



9-16-16

RE: GOODWILL STORE & DONATION CENTER
2665 N. POWER RD.
MESA, AZ

JUSTIFICATION AND COMPATIBILITY STATEMENT

WE ARE REQUESTING A COMPREHENSIVE SIGN PLAN THAT WOULD INCLUDE THE FOLLOWING CHANGES TO THE STANDARD SIGN CODE.

BUILDING A IS A SINGLE USE TENANT. THIS BUILDING WOULD BE ALLOWED 1 SQUARE FEET OF SIGN AREA PER ONE LINEAR FOOT OF BUILDING FRONTAGE.

BUILDING A HAS A 238'-8" FRONTAGE AND WOULD BE ALLOWED A MAXIMUM OF 238.66 SQUARE FEET OF SIGN AREA.

THIS PROPERTY AND BUILDING ARE PROPOSED TO COMPLY WITH SIGN ORDINANCE REQUIREMENTS FOR A C-2 DISTRICT. AS SUBMITTED, GOODWILL STORE AND DONATION CENTER WOULD LIKE TO PLACE FOUR (4) SIGNS ON THE BUILDING FOR A TOTAL SIGN AREA OF 200.88 SQUARE FEET. DUE TO THE LARGE SIZE OF THIS SINGLE USER BUILDING WE FEEL THAT THIS AMOUNT OF SIGNAGE IS NECESSARY TO IDENTIFY & DIRECT THE PUBLIC TO THE STORE. ALSO THIS SIGNAGE AMOUNT, COPY & DESIGN IS CONSISTENT WITH ALL NEW GOODWILL STORES ACROSS THE VALLEY. WE HAVE FOUND THAT THE WALL SIGNS THAT READ "DONATION DROP OFF" ARE NOT ADVERTISING SIGNAGE AS MUCH AS THEY ARE DIRECTIONAL SIGNS. WITHOUT THIS TYPE OF SIGN THE PUBLIC TENDS TO STACK UP DONATIONS ALL AROUND THE BUILDING. HOWEVER WE HAVE INCLUDED THE SIGN AREA FOR THESE DIRECTIONAL TYPE SIGNS IN OUR TOTAL PURPOSED SIGNAGE.

ATTACHED WALL SIGNAGE FOR GOODWILL

COPY	ELEVATION PLACEMENT	AREA	NO.
SMILING G LOGO, "GOODWILL"	WEST ELEVATION	76.44 SQ. FT.	1
SMILING G LOGO, "GOODWILL"	NORTH ELEVATION	76.44 SQ. FT.	1
DONATION DROP OFF	NORTH ELEVATION	24 SQ. FT.	1
DONATION DROP OFF	SOUTH EAST ELEVATION	24 SQ. FT.	1
TOTAL PROPOSED		200.88 SQ. FT.	4
PERMITTED BY CODE		160 SQ. FT.	3

THIS REQUEST WOULD BE COMPATIBLE WITH CITY CODE, THE INTENT OF THE CURRENT SIGN CODE & THE DESERT UPLANDS AREA. ALSO THIS REQUEST WOULD NOT BE DETRIMENTAL TO SURROUNDING PROPERTIES.

THANK YOU FOR CONSIDERING OUR REQUEST,

A handwritten signature in black ink, appearing to read "Rob Frazier", is written over a light blue horizontal line.

ROB FRAZIER
EQUITY SIGN GROUP, INC.