

Board of Adjustment

Staff Report

CASE NUMBER: BA16-052 (PLN2016-00644)
LOCATION/ADDRESS: 855 W. Southern Avenue
COUNCIL DISTRICT: 3
PLANNER: Lisa Davis, Planner II
OWNER: Frankel Edward B Tr
APPLICANT: Trademark Visual Inc.- Ana Jones

REQUEST: *Requesting a Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP) in the RM-4-PAD zoning district.*

SUMMARY OF APPLICANT'S REQUEST

Requesting a Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP) for Southern Avenue Villas, an existing multi residence recently constructed at 855 W. Southern Avenue. The SUP for the CSP proposes to have three attached signs at the north elevation adjacent to Southern Avenue that exceed the maximum number and area allowed by Mesa Zoning Ordinance (MZO). Two of the signs shown within the CSP are currently installed. Approval of the CSP would allow for an additional 32 SF attached sign at the Southern Avenue elevation. No detached or directional signs are requested as part of the CSP.

STAFF RECOMMENDATION

Staff recommends approval of the SUP for the Comprehensive Sign Plan for case **BA16-052**, conditioned upon the following:

- 1. Compliance with the comprehensive sign plan submitted, except as modified by the conditions listed below.*
- 2. Any additional signage not identified with this Sign Plan will require modification to this Special Use Permit.*
- 3. Compliance with all requirements of the Development Services Division with regard to the issuance of sign permits.*

SITE CONTEXT

CASE SITE: Existing multi-residence – zoned RM-4-PAD
NORTH: (Across Southern Avenue) Existing commercial – zoned LC and NC
EAST: (Across Extension) Existing commercial and single residence - zoned LC and RS-6-PAD
SOUTH: (Across Grove Avenue) Existing office – zoned LC-BIZ
WEST: Existing office and hotel – zoned LC and LC-BIZ

PROJECT DESCRIPTION

Development Standard	Overall Commercial site
Site area	19± acres
Dwelling units	354 Units
Building height	47'-3 stories
Garage spaces	82 spaces
Total Parking provided	744 spaces

STAFF SUMMARY AND ANALYSIS

In 2013, the rezoning, site plan and minor general plan amendment (Z13-045 & GPminor13-006) were approved by Council for the multi-residence project. The approved project included eight three-story buildings, building height of 47'-3", that accommodate 354 units with 82 garages. Building elements consist of stone veneers, varied cement plaster/stucco finish colors, cornices, precast concrete trims and surrounds, metal roofing and awnings. Tower features are used to define points of entry as well as provide varied roof and parapet lines. A series of unique columns and trellis elements line the pedestrian areas to provide shade and interest at the street level. The main drive is bridged by an arched entry element that spans the entrance and is anchored by two towers. This entry feature is designed to provide immediate impact at the street and a sense of arrival from Southern Avenue. Construction of the project is complete.

A sign permit for two of the signs indicated in the CSP have been issued. The largest attached illuminated arch sign, labeled I.01 and the illuminated building ID sign at Southern Avenue and Extension, labeled I.02. The largest sign is placed on the bridged entry element at Southern Avenue. The request is to add the 32 SF attached sign at the western most elevation at Southern Avenue, I.03 and exact size and placement to sign I.02.

Attached Signs

In the RM-4 zoning district the MZO allows for a maximum of two signs at a maximum of 32 square feet each for each street frontage. The two signs could be attached or detached. The allowed area is 1 SF of sign for each 5 lineal feet of street frontage, with a maximum sign area of 32-SF. The frontage at Southern and Grove Avenues is more than 800 feet and over 950 feet at Extension Road, all allow for the maximum area of 2 signs at 32 SF each. This project has 3 street frontages and is requesting to transfer the allowed sign for Grove Avenue to be placed at Southern Avenue.

Table 1 below shows the proposed attached sign area and number compared to code allowances:

Street Frontage	Code Max Sign Area	Code Max Number of Signs	Proposed Max Sign Area	Proposed Max Number of Signs
Southern Avenue	1 SF/ 5 lineal feet of frontage-max 32 SF for each sign- total 64 SF	2 signs	I.01 is 2 signs at 32 SF each I.03 is 32 SF For a total of 96 SF	3 signs (I.01 & I.03)
Extension Road	1 SF/ 5 lineal feet of frontage-max 32 SF/each sign- total 64 SF	2 signs	32 SF	1 sign (I.02)
Grove Ave	1 SF/ 5 lineal feet of frontage-max 32 SF/each sign-total 64 SF	2 signs	none	0 signs

The attached signs are proposed halo-illuminated RPC letters set with the wireway segments. Signs I.02 & I.03 will be placed on the existing steel awning and will wrap the corner following the shape of the awning. The larger I.01 sign is placed on the main entry with metal design behind. All signs prove to be special design features that are integrated with the building architecture of the project.

Detached Signs

No detached signs or directional signs are proposed with this CSP. This project is not proposing to have any detached signs because of the urban design with buildings placed close to the street.

The proposed CSP is generally consistent with the Sign Ordinance. The criteria are tailored to the development to include contemporary sign design that will be consistent for all signs. The sign criteria are consistent with and will not be detrimental to the surrounding neighborhood.

As justification for the increase in attached sign number and area at Southern Avenue frontage the applicant has noted 1) to encourage pedestrian and vehicular traffic to enter at Southern Avenue; 2) no detached signs are proposed for the project; 3) the signs were depicted on the elevations approved through the Design Review Board; 4) the proposed signs are consistent with commercial project and the intent of the design of the project is to create a commercial appearance; 5) There are no attached signs proposed at the Grove Avenue frontage elevations.

FINDINGS

- 1.1** The CSP establishes consistent attached sign design and size.
- 2.1** The proposed additional 32 square feet of attached sign to be placed the western most portion of the building adjacent to Southern Avenue would be allowed on the Grove Avenue elevation. The request is to transfer the sign from the Grove Avenue elevation to the Southern Avenue elevation.
- 3.1** No detached signs are proposed.
- 4.1** The design of the signs is consistent in material and design with the architecture of the buildings.
- 5.1** The sign criteria within the CSP is tailored to this specific development and promotes superior design.
- 6.1** The proposed CSP is largely consistent with current Code requirements and is complimentary to the development and consistent 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.

ORDINANCE REQUIREMENTS

Zoning Ordinance, Section 11-19-5 – Definition of Terms:

SPECIAL USE PERMIT (S.U.P.): A discretionary authorization issued by the Zoning Administrator/Board of Adjustment only upon finding, through a public hearing, that the proposed activity permitted by such Special Use Permit is in conformance with the intent of this Code, the General Plan and/or other specified plans or Council policies; and will be compatible with, and not detrimental to, adjacent properties or the neighborhood in general; and may be limited by specific conditions, restrictions, terms or time periods.

Zoning Ordinance, Sec. 11-41-6 – Signs Permitted By Zoning District:

(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.

Zoning Ordinance, Sec. 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, 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).