

September 7, 2016

BA16-033-CSP for 2840 E Main Street

Narrative and Justification

COMPREHENSIVE SIGN PLAN

Due to the age of the historic retail and commercial uses on this site, the existing attached and freestanding signage is in disrepair, outdated and needs replacement. The intent of this proposed comprehensive sign plan is to establish and help maintain a continuity of quality and aesthetics for the benefit of all tenants and the general public.

Consistent with many of commercial site layouts from the mid-1970's, the existing Kmart building is located 500' from it's primary frontage and access on Main Street. This makes it difficult for the traveling public to identify and locate the businesses. Accordingly, the CSP intends to help improve the visibility of tenants along the Main Street frontage. Mesa staff review comments regarding the CSP have been incorporated into the revised documents.

Jack in the Box

As noted on the revised CSP site plan, the CSP boundary includes the Jack-in-the-Box. However, due to existing lease agreements a change in this existing signage is not contractually possible at this time. Nevertheless, we are committed to making appropriate changes to the existing detached signage when the lease agreement is up for renegotiation (approximately 3 years). We would be acceptable to this being a condition of CSP approval.

Justification

As noted in the revised CSP, "Anchor Tenants" (i.e. Ross) and "Minor Tenants" (i.e. Melrose) require slightly more square footage. As you know, this building is located over 450' north of Main Street. This singular fact has been a significant factor in any attempts to redevelop this site. Originally Ross wanted their entry canopy to be well over 40' feet tall and larger signage to help overcome this daunting building setback. The owner was able to negotiate a lease with Ross for a lower and more proportional entry canopy with the understanding that larger signage would be accommodated. As you know, the purpose of a CSP is to provide for the establishment of signage criteria that are tailored to a specific development or location, and which may vary from specific Ordinance provisions. We believe this redevelopment project is the poster boy/girl for approving a CSP - specifically because of the location and the owner's ability to attract high quality tenants to this redevelopment project. Suffice it to say that without the deviations requested, the "Anchor Tenants" and "Minor Tenants" would no longer be committed and this vital redevelopment project would not occur.