

## Board of Adjustment

### *Staff Report*

**CASE NUMBER:** BA16-064  
**LOCATION/ADDRESS:** 1040 West Southern Ave  
**COUNCIL DISTRICT:** District 3  
**PLANNER:** Kaelee Wilson  
**OWNER:** HH Poca Fiesta, LLC  
**APPLICANT:** Scott Hudson, Arizona Commercial Signs

**REQUEST:** *Requesting a Special Use Permit (SUP) for modification of a Comprehensive Sign Plan (CSP) for a group commercial center in the LC zoning district. (PLN2016-00736)*

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

This request involves a modification to an existing Comprehensive Sign Plan for Fiesta Commons, which was formerly known as Poca Fiesta, located at the northeast corner of Alma School Road and Southern Avenue. Fiesta Commons is a group commercial development that has recently updated the elevations of many of the buildings within the center. The Comprehensive Sign Plan was modified in 2014 to be consistent with the façade improvements. This proposed second modification to the 2014 CSP is to allow additional detached sign area and height along Southern Avenue for a new pad building.

#### **STAFF RECOMMENDATION**

Staff recommends **approval** of case BA16-064, *conditioned upon the following:*

1. *Compliance with the sign plan submitted and BA14-020, except as modified by the conditions listed below.*
2. *Line item numbers 9 and 10 shall be removed from the Comprehensive Sign Plan narrative (for inaccuracy).*
3. *Any signage that is not in conformance with Chapter 41 (Sign Regulations) of the Zoning Ordinance that exist on the property must be removed.*
4. *The cornice cap of the proposed detached sign, on both sides, shall be tapered as shown on the right side of the exhibit.*
5. *The base of the proposed detached sign shall be comprised of red brick to match existing detached signs.*
6. *Compliance with all requirements of the Building Safety Division with regard to the issuance of sign permits.*

#### **SITE CONTEXT**

**CASE SITE:** Existing group commercial center– LC Zoning District  
**NORTH:** Existing single residence development – RS-6 Zoning District  
**EAST:** Existing extended stay vacation rentals – LC Zoning District  
**SOUTH:** (Across Southern) Existing commercial and office uses – LC PAD BIZ District  
**WEST:** (Across Alma School Rd) Existing group commercial center (vacant) – LC Zoning District

**STAFF ANALYSIS:**

**Detached Signs**

**Table 1**

Street	Frontage	Code Aggregate Sign Area	Code Aggregate Sign Height	Approved 2014 Sign Area	Approved 2014 Sign Height	Proposed Aggregate Sign height	Proposed Aggregate Sign Area
<b>Southern Avenue</b> Proposing 4 signs	1,220 feet	610 s.f.	61 feet	<b>240 s.f.</b>	<b>36 feet</b>	<b>51 feet</b>	<b>290 s.f.</b>
<b>Alma School Road</b> Proposing 2 signs	604 feet	302 s.f.	30.2 feet	160 s.f.	24 feet	No Change	No Change
<b>Westwood</b>	604 feet	302 s.f.	30.2 feet	none	none	No Change	No Change
<b>Corner – Center Identification Sign</b> “Fiesta Commons”	No Change	No Change	No Change	31 s.f.	4.6 feet	No Change	No Change

The proposed modification to the existing Comprehensive Sign Plan is to allow a detached sign for Salad and Go, a drive-thru pad building. This pad building was not approved in 2014 so the prior Comprehensive Sign Plan did not take into account sign area or height for an additional pad building. The proposed detached sign is 8 feet in height, 9 feet with embellishment, and 51 square feet. The proposed monument sign complies with the Fiesta District design standards by including “Fiesta District” logo and embellishment wrapping the sign.

Even though the proposed detached sign exceeds the aggregate approved allowances in 2014, the proposed sign aggregate height and sign area is significantly under Code allowances. As part of the previously approved CSP, detached signage was limited based on additional attached sign area being proposed on the buildings. The proposed modification will not have an adverse effect on the shopping center. The Salad and Go building was not approved in 2014 so the proposed detached sign could not be built into the allowances.

