

# Board of Adjustment

## *Staff Report*

**CASE NUMBER:** BA15-051  
**LOCATION/ADDRESS:** 1902 W. Main Street CSP/1982 W. Main Street pad building  
**COUNCIL DISTRICT:** District 3  
**STAFF PLANNER:** Lisa Davis, Planner II  
**OWNER:** Islanda Associates, LLC  
**APPLICANT:** Arizona Commercial Signs- Tanya Lane

**REQUEST:** *Requesting a Special Use Permit to modify a Comprehensive Sign Plan in the GC zoning district. (PLN2015-00434)*

### **SUMMARY OF APPLICANT'S REQUEST**

This request is for a Special Use Permit (SUP) to modify the existing Tri-City Pavilions Comprehensive Sign Plan (CSP). This modification only applies to the pad building located at 1982 W. Main Street. It is proposed to increase the allowable height of an attached sign placed on the tower elements of the building. Specifically, the request is to increase the allowed height of the attached signs from the currently approved maximum of 2' in height to a maximum of 5' in height, sign type E-3 on the sign matrix of the existing, approved CSP. The group commercial center is located at the northeast corner of Dobson Road and Main Street.

### **STAFF RECOMMENDATION**

Staff recommends **approval** of case BA15-051, *conditioned upon following:*

1. *Compliance with the Tri-City Pavilions CSP, BA00-034, except as modified by this submittal and by the following conditions.*
2. *Compliance with all requirements of Development Services in the issuance of sign permits.*
3. *The maximum height of the attached sign for the tower elements of the pad building at 1982 W. Main Street shall be 4'.*

### **SITE CONTEXT**

**CASE SITE:** Pad building located in a group commercial center– zoned GC  
**NORTH:** Existing private college – zoned LC  
**EAST:** Existing elementary school – zoned RS-6; and vacant, proposed mixed-used project with multiple residence and ground-floor commercial - zoned ID-2  
**SOUTH:** (Across Main Street) Existing retail center – zoned LI  
**WEST:** (Across Dobson Road) Existing strip retail activities – zoned LC; and single residence homes – zoned RS-6

### **STAFF ANALYSIS AND FINDINGS:**

The requested Special Use Permit (SUP) would modify the existing Comprehensive Sign Plan (CSP) to allow attached signs for the pad building located at 1982 E Main Street to be increased in height from 2' to 5'. This is indicated in the sign matrix under sign type E3. The increased height in signs are proposed to only occur at the tower elements of the structure as indicated on the site plan. The original CSP was approved in 2000 for the group commercial center and includes attached and detached signs for the overall 36 acre project.

The existing pad building just over 7,000 square feet (SF) and has a current tenant located in the west side of the building, Tru-West Credit Union. It currently has two attached signs one at the north elevation and one at the south elevation adjacent to Main Street. The permit for the signs was approved with a sign height of 38.5"

(copy of approved plans attached). Looking at the approved elevations with the signs on the tower elements, and a larger sign appears to be in proportion to the structure elements. The requested modification is specific to "My Dr Now" tenant currently located in the east portion of the building. The proposed sign height for this tenant is 5' with two signs proposed on the north and south elevations. The proposed attached sign for the south elevation is 65 SF and the one for the north elevation is proposed at 75 SF. According to the letter date September 21, 2015 from the applicant this building will only have two tenants. No modifications to the detached signs or attached signs for other buildings in the group commercial center are proposed.

The 5' high attached signs would be the largest signs allowed in the center. Currently according to the approved sign matrix, the largest attached sign is reserved for the anchor tenant and is allowed 4' maximum height. Therefore to be consistent with the approved CSP staff recommends the maximum height for the attached signs at the tower elements recommended to be increased from 2' to 4'. This appears to work best for the tower elements, while providing adequate spacing within the building's sign fascia to avoid an appearance of crowding. The CSP also allows for the pad tenants to have a maximum of 4 signs.

The table below provides a comparison to the existing 2000 CSP, BA00-043, and the proposed sign heights for attached signs at the pad building.

**Proposed Revision to Attached Sign Allowances for the pad building:**

	Height approved in BA00-034 CSP	Proposed height	Staff recommendation
<b>1982 W Main St.(E3)</b>	2'	5'	4'

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. The proposed modification is consistent with existing Mesa Sign Ordinance requirements.

**FINDINGS:**

1. The proposed modification to the CSP applies only to the 7,000 SF pad building located at 1982 W. Main Street.
2. The Tri-City Pavilions CSP was approved for the overall group commercial center, total of 36 acres.
3. The CSP approved in 2000, BA00-034 allowed for a maximum of 2' in height for all attached signs at the building.
4. The Existing attached Tru-West Credit Union signs were approved at 38.5" in height
5. The taller signs, maximum height of 4' would only be allowed on the tower elements of the pad building as identified on the site plan.
6. The proposed modifications to the CSP, with staff recommended conditions of approval, are in compliance with Mesa Sign Code Ordinance and will not be detrimental to surrounding properties and will enhance the overall character of the area.

**ORDINANCE REQUIREMENTS:**

Zoning Ordinance, Section 11-41-6 (E) – Signs permitted by zoning district:

**NC, LC, GC, PEP, LI, GI, HI and PS Districts.**

**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

Zoning Ordinance, Section 11-41-8 (D) – 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.

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 11-41-8(E).