



Board of Adjustment



BOA23-00574

Samantha Brannagan, Planner II

September 6, 2023



Request

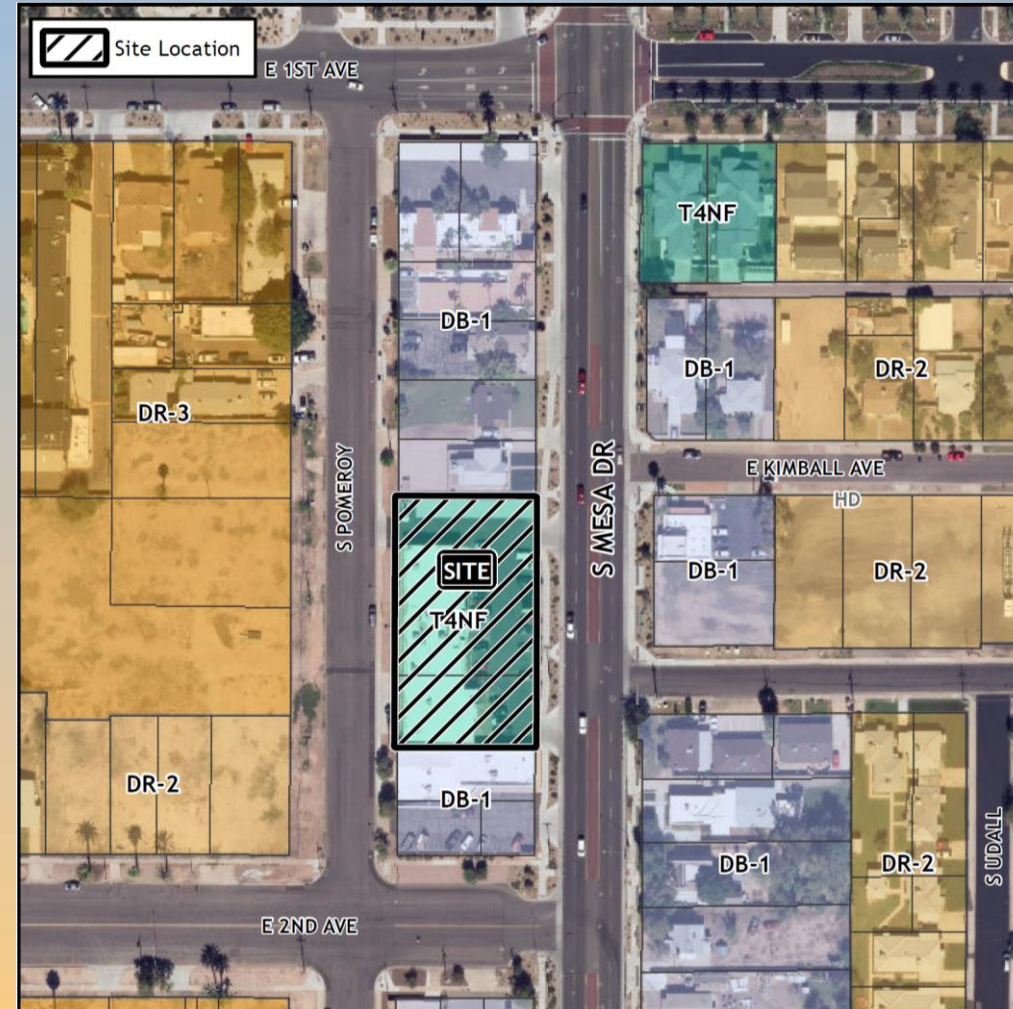
- Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP)





