



**The Nile Theater
105 W. Main Street
Mesa, AZ 85210**

**Comprehensive Sign Plan and Use Permit
Narrative**

Arizona Commercial Signs has been engaged to submit a Comprehensive Sign Plan and Use Permit for The Nile Theater building at 150 West Main Street. Our proposal contains specifications of a marquee in a design comparable to the 1924 vintage marquee that will replace an existing awning on the north elevation. The dimensions, and attachment engineering that preserves the historic authenticity of the brick façade on the north elevation and the integrity of the building structure are detailed.

Our Comprehensive Sign Plan identifies deviations to sign code Table 11-43-3F for existing and proposed signs. The following are deviations from Table 11-43-3-F for which we request approval.

The proposed marquee wall sign at a total sign length of 28' which is more than 60% of total marquee length of 36.67'.

The existing mural on the north elevation is a deviation from both the maximum size of the sign and the placement. The mural sign is less than 50% of the building length, but the square footage at 48.20 sq. ft. is over the maximum allowable. Placement of the mural deviates from the code being located 2'-2" from the top of the parapet and 30'-2" from grade.

We are requesting approval of two (2) additional window decals on the north elevation for a total of three (3) window decals. And one (1) additional window decal on the south elevation for a total of two (2) decals. Additionally, approve one (1) additional banner sign on the north frontage to make a total of two (2). And one (1) additional banner sign on the alley frontage for a total of two (2).

The century-old Nile Theater located within the 100 block of West Main Street and the 100 block of South MacDonald, east of Country Club Drive and south of Main Street, falls within the Central Main Street Area Plan in Historic Downtown Mesa. Positioned within the Downtown Core, with a Downtown Events Overlay and Historic Landmark Overlay zoning, the Nile's live entertainment vibe draws walk-up gatherings or easy transit to the location, meeting the focus of the General Plan Character Area of downtown with a Transit Corridor Station Area overlay.

Supporting the intent and objectives of the General Plan and consistent with the purposes of the district, the business owner seeks to recognize, retain, and preserve the unique architectural style and vintage character of the building and its locally kilned brick façade. Approval of the distinctive marquee will bring to fruition the vision of the building very much as

it looked in the 1920's, clearly setting it apart as an outstanding variation from the conventional surrounding development adding historic interest to the area.

With the addition of the dramatic period-style marquee, the Nile can begin its next century of enhancing visual interest and enlivening and enriching Downtown Mesa, through live entertainment, and café services for residents, businesses, and visitors.

Underpinned by today's efficient modern technology, the proposed twenties-era marquee incorporates dazzling design features that visually transport visitors back to the Nile Theater's glitzy beginning kindling a feeling of excitement and glamour that made the Nile an Arizona hot spot for entertainment. The addition of the marquee will not impair property values nor community aesthetics but will promote and deliver an enticing draw to the area, improving opportunities to visit, live, work and shop.

In a nod to the original Egyptian-themed Nile Theater, the marquee sign faces will feature engraved Egyptian hieroglyphics plus the iconic image of King Tut, the world's most famous Pharaoh. The street-fronting face incorporates a 2' x 14' single face, outdoor, 12 mm, code compliant electronic message display with automatic lighting control technology that controls the intensity of lighting depending on the amount of ambient light present at daytime, nighttime, in partial shade or cloudy conditions. The intensity of the lighting from dusk to dawn will not exceed a 0.3 foot-candle difference between the off and solid measurements. Each message is displayed for a minimum period of eight (8) seconds with no blinking, flashing, rotating or movement of motion. Message transitions may include fade, dissolve, travel or scrolling not to exceed two (2) seconds. The electronic message display will not often illuminate between 11:00 p.m. and sunrise. Written certification from the business owner attesting to understanding and abiding by the provision of sign code Sections 11-41-3B and 11-41-7C and has agreed to cooperate with the City of Mesa regarding any nighttime testing of illumination levels and limitations.

Lining the perimeter of each of three sign faces is an open-faced border that houses marquee-style, static LED bulbs at comfortable 30 Lumens each.

