



Board of Adjustment



BOA24-00452

Emily Johnson, Planner I

August 7, 2024



Request

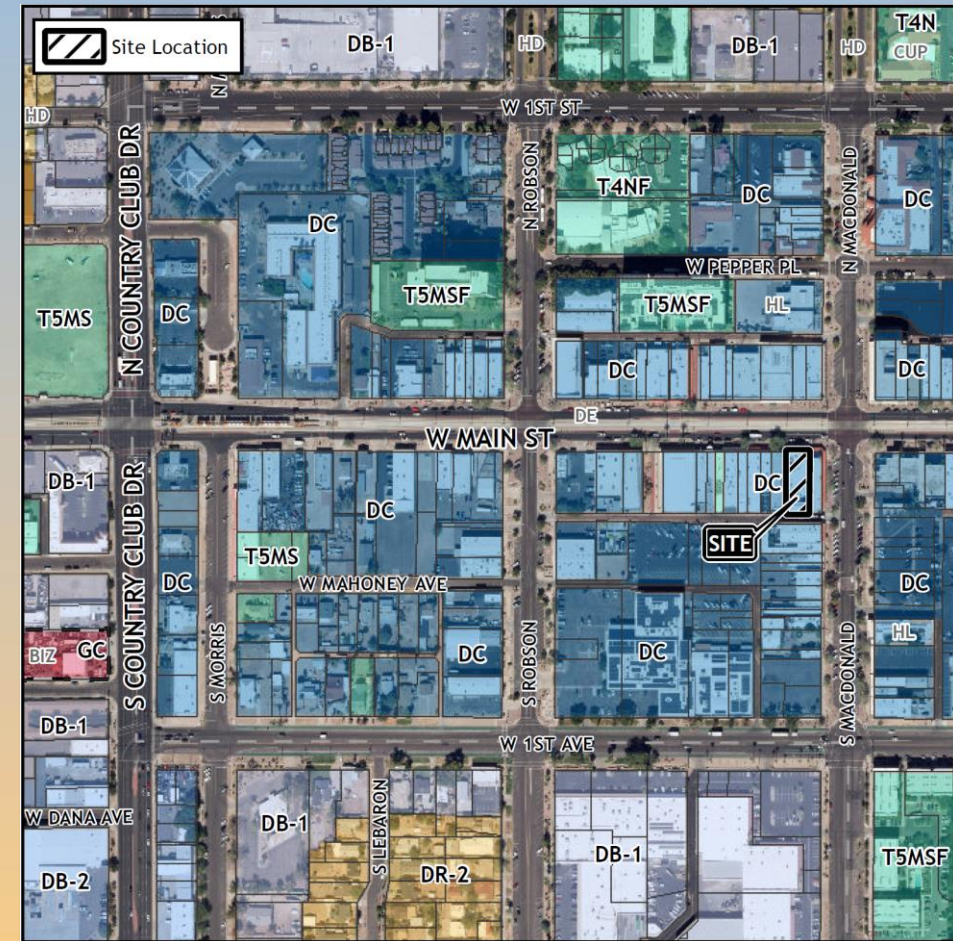
- Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP)





Location

- South side of Main Street
- West of Macdonald





General Plan

Downtown Transit Corridor / Station Area

- Pedestrian oriented development

Central Main Street Area

- Recognizes specialized signage in the creation of distinctive places





Zoning

- Downtown Core with a Downtown Events overlay and a Historic Landmark overlay (DC-DE-HL)
- The existing use is permitted in the Downtown Core District





