



February 18, 2019

City of Mesa
55 N. Center St.
Mesa, AZ 85201

RE: Waypoint
1138 N. Alma School Rd
Mesa, AZ 85201

Justification and Compatibility Statement

We are requesting a modification to the Comprehensive Sign Plan (CSP) for Riverview Point, as it pertains to all ground signs. Riverview Point, a group office development located at the southwest corner of Alma School Road and Bass Pro Drive was purchased by Lincoln Property Group. The existing CSP as approved in BA08-051 for the property was never fully implemented. New ownership desires to change the development name to Waypoint, to distinguish itself from Mesa Riverview, of which it is no longer a part of. The main goal of this amendment is a rebranding of most monument signage for the property.

This property was originally developed as part of the larger Mesa Riverview retail project, which uses a distinct "wave" design element to provide continuity. In their wishes to distinguish the property from Mesa Riverview, Waypoint ownership desires to move away from this feature, instead making use of a "compass rose" as the predominant design element that is echoed throughout all of the freestanding signage on the property. The masonry bases of the entry and screen wall directional signage are all existing and will not be altered. Meanwhile, the cabinets have been redesigned to be more linear in nature and incorporate the Waypoint "compass rose" element. Through the use of the existing masonry bases and coordinating color scheme of the building architecture, the proposed signage will continue to reflect and complement the overall architectural style of the project.

The number and locations of the main entry monuments (Sign Type 1) shall remain the same; however, the design shall alter slightly from cabinets mounted to a concrete planter base, to halo-illuminated reverse pan channel letters and "compass rose" logos mounted directly to the existing CMU planter wall, as illustrated in the submitted drawings. The new design of the sign will reduce the overall height and area of each entry monument from the original 9 feet tall and 42.16 square feet in sign area, to 4 feet tall and 26.7 square feet in sign area per sign.

The design for the on-site screen wall directional signs (Sign Type 2) has changed slightly. The original sign came to an overall height of 6.83 feet and 18.5 square feet in sign area. The redesign calls for eliminating the upper cabinet, finishing the existing radius wall with smooth stucco and mounting the new "compass rose" reverse pan channel logo to it, as well as 3/4 inch flat-cut-out numbers with a 1 inch float off the wall surface, bringing the overall height of the sign down to 6.3 feet and total sign area of 20.83 square feet for each sign. The illumination sources will remain external.



The design of the secondary multi-tenant monuments (Sign Type 3) has undergone somewhat significant change, though the locations shall remain the same. In the original CSP, the secondary monuments consist of six tenant panels, with internal and external accent illumination, coming to 8.83 feet in height by 15.3 feet in width and 38.5 square feet in sign area. The proposed changes to the secondary monuments are a reduction of the number of tenant panels to 4, of which tenant names shall be routed from the aluminum panel and backed in white acrylic, and internally illuminated with white LED; and the addition of a reverse pan channel logo to be halo illuminated with blue LED. The proposed signs come to 9.58' in height and 53.52 square feet in sign area per sign.

As the built layout of the property differs slightly from what was proposed in the original CSP, we wish to add a directional sign at the end of the main entry drive. The design of the on-site directional signs (Sign Type 4) is changing from 6 feet tall by 4.6 feet wide cabinet sign and 16 square feet in sign area. The proposed directional signs will consist of a reduction in height to 3 feet but an increase in width to 6 feet, and an increase in sign area to 18 square feet. There is also an addition of a 3/4 inch flat-cut-out aluminum logo and 1/2 inch flat-cut-out numbers mounted flush to the face of the cabinet, only identifying building numbers, rather than tenant panels.

The proposed modification slightly deviates from what is allowed by Mesa City Code, which for detached signage would refer to Table 11-43-3-D-4. The allowance is as follows: one sign at a maximum height of 14 feet and a maximum area of 120 square feet; all other detached signs shall not exceed 8 feet in height and 50 square feet in area.

The proposed modification asks for a reduction in size for the main entry monuments, from 42.16 square feet to 26.37 square feet, which is a 36.6% reduction in sign area per sign. We respectfully ask the Board of Adjustment to allow us to borrow the unused sign area from the entry monument signs to allow the secondary monument signs an increase in height over what is allowed by code as stated in Table 11-43-3-D-4. The proposed secondary monuments ask for an increase in height of 1.58 feet each. This is the only deviation from Mesa City Code that we ask for, all other criteria of the proposed modification fits within the City Code.

We do not feel that the deviation from the City Code would be detrimental in any way to surrounding properties, as the secondary monuments for which we are asking an additional height allowance, do not face any developed residentially zoned property. Combined with the fact that we are reducing the overall size of the main entry monuments we feel this adequately compensates for the increase. The signs will be located outside of any sight triangles and follow all other criteria set forth in the City of Mesa Sign Code. With that in mind, we respectfully ask that the Board of Adjustment approve the proposed modifications to this CSP. Please refer to the attached drawings for further details and comparisons. Please feel free to contact us with any questions you may have.

Sincerely,

Julie Kulka
Applicant/Owner's Representative
Airpark Signs & Graphics