



Board of Adjustment



BOA24-00518

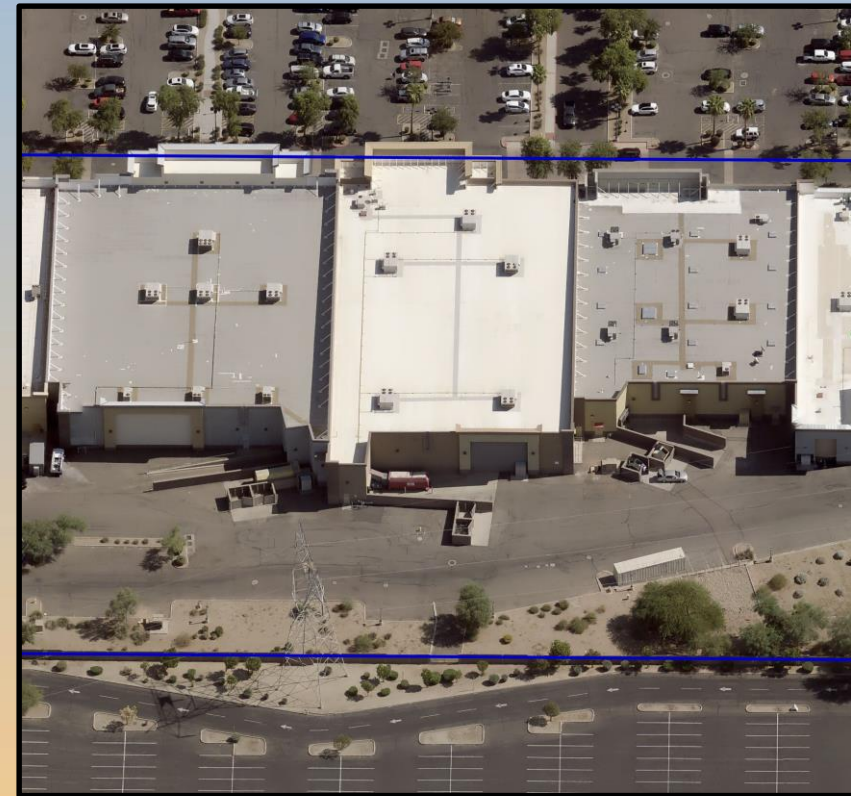
Tye Hodson, Senior Planner

August 7, 2024



Request

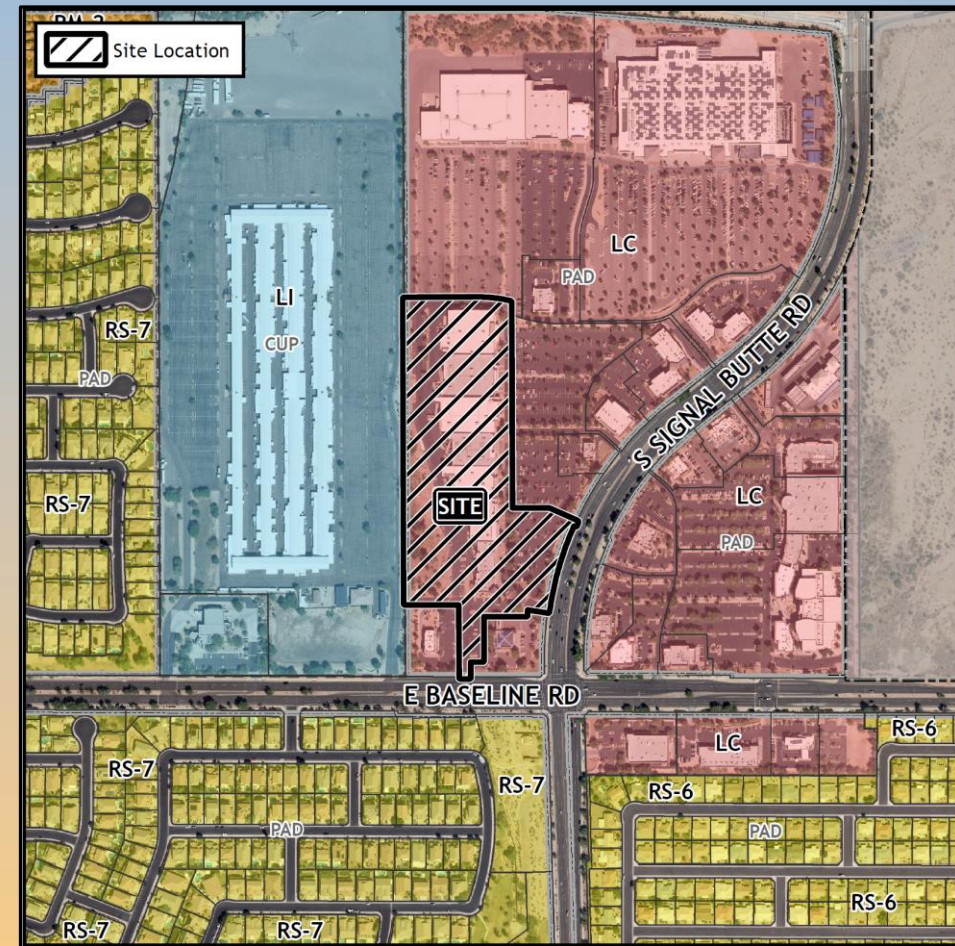
- Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP)