The Art Deco lettering on all the faces mimics the look of traditional neon while benefiting from the durability and efficiency of modern LED lighting. The theater's name frames the logo in the chic faux neon, which illuminates yellow at night and appears to of polished gold during daylight hours.

The marquee is further embellished with two 5'-6" tall, internally illuminated accent columns attached to the front corners of the frame. They feature hand-carved, decorative finial post caps painted metallic copper.

Adequate public services, public facilities and public infrastructure are available to serve the proposed project. The design of the installation ensures the project will not be injurious or detrimental to the neighborhood or welfare of the city. Schneider Engineering has conducted an

exploratory analysis of the structure to assess the existing building for adequacy to support the new sign and its connections to the building.

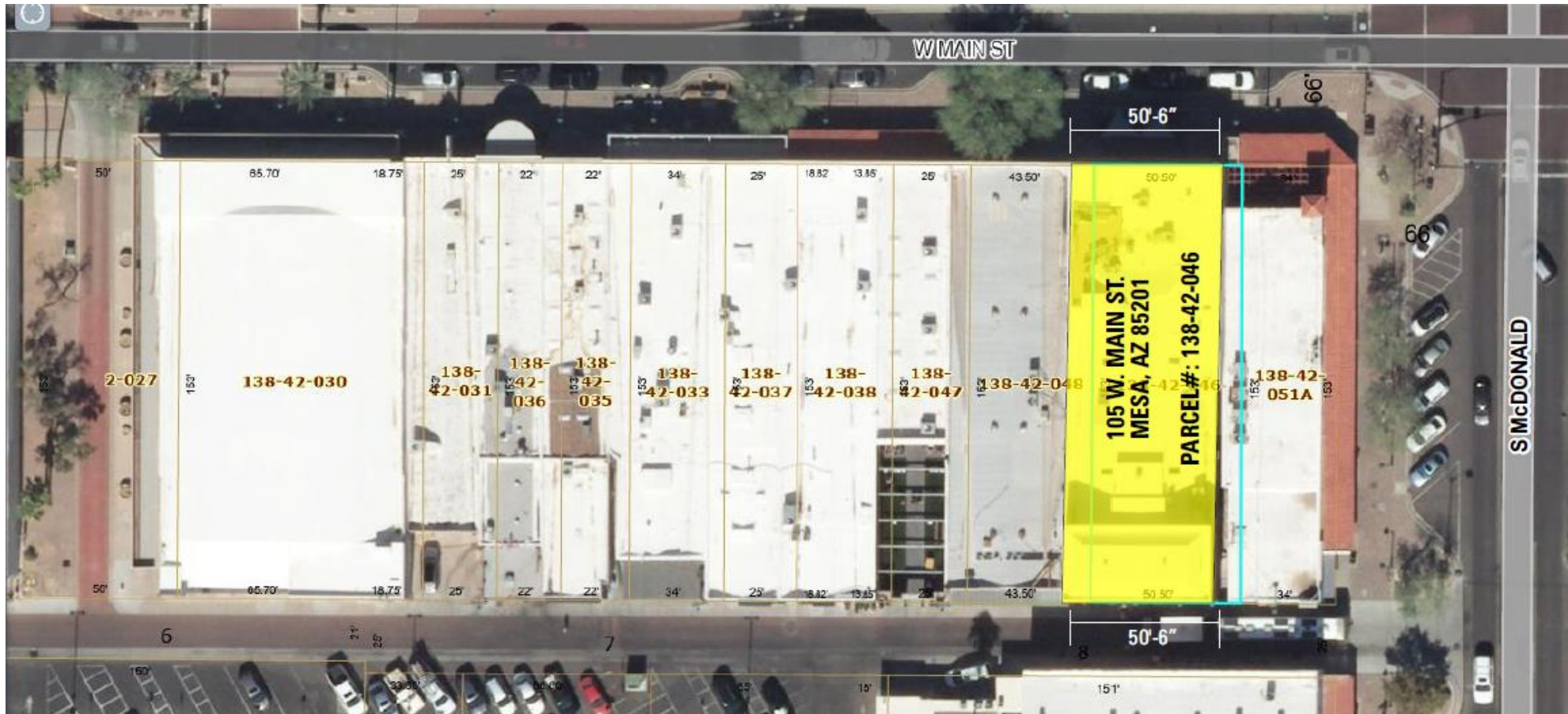
The sign cabinet will consist of a ASTM A36 steel frame 16'-8" in length by 8'-10" in depth and 3'-0" in height configured with typical frame members augmented by diagonal trusses and 1" flat strap bracing. Steel provides a more cost-effective alternative to aluminum and is lighter in weight. Corner brackets are mounted at the top and bottom of the frame. Attached to the frame are three 5" deep enclosed aluminum cabinets that comprise the faces for the front and two side signs.

