

Modification to the Comprehensive Sign Plan for Superstition Springs Business Park

August 18, 2016

Justification & Compatibility Statement

The Superstition Springs Business Park currently has a Comprehensive Sign Plan which limits office buildings with three (3) stories or less to four (4) attached signs not to exceed three hundred twenty (320) square feet in combined area.

The Westwind Terrace office building located at 6402 E. Superstition Springs Blvd. has the current limit of four (4) signs attached on the east, northwest, and southwest exterior walls. The building enjoys visibility from multiple directions and the south elevation which faces Superstition Springs Blvd. currently has no signage. If the Comprehensive Sign Plan were modified to allow five (5) attached signs for office buildings three (3) stories or less, it would provide flexibility for the multi-tenant nature of the building while preserving the integrity of the development. This particular section of the sign plan only affects Westwind Terrace. The proposed fifth (5th) sign would not cause the total area to exceed the current limit of three hundred twenty (320) square feet. The relative size of the additional sign to the large area of the south elevation would have a minimal visual impact while serving the location identification needs of our tenant. We feel allowing this modification to the Superstition Springs Business Park Comprehensive Sign Plan would not contradict the goal of maintaining the highest building standards for the City of Mesa.