



2631 N. 31 ST AVE., PHOENIX, AZ 85009

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June 9, 2022

Re: Tailwinds Gateway, 8017 E. Pecos Rd., Mesa, AZ 85212

Project Narrative:

Tailwinds at Gateway was created to provide the top market offering in the Southeast Valley for small to medium businesses requiring industrial flex space. Careful consideration was given early on to have proper branding, naming, positioning and building design to fulfill this high quality vision. The monument signs on Pecos and 80th at the main entry points to the development serve as the key way finding elements for what we expect to be over 25 businesses. In the coming years there will be many industrial developments in this area and we intended to have our monument signs be classy and professional and help set the quality tone for our tenant base and development. Our development is unique in that it will house over 25 varied businesses through 10 individual buildings. The visual of the sign we created helps the businesses locate the development day or night and the quality of it complements the quality of the development. The Mesa code that dictates the 2:1 ratio for copy to sign area doesn't work for our branded elements to achieve their goal – we need to be able to do our original intended sign copy and size in order to fulfill this quality expectation – and we believe that what we prepared is very reasonable, attractive and appropriate for the scope of the development.

Proposed Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP) is to modify the development standard outlined in MZO Section 11-43-2.C.2.a which states “the sign copy should not exceed a horizontal-to-vertical ratio of two to one (2:1). Requesting deviation from the sign code to allow sign copy ratio of 5 to 1. Proposed CSP will only modify the detached signage standards. All attached signage will comply with the Mesa Zoning Ordinance (MZO).

Approval of the SUP is consistent with the policies of the General Plan and all other applicable City plan and/or policies. 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 will not be injurious or detrimental to the adjacent or surrounding properties, or will the proposed project or improvements be injurious or detrimental to the neighborhood or to the general welfare of the City. Adequate public service, public facilities and public infrastructure are available to serve the proposed project.

The proposed signage incorporates special design features that reinforce the building architecture.
Thank you.

Raymond Owens

Raymond Owens
Royal Sign Co.