

# Board of Adjustment

## Staff Report

**CASE NUMBER:** BA15-050 (PLN2015-00426)  
**STAFF PLANNER:** Kaelee Wilson, Planner I  
**LOCATION/ADDRESS:** 1010 South Crismon Road  
**OWNER:** Judith Williams  
**APPLICANT:** Arizona Commercial Signs, Gary Danks

### SITE CONTEXT

**CASE SITE:** Existing office development – zoned OC- BIZ  
**NORTH:** Existing single residences – zoned RS-6 PAD  
**EAST:** (across Crismon Road) Skyline High School– zoned RS-9 PAD  
**SOUTH:** Existing single residences – zoned RS-6-PAD  
**WEST:** Existing single residences – zoned RS-6-PAD

### SUMMARY OF APPLICANT’S REQUEST

Requesting a Special Use Permit (SUP) to establish a Comprehensive Sign Plan in the OC- BIZ zoning district.

### STAFF RECOMMENDATION

Staff recommends **approval** of case BA15-050, *conditioned upon the following:*

1. *Compliance with the site plan, sign plan and narrative submitted except as modified by the conditions below.*
2. *Compliance with the proposed sign area maximums listed in the table in the body of the staff report.*
3. *Attached signs shall be individual letters and illumination shall be limited to white halo illumination.*
4. *The detached sign shall not exceed 8-feet in height, with the starting point of the measurement (“O” point) being the height of the adjacent street curb.*
5. *Compliance with all requirements of the Development Services with regard to the issuance of building permits.*

### STAFF ANALYSIS

The applicant is requesting a Special Use Permit (SUP) to establish Comprehensive Sign Plan (CSP) for an office development. The development consists of two, potentially three, tenants. The building is oriented towards the residential homes on the north with minimal frontage on Crismon Road. The development was approved in 2014 (Z14-020) for a multi-tenant office building with an identified tenant of “Braces R’ Us” (an orthodontist office). The remainder of the building can be leased by one or two users. Staff has created a table below that displays Code requirements and the applicant’s proposal:

Code Sign Area Maximums	Code Maximum Number of Signs	Proposed Maximum number of Signs	Proposed Sign Area Maximums	Staff Recommendation
<b>Attached-</b> 1 s.f./5 lineal feet street frontage of development (Max. 32 s.f. each)	Two signs per street frontage (including attached and detached)	4 attached signs	<b>Braces R’ Us (2 signs):</b> Crismon Rd.- 32 s.f. Internal- 15 s.f. <b>Tenant B (2 signs):</b> 15 s.f. for each sign	Approval as proposed
<b>Detached-</b> sign maximum height – 8’		1 detached sign	8’ in height with 31.49 s.f. of sign area.	Approval as proposed

Standard Sign Code allows a total of two signs per street frontage with a maximum area of 32 square feet per sign. As a result, this office development would be permitted only two signs (combined attached and detached) for the two, potentially three, tenants. The applicant is proposing an attached sign above each tenant entry and one along Crismon Road, which totals four (4) attached signs. The applicant is also requesting a monument sign at 8-feet in height. The site is surrounded by single residence homes on three sides of the property. To ensure minimal light pollution, the applicant is proposing halo illumination for the attached signs.

The proposed CSP modification is consistent with the intent of Sign Code, and the minor deviations requested related to the number of attached signs and the monument sign, results in a plan that is compatible with the use of the property. Therefore, the CSP, with the recommended conditions, will be compatible with, and not detrimental to, adjacent properties or the neighborhood in general.

### **FINDINGS**

- 1.1 The requested Comprehensive Sign Plan (CSP) establishes a CSP for an office complex that is zoned OC-BIZ.
- 1.2 The requested CSP would allow for four (4) attached signs and one (1) detached sign.
- 1.3 The total amount of proposed attached sign area is 77 s.f. and the allowable sign area for the detached sign is 31.49 s.f.
- 1.4 The illumination of attached signs, with the recommended conditions, would be compatible with and not detrimental to the surrounding neighborhood.
- 1.5 The building orientation is unique in that the tenant suites face the parking lot, and are perpendicular, not parallel to the street; thus creating minimal sign visibility from the road without a detached sign.

### **ORDINANCE REQUIREMENTS:**

#### **Sign Ordinance, Section 11-41-6, Signs Permitted By Zoning District:**

A. Purpose and Intent.

The purpose of this Chapter is to provide for reasonable signage for purposes of identification of buildings, developments, and individual occupancies that is compatible with the associated land use and neighboring developments. It is the intent of this Chapter that attached and detached signs are permitted in scale with the intensity of the land use and the size of the development.

D. RM-2, RM-3, RM-4, RM-5 and O-C Districts.

1. Two (2) signs per parcel or development not exceeding a combined area of one (1) square foot per each 5 lineal feet of street frontage of the lot or development site. Parcels having frontage on more than one street shall be permitted signage based on each street frontage.
2. No sign shall exceed 32 square feet in area and, if detached, shall not exceed 8 feet in height.
3. Developments in the O-S district shall be permitted at least 24 square feet of sign area.

**Sign Ordinance, Section 11-41-8 (D), General 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, the 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, 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.

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 Section 11-19-8(E).