

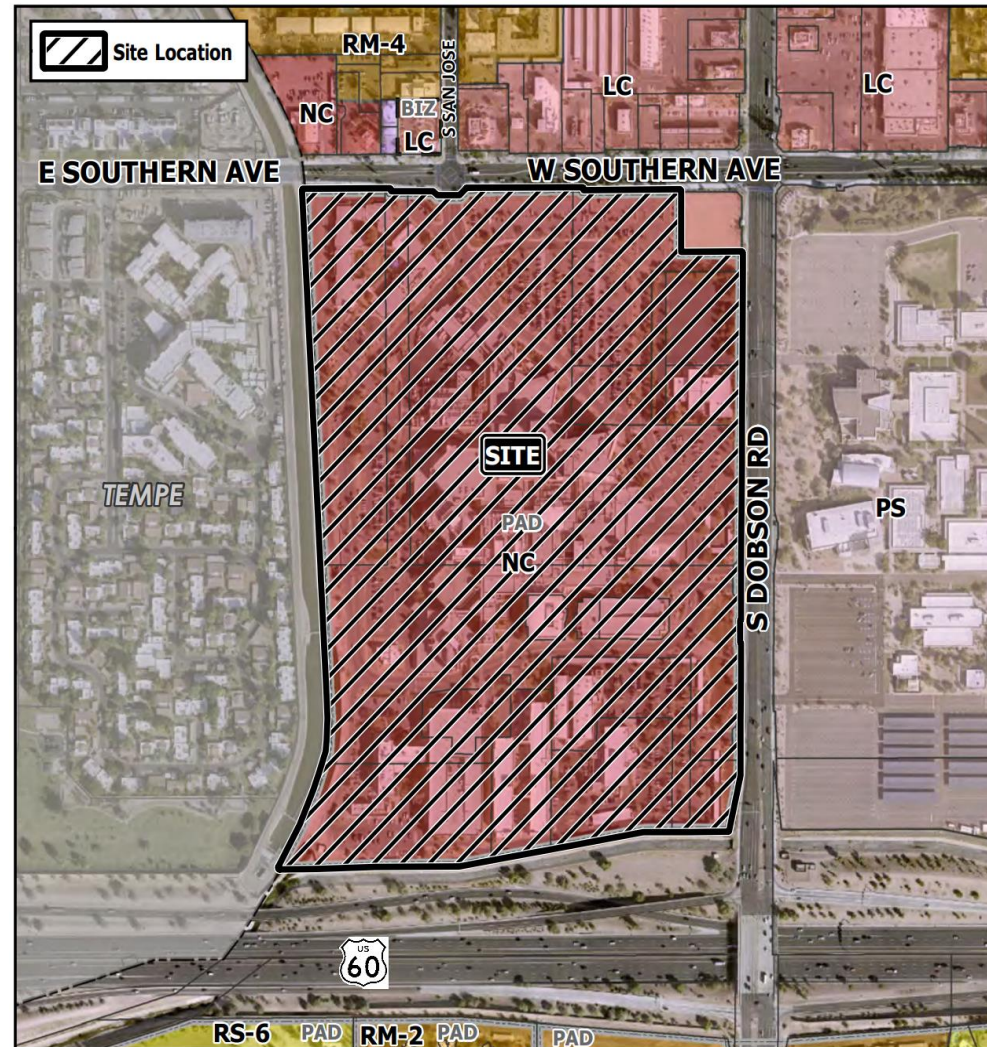


BOA21-00596

Location

- Within the 2000 to 2300 blocks of W. Southern Ave (south side) and within the 1200 to 1600 blocks of S. Dobson Rd (west side)

Board of Adjustment Vicinity Map: BOA21-00596



Case Details

Case:

BOA21-00596

Site / Address:

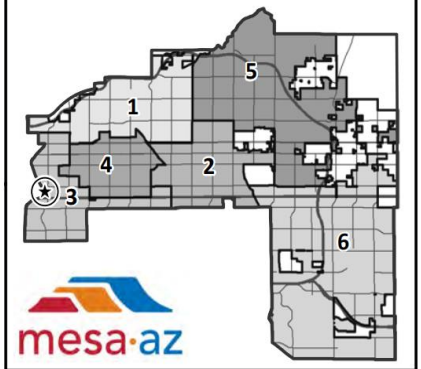
District 3. Within the 2000 to 2300 blocks of W. Southern Avenue (south side) and within the 1200 to 1600 blocks of S. Dobson Road (west side).

