

Board of Adjustment

Staff Report

CASE NUMBER: BA17-023
LOCATION/ADDRESS: 1251 East Southern Avenue
COUNCIL DISTRICT: District 4
STAFF PLANNER: Kaelee Wilson
OWNER: Southern-Stapley DeRito Retail, LLC
APPLICANT: Bootz & Duke Signs, Charlie Gibson

REQUEST: *Requesting a Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP) for a group commercial center in the LC District. (PLN2017-00097)*

SUMMARY OF APPLICANT'S REQUEST

The applicant is requesting a Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP), principally to modify the existing CSP to allow four modifier signs for the major tenant, El Super. There is an existing CSP that was established in 1993 (BA93-013).

STAFF RECOMMENDATION

Staff recommends **approval** of the SUP for the Comprehensive Sign Plan for case BA17-023, 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 regarding the issuance of sign permits.*
- 4. The area of the attached signage, not including the modifiers, shall not exceed 240 square feet.*
- 5. The area of all four modifier signs shall not exceed 40 square feet and the signs shall not be placed higher than 22 feet.*
- 6. The modifiers shall be reverse pan-channel letters with a white halo illumination.*
- 7. All attached signs for inline tenants and PAD tenants shall comply with the allowances listed in the MZO.*
- 8. All detached signs shall comply with the allowances listed in the MZO.*

SITE CONTEXT

CASE SITE: Group Commercial Center, zoned LC
NORTH: (Across Southern Ave). Various retail and commercial uses, zoned LC
EAST: Single residence subdivision, zoned RS-9
SOUTH: Attached single residence subdivision (twin homes), zoned RM-2-PAD
WEST: (Across Stapley Drive) SRP substation and a single residence subdivision, zoned RS-6; and a group commercial center (Organ Stop Pizza and Walgreens), zoned LC

STAFF SUMMARY AND ANALYSIS

The applicant is proposing to increase the attached sign area from 240 square feet to 280 square feet for the major inline tenant, El Super. The requested modification would allow for four modifier signs that relate to the El Super grocery store. Although it is not part of this request, the detached signs for the shopping center will be upgraded and will complement the architecture of the building. The proposed detached signs comply with the height and square footage allowances listed in the Zoning Ordinance.

Staff has created a summary of the applicant's request in the table below:

Table 1:

Attached Signs - Major Inline Tenant

Allowable square footage	Allowable # of signs	Proposed square footage	Proposed # of signs	Staff Recommendation
240 s.f. (BA93-013)	2	280 s.f.	6	Main tenant sign(s)- 240 s.f. Modifier signs- 4 signs at an aggregate total of 40 square feet not to be placed higher than 22' in height

There is no modification proposed for attached signage for the inline tenants or detached signs. These signs will need to comply with the allowances in the Zoning Ordinance.

FINDINGS

- 1.1** The CSP will allow for an increase in attaches sign area for the major tenant, El Super from 240 s.f. to 280 s.f.
- 1.2** The proposal includes four modifier signs that are, in aggregate, 40 square feet.
- 1.3** The modifier signs are proposed at 22 feet in height.
- 1.4** The modifiers will be of increased quality with reverse pan channel letters which creates a "halo" illumination.
- 1.5** The major tenant, El Super, is located approximately 336 feet back from Stapley Drive and 230 feet back from Southern Avenue creating visibility issues to attached signage.
- 1.6** The shopping center recently went through a façade upgrade to enhance the overall architecture. The proposed signage is compatible with the improvements.

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).