

Dental Depot - Mesa, AZ

Project Narrative

Dental Depot Dental Clinic is planning to renovate and build an addition to the currently vacant Quik-Trip located within the 2300 block of West Broadway Rd. (south side) and within the 400 block of South Valencia – 2311 W. Broadway.

Currently the existing building is a vacant 5327 s.f. building with a proposed addition of 1658 s.f. for a total of 6985 s.f.

The proposed Comprehensive Sign Plan meets the City of Mesa 2040 General Plan requirements and is designated as a Neighborhood Character Type with a Suburban sub-type. The Dental Depot is neighborhood commercial and will promote a safe place for the community to live, work, and feel secure. The new Dental Depot will provide an enjoyable surrounding. The project is a unique one story building reminiscent of an old train station with a clock tower and respects the adjacent character of the neighborhood. The existing building is to the rear of the lot with the addition being built forward. The existing parking lot is being altered to add landscape islands and enhance the character of the site. Site and Building lighting which meets dark sky requirements will provide added security. Signage appropriate to the site and building design is included herein.

The following narrative is responding to the attached sign drawings, details, and calculations.

The sizes and placement of the proposed signs meet all the sign requirements of the City of Mesa Plans and Policies. The train, as defined by the ordinance, is a 3D object, but is truly a piece of art. Other 3D objects are a water tower, semaphore, and antique crossing arm.

The proposed project will not be detrimental or injurious to the surrounding community. The project will add a level of security, with lighting and security cameras, as well as bringing people to the area for added trade. The dental clinic will add character and new use to the area.

We are currently and continually removing vagrants and graffiti from and around the building. Dental Depot occupancy of this corner will minimize these incidents and bring new commerce to this neighborhood.

There is adequate public services, facilities, and infrastructure to serve the Dental Depot and we will use existing.

All the signage is proportional in size and scale to the building. The signage also relates to the architecture of the building. Attached are graphic images of all signs and their dimensional objects. The signs are replicas of old train station signs and lettering.

The Dental Depot has a unique architectural character of a turn of the century train station. All the signs are the same character as historic train stations. The size of each wall sign is proportional to the exterior elevations.

The three-dimensional objects: the train, and water tower, are a reduced scale that fit within the areas allowed by code. The water tower is proportional in scale to an actual water tower to a maximum height of 14 ft. which meets City Standards. The semaphore and crossing arm are antiques and full size.

The three-dimensional train is a scale model with the smokestack being 7 ft. tall with engine, and coal car. The three-dimensional water tower is an exact replica of a water tower. The train and water tower are built by artisans and will complement the site. The site, building, signage, and 3D objects will provide a historical visual interest along West Broadway Road.

This design harkens back to a time when train stations were an interesting stop on a journey. The historical images, likenesses, and antiques will be visual interest to clients going to the dental clinic.

The building signs are per Table "A", (some lit and unlit). The backlit signs are plexiglass-faced with internal LED lighting. Signs are directly mounted to the building with no raceway.

The non-lit signs, per Table "A", are black and white flat signs mounted to the building as indicated.

All the building signs are similar in color, letter style, and size to signs that were used on old train stations. The building elevation sign of 1246.7 is the actual height above sea level of this location, as was common for train station signs.

All signs will meet local codes.