



**Illuminated & Non-Illuminated Architectural Signage • Awnings  
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STATEWIDE FROM PRESCOTT VALLEY & PHOENIX**

December 8, 2020

City of Mesa  
Planning Department  
20 E Main St.  
Mesa, AZ 85201

RE: Justification and Compatibility Statement – BOA20-00195

To the City Planning Department,

**Section 11-46-3 (D) Comprehensive Sign Plan Justification and Compatibility**

**D. Review criteria.** The Zoning Administrator Hearing Officer or 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:

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; or

The size of the development site in question is significantly larger than most developments with only Dobson Rd being allowed freestanding signage through standard code. As such, the freestanding sign package in review will mostly not even be visible from the public streets. Our intention will be draw attention to visitors off Dobson Rd. and into the parking lot or internal street with



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smaller directional signage to direct them to their end destination building.

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; or

The proposed changes to the design of the buildings and the signage are high quality and unique architectural style. The architectural style used for this sign package ties all of the buildings and property together to create a medical campus feel and also allows visitors to easily find their destination. The buildings that are part of this campus are of significant size and combined have the capacity to hold up to ninety-two individual tenants. The allowed tenant signage is only of the highest quality and only allows up to three (3) individual sign types that are all very similar in appearance and will help tie the buildings together as one development.

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.

Our proposed signage, through the use of consistently high quality design and materials (aluminum, acrylic, concrete, and vinyl) match the color, materials, and architecture of the building, while utilizing address numbers on both the buildings and freestanding signs with color coordination that really helps integrate our signage into the campus.

### **Section 11-70-5-(E) Special Use Permit Justification and Compatibility**

**E. Required Findings.** A SUP shall only be granted if the approving body determines that the project as submitted or modified conforms to all of the following criteria. If it is determined that it is not possible to make all of the required findings, the application shall be denied. The specific basis for denial shall be established in the record.

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;

This property falls within a specialty district medical campus under the Mesa 2040 General Plan. Developments in this character type are meant to maintain a campus feel and have connection between buildings by having consistency in landscaping and signage and a high quality of building design and materials.

Our comprehensive sign plan, through the use of consistent high quality design and materials (aluminum, acrylic, concrete, and vinyl) that match the architecture of the building, utilizing address numbers with color coordination is furthering the goals of the general plan use for this property. The exterior freestanding directional signage will be used to direct pedestrian and vehicular traffic to the correct building, and once they have found the correct building, interior directional signage will direct them to their final destination.

In addition, to ensure that installed tenant signage is only of the highest of quality and of similar sign type, we have required within our CSP that our tenants utilize one of three sign types. All three sign types require individual internally illuminated letters with the option of having the illumination as face illuminated, halo illuminated, or both halo and face illuminated. This means that all of the tenant signage will match and that tenants will not be allowed “cabinet” signage, flat cut out letters,



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or any other sign type that is not of high quality design. To ensure that the color scheme is similar for all signage, we are also requiring all tenants to choose one color out of three different options for their letters in their sign. These colors include white, gray, or black. However, all of these colors will illuminate white at night.

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 with any other applicable City plan or policies;

The Mesa 2040 General Plan classifies a medical campus as being for hospitals and associated medical office building on sites of at least 20 acres. They often contain buildings at least 2 stories in height and can impact surrounding neighborhoods due to traffic and noise. This property falls into this category as the main use of the property is medical offices, there are multi story buildings, and the site is at least 20 acres in size.

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; and

The added signage requested in our proposed comprehensive sign plan will help visitors locate their destination in an efficient manner which will help with local traffic and be a service to the community rather than a disservice. In addition, the majority of proposed freestanding signage has been designed with the intent to direct internal traffic versus targeting outside traffic.



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

The proposed project is an upgrade to an existing site which if anything will help with traffic flow as it is designed to help travelers find their end destination as quickly as possible.

Thank you for your consideration,

Signs Plus



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City of Mesa  
Planning Department  
20 E Main St.  
Mesa, AZ 85201

RE: Request for special use permit at the properties 1432, 1450, 1500,  
1520 S Dobson Rd. Mesa, AZ

To the City Planning Department,

Signs Plus is requesting for a special use permit to modify an existing comprehensive sign plan (Case # BA09-016) to allow for an updated freestanding monument, directional, and building sign package. These modifications include changes in sign sizes, quantities, locations, and design.

