



QUALITY. DESIGN. STRUCTURE.
Custom architectural signs



COMPREHENSIVE SIGN PLAN

1310 W Southern Ave Mesa, AZ 85202



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Justification & Compatibility Statement

RE: The Landing at Fiesta Village
1310 W. Southern Ave

We are requesting a Special Use Permit for a Comprehensive Sign Plan (CSP) to increase the sign square footage and height to top of a detached sign within RM district. The Landing at Fiesta Village is a new build multi-family property located at NWC of Alma School and Southern Ave. Landing at Fiesta Village will have 220 apartment units and numerous amenities.

The project site contains unique conditions as it is tucked in the corner with commercial developments surrounding it. This limits the relation to a public street and restricts normal sign visibility since it is setback 255ft from Southern Ave. There is only one entrance into the community which will be off Southern Ave located behind the commercial developments. We are proposing a sign to be installed on top of the main entry canopy structure. The entry canopy sign will be the only identifier for the community. The sign will be made up of pan channel letters with trimless acrylic faces. Letters are internally illuminated with white LED's. Letters will be bottom mount to 1/2" thick aluminum mounting plate. 'At Fiesta Landing' will be a fabricated aluminum cabinet with push thru acrylic letters with LED illumination.

The proposed canopy sign incorporates the distinctive look of the surrounding Fiesta District signs, which are also bottom mount face lit letters, located at the corner of Alma School and Southern. The property and canopy are setback approximately 255 ft from Southern Ave, which is why the letters need to be a substantial height in order to be visible. The CSP for The Landing at Fiesta Village is intended to maintain and establish a design theme that will provide identity to the residents and visitors.



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When this CSP does not specifically address certain criteria, the standards established in Article 5-Sign Ordinance of City of Mesa shall apply.

Table 11-43-3-B: Detached Sign Allowances per RM Development			
Max Number of Permitted Signs	Sign Area Allowed	Max Height Allowed	Additional Requirements
2 per street Front	1sq ft of sign area per 5-lineal feet of street frontage up to a max of 32sq. Ft.	8-feet	Illumination is allowed if the sign is adjacent to an arterial or collector street

Comprehensive Sign Plan			
Max Number of Proposed Signs	Sign Area	Max Height	Additional Requirements
1 Canopy sign per development	146.62 sq. Ft	22-feet to top of sign, Sign itself 5.08ft tall	Face lit letters



This form must be signed by the applicant and submitted with your Application Packet.

CITIZEN PARTICIPATION PLAN

Below is a list of items required for the citizen participation process component of this application. This Citizen Participation Plan will be customized during the pre-application process. This list details your minimum responsibilities to meet citizen participation plan requirements (Section 11-67-5). Please do not complete the elements of the citizen participation plan until after the application has been determined complete and are notified by staff of your case number, and hearing date, time and location.

1. Provide letters of notification for:

- ☐ Property owners within a 500' radius of the case site
- ☐ Property owners within a 150' radius of the case site
- ☐ Homeowner's Association or Architectural Committee

Note: See Letters of notification under Citizen Participation Process

FAILURE TO PROVIDE LETTERS OF NOTIFICATION AND RELATED MATERIALS A MINIMUM OF 15 DAYS PRIOR TO THE HEARING WILL RESULT IN A CONTINUANCE OF YOUR CASE, AND ACHARGE OF A **\$156** CONTINUANCE FEE. PLEASE REFER TO THE **CITIZEN PARTICIPATION PROCESS** FORM IN THIS PACKET FOR COMPLETE INSTRUCTIONS.