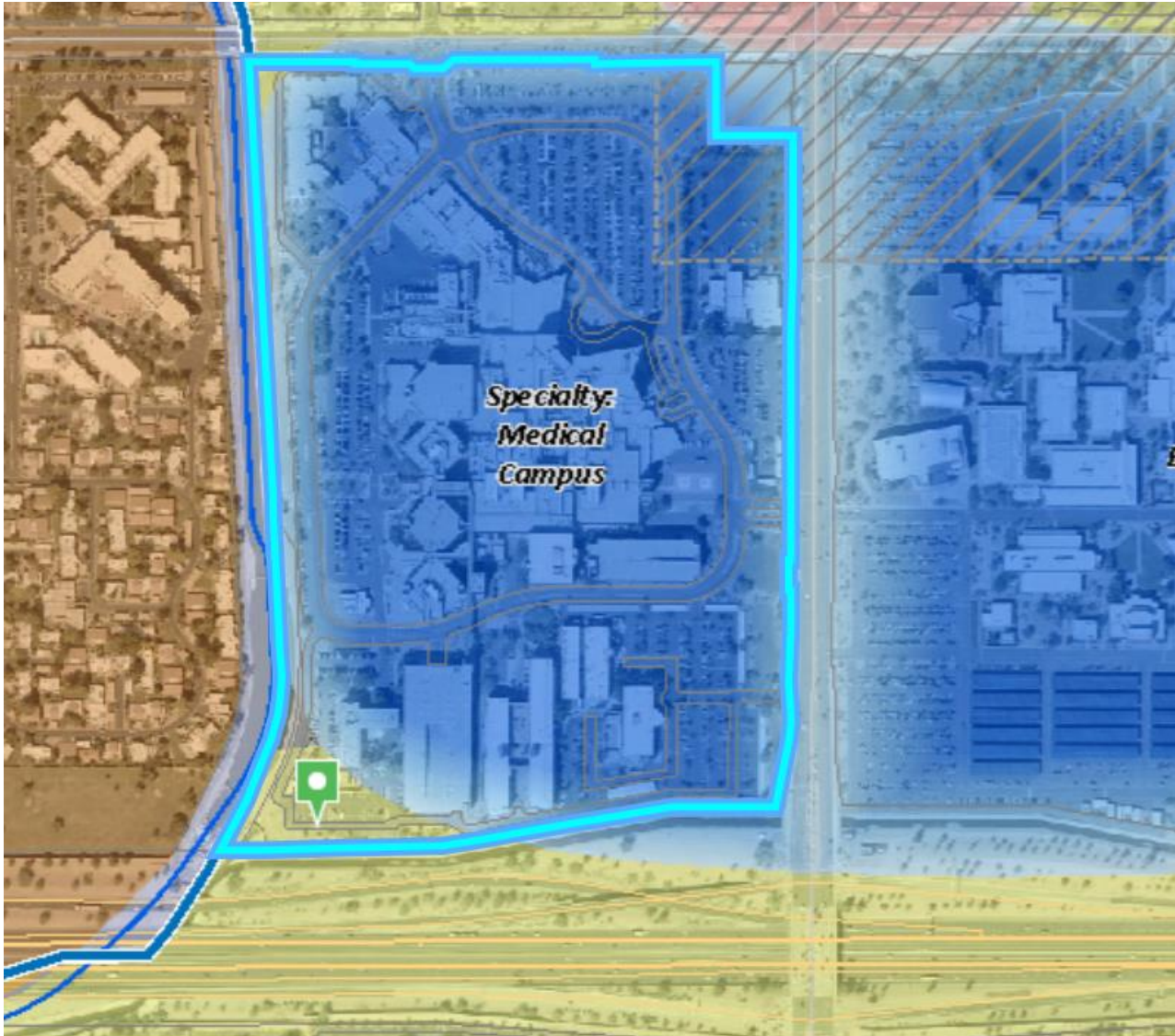
Request:

Requesting a Special Use Permit (SUP) to allow modifications to an existing Comprehensive Sign Plan (CSP) in the Neighborhood Commercial District with a Planned Area Development Overlay (NC-PAD).



