

## Comprehensive Sign Plan Narrative

This narrative is a request for a Special Use Permit for a Comprehensive Sign Plan for the multi-tenant building located at 144 S Mesa Dr.



The 10,030± square foot single-story, multi-tenant building is located on the west side of South Mesa Drive between East Main Street and East Broadway Road. The property was recently Opted-In to the Form-Base Code and zoned Transect 4 Neighborhood Flex (T4NF). South Mesa Drive recently went through a street improvement project with the City, and during that time all of the tenant leases expired, and the building became vacant. The building is currently under construction for a complete exterior facelift.

The Maricopa County Assessor's map shows the building was constructed around 1974. The exterior walls of the building are original block. The new design includes the addition of a tower element at the middle of the building, smooth stucco, wood paneling, and steel elements at the sign bands. The site is unique in that it is comprised of through-lots that back up to Pomeroy Street, giving the property double street frontage. The building owner has a vision to fill the spaces with high-quality restaurants.

Hope's Fry Bread is the newest and only tenant currently occupying the building. To help attract additional restaurant users, outdoor seating areas are being added to the rear of



*Figure 2: Front of Existing Building*

the building as part of the on-going exterior renovations. The rear of the building also provides access for trash service.



Figure 3: Proposed Northeast Elevation

### Comprehensive Sign Plan:

The purpose of the Comprehensive Sign Plan is to allow commercial signage for each tenant that will meet the needs of the businesses while considering the existing conditions of the site. The below table gives a summary of what is allowed by code and what is being requested-

Sign Type	T4NF Sign Allowance per 11-43-3-B of MZO	Requested Signs
Attached Signs <i>(Illumination allowed adjacent to arterial street)</i>	2 signs per street front  A non-residential use in T4NF is allowed one (1) additional attached sign on a street and one (1) additional attached sign on an alley frontage, not to exceed thirty-two (32) sq. ft.	1 sign per tenant per street frontage  Tenants at north and south end of building are allowed 3 signs each
	1 sq ft of sign area per 5-linear feet of street frontage (max 32 sq ft)	2 sq ft of sign area per linear foot of frontage Min of 32 sq ft and Max of 120 sq ft
Detached Signs	Max height: 8-feet	One existing 94 sq ft freestanding sign to remain  Height of 15'-2" measured to the top of sign area 2'-8" of existing embellishment  Existing freestanding sign to receive new electrical, new paint, and new tenant sign panels  No new signage to be placed on embellishment  No additional freestanding signs allowed

*Typical sign bands on the front of the building, fronting Mesa Drive (East Elevation)*



Figure 4: Signage Location, West Elevation

*Typical sign bands on the rear of the building, fronting Pomeroy (West Elevation)*



Figure 5: Signage Location, West Elevation

The request includes two signs for each interior space tenant, one on the east elevation and one for the west elevation. The request also includes a total of three signs for each of the end-cap tenants on the north and south ends of the building.

The north end-cap tenant will be allowed a sign on the north face of the end-cap and the south end-cap tenant will be allowed a sign on the north face of the bump-out on the east elevation.

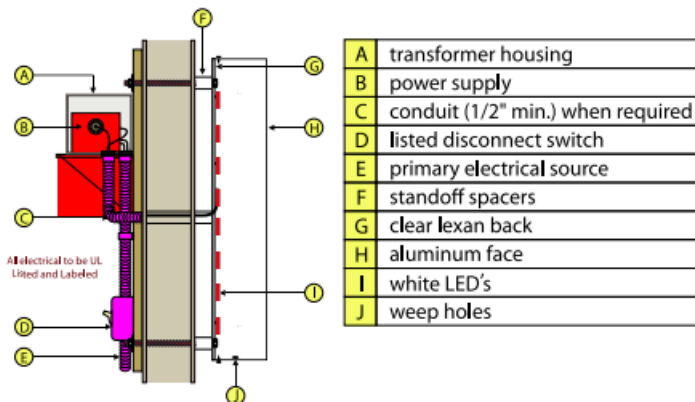


Figure 6: Cross Section Detail



Figure 7: Existing Freestanding Sign

Sign area allowance will be limited to 2 sf of sign area per linear foot of frontage with an allowed signage minimum of 32 sf per tenant and a maximum of 120 sf per tenant. In addition, individual signs shall not exceed more than 75% of the width of the front of the occupancy upon which the attached sign is placed. The site has an existing, non-conforming freestanding sign adjacent to South Mesa Drive that is 10' wide by 15'2" tall with 2'8" of embellishment on top and is proposed to remain. The freestanding sign has an existing sign area of 94± sf. The owner intends to refurbish the exterior of the sign and update the six existing plex panels. The panels will be removed and replaced with modernized panels consisting of internally illuminated metal-routed copy panels, one for each tenant. The panels will be painted with Dunn Edwards DE6384 "Iron Fixture" to match the building as needed. The overall freestanding sign structure will be painted Dunn Edwards DE6218 "Antique Paper" to match the building as needed. The overall dimensions will remain the same and the site address will be removed from the embellishment located on the top of the sign.



