

104 WEST MAIN STREET COMPREHENSIVE SIGN PLAN



**104 W. MAIN STREET
MESA, ARIZONA 85201**

NOVEMBER 9, 2022

OWNER:
MAIN & MACDONALD, LLC

CONSULTANT:
朱 ANDREW CHI PLANNING

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SITE INFORMATION

BUILDING NAME
104 West Main Street

JURISDICTION

mesa·az
City of Mesa, Arizona

ADDRESS
104 W. Main Street
Mesa, Arizona 85201

PARCEL NUMBER
APN 138-35-019

SUBDIVISION
Mesa, Arizona, Block 5, Lot 1

TOTAL AREA
5,830 Square Feet (0.13 Acres)

CITY OF MESA ZONING
DC - Downtown Core

LEGAL DESCRIPTION
The East 42.4 Feet of the South 137.5 Feet of Lot One (1), Block Five (5), Mesa, Arizona, According to the Plat of Record in the Office of the County Recorder of Maricopa, County, Arizona, in Book 3 of Maps, Page 11.

OWNER INFORMATION

Main & Macdonald, LLC

SIGNAGE CONSULTANT

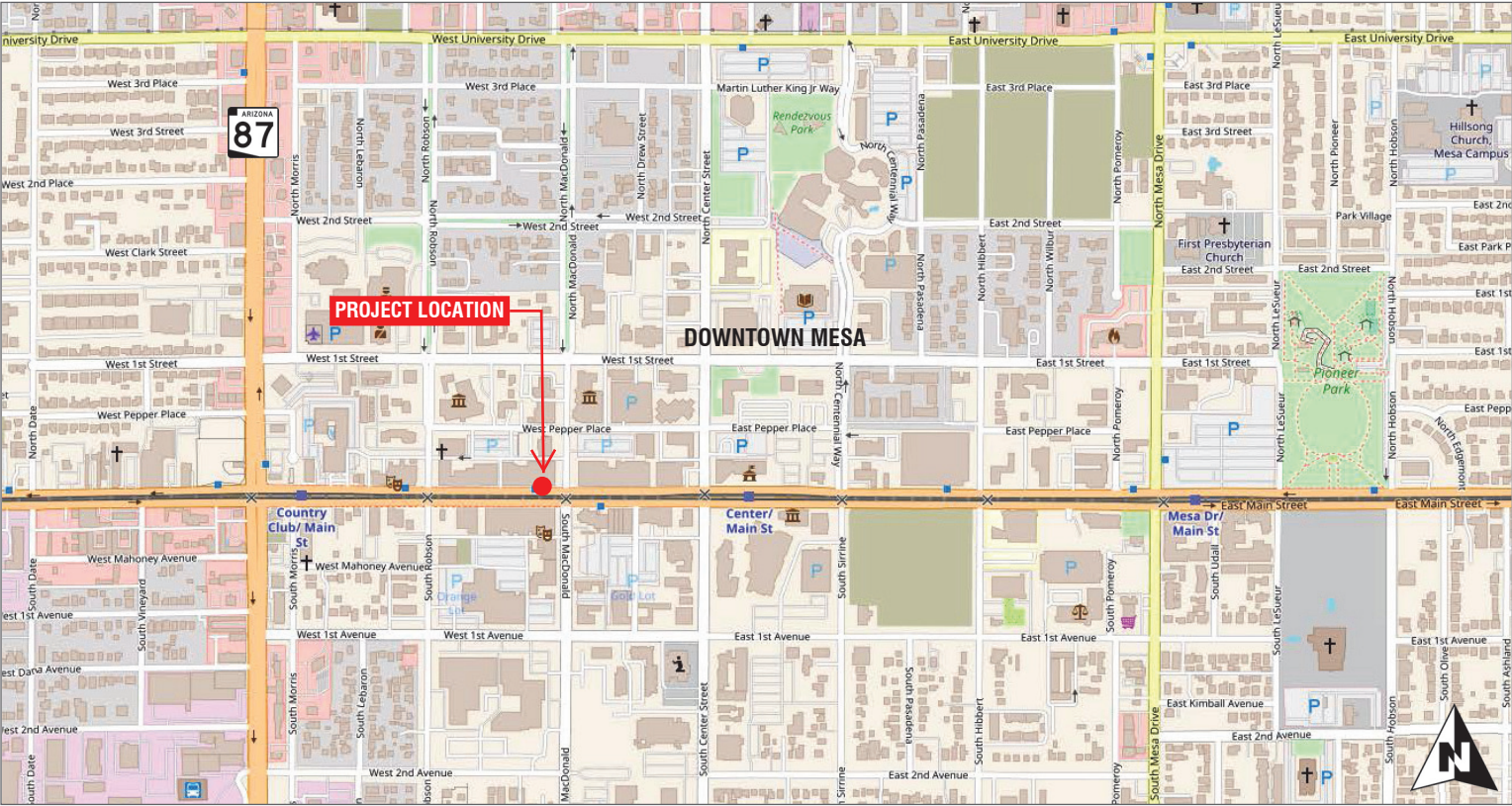
 **ANDREW CHI PLANNING**

Andrew Chi Planning
Scottsdale, Arizona

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CSP PRODUCTION DATE
November 9, 2022

VICINITY MAP



SOURCE: OPEN STREET MAP

PARCEL MAP & AERIAL PHOTO



SOURCE: MARICOPA COUNTY ASSESSOR'S OFFICE PARCEL MAP (2022)

NARRATIVE & JUSTIFICATIONS

November 9, 2022

Introduction & Background

Located in the heart of Downtown Mesa at the northwest corner of Main Street & Macdonald, 104 West Main Street is an early 20th century feature on the Main Street streetscape. Constructed in 1907 by A.J. Chandler (founder of Chandler, Arizona), the building was originally known as the Chandler Court Building, and was the City of Mesa's first business complex and first concrete building. The building originally consisted of three (3) attached wings which formed a landscaped courtyard that opened up onto Main Street. Around the early 1940s, the courtyard was infilled with a commercial building which is now 108 & 114 W. Main Street. The original reinforced concrete walls, arched openings, and wood storefronts of the original building's east wing still survives to this day, and the east wing is now occupied by 104 West Main Street. The wood pergola covered breezeway located in the Main Street and Macdonald rights-of-way provide shade to the south and east facades, and was constructed in the mid-20th century to mimic the original wood pergola covered breezeway that graced the front exterior of the former Chandler Court Building. Throughout the 20th century up until 1991, the