The existing comprehensive sign plan (Case #BA09-016) included the building located at 1400 S Dobson Rd. Mesa, AZ. As part of our request, we are asking that the signage approved for the 1400 building be excluded from our updated CSP as this property is being managed by different ownership. Our comprehensive sign plan will be utilized for the properties located at 1432, 1450, 1500, and 1520 S Dobson Rd. Mesa, AZ.

The proposed signage shown in our new comprehensive sign plan will replace all of the existing signage on the properties of 1432, 1450, 1500, and 1520 S Dobson Rd. that were part of the previously approved comprehensive sign plan. With the two campuses (Banner Health and Desert Medical) being separated and being in such close proximity of each other, it is important that the sign packages are separated and



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differ in design to show that there are two different campuses within this area.

The property within our comprehensive sign plan falls within a specialty district medical campus under the Mesa 2040 General Plan.

Developments in this character type are meant to maintain a campus feel and have connection between buildings by having consistency in landscaping and signage and a high quality of building design and materials.

Our proposed comprehensive sign plan is supporting the specialty district purpose through the use of consistent high quality design and materials such as aluminum, acrylic, concrete, and vinyl that match the color scheme and architecture of the buildings. Our directional sign package will utilize address numbers with color coordination as a method to maintain and create a campus feel. The exterior freestanding directional signage will be utilized to direct pedestrian and vehicular traffic to their destination building, and once they have found the correct building, interior directional signage will direct them to their final destination.

A large number of the visitors to this site will most likely be of the elderly age group. The number of signs proposed is being used to facilitate traveling through this complex campus. This means that that there is huge need for a sufficient amount and well placed directional signage throughout the site.

The exterior future tenant building signage has been designed to be tasteful, flow well with the existing building architecture, and also provide adequate tenant identification. To ensure that installed signage is only of the highest of quality, we have required within our CSP that our tenants utilize one of three sign types. All three sign types require





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individual internally illuminated letters with the option of having the illumination as face illuminated, halo illuminated, or both halo and face illuminated. This means that all of the tenant signage will match and that tenants will not be allowed “cabinet” signage, flat cut out letters, or any other sign type that is not of high quality design. In addition to this requirement, we are also requiring our tenants to choose between three (3) colors for the letters in their sign. These colors include black, white, and gray and during the night, all of these colors will illuminate white. However, the tenants will be allowed to utilize their corporate logo or insignia in the color of their choice.

To help achieve a campus feel our freestanding signage, besides four (4) signs (sign type “E”) which are being used for pedestrian traffic only, will be used strictly for directional purposes and will not include tenant names.

I have included below a chart showing the standard code sign allowances versus the requested allowed signage.

## **Freestanding Signage – Sign Comparison Chart:**

	<b>Standard Code Allowance</b>
<b>Max Number</b>	Multiple Signs
<b>Max Aggregate Sign Area</b>	573 SQFT
<b>Max Height</b>	12'
<b>Max Area Per Sign</b>	80 SQFT
	<b>Proposed</b>
<b>Max Number</b>	1 monument and 4 tenant signs
<b>Max Aggregate Sign Area</b>	67.13 SQFT
<b>Max Height</b>	12.708'
<b>Max Area Per Sign</b>	40.13 SQFT





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## Directional Signage – Sign Comparison Chart (Does Not Count Towards Max Freestanding Signage Allowance):

	Standard Code Allowance
Max Number	N/A
Max Aggregate Sign Area	N/A
Max Height	N/A
Max Area Per Sign	N/A
	Proposed
Max Number	13 total directional signs
Max Aggregate Sign Area	148.54 SQFT
Max Height	7.27'
Max Area Per Sign	12.64 SQFT

### Justification For Each Individual Freestanding Sign Type:

**Sign “A”** – This monument sign will be the only freestanding sign easily visible from Dobson Rd. The intention for this sign is to pull traffic from the main road and let them know they are at the correct the correct medical campus.

**Sign “B1”** – This will be the first directional freestanding sign visible to traffic coming from the West entrance on Banner Dr. The intention for this sign is to let traffic know they are at the correct medical campus.