Location

- South of 1st Avenue
- West of Mesa Drive





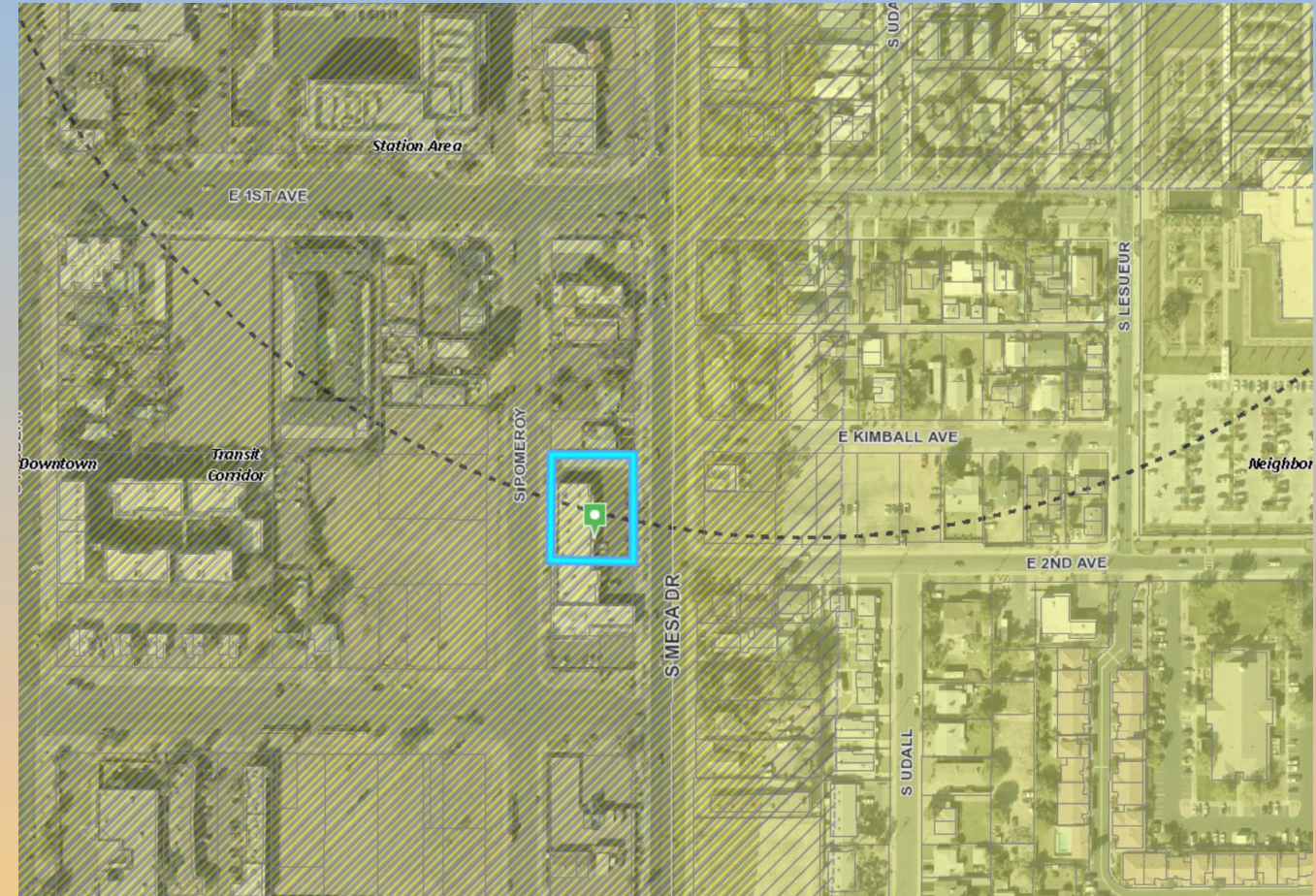
General Plan

Downtown Transit Corridor / Station Area

- Pedestrian oriented development

Central Main Street Area

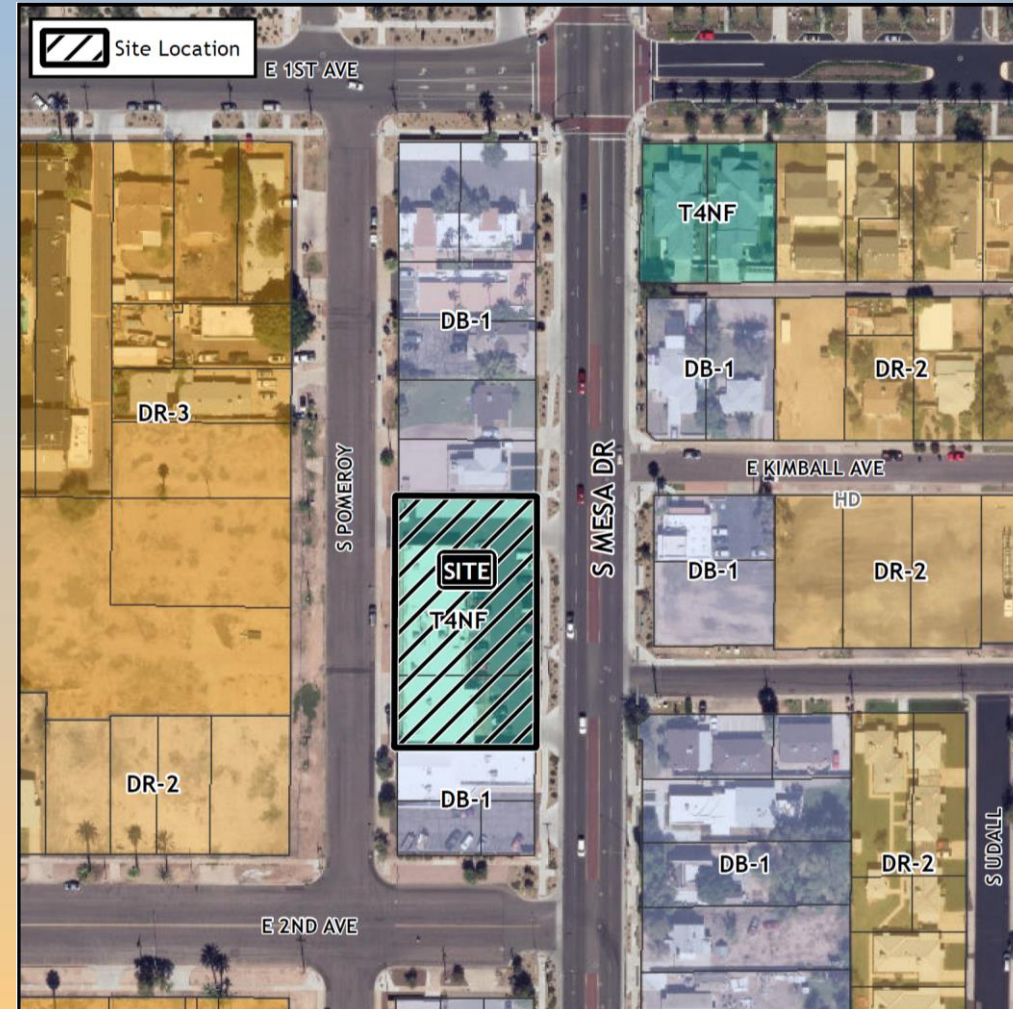
- Recognizes specialized signage in the creation of distinctive places





Zoning

- Transect 4 Neighborhood Flex (T4NF)





Site Photos



Looking west from Mesa Drive



Proposed CSP

Proposed Attached Signage	MZO Requirements	Proposed	Staff Recommendation
Maximum Number of Signs	<p><u>MZO Table 11-43-3(B):</u> Two sign signs per street front, attached or detached</p> <p>One additional attached sign on a street (maximum 32 sq ft)</p>	<p>One sign per tenant per street frontage</p> <p>Total of three signs for end-cap tenants located in the northernmost and southernmost suites</p>	As proposed
Maximum Area per Sign	<p><u>MZO Table 11-43-3(B)</u> 1 sq ft of sign area per 5-lineal feet of street frontage (maximum 32 sq ft)</p>	<p>2 sq ft of sign area per linear foot</p> <p>Minimum of 32 sq ft Maximum of 120 sq ft</p> <p>Maximum of 75% of width of the front of the tenant occupancy</p>	As proposed



