

February 11, 2019

Subject: Narrative regarding the modification of CSP, Dobson Ranch Shopping Center

To Whom it May Concern,

The objectives of the request to modify the existing CSP are as follows:

- The intent is to modify the existing Comprehensive Sign Plan for the Dobson Ranch Shopping Center. There is no modification requested to the Wall Signage portion of the CSP. (see drawing set)
- The request moves and or eliminates a free standing sign on parcel number 305-05-561A.
- There are currently (2) two existing free standing signs located at this property, one on Dobson Road and the other located on Baseline. Both signs are 12'-0" in height, 81.22 square feet with (3) three tenant panels each. Proposed are (2) two replacement free standing signs. 13'-6" in height, with a 120 square foot sign on Baseline Road and a 80 square foot sign 13'-6" in height to be located on Dobson Road. Both signs are to be all aluminum. The new freestanding signs will incorporate the new color scheme for the overall Commercial Center. Illumination to be low energy LED. Face treatment to be aluminum panels with routed copy, backed with plex.
- National Franchise business requires a tenant panel on the free standing street signs. Without the availability of tenant panels, it has become extremely difficult to lease any of the vacant spaces. Additional panels will allow tenant visibility to the favorable traffic counts on both major streets, which is currently restrictive due to the storefronts being setback 142'-0" on Dobson Road and 271'-0" off Baseline Road. In addition, the existing Bank building located on the northwest corner of the property also blocks current storefront visibility. The development has been in place for many years and the current owners are incorporating new paint colors into the center. We have incorporated the existing architectural elements so the new free standing signs fit the overall look of the center.
- Approval of the revised CSP will advance the goals and objectives of both the existing and future businesses located within the center. The new free standing signs will upgrade the overall appeal of the center while obtaining the goals set forth by the city of Mesa.
- The location, size, design and operating characteristics are consistent within the purposes of the district.
- The proposed project will not be injurious or detrimental to the adjacent or surrounding properties in the area, nor will the proposed project or improvements be injurious or detrimental to the neighborhood or to the general welfare of the City.
- Adequate public services, public facilities and public infrastructure are available to serve the proposed project.

Regards,

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