



**PLANNING DIVISION**  
**STAFF REPORT**

**Board of Adjustment**

**July 17, 2019**

CASE No.: **BOA19-00236**

CASE NAME: **Fiesta Commons CSP**

Owner's Name:	HH-Fiesta Commons LLC
Applicant's Name:	Carol Shipman, Arizona Commercial Signs
Location of Request:	Within the 1000 to 1200 block of West Southern Avenue (north side) and the 1100 block of South Alma School Road (east side)
Parcel Nos:	134-19-007F
Nature of Request:	A Special Use Permit (SUP) to allow modifications to an existing Comprehensive Sign Plan
Zone District:	Limited Commercial (LC)
Council District:	3
Site Size:	15.86 ± acres
Existing Use:	Commercial
Hearing Date(s):	July 17, 2019 / 5:30 p.m.
Staff Planner:	Ryan McCann
Staff Recommendation:	APPROVAL with 3 Conditions

**HISTORY**

The subject property is a commercial development constructed in 1979.

**On February 5, 1980**, the Board of Adjustment approved (Case# BA80-021) to allow for a fifty-foot pylon sign structure for a variance of twenty feet.

**On May 13, 2014**, the Board of Adjustment approved modifications to a Comprehensive Sign Plan (Case# BA14-020) to create standards for the rebranding of the property which is developed as a commercial center consisting of retail, restaurants, indoor recreation, and automobile services. The approved sign plan allowed revisions to decrease the maximum aggregate attached sign area for each tenant space while allowing a maximum of four attached signs for each tenant and five detached signs for the group commercial center.

**On December 7, 2016**, the Board of Adjustment approved a modification to a Comprehensive Sign Plan (Case# BA16-064) to allow for a detached sign for a pad building on the property.

## PROJECT DISCRIPTION

### Background

This is a request to modify an existing Comprehensive Sign Plan (CSP) for a 15.86-acre commercial development. This development is known as the “Fiesta Commons” and located east of S. Alma School Road, north of Southern Avenue and West of S. Westwood road. The commercial center was remodeled and rebranded in 2014. As part of the remodeling in 2014, the Board of adjustment approved a modification to the original approved CSP in 1980. This modification was to complement updated elevations for the shopping center. The purpose of this request is to add a detached sign along the Westwood street frontage. The proposed detached sign is 80 square feet (SF) and is within the maximum area allowed by the Mesa Zoning Ordinance. Per Section 11-43-3 of the Mesa Zoning Ordinance, the maximum allowed height is 12 feet and 80 sq. ft. The attached sign criteria approved in 2014 will remain unchanged.

The Table 1 below compares current Mesa Zoning Ordinance (MZO) requirements, the current CSP requirements and the proposed CSP modifications:

**Table 1: Detached Signs**

Street	Frontage	Current MZO Aggregate Sign Area Allowance	Current MZO Aggregate Sign Height Allowance	BA16-064 Aggregate Sign Area Approved	BA16-064 Aggregate Sign Height Approved	Proposed Sign Area	Proposed Sign Height
<b>Southern Avenue</b> 4 detached signs (existing)	1,220 ft.	1,220 sq. ft.	61 ft.	290 sq. ft.	51 ft.	No Changes Proposed	No Changes Proposed
<b>Alma School Road</b> 2 detached signs (existing)	604 ft.	604 sq. ft.	30.2 ft.	130 sq. ft.	24 ft.	No Changes Proposed	No Changes Proposed
<b>Westwood</b> 1 detached sign	604 ft.	604 sq. ft.	30.2 ft.	none	none	<b>80 sq. ft</b>	<b>12 ft.</b>
<b>Corner – Center Identification Sign</b> 1 detached sign (existing)	N/A	N/A	N/A	31 sq. ft.	4.6 ft.	No Changes Proposed	No Changes Proposed

### General Plan Character Area Designation and Goals

The Mesa 2040 General Plan character area designation for this site is Mixed Use Activity District. Per Chapter 7 of the General Plan, Mixed Use Activity Districts are areas designated for large-scale community and regional activity areas. The existing commercial development is consistent with the character area designation of the General Plan.

