



April 22, 2019

Re: Case No _____, 6505 E Southern Ave. Mesa, AZ 85206

An application has been filed with the City of Mesa for a Modification to Comprehensive Sign Plan BA90-013. Given ongoing developments in the retail climate as we navigate through the new omni-channel environment we find ourselves in need to make adjustments to keep up. As we look for opportunities to cater to brick and mortar retailers we have found that in some cases, such as this one at Superstition Springs Center, the demand for large anchor-size buildings is waning. As such we are making efforts to convert these large single-user boxes in to multi-tenant buildings.

This brings us to the request for the Comprehensive Sign Plan modification. Currently the Sign Plan allows for only one sign per elevation with a maximum single sign size of 275 square feet on the former Mervyn's building. As part of our conversion of the former Mervyn's building to a multi-tenant building we are requesting to be able to install more than one sign per elevation so that multiple tenants with exterior storefronts can have their own storefront sign. For this building we are asking that the maximum square footage allowed per elevation remain at 275 square feet with the ability to do multiple signs where there are multiple tenants within that 275 square feet. We propose the limitation that no one sign can exceed 160 square feet.

We thank you for your consideration of this matter.

Sincerely,

A handwritten signature in blue ink, appearing to read "Aaron Pratt".

Aaron Pratt
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