



PLANNING DIVISION  
STAFF REPORT

Board of Adjustment

August 7, 2024

CASE No.: <b>BOA24-00518</b>	CASE NAME: <b>Total Wine Comp Sign Plan</b>
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Owner's Name:	DT-SGW LLC/DTL-SGW LLC
Applicant's Name:	Gary Potts, Profession Permits
Location of Request:	1834 South Signal Butte Road
Parcel Nos:	220-81-757
Nature of Request:	Requesting a Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP) for a commercial building
Zone District:	Limited Commercial with a Planned Area Development overlay (LC-PAD)
Council District:	5
Site size:	12.7± acres
Existing use:	General Retail
Hearing date(s):	<b>August 7, 2024 / 5:30 p.m.</b>
Staff Planner:	Tye Hodson, Senior Planner
Staff Recommendation:	APPROVAL with Conditions

**HISTORY**

On **May 7, 1980**, the City Council annexed 47± acres into the City of Mesa including the southeastern portion of the project site (Ordinance No. 1322).

On **August 18, 1980**, the City Council approved a rezoning from County Rural-43 to Agriculture (AG) for 40± acres including the southeastern portion of the project site (Case No. Z80-068; Ordinance No. 1412).

On **August 3, 1987**, the City Council annexed 746.5± acres into the City of Mesa including the western portion of the project site (Case No. A87-008; Ordinance No. 2250).

On **October 5, 1987**, the City Council approved a rezoning for 770± acres including the western portion of the project site from County Rural-43, R1-8, C-2 and C-3 to Suburban Ranch (SR), Single Family Residence (R1-9), Limited Commercial (C-2), and General Commercial (C-3) (Case No. Z87-067; Ordinance No. 2272).

On **September 19, 1988**, the City Council approved a rezoning of 145± acres, including the project site, from AG and SR to SR [equivalent to R1-43] (Conceptual: R-3, RS, C-2, and M-1) and approval of the Development Master Plan (DMP) (Case No. Z88-49; Ordinance No. 2375).

On **March 20, 2000**, the City Council approved a rezoning from R1-43-DMP to C-2 for 67± acres including the project site for a community commercial center (Case No. Z00-06; Ordinance No. 3754).

On **November 11, 2004**, the City Council approved a Site Plan Modification for 67± acres, including the project site, for a regional commercial development (Case No. Z04-83; Ordinance No. 4304).

On **April 4, 2005**, the City Council approved a request to rezone to C-2 DMP for 91+ acres, including the project site, to allow for a regional commercial center (Case No. Z05-025; Ordinance No. 4379).

On **September 13, 2005**, the Board of Adjustment approved the request for a Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP) for a group commercial center, including the project site (Case No. BA05-035).

## **PROJECT DESCRIPTION**

### **Background:**

The applicant is requesting a Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP) for an existing commercial building in the Limited Commercial with a Planned Area Development overlay (LC-PAD) zoning district. The requested CSP would allow 313 total square feet of signage, exceeding the allowed 240 square feet. Additionally, the CSP would allow for a wall sign placed on the rear elevation of the Major “C” tenant.

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

The General Plan character area designation on the property is Mixed Use Activity. Per Chapter 7 of the General Plan, Mixed Use Activity character areas are generally large in scale (over 25 acres) and provide community and regional activity areas. These areas generally have a substantial retail commercial component. The Mixed Use Activity character area can also include a significant residential component, but will still have a mix of uses. The goal of the Mixed Use Activity character area is to create strong and viable commercial centers that attract people to unique shopping and entertainment experiences. The proposed CSP is consistent with the approved Superstition Gateway Comprehensive Sign Program and will further the goals of the Mixed Use Activity character area.

### **Site Characteristics:**

The subject property is approximately 12.74 acres in size and zoned LC-PAD. The subject property is also part of the larger 66.6± acre commercial development known as Superstition Gateway West. The site has approximately 2,825 feet of street frontage along Signal Butte Road and approximately 535 feet of street frontage along East Baseline Road.

The existing 28,092± square-foot single-story commercial building was constructed in 2006, per the Maricopa County Assessor website, and is located north of East Baseline Road and west of South Signal Butte Road, within the development known as Superstition Gateway West. The tenant is in the former location of Bed Bath and Beyond, as identified in the approved CSP (Case No. BA05-035). The proposed CSP includes replacing the wall sign and monument tenant panels on South Signal Butte Road and the Highway 60 offramp, per the applicant’s plans, consistent with the original, approved signage, installed in 2006.

