



QUALITY. DESIGN. STRUCTURE.

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To: City of Mesa

RE: The Arden

2055 W Riverview Auto Dr

Parcel: 135-33-584

The Arden is a new build multi-family property located within the Mesa Riverview. The project will have 416 units within interior corridor building. The property is within the existing Mesa Riverview community. We are requesting a Special Use permit for a Comprehensive sign plan. We are proposing 3 blade signs, 1 wall sign and 1 monument sign. The monument sign is just under 5ft tall and 22.8sq ft, well under the allowed stipulations. The 3 blade signs vary in size due to install locations. The largest will be installed on the south elevation facing Dobson for maximum exposure. There will be another building sign on the North elevation facing the interior drive way between the 2 large buildings encompassing the property. The smallest blade sign is for the parking garage entrance on the west elevation. The wall sign will be located on the north building/north elevation facing the freeway to gain exposure.

- A. 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. The site was originally a part of the auto complex within Mesa Riverview. The property is surrounded by car dealerships, parking lots and commercial properties. The only public street exposure is along Dobson Rd for 567ft of frontage. The site has an 8' PUE which runs along the Dobson frontage and limits available space for freestanding monument signs, especially at the S/E corner.
- B. 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. The site is unique as it will be the only multi-family property within Mesa Riverview. The architecture is bringing a modern feel to the 20year old commercial focused community with sleek lines and metal accents. There are 3 buildings total and a private driveway that will run between the 2 larger buildings to create a sense of community.



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C. 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 signage is designed to blend in with the architecture rather than be flashy and stand out. The signs are meant to bring a sophisticated feel to the property. The lighting on all signs (except North elevation wall sign) will be a subtle HALO effect around the letters. The north elevation wall sign will be face lit which is unique to this type of property.

AA. 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 proposal plan for The Arden conforms to the General Plan for Tomorrow's Mesa by bringing neighborhood redevelopment and much needed growth to the area. This is 1 of the last lots to be developed within Mesa Riverview. There hasn't been any new multi-family built in this area in several years.

BB. 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 adequate public services, public facilities and public infrastructure are available to serve the proposed project. The project will be the complete opposite of detrimental to the surrounding properties. It will bring additional growth, exposure and business to the community. The signage for the project will bring a sophisticated feel to the neighborhood.



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Table 11-43-3-B: Detached Sign Allowances per Development			
Max Number of Permitted Signs	Sign area allowed	Max Height Allowed	Additional Requirements
2 per street frontage	1sq ft of sign area per 5-lineal feet of street frontage up to a max of 32sq. Ft	8 ft	Illuminated is allowed if the sign is adjacent to an arterial or collector street

Comprehensive Sign Plan				
Number of proposed signs	Sign area	Street Frontage	Max Height	Additional Requirements
5 total (1 additional sign deviation)	Monument sign- 22.8sq ft	Dobson Rd	5ft	Illuminated
	Bldg 2 Large blade sign-92sq ft	Dobson Rd	47ft to top of sign	Illuminated
	Bldg 2 Small Blade sign- 11.826sq ft	Private Street dividing buildings. Approx 300ft east of Riverview Auto Dr-Local St	18ft to top of sign	Illuminated
	Bldg 1 Parking blade sign- 4.66sq ft	Riverview Auto Dr-Local St	16ft to top of sign	Illuminated
	Bldg 1 North Wall sign- 119.5sq ft	Riverview Auto Dr-Local St	46ft to top of sign	Illuminated

Total Sq Ft:
250.78



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