

Board of Adjustment

Staff Report

CASE NUMBER: BA16-069 (PLN2016-00781)
LOCATION/ADDRESS: 2864 N. Power
COUNCIL DISTRICT: District 5
STAFF PLANNER: Cierra Edwards, Planner I
OWNER: MDC Ridge View Plaza Associates, L.P
APPLICANT: Christy Signs (Chad Keller)

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

SUMMARY OF APPLICANT'S REQUEST

The applicant is requesting a Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP), principally to accommodate an additional modifier on a Bashas' supermarket (a 55,000 square feet building). The Ridgeview Plaza is located on the northwest corner of Power and McKellips Roads. The CSP proposes to increase the signage from (4) signs to (5) signs. The fifth sign on the Bashas' east side will increase its allowed total from 191.00 to 207.50-sqft. Approval of the proposed revision to the CSP would allow for an additional 16.00 SF of attached sign area, and allow one additional sign for a total of five (5) 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 **BA96-006**, 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 four signs classified as modifier (shown as DELI, BAKERY, PHARMACY LIQUOR) signs should have font sizes that are consistent in height to match the height of the existing Pharmacy Liquor sign of 12 ft.*
5. *The area of all five of the attached signs shall not exceed a total of the 210 SF.*

SITE CONTEXT

CASE SITE: Increase of signage- zoned LC PAD within the Ridgeview Plaza
NORTH: Existing Red Mountain United Methodist Church- zoned RS-9
EAST/SOUTH: (Across Power Road) Existing commercial within the Ridgeview Plaza/ Existing commercial development zoned LC
WEST: Existing residential development – zoned RS-6PAD

PROJECT DESCRIPTION

	Overall Commercial site
Site area	14.5± acres
Building Area	55,000 SF
Height from grade to sign	Approximately 13 -ft.
Setback from Power Road	Over 334-ft
Setback from McDowell Road	Over 420-ft

STAFF SUMMARY AND ANALYSIS

The site is a northwest corner of Power and McKellips Road. The building is located just over 334' from Power Road. The site is located within the Ridgeview Plaza shopping center.

Attached Signs

In the LC zoning district, the Ridgeway Plaza allows for a maximum of four attached signs with a maximum area of 160 SF for a building with more than 100-ft of building frontage (in this case, the east elevation). The Bashas' building is approved with an aggregate attached sign area in their building frontage of about 207.50 SF. The CSP is proposing a total of five signs, Signs A (Starbucks) is 17.75, sign B (DELI, BAKERY) is 16.00 SF, sign C (Wells Fargo) is 15.75 SF, Sign D (Bashas') is 144.00 SQ. FT, and sign E (Pharmacy Liquor) is 14.00 SQ. FT. The total sign area is 207.50 FT, all located on the east side of the building facing Power Road. The shopping center also maintains (3) three monument signs around the shopping center that will not be modified at this time.

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

Building Frontage	CSP APPROVAL	Code Max No. of Signs	Proposed Max Sign Area	Proposed Max No.
270'	Sign Ordinance maximum 160 SF	3 signs (4 by the approved CSP)	207.50 SF	5 signs

The attached DELI BAKERY sign that is being proposed is 'neon- illuminated' with red lettering and a black trim to outline the letters design. The DELI BAKERY sign will be in between the Starbucks and Wells Fargo Sign on the east side of the Bashas' building facing Power Road. The proposed sign is 15 SF in height and 12.11 SF in width. The DELI BAKERY sign was originally removed earlier this year to install the Starbucks sign. The space where the DELI BAKERY sign was previously attached currently looks bare. The owner is now requesting for the sign to be reinstalled to reduce the amount of blank space.

It is recommended that sign B (DELI BAKERY) be reduced in height in order to stay consistent with the sign E (PHARAMCY LIQUOR) height. All of Bashas' (5) signs will stay on the east side of the building facing Power Road.

The Justification Statement is requesting at total of 207.50 SF of sign area but staff is requesting the sign area, for the DELI BAKERY SIGN be reduced from 15 SF to 12'11' SF. The aggregate sign area of 207 SF is 1.3 times greater than the sign ordinance maximum of 160 SF.

Detached Signs

No new detached signs are proposed. Any future proposed detached sign will require to be reviewed as a modification to this CSP. Because this store is a part of the surrounding group commercial center, the number and aggregate sign sight heights of the existing detached signs along Power Rd. already meet the sign ordinance standard maximum.

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 with a 334-ft setback. Staff recommends that the applicant adjust the DELI, BAKERY sign height to match the existing Pharmacy Liquor sign height of 12-ft. in height. Therefore, allowing the signs to be congruent in height and not overshadow each other when illuminated. The 51,500 SF building will be for a single user and there is not a proposed detached sign.

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. The area where the DELI BAKERY sign previously was located looks bare and unbalanced
- 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 16.00 square feet of attached sign area between the five proposed signs are within scale to the 55,000 single user building.
- 3.1 The building is setback over 334' 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 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:

(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).