

## Arizona International Super Market

**Location:** 1920 W. Broadway rd.

**Re:** Comprehensive Sign Plan Narrative - AZ International Market

**Background:** The AZ International Market is over 96,000 square feet, is approximately 400 feet distant from W. Broadway, and 550 feet from S. Dobson rd. The proposed sign is not out of scale or proportion to the size of the occupancy of the architectural features of the building.

The property is designed for mixed office uses with multiple tenants. Most of these tenants do not have street frontage along Broadway Road. The intent of creating this Comprehensive sign plan is to allow tenants to have a building sign locations that meet or exceed City of Mesa Sign Code standards. The proposed sign locations for building signs are clearly label in the Comprehensive Sign Plan. The signs are designed to meet code and to complement the building and property.

### 11-46-3(B) CSP Purpose and Intent

- B. **Purpose and Intent.** The purpose of a comprehensive sign plan is to provide for the establishment of signage criteria that are tailored to a specific development or location, and which may vary from specific Sign Ordinance provisions. The intent is to provide for flexible sign criteria that promote superior design through architectural integration of the site, buildings, and signs. This does not allow for consideration of sign types allowed within a zoning district.

The signage proposed within the AZ International Super Market CSP has a modern theme utilizing natural colors for the main buildings with various color accents and dark orange browns near the anchor market. This CSP outlines specific superior design standards while also maintaining the sign standards outlined in the Mesa City Sign Code.

### 11-46-3(D) CSP Criteria

- D. **Review criteria.** The Zoning Administrator Hearing Officer or the Board of Adjustment may approve a comprehensive sign plan, containing elements which exceed the permitted height, area, and number of signs specified in this Sign Ordinance if the comprehensive sign plan conforms to the required findings in 11-70-5 of the Zoning Ordinance and upon a finding that:

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**

Due to the sites shape, rectangular with the narrowest portion of the rectangle facing Dobson Road, most of the tenants and buildings do not face on Dobson Road which creates a unique physical condition that requires unique signage that will allow these mixed uses to be adequately visible by signage from the surrounding street. The main market signs were designed with this visibility issue in mind while still maintaining the sign standards as outlined in the City of Mesa's Sign Code.

2. **The proposed or existing development exhibits unique characteristics of land use, architectural style, site location, physical scale, historical interest, or other distinguishing features that represent a clear variation from conventional development; or**

The signage proposed within the AZ International Super Market has a modern theme with a specific color palette of natural light brown textured materials at the top of the buildings and darker browns with color accents near the bottom elevations that will clearly distinguish the buildings and matching signage for this site and represents a clear variation from other conventional developments. The sign package was designed to complement center, and set a superior design standard for the needed signage

3. **The proposed signage incorporates special design features such as lighting, materials and craftsmanship, murals, or statuary that reinforce or are integrated with the building architecture.**

The proposed site signage was designed with the same materials, paint and architectural accents as the buildings in the center utilizing strong vertical elements to provide an overall Asian themed cohesive look that will set this Market center apart from other developments.

#### **11-70-5(E) 1-4 Special Use Permit Standards**

- E. **Required Findings.** A SUP shall only be granted if the approving body determines that the project as submitted or modified conforms to all of the following criteria. If it is determined that it is not possible to make all of the required findings, the application shall be denied. The specific basis for denial shall be established in the record.

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;**

The sign package was designed to complement the building designs and center architecture and will be consistent with the policies of the City of Mesa's Sign Code as

well as the policies of the General Plan. This site is part of Mesa's Mixed-use Activity / Employment center. The City of Mesa is looking towards this district as an employment center and providing increased opportunities business parks and business campus. The General Plan also encourages an increase in mixed use properties that will create a unique identity in this area. This CSP will implement those desired policies for Mesa's Mixed-Use Activity / Employment Center area.

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.**

The sign package is consistent with the district and the General plan by designing mixed use activities that will encourage employment with just over 14 acres and 3 buildings that is located along the North side of Broadway Road. The AZ International Market will provide an opportunity for residents to work and live in the same area while providing a cohesive business within the Asian Mesa District matching modern signage as an entrance into the AZ International Market.

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**

The proposed market and tenant signage in the AZ International Supermarket are designed to not disturb the surrounding area but to advertise the tenant businesses and the center identity along Broadway Road. All signage is designed to meet or exceed the City of Mesa's Sign standards.

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

The sign package was designed with the minimum amount of signage the AZ International Supermarket will need to be successful and on the same playing field as other business centers in the area as far as quantity and size of signs. Given this, adequate roadway traffic along Broadway Road and all necessary public infrastructure, including electric connections are available to support this 14+ acre development and the proposed signage along the existing right-of-way.

Respectfully submitted,



Adam Nguyen  
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