building was known as Everybody's Drug Store, and the name was famously displayed on an iconic corner roof sign installed in the early mid-20th century. The original corner roof sign and its supporting metal structure survives to this day, and the structure displays a double-sided aluminum cabinet with on-site tenant identification signage. Today, 104 West Main Street is a multi-tenant building with retail, restaurant, office, and service uses serving Downtown Mesa.

Purpose & Intent

The purpose of the 104 West Main Street Comprehensive Sign Plan is to establish design and placement standards for tenant signage. The Mesa Sign Ordinance prohibits the display of signs within the right-of-way, and because the wood pergola breezeway along the south and east sides of the building is located within the Main Street and Macdonald rights-of-way and its massing covers the façade of the main building, normal sign visibility is not attainable. Additionally, the south and east facades of the building consists of thick concrete walls and multiple windows and doors, prohibiting the adequate and uniform display of any type of wall signage. Therefore, the only location on the building that is within private property and has the ability to support tenant signage is along the parapet of the building's roof line. Although the Mesa Sign Ordinance prohibits the placement of signage on the roof of a building, the Mesa Sign Ordinance does permit the approval of a comprehensive sign plan in conjunction with the granting of a Special Use Permit, which would establish a set of signage criteria that vary from specific Sign Ordinance provisions. The intent of the 104 West Main Street Comprehensive Sign Plan is to provide flexible sign criteria that promote superior design through architectural integration of the buildings and signs, specifically establishing standards for attached parapet wall signage for all tenants, and to increase the maximum sign area for signs along a street frontage from 30 square feet to 40 square feet for better visibility and sign area flexibility. In order to allow a variation from the Sign Ordinance prohibition to allow attached parapet wall signage for tenants and to increase the maximum sign area to 40 square feet, this comprehensive sign plan must demonstrate compliance with required findings as required under Mesa Zoning Ordinance Section 11-46-3-D-1 thru Section 11-46-3-D-3:

