

Comprehensive Sign Package  
Narrative

BOA20-00696

NWC US60 & Signal Butte



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## **PURPOSE OF REQUEST**

The purpose of this request is for a formal Comprehensive Sign Plan submittal and review. The proposed development consists of portions of two vacant commercial parcels. The site is approximately 15 acres, APNs 220-81-784 and 220-81-780 and is located at the NWC of US60 & Signal Butte. (the "Site"). The signage will be on Phase 1 which is approx. 6.2 acres. The proposed development is currently zoned LC PAD – Limited Commercial Planned Area Development and permits our proposed uses.

We are currently working with multiple national tenants. The proposed site plan reflects current discussions with potential tenants. We believe the project will be a positive amenity to the residents and employees in the area and adheres to the SUP findings requirements listed in Section 11-70-5. 1) The proposed signage will advance the marketing and help guide residents to the projects local businesses by giving signage visibility along Signal Butte. 2) The proposed location, size, design, and characteristics of the proposed project are consistent with the area. We matched the surrounding signs for the adjacent retail centers and used materials listed in the Mountain Vista Plan Design Guidelines. 3) The proposed cause conflict or be injurious or detrimental to the surrounding areas but help guide pedestrians and vehicular traffic to the appropriate areas and avoid confusing turning into the wrong center or retail area. The signage was designed in a first-class design using internal illumination to avoid unnecessary lighting on Signal Butte. 4) All facilities have been built or are being built to accommodate the two signs and are not a detriment to the overall areas utilities.

The signage conforms and uses similar architectural design, materials and elements matching the Design Guidelines and the proposed retail buildings. We are using the Trenwyth Masonry Blocks, Mission White for the base. These materials are listed as approved masonry in the Mountain Vista Plan Design Guidelines.

The signs will be internally lit with white LED illuminated and will have a sign area of 86.09 SF.

No deviations are needed at this time.

Sign Code	Required Ordinance	Modifications Requested
11-43-3-D-3	12-feet	We are requesting the sign height to be 14.3-feet, to allow for better visibility along Signal Butte.

## **Surrounding Property**

**North** - Directly North of the property, Hampton Ave separates the site from existing commercial.

**West** – Directly to the West, is vacant land.

**South** – Directly to the South is US60.

**East** - Directly East of the property is Signal Butter Rd.