

# SMITHCRAFT

CUSTOM ARCHITECTURAL SIGNS

3643 South 7th Street | Phoenix, AZ 85040.1130  
602.268.1349 ph | smithcraftsigns.com

## Narrative

In 2009 the existing Banner Desert Medical Center CSP was modified to accommodate the construction of Cardon Children's Medical Center. Additional ground sign height and wall sign square footage was approved due to the size and use of the campus. Banner Health is currently building a new 148,000 square foot Women's Tower as a continuation of this project. Along with the installation of a new wall sign for this tower existing site and wall signage will be re-branded. The purpose of this request is to amend the existing Comprehensive Sign Plan. Banner Desert Medical Center is unique in that it is both a major medical center and a children's hospital. Signage plays an important role in conveying this difference to both vehicular and pedestrian traffic. These revisions are key to the main goal of increasing public awareness during what could be very difficult circumstances.

Contained within this document are the locations, quantities, sizes, materials, methods of illumination, site, and wall signage within the project boundaries. Every attempt has been made to design signs that ensure a unified and consistent appearance for the project. Sign placement has been chosen to offer the best practical location to ensure proper communication for vehicular traffic, including ensuring that entrances to the project are properly marked and also provide proper visibility and safety. The proposed project will not be detrimental to the City, public, surrounding properties or neighborhoods. Adequate public services, public facilities and public infrastructure are available. All signage within this project will be subject to review and approval by Banner Health and the City of Mesa in accordance with this plan.

No additional ground signs will be installed per this amendment. Existing ground signs will be updated to include new Banner Health logos. The below matrix identifies existing, proposed, and new wall sign square footage for the sign(s) affected by this revision.

Sign Type	Allowed Per 11-43-3-D-1	Previously Approved S.F.	Proposed S.F.	New S.F.	Modification Requested
W1	160	157.5	137.5		Reduce sign area by 20 sq. ft. and add to allowable attached aggregate
W2	160	214	334.25		Combine existing (2) wall signs into (1) and increase sf by 120 sf
W3				366.5	New Request
W4	160	320	296		Reduce sign area by 24 sq. ft. and add to allowable attached aggregate
W5	160	680	436.5		Reduce sign area by 243 sq. ft. and add to allowable attached aggregate
Total S.F.		1371.5	1204.25	366.5	

