

Board of Adjustment

Staff Report

CASE NUMBER: BA14-038
LOCATION/ADDRESS: 1948 East McKellips Road
COUNCIL DISTRICT: District 1
STAFF PLANNER: Kaelee Wilson, Planner I
OWNER: Jeff Kost, Orsett Orangetree Limited Partnership.
APPLICANT: Stephen Earl, Earl Curley and Lagarde

REQUEST: *Requesting a Special Use Permit to modify a Comprehensive Sign Plan (CSP) in the LC zoning district.*

SUMMARY OF APPLICANT'S REQUEST

This request is to modify the Comprehensive Sign Plan (CSP) for the McDonald's located at 1948 East McKellips Road. The request is to modify the conditions from the 2014 (BA14-032) CSP that placed restrictions on the signage for the McDonalds.

STAFF RECOMMENDATION

Staff recommends **approval** of case BA15-038, *conditioned upon following:*

- 1. Compliance with sign plan submitted, except as modified by these conditions.*
- 2. All raceways shall match the color of the building elevation to which the sign is attached elevations supporting the attached signs, either by integral color of a matching material, or by painting the raceway to match the color of the background elevation.*
- 3. Compliance with the previously approved CSP (BA14-032) unless otherwise modified per this request.*
- 4. Compliance with all requirements of Development Services in the issuance of sign permits.*

SITE CONTEXT

CASE SITE: Existing vacant pad building – zoned LC
NORTH: Existing Basha's shopping center – Zoned LC
EAST: Existing Dutch Brothers Coffee drive-thru – Zoned LC
SOUTH: (across McKellips) – Existing restaurant and strip retail- Zoned LC & OC
WEST: Existing retail – Zoned LC

STAFF ANALYSIS:

The existing CSP (BA14-032) allows McDonald's to place four attached signs on their building. Below staff has created a table listing the proposed modifications, the approved CSP requirements and staff's recommendations:

Applicant's Request	Approved CSP (BA14-032)	Staff Recommendation
"McDonald's" sign to be placed on a raceway	The signs shall not be placed on raceway (condition #2)	Recommended revision to allow the use of a raceway that matches the background color of the building elevation.
"Welcome" sign to be placed externally	"Welcome" sign needs to be internalized as a window sign (condition #4)	Supportive of applicant's request
The "Drive- Thru" and "Order- Here" text to be placed on top of canopies	Relocate the "Drive- Thru" and "Order- Here" text to integrate into canopies (condition #5)	Supportive of applicant's request

Previously, the "Welcome" sign placed on the east elevation was calculated within the sign area and counted as an attached sign. Upon further review, staff believes the sign will function similar to an on-site directional sign as it will not be substantially visible beyond site boundaries based on the size. Placing this "Welcome" sign externally rather than internally behind the glass as previously stipulation will have minimum impact on the project and will provide some architectural dimension.

The applicant is requesting the "McDonald's" sign be placed on a raceway. The applicant's justification is that the metal on the elevations will camouflage the raceway. Since the building is a new-built, the building could be constructed so as to support individual channel letters. Channel Letters are the preferred option under the Zoning Ordinance to ensure aesthetic quality of attached signage.

Upon further review of the "Drive-Thru" and "Order-Here" text on the ordering canopy and single arm gate, staff does not believe they will be visible beyond site boundaries. The "Drive-Thru" canopies are oriented to face internally to the shopping center. The "Order- Here" canopy is situated on an angle behind lush landscaping that will limit any visibility to the text on the canopy. If the text is visible, it will be backwards from the McKellips Road perspective.

The existing CSP allows for 121.34 square feet of attached sign area. Based on minor modifications, the attached sign area is being reduced to 108.29 square feet through this request. It is important to note that Code allows a maximum of 160 square feet of attached sign area for buildings with more than 100 feet of frontage. For a better understanding of the number and square footage of signage being requested, staff has created a table summarizing the request for the attached signage:

Elevation	Proposed Square Footage of attached signage	Proposed number of attached signage	Proposed square footage of directional signs	Proposed number of directional signs
Front (east)	19.53 square feet	1	2.53 square feet	1
Rear (west)	14 square feet	1	None	None
Drive-Thru (south)	60.76 square feet	1	2.5 square feet	3
Non Drive-Thru (north)	14 square feet	1	2.53 square feet	1
Aggregate	108.29 square feet	4	12.56 square feet plus drive-thru canopies and directional signage	4 plus drive-thru canopies and directional signage

