



Board of Adjustment



BOA24-00229

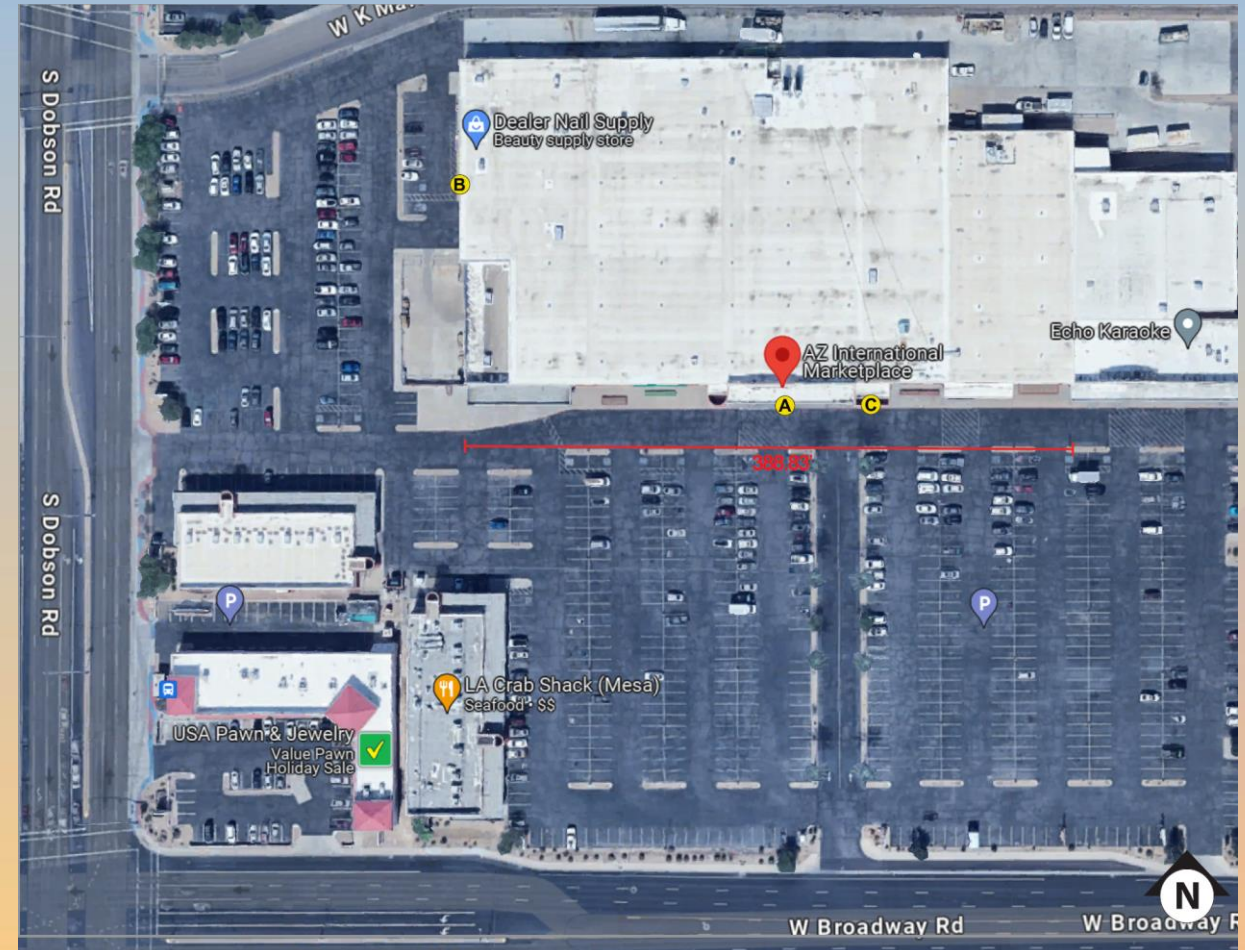
Chloe Durfee Daniel, Planner II

July 3, 2024



Request

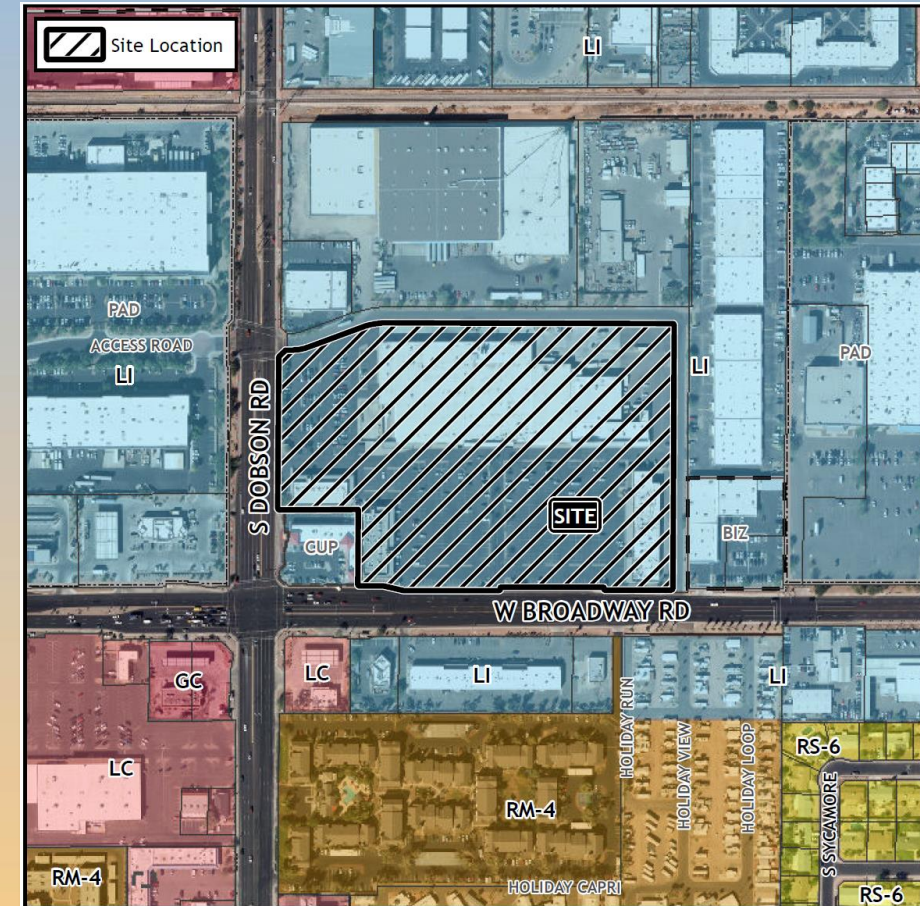
- Special Use Permit for a Comprehensive Sign Plan





Location

- 1920 West Broadway Road
- Located east of Dobson Road on the north side of Broadway Road