2. Provide letter of approval from:

- ☐ Homeowner's/Property Owner's Association
- ☐ Architectural Committee

3. Meetings:

- ☐ Hold a neighborhood meeting _____
- ☐ Other meetings _____

4. Other _____

PLEASE SIGN AND DATE THIS FORM ON THE SPACE PROVIDED BELOW AND RETURN THE FORM WITH YOUR APPLICATION.*

Staff Member _____

Date: _____

Applicant Cassandra Baumann

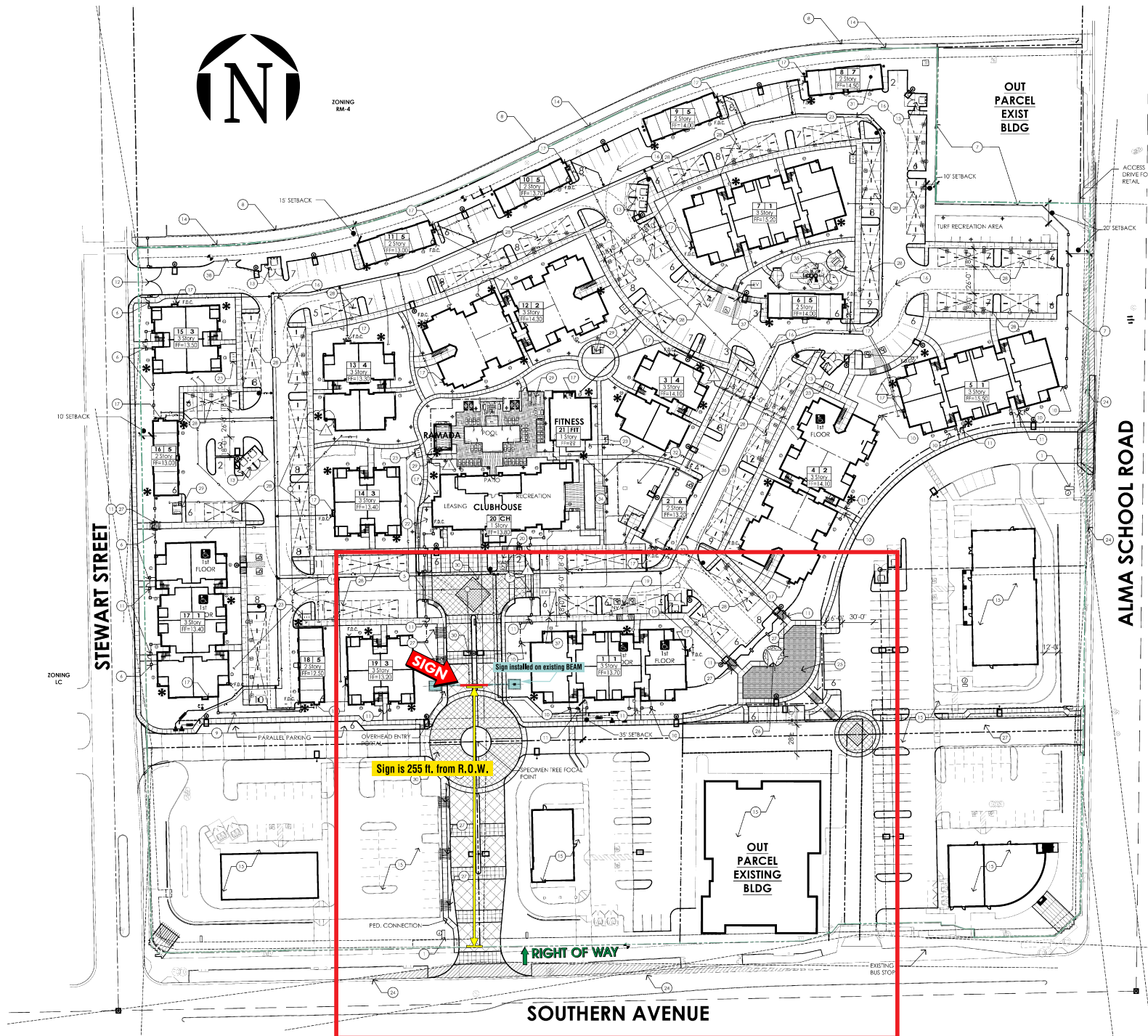
Date: 3-17-22

*By signing this form, you are indicating that you are aware of the citizen participation plan requirements and the time delays and additional fees that will result if the plan is not completed and materials are not submitted by the applicant in the required time/date.

1310 W Southern Avenue, Mesa, AZ 85210



ZONING
RM-4



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729 N. Golden Key St. Gilbert, Arizona 85233
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PROJECT NAME:

The Landing at Fiesta Village

CLIENT:

PB Bell

DATE:

3.14.2022

PHASE OF COMPLETION:

- ☐ CONCEPTUAL
- ☐ REVISION
- ☐ APPROVED DESIGN
- ☒ PERMIT

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AND MONETARY DAMAGES.