1. **Zoning Ordinance Section 11-46-3-D-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.**
 - Due to the wood pergola breezeway located within the public right-of-way and its massing covers the façade of the main building, normal sign visibility is not attainable.
2. **Zoning Ordinance Section 11-46-3-D-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.**
 - Several design features of the building prohibit the effective use and display of attached wall signage on the building facades: the building's use of thick concrete walls, a significant number of windows and doorways that cover the south and east building facades, and the massing of the wood pergola covered breezeway. Additionally, the existing corner roof-mounted sign is an iconic feature of the building, and tenants within the building should be permitted to install visually subordinate attached parapet wall signage to continue the design aesthetic that the original corner roof-mounted sign has established.
3. **Zoning Ordinance Section 11-46-3-D-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.**
 - Proposed attached parapet wall tenant signage will be architecturally compatible with the building's design while allowing each tenant the ability to express their corporate identity. Design features that will be incorporated include: all attached parapet wall tenant signage will incorporate uniform attachment methods to the roof and parapet (such as uniform brackets and bracing systems that will be painted a neutral color); all attached parapet wall tenant signage will incorporate height restrictions so that all signs will be visually subordinate to the existing corner roof-mounted sign and proportionate to each tenant's suite frontage; and all attached parapet wall tenant signage will be prohibited from using certain styles of signage that are subpar and cheap – such as boxy/rectangular fully-lit cabinet signs.

In-addition to demonstrating compliance with the required findings as required by Mesa Zoning Ordinance Section 11-46-3-D-1 thru Section 11-46-3-D-3, the findings for a Special Use Permit (SUP) must also be demonstrated. In order to justify the granting of a Special Use Permit, the following are findings as required by Zoning Ordinance Section 11-70-5:

1. **Zoning Ordinance Section 11-70-5-E-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 establishment of the 104 West Main Street Comprehensive Sign Plan will advance the goals, objectives and policies of the Mesa 2040 General Plan. More specifically, under Chapter 4 – Creating and Maintaining a Variety of Great Neighborhoods, within Section 5 – Neighborhood Character and Personality, and under Subsection 5, it states, "Street planting programs, signage treatments, or other such visual elements that can bring identity and recognition to a neighborhood." By establishing the 104 West Main Street Comprehensive Sign Plan, it will allow the continued display of the iconic corner roof-mounted sign that has been a staple of the Downtown Mesa streetscape since the mid-20th century. The roof-mounted sign is a unique visual element that provides recognition to Downtown Mesa and the Main Street Corridor. In-addition, the establishment of the 104 West Main Street Comprehensive Sign Plan will allow and encourage current and future tenants of the building to design unique signage which will be attached to the parapet wall of the building, thereby providing unique visual elements via personalized tenant signage and identification that will add to the character and identity of the Main Street Corridor and Downtown Mesa.

NARRATIVE & JUSTIFICATIONS (CONTINUED)

In the Mesa Central Main Plan, adopted in January 2012, Policy DIS 1.4 encourages the preservation of historic signage, and that historic signage should be allowed to co-exist with new signs on the same site. Although the existing building corner roof-mounted sign is not a historic sign, it is an iconic sign that has been part of the Main Street streetscape since the mid-20th century, and the establishment of the 104 West Main Street Comprehensive Sign Plan will continue the preservation and use of the iconic corner roof-mounted sign, while providing current and future tenants the ability to display new business identification signage on the same building. Furthermore, Policy DIS 1.8 recognizes the influence of specialized signage in the creation of distinctive places, and the establishment of the 104 West Main Street Comprehensive Sign Plan will encourage current and future tenants to design and display specialized and unique business identification signage that will enhance the character of the neighborhood and thus create a distinctive place for residents and visitors to gather and patronize. Policy DIS 2.2 encourages the use of creative signage as also a way to create distinctive place, and the implementation of the 104 West Main Street Comprehensive Sign Plan will provide the flexibility in developing a unique sense of place by giving tenants the opportunity to install unique business identification signage for both effective wayfinding and promote growth and economic development.