Figure 4: Signage Location, West Elevation



Figure 5: Signage Location, West Elevation



Proposed CSP - Detached

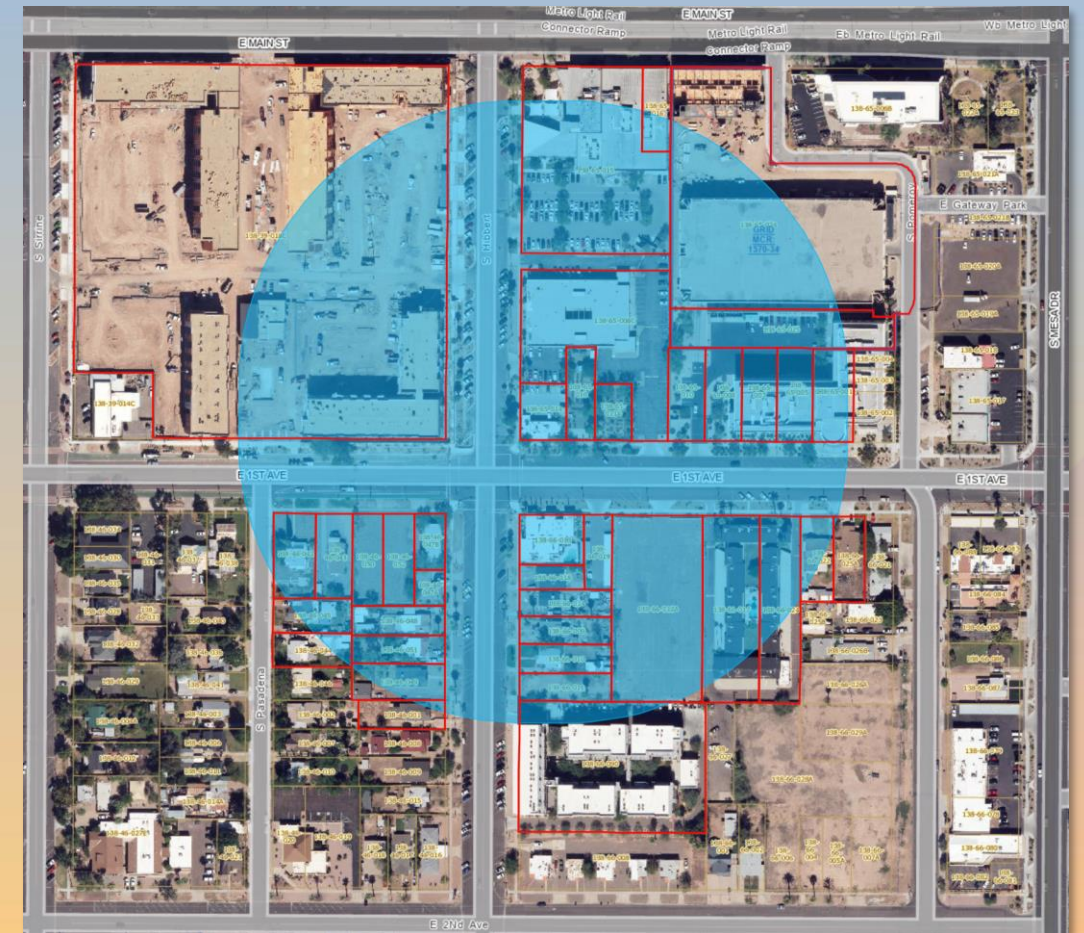
Proposed Detached Signage	MZO Requirements	Proposed	Staff Recommendation
Maximum Height of Freestanding Sign	<u>MZO Table 11-43-3(A):</u> Maximum height of 8-feet, detached	One detached 94 square foot monument sign with six tenant panels 15' 2" in height	As proposed





Citizen Participation

- Notified property owners within 500 feet





Approval Criteria

Section 11-46-3.D CSP Criteria

- ✓ The site contains unique or unusual physical conditions that would limit or restrict normal sign visibility.
- ✓ The development exhibits unique characteristics of land use, that represent a clear variation from conventional development.
- ✓ The proposed signage incorporates special design features that reinforce or are integrated with the building architecture.



Approval Criteria

Section 11-70-5.E SUP Criteria

- ✓ Project will advance the goals and objectives of the General Plan and other City plan and/or policies;
- ✓ Location, size, design, and operating characteristics 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;
- ✓ Project will not be injurious or detrimental to the surrounding properties, the neighborhood, or to the general welfare of the City; and
- ✓ Adequate public services, public facilities and public infrastructure are available.



Findings

- ✓ Complies with the Mesa 2040 General Plan
- ✓ Meets the CSP criteria of Section 11-46-3.D of the MZO
- ✓ Meets the SUP findings of Section 11-7-5.E of the MZO

Staff recommends Approval with Conditions



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