

8.13.20

BOA20-00529

Power and McKellips Center CSP Modification Narrative
Original case no. BA01-031, June 2001

Built in 2001, this retail center at the NE corner of Power and McKellips Roads, is anchored by a major and two mini-major tenant spaces; complimented with attached shop tenant and stand-alone pad tenant spaces.

The architecture and tenant signage style and application were developed in a style relevant for the time and in keeping with Weingarten Realty standards of 2001. One of these standards included the application of tenant identity only as wall-mounted illuminated, individual channel letters.

As retail consumer needs and demands have changed in the years since 2001, the center has adapted by implementing relevant modifications to the architecture and adding an additional tenant pad.

And as consumer needs have changed, so have tenant demands for flexible application of their identity signage. Retail branding has become much more sophisticated and specific in configuration and application since this center was built.

In order to keep current with tenant needs so that the center can offer this much needed flexibility, this application is submitted to modify the current Comprehensive Sign Program for Power and McKellips Center to:

- 1- Add the option of non-standard raceways and/or backer panels in accordance with the Design Standard for Attached Permanent Signs of the Mesa Zoning Ordinance, Section 11-43-2(B)(2).
- 2- Add the option of non-illuminated individual lettering.

This request is in keeping with sections 11-46-3 and 11-70-5(E) of the MZO by providing flexible sign criteria that promotes superior design through architectural integration of the buildings and signs and advances the goals and objectives of and is consistent with the policies of the General Plan.