500
Feet





General Plan

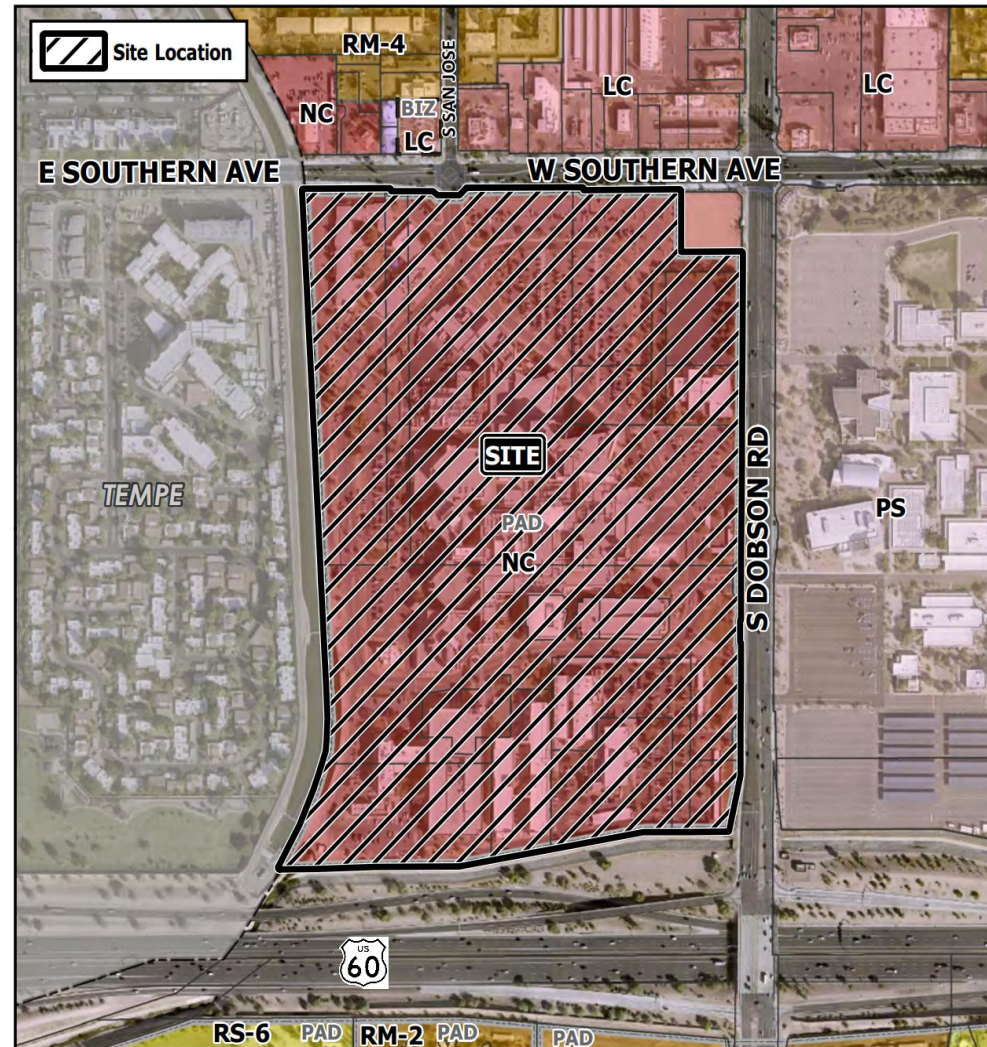
Specialty District

- Large areas with a single use such as a medical facility
- Maintain a campus feel
- Consistency in landscaping, signage, and high-quality building design and materials

Zoning

- Neighborhood Commercial with a Planned Area Development Overlay (NC-PAD)

Board of Adjustment Vicinity Map: BOA21-00596



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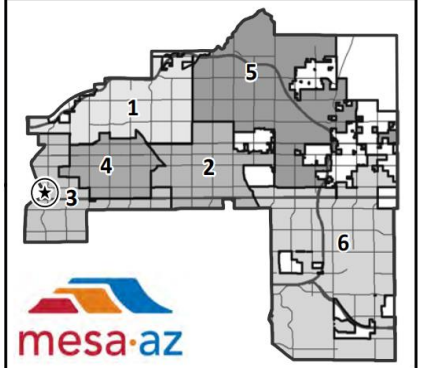
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500

