

## **Justification and Compatibility Statement**

August 14, 2019

RE: Board of Adjustment - Variance Request

Orange Tree Commercial Development  
NWC of E. McKellips Rd and N. Gilbert Rd.  
Mesa, AZ. 85203

On behalf of the property owner/developers, Summit West Signs is seeking approval for a request for variance. This approval will grant the accommodation of a new/replacement double-faced ID monument sign needed for the center. The proposed placement along the west side of Gilbert Rd. north of McKellips Rd. is well within the official and legal property line boundary, however the specific location has been declared an encroachment into the 75' Future Right-of-Way by City of Mesa officials. As of today's date, considerable investment has been made by the owners and other interested parties to improve the appearance, functionality and overall consumer value of the property and that investment includes two new monument signs, one of which is the primary interest of this summary.

The center is largely filled with retail and service type businesses; it provides sufficient parking for patrons and product suppliers, and in keeping with design common to commercial developments, the property is surrounded by a 4' tall screen wall finished with painted stucco. This low-rise screen wall sections the parking areas from another portion of the property reserved for neighborhood beautification which is required by the City of Mesa. It's maintained with lush, green grass year-round as well as other attractive vegetation along the roadside and happens to be the area designated for the proposed monument sign. It should be noted that both existing monument signs will be removed once the new signs are installed.

The afore mentioned 75' Future Right-of-Way boundary has been only recently been established by the City of Mesa (September 2018) and this new alignment is to be measured from the center of Gilbert Rd. From that point, it extends west and well beyond the private property line of this center and as such, renders nearly all of this improved area as "off-limits" for the placement of any new sign. Arguably, this new sign is necessary for the benefit of the tenants and identification of the center and unless the variance is approved, the redevelopment plan will be compromised and incomplete. By contrast, the absence of a sign will be harmful to the businesses occupying space in the center and will result in confusion to the public who are looking to arrive at their intended destinations. As a side note, the newly established 75' Future Right-of-Way boundary also renders the existing sign as non-conforming to code, whereas prior to the expansion of the ROW, the existing sign and all other conditions of this area of the property were fully code compliant.

In order to minimize risk to the tenants and to assist them in realizing the greatest degree of success at this location, we are proposing a new, attractively designed monument sign that is proportionate to the size of the buildings, the land, and other features of the area. It is fully compatible with the aesthetics of the buildings and in no way will be detrimental to the neighborhood. The distance between the leading

edge of the sign, the sidewalk and roadway will not jeopardize pedestrians in any way nor will it hazard the visibility of drivers of vehicles.

Key facts:

1. The footprint of the center is large and fronts both Gilbert Rd. and McKellips Rd.. The McKellips Rd frontage will also display a new/replacement and matching monument.
2. The setbacks of the buildings from both roadways are such that these signs are integral to the property by providing both center addressing and tenant identification for the businesses.
3. The site possesses existing, convenient features such as multiple points of ingress/egress, attractive landscaping, and modernized architectural characteristics which are paired with well-chosen color palettes. Chief amongst these relevant facts are the business types that occupy the center. These include several very popular dining establishments, a variety of consumer services, and at least two health and wellness centers, each the beneficiary of the advantages of monument signage.
4. The design details of the new monument are unique and nicely complimentary the center. The sizing and placement arrangement of the copy is such that tenant ID will be useful and easy to read.
5. Placing the proposed monument on the west side of the screen wall (in parking spaces) is not an option due to the center having already received special permission to have less than the required number of parking spaces for current development standards.

Additional Features

1. The signage will advance the goals of the city's general plan for business & growth.
2. The sign is compliant with the zoning district.
3. The sign will not be detrimental to the surrounding commercial properties or residential neighborhoods in any way.

Given the relevancy of these conditions, we submit that our request is adequately justifiable to receive the support and approval we seek. Please contact me or the property owners for any answers to questions that arise in the consideration of this submission.

Respectfully,

Mike LaPorte  
Summit West Signs  
335 E. Baseline Rd,  
Gilbert, AZ. 85233  
Ofc - 480.926.3465 or [mike@summitwestsigns.com](mailto:mike@summitwestsigns.com)