

# MOUNTAIN VISTA MARKETPLACE

## Statement of Justification

related to a

Special Use Permit request for approval of a  
Comprehensive Sign Plan for

Mountain Vista Marketplace

Located at the southwest corner of Signal Butte Road & Southern Avenue



## **Comprehensive Sign Plan – Statement of Justification**

### Introduction & Overview:

The Mountain Vista Marketplace is a proposed 9.5-acre retail center located at the southwest corner of Signal Butte Road and Southern Avenue (approximately ½-mile north of the US 60/Superstition Freeway). The site recently received zoning approval by the City Council on April 16, 2007 (under application #Z07-22 and Ordinance #4689) for a Minor General Plan Amendment (from Mixed Use Employment (MEP) to Regional Commercial (RC)), and a “renaming” of the existing zoning from the older category of C-2 to Limited Commercial (LC). The proposed retail center is to be developed in full compliance with the approved Regional Commercial land use designation and LC zoning.

This Statement of Justification accompanies the application for a Special Use Permit for approval of the Comprehensive Sign Plan.

While this Comprehensive Sign Plan primarily focuses on the Property Identification Signs (a.k.a. Monument Signs) along the development’s street frontages (Signal Butte Road and Southern Avenue), it also provides the framework by which all tenant and other signage must follow.

The Comprehensive Sign Plan proposed for Mountain Vista Marketplace is designed to:

- Create a uniform aesthetic framework for all signage within the project,
- Establish the quality standards for design, construction, and maintenance of the signage, and
- Reinforce the project image while identifying individual developments and businesses within the development.
- Indicate the permitted and prohibited signs within Mountain Vista Marketplace.

All proposed signage within the Comprehensive Sign Plan for Mountain Vista Marketplace conforms with City of Mesa requirements for signs within the LC zoning district and Chapter 5 of the Mesa Zoning Ordinance.

The approval of this Comprehensive Sign Plan for Mountain Vista Marketplace by the City of Mesa also satisfies a requirement of this project. Further approvals will be required by MVKDC, LLC (the property owner and developer) and the City of Mesa to construct the signs. The location, specific detailed design, and construction of any sign within Mountain Vista Marketplace will be reviewed through the Design Review process. Permitting for construction shall be in conformance with the City of Mesa ordinances.