2. Zoning Ordinance Section 11-70-5-E-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 proposed 104 West Main Street Comprehensive Sign Plan is consistent with the purpose of the Downtown Core District (DC). According to Zoning Ordinance Section 11-8-1-B-4, the purpose of the Downtown Core District is to encourage the highest intensity of land uses to be developed, redeveloped and maintained within the Downtown; to provide incentives for the development or redevelopment of under-utilized and bypassed properties within Downtown; and to promote the development of a vital, vibrant activity area. The regulations for the DC District are intended to ensure that higher-intensity land uses are appropriate for the fulfillment of the purpose of the Downtown Core District as a vibrant focal point for the city. Simultaneously, the Downtown Core District is created to serve residents, businesses, employees and visitors and to ensure that the visual image of the core of the Mesa Downtown will be maintained and enhanced.

The establishment of the 104 West Main Street Comprehensive Sign Plan will promote and encourage the continued use and redevelopment of the iconic 104 West Main Street Building by attracting a variety of unique tenants that will display unique and high-quality tenant identification signage, thereby promoting the continued redevelopment of the Main Street Corridor and Downtown Mesa. In-addition, the continued display of the building corner roof-mounted sign and new tenant signage will help promote the corner of Main Street and Macdonald and thus continue to be a focal point for the city, enhancing the visual characteristics of Downtown Mesa.

3. Zoning Ordinance Section 11-70-5-E-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.

- The 104 West Main Street Comprehensive Sign Plan will not be injurious or detrimental to the adjacent or surrounding properties in the area, nor will the proposed project and improvements be injurious or detrimental to the neighborhood or to the general welfare of the City. The comprehensive sign plan will encourage the safe and effective design and installation of tenant signage that will not be a visual detriment to the surrounding area or promote sign clutter. In-addition, the small increase of the maximum sign area from 30 square feet to 40 square feet for signs facing the street frontage will allow for more effective visibility from the public street due to the fact that the parapet-mounted tenant signs will be further up on the building, and thus a slight increase in the maximum sign area will allow each unique tenant sign to size up to a level that is readable from the street, but not proliferate the appearance of sign clutter. This comprehensive sign plan establishes a set of stringent signage design and placement guidelines that allow the display of unique tenant signage while being visually subordinate to the existing corner roof-mounted sign. All tenant signage will be constructed and installed to comply with all applicable building and electrical codes, thus preventing any injury or detriment to the neighborhood or to the general public.

4. Zoning Ordinance Section 11-70-5-E-4: Adequate public services, public facilities and public infrastructure are available to serve the proposed project.

- The establishment of the 104 West Main Street Comprehensive Sign Plan will not affect any existing public services, public facilities, or public infrastructure. In fact, the comprehensive sign plan proposes a unique solution that allow tenants to display their business identification signage on the parapet wall of the building (which is located on private property), thereby preventing signage from being installed on the existing wood pergola covered breezeway, which is located within the public right-of-way. The prohibition of displaying tenant signage in the public right-of-way will therefore not affect the existing public infrastructure that's located in the public right-of-way.

The primary purpose of this comprehensive sign plan is to establish a set of design and placement guidelines for tenant signs, and the intent of this comprehensive sign plan is to request the City of Mesa approve variations from specific provisions of the Sign Ordinance thru a Special Use Permit – specifically the restriction to allow attached parapet wall tenant signage. The following table outlines the sections of the Sign Ordinance that require variation and flexibility:

Sign Ordinance Sections	Sign Ordinance Provisions	Variation with a Special Use Permit
11-41-3-D-9	Signs placed on the roof of a building or extends higher than the highest point of the portion of the building to which the sign is attached are prohibited.	This CSP is proposing to modify the applicable Sign Ordinance provisions to allow on-site tenants the ability to display Permanent Attached Signs on the parapet wall of 104 West Main Street.
11-43-2-B-1-g	Attached permanent roof signs are not permitted.	
11-43-3-F	Maximum sign area for tenants in a multi-occupancy building is one (1) square feet of sign area per one (1) linear foot of street frontage, up to a maximum of 30 square feet.	This CSP is proposing to slightly increase the maximum sign area from 30 square feet to 40 square feet to allow for more effective visibility and sign area flexibility, due to the fact that the parapet-mounted signs will be higher up and further away from the street.

Conclusion

Main & Macdonald, LLC, and Andrew Chi Planning is requesting approval of the 104 West Main Street Comprehensive Sign Plan by the City of Mesa in order to establish a set of tenant sign criteria due to the unique physical conditions of the existing building. The 104 West Main Street Comprehensive Sign Plan will be a positive addition to the Downtown Mesa community by proposing a unique, high quality set of signage guidelines that will allow the display of safe yet effective business identification while promoting economic vitality for the tenants – benefiting all of Downtown Mesa businesses, residents, and the City of Mesa.

