



City of Mesa Development Services
55 N. Center Street
Mesa, AZ 85201
480-644-4273

RE: Project Narrative; Ohana Kids and Family Kare Building Sign PRS23-00258

We are requesting a deviation to the approved Comprehensive Sign Plan (CSP) (Case No. BA02-008) for the office and retail center on behalf of our customer, Ohana Kids and Family Kare. Per the approved CSP (Case No. BA02-008) only Retail users may have illuminated signage. Our customer is a service oriented business. They are requesting signage to be illuminated and mounted to a raceway between the pillars in front of their business and has received approval from the landlord/property manager to do so. As indicated on the approval signature page of the permit site plan.

The 15" tall channel letters will have white faces, 3" black returns, 1" black trim cap and be internally illuminated with white LED's. The proposed sign will be 13.20 ft², which is only 22% of the allotted 75%. The letters will be mounted to a raceway, and the raceway will be painted to match the building and then side-mounted to pillars with adjustable brackets; secured with threaded bolts, nuts, washers and lock washers.

The previous existing signage on the building's fascia has been removed and no signage currently exists. This will be the only signage for their business.

As shown in the photo below there are two other business' with illuminated signs on raceways located in the same plaza on an adjacent building..





11-46-3: Comprehensive Sign Plans – D. Review Criteria

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.*

The sign will be installed on the east elevation of the building. The approved locations on the building fascia are set back from the front pillars and visibility from the public street is restricted due to trees and building architecture. Installing the sign on a raceway between the pillars in front of the business entrance will increase visibility substantially.

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 proposed sign is consistent with the location, size, design and operating characteristics of the LI District and the surrounding area.

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

The site plan for the proposed sign specifies design guidelines for the lighting, materials and craftsmanship of the sign to integrate it with the building architecture.

11-70-5: Special Use Permit – E. Required Findings

1. *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 signage will not have any negative impact on adjacent property owners or their occupants, as the surrounding properties have similar signs, and we feel that our request is not largely inconsistent with these districts.

2. *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 the general welfare of the City.*

The granting of the application will not be detrimental or injurious to property or improvements in the vicinity, will not be detrimental to the public health, safety, general welfare, or convenience.

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

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