Feet



Site Photos



Dobson Road looking west towards
the Children's Tower



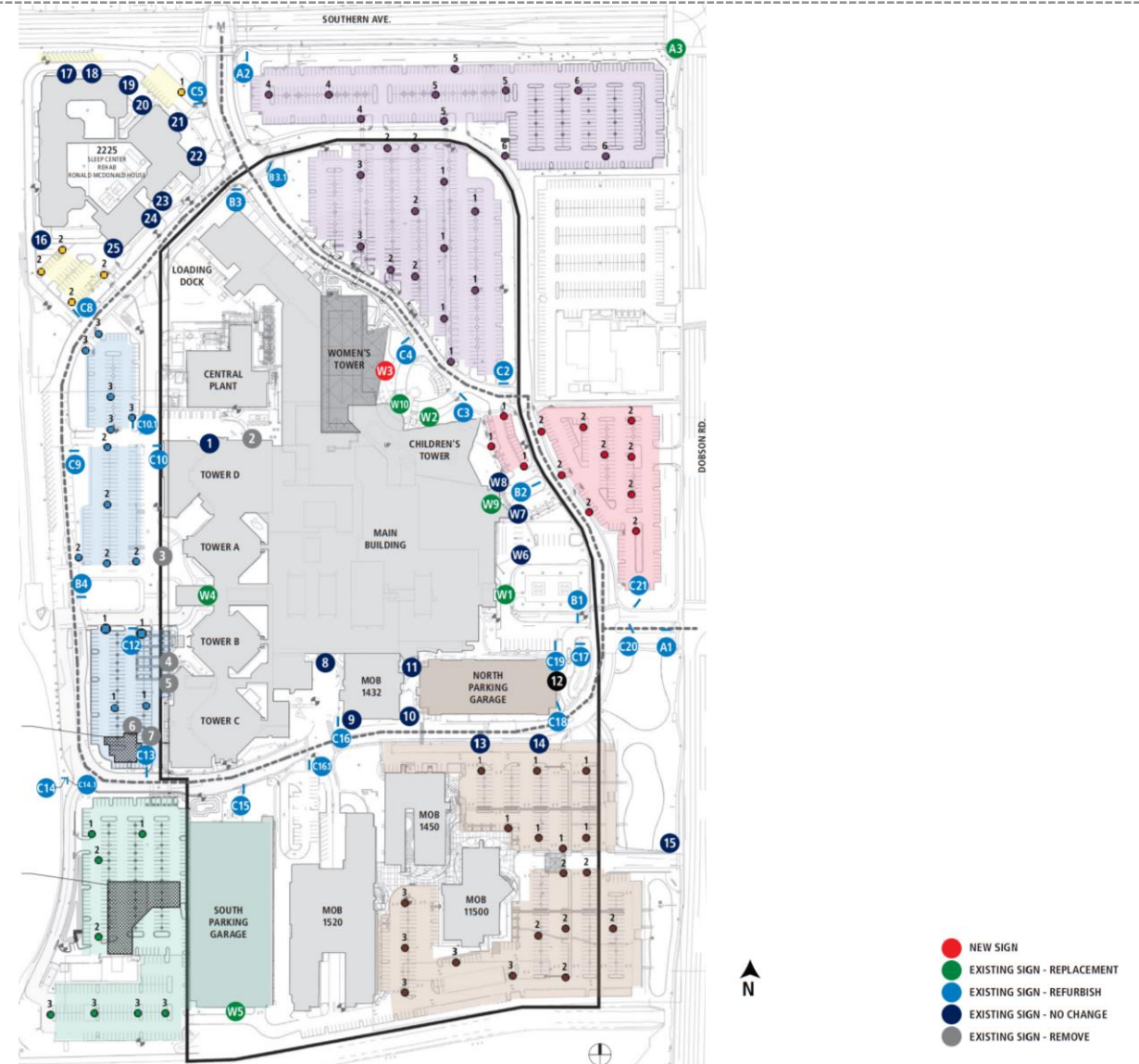
Southern Avenue looking south
towards the site