Location

- North of Baseline Road
- West of Signal Butte

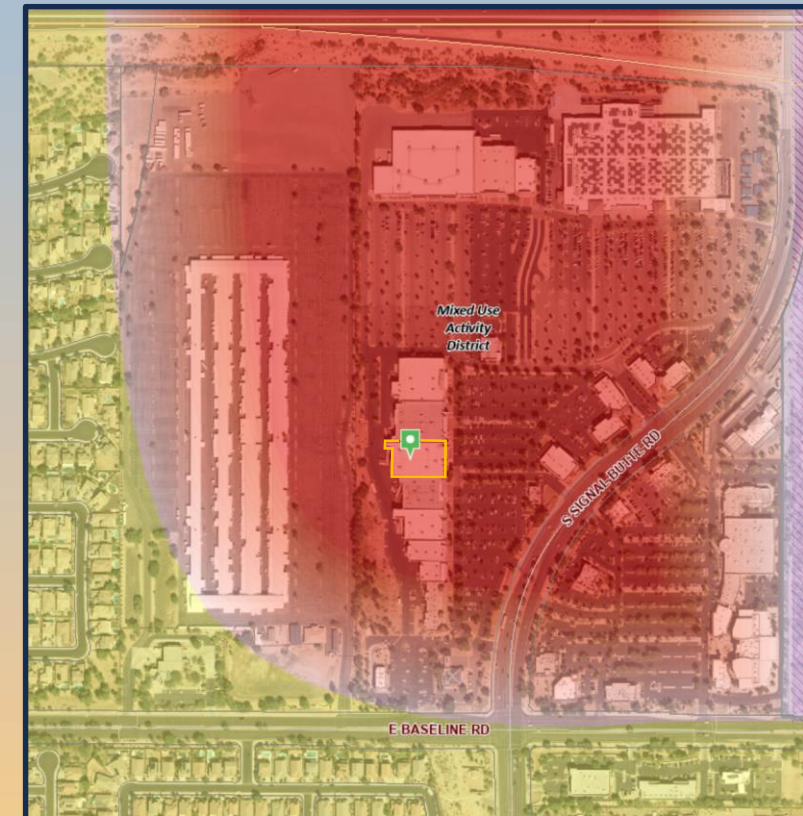




General Plan

Mixed Use Activity District

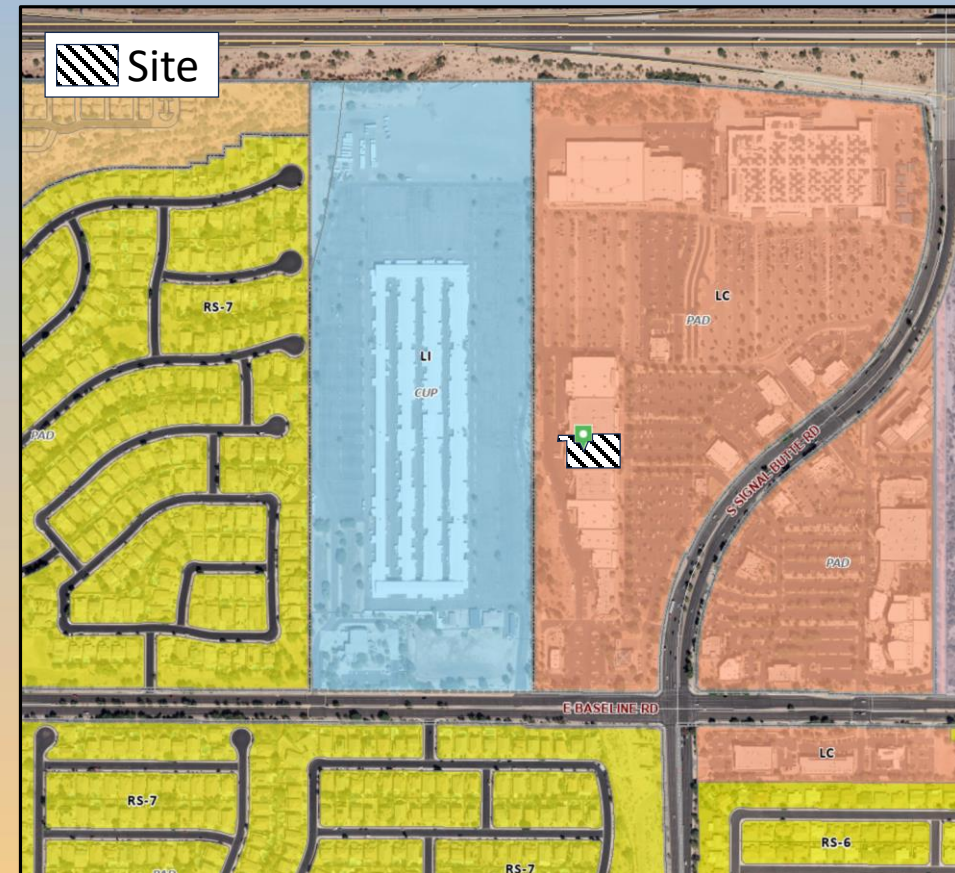
- Large scale commercial development





Zoning

- Limited Commercial with a Planned Area Development overlay (LC-PAD)
- The existing use is permitted in the Limited Commercial District





Site Photo



Back of Building



Front of Building



Proposed CSP

- Increase the total allowed square footage of wall signs from 240 S.F. to 312.64 S.F.
- CSP will allow for one additional sign to be installed on the back of the building





Sign Plan

Site Plan

Sign	Proposed Sign	Qty
S01	Channel Letters	1
S02	Channel Letters	1
S03	Tenant Panels	2
S05	New awning	1
S06	Tenant Faces	2



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Revisions:

No.	Description	Date
1	As Shown	
2	As Shown	
3	As Shown	
4	As Shown	
5	As Shown	
6	As Shown	
7	As Shown	
8	As Shown	
9	As Shown	
10	As Shown	

SP

PM: KS
Drawn By: PP
Date: 03.27.2024

Address: 1834 S. Signal Butte Rd.
City/State: Mesa, AZ 85209
Drawing Number: 176568

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Sign Locations



Sign Plan

S01 TW-FM-RMT-SBM-48 | Illuminated Letterset | Flush Mount | Spirits Beer & More

Scale: 1/4" = 1'-0"

7'-8 3/4" x 30'-8 3/4" = 236.5 Square Feet

Scale: 3/32" = 1'-0"

FRONT ELEVATION

SURVEY REQUIRED TO VERIFY ALL DIMENSIONS

Material & Color:

