

---

# Cannon Beach Comprehensive Sign Plan

SEC Power Road & Warner Road

## Narrative – Comprehensive Sign Plan

---



### Submitted by

Pew & Lake, PLC  
Sean B. Lake, D.J. Stapley  
1744 S. Val Vista Dr., Ste. 217  
Mesa, AZ 85204  
Ph. 480-461-4670

### On Behalf of:

Action Zone Business, LLC

January 28, 2022

---



## II. Description

In association with the approved PAD and Design Review for Cannon Beach, a Special Use Permit is being requested to accommodate creative style of signage and specially tailored modifications to limited sections of Mesa Zoning Ordinance Section 11-43-10. The intent behind the zoning requirements for a Comprehensive Sign Plan is to provide for the establishment of signage criteria that are specially designed for the specific development design and location, and which may vary from specific Sign Ordinance provisions. Also, the goals are to incentivize quality developments and provide for flexible sign criteria that promote superior design through architectural integration of the site, buildings, and signs. Superior design has already been addressed in the approved PAD and Design Review case for Cannon Beach. This application and the submitted signage drawings demonstrate the harmonious design in the proposed signage, which comply with the applicable criteria for Special Use Permits.

The proposed signs are consistent with the Design Standards for permanent signs as outlined in the Mesa Sign Ordinance. The signage designs are unique, artistic and will incorporate the high-quality design features associated with the architectural character and theming of Cannon Beach, as outlined in the PAD for the Property. Signs have a sustainable, clean light feel with fresh, bright blue colors and splashes of the orange accent consistent with the architecture for the project.

Signage Colors and Materials for Primary Entry Monuments, Secondary Entry Monuments, the Entry Sign location, and Tenant signs are summarized below.:

- Monument sign materials are composed of consistent, tastefully designed aluminum lettering with powder coated colors with matching acrylic signage.
- The submitted plans indicate that the sign panels will be of colored metal material or similar materials of the same quality.
- Concrete posts and supports may be utilized on the primary and secondary signs with the water elements or wave feature wrapping around the sign, which are colored and integrated into the surrounding style of the development.
- Lighting may be backlit or in separate landscape lighting, with the limitation that the light source be directed onto the sign or landscaping and screened so as to not create undue shine beyond the property line.

## III. Sign Standards

The proposed requirements below and drawings submitted with this application are consistent with the submitted Comprehensive Sign Plan drawings. Sign Standards herein and on the drawings comply with the City's Sign Ordinance standards and the Cannon Beach Design Standards, except where they replace, and modify where applicable, the City regulations for signage, as summarized in Table 1 below (modifications in **bold and underlined** font in the "Provided" column):

*Table 1 – Modified Standards – Comprehensive Sign Plan*

Sign Type	Required MZO			Provided Comp. Sign Plan		
<b>Min. Separation between Detached Signs</b> § 11-43-2.C.1.c:	75 ft.			<b><u>39 ft.</u></b>		
<b>Detached Signs</b> Tables 11-43-3-D3 to D4	Height (Ft.)	Qty	Area per Sign (SF)	Height (Ft.)	Qty	Area (SF)
1. Primary Entry Monument	14	1	120	14	<b><u>2</u></b>	5 - <b><u>100</u></b>
2. Secondary Entry Monument	12	Multiple	50-80	<b><u>14</u></b>	5	
3. Tenant Sign	12	Multiple	50-80	12	3	
4. Pier entry sign	12	Multiple	50-80	<b><u>28</u></b>	2	
<b>Attached Sign, Max. Area</b>	160 sq. ft.			160 sq. ft. per drawings		
<b>Attached Sign Types</b>	Per size of occupancy			Per size of occupancy, sign types per comprehensive sign plan drawings		