**Attached Signs**

**Table 2**

<b>Building</b>	<b>Code Sign Area Maximums</b>	<b>Code Maximum Number of Signs</b>	<b>Approved Maximum Sign Area</b>	<b>Approved Maximum Number of Signs</b>
<b>Restaurant Tenant</b> (Over 6,000 s.f. in floor area)	2.0 s.f./linear foot of building frontage (Max. 160 s.f. aggregate)	< 100 feet building frontage – 2 signs > 100 feet building frontage – 3 signs	2.0 s.f./linear foot of building frontage on each building elevation <b>(Max. 160 s.f. for all building elevations)</b> 4 signs	4 signs
<b>Parcel 2</b> (multi-tenant – freestanding building)	2.0 s.f./linear foot of building frontage (Max. 160 s.f. aggregate)	< 100 feet building frontage – 2 signs > 100 feet building frontage – 3 signs	2.0 s.f./linear foot of building frontage on each building elevation (Max. 160 s.f. for all building elevations)	3 signs
<b>In-line shops</b>	2.0 s.f./linear foot of building frontage (Max. 160 s.f. aggregate)	< 100 feet building frontage – 2 signs > 100 feet building frontage – 3 signs	2.0 s.f./linear foot of building frontage on each building elevation (Max. 160 s.f. for all building elevations)	3 signs
<b>End Cap Building A</b>	2.0 s.f./linear foot of building frontage (Max. 160 s.f. aggregate)	< 100 feet building frontage – 2 signs > 100 feet building frontage – 3 signs	2.0 s.f./linear foot of building frontage on each building elevation <b>(Max. 160 s.f. for all building elevations)</b> 4 signs	4 signs
<b>Anchor In-line Tenant</b> (over 20,000 s.f. in floor area)	2.0 s.f./linear foot of building frontage (Max. 160 s.f. aggregate)	< 100 feet building frontage – 2 signs > 100 feet building frontage – 3 signs	2.0 s.f./linear foot of building frontage on each building elevation <b>(Max. 220 s.f. for all building elevations)</b>	4 signs

**General Comments – attached signs**

The attached sign allowances are not being modified but a table is being provided to document the increase in attached sign area that was approved in 2014. The Salad and Go attached signs are within Code allowances and have already been permitted.

**Conclusion:**

The proposed detached sign is utilizing the adopted Fiesta District Design Guidelines which is furthering the vision for the area. The sign area and height is reasonable considering the building is a free-standing drive-thru restaurant. Staff has added a condition that the base of the sign be modified to brick to further match the existing detached signs in Fiesta Commons. The cornice cap shown on the detached sign exhibit does not match, staff has added a condition that the cornice cap, on both sides, be tapered as shown on the right side of the exhibit.

**FINDINGS:**

- 1.1** The Zoning Code would allow an aggregate total of 61 feet in height and 610 square feet in sign area for detached signs along East Southern Avenue. The applicant is requesting an aggregate of 51 feet in height and 290 square feet in sign area.
- 1.3** The pad building was not approved in 2014 when the previous modification was approved.
- 1.4** The increased detached sign area and height still meets the intent of the prior approval which balanced the increased attached signage with limited detached signs.
- 1.5** The proposed detached sign is utilizing the Fiesta District logo and embellishment adopted in the Fiesta District Design Guidelines which is furthering the vision for the area.

Zoning Ordinance, Section 11-41-6 (E) – Permitted Signs:

E. NC, LC, GC, PEP, LI, GI and HI 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 (See Figure 11-41-6) below.
- 2. Detached Signs.
  - a. One (1) square foot of total sign area per lineal foot of street frontage.
  - b. One (1) foot of total sign height per each ten feet (10') of street frontage.
  - c. Developments, including group C-O-I developments, displaying more than one (1) detached sign per street frontage shall be permitted 50% of total aggregate sign area and sign height specified in (1) and (2) above.
  - d. No detached sign shall exceed 80 square feet in area or 12 feet in height.

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 11-19-8(E).