SIGNAGE CRITERIA

SIGNAGE CRITERIA	
ATTACHED TENANT WALL SIGN REQUIREMENTS	
Maximum Number of Permitted Signs	1. A Tenant may display no more than one (1) sign per street frontage and no more than one (1) sign per alley frontage.
Sign Area Calculation	2. Street Frontage: One (1) square feet of sign area per one (1) linear foot of street frontage, not to exceed a maximum of forty (40) square feet. 3. Alley Frontage: One half (½) square feet of sign area per one (1) linear foot of alley frontage, not to exceed a maximum of fifteen (15) square feet. 4. Sign Area Measurement shall comply with the applicable provisions of Sign Ordinance Section 11-41-7-A.
Maximum Sign Length	5. Shall not exceed more than 50% of the width of the front of the occupancy upon which the sign is placed.
Maximum Sign Height	6. Not to exceed four (4) feet measured from the top of the building parapet. 7. With Landlord Approval, sign height may exceed four (4) feet up to a maximum height of six (6) feet as long as the sign incorporates imagery (e.g., sculpture, logo, graphics, etc.) with incorporated lettering that does not exceed two (2) feet in height. But if this option is used, the sign area shall not exceed 36 square feet. 8. Refer to Page 8 (Elevations) for additional standards.
Sign Placement	9. Sign shall be placed on the elevation of the same tenant space for which the Certificate of Occupancy is issued.
Sign Illumination	10. Sign illumination shall comply with the applicable provisions of Sign Ordinance Section 11-41-3-B and Section 11-43-4-F. 11. To achieve architectural compatibility and provide character to the building, the use of exposed neon tubing or exposed neon-like LED tubing are encouraged.
Sign Construction & Design	12. Sign design shall comply with the applicable provisions of Sign Ordinance Section 11-43-2-A and Section 11-43-2-B. 13. Sign shall be designed to be attractive and artistic. 14. Sign shall incorporate design features associated with the building, and should constitute an architectural component of the overall building that is compatible with, and not incongruous to, the architectural style and character of the building associated with the sign. 15. Sign shall utilize materials and design themes consistent with the architectural design theme of the building, as expressed by the building architecture and overall site development. 16. Sign design, construction and materials shall be high-quality to evoke a high standard identification associated with the Tenant, and shall require Landlord Approval and the City of Mesa approval. 17. Boxy cabinet signs with a full plex/acrylic face with vinyl graphics are strictly prohibited.
BUILDING CORNER ROOF-MOUNTED ATTACHED SIGN REQUIREMENTS	
Existing Sign	18. The existing corner roof-mounted sign is legal nonconforming, and it shall be kept in good condition.
Tenant Panels	19. Tenant panels on both sides of the existing corner roof-mounted sign cabinet may be refaced to identify on-site tenants, the building name, or Downtown Mesa/City of Mesa, with Landlord Approval. 20. Tenant panels may utilize any of the following design and installation methods: a. Aluminum panel with routed copy backed with vinyl graphics adhered to the acrylic face. b. Aluminum panel with vinyl graphics or painted graphics adhered to the surface of the panel. c. Acrylic panel with vinyl graphics adhered to the surface of the panel. 21. Internal illumination is permitted via lighting located within the existing cabinet.
ADDITIONAL ATTACHED PERMANENT SIGN REQUIREMENTS	
Standards	22. Tenants are allowed to utilize any attached permanent sign type listed under Sign Ordinance Section 11-43-3-F, with Landlord Approval. 23. The use of exposed neon tubing or exposed neon-like LED tubing are encouraged. 24. The design, placement, illumination, and construction methods shall comply with applicable provisions of the Sign Ordinance. 25. Small hanging, blade, and projecting signs are permitted under the existing breezeway, and shall conform with the Sign Ordinance. 26. Permanent signs shall require a sign permit from the City of Mesa when required by the Sign Ordinance.
PORTABLE SIGN REQUIREMENTS	
Standards	27. Tenants are allowed to utilize any portable (temporary) sign type listed as permitted in the Downtown Core (DC) zoning district per Sign Ordinance Section 11-42-3-A, with Landlord Approval. 28. The design and placement of any allowed portable sign shall comply with applicable provisions of the Sign Ordinance. 29. Portable signs shall require a sign permit from the City of Mesa when required by the Sign Ordinance.
SIGN EXAMPLES	
Building Corner Roof-Mounted Sign	Parapet Wall Attached Tenant Sign