Landing at Fiesta Village - Beam Sign

1310 W Southern Avenue, Mesa, AZ 85210



729 N. Golden Key St. Gilbert, Arizona 85233
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PROJECT NAME:

Landing at Fiesta Village

CLIENT:

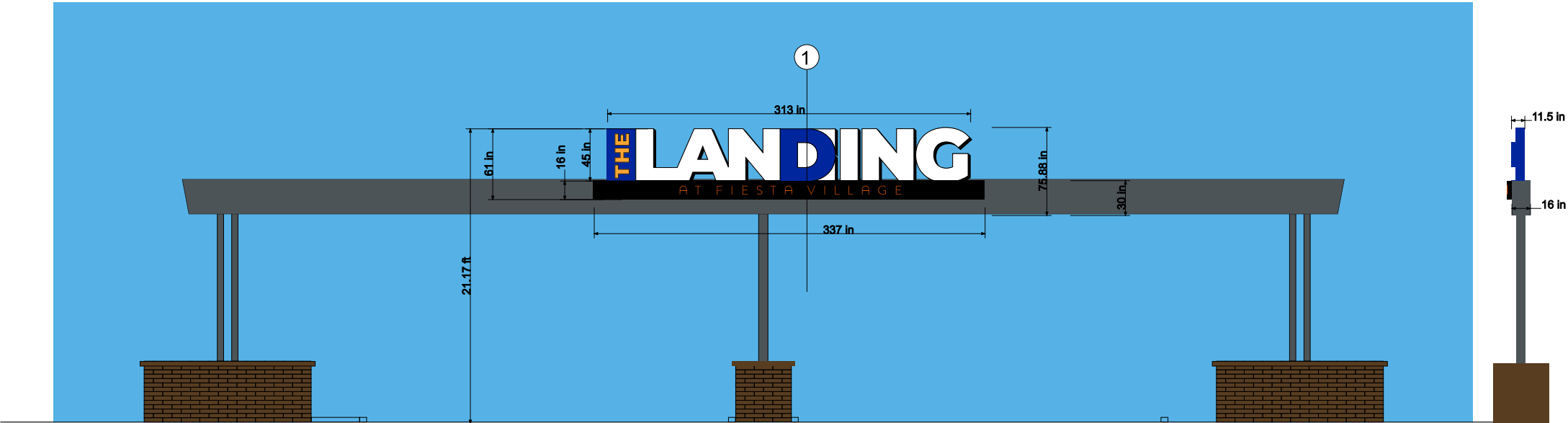
PB Bell

DATE:

3.14.2022

PHASE OF COMPLETION:

- ☐ CONCEPTUAL
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- ☒ PERMIT



Night Time Rendering

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Landing at Fiesta Village - Beam Sign

1310 W Southern Avenue, Mesa, AZ 85210

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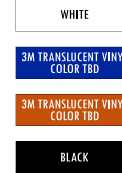
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THE LANDING AT FIESTA VILLAGE - MAIN ENTRY SIGN

Actual product colors may vary from colors shown on your monitor.

LENGTH WIDTH TOTAL SIGN AREA
28.08 ft (337 in) x 5.22 ft (62.66 in) = 146.62 sq. ft.

COLOR OPTIONS DETAILS:



UL LISTED

SIDE VIEW



DESCRIPTION:

Fabricated aluminum pan channel letters with trimless acrylic faces. Letters are internally illuminated with 'white' LED's. Letters are bottom mount to 1/2" thick aluminum mounting plate. Letters have square aluminum tubing vertical supports for added strength. Letters are attached to mounting plate thru bottom of letter and are also attached to a full 1/4" aluminum letter back, welded to mounting plate. Sign is bolted to existing steel I-beam structure. Sign is UL Listed.



729 N. Golden Key St. Gilbert, Arizona 85233
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PROJECT NAME:

The Landing

CLIENT:

.

DATE:

3.16.2022

PHASE OF COMPLETION:

- ☐ CONCEPTUAL
- ☐ REVISION
- ☒ APPROVED DESIGN
- ☐ SHOP DRAWING

REVISIONS:

- 1.
- 2.
- 3.

