



**PLANNING DIVISION  
STAFF REPORT**

**Board of Adjustment**

**July 17, 2019**

CASE No.: **BOA19-000301**

CASE NAME: **Gateway Technology &  
Commerce Center CSP**

Owner's Name:	GTCC Ventures LLC
Applicant's Name:	Associated Sign Company
Location of Request:	7500 through 7600 block of East Ray Road (south side)
Parcel Nos:	304-00-040
Nature of Request:	Special Use Permit (SUP) to allow a Comprehensive Sign Plan (CSP)
Zone District:	Light Industrial (LI) with an Airfield (AF) overlay
Council District:	6
Site Size:	9± acres
Proposed Uses:	Industrial Multi-Tenant Buildings
Existing Use:	Vacant
Hearing Date(s):	<b>July 17, 2019 / 5:30 p.m.</b>
Report Date:	June 25, 2019
Staff Planner:	Charlotte Bridges
Staff Recommendation:	APPROVAL with 2 Conditions

**HISTORY**

**On July 19, 2017**, the Planning and Zoning Board approved a site plan (Case# Z17-032) to allow an industrial development on the property.

**PROJECT DESCRIPTION**

**Background**

This is a request is for a Comprehensive Sign Plan (CSP) to increase the number and area of attached wall signs (attached signs) for an industrial multi-tenant development. Table 11-43-3-D-1 of the Mesa Zoning Ordinance (MZO) allows a maximum of two attached signs for 80-feet or less front footage of building occupancy or three attached signs for 81 to 199-feet or less front

footage of building occupancy. In addition to the MZO allowed tenant signs, the applicant is requesting five additional attached signs at the north sides of both buildings facing the 202 Freeway. Each of the five signs is 44 square feet for an increase of 220 square feet of attached sign area. The elevations submitted with the Comprehensive Sign Plan show the additional attached signs will be centrally placed on the north side of the buildings, with two of the signs placed on Building 1 and three signs placed on Building 2.

Per Table 11-43-3-D-3 of the MZO, the subject industrial development is allowed to have a maximum of 697 square feet aggregate detached sign area and 35 feet of detached aggregate sign height. These allowances equate to three detached signs that can consist of a maximum sign area of 80 square feet and a maximum height of 11 to 12 feet for each sign. The applicant is proposing no detached signs in exchange for the additional attached signs.

#### **General Plan Character Area Designation and Goals**

The Mesa 2040 General Plan character area designations on the property is the Employment/Mixed Use Activity District. The property is also located within the Airport/Campus District of the Gateway Strategic Development Plan. The focus of the Airport/Campus District is to create a district that supports development functions and airport-related uses. The predominant use should be high intensity employment uses that integrate well with the on-airport uses. This emphasis on employment uses is consistent with the primary focus of the Employment character type as described Chapter 7 of the General Plan. The Mixed Use Activity Districts designation allows for large-scale community and regional activity areas. The proposed industrial development and associated Comprehensive Plan is consistent with the character area designations as described in Chapter 7 of the General Plan and the Airport/Campus District of the Gateway Strategic Development Plan.

#### **Site Characteristics:**

This industrial development, known as the “Gateway Technology and Commerce Center”, includes a 64,887 square foot and a 74,014 square foot multi-tenant, rectangular shaped building on a 9± acre site. The south side of the development is bounded by Phoenix-Mesa Gateway Airport property. The northern sections (also the short side) of the buildings are oriented towards Ray Road to north. The buildings are also visible from the 202 Freeway which is located north of Ray Road. The longer sides of the buildings are oriented toward the eastern and western section of the property. The majority of the attached tenant signs allowed by the MZO are to be placed on the western section of Building 1 and the eastern section of Building 2 and will not be visible from the 202 Freeway.

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

Northwest (across 202 Freeway) LI Vacant	North (across 202 Freeway) LI Vacant	Northeast (across 202 Freeway) LI Vacant
West LI AF Existing Industrial Development	Subject Property LI AF Existing Industrial Development	East LI AF Industrial Development (under construction)
Southwest LI PAD Phoenix-Mesa Gateway Airport	South LI PAD Phoenix-Mesa Gateway Airport	Southeast LI PAD Phoenix-Mesa Gateway Airport

**Mesa Zoning Ordinance Requirements and Regulations:**

**Comprehensive Sign Plan MZO Section 11-46-3(D)**

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

***The development site has frontage on Ray Road and is visible from the 202 Freeway. Typical detached signs that are oriented perpendicular to Ray Road are less visible from the 202 Freeway. Allowing the additional attached signs to be placed on the northern elevations of the buildings will help increase the visibility of the signs and the building tenants from the 202 Freeway.***

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

***The rectangular shape of the buildings orients most of the attached signs to the east and west and provides minimum visibility from the 202 Freeway.***

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 materials, finishes and design of the proposed attached signs integrate well with the architecture of the industrial multi-tenant development.***

### **Special Use Permit MZO Section 11-70-5**

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 Employment/Mixed Use Activity character type of the Mesa 2040 General Plan and in the Airport/Campus District of the Gateway Strategic Development Plan. This industrial multi-tenant development is consistent with the goals and objectives of these plans. Approval of the CSP will advance the goals and objectives of the General Plan by allowing a customized sign plan for an industrial multi-tenant 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 proposed project is located in the Light Industrial (LI) District with an Airfield (AF) Overlay. Per Section 11-7 of the MZO, the employment project is allowed in the LI-AF District as well as conforms to the goals of the General Plan character designation of Employment Mixed-Use Activity District overall. The development also conforms to Airport/Campus District of the Gateway Strategic Development Plan. The proposed CSP sign area is consistent with the location, size, design and operating characteristics of the property and the surrounding area.***

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 will not be injurious or detrimental to the surrounding properties.***

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

***The City of Mesa utilities and public infrastructure are available to serve new multi-residence development.***

### **Findings**

- A. The site is approved for the development of two industrial buildings .
- B. The site has frontage on Ray Road and is visible from the 202 Freeway. Because of the location of the property, typical detached signs oriented perpendicular to Ray Road are less visible from the 202 Freeway.
- C. The allowance for additional attached signs placed on the northern section of the buildings increases the visibility of the attached signs from the 202 Freeway.
- D. No detached signs are requested in the subject CSP.
- E. The materials, finishes and design of the proposed signs are integrated with the architecture of the buildings.

- F. The CSP will advance the goals and objectives of the General Plan. The sign area allowances are also consistent with the location, size, design and operating characteristics of the property and will not be injurious or detrimental to the surrounding properties.

**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 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 2 conditions:

**Conditions of Approval;**

1. Compliance with the applicant's sign plan documents submitted.
2. Compliance with all requirements of the Development Services Department in the issuance of sign permits.