

## **TRADEMARK**

August 15, 2016

City of Mesa Planning Division  
20 E. Main Street #150  
Mesa, AZ 85201

RE: Southern Avenue Villas - Comprehensive Sign Plan

### **NARRATIVE:**

Our request is for the approval of a Comprehensive Sign Plan for Southern Avenue Villas located at 855 W. Southern Avenue Mesa, AZ 85210. We are proposing an additional wall sign along W. Southern Avenue (I.03), which is the Feature main entrance area. The intent is to encourage all vehicular and pedestrian traffic to access the site here. The additional wall signage is essential in part due to the limited space along this street frontage. There will be no ground signage at this site

Also note that the sign being requested was included as part of the renderings for design review and planning. The intent for the rezoning of this site was to create a commercial appearance for this residential project. The signage being requested is integral to that design. To that end, the signage being requested is well within the limits of what would be permitted in a true commercial project. As such, we request that you consider this request in that light.

We would appreciate consideration of transferring the allowable sign area from West Grove Avenue frontage to accommodate for the additional wall request since we have placed no signs along Grove Avenue.

For any questions or any additional information please contact Ana Sandoval-Jones at Trademark Visual, Inc. located at 3732 East University Drive Phoenix, AZ 85034 (602) 272-5055