**Sign “B2”** – This will be the first directional freestanding sign visible to traffic coming from the Northeast entrance on Banner Dr. The intention for this sign is to let traffic know they are at the correct medical campus.

**Sign “C1”** - This directional sign type is utilized as an internal traffic directional. If traffic enters from the north western entrance, traffic will first see sign “B1”. This sign will either direct them to building 1432, or

to this sign “C1”. After reaching sign “C1”, this directional sign directs them to correct building, or to the next directional sign. If traffic is heading from the south entrance, this sign will direct them to building 1432, 1450, or the next directional sign.

**Sign “C2”** - This directional sign type is utilized as an internal traffic directional. If traffic enters from the north eastern entrance, traffic will first see sign “B2”. Sign “B2” is designed to pull traffic from the main road, while sign “C2” will direct traffic from the north to building 1450 or the next directional sign and from the south to building 1450 or the next directional sign.

**Sign “C3”** – This directional sign type is utilized as an internal traffic directional. As traffic enters from the eastern entrance, sign type “C3” will either direct traffic to building 1500, building 1450, or the next directional sign.

**Sign “C4”** – This directional sign type is utilized traffic directional. As traffic is directed south from sign type “C3”, this sign will either continue to direct the traffic west towards building 1520 or 1450 or redirect confused drivers to a directional sign that will direct them to the correct destination.

**Sign “C5”** -This directional sign type is utilized as an internal traffic directional. Once traffic from sign type “C4” and “C5” has been directed to this cul-de-sac, this sign will be utilized to ensure traffic finds their end destination, or redirect them back to a directional sign that will point them to the correct building.

**Sign “D1”** – Once a pedestrian has utilized the sign type “C” traffic directional signage to find the correct building destination, this pedestrian directional signage is utilized to ensure the visitor finds the

correct entrance to the building. In addition, if a pedestrian has multiple medical offices to visit during their time at this campus, they will often walk to the next building rather than re-entering their vehicle and will need this sign type for direction. This particular directional sign is vital to building 1432 as when pedestrian traffic travels south from the 1432 building, this sign will point them to building 1450 or the next directional sign. When headed north, pedestrians will know that they need to cross the street after reviewing the sign.

**Sign “D2”** - Once a pedestrian has utilized the sign type “C” traffic directional signage to find the correct building destination, this pedestrian directional signage is utilized to ensure the visitor finds the correct entrance to the building. In addition, if a pedestrian has multiple medical offices to visit during their time at this campus, they will often walk to the next building rather than re-entering their vehicle and will need this sign type for direction. When pedestrians are directed from sign “D1” southwest to building 1520, this directional sign will be necessary to ensure they continue heading in the correct direction. In addition, pedestrians heading north from sign type “D3” will need this sign to know they are headed the right direction to building 1432.

**Sign “D3”** - Once a pedestrian has utilized the sign type “C” traffic directional signage to find the correct building destination, this pedestrian directional signage is utilized to ensure the visitor finds the correct entrance to the building. In addition, if a pedestrian has multiple medical offices to visit during their time at this campus, they will often walk to the next building rather than re-entering their vehicle and will need this directional sign type for direction. Sign “D3” and “D4” work in unison together to direct pedestrian traffic down the correct corridor. If headed from the 1520 building, “D3” will either direct traffic

north to the 1432 building, or east to “D4” for the next appropriate direction.

**Sign “D4”** - Once a pedestrian has utilized the sign type “C” traffic directional signage to find the correct building destination, this pedestrian directional signage is utilized to ensure the visitor finds the correct entrance to the building. In addition, if a pedestrian has multiple medical offices to visit during their time at this campus, they will often walk to the next building rather than re-entering their vehicle and will need this directional sign type for direction. Sign “D3” and “D4” work in unison together to direct pedestrian traffic down the correct corridor. If headed from sign type “D3” or building 1450, sign “D4” will either direct traffic east to the 1500 building, or west to “D3” for the next appropriate direction.

**Sign “D5”** - Once a pedestrian has utilized the sign type “C” traffic directional signage to find the correct building destination, this pedestrian directional signage is utilized to ensure the visitor finds the correct entrance to the building. In addition, if a pedestrian has multiple medical offices to visit during their time at this campus, they will often walk to the next building rather than re-entering their vehicle and will need this directional sign type for direction. Sign “D5” will likely be one of the most used pedestrian directional signs. This will either direct traffic south to building 1500, or the next directional sign for further direction.

