

# Board of Adjustment

## Staff Report

**CASE NUMBER:** BA16-044 (PLN2016-00577)  
**STAFF PLANNER:** Kaelee Wilson  
**LOCATION/ADDRESS:** 1927 North Gilbert Road  
**COUNCIL DISTRICT:** Council District 1  
**OWNER/APPLICANT:** CVP-Village Grove, LLC- Zach Bonsell

**REQUEST:** Requesting: 1) a Substantial Conformance Improvement Permit (SCIP) and; 2) a Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP), both associated with the development of a drive-thru restaurant in the LC zoning district.

### SUMMARY OF APPLICANT'S REQUEST

The request is to establish a Comprehensive Sign Plan for the Village Grove shopping center located on the southeast corner of Gilbert Road and McKellips Road.

### STAFF RECOMMENDATION

Staff recommends **approval** of case BA16-044, *conditioned upon the following:*

1. *Compliance with the sign plan submitted, except as modified by the conditions below.*
2. *All attached signs for in-line tenants shall comply with Zoning Ordinance allowances.*
3. *All detached signs shall comply with the Zoning Ordinance allowances.*
4. *The non-conforming detached signs shall be removed with the issuance of the first sign permit.*
5. *The restaurant pad building is allowed a total of three signs not to exceed 160 square feet.*

### SITE CONTEXT

**CASE SITE:** Existing parking lot- zoned LC  
**NORTH:** (across McKellips Road) Existing bank and residential subdivision - zoned LC and RS-9  
**EAST:** Existing residential development – zoned RS-9PAD  
**SOUTH:** Existing residential development – zoned RS-9PAD  
**WEST:** (across Gilbert Road) Existing commercial uses - zoned NC and LC

### STAFF SUMMARY AND ANALYSIS

The request establishes a Comprehensive Sign Plan for an existing shopping center. As part of the request, two non-conforming 30-foot tall monument signs will be removed. These signs are proposed to be replaced with two monument signs, per street frontage, that comply with Sign Code allowances. The only deviation being requested is number of signs for the Starbucks PAD building. Below is a table summarizing the request for the Starbucks:

	Maximum Sign Area per Code	Maximum Number of Signs per Code	Proposed Maximum Sign Area	Proposed Maximum Number of Signs
Starbucks (pad building)	2.0 SF/linear foot of building frontage (Max. 160 SF aggregate)	< 100 feet building frontage – <b>2 signs</b>	160 SF max allowed by Code	<b>3 signs</b>

The longest frontage of the Starbucks building is 80' in length. Based on Code requirements, the Starbucks would be allowed two signs and 160 square feet in sign area. Based on the linear orientation of the building to Gilbert Road, staff believes the proposed signs are architectural to the building. The "Starbucks Coffee" copy on the east elevation is being placed on a metal overhang over the building which adds dimension to that elevation. Starbucks is not requesting an individual monument sign.

### **FINDINGS**

- 1.1** The CSP establishes consistent detached sign design and size.
- 2.1** The proposed additional attached sign is proposed on the Starbucks pad building.
- 3.1** All proposed detached signs comply with the Sign Code.
- 4.1** The design of the detached 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 inline retail tenants shall follow Sign Code allowances.
- 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, 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).