

Board of Adjustment

Staff Report

CASE NUMBER: BA16-063 (PLN2016-00735)
LOCATION/ADDRESS: 2665 N Power Road
COUNCIL DISTRICT: District 5
STAFF PLANNER: Lisa Davis, Planner II
OWNER: Power and McDowell Development Partners, LLC
APPLICANT: Equity Sign Group

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

SUMMARY OF APPLICANT'S REQUEST

Requesting a Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP), principally to accommodate a Goodwill Store & Donation Center (a 22,500 square feet building), which is currently under construction at 2665 N Power Road. The CSP proposes to have four attached signs on the single story building that, in aggregate, exceed the maximum total number and sign area allowed by the Mesa Zoning Ordinance (MZO). Approval of the CSP would allow for an additional 40.88 SF of attached sign area for a total of 200.88 SF, and allow one additional sign for a total of four (4) signs. No detached sign is included or requested as part of the proposed CSP.

STAFF RECOMMENDATION

Staff recommends approval of the SUP for the Comprehensive Sign Plan for case **BA16-063**, 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.*
4. *The area of all four of the attached signs shall not exceed a total of the 205 SF.*
5. *Sign D at the east side of the building shall not be illuminated.*

SITE CONTEXT

CASE SITE: Commercial building under construction – zoned LC-PAD
NORTH: Existing commercial center-zoned LC-PAD
EAST/SOUTH: Vacant multi-residence-Zoned RM-3
WEST: Existing commercial pad buildings - zoned LC-PAD

PROJECT DESCRIPTION

	Overall Commercial site
Site area	2.1± acres
Building Area	22,500 SF
Building height	24-ft
Setback from Power Road	Over 300-ft
Setback from McDowell Road	Over 620-ft

STAFF SUMMARY AND ANALYSIS

On September 16, 2015, the Planning and Zoning Board approved the site plan for the Goodwill Store and Donation Center, case Z15-031. The site is a southward extension of the existing Albertson's commercial center, and is currently under construction. The building is located just over 300' from Power Road, and approved at 24' high. The main entry will be at the north elevation with a drop off donation area at the east side of the building. The site is located within the Desert Uplands boundaries.

Attached Signs

In the LC zoning district, the MZO allows for a maximum of three attached signs with a maximum area of 160 SF for a building with more than 100-ft of building frontage (in this case, the north elevation). The Goodwill building is approved with a building frontage of about 238-ft. The CSP is proposing a total of four signs, Signs A and B are 76.44 SF, each, and to be placed at the north and west elevation. Signs C and D are 24 SF, each, and are proposed to be placed at the east end of the north elevation and the east elevation.

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

Building Frontage	Code Max Sign Area	Code Max No. of Signs	Proposed Max Sign Area	Proposed Max No.
238'	2 SF/ 1 front feet of building-max 160 SF	3 signs	200.88 SF	4 signs

The attached signs are proposed to be 'halo'-illuminated, brushed aluminum letters consistent with the Goodwill logo. The larger signs Sign A and B at 76.44 SF each are proposed to have double the normal amount of LED lighting. These are at the north elevation and west elevation that are facing the commercial areas and are consistent with other commercial signage in this area. The smaller 24 SF signs, C and D, are also proposed to utilize LED illumination. The intent of these signs is to provide direction for the donation center.

Halo-illumination describes sign type in which an opaque sign letter or panel (usually individual letters) is mounted on pins, and separated away from the surface wall of the building by an inch or two, with a light source hidden behind the opaque letters or sign panel. The effect when illuminated is for the background wall behind the sign to be lit, and provide a strong contrast in which the letter or sign panel contrasts as a sharply defined shadow against the lit background.

It is recommended that sign D not be illumination. Sign D is proposed at the east side of the building that will be adjacent to a future multi-residence project. The larger sliding glass doors will also have vinyl signs indicating the donation area. The vinyl attached door print is not included in the aggregate amount of calculated sign area.

The Justification Statement is requesting a total of 238.66 SF of sign area but staff is limiting the sign area, noted in stipulation 4, to the 205 SF (providing a small surplus over the 200.88 SF provided in the proposed sign package). The sign plan includes special design features that are integrated with the architecture of the project.

Detached Signs

No detached signs are proposed. Any future proposed detached sign will require to be reviewed as a modification to this CSP. Because of the flag shape of the lot there is limited area for the placement of the detached sign to be placed adjacent to Power Road. The portion of the lot actually coinciding with the Power Rd right-of-way is a restrictive 10-ft wide, which under standard Sign Ordinance allowances, would permit only a 1-ft high sign. If included as a part of the group commercial center to the north, the number and aggregate sign sight heights of the existing detached signs along Power Rd. already meet or exceed the standard allowance specified in the Sign Ordinance.

Conclusion

The proposed CSP is generally consistent with the Sign Ordinance. Staff finds the additional sign area and number is justified because of the placement of the front of the building perpendicular to the nearest street, Power Road, on top of the 300-ft setback. The building is also over 600-ft from McDowell Road to the north. The 22,500 SF building will be for a single user and there is not a proposed detached sign. The criteria stated in the proposed plan are tailored to the development to include a consistent design for all signs. With the recommendation to not illuminate the east-facing sign, the sign plan is consistent with and not detrimental to the surrounding neighborhood.

Summary of Applicant's Justification

As justification for the increase in attached sign number and area, the applicant has noted:

- A. This project is a large size single user building;
- B. It is necessary to identify and direct the public to the store;
- C. Copy and design is consistent with all new Goodwill stores across the Valley;
- D. The additional sign serves a directional function; and
- E. The request is compatible with City Code and the Desert Uplands Area, and will not be detrimental to surrounding properties.

FINDINGS

- 1.1** The CSP establishes consistent attached sign design and size.
- 2.1** The proposed additional 40.88 square feet of attached sign area between the four proposed signs are within scale to the 22,500 single user building.
- 3.1** The building is setback over 300' from Power Road.
- 3.1** No detached sign is proposed.
- 4.1** The design of the signs is consistent in material and design with the architecture of the building.
- 5.1** The north facing building has limited visibility from Power Road, and is over 600-ft from McDowell Road to the north. The additional signage proposed is proportional to the building size, and addresses these issues related to commercially viable visibility of the building from the adjacent streets.
- 6.1** The sign criteria within the CSP is tailored to this specific development and promotes superior design.
- 7.1** 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: (E) NC, LC, GC, PEP, LI, GI, HI and PS Districts. Attached Signs.

- 1. 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.
- 2. 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.
- 3. Total attached signage shall not exceed 160 square feet per occupancy.

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).