

ATT

1411 S Power Rd

Mesa, AZ 85209

City of Mesa Board of Adjustment.

We are requesting a modification of the existing Comprehensive Sign Plan. ATT is asking for signs on 3 elevations, the front/east elevation (facing parking lot) and rear/west elevation (facing Power Rd) signs have been submitted for permit under a separate permit submittal. The existing CSP indicates only 1 sign per tenant and 2 signs for the anchor tenant, ATT is the anchor tenant for this newly remodeled building/center. There are several items listed below as to why we feel ATT should be allowed a third sign on the side/north/Hampton Ave street side elevation'

- 1) ATT has been assigned the anchor tenant
- 2) The side/north elevation faces Hampton Ave (would allow for street exposure)
- 3) The front of the store (east elevation) faces the interior parking lot of the plaza and does not allow good street exposure)
- 4) ATT stores require as much street exposure as possibly allowed
- 5) There are no existing monument signs at this north end of the newly remodeled plaza
- 6) The new ATT corporate branding requires signs on as many elevations as allowed by the city/CSP
- 7) Previous tenant did have 3 signs (east, west and north exposures)
- 8) ATT feels this added third sign (north street facing elevation) would be an asset to the general exposure of the ATT store and the other adjoining tenants giving all businesses in the plaza more exposure/customer traffic)
- 9) With the addition of the sign on the north elevation we feel that the sign would be an asset and visually pleasing to the appearance of the building/plaza

With the above mentioned items listed above we feel that the new ATT store and the plaza in

general would benefit from having the additional signage at the north/street facing elevation and would at this time ask the city to take into consideration all of the above listed items and approve the additional signage and to also approve the modification of the CSP for current and future tenants. Thank you in advance for your consideration regarding this matter.

Inc.

ATT Corporate

Applicants representative

Advanced Signs & Lighting

Re: John Hansen