



Board of Adjustment



BOA23-00573



Request

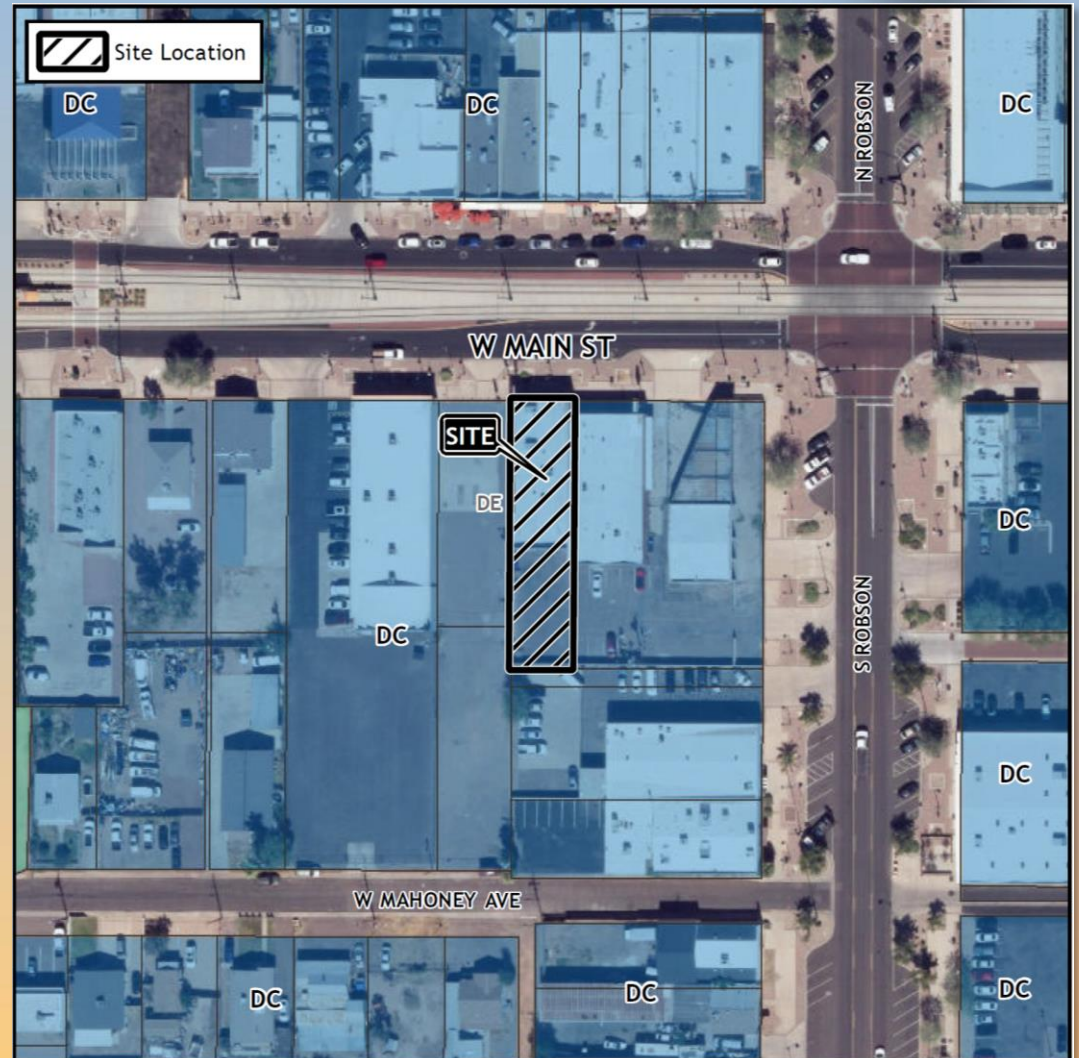
- Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP)





Location

- 213 West Main Street
- West of South Robson
- South of Main Street





General Plan

Downtown/Transit Corridor

- Pedestrian-oriented, transit-rich environment with a lot of activity

Central Main Street Sub Area Plan

