

COMPREHENSIVE SIGN PLAN

PROJECT NARRATIVE /JUSTIFICATION STATEMENT

PROJECT: Mesa Spirit RV Resort Signage Update

ID NO: BOA21-00487

PROJECT LOCATION: 3020 E. Main Street Mesa, Arizona

Proposal Summary:

We are seeking, through a Comprehensive Sign Plan, to update the signage at the main entrance on 3020 E. Main Street from two monument signs to a single pylon sign with a height of 18' and to update 2 LED Wall Signs located on University Drive to reflect Mesa Spirit RV Resorts updated Logo. In 2012 the City of Mesa approved a Variance for Mesa Spirit RV Resort to allow signage to exceed the maximum allowed in the RM-4 zoning district. This approved variance allowed for two detached monument signs, each measuring 22 Square feet, and 9 feet high. The aggregate of the two detached monument signs is 44 square feet, and 18 feet high.

MZO 11-46-3.D Requirements:

11-46-3. D.1: The development site contains unique or unusual physical conditions, such as topography, proportion, size, or relation to a public street that would restrict normal sign visibility.

Mesa Spirit RV Resort contains approximately 95 acres of property with 1,540' frontage on Lindsay Road, 1,620' frontage on University Drive, and only 60' frontage on the 3020 E. Main Street main entrance. The 3020 E. Main Street entrance is the mailing address and in all of the resort's marketing material. The interior streets, registration office and other facilities are oriented for customers to enter at 3020 E. Main Street. Due to the unique shape of the property, the 60' Main Street frontage limits the size of the allowable detached signage at that entrance according to the related Sign Ordinance (Please See Attachment A).

Mesa Spirit RV Resort caters to the RV public which means that the 3020 E. Main Street must accommodate large vehicles such as RVs. Also, the 3020 E. Main Street entrance must be clearly visible in the daytime and nighttime by drivers whose destination is Mesa Spirit RV Resort. The drivers need, for safety purposes, to be able to clearly see the entrance sign in sufficient time to slow down and prepare to navigate their turn into the main entrance. The

current signage is not clearly visible from a safe distance for these drivers to have sufficient response time to see and navigate safe entry into the Resort. (Please See Attachment B). We have had several complaints by our customers about this and have our property damage, and damaging customer's RVs.

11-46-3. D.3: The proposed signage incorporates special design features such as lighting, materials and craftsmanship, murals, or statuary that reinforce or are integrated with the building architecture.

The proposed signage incorporates the special design features and will be integrated with the architecture style of Mesa Spirit RV Resort (Please See Attachment C).

Section 11-70-5 of the Mesa Zoning Ordinance (MZO):

Mesa Zoning Ordinance (MZO) 11-70-5-E:

- a. Approval of the proposed project will advance the goals and objectives of and is consistent with the policies of the General Plan and any other applicable City plan and/or policies:

The approval of this Comprehensive Sign Plan will advance the goals and objectives of the General Plan by:

- Improve and promote the safety of traffic flow around the main entrance of Mesa Spirit RV Resort at 3020 E. Main Street by install a monument sign that is at a height that is more visible to driver allowing them to safely navigate their way to the Mesa Spirit RV Resort property.
- Promote high quality architecture and design by improving on the current monument sign at Mesa Spirit RV Resort and incorporating an aesthetically pleasing monument signage by integrating design features like how the property is currently designed.

- b. The location, size, design, and operating characteristics of the proposed project are consistent with the purpose of the district where it is located and conform with the General Plan and with any other applicable City plan or policies:

The location of the proposed Comprehensive Sign Plan is consistent with the district in which Mesa Spirit RV Resort is in, the proposed monument sign will be similar in height and design to neighboring business signage.

- c. The proposed project will not be injurious or detrimental to the adjacent or surrounding properties in the area, nor will the proposed project or improvements be injurious or detrimental to the neighborhood or to the general welfare of the City:

The proposed project will increase the height and visibility which will improve the safety not only for the drivers whose destination is Mesa Spirit RV Resort but also of the neighboring business because the drivers will see the monument signage sooner allowing them to turn into their destination rather than have to at the last-minute turn into the neighboring business entrance creating safety issues because of the large size of the RVs being driven.

- d. Adequate public services, public facilities and public infrastructure are available to serve the proposed project.

Yes, there are adequate public services, public facilities, and public infrastructure available to serve the proposed plan to increase the height the Mesa Spirit RV Resort entrance monument sign.

Mesa Zoning Ordinance (MZO) 11-46-3:

Comprehensive Sign Plan (CSP) shall include the location, size, height, construction material, color, type of illumination and orientation of all proposed permanent and portable signs, and any other document(s) necessary to determine if the plan meets the review criteria.