The marquee cabinet is supported vertically by an existing horizontal steel beam that has been strengthened and that runs behind the fascia for the length of the north elevation. Two new 4" x 4" steel support columns are proposed to be positioned beneath the soffit on the exterior of the fascia attached at the top to the horizontal steel beam and at the bottom attached to the existing basement foundation wall with anchor bolts. This solution eliminates the need for a new footer and any encroachment into the right of way.

The marquee is supported laterally with new diagonal bracing that stretches back to the floor diaphragm. These new bracing fixtures ensure that there is ample load-bearing capacity for the wall to support the additional weight of the new marquee. The braces include interior steel kicker braces. In the same fashion as the original marquee, the front of the structure will be held by two lengths of heavy-duty welded alloy chain, hung from reinforced anchor points in the fascia above. The new elements are connected to existing elements per the structural sketches.



SITE PLAN





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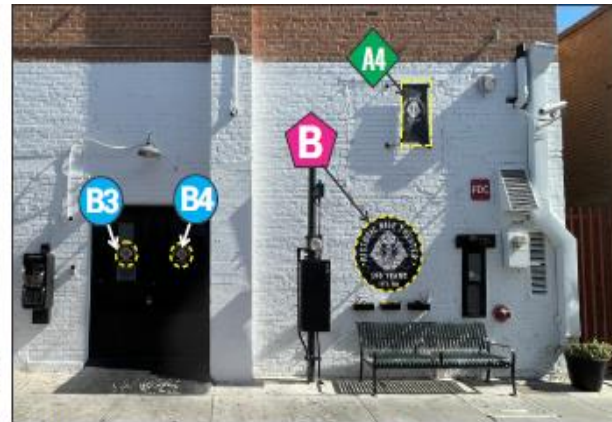




SITE PLAN



EXISTING NORTH ELEVATION



EXISTING SOUTH ELEVATION



- = PROPERTY/PARCEL LINE
- = STORE FRONT/ SUITE SIZE
- = IDENTIFIED SIGN



NARRATIVE

The Nile Theater, built in 1924 of local Lehi brick is making its mark in Mesa history. The Nile was the first movie house in Mesa, a popular entertainment spot, and the first “air cooled” building in Arizona. The original 1924 styling with Egyptian motifs reflected the national fascination with all things Egyptian. This opulent theater was the inspiration for other lavish movie houses in the valley. The Nile continues to bring vibrant entertainment to downtown Mesa.

In celebration of its 100th year, the business owner seeks to recognize, retain and preserve the unique architectural character of the building and its brick façade; and bring its historic past alive with the addition of a replica of the 1924 marquee supportive of the intent and objectives of the General Plan and consistent with

the purposes of the historic downtown district. The vintage marquee will clearly set the Nile apart as an outstanding variation from the conventional surroundings adding historic interest to the area. The length of the proposed marquee and multiple wall signs and decals are identified as deviations to Table 11-43-3F and are captured and detailed in the sign matrices on pages 11-12.

Our proposal contained in this Comprehensive Sign Plan and accompanying drawings detailing specifications of new and existing wall signs, the marquee, its dimensions, engineering and mounting that has been designed to sustain and protect the structural integrity of the historic building and façade.



