

Board of Adjustment

Staff Report

CASE NUMBER: BOA17-00178
LOCATION/ADDRESS: The 100 block of South Power Rd (east side) and the 6800 block of East Main Street (south side)
COUNCIL DISTRICT: District 5
STAFF PLANNER: Charlotte Bridges, Planner I
OWNER: Phoenix Dobson LLC
APPLICANT: Arizona Commercial Signs, Gary Danks

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

SUMMARY OF APPLICANT'S REQUEST

This request is for approval of a SUP for a CSP for the recently approved Human Bean (small drive thru beverage business) currently zoned LC-Limited Commercial. The Human Bean is under construction and is located south of Main Street on the east side of Power in the Apache Plaza Commercial Center which does not have a CSP. The request will allow a third attached sign for the project. The third attached sign will be placed on the north elevation and is proposed to be 44.2" X 7'-1", 26.09 square feet (SF) in area. Approval of the CSP would allow for a total of three attached signs for the Human Bean building.

STAFF RECOMMENDATION

Staff recommends **approval** of case **BOA17-00178**, *conditioned upon following:*

- 1. Compliance with the sign plan submitted, except as modified by the conditions listed below.*
- 2. Compliance with all requirements of the Development Services Division in the issuance of sign permits.*
- 3. Compliance with all condition of approval for Design Review case, DR16-029.*
- 4. New signage requires the review and approval of a separate building permit.*

SITE CONTEXT

CASE SITE: New pad site in an existing commercial center – zoned LC
NORTH: (Across Main Street) Existing commercial – zoned LC
EAST: Senior independent living and assisted care facility (Fellowship Square) – zoned RM-4 BIZ
SOUTH: Existing commercial, and medical office – zoned LC, and OC respectively
WEST: (Across Power Road) Existing commercial, and SRP substation – zoned LC, and RS-6 respectively

PROJECT DESCRIPTION

Overall Apache Plaza Center	11± acres
Human Bean site	1± acre

The Apache Plaza Commercial Center existed prior to being annex into Mesa in 1975. The existing center does not have a CSP. In 2016, Site Plan Review was approved by the Planning and Zoning Board, Z16-065, that added a new pad site adjacent to Power Road in the commercial center for the Human Bean.

STAFF SUMMARY AND ANALYSIS

A CSP has been requested to add a third attached sign to the new Human Bean project. It will allow for a 44.2" X 7'-1", 26.09 square feet (SF) in area attached sign to be added to the north elevation of the Human Bean building. Following is a table summarizing the request for the Human Bean:

Attached Signs – MZO Chapter 11-41-6.E.1

Proposed attached signs for Human Bean, and MZO allowances:

Building	MZO Sign AREA Maximums	Proposed Sign AREA Maximum	MZO Maximum NUMBER of Signs	Proposed Maximum NUMBER of Signs
Human Bean 46' front feet	2.0 SF/linear foot of building frontage = 92 SF (Max. 160 SF aggregate)	93 SF max.	< 100 feet building frontage – 2 signs	3 signs

The longest frontage of the Human Bean building is 46' in length. Based on Code requirements, the Human Bean would be allowed two signs, and 92 SF square feet in sign area. (The 160 SF maximum is a cap for buildings with a frontage length of more than 80'.) Based on the location and linear orientation of the building, parallel to Power Road, staff believes the proposed signs creates a degree of normal visibility to the project, especially for traffic traveling south on Power Road.

FINDINGS

- 1.1** The proposed additional attached sign is on the north elevation of the Human Bean pad building.
- 2.1** The sign criteria within the CSP is tailored to this specific development and creates a degree of normal visibility, especially for traffic traveling south on Power Road.
- 3.1** The placement of the third sign on a separate elevation meets the Code intent of avoiding "overconcentration" of signage.
- 4.1** 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 11-70-5 – Special Use Permit:

- A. *Special Use Permit (SUP)*. A SUP is a discretionary permit issued by the Zoning Administrator or Board of Adjustment.
- E. *Required Findings*. A SUP shall only be granted if the approving body determines that the project as submitted or modified conforms to all of the following criteria. If it is determined that it is not possible to make all of the required findings, the application shall be denied. The specific basis for denial shall be established in the record.
 1. Approval of the proposed project will advance the goals and objectives of and is consistent with the policies of the General Plan and any other applicable City plan and/or policies;
 2. The location, size, design, and operating characteristics of the proposed project are consistent with the purposes of the district where it is located and conform with the General Plan and with any other applicable City plan or policies;
 3. The proposed project will not be injurious or detrimental to the adjacent or surrounding properties in the area, nor will the proposed project or improvements be injurious or detrimental to the neighborhood or to the general welfare of the City; and
 4. Adequate public services, public facilities and public infrastructure are available to serve the proposed project.

Zoning Ordinance, Sec. 11-41-8.D – Supplemental Provisions:

13. ...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.