CLIENT APPROVAL:

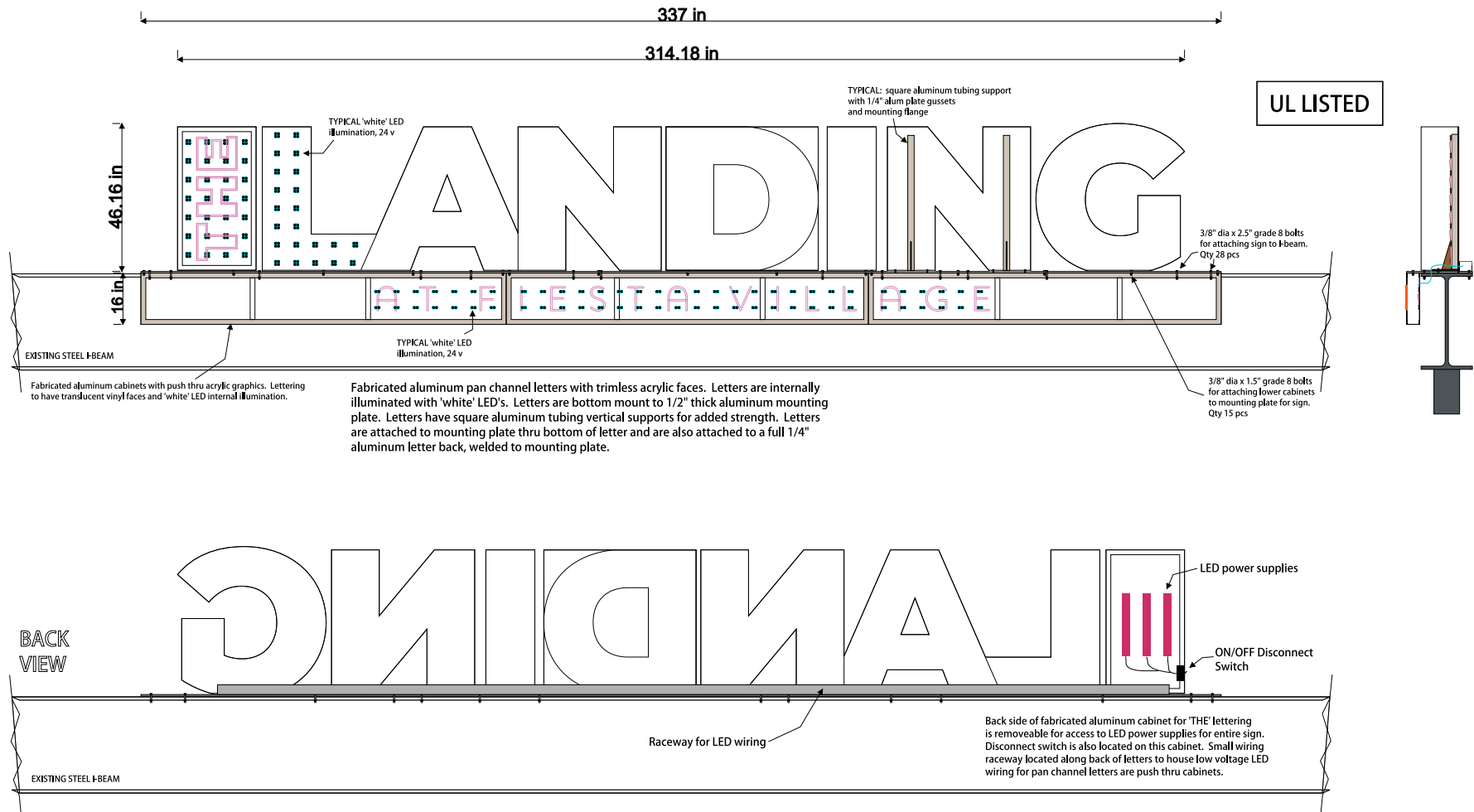
SALES REP/DESIGNER:

Lynlee/Frankie

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THE LANDING AT FIESTA VILLAGE - MAIN ENTRY SIGN

Construction Details



729 N. Golden Key St, Gilbert, Arizona 85333
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PROJECT NAME:

The Landing

CLIENT:

DATE:

3.16.2022

PHASE OF COMPLETION:

- ☐ CONCEPTUAL
- ☐ REVISION
- ☒ APPROVED DESIGN
- ☐ SHOP DRAWING

REVISIONS:

- 1.
- 2.
- 3.