SITE DATA

The century-old Nile Theater is located within the 100 block of West Main Street and the 100 block of South MacDonald, east of Country Club Drive and south of Main Street. In the General Plan Character Area the building location is designated as Downtown with a Transit Corridor Station Area Overlay and within the Central Main Street Area Plan in Historic Downtown Mesa. The zoning is Downtown Core, with a Downtown Events Overlay and Historic Landmark Overlay.

The Nile Theater is a two-part commercial block structure flanked by two buildings. The Nile building is a rectangular form split into two parts: a first story storefront and an upper story. A well-defined separation between the two stories exists as well as roofline detail. Three bays are accentuated by the varied parapet.

The lower-level features glazed storefront windows and the upper features nine windows, three per bay.

Originally, there were three entries and a banding of glass block with vents, later obscured by a larger marquee. The middle section was the original front façade and central to the three bays on the lower level. The theater entry was in the middle bay flanked by retail spaces.

The building façade and signs on the building have evolved throughout time, with the flat electric sign above the upper level replaced with a perpendicular neon sign. The marquee was enlarged by the 1940s, spanning over the entire width of the façade. Painted signage replaced both.

Renovation of the façade took place between 2018 and 2019. An awning was added where the original marquee sign was located, and the box office entry was removed.

The awning on the north elevation will be replaced with a marquee sign comparable to the former marquee originally installed in 1924.



HIERARCHY OF EXISTING SIGNS

Existing Mural Wall Sign A

The 5'-8" x 8'-6" mural on the north elevation is the business Id painted on the brick fascia in white block letters totaling 48.20 sq. ft. The sign is 30'- 2" from grade to top sign and is higher than 4 feet below the top of the building and is a deviation from code.

Existing Mural Wall Sign B

An 11.79 sq. ft. round logo in white on a black background measures 41-1/2" x 41-1/2" and is painted on the brick fascia on the south elevation.

Existing Window Decal Sign A

Single face black and white 23-3/4" x 23-3/4" round logo decal affixed to storefront window at 6'-4" from grade on north elevation.

Existing Window Decal Signs B1/B2

Two single face black and white 13-3/4" x 13-3/4" round logo decal affixed to storefront entry doors at 5'-4" from grade on north elevation.

Existing Banner Signs A1/A2

A set of two 35" x 18" single face, digitally printed black and white 13 oz scrim banners with logo are attached with top and bottom pole pockets to the fascia at the east and west ends of the north elevation.

Existing Banner Signs B3/B4

A set of two 35" x 18" single face, digitally printed black and white 13 oz scrim banners with logo are attached with top and bottom pole pockets to the fascia at the east and west ends of the south elevation.



HIERARCHY OF PROPOSED SIGNS

Proposed Marquee Structure

The sign consists of a frame 16'-8" in length by 8'-10" in depth and 3'-0" in height of ASTM A36 steel configured with typical frame members augmented by diagonal trusses and 1" flat strap bracing. Corner brackets are mounted at the top and bottom of the frame.

The frame will hold a front sign, comprised of three component signs and an electronic message display. Two signs at the east and west side of the marquee are comprised of four component signs.

Open face pan channel letter border with 5" deep aluminum returns painted with a copper finish and exposed marquee LED bulbs illuminate the perimeter of the signs.

The marquee sign is finished with two 5'-6" tall, internally illuminated accent columns with decorative caps fastened to the outside corners of the marquee frame.

Component Electronic Message Display

The north elevation lower cabinet houses a single face 14'W x 2'H 12MM outdoor electronic message display that is code compliant with no blinking, flashing or rotating messaging. The EMD will be mounted flush to the structure.

Component Front, East, West Signs-Upper and Lower

Three faces with upper and lower digitally printed vinyl overlamine and white acrylic logo face with black vinyl overlay flush mount to the marquee cabinet. Perimeter LED marquee lights at 30 lumens each, open face 10 mm brushed super gold faux-neon letter sets.



BRANDING AND LOGO USE