**Site Characteristics:**

The existing commercial development has frontage along Alma School Road, Southern Avenue and Westwood. Currently there are no detached signs along the Westwood street frontage. The sign is proposed at the northwest corner of Southern Avenue and Westwood.

**Surrounding Zoning Designations and Existing Use Activity:**

<b>Northwest (Across Alma School Road) LC-PAD Existing Retail/ Vacant</b>	<b>North RS-6 Existing Residential</b>	<b>Northeast (Across Westwood) RS-6 Existing Residential</b>
<b>West (Across Alma School Road) LC-PAD Existing Retail/ Vacant</b>	<b>Subject Property LC Commercial</b>	<b>East (Across Westwood) LC Existing multi-family</b>
<b>Southwest (Across Southern Ave) LC Existing Commercial</b>	<b>South (Across Southern Ave) LC BIZ Existing Commercial</b>	<b>Southeast (Across Southern Ave) LC Existing Commercial</b>

**Mesa Zoning Ordinance Requirements and Regulations:**

Per Section 11-46-3(D) of the City of Mesa Zoning Ordinance, the Board of Adjustment shall find the following criteria are met for approval of a CSP:

1. 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  
***There is no unusual physical condition or unique condition on the property.***
2. 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  
***There is no unique characteristics that represent a clear variation from conventional development on the property.***
3. The proposed signage incorporates special design features such as lighting, materials and craftsmanship, murals, or statuary that reinforce or are integrated with the building architecture.  
***The subject request includes elements and materials that fit the design features of the existing buildings and existing monument signs.***

Per Section 11-70-5(E) of the City of Mesa Zoning Ordinance, the Board of Adjustment shall also find the following criteria are met for approval of a SUP:

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;

***The site is located in the Mixed Use Activity District character type of the Mesa 2040 General Plan. The existing use is consistent with the goals and objectives of the General Plan. Approval of the proposed modifications to the existing CSP will advance the goals and objectives of the General Plan by allowing a customized sign plan for a large-scale commercial development.***

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 any other applicable City plan or policies;

***The existing commercial use conforms to the land use regulations of the LC District and the description of the General Plan character type. The proposed modifications to the existing CSP are consistent with the location, size, design and operating characteristics of the property and will be an enhancement to the development.***

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

***The proposed CSP modifications will not be injurious or detrimental to the surrounding properties, the neighborhoods or to the general welfare of the City.***

4. Adequate public services, public facilities and public infrastructure are available to serve the proposed project.

***The proposed project is currently served by existing City of Mesa utilities and public infrastructure.***

#### **Findings**

1. The existing commercial center was constructed in the mid 1970's.
2. The proposed CSP modifications do not change attached sign criteria approved in 2014 for this center.
3. The proposed CSP modification adds one detached sign to the property, specifically at the northwest corner of Southern Ave. and Westwood. There are no other detached signs for the subject site adjacent to Westwood.
4. The proposed CSP modifications is consistent with the criteria outlined in Section 11-46-3(D) of the MZO for approval of a CSP. The sign design exhibits the same architectural style as the existing buildings and existing monument signs.
5. The proposed CSP modifications is consistent with the criteria outlined in Section 11-70-5(E) of the MZO for approval of a SUP. The proposal is consistent with the goals of the

General Plan, the development is consistent with the LC zoning district, the detached signs will not be injurious or detrimental to the adjacent or surrounding properties and adequate public services are provided to the site.

6. The modified sign criteria are tailored to the existing development.

#### **Neighborhood Participation Plan and Public Comments**

The applicant sent the required notification letters to all property owners within 500' of the site. As of writing this report, staff has not been contacted by any resident to express support or opposition to the request.

#### **Staff Recommendations:**

The proposed CSP conforms to the review criteria for Comprehensive Sign Plans outlined in Section 11-46-3 of the MZO as well as the review criteria for a Special Use Permit outlined in Section 11-70-5 of the MZO; Therefore, staff recommends approval of the request with three conditions:

#### **Conditions of Approval;**

1. Compliance with the sign plan details as submitted with subject application.
2. Compliance with BA14-020 and BA16-064, except as modified by this request.
3. Compliance with all requirements of the Development Services Department in the issuance of sign permits.