Site Photos



Looking south from Main St



Looking north from Main St Alley



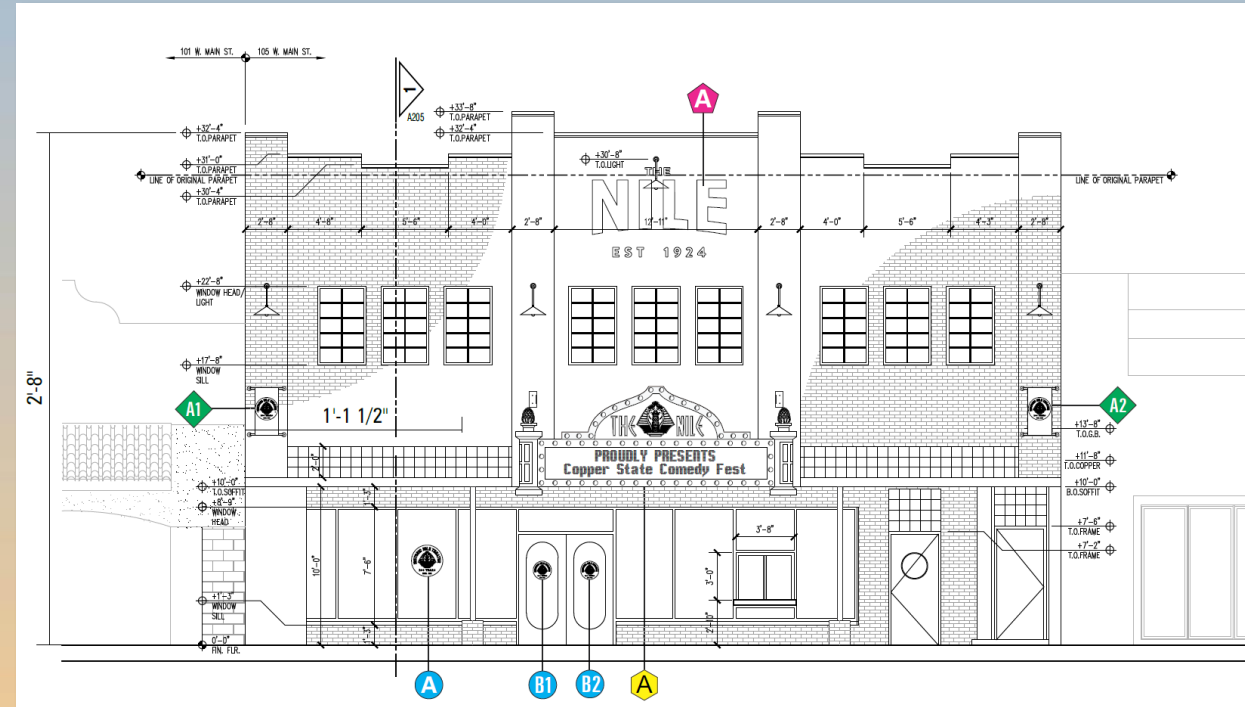
Proposed CSP

- Increase the number and size of wall signs
- Increase the sign length for a marquee sign
- Increase the number of window signs

Sign Type	MZO Requirements	Proposed	Staff Recommendation
Wall Sign (Single-Occupancy)	<p><u>MZO Section 11-43-3.F:</u> 1 per street frontage and 1 per alley frontage</p> <p>1 sq. ft. of sign area per linear foot of street frontage up to a max of 40 sq. ft.</p> <p>½ sq. ft. of sign area per linear foot of alley frontage up to a max of 20 sq. ft.</p> <p>No higher than 4-feet below the top of the building or 25-feet from grade, whichever is less</p>	<p>3 signs per street frontage (Main Street) and 3 per alley frontage (Main Street Alley)</p> <p>56.96 sq. ft</p> <p>20.73 sq. ft.</p> <p>2'-2" from the top of the parapet, 30'-2" from grade (existing wall sign)</p>	As Proposed
Marquee Sign	<p><u>MZO Section 11-43-3.F:</u> Max sign length is 60% of the length of the marquee</p>	<p>Max sign length is 76.36% of the length of the marquee</p>	As Proposed
Window Sign	<p><u>MZO Section 11-43-3.F:</u> Max 1 sign</p>	<p>6 signs</p>	As Proposed