- Vinyl - 3M 3630-106 Brilliant Green
- Vinyl - 3M 3630-128 Plum Purple
- Vinyl - 3M 3630-246 Teal Green
- Vinyl - 3M 3630-22 Black
- "Total Wine" Letter Faces - RED Acrylic #SG278-0
- Letter Faces - 2447 LD White Acrylic
- Trimcap - Standard 1" Black Jewelle
- Returns - Black (Satin)
- Illumination - Principle LEDs

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Revisions:

S01 PM: KS Address: 1834 S. Signal Butte Rd.
Drawn By: PP City State: Mesa, AZ 85209
Date: 03.27.2024 Drawing Number: 176568 Page: 3

East Building Elevation



Sign Plan

S02 TW-FMS-RMT-SBM-30 | Illuminated Letterset | Flush Mount | Spirits Beer & More

*** Field survey required prior to production**

Scale: 3/32" = 1'-0"

Material & Color:

- Vinyl - 3M 3630-106 Brilliant Green
- Vinyl - 3M 3630-128 Plum Purple
- Vinyl - 3M 3630-246 Teal Green
- Vinyl - 3M 3630-22 Black
- "Total Wine" Letter Faces - RED Acrylic #5G278-0
- Letter Faces - 2447 LD White Acrylic
- Trimcap - Standard 1" Black Jewelleite
- Returns - Black (Satin)
- Illumination - Principle LEDs

S02	PM: KS	Address: 1834 S. Signal Butte Rd.
	Drawn By: PP	City/State: Mesa, AZ 85209
	Date: 03.27.2024	Drawing Number: 176568
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Revisions:

West Building Elevation



Sign Plan

S03 Routed & Acrylic Backed Tenant Panel Replacements | (2) Panels for One D/F Monument Sign



Scale: 1/8" = 1'-0"



Existing Monument



Exact face location TBD

Action:

- Manufacture and install new (2) new Routed & Acrylic backed tenant panels as shown for installation into (1) double face Monument sign.

Colors & Materials

- Routed Faces: Painted SW 6126 Navajo White (Textured field)
- Acrylic Backed Face: #7328 White Acrylic
- 3M 3630-53 Cardinal Red Vinyl
- 3M 3630-246 Teal Green Vinyl
- 3M 3630-128 Plum Purple Vinyl
- 3M 3630-105 Brilliant Green Vinyl
- 3M 3630-22 Matte Black Vinyl



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Revisions:	By:	Date:
01/28/19/2021/Service dimensions added		

S03

PM: KS	Address: 1834 S. Signal Butte Rd.
Drawn By: PP	City/State: Mesa, AZ 85209
Date: 03.27.2024	Drawing Number: 176568 Page: 5

Signal Butte Tenant Monument Sign



Sign Plan

S06 (2) Routed & Polycarbonate Backed Face Replacements | (2) Panels for One D/F Pylon Sign

9'-9" (CS)
9'-3" (VO)
9'-0" Logo

3'-0 1/8" (CS)
2'-7" (VO)

Scale: 3/4" = 1'-0"

Existing Pylon

SCOPE

- Manufacture & install (2) Routed & Polycarbonate backed aluminum face replacements for (1) D/F sign

GENERAL DESCRIPTION

- Routed 1/8" aluminum face, 7328 white polycarbonate backed.
- Vinyl graphics applied to 1st surface of both faces via translucent vinyl (See color schedule).
- Faces installed into existing D/F pylon cabinet with existing face retainers & divider bars

Colors & Materials

	Routed Face: 1/8" Alum. Painted Satin White, w/ textured finish
	Polycarbonate Backed Face: #7328 White Polycarbonate
	3M 3636-53 Cardinal Red Vinyl
	3M 3636-246 Teal Green Vinyl
	3M 3636-428 Plum Purple Vinyl
	3M 3636-106 Brilliant Green Vinyl
	3M 3636-22 Matte Black Vinyl

Proposed Pylon

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Revisions:

