

07-29-2019

Submitted by Michael Frawley
Signtastic!

Signtastic! on behalf of Nick's Furniture (NF) (Address 422 E Broadway, Mesa, AZ 85204) is outlining the below project details providing necessary details for the City of Mesa to establish a positive decision allowing the use of the "signage FIN structure" at our customers Mesa address for its originally intended purpose, displaying signage.

The Art Deco Signage Fin Structure, what is it?

Size:

37 feet tall

12 feet wide at the top section (front (North) to rear (South) of building)

12" thick at the top section (East & West)

Made of a steel framed skeleton with plaster & stucco comprising the finished/exposed skin of the structure. At the roof level on the bottom of the sign there's a large entrance door for easier sign servicing, signage installation & routine maintenance.

Once approved, restoration of the Signage Fin Structure will comprise of scrapping, patching and a new fresh-looking coat of paint on all sides, top to bottom. It'll do wonders for this projects end-effect and customer goals.

The "Signage Fin Structure" protruding up through the front of the customers store is an intentionally engineered Art Deco piece. Its iconic stature enhances this particular shopping plazas anchor store. Due to the parking lot size at the plaza there's zero room along the adjoining streets perimeters to place a ground level monument sign. This center store location, the largest of all the stores was once owned by Kerby's Furniture, (the last tenant to occupy this space, (many years ago)). *See picture below of the signage Kerby's was allowed to display.



The proposal for new signage on the FIN above the parapet/roofline, which we're purposing, will be much more uniform and aesthetically pleasing for the entire neighborhood to view. New and vibrant day and night channel lettering, Nick's Furniture signage will be constructed with the finest of materials ensuring a long life of brilliance and luster for years to come.

End project recap –

Review below the justifications as we see them for lines 1 through 4 of the Mesa Zoning Ordinance (MZO) 11-7-5-E

- 1) Approving this project will ultimately advance the General Plan the City has set forth. Approving the proposed signage for the buildings Fin will increase sales which in turn will generate extra tax revenue
- 2) The location, size, design and operating characteristics are completely enhanced with the new streamlined signage proposal. Uniformity is at its best, when the design, size and scope of project isn't forgotten about.
- 3) The neighborhood was in need of an anchor store these past many years. It now has one. Because this signage fin has been in place for so many decades there are no other businesses or neighbors this signage fin will be harming. (everyone misses seeing signage on the fin these past many years)
- 4) There is plenty of adequate support from all involved to help ensure this fin displays signage once again.

Review below the justifications as we see them for lines 1 through 3 of the Mesa Zoning Ordinance (MZO) 11-46-3.D

- 1) The site has a 37' Art Deco "signage Fin structure" the City of Mesa approved channel lettering for this signage fin when the building was originally constructed. Additionally, there's no room for any ground level/street signage. Between the city easements and sidewalks there is no room for a monument or pole sign.
- 2) The unique characteristics of the building IS the Art Deco signage fin structure. It's architectural style, site location and physical scale is all of historical interest and importance. Preserving such a structure and allowing it to continue to display signage as it was originally intended will continually keep this intersection of business overly active with new and old customers.
- 3) The signage fin structure will be receiving a facelift (of sorts) once this variance vote is approved. Channel lettering & logo design chosen will blend in perfectly with the look of the store, parking lot and surrounding neighbors.

Review comments:

- Purposed FIN signage doesn't exceed the city's 75% rule and it is comprised of 100% channel lettering
- There are no other detached signs for this plaza
- There was an entrance sign permit approved for the Nick's Furniture entrance sign. PMT19-08771
- Signage Fin (East & West facing sides) will receive a facelift and a painted Red Oval, individual channel lettering will be added after
- There are no parking lot signs or monument/street signs at this location
- Asked to add; all other attached signs to meet Mesa Zoning Ordinance sign allowances for the DB-1 District – or unless otherwise approved by the City's Planners.