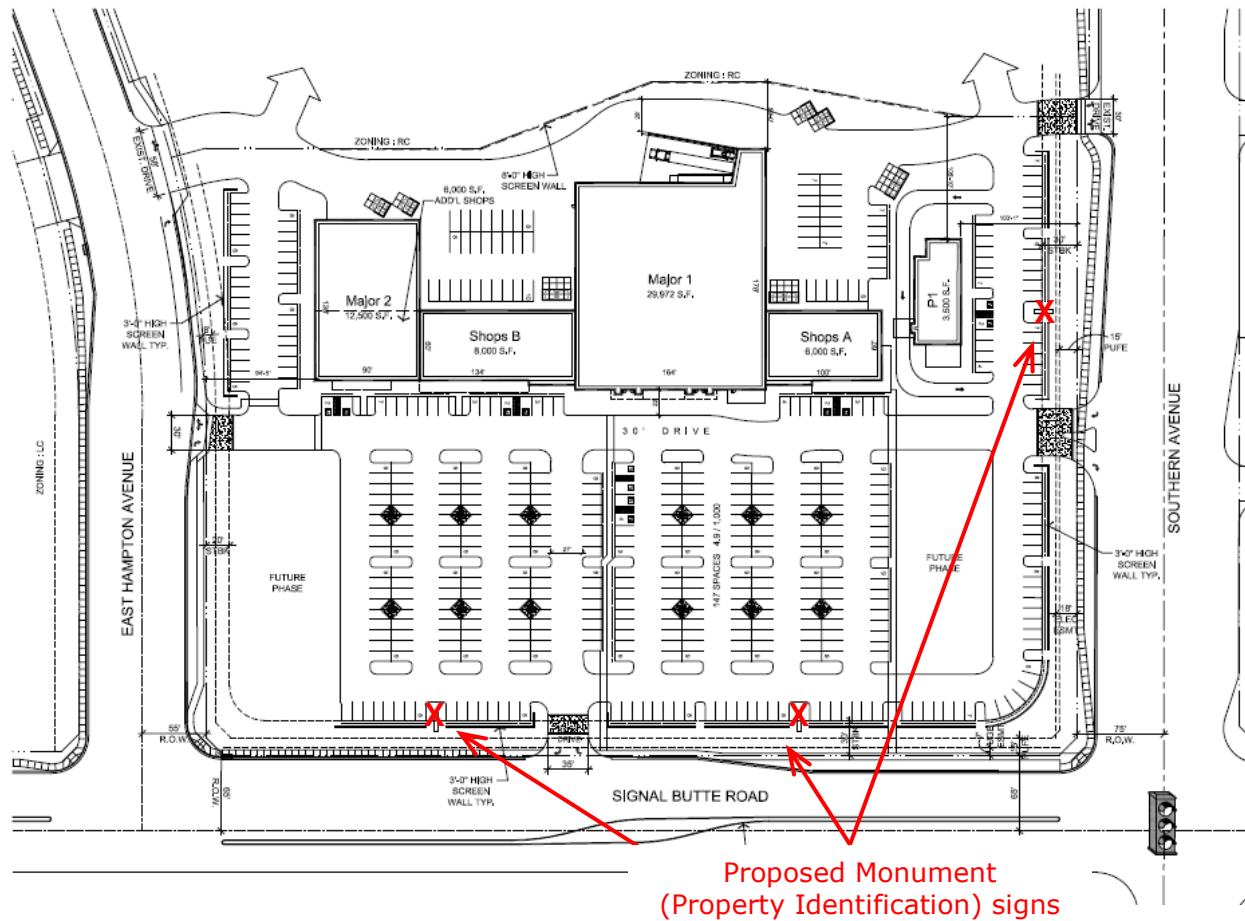
### General Concepts:

As indicated in the Comprehensive Sign Plan for Mountain Vista Marketplace, the consistency of design, materials, size, placement, and lighting for all signage is essential to establishing and maintaining the overall success of this development. Signs are integral to the architecture and consistent with the scale of the project. Tenants, lessees, owners and developers within Mountain Vista Marketplace shall be required to submit an individual sign plan indicating compliance with City of Mesa ordinances and regulations, and also with the Mountain Vista Marketplace Comprehensive Sign Plan.

This Comprehensive Sign Plan provides for a hierarchy of sign styles and types to ensure continuity and aid in way-finding for the first-time visitor. A site analysis of the typical viewing distance, rate of travel, and relative environment conditions has determined the relative size of each sign type. This signage plan is organized from the primary identification signage along the main arterial roads to individual tenant signage. The sketches and images that are included in this Comprehensive Sign Plan (CSP) provide the shape, size, height, and basic form for each sign type. Final plans for construction of signage, structural foundations, and signage structure are required prior to final approval to construct any sign.

### Design Criteria for Property Identification Signs (Monument Signs):

Property Identification Signs (also known as Monument Signs) are those placed along the street frontage of the site, which in this case is Signal Butte Road and Southern Avenue. Two Monument Signs are proposed along Signal Butte Road, and one Monument Sign is proposed along Southern Avenue. Although this site also has frontage along Hampton Road, no such Monument Signs are to be placed along Hampton Avenue. The location of the proposed Monument Signs are within the areas as indicated on the next page:



These three proposed monument signs are all multi-tenant, and are internally illuminated freestanding monument signs. On each side of the sign are five (5) individual single face tenant ID cabinets. At the top of the sign is the prominent, double face property ID cabinet display identifying Mountain Vista Marketplace. All cabinets have painted, opaque aluminum faces. The property logo and tenant copy will be routed-out of the aluminum and backed with dimensional push-through acrylic letters. Each cabinet attaches to an exposed I-beam to provide a unique design feature and to provide aesthetic value. The base is composed of two-tone CMU block with colors chosen to compliment the rest of the sign features, as well as the CMU block found throughout the development.