FINDINGS:

1. The building has more than 100' of frontage parallel to McKellips Road and is allowed 3 attached signs with a maximum aggregate sign area of 160 square feet per code. The proposed CSP will allow 4 attached signs.
2. The aggregate square footage of the attached sign area is under the allowed code requirement at 108.29 sf.
3. The McDonald's does not have an individual monument sign as they are utilizing the group commercial monument sign with multiple tenant panels.
4. The canopy signs and the directional signs are not substantially visible from beyond site boundaries or public right-of-ways.
5. The requested modifications will be compatible with and not detrimental to surrounding properties.
6. The requested SUP is in conformance with the Commercial Center character area identified in the Mesa 2040 General Plan.

ORDINANCE REQUIREMENTS:

Zoning Ordinance, Section 11-41-6 (E) – Permitted Signs:

1. Attached Signs.
 - a. Occupancies with less than 100 front feet: two (2) signs for each occupancy not to exceed 2 square feet of total sign area for each front foot of building occupancy.
 - b. Occupancies with more than 100 front feet: three (3) signs for each occupancy not to exceed 2 square feet of total sign area for each front foot of building occupancy.

- c. Total attached signage shall not exceed 160 square feet per occupancy.
- d. Attached signage shall not extend horizontally a distance greater than fifty percent (50%) of the width of the building wall on which it is displayed, except for buildings containing multiple occupancies (See figure below).
- e. Each occupancy shall be permitted at least 24 square feet of attached signage.
- f. Occupancies having no exterior wall parallel to a fronting street shall be permitted signage based on 2 square feet of sign area for each lineal foot of exterior wall of the front of such occupancy.
- g. Occupancies having an exterior building wall parallel to more than one (1) fronting street shall be permitted signage based on the longer parallel wall. Signage placed on the shorter parallel exterior wall shall not exceed 2 square feet of area per front foot of building occupancy of such shorter parallel wall, and this area shall be subtracted from the total allowable sign area (See Figure 11-41-6) below.

2. Detached Signs.

- a. One (1) square foot of total sign area per lineal foot of street frontage.
- b. One (1) foot of total sign height per each ten feet (10') of street frontage.
- c. Developments, including group C-O-I developments, displaying more than one (1) detached sign per street frontage shall be permitted 50% of total aggregate sign area and sign height specified in (1) and (2) above.
- d. No detached sign shall exceed 80 square feet in area or 12 feet in height.

3. Window Signs.

The following requirement pertains only to those businesses located in the Downtown Zoning Districts:

- a. Maximum of 30% of window coverage is allowed. Seventy percent (70%) of the window must be able to be seen through.
- b. Window signs are only allowed on the ground floor of the building.

Zoning Ordinance, Section 11-41-8 (D) 13 – Supplemental Provisions:

- 13. A Comprehensive Sign Plan for a proposed or existing development/building may be approved by the Zoning Administrator/Board of Adjustment in conjunction with the granting of a Special Use Permit under Title 11, Administration and Procedures Chapter of the Mesa City Code. The purpose of a Comprehensive Sign Plan is to provide for the establishment of signage criteria that are tailored to a specific development or location, and which may vary from specific Ordinance provisions. The intent is to provide for flexible sign criteria that promote superior design through architectural integration of the site, buildings and signs.

A Comprehensive Sign Plan shall include the location, size, height, construction material, color, and type of illumination and orientation of all proposed signs, either permanent or temporary.

A Comprehensive Sign Plan containing elements which exceed the permitted height, area and number of signs specified in this Chapter may be approved by the Zoning Administrator/Board of Adjustment only upon a finding that:

- a. The development site contains unique or unusual physical conditions, such as topography,

- proportion, size or relation to a public street that would limit or restrict normal sign visibility; or
- b. The proposed or existing development exhibits unique characteristics of land use, architectural style, site location, physical scale, historical interest or other distinguishing features that represent a clear variation from conventional development; or
 - c. The proposed signage incorporates special design features such as logos, emblems, murals or statuary that are integrated with the building architecture.
 - d. The construction and placement of individual signs contained in the approved Comprehensive Sign Plan shall be subject to the issuance of sign permits in accordance with 11-19-8(E).