



**Illuminated & Non-Illuminated Architectural Signage • Awnings  
Canopies • Fascia • Neon • Outdoor Lighting • Flagpoles • Crane Service  
STATEWIDE FROM PRESCOTT VALLEY & PHOENIX**

January 2, 2020

City of Mesa  
Planning Department  
20 E Main St.  
Mesa, AZ 85201

RE: Request for special use permit at property 1660 S Alma School Rd. Mesa, AZ - Parcel # 134-26-765A

To the City Planning Department,

Signs Plus is requesting for a special use permit to modify an existing comprehensive sign plan (Case # BA95-53) to allow for a replacement monument sign to be installed in the same location of an existing monument sign, refurbishing an existing monument sign, and replacing one (1) set of existing channel letters that identify the shopping center (the size of these replacement letters will not be larger than the existing letters).

The replacement monument sign is the only sign out of the requested modifications to the existing comprehensive sign plan that falls outside of standard code allowance. This existing sign is 14'-4" tall and 95 SQFT in sign area. The replacement proposed sign structure is 16'-6" tall and 119.43 SQFT in sign area.

This property currently has one (1) multi-tenant monument sign that has limited space for the amount of tenants that are in the shopping center. The intention behind replacing the existing sign is to upgrade the signage to an updated modern sign design that compliments both the building architecture and design. The new sign also features larger tenant panels for increased visibility and readability.

This property has a multi-tenant two story building that has room for thirty-two tenants. This building is setback from the road and building signage is difficult (if not impossible for most suites) to read from the road traveling at the speed-limit. This property is also limited by the shape of the parcel as it does not allow locations for multiple monument signs that would be close to the street and have good visibility. Given this, we are left with the option of having one large sign that has large enough panels to properly identify the retail tenants in this shopping center that are able to take advantage of this freestanding sign exposure.

The proposed sign has twelve tenant panels on each side which only allows one third of the shopping centers potential tenants' opportunity for freestanding sign exposure.

The proposed modifications to the existing comprehensive sign plan will not be injurious or detrimental to the adjacent or surrounding properties but rather will instead be of service to these properties. As a result of shopping center tenants having proper identification, their customers will not miss their turn and will not have to conduct U-turns or turning around in surrounding parking lots/driveways.

Thank you for your consideration,

Signs Plus



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December 23, 2019

City of Mesa  
Planning Department  
20 E Main St.  
Mesa, AZ 85201

RE: Request for special use permit at property 1660 S Alma School Rd. Mesa, AZ - Parcel # 134-26-765A

To the City Planning Department,

### **Background**

Signs Plus is requesting for a special use permit to modify an existing comprehensive sign plan (Case # BA95-53) to allow for a replacement monument sign to be installed in the same location of an existing monument sign, refurbishing an existing monument sign, and replacing one (1) set of existing channel letters that identify the shopping center (the size of these replacement letters will not be larger than the existing letters).

### **Special Use Permit Required Findings**

1. Approval of the proposed project will advance the goals and objectives of and is consistent with the policies of the General Plan and any other applicable City plan and/or policies;

**This project is in conformance with all of all ten items provided in the purpose statement of the 2018 Sign Ordinance.**

2. The location, size, design, and operating characteristics of the proposed project are consistent with the purposes of the district where it is located and conform with the General Plan and with any other applicable City plan or policies;

**This project is in conformance with all sections of the sign ordinance except for the set of criteria that regulates monument sign sizes. Our proposed monument sign along Alma School Rd. is larger than allowed by standard code. However, this larger sign design has been asked for as it is in conformance with the section from the sign ordinance purpose statement reading "8. Provides for signs as an effective channel of communication, while ensuring that sign forms are aesthetically designed and proportioned in relation to adjacent structures on the same lot or development site, and that are compatible with their surroundings; and".**

3. 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; and

**This project is in conformance with all of the safety and traffic related criteria of the Mesa code and will not be injurious or detrimental to the neighborhood or to the general welfare of the city.**



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4. Adequate public services, public facilities and public infrastructure are available to serve the proposed project.

This shopping center is existing, and we are only asking to upgrade the existing signage. The existing public services, facilities, and infrastructure are already in place to support this project.

#### **Comprehensive Sign Plan Review Criteria**

1. The development site contains unique or unusual physical conditions, such as topography, proportion, size, or relation to a public street that would limit or restrict normal sign visibility; or

This property has a multi-tenant two story building that has room for thirty-two tenants. This building is setback from the road and building signage is difficult (if not impossible for most suites) to read from the road traveling at the speed-limit. This property is also limited by the shape of the parcel as it does not allow locations for multiple monument signs that would be close to the street and have good visibility. Given this, we are left with the option of having one large sign that has large enough panels to properly identity the retail tenants in this shopping center that are able to take advantage of this freestanding sign exposure.

Thank you for your consideration,

Signs Plus