The height, sign area and other development standards of the proposed Monument Signs comply with City of Mesa requirements. Two tables are provided herein to compare the number and sizes of attached and detached signs proposed in this CSP with that allowed by the City are provided on the next page.

## Attached Signs – MZ0 Chapter 11-41-6.E.1

Table 1

Building	Code Sign Area Maximums	Proposed Maximum Sign Area	Code Maximum Number of Signs	Proposed Maximum Number of Signs
Major 1 (Sprouts) 164 front feet	2.0 sf/linear foot of building frontage (Max. 160 sf aggregate)	1.5 sf/linear foot of building frontage, per frontage w sign (250 sf-east, 90 sf-north = 340 sf aggregate)	> 100 feet building frontage – 3 signs	3 – east side, 1 – north side = 4 signs
Major 2 (Unidentified User) 138 front feet (south elevation)	2.0 sf/linear foot of building frontage (160 sf aggregate)	1.5 sf/linear foot of building frontage, per frontage w sign (250 sf-east, 90 sf-south = 340 sf aggregate)	> 100 feet building frontage – 3 signs	3 – east side, 1 – south side = 4 signs
Inline Retail Tenant (Shops A and B)	2.0 sf/linear foot of building frontage (Min. 24 sf., Max. 160 sf aggregate)	1 sf/linear foot of tenant frontage, per frontage w sign (Min. 24 sf., 160 sf max. area)	< 100 feet building frontage – 2 signs	One sign per exterior elevation = 2 to 3 signs per tenant
Freestanding Retail (Pads P1 – P3)	2.0 sf/linear foot of building frontage (Max. 160 s.f. aggregate)	1 sf/linear foot of tenant frontage, per frontage w sign (200 sf max. area)	< 100 feet building frontage – 2 signs > 100 feet building frontage – 3 signs	4 signs

## Detached Signs – MZ0 Chapter 11-41-6.E.2

Table 2

Street	Frontage	Code Aggregate Sign Area	Proposed Sign Area	Code Aggregate Sign Height	Proposed Sign Height (to top of sign)
<b>Southern Avenue</b> Proposing 1 sign	522 feet	261.0 s.f.	94.72 s.f.	26.1 feet	17.33 feet
<b><i>Detached signs for PAD sites on each frontage are not proposed or allowed.</i></b>					
<b>Signal Butte Road</b> Proposing 2 signs	693 feet	346.5 s.f.	189.44 s.f.	34.65 feet	34.66 feet
<b><i>Detached signs for PAD sites on each frontage are not proposed or allowed.</i></b>					
<b>Hampton Avenue</b> Proposing no signs (north)	495 feet	247.5 s.f.	0 s.f.	123.75 feet	0 feet
<b><i>Detached signs for PAD sites on each frontage are not proposed or allowed.</i></b>					
<b>Total</b>	1,710 feet	855 s.f.	284.16 s.f.	184.5 feet	40.98 feet

A depiction of these Monument Signs, as prepared by Royal Sign Company, is below:



Please note that a larger-scale version of the above exhibit is included with the Comprehensive Sign Plan.

### Design Criteria for Building Identification (Tenant Signage):

In addition to Monument (Property Identification) signs, the Comprehensive Sign Plan also indicates prohibited signs and the other permitted signs within Mountain Vista Marketplace, as well as the intended color, lettering and other themes. The signage theme supports the architectural style of Mountain Vista Marketplace by utilizing a simple palette of materials, colors, type styles and lighting in unique ways to provide individuality, visibility and legibility of messages.

The proposed palette of materials and colors is as follows:



An excerpt from the Comprehensive Sign Plan indicating the attached wall (building) signage for one of the tenants is provided below:



Please note that larger-scale versions of the exhibits noted above are included with the Comprehensive Sign Plan, as prepared by Royal Sign Company.

We appreciate your consideration of our Special Use Permit and the Comprehensive Sign Plan for Mountain Vista Marketplace.