Request

- Special Use Permit

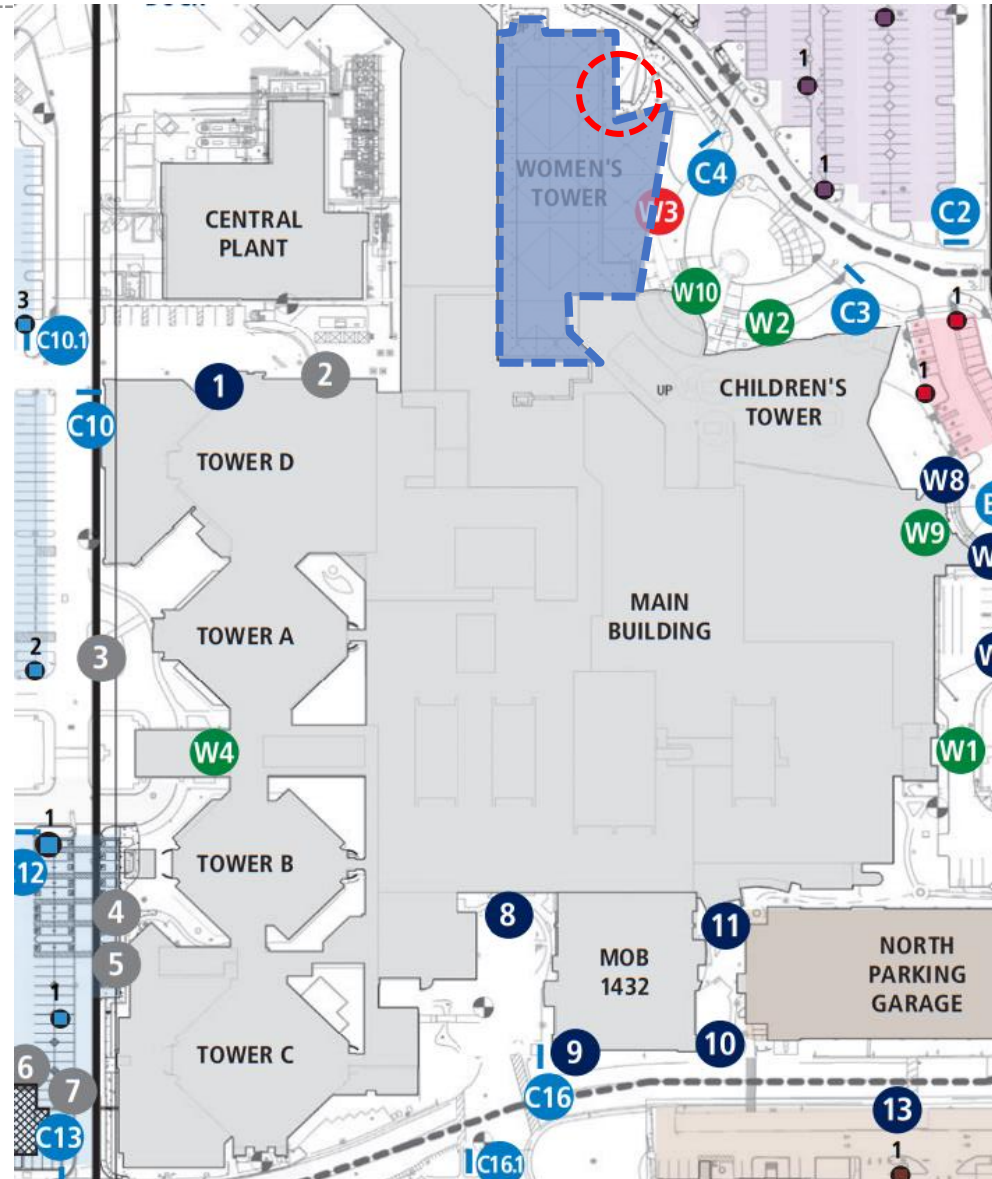
Purpose

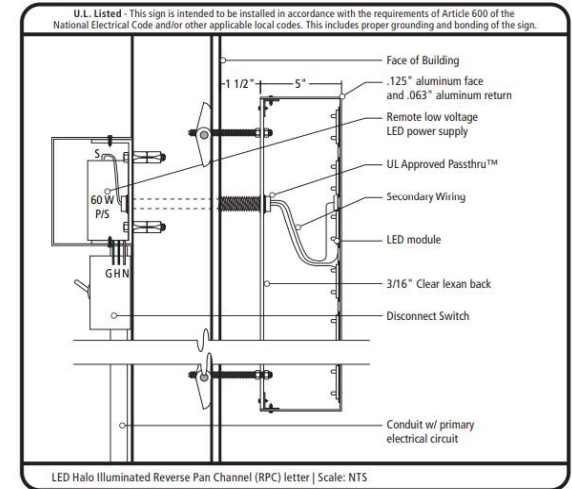
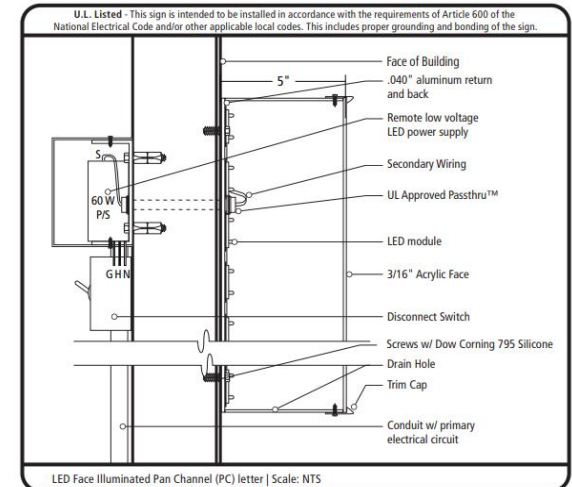
- Modify an existing Comprehensive Sign Plan



New Attached Signage

- Per MZO - maximum sign area is 160 square feet
- Applicant proposing 1 new attached sign on the Women's Tower with a sign area of 366 square feet
- Modifying existing CSP to allow for the proposed attached signage





NEW - LOGO: Reverse pan channel with 5" returns painted to match Pantone 281 C Dark Blue. Halo illuminated with White LED modules. Mounted to wall with 1 1/2" standoffs.

NEW - LETTERS: Pan channel letters with 5" returns and White translucent acrylic faces with perforated vinyl overlay painted to match Pantone 281C Dark Blue. Returns of letters to be painted white, dark blue trim caps to match Pantone 281C. Illuminated with White LED modules. Letters to be flush mounted to wall.

