

Desert Vista 100, LLC

July 10th, 2017

City of Mesa
Zoning Board of Adjustment
55 N. Center Street
Mesa, Arizona

**RE: Comprehensive Sign Permit and Special Use Permit Request to
Increase Letter Dimensions of (3) Master Planned Community Entry
Monument Signs at Mulberry Parcel #5**

Zoning Board of Adjustment,

Desert Vista 100, LLC is respectfully requesting a Comprehensive Sign Permit and Special Use Permit from the City of Mesa Sign Code to allow more square footage of lettering than is currently allowed in the sign code. We are requesting the ability to install the attached signage on both sides of the main Entry Boulevard located at Guadalupe Road and S. Boca Street, and one sign at the western entrance located at Guadalupe Road and S. Feliz.

Mulberry Parcel #5 will consist of (163) Americana Collection Homes. The lots are located on 45+/- acres which make up Parcel #5. These Homes are currently approved in the originally approved Mulberry Parcels #1-4. The sizes of the lots are a minimum of 45'X 120' and we have also incorporated some 50'X 120' corner lots to accommodate wrap around porches.

The location of these (3) signs will clearly mark and locate the Main Entry points of the Mulberry Master Planned Community, Parcel #5 and easily direct people into the Community. With the addition of Parcel #5 to the approved Parcel #1-4 the Mulberry Master Planned Community will consist of a combined (175) Acres and a total of (708) Lots and Homes.

The City of Mesa sign Code does not address Master Planned Community Signage at this point. The Code does address Subdivision Signs with would be placed at individual Subdivisions inside of a Master Planned Community, but does not address signage located on Major Arterials.

The Entry Sign Monuments less the lettering were approved through and Planning Department Administrative Review Process that was a stipulation in the PAD Zoning Case. Furthermore the Entry Monument locations and Construction Documents were also approved through the City of Mesa Civil Plans and Building Safety review process. This request is only for the increase in sign square footage for the new signage in Parcel #5.

The proposed square footage of the signage lettering is proportionally correct for the size of the approved sign face area. These signs will become landmarks at each Major Boulevard Entry and flank each side of the Guardhouse Entry Buildings. Due to traffic approaching from both directions at each entry we are requesting that the sign lettering be on both Entry Monuments to balance the entry and be seen easily from both directions.

This request is in conformance with the intent of the City Sign Code. Previously (4) of these signs were approved in Mulberry Parcels #1-4. The signage was approved due to the unique Architecture of the Homes and Community that has made Mulberry a desirable Community to live in. With the addition of Mulberry Parcel #5 we are just continuing with the same previously approved Architecture of the Entry Monuments, Signage and Homes.

There are other Residential Sign Code requirements that allow up to 24 square feet of sign lettering, such as Apartment Complexes. These Apartment Complex signs are generally for much smaller parcels than the Mulberry Master Planned Community. Many Master Planned Communities in the City of Mesa have applied for larger Entry Signs on Major Arterials and they have been granted according to City Staff.

The Entry Sign Monuments and requested Sign Lettering are also proportionally sized to flow with the Mulberry's Signature Guard Houses located in the center medians, and will be compatible with the surrounding Communities

Should you have any further question feel free to contact me at 480-892-4492 or email at paul@blandfordhomes.com Blandford Homes thanks you for the consideration of this variance.

Sincerely,



Paul R Dugas

Director of Land Development
Desert Vista 100, LLC