



mesa·az *Design Review Board*

Staff Report

CASE NUMBER: DR17-031 (PLN2017-00336)
LOCATION/ADDRESS: 137 E. University Drive
 (East of southeast corner of Center Street and University Drive)
REQUEST: Paint a mural on the wall of the United Way building.
COUNCIL DISTRICT: District 4
OWNER: Mesa United Way
APPLICANT: GRANDESIGN - Madalyn Starkey
ARTIST: Karl Addison
STAFF PLANNER: Kim Steadman

SITE DATA

PARCEL NO.: 138-61-094B
PARCEL SIZE: 0.13 ± acres
EXISTING ZONING: DC District (Downtown Core)
GENERAL PLAN DESIGNATION: Downtown
CURRENT LAND USE: Offices of Mesa United Way

SITE CONTEXT

NORTH: (Across University Dr.) existing multi-residential – zoned DR-3
EAST: (Across Pasadena) existing office – zoned DC
SOUTH: Existing parking lot – zoned DC
WEST: Existing offices of Save the Family– zoned DC

PROJECT DESCRIPTION

SRP is sponsoring a mural to be painted on the northwest elevation of the United Way building at 137 E. University Drive.



At the June 13, 2017 work session of the Design Review Board, the artist discussed the artwork proposed for the building, explaining the intent to provide a noncommercial mural. The intent is for the mural to remain in place during the coming six months during the construction phase of the adjacent conference center for Save the Family, the neighbor to the west of this site. When that construction is complete, the plan is to repaint the subject building, covering over the mural.

The Board expressed support for the mural as a piece of art. They also supported keeping the mural beyond the proposed six-month period. A question was raised about moving the mural away from the posted building address and signage. The artist responded that he had visited the site and was already proposing a slight reduction in scale, to allow the mural to better fit the elevation of the building. He said this would move the image away from the address and signage.

STAFF ANALYSIS

Ch. 11-41-6.J of the Zoning Ordinance allows murals within the Downtown zoning districts, with the approval of the Design Review Board. The applicant proposes a mural named "Symbol of Thought" on one elevation of the existing Mesa United Way building. The mural will be visible from University Drive. Staff has reviewed the proposed design, and it has been discussed by the Design Review Board at a work session.

CONCLUSION:

The mural is an appropriate addition to the building, and staff recommends approval of case DR17-031 with the following conditions.

CONDITIONS OF APPROVAL:

1. Execution of the mural as shown in the attached mockup.
2. Compliance with all City development codes and regulations.
3. Compliance with all requirements of the Development Services, Engineering, Transportation, and Solid Waste Departments.