- Separation:** The separation requirement for detached signs is proposed to focus signage near entries and strategic views into the site at driveway entries, making them closer than 75 feet where positioned on each side of the entry as depicted on sheets L-1.01, L-2.01, L-2.02 of the Comprehensive Sign Plan drawings. The separation exceeds standards otherwise.
- Height:** Modified height requirements are proposed to allow signage to match the large-scale nature of this regional destination and the large type of property. These heights are necessary to help address way finding and form part of the impressive style of the Cannon Beach attraction. Some of the signs are narrower than required – these standards accommodate a balanced and tasteful aesthetic to the design quality. Each sign type's height is discussed below:
  - Primary Monument signs and Tenant Signs do not exceed the expected max. height of 14 feet and 12-feet respectively.
  - Secondary Monument signs only exceed the height standard by 2 feet. A mitigating factor is that this sign type is narrower than the typical sign and thus not overbearing in dimensions and configuration. This request is also supported by the creative design where a wave wraps around a column, creating a distinctive signature design element unique to the Cannon Beach development. It is noted that signage in the nearby Gilbert Target power center exceeds 12 feet in height at 4 of its main entries, making this proposed height comparable to developments in the area.

- Pier Entry signs are specially designed for this development. They are located on both sides of the elevated pedestrian boardwalk at the main entry to the Cannon Beach surf park. In reality, the sign does not take-up the entire 28 feet because it is elevated 18 feet into the air where pedestrians can walk underneath. While the proposed total height is 28 feet, the sign is only 10 feet high starting at the base of the upper level deck where it is positioned. The creative design and configuration along the primary entrance to this regional recreational use form the basis for this modified standard.
3. **Quantity:** Two primary entry monuments are proposed, which is common for regional retail developments of this scale. They are limited to both sides of the main entrance on Power Road. The quantities are justified by the size and site configuration of the overall development plan for Cannon Beach. Placing primary entry signs on both sides of the entry, which is located midblock, will necessarily increase visibility and wayfinding into the project from traffic passing by the site from both directions from both the jurisdictions of Gilbert and Mesa.

The other quantities of signs are compliant with standards and planned as provided in the submitted Comprehensive Sign Plan drawings.

4. **Area:** The area requirements generally comply, but the maximum amounts are included in this Comprehensive Sign Plan to approve the dimensions shown in the drawings. The sign matrix and locations shown on Pages L-0.01 and L-1.01 of the drawings indicate detached sign areas ranging from 5 sq. ft. per sign for tertiary monumentation to 100 sq. ft. for the Pier Signage explained above. The entertainment plaza water feature sign has an area of 54.1 sq. ft. All other detached sign types are less than 50 square feet, and therefore easily fit within the parameters of the maximum allowed sign area. Also, the attached signs comply with the maximum 160 sq. ft. requirement in Table 11-43-3-D-1 and D-2, and the respective standards based on the linear feet of building occupancy. They are incorporated into this Comprehensive Sign Plan to provide a cohesive plan and design that is fitting for the unique, coastal design and mixed use setting of the Cannon Beach development.

Standard detached sign allowances allow maximum 80 sq. ft. signs, based on 1 sq.ft. of sign area per lineal foot of street frontage. One of the tables in the Sign Code limit the sign size to 120 sq. ft. for the primary monument sign and 50 sq. ft. for all others.

The modified standards shown in the above table and detailed in the Comprehensive Sign Plan drawings and matrix and drawings are necessary to provide a cohesive mix of primary, secondary, tertiary, tenant, and other detached signs for a property that greatly exceeds the 400 feet of frontage shown in the sign ordinance. This project has



approximately 1,200 feet of frontage on Power Road, and 1,100 feet of frontage on Warner Road, which is more than 5 times the minimum that sets the basis for these standards. In total, that would mean 2,300 sq. ft. of detached sign area based on the code's 1 linear feet formula if there were no limit, where 120 sq. ft. is the maximum limit in the code. Thus, the proposed quantities are measured and reasonable in context given the significant size of the project.

In further support, the design, placement, quality, and spacing of the signs are congruent with the mixed-use regional center that characterizes the Cannon Beach development.

5. **Attached Sign types**— various types of attached signs are allowed in the Sign Code, subject to the area requirements for occupancy. To clarify the types of attached signs allowed, the following lists the sign types provided in the submitted Comprehensive Sign Plan drawings:

- Lagoon Waveboard sign
- Restroom signs
- Lifeguard sign
- Attached signage for tenants
- General Restaurant sign
- Blade signs
- Under canopy attached blade signs and wall attached signs per the Comprehensive Sign Plan drawings, pg. L-5.02 and L-5.01
- Murals

#### **IV. Compliance with Comprehensive Sign Plan Criteria**

In support for the above sign criteria, the Property complies with Comprehensive Sign Plan requirements, as follows:

11070-6.D:

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.