01/28/11/2021	New tenant faces	
03/27/2024	Security dimensions added	

S06

PM: KS	Address: 1834 S. Signal Butte Rd.
Drawn By: PP	City/State: Mesa, AZ 85209
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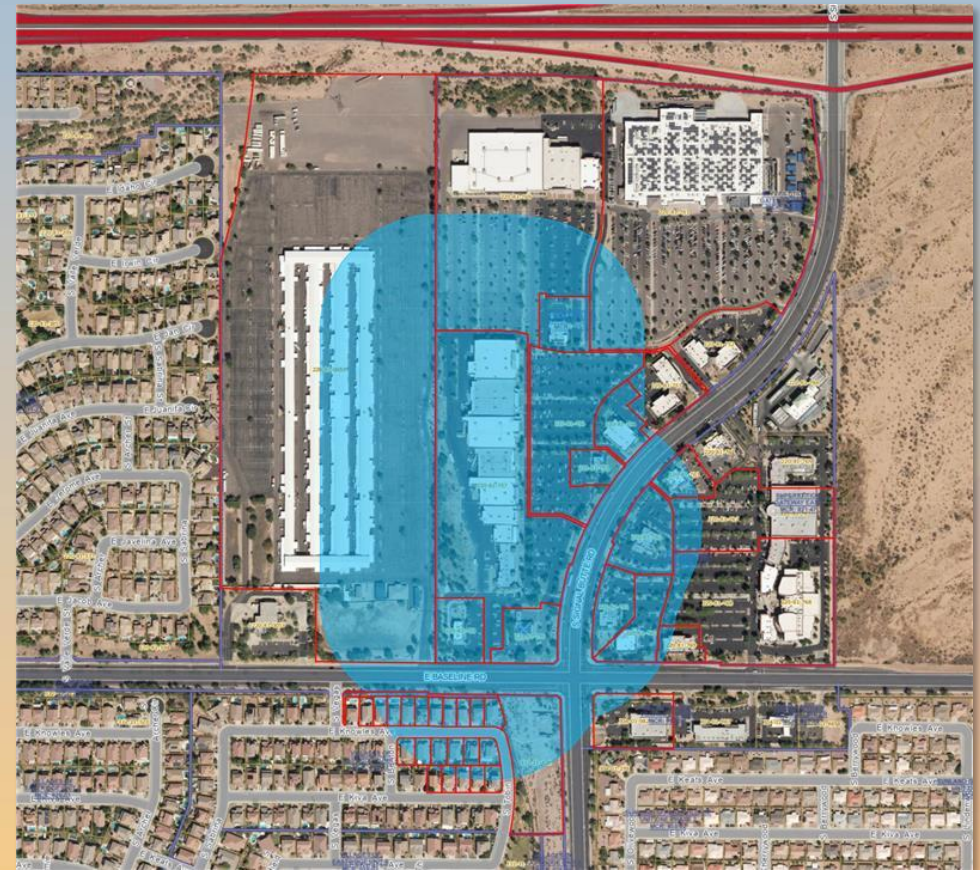
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Primary Tenant Monument Sign



Citizen Participation

- Notified property owners within 500 feet
- Staff was not contacted





Approval Criteria

Section 11-46-3.D CSP Criteria

- ✓ The site contains unique or unusual physical conditions that would limit or restrict normal sign visibility.
- ✓ The development exhibits unique characteristics of land use, that represent a clear variation from conventional development.
- ✓ The proposed signage incorporates special design features that reinforce or are integrated with the building architecture.



Approval Criteria

Section 11-70-5.E SUP Criteria

- ✓ Project will advance the goals and objectives of the General Plan and other City plan and/or policies;
- ✓ Location, size, design, and operating characteristics are consistent with the purposes of the district where it is located and conform with the General Plan and any other applicable City plan or policies;
- ✓ Project will not be injurious or detrimental to the surrounding properties, the neighborhood, or to the general welfare of the City; and
- ✓ Adequate public services, public facilities and public infrastructure are available.



Findings

- ✓ Complies with the Mesa 2040 General Plan
- ✓ Meets the CSP criteria of Section 11-46-3.D of the MZO
- ✓ Meets the SUP findings of Section 11-70-5.E of the MZO

Staff recommends Approval with Conditions



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