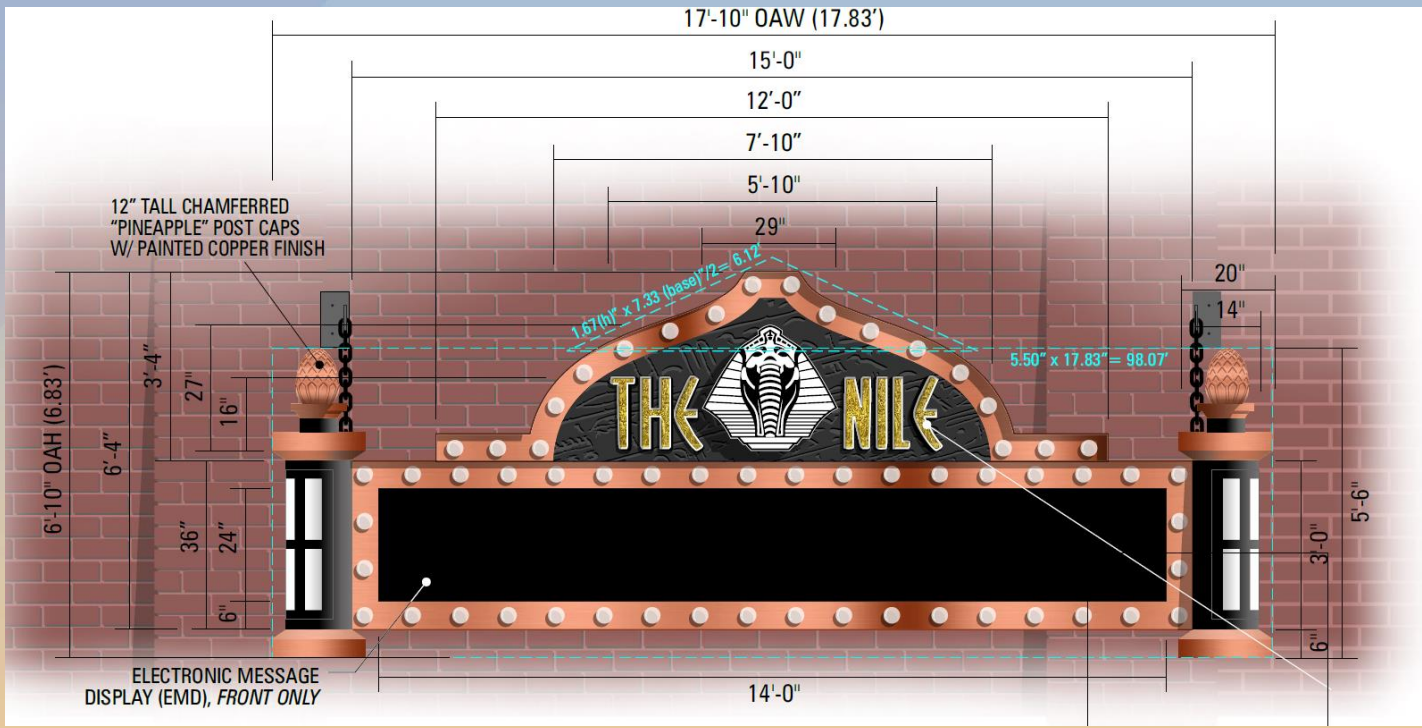
Sign Plan



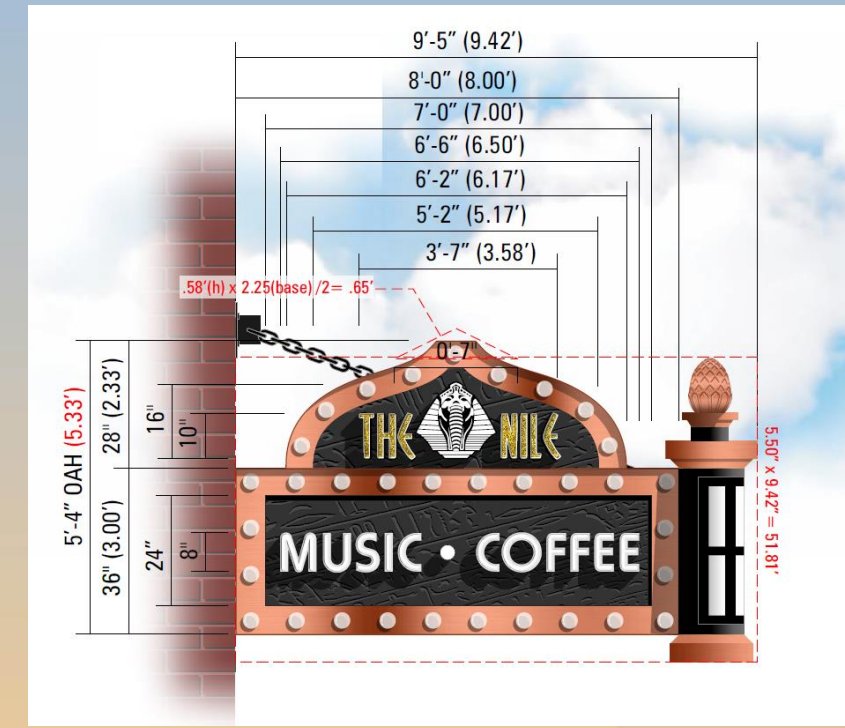
North Building Elevation



Sign Plan



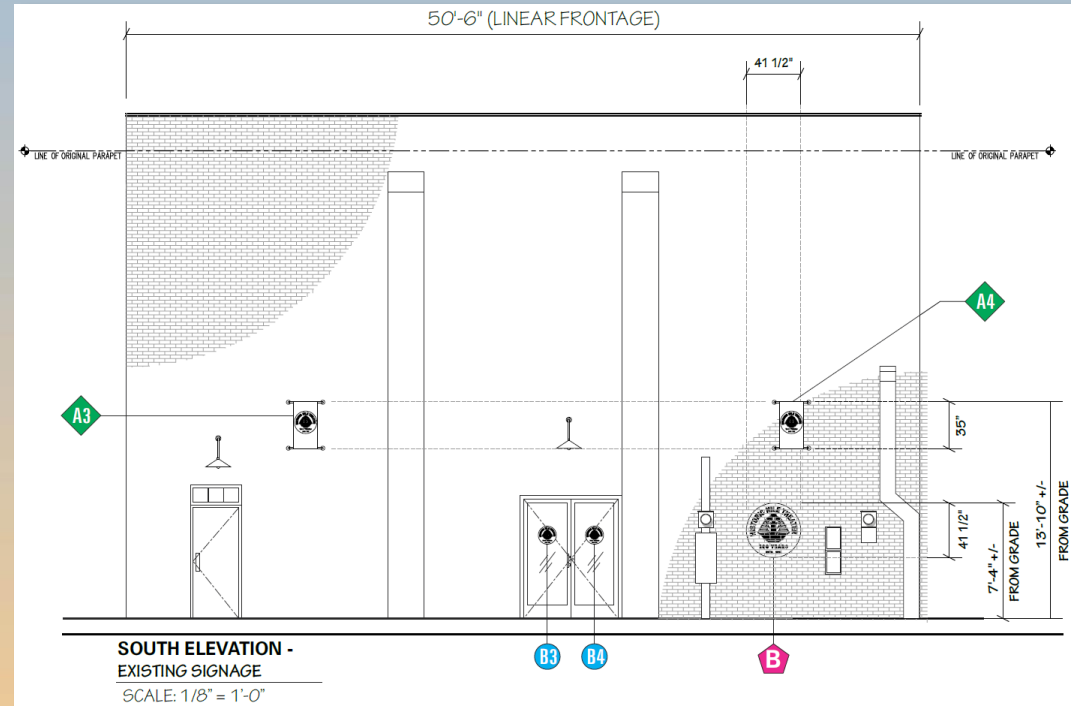
Proposed Marquee Sign
- Front



Proposed Marquee Sign - Sides



Sign Plan



South Building Elevation



Citizen Participation

- Notified property owners within 500 feet
- Staff was contacted by a neighbor and the applicants modified plans based on the concerns





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 11-70-5.E of the MZO

Staff recommends Approval with Conditions



Board of Adjustment

BOA24-00452