B” is an existing non-illuminated monument sign located within the median at the main entrance along East Brown Road. This monument will be removed and properly disposed of as part of the proposed signage improvements. Following removal, the site will be restored to match the existing landscape treatment.

**Monument C – Proposed Illuminated Electronic Message Panel Monument (8.6 SF Sign & 36 SF EMP)**

Monument “C” is a proposed illuminated Electronic Message Panel monument that will replace Monument “B” and serve as the primary identification and communication sign along East Brown Road. The proposed location and design of Monument “C” improve visibility from the public right-of-way while maintaining appropriate setbacks and separation from residential properties. This monument will comply with applicable photometric and operational standards established by the City of Mesa for electronic message displays per Section 11-41-3(B) Illumination Compliance

The Electronic Message Panel will allow Living Word Bible Church to communicate service times, events, and community information in a clear and timely manner. The monument’s design, illumination, and scale are intended to be compatible with surrounding development while supporting safe vehicular movement and effective wayfinding. When combined with the removal of Monument “B,” the proposed Monument “C” results in a more efficient, organized, and visually balanced signage system along the East Brown Road frontage.

Summit West Signs has received written certification letter from the owner which is Living Word Bible Church who agrees with the sign provisions under Sections 11-43-5 A-B. The owner shall operate the electronic message board from dawn until 11:PM at night. The proposed unit is a 10MM Watchfire electronic message panels (EMP), which meets all conditions outlined in Section 11-43-5. The Watchfire software allows the church to manage display content, timing, brightness (nits). There are no other EMP or of Single Residence (RS), Downtown Residential 1 and 2 (DR-1 and DR-2), Multiple Residence (RM), or Small Lot Residence (RSL) zoning districts, or in a T3 Neighborhood (T3N); and within 150 LF of the monuments location.

Monument C is also proposed to increase to the maximum allowable sign area of 32 square feet and a maximum height of 8 feet for a detached, illuminated sign, in accordance with Section 11-43-3A of the AG Zoning District. This increase will allow for the installation of two monuments on the site, one of which will be the proposed illuminated Electronic Message Panel (EMP) monument, while remaining compliant with applicable zoning standards.

**Table 11-41-7-C: Measurement Distance Based on Sign Area**

Sign Area	Measurement Distance	Sign Area	Measurement Distance	Sign Area	Measurement Distance	Sign Area	Measurement Distance
5	22 feet	35	59 feet	65	81 feet	95	97 feet
10	32 feet	40	63 feet	70	84 feet	100	100 feet
15	39 feet	45	67 feet	75	87 feet	105	102 feet
20 (18')	45 feet	50	71 feet	80	89 feet	110	104 feet
25	50 feet	55	74 feet	85	92 feet	115	107 feet
30	55 feet	60	77 feet	90	95 feet	120	110 feet