

**CITY OF MESA
MINUTES OF THE DOWNTOWN DEVELOPMENT COMMITTEE
MEETING**

DATE: January 20, 2005 **TIME:** 7:30 a.m.

MEMBERS PRESENT

Chuck Riekena, Chair
Nabil Abou-Haidar
Christine Close
Adam Decker
Gary Gallagher
Mark Reeb
Dean Taylor

STAFF PRESENT

Katrina Bradshaw
Kathy Guthmiller
Patrick Murphy

MEMBERS ABSENT

Jeff Jarvis, Vice Chair
Theresa Carmichael

1. Call to Order

The January 20, 2005 meeting of the Downtown Development Committee was called to order at 7:32 a.m. in the City Council Chambers located at 57 E. First Street by Chair Chuck Riekena.

Chair Riekena introduced DDC members that were present, welcoming Mr. Gary Gallagher as the newest member.

Mr. Patrick Murphy introduced City of Mesa staff members.

Mr. Gallagher provided some background information about himself.

2. Approval of Minutes of the December 16, 2004 Meeting

It was moved by Dean Taylor, seconded by Nabil Abou-Haidar, to approve the minutes.

**Vote: 7 in favor
0 opposed**

3. **Discuss and Consider Case No. ZA05-002TC, a Special Use Permit for a Comprehensive Sign Plan for the Town Square Plaza located at 444 W. Main Street.**

Applicant: Brian Eichenberg, Sign-A-Rama
Staff Contact: Katrina Bradshaw, Town Center Development Associate
e-mail address: katrina.bradshaw@cityofmesa.org
Recommendation: Approval with Stipulations

Ms. Katrina Bradshaw presented Case ZA05-002TC, in which the applicant requested a Special Use Permit for a comprehensive sign plan for the Town Square Plaza, a commercial development located at 444 W. Main Street.

Ms. Bradshaw stated that this property is located within Redevelopment Site 24, adjacent to the existing Mesa TV & Appliance store, and although Site 24 has two separate developers, the project is designed as one development, including shared parking and common landscaped areas. Ms. Bradshaw added that since a portion of the project has been delayed and requires significant modifications to the site plan, staff recommended that both developers submit separate Comprehensive Sign Plans. As a result, this Comprehensive Sign Plan only includes signage for the portion of the site built by Mesa TV & Appliance.

Ms. Bradshaw noted that the Design Review Case that was approved for Redevelopment Site 24 in October 2001 required the developer to provide a Comprehensive Sign Plan before any permits could be issued.

Having reviewed the case and sign elements in more detail at the DDC study session, Ms. Bradshaw stated that Staff recommends that the Downtown Development Committee (DDC) forward a recommendation of approval for Special Use Permit Case No. ZA05-002TC to the Zoning Administrator for Town Square Plaza subject to the following stipulations:

1. All tenant and/or building identification signage must comply with the approved Comprehensive Sign Plan dated December 20, 2004.
2. All signs shall comply with the terms outlined in the approved Comprehensive Sign Plan. The final design, color, and materials shall be reviewed and approved by the Town Center Development Office prior to the issuance of a sign permit.
3. All temporary signs shall comply with Section 11-19-7 of the City of Mesa Sign Ordinance and are subject to the Town Center Development Office's approval. Temporary signs are subject to obtaining a sign permit and shall only be located in front of the suite provided on the permit.
4. The plaza insignia shall be the only sign allowed on the parapet tower in the northwest corner of the building, which extends above the roofline. No tenant signage shall be allowed on the parapet tower.
5. Each tenant shall be allowed one wall sign excluding the following exceptions:

- a. The corner tenant with frontage on Main Street (suite 100) is allowed two wall signs, one on each elevation, at 40 square feet each.
 - b. No wall signs are allowed for suites 106, 108, and 109.
6. Due to the architectural design of the building, suites 110 and 111 are required to equally share the wall space that is available in front of their suites even though one suite has more linear frontage than the other. Each sign is limited to 2' by 14' (maximum of 28 square feet).
 7. Attached sign letter sizes shall be consistent with the following: maximum 24" high by 19" wide, minimum 18" high by 14" wide (excluding letters within logos).
 8. No wall signs on the north elevation of the warehouse building fronting Pepper Place.
 9. No wall sign shall exceed 26 feet in length.

Ms. Bradshaw stated that staff supports the additional stipulations added by the DDC in their Study Session regarding centering signs over arches and prohibiting window painting.

Ms. Christine Close inquired about the signage on Pepper Place.

Ms. Bradshaw clarified that it is a 5-foot high by 5-foot wide monument sign for directional purposes, denoting the "entrance."

The applicant, Mr. Brian Eichenberg, addressed DDC members and explained that the monument sign on Pepper Place is only going to be lit in the center on the word, "entrance," and where it says "Mesa TV & Appliance."

Mr. Abou-Haidar emphasized he wants to see the owner/applicant work closely with staff when placing signs over the arches so they relate better to the arches and aren't off-centered to appear haphazard.

It was moved by Mark Reeb, seconded by Nabil Abou-Haidar, to recommend approval of Case No. ZA05-002TC, a Special Use Permit for a Comprehensive Sign Plan for the Town Square Plaza located at 444 W. Main Street, with the following stipulations:

1. All tenant and/or building identification signage must comply with the approved Comprehensive Sign Plan dated December 20, 2004.
2. All signs shall comply with the terms outlined in the approved Comprehensive Sign Plan. The final design, color, and materials shall be reviewed and approved by the Town Center Development Office prior to the issuance of a sign permit.
3. All temporary signs shall comply with Section 11-19-7 of the City of Mesa Sign Ordinance and are subject to the Town Center Development Office's approval.

- Temporary signs are subject to obtaining a sign permit and shall only be located in front of the suite provided on the permit.
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 - b. No wall signs are allowed for suites 106, 108, and 109.
 6. Due to the architectural design of the building, suites 110 and 111 are required to equally share the wall space that is available in front of their suites even though one suite has more linear frontage than the other. Each sign is limited to 2' by 14' (maximum of 28 square feet).
 7. Attached sign letter sizes shall be consistent with the following: maximum 24" high by 19" wide, minimum 18" high by 14" wide (excluding letters within logos).
 8. No wall signs on the north elevation of the warehouse building fronting Pepper Place.
 9. No wall sign shall exceed 26 feet in length.
 10. Window painting shall be prohibited. (Other types of window signage are acceptable not to exceed 30% window coverage.)
 11. Applicant will work with staff to provide architectural rhythm with the placement of signs over the columns and arches in the design of the project.

**Vote: 7 in favor
0 opposed**

4. PowerPoint Presentation: "Then and Now," Downtown Mesa (1984 – 2004), by Tom Verploegen, Executive Director of Mesa Town Center Corporation.

Mr. Tom Verploegen, Executive Directory of Mesa Town Center Corporation gave a PowerPoint presentation to DDC members entitled, "Then and Now," which showed contrasting images of Mesa over the past twenty years as the downtown area has flourished.

One fact Mr. Verploegen relayed was that over the past twenty years, there have been about 263 commercial developments and renovations.

DDC members thanked Mr. Verploegen for his presentation.

5. Report from Mesa Town Center, Tom Verploegen - Executive Director

Mr. Tom Verploegen briefed DDC members on an upcoming Mesa Town Center Corporation (MTCC) Board of Directors meeting and subjects of focus for various Committees, such as the Executive Committee, Policy Committee, and the Business Development Committee.

Mr. Verploegen noted that MTCC is working with City staff on the implementation of the downtown shared-use parking plan.

Mr. Verploegen invited Downtown Development Committee members to submit any ideas they might have related to articles for the Downtown Focus.

6. Director's Report

Mr. Patrick Murphy informed Committee members of the following:

- 1) City Council approved the contract for the construction project on Macdonald Street for improvements from Main Street to 1st Street, which should begin sometime in March.
- 2) The One Macdonald Center and the Berge building renovation projects are moving along.
- 3) Staff is preparing a report for the General Development Committee regarding a Request for Proposals for 51 – 55 E. Main Street.
- 4) The Ad Hoc Redevelopment Advisory Board has made a recommendation, which should be going to the City Council within the next 4 – 5 weeks.
- 5) The proposed Aquatics Center at 1st Avenue and Macdonald is not going to be built, and that a number of developers have expressed interest in the property.
- 6) The construction plans for the Pedestrian Pathway are being finalized for the north/south connection along the Lewis Street alignment (just East of the City Plaza building).
- 7) Staff is in the process of implementing the grants that were received to prepare National Register nominations (for Fraser Fields Historic District, and Westside Clark Addition).
- 8) A Request for Proposals has been sent out for the Irving School, which would assist in finding a consultant to prepare a building condition and assessment report to determine what needs to be done.

7. **Board Member Comments**

No Board member comments.

8. **Items from Citizens Present**

No items from citizens present.

9. **Adjournment**

8:29 a.m.

Respectfully Submitted,

Shelly Allen, Town Center Development Administrator
Minutes prepared by Kathy Guthmiller