CLIENT APPROVAL:

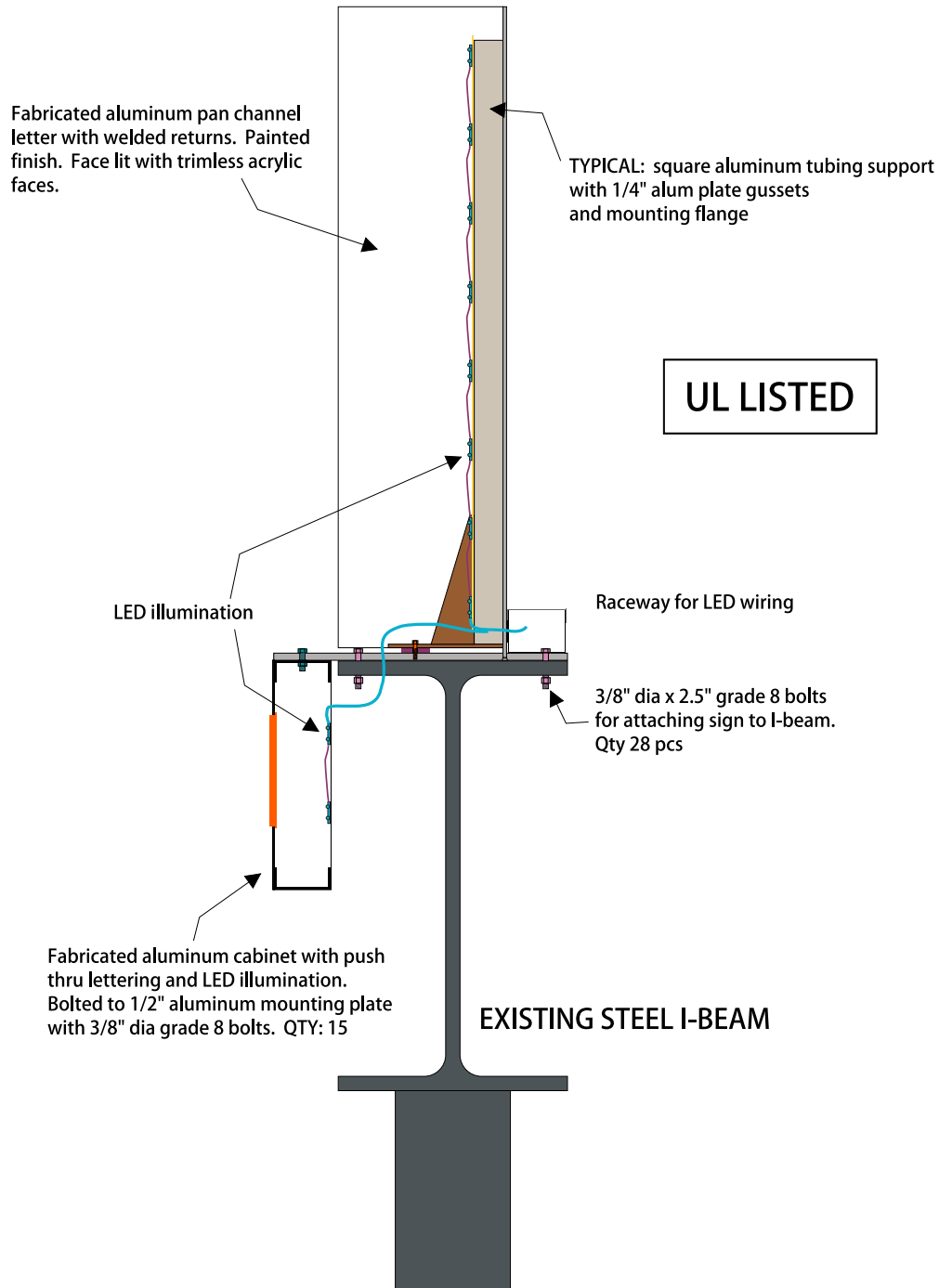
SALES REP/DESIGNER:

Lynlee/Frankie

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THE LANDING AT FIESTA VILLAGE - MAIN ENTRY SIGN

Construction Details - CROSS SECTION



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PHASE OF COMPLETION:

☐ CONCEPTUAL

☐ REVISION

☒ APPROVED DESIGN

☐ SHOP DRAWING

REVISIONS:

1.

2.

3.

CLIENT APPROVAL:

SALES REP/DESIGNER:

Lynlee/Frankie

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Consistency with Fiesta District



Proposed Canopy sign for The Landing at Fiesta Village



Fiesta District sign at the corner of Alma School and Southern