Power Requirement: 277 V - 8.4 amps. (12 power supplies, .7 amps each)

Attached Signs

- 4 existing attached signs to be replaced to reflect a change in branding
- 3 of the replaced signs will have a smaller sign area
- 1 replaced sign will have a larger sign area

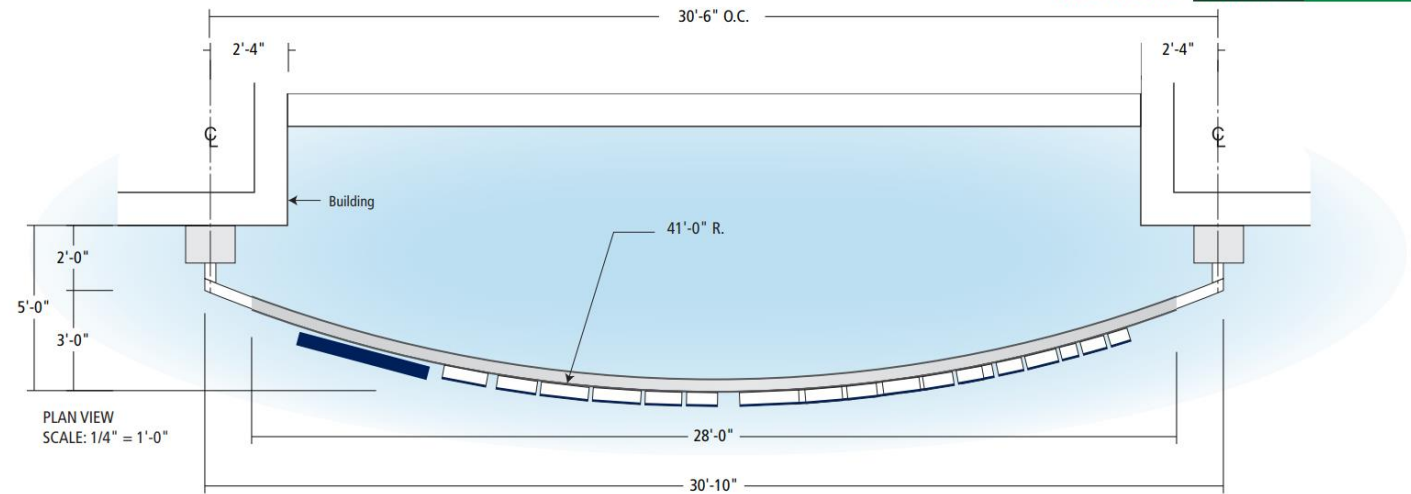
Sign Type	Allowed Per 11-43-3-D-1	Previously Approved S.F.	Proposed S.F.	New S.F.	Modification Requested
W1	160	157.5	137.5		Reduce sign area by 20 sq. ft. and add to allowable attached aggregate
W2	160	214	334.25		Combine existing (2) wall signs into (1) and increase sf by 120 sf
W3				366.5	New Request
W4	160	320	296		Reduce sign area by 24 sq. ft. and add to allowable attached aggregate
W5	160	680	436.5		Reduce sign area by 243 sq. ft. and add to allowable attached aggregate
Total S.F.		1371.5	1204.25	366.5	



Existing Photo

*APPROVED PER
PLN-2011-00178

EXISTING SIGNS - REMOVE ALL
NEW LOGO



W1 East Elevation - High Rise - EXISTING

NEW - 1. LOGO: Reverse pan channel with 5" returns painted to match Pantone 281 C Dark Blue. Halo illuminated with White LED modules. Mounted to radius structure with 1 1/2" standoffs.