**Sign “D6”** - Once a pedestrian has utilized the sign type “C” traffic directional signage to find the correct building destination, this pedestrian directional signage is utilized to ensure the visitor finds the correct entrance to the building. In addition, if a pedestrian has multiple medical offices to visit during their time at this campus, they will often walk to the next building rather than re-entering their vehicle

and will need this directional sign type for direction. Sign “D6” will be utilized to direct traffic from sign “D5” to the west towards sign type “D1”, or from sign “D1” to sign “D5”.

**Sign “E1”** - This tenant sign type is utilized for internal pedestrian traffic. There is one (1) of these signs outside of each building on this site. This will be utilized to identify the largest tenants (or most commonly visited), to help pedestrians find their correct destination. These signs may hold up to six (6) tenants, although may be utilized for as little as three (3) tenants. This sign is located in front of the 1432 building to identify these building tenants.

**Sign “E2”** - This tenant sign type is utilized for internal pedestrian traffic. There is one (1) of these signs outside of each building on this site. This will be utilized to identify the largest tenants (or most commonly visited), to help pedestrians find their correct destination. These signs may hold up to six (6) tenants, although may be utilized for as little as three (3) tenants. This sign is located in front of the 1450 building to identify these building tenants.

**Sign “E3”** - This tenant sign type is utilized for internal pedestrian traffic. There is one (1) of these signs outside of each building on this site. This will be utilized to identify the largest tenants (or most commonly visited), to help pedestrians find their correct destination. These signs may hold up to six (6) tenants, although may be utilized for as little as three (3) tenants. This sign is located in front of the 1500 building to identify these building tenants.

**Sign “E4”** – This tenant sign type is utilized for internal pedestrian traffic. There is one (1) of these signs outside of each building on this site. This will be utilized to identify the largest tenants (or most commonly visited), to help pedestrians find their correct destination.



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These signs may hold up to six (6) tenants, although may be utilized for as little as three (3) tenants. This sign is located in front of the 1520 building to identify these building tenants.

## **Building Signage – Sign Comparison Charts:**

### **1432 Building (Front Foot of Building Occupancy – 150')**

	<b>Standard Code Allowance</b>
<b>Max Number of Signs</b>	3
<b>Max Aggregate Sign Area</b>	160 sq. ft. is allowed
<b>Max Area Per Sign</b>	160 sq. ft.
<b>Sign Location</b>	1st floor only (unless approved by CSP)
	<b>Proposed</b>
<b>Max Number of Signs</b>	3
<b>Max Aggregate Sign Area</b>	160 sq. ft. is allowed
<b>Max Area Per Sign</b>	53.33 sq. ft.
<b>Sign Location</b>	Any location shown on elevation drawings shown on page 25 of the CSP and not to exceed above allowances.

### **1450 Building (Front Foot of Building Occupancy – 216')**

	<b>Standard Code Allowance</b>
<b>Max Number of Signs</b>	4
<b>Max Aggregate Sign Area</b>	172.8 sq. ft. is allowed
<b>Max Area Per Sign</b>	160 sq. ft.
<b>Sign Location</b>	1st floor only (unless approved by CSP)
	<b>Proposed</b>
<b>Max Number of Signs</b>	4
<b>Max Aggregate Sign Area</b>	172.8 sq. ft. is allowed
<b>Max Area Per Sign</b>	43.2 sq. ft.
<b>Sign Location</b>	Any location shown on elevation drawings shown on page 27 of the CSP and not to exceed above allowances.





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## **1500 Building (Front Foot of Building Occupancy – 204')**

	<b>Standard Code Allowance</b>
<b>Max Number of Signs</b>	4
<b>Max Aggregate Sign Area</b>	163.2 sq. ft. is allowed
<b>Max Area Per Sign</b>	160 sq. ft.
<b>Sign Location</b>	1st floor only (unless approved by CSP)
	<b>Proposed</b>
<b>Max Number of Signs</b>	4
<b>Max Aggregate Sign Area</b>	163.2 sq. ft. is allowed
<b>Max Area Per Sign</b>	40.8 sq. ft.
<b>Sign Location</b>	Any location shown on elevation drawings shown on page 29 of the CSP and not to exceed above allowances.

