



Virgin Galactic is requesting a comprehensive sign plan review to modify the requirements in the CSP BA96-018 to allow for a temporary building banner. The 'We Build Spaceships' graphic feature is intended to highlight the amazing fact that Virgin Galactic is building spaceships in its Assembly Facilities at the Mesa Gateway Airport. Due to the size and orientation of the building, the banner needs to be larger than the allowable signage square footage in order to maximize visibility and make the intended impact; the allowable square footage would be lost on the façade and not visible.

Since the proposed sign contains elements which exceed the permitted height and area in the Sign Ordinance (11-46-3), the following is provided as justification:

1. The façade in question is of a size that requires a large size banner proportionally, and the relation to the public street would limit or restrict normal banner size visibility.
2. The proposed banner is a graphic feature meant to highlight a very unique business in the area representing a variation from conventional sign proposals.
3. The proposed banner has a mural aesthetic and reinforces the function within the building of a unique and rare activity happening within the Mesa community.

As it relates to the request of an SUP (11-70-5), the following is provided:

1. Approval of the proposed banner will advance the goals and objectives and is generally consistent with the policies of the General Plan and other applicable City plan and/or policies. It is enthusiastically supported by the Mesa Gateway Airport; a letter of support has been provided.
 2. The proposed banner is larger than the allowable size; however, it is proportional to the building façade and location with the intent of having high visibility and positive impact for the community.
 3. The proposed banner installation will not be injurious or detrimental to the adjacent or surrounding properties in the area, nor will it be injurious or detrimental to the neighborhood or to the general welfare of the City.
 4. Adequate public services, public facilities and public infrastructure are not required for the proposed banner installation.
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