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

<b>Northwest</b> LI-CUP Mesa Marketplace AZ	<b>North</b> LC-PAD Commercial	<b>Northeast</b> LC-PAD Commercial
<b>West</b> LI-CUP Mesa Marketplace AZ	<b>Subject Property</b> LC-PAD Commercial	<b>East</b> (Across Signal Butte Road) LC-PAD Commercial
<b>Southwest</b> (Across Baseline Road) RS-7 - PAD Single Residence	<b>South</b> (Across Baseline Road) RS-7 - PAD Single Residence	<b>Southeast</b> (Across Baseline Road) LC-PAD Commercial

**Mesa Zoning Ordinance Requirements and Regulations:**

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

Per Section 11-46-3(D) of the MZO, the Board of Adjustment shall find the CSP conforms to the required findings in 11-70-5 of the MZO and that 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 subject site is a mix of major and minor tenant buildings, varying in scale and proportion, abutting a large parcel with visual access to US Highway 60. The proposed sign location would provide site identifying wayfinding and would allow for signage to be visible from the adjacent Mesa Market Place.**

***The proposal meets this criterion.***

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 proposed sign location provides a visual cue to those north and west of the site. Further, the signage serves a unique identifier, distinguishing the business from the multiple tenant panels found on the US Highway 60 Superstition Gateway monument sign.**

***The proposal meets this criterion.***

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 proposed signage is consistent with the overall design of the commercial center and would reinforce the existing design language on site.**

***The proposal meets this criterion.***

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

Per Section 11-70-5(E) of the MZO, 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 within the Mixed-Use Activity District area of the General Plan with a Regional sub type. The intent of the Mixed-Use Activity District is to create strong and viable centers of commercial activity that attract shopping and entertainment experiences. The goal of Regional-Scale Districts is to provide a location for businesses and attractions that brings people to Mesa from the larger region while supporting the local population. The proposed CSP consists of flush mounted illuminated lettersets and a monument signage, which will reinforce the high-quality setting of the proposed development.**

***The proposal meets this criterion.***

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 Limited Commercial (LC) district. Per Section 11-6-2 of the MZO, a General Market, Food and Beverage Sales is a permitted use in the LC district and conforms to the goals of the 2040 Mesa General Plan. The proposed CSP is consistent with the location, size and design of the site.**

***The proposal meets this criterion.***

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

**There will be no injurious or detrimental impact to surrounding properties, neighborhood or general welfare of the City with the proposed modifications in signage.**

***The proposal meets this criterion.***

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

**City of Mesa utilities and public infrastructure is existing to serve the existing commercial buildings and signage.**

***The proposal meets this criterion.***

Findings:

- A. The proposed CSP provides modifications to the existing CSP code allowances and design criteria to help bring people to the area and provide a sense of place.
- B. The CSP specifies the location and area of the proposed signage for the development.
- C. The project site is located in the LC-PAD district, within the Mixed Use Activity character area of the 2040 General Plan and within the Regional sub area.
- D. The proposed CSP advances the goals and objectives of the General Plan and character area by contributing to an active and engaging environment.
- E. The proposed CSP will not be injurious or detrimental to the surrounding properties.

**Neighborhood Participation Plan and Public Comments:**

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

**Staff Recommendation:**

Based on the application received and preceding analysis, staff finds the proposed CSP conforms to the review criteria for Comprehensive Sign Plans outlined in Section 11-46-3 of the MZO and the required findings for a Special Use Permit outlined in Section 11-70-5 of the MZO; therefore, staff recommends approval with the following conditions.

**Conditions of Approval:**

1. Compliance with the sign plan documents submitted.
2. Compliance with all requirements of the Development Services Department regarding the issuance of building permits.
3. All signage to be reviewed and approved through a separate permit application.
4. All illuminated signs are subject to Section 11-41-3 of the Mesa Zoning Ordinance, the

requirements set forth in BA05-035, and this CSP amendment.

**Exhibits:**

Exhibit 1 – Vicinity Map

Exhibit 2 – Staff Report

Exhibit 3 – Site Plan

Exhibit 4 – Comprehensive Sign Plan