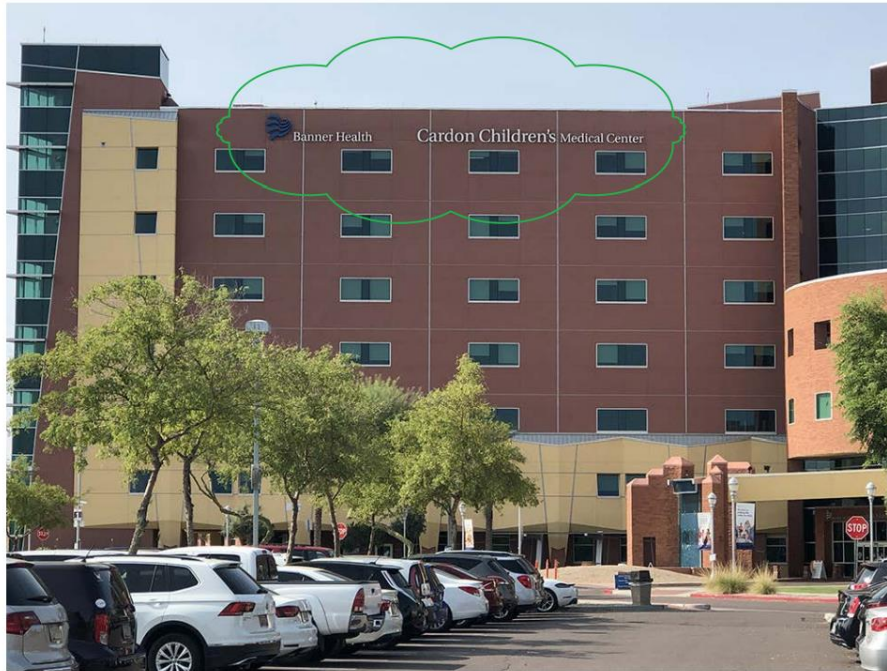
NEW - 2. LETTERS: Pan channel letters with 5" returns and White translucent acrylic faces with perforated vinyl overlay painted to match Pantone 281C Dark Blue. Returns of letters to be painted white, dark blue trim caps to match Pantone 281C. Illuminated with White LED modules. Letters to be flush mounted to radius structure.

REPAINT - 3. Existing Radius face. Repaint in field Matthews White. (Currently Matthews Brushed Aluminum)

EXISTING SQ. FT = 157.5

NEW SQ. FT. = 137.5





Existing Photo



Existing Photo



W2 LOCATION: North Elevation
Scale: 1/8" = 1'-0"

EXISTING SQ. FT. = 214

NEW SQ. FT. = 334.25

NEW - LOGO - Reverse pan channel with 5" returns and 1 1/2" stand-offs, painted White - halo illuminated w/ White LEDs.

NEW - LETTERS - Pan channel letters with 5" returns and translucent white acrylic faces - face illuminated w/ white LEDs. White returns, white trim caps.

Letters to be flush mounted onto wall.

Power Requirement: 277 V - 30 amps.

*EXISTING

EXISTING SIGNS - REMOVE ALL
NEW LOGO



EXISTING



NEW



W4 LOCATION: West Elevation
Scale: 1/8" = 1'-0"

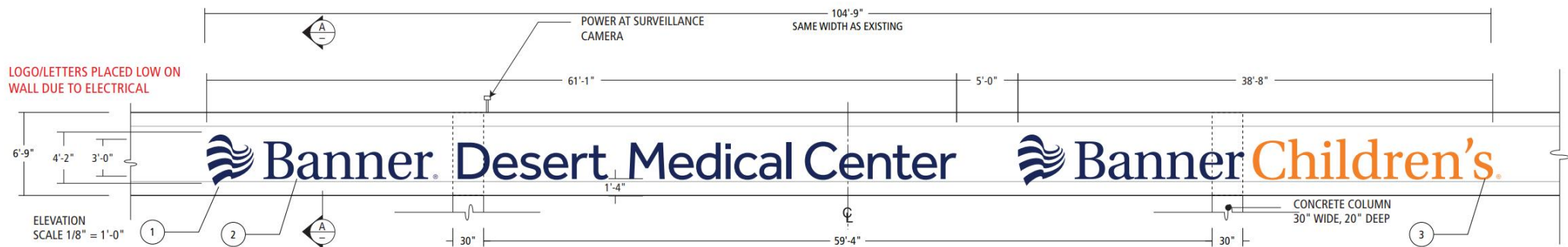
EXISTING SQ. FT = 320±

NEW SQ. FT. = 296

LOCATION: West Main Entrance

NEW - LOGO: Reverse pan channel with 5" returns painted to match Pantone 281 C Dark Blue. Halo illuminated with White LED modules. Mounted to fascia with 1 1/2" standoffs.

NEW - LETTERS: Pan channel letters with 5" returns and White translucent acrylic faces with perforated vinyl overlay painted to match Pantone 281C Dark Blue. Returns of letters to be painted white, dark blue trim caps to match Pantone 281 C. Illuminated with White LED modules. Letters to be flush mounted to fascia