Figure 8: Proposed Refurbishment of Existing Freestanding Sign

**Justification Statement:**

There are existing conditions that influenced the design of the sign package. There is an existing well-built, tall non-conforming freestanding sign proposed to remain. The exterior of the sign will be updated, and the individual sign panels will be modernized and illuminated. Although the site has is zoned T4NF, sites with this transect do not typically have frontage on South Mesa Drive, an arterial street with a speed limit of 40 miles per hour. The speed limit of Mesa Drive is much higher than the speed limit of local streets which is 25 miles per hour. In addition, vehicles driving on Mesa Drive typically drive at higher speeds. This unique condition justifies the keeping of the existing freestanding sign. In similar areas that are zoned for commercial uses for 80-feet or less front foot of occupancy, per Section 11-43-3-

D-2 of the Zoning Ordinance, 2 signs are allowed per occupancy with the allowed sign area calculated as 2 sf of sign area per front foot of occupancy and a minimum allowance of 24 sf and a maximum of 160 sf. Detached signs in the same area are allowed 1 foot of sign height per 10 lineal feet of street frontage up to 12' tall and 1 sf of sign area per lineal foot of street frontage up to 80 sf. In addition, the building owner is not requesting any additional new freestanding signs on Pomeroy in lieu of keeping the existing non-conforming freestanding sign.

The site has double street frontage on Mesa Drive and Pomeroy. These unique conditions justify the 2 signs for each interior tenant, one sign on the front elevation of the building and one sign on the rear elevation. This will allow each tenant visibility from each street frontage. In addition, end-cap tenants are requesting an additional sign to allow a total of 3 exterior signs, one each exterior elevation of the building. The increased sign area for the north and south elevations are justified as this is typical signage allowed for end cap tenants in the commercial zoning districts in Mesa.

Additional conditions that justify the request are as follows:

- 1) The building was constructed to Euclidean zoning standards instead of Form-Based Code standards, with parking located in the front of the building instead of the back and sets the building back 90 feet from the curb.
- 2) The property was previously zoned Downtown Business-1 (DB-1), which allowed a larger sign area than what is allowed under the current T4NF zone. Other properties adjacent to and in the surrounding area of this location are also zoned DB-1. The proposed sign area allowances would be in conformance with the surrounding area.
- 3) The primary frontage is along Mesa Drive which is an arterial street with a posted speed limit of 40 mph. The intent of the T4NF zone is to "provide a flexible area that can accommodate smaller, neighborhood serving commercial uses in a main street form that allows for interim uses such as live/work and ground floor residential until the commercial corridor matures." The South Mesa Drive posted speed limit varies from 25-30 mph. With the higher speed limit, larger sign area is appropriate to attract customers to the businesses.
- 4) Other businesses with frontage along Mesa Drive have a freestanding sign.

### **Special Use Permit Justification**

1. Approval of the proposed Comprehensive Sign Plan 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 request is consistent with the goals of the General Plan and the goals of the Central Main Street Area Plan. There is support for illuminated attached signs like those proposed with this CSP. The proposed signs provide vibrancy and signify activity along the streets. The owner is reinvesting in the building with complete façade renovations, new landscaping, the addition of outdoor seating areas at the rear of the building, and other external renovations in order to attract high quality restaurant tenants in furtherance of the goals of the Central Main Street Area Plan.*

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 project is consistent with the area in which it is located. It is located along an arterial street where other businesses and commercial strips feature larger signage and multiple freestanding signs for added visibility from the street. The future tenants will be eating and drinking establishments that will have patios in the back of the building which will help to activate both street frontages within an area of downtown that really needed reinvestment.*

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 proposed project will not be injurious or detrimental to the surrounding properties, neighborhood, the Downtown Districts, or the general welfare of the City. The specified sign area will allow for signage that fits the building, makes it easy to be identified from the adjacent streets, fills in blank spaces on the building elevations and will provide an attractive addition to the building. All of the proposed improvements to the site will help attract higher quality tenants that are uniquely local and help implement the vision and growth of downtown.*

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

*Although there are existing public services, public facilities, and public infrastructure to serve the building, the owner is providing significant investment in the building to provide extensive exterior renovations to the building façade and is also adding water infrastructure to provide fire sprinklers within the building to accommodate future tenants. The improvements that are being made to the building to accommodate*

*existing and future tenants will allow the building to serve businesses and Downtown Mesa for another 100 years.*

### **Comprehensive Sign Plan Justification**

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.

*Although the site is within the T4NF zone, sites with this transect do not typically have frontage on Mesa Drive, an arterial street with a speed limit of 40 miles per hour. The speed limit of Mesa Drive is much higher than the speed limit of local streets which is 25 miles per hour. In addition, vehicles driving on Mesa Drive typically drive at higher speeds.*

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.

*The site has double street frontage on Mesa Drive and on Pomeroy. These unique conditions justify the two signs for each interior tenant, one sign on the front elevation of the building and one sign on the rear elevation. This will allow each tenant visibility from each street frontage.*

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 existing freestanding sign is in character with the surrounding area that has businesses with freestanding signs. The freestanding sign will be refurbished to feature illuminated panels that will help to activate the area. The allowance of two signs for building. The two signs for each interior tenant, one sign on the front elevation of the building and one sign on the rear elevation, and a total of three signs for end-cap tenants reinforces the architecture of the building.*