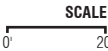
SITE PLAN



PARCEL INFORMATION

Assessor Parcel Number: 138-35-019
Owner: MAIN & MACDONALD LLC
Address: 104 W MAIN ST
Jurisdiction: MESA, AZ
Zip Code: 85201
Section/Township/Range: 22 1N 5E
Zoning: DC (DOWNTOWN CORE)
Lot Size: 5,830 SQ FT
Building Area: 5,785 SQ FT
Subdivision: MESA ARIZONA
Lot Number: LOT 1
Maricopa County Recorder Number: BOOK 23, PAGE 18

SITE PLAN



ELEVATIONS

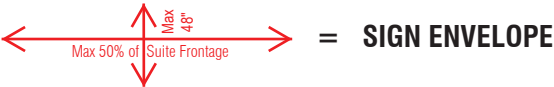


SOUTH ELEVATION
(Facing Main Street)



EAST ELEVATION
(Facing Macdonald)

KEY



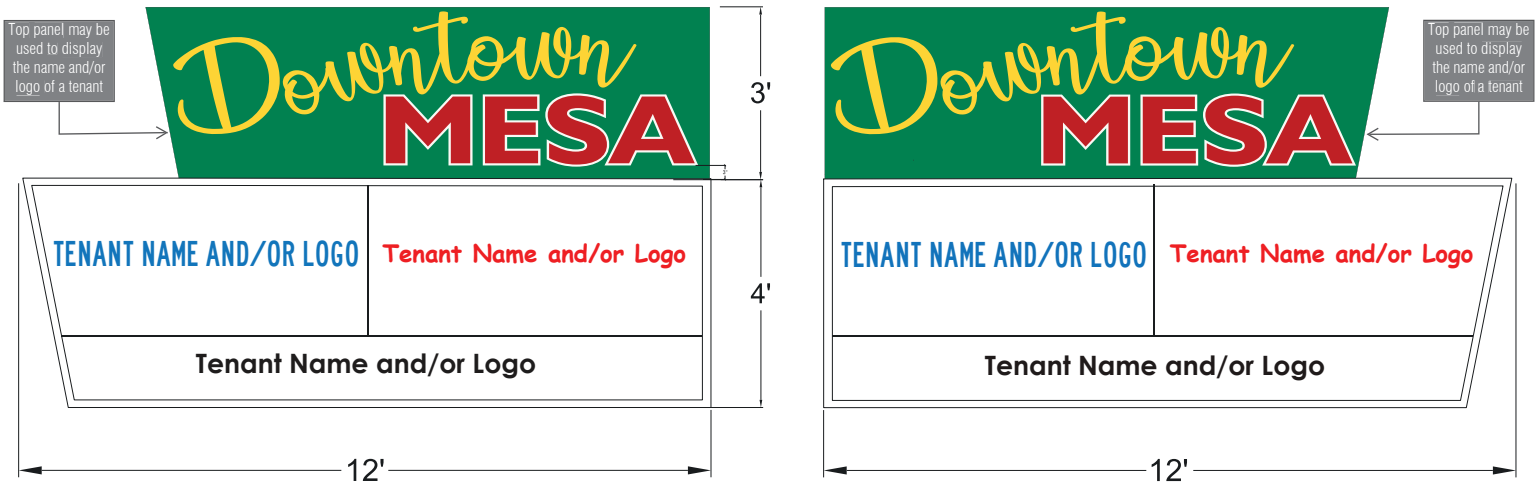
NOTES

- (1) Refer to the Signage Criteria on Page 6 for all Tenant Attached Wall Sign & Additional Attached Permanent Sign design, illumination, and size requirements.
- (2) Exceptions to the maximum sign height of 48 inches as provided on these elevations shall conform to Signage Criteria #7 as provided on Page 6.