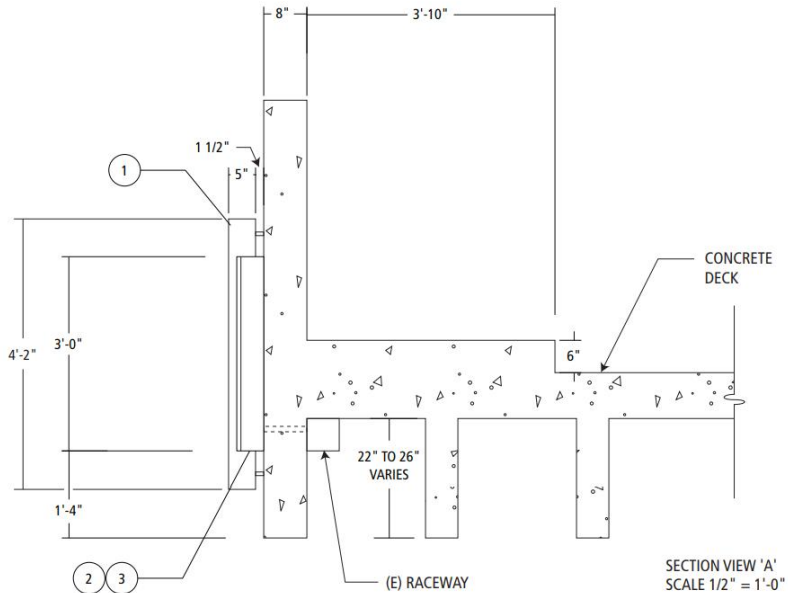
EXISTING SQ. FT. = 680
NEW SQ. FT. = 436.5

W5 LOCATION: South Elevation Parking Garage

NEW - 1. LOGO: Reverse pan channel with 5" returns painted to match Pantone 281 C Dark Blue. Halo illuminated with White LED modules. Mounted to garage fascia with 1 1/2" standoffs.

NEW - 2. LETTERS: Pan channel letters with 5" returns and White translucent acrylic faces with perforated vinyl overlay painted to match Pantone 281C Dark Blue. Returns of letters to be painted white, dark blue trim caps to match Pantone 281C. Illuminated with White LED modules. Letters to be flush mounted to garage fascia.

NEW - 3. "Children's": Pan channel letters with 5" returns and White translucent acrylic faces with 3M Translucent Tangerine 230-84 vinyl to match Pantone 158 C. Returns of letters to be painted white, Orange trim cap to match Pantone 158 C Orange. Illuminated with White LED modules. Letters to be flush mounted to garage fascia.



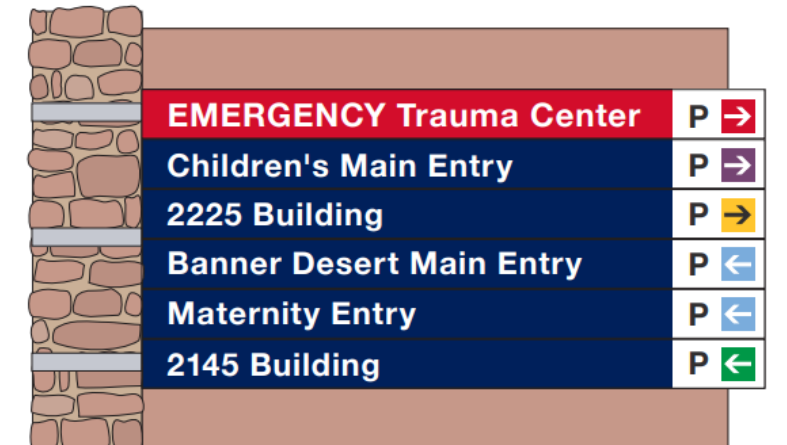
Existing Photo

Directional Signs

- 27 existing directional signs will be refurbished with new paneling
- No additional ground signs will be installed per the CSP modification



Existing Photo



Type B1 - Single Faced
East Face
Scale: 3/8" = 1'-0"

Approval Criteria

Section 11-43-6(D) CSP Criteria

- | | |
|---|--|
| ✓ | #1 The site contains unique or unusual physical conditions that would limit or restrict normal sign visibility |
| ✓ | #2 The development exhibits unique characteristics of land use, that represent a clear variation from conventional development |
| ✓ | #3 The proposed signage incorporates special design features that reinforce or are integrated with the building architecture. |

Approval Criteria

Section 11-70-5(E) SUP Criteria

✓	#1 Project will advance the goals and objectives of the General Plan and other City plan and/or policies;
✓	#2 Location, size, design, and operating characteristics are consistent with the purposes of the district where it is located and conform with the General Plan and any other applicable City plan or policies;
✓	#3 Project will not be injurious or detrimental to the surrounding properties, the neighborhood, or to the general welfare of the City; and
✓	#4 Adequate public services, public facilities and public infrastructure are available.

Summary

Findings

- Request complies with the approval criteria for a CSP in Section 11-46-3(D) of the MZO
- Request complies with the approval criteria for a SUP in Section 11-70-5 of the MZO
- Request will advance the goals and objectives of the Mesa 2040 General Plan

Staff Recommendation

Approval with Conditions