**Response:** The mixed use activity district is designed for community and regional activity areas with a significant retail component and for lifestyle centers. As demonstrated in the approved PAD zoning for Cannon Beach, the proposed development implements that vision. This SUP likewise complies with the intent of the General Plan by designing signage of the scale and quantity and style that embraces the themes and PAD guidelines of the approved mixed use center with recreational, lifestyle, shopping, and commercial uses.

Additionally, the signage is appropriately designed for a large project site that is located at a key intersection of two major arterial streets and the city boundary. The prominence of the signage and approved landscaping and monumentation combine to create a necessary gateway into the project that lies at the boundary between Mesa and Gilbert along the Power Road corridor, thus attracting patrons from multiple communities to this regional development. Design themes, dimensions, and colors and materials of the signs incorporate quality and durable materials and achieve creative, even whimsical themes that are attractive and suitable for the surf park-restaurants-hotel anchor to the project.

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.

**Response:** As explained in the above section, the proposed development has more than 1,100 linear feet of frontage on both Power Road and Warner Road, which is large enough to support the proposed location, size, design, and operation of the signage in this application. Signage design is tied to the regional mixed use activity center and unique design themes of the project. Proposed design will comply with the approved zoning and design standards for the Cannon Beach PAD.

3. The proposed project will not be injurious or detrimental to the adjacent or surrounding properties in the area of the proposed project or improvements in the neighborhood or to the general welfare of the City.

**Response:** The size of the signs visible from the street are appropriate to the scale, location, and type of regional development that Cannon Beach represents. The monument signs do not exceed the height of monument signs in the nearby Gilbert Target power center, suggesting that they are typical of this type of regional scale development and reasonably sized with respect to the surrounding area. The size type, and design of the signs will enhance the value of this project and surrounding properties that will indirectly benefit from their proximity to this visible development. The nature of the project and its complementary signage are appropriate and reasonable for a property that is located in the middle of a commercial and industrially designated area. Sign location and sizes will comply with standards and will not block required ADA sidewalks and vehicular site visibility triangles and therefore will not pose any unreasonable impacts on surrounding properties.

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

**Response:** This project is located adjacent to existing services. There are adequate public services and infrastructure to support the proposed project, as it was approved in the underlying zoning. Proposed utility services will tie-into nearby facilities. Signage are located outside of the public right-of-way and will not conflict with the utilities or right-of-way improvements.

5. 11-46-3.D.2: “The proposed 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.”

**Response:** This locational requirement is met because Cannon beach is a mixed use development with the only surf lagoon mixed-use development in Mesa. It is planned for entertainment, restaurant, retail/commercial, accommodations, office, and flex uses, which is unlike a conventional development in the City. The approved design standards and site layout incorporate distinguishing features that set a high standard compared to conventional development.

6. 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.”

**Response:** The proposed signage contains creative design features, murals, water features, and impactful design features in the coastal themes. The character will comply with the approved design guidelines for Cannon Beach and will provide a distinct and quality aesthetic that will benefit the community and the overall design approved in the PAD zoning. The primary entry monument has creative elements with the wave projecting above the sign and water feature. The secondary monument has an appealing wave feature that wraps around the sign. The entry sign is unique in that it is elevated across the upper-level deck at the main entrance. It is screened from the street as well. The tenant sign is necessarily informative as to the occupants of the site, but it too has inherent design qualities that are complementary to the Cannon Beach experience. It adds a sophisticated texture in the form of perforated metal that matches the lagoon fence. Furthermore, the entertainment plaza entry sign is low level in terms of sign age, but also is a composite entry landscaping structure with an integrated water feature.

Evidence of special design features includes lighting, craftsmanship in the waves and use of water, and mural-type embellishments that extend outward from the signs or around the sign structure. The tenant signs These elements are integrated with the building architecture and wall plan.

The surrounding land use context supports the notion that the proposed signage will not have a detrimental effect on surrounding properties. No low-intensity residential neighborhoods are located surrounding the property, only commercial and employment uses. Proposed signage will help make this site an attraction that could have indirect benefits to surrounding businesses that will benefit from added marketing potential.