SIGN DETAILS

EXISTING CORNER ROOF-MOUNTED SIGN - DETAILS

Legal Nonconforming Sign



Construction Details

Existing double-faced roof-mounted sign, with a 7' high by 12' wide sign cabinet supported by an existing metal support structure mounted into the corner of the building. Top cabinet is 3' high by 10' wide, with a .08" thick aluminum panel applied with Matthews Paint, with vinyl and painted graphics overlaid on the surface and a UV clear coat. Main cabinet is 4' high by 12' wide, with a .08" thick aluminum panel applied with a baked enamel finish, painted white. Tenant identification graphics are vinyl and painted graphics overlaid on the surface with a UV clear coat.

Note

- 1) Refer to the Signage Criteria on Page 6 for tenant panel design and placement requirements.
- 2) Top panel may be used to display the name and/or logo of a tenant.

EXISTING CORNER ROOF-MOUNTED SIGN - SITE PHOTOS

Photos as of April 2022



SIGN DETAILS

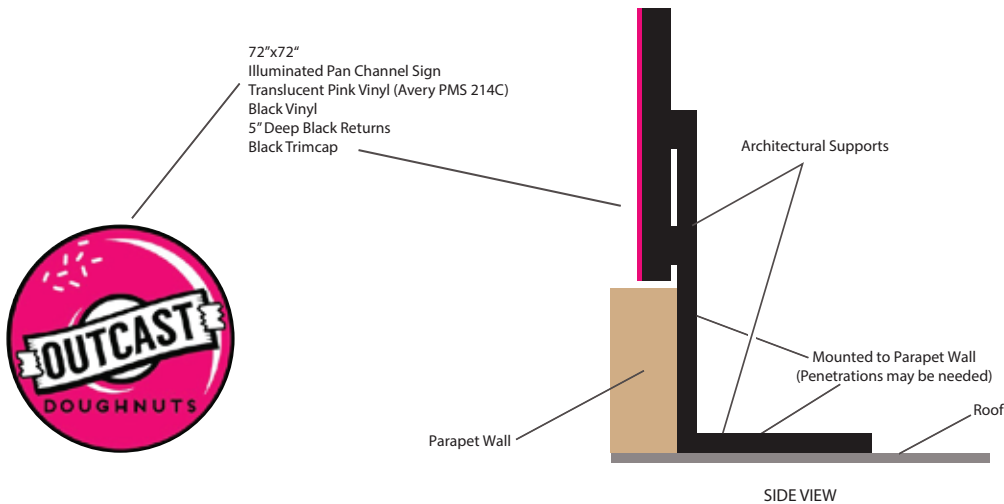
PARAPET WALL ATTACHED TENANT SIGN - EXAMPLE RENDERING

Typical Example & Rendering of a Parapet Wall Attached Tenant Sign

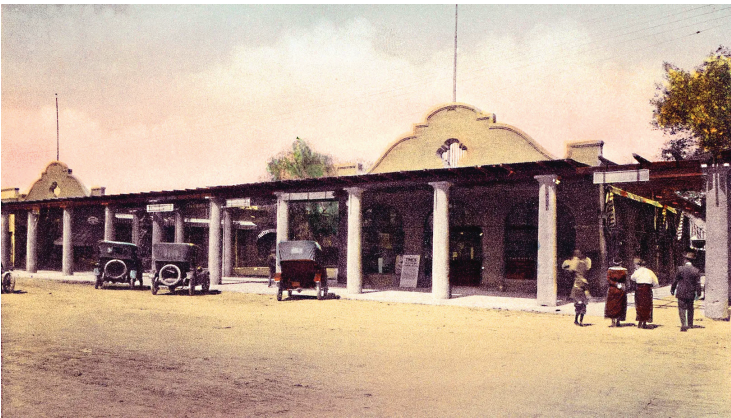


PARAPET WALL ATTACHED TENANT SIGN - EXAMPLE SECTION DETAIL

Example of Potential Installation Method



SITE PHOTOS



Chandler Court Building (1908) - South Elevation



Chandler Court Building (1911) - South & East Elevation



Everybody's Drug Store (1949) - South & East Elevation



104 West Main Street (April 2022) - South & East Elevation



104 West Main Street (April 2022) - East & North Elevation



104 West Main Street (April 2022) - East Elevation



104 West Main Street (April 2022) - South Elevation



104 West Main Street (April 2022) - Southeast Corner & Roof-Mounted Sign