## **1520 Building (Front Foot of Building Occupancy – 448')**

	<b>Standard Code Allowance</b>
<b>Max Number of Signs</b>	7
<b>Max Aggregate Sign Area</b>	358.4 sq. ft. is allowed
<b>Max Area Per Sign</b>	160 sq. ft.
<b>Sign Location</b>	1st floor only (unless approved by CSP)
	<b>Proposed</b>
<b>Max Number of Signs</b>	7
<b>Max Aggregate Sign Area</b>	358.4 sq. ft. is allowed
<b>Max Area Per Sign</b>	51.2 sq. ft.
<b>Sign Location</b>	Any location shown on elevation drawings shown on page 31 of the CSP and not to exceed above allowances.

## **Justification For All Requested Tenant Signage:**

**1432 Building** – The 1432 building is located north of Banner Desert Dr. The requested potential tenant sign locations have been positioned only on the West and South elevations of the building to flow well with





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the existing building architecture and serve the purpose of being highly visible to the general public for directional and advertisement purposes.

Signs Plus is requesting three (3) total building tenant signs on this building. This amount of requested signage is in compliance with standard code in both quantity and in size. The building has capacity for up to nineteen (19) suites as the current leasing plan is laid out and we are only requesting that up to three (3) of these potential tenants be allowed a building sign.

The potential allowed sign locations we have shown on our elevation drawing have been carefully chosen as these are the locations on the building that are visible but still flow well with the building architecture. The responsibility of deciding which tenants are allowed a building sign will fall on the owner of the property. A tenant will only be allowed to have a sign within a building within which they are leasing a space.

**1450 Building** - The 1450 building is located south of Banner Desert Dr. The requested tenant sign locations have been positioned only on the North, South and East elevations of the building to flow well with the existing building architecture and serve the purpose of being highly visible to the general public for directional and advertisement purposes.

Signs Plus is requesting four (4) total building tenant signs on this building. This amount of requested signage is in compliance with standard code in both quantity and in size. The building has capacity for up to thirty (30) suites as the current leasing plan is laid out and we are only requesting that up to four (4) of these potential tenants be allowed a building sign at one time.



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The potential allowed sign locations we have shown on our elevation drawing have been carefully chosen as these are the locations on the building that are visible but still flow well with the building architecture. The responsibility of deciding which tenants are allowed a building sign will fall on the owner of the property. A tenant will only be allowed to have a sign within a building within which they are leasing a space.

**1500 Building** - The 1500 building is located south of Banner Desert Dr. The requested tenant sign locations have been positioned only on the North, South and East elevations of the building to flow well with the existing building architecture and serve the purpose of being highly visible to the general public for directional and advertisement purposes.

Signs Plus is requesting four (4) total building tenant signs on this building. This amount of requested signage is in compliance with standard code in both quantity and in size. The building has capacity for up to nine (9) suites as the current leasing plan is laid out and we are only requesting that up to four (4) of these potential tenants be allowed a building sign at one time.

The potential allowed sign locations we have shown on our elevation drawing have been carefully chosen as these are the locations on the building that are visible but still flow well with the building architecture. The responsibility of deciding which tenants are allowed a building sign will fall on the owner of the property. A tenant will only be allowed to have a sign within a building within which they are leasing a space.

**1520 Building** - The 1520 building is located south of Banner Desert Dr. The requested tenant sign locations have been positioned only on the North, South and East elevations of the building to flow well with the existing building architecture and serve the purpose of being highly



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visible to the general public for directional and advertisement purposes.

Signs Plus is requesting seven (7) total building tenant signs on this building. This amount of requested signage is in compliance with standard code in both quantity and in size. The building has capacity for up to thirty-four (34) suites as the current leasing plan is laid out and we are only requesting that up to seven (7) of these potential tenants be allowed a building sign at one time.

The potential sign locations we have shown on our elevation drawing have been carefully chosen as these are the locations on the building that are visible and flow well with the building architecture. Four (4) of these requested locations are facing the US60. These signs need to be larger in size to be readable from the freeway. The responsibility of deciding which tenants are allowed a building sign will fall on the owner of the property. A tenant will only be allowed to have a sign within a building within which they are leasing a space.

Thank you for your consideration,

Signs Plus