



**PLANNING DIVISION
STAFF REPORT**

Board of Adjustment

September 4, 2019

CASE No.: **BOA19-00462**

CASE NAME: **Nick's Furniture CSP**

Owner's Name:	NS CAPITAL LLC
Applicant's Name:	Signtastic!
Location of Request:	422 East Broadway Rd
Parcel Nos:	138-30-055A
Nature of Request:	Requesting a Special Use Permit (SUP) to allow a Comprehensive Sign Plan (CSP)
Zone District:	Downtown Business District 1 (DB-1)
Council District:	4
Site size:	.55 ± acres
Proposed use:	Retail
Existing use:	Retail
Hearing date(s):	September 4, 2019 / 5:30 p.m.
Staff Planner:	Charlotte Bridges, Planner I
Staff Recommendation:	APPROVAL with Conditions

HISTORY

The subject property is a commercial building constructed in the late 1940's.

On April 8, 1975, the Board of Adjustment approved a variance (Case #BA75-025) to allow an additional 80 square foot roof-mounted sign on an existing non-conforming roof sign structure which is greater than 30% of the building height and two signs at 128 square feet total sign area. The Board of Adjustment approved the variance subject to the nine-year amortization period left on the non-conforming sign.

PROJECT DESCRIPTION

Background

This is a request for a Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP) to increase the number of attached wall signs (attached sign) for a single tenant within an existing building located in the DB-1 district and to allow the placement of an attached multi-faced sign above the roof of the occupancy on an existing architectural building fin.

Table 11-43-3-E of the Mesa Zoning Ordinance (MZO) for the DB-1 district, allows an occupancy one attached sign per street frontage at two square feet of sign area per one foot of building tenant frontage with a maximum attached sign area of 120 square feet. Currently, one, 44 square foot attached sign has been approved for the south elevation of the tenant occupancy. The CSP proposes placing a 69 square foot attached sign on the west and east sides of the existing architectural building fin above the occupancy. The MZO considers these two signs as one, multi-face sign since the faces of the signs are separated by a horizontal distance of less than two feet per the sign area definition of Section 11-41-7(A)(6)(a)(ii) of the MZO.

Historically, signs have been attached to the architectural fin on the subject building, including signs for a previous occupant which received a variance in 1975 and was stipend to a nine-year amortization. However, Section 11-43-2(B)(1)(g) of the MZO prohibits signs from being placed on or above the roof of a building. Section 11-46-3(B) allows a CSP to establish sign criteria that may vary from specific Sign Ordinance provisions, therefore, the applicant is requesting a CSP to deviate from the Sign Ordinance.

General Plan Character Area Designation and Goals

The Mesa 2040 General Plan character area designation for this site is Neighborhood Traditional. Per Chapter 7 of the General Plan, the Neighborhood Traditional character type is predominately single residences but may contain a variety of other uses including commercial and office activities that typically serve the community within one mile of the area. The site is also with a Transit Corridor and the goal of this character type is to redevelop the area into a more transit and pedestrian oriented urban development pattern with buildings brought close to the front property lines and parking behind or beside building.

Site Characteristics

This request is for a single tenant with 150 feet of building occupancy frontage within an existing multi-tenant commercial building located at the northeast corner of Mesa Drive and Broadway Road. The building is within the DB-1 district and the Temple Historic District and is considered a “contributing” structure in the Temple Historic District.

Surrounding Zoning Designations and Existing Use Activity:

Northwest Existing Commercial DB-1	North Existing Commercial DB-1	Northeast (across Udall Street) City of Mesa Park RM-2
West Existing Commercial DB-1	Subject Property Existing Commercial DB-1	East Existing Commercial DB-1
Southwest (across Mesa Drive and Southern Avenue) Existing Commercial DB-1	South (across Southern Avenue) Existing Commercial DB-1	Southeast (across Southern Avenue) Existing Commercial LC

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

This multi-tenant commercial building was developed in the late 1940's. There are no detached signs on the site and the application of today's Zoning Ordinance requirement and development standards to the building site prohibits the installation of any detached signs for the development. Allowing the additional attached sign on the building fin increases the visibility of the occupant's signs from the adjacent arterial roads.

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 building fin has been historically used as a sign structure and contributes to the architectural style and the historical significance of the building.

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 individual letter design of the proposed multi-faced attached sign integrates well with the historic architecture of the building.

However, Planning staff recommends that the sign's painted, red, oval background be changed to an upgraded material, such as finished metal or modeled plastic, to provide added dimensional relief to the sign.

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 Neighborhood Traditional and Transit Corridor character types of the Mesa 2040 General Plan. The multi-tenant commercial development is consistent with goals and objectives of the General Plan. Approval of the CSP will advance the goals and objective of the General Plan by allowing a customized sign plan for the commercial tenant.

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 retail/commercial use conforms to the land use regulations of the DB-1 district and the General Plan character type designations. The proposed CSP is consistent with the location, design and operating characteristics of the retail use.

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 was developed in the late 1940's and is located at the northeast corner of Mesa Drive and Broadway Road within the DB-1 district.
- B. There are no detached signs on the site and the application of today's Zoning Ordinance requirement and development standards prohibits the installation of any detached signs for the development.
- C. The building fin has been historically used as a sign structure and contributes to the architectural style and the historical significance of the building.

- D. The allowance for a multi-faced attached sign placed on the building increases the visibility of the attached signs from the adjacent arterial roads.
- E. The materials, finishes and Staff's recommended design change of the proposed multi-faced sign integrate 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 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.
3. Revise the sign's painted, red, oval background to an upgraded material, such as finished metal or modeled plastic, to provide added dimensional relief to the sign.
4. Administrative approval of the redesigned sign detail through the Certificate of Appropriateness review process.