

**Narrative:**

Request approval of a Special Use Permit from the City of Mesa Board of Adjustment to approve a new Comprehensive Sign Plan to allow: 1) an increase in the Maximum Aggregate Sign Area for Attached signage per Section 11-43-3 and 11-42-8 of the Mesa Zoning Ordinance.

Child Crisis Arizona is building a new headquarters campus situated on a 3.21-acre site located at the Northwest corner of West Rio Salado Parkway and North Country Club Drive. The campus will include a (2) story courtyard centered building, providing administrative offices for Child Crisis Arizona as well as drop in office for partner, community support organizations. The building will also include; training and multi/purpose rooms that can be utilized for program delivery and meetings. A separate entrance to the building will provide counseling support and wellness center. Child Crisis Arizona Headquarters will also house their donation and volunteer center.

The new Child Crisis Arizona Headquarters meets Review Criteria #2 & #3 of the Comprehensive Sign Plan criteria as stated in Section 11-46-3 of the Mesa Zoning Ordinance. The Child Crisis building has been designed with a unique modern architectural style with special design features that will help to elevate the surrounding neighborhood and provide an essential service to the surrounding area and the families that reside in the vicinity. The Perforated Imaging included in the proposed sign plan incorporates unique building materials to lend visual interest that is uniquely integrated into the architecture of the building facades while performing the essential task of providing shade.

The five proposed Attached Signs for Child Crisis includes a non-illuminated architectural mural that wraps around the southeast corner of the building. This mural is to be made of a perforated metal architectural screen, and the perforations in the material vary in size and density to create the appearance of copy. The screen will measure 128.08' x 20' on the south elevation and 32.08' x 20' on the east elevation, with a total area of 3,205 SF (2,562 SF on the south and 643 SF on the east), and measuring 28' to the top of the screen. Due to the nature of the structure, it is an integral feature to the design and architectural style of the building, and provides natural shade to the underlying structure. The color of the perforated screens coordinates with the building colors furthering the consistency of the design. Due to the appearance of copy and the size of the screens, this means that the total area of the screens counts against the Aggregate Sign Area allowed for the building. With the MZO limiting this building to 178 SF of Aggregate sign Area, there is a vast difference in the proposed aggregate sign area.

It is important to point out that while the appearance of copy and size of the screens would mean that it is regulated as signage per Section 11-43-8 of the MZO, it was designed in collaboration with local artist Terry Pisel as an integral, unique design feature of the building architecture and as such should be considered as a unique public art mural.

The remaining three Attached Signs shall consist of a mixture of sign types. Final sign design has not yet been determined so these signs may be a combination of sign types and construction including Face Illuminated Pan Channel logo/letters, halo-illuminated Reverse Pan Channel logo/letters, and non-illuminated Flat Cut Out Letters. Logos may use Child Crisis Arizona's branding colors shown on the Materials and Colors sheet, while letters shall have the appearance of silver either through the use of a brushed aluminum finish or paint to match. The Entrance sign (Sign 4) shall not exceed an area of 61 SF,

while the Volunteer Sign shall not exceed an area of 52 SF and the Donation Center sign (Sign 11) shall not exceed an area of 36 SF.

Child Crisis is also proposing three (3) Detached Monument signs, one each to be located on each street frontage of W 9<sup>th</sup> Street, N Country Club Drive and W Rio Salado Parkway. The sign on W 9<sup>th</sup> Street shall be a 3' tall x 3' long internally illuminated monument sign cabinet with the halo illuminated reverse pan channel CCA logo and silver halo illuminated reverse pan channel letters, not to exceed 4 SF in sign area. This sign shall be located at the driveway entrance on W 9<sup>th</sup> Street.

The detached signs on N Country Club Dr and W Rio Salado shall both consist of a 10.5' tall x 8' long internally illuminated sign cabinet with halo illuminated letters & logo with a 24" x 68" electronic message panel. Each sign shall measure a total of 48 SF per sign. The sign on N Country Club Dr shall be located near the corner of W 9<sup>th</sup> Street & N Country Club Dr, while the W Rio Salado Pkwy sign shall be located at the driveway entrance off this street.

Regulating the Perforated Image Screens as signage contributes to the proposed signage for the new Child Crisis Arizona Headquarters exceeding the allowed signage limitations as set forth by the Mesa Zoning Ordinance. Otherwise the proposed signage for the new building falls within the parameters of the Zoning Ordinance. The Perforated Image Screens are the only street facing attached signs that gives the building identification. All remaining attached signage faces the parking lot on the north and west elevations of the building. Approval of the requests would add unique character to the surrounding area and strengthen the presence of Child Crisis Arizona in the neighborhood.

#### **Sign Analysis:**

##### Maximum Aggregate Sign Area and Maximum Quantity of Signs:

Based on the analysis of the attached signage that Child Crisis Arizona is proposing to display, there is one issue that Child Crisis is in conflict with the Mesa Zoning Ordinance: The Maximum Aggregate Sign Area Allowed per MZO Section 11-43-3(D)(1).

##### Maximum Number of Permitted Attached Signs per Occupancy:

Front Foot of Building Occupancy: 200 to 249 feet

Maximum Number of Permitted Signs: 4

##### Maximum Aggregate Sign Area Calculation:

Front Foot of Building Occupancy: 200 to 249 feet; 80% of lineal front foot of occupancy:  
178 SF

Maximum Area per Sign: 160 SF allowed

##### Proposed Attached Signs on Building:

Child Crisis is proposing to display the following attached signage on the building:

Proposed Number of Attached Signs: 4

Proposed Aggregate Sign Area: 3,454 SF

Proposed Detached Monument Signage:

Child Crisis is proposing to display the following detached signage:

Proposed Number of Detached Monument Signs: 3 total; 1 each on W 9<sup>th</sup> St, N Country Club Dr & W Rio Salado Pkwy

Proposed Area of Detached Monument Signs: W 9<sup>th</sup> St – 4 SF; N Country Club Dr – 48 SF; W Rio Salado Pkwy – 48 SF

Total Proposed Area of Detached Monument Signs for Property: 100 SF

Proposed Height of Detached Monument Signs: W 9<sup>th</sup> St – 3'; N Country Club Dr – 10.5'; W Rio Salado Pkwy – 10.5'

Difference Between Proposed Signage & Sign Ordinance:

Based on the proposed number of attached signs and proposed aggregate attached sign area, the differences between the attached signage proposed and what the MZO allows are as follows.

Proposed Number of Attached Signs: 4

Maximum Allowed by Ordinance: 4

Difference: None

Proposed Aggregate Attached Sign Area: 3,454 SF

Maximum Allowed by Ordinance: 178 SF

Difference: 3,276 SF

Proposed Detached Monument Signs: 3 (1 per street frontage)

Maximum Allowed by Ordinance: Multiple signs allowed

Difference: None

Proposed Detached Monument Aggregate Sign Area: 100 SF (4 SF on W 9<sup>th</sup> St and 48 SF each on N Country Club Dr & W Rio Salado Pkwy)

Maximum Aggregate Sign Area Calculation: W 9<sup>th</sup> St – 142 SF; N Country Club Dr – 412 SF; W Rio Salado Pkwy – 262 SF

Difference: None