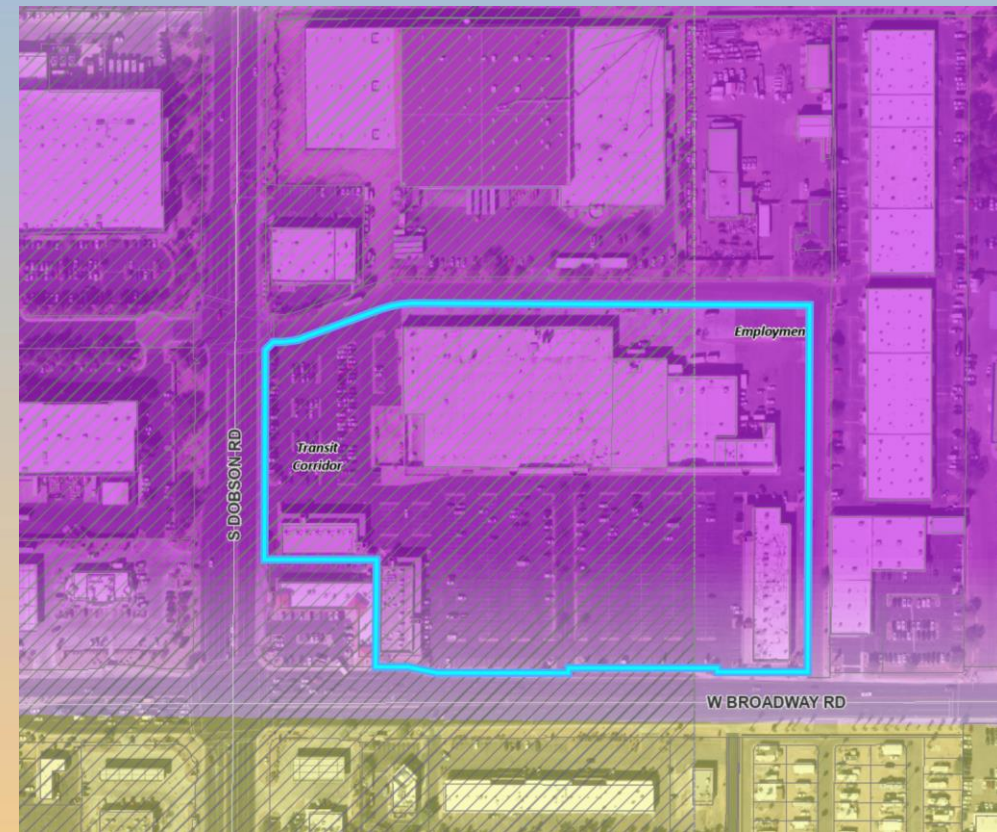




General Plan

Employment/Transit Corridor

- wide range of employment opportunities in high-quality settings
- develop a mixed-use, pedestrian-oriented, urban environment, particularly within walking distance of transit stops





Zoning

- Light Industrial (LI)
- Existing uses are permitted

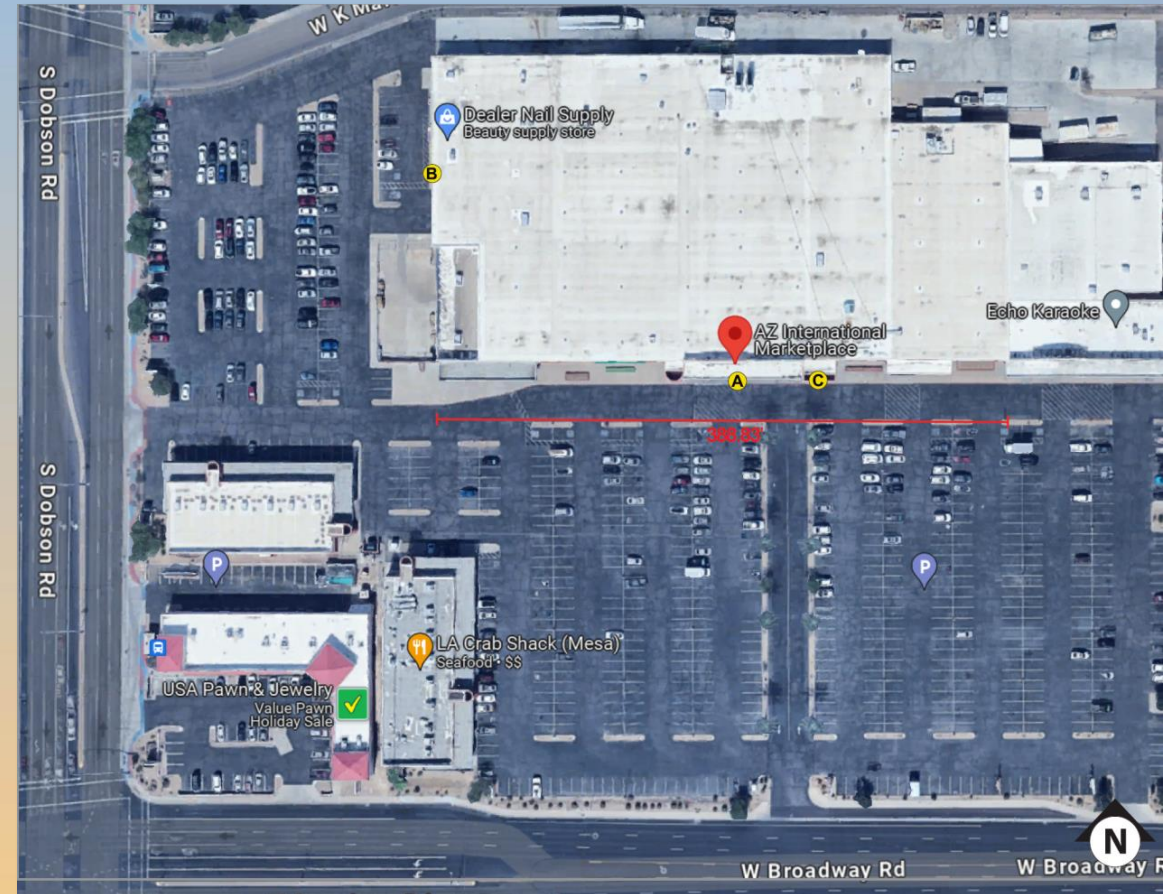




Site Plan

Proposed Signage:

- 3 Attached Building Signs

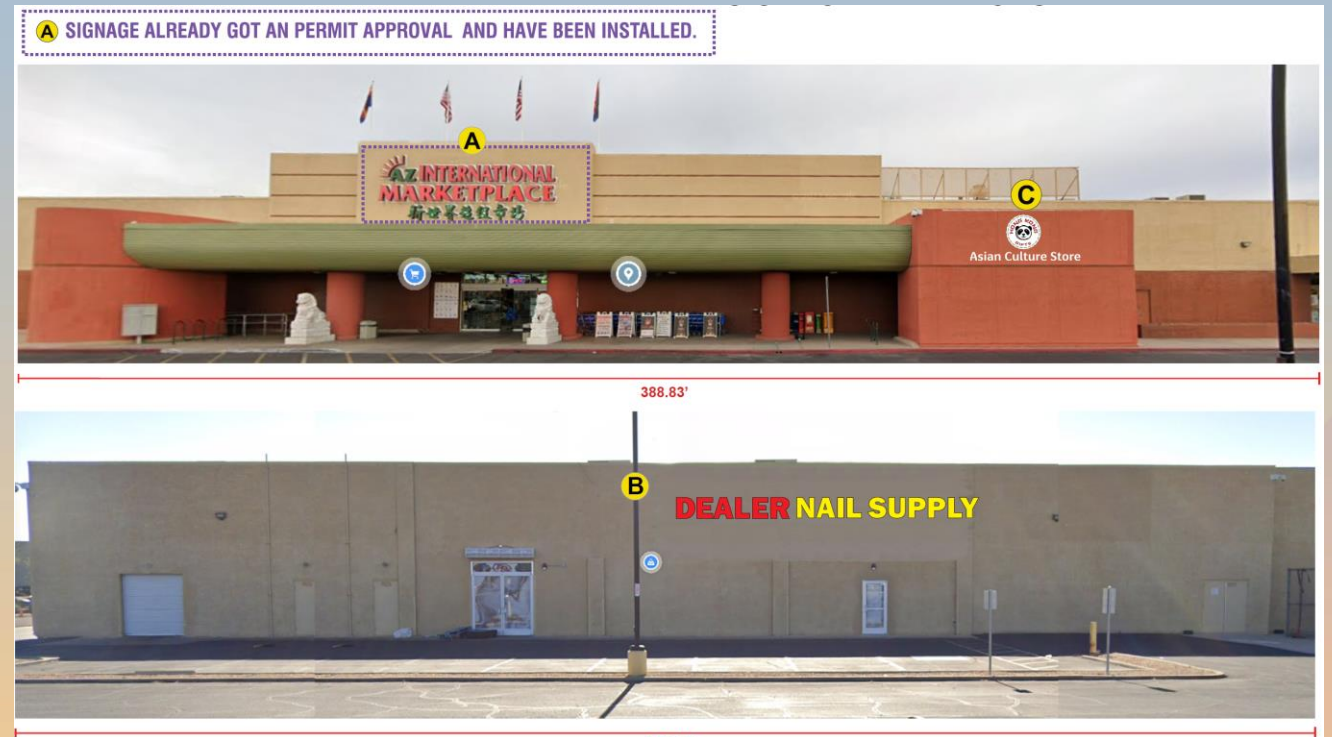




Sign Plan

Square Footage

- Sign A (existing): 290 sq. ft.
- Sign B: 99 sq. ft.
- Sign C: 37.3 sq. ft.





Sign Plan



ATTACHED WALL SIGNAGE SIZE CALCULATIONS



Sign Plan

Table 11-43-3-D-1: Standard Attached Sign Allowances Per Occupancy

Front Foot of Building Occupancy (1)	Max. Number of Permitted Signs	Max. Aggregate Sign Area Calculation	Max. Area Per Sign
80-feet or Less (2)	2 signs	2 sq. ft. of sign area per front foot of building occupancy	160 sq. ft.
81 to 199-feet	3 signs	160 sq. ft. is allowed	160 sq. ft.
200 to 249-feet	4 signs	80% of lineal front foot of occupancy,	160 sq. ft.
250-feet or More	5 signs, plus one additional sign for every additional 50-feet of occupancy up to a max. of 7 signs	80% of lineal front foot of occupancy up to a max. of 500 sq. ft.	160 sq. ft.

TABLE A

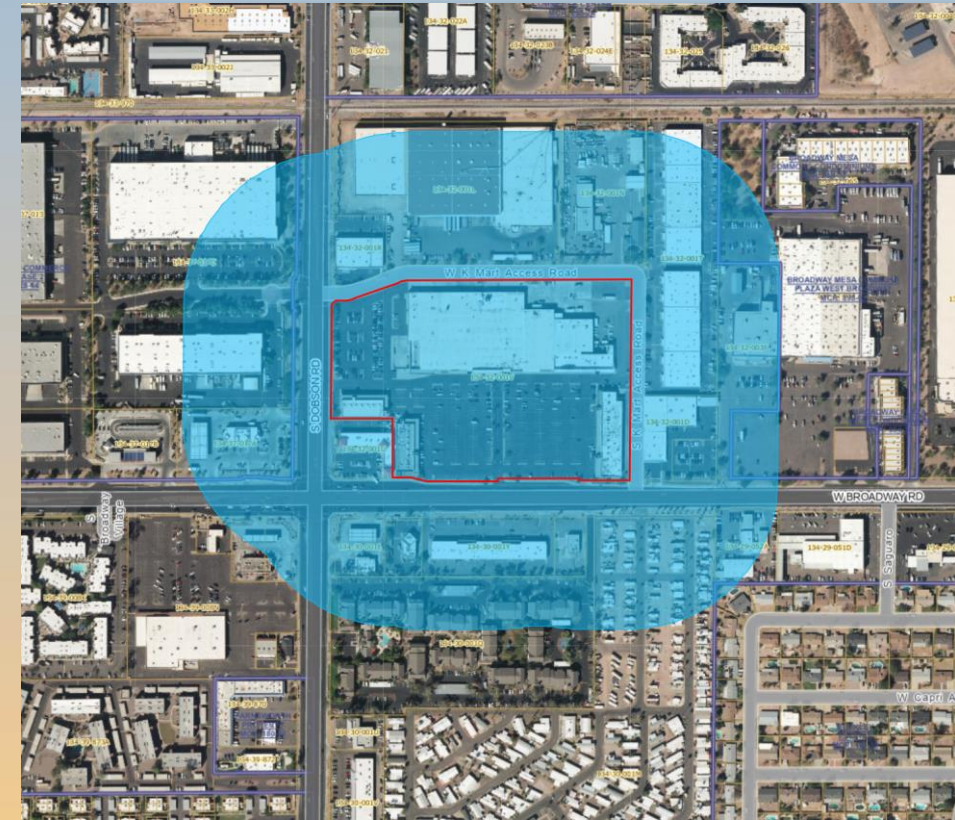
TENANT WALL SIGN ALLOWANCE

Front Foot of Building Occupancy	Max. Number of Permitted Signs	Max. Aggregate Sign Area Calculation	Max. Area Per Sign
80-feet or less	2 signs	2 sq. ft. of sign area per front foot of building occupancy	160 sq. ft.
81 to 199-feet	3 signs	160 sq. ft. is allowed	160sq. ft.
200-249-feet	4 signs	80% of lineal front feet of occupancy.	160 sq. ft.
250-feet or More	5 signs, plus one additional sign for every additional 50-feet of occupancy up to a max of 7 signs.	490 SQ FT MAXIMUM AGGREGATE SIGN AREA	290 sq. ft.



Citizen Participation

- Property owners and businesses located within 500 feet of the subject site were notified
- No feedback received





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 Special Use Permit 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



Findings

- ✓ Complies with the 2040 Mesa General Plan
- ✓ Meets required findings for Sections 11-70-5.E and 11-46-3.D of the MZO

Staff recommends Approval with Conditions



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