

Planning Division – MEMORANDUM

Date: December 22, 2014
To: Andy Gibson-andy@bootzandduke.com
From: Lisa Davis, Planner II- Lisa.davis@mesaaz.gov 480-644-3594
Subject: Mulberry Marketplace Comprehensive Sign Plan (CSP)
NWC of Signal Butte and Guadalupe Roads
RE: BA14-071- Mulberry Marketplace SUP-CSP comments

Staff has reviewed the documents submitted for the Special Use Permit (SUP) for the CSP scheduled to be heard at the January 7, 2015 Board of Adjustment meeting. The following item needs to be addressed:

1. The conditions of approval for the Design Review of the Mulberry Marketplace included the stipulation as follows:
 - Design of the monument signs shall be reviewed and approved for the overall center as part of the Comprehensive Sign Plan (CSP) or Mulberry Marketplace. The Design of the Monument sign shall be reviewed and approved by Planning Staff prior to approval of the CSP.

This comment was in relation to the monument sign design submitted for Design Review which is the same design that is in this packet. The Design Review Board provided a number of comments and gave direction on suggested changes. In order to meet the condition of approval, a revised monument sign will need to be approved by staff prior to the Board of Adjustment hearing and otherwise the case need to be continued. Given the Holidays, a revised sign design should be submitted to staff no later than **noon on Monday January 5, 2015**. Below are comments and design suggestions that can be incorporated into the monument sign design.

The column design was incorporated however there needs to be additional distinctive design incorporated from the center. Incorporate the metal roof, shake material, eave detail, larger cornice cap or corbels. The images below are directly from the center elevations and can be incorporated in the monument sign design.



2. The request for the 500 SF for the anchor tenant and 460 SF for the major tenant of attached signs will not supported by staff. The maximum that has been allowed for an anchor tenant is 240 SF and the major tenant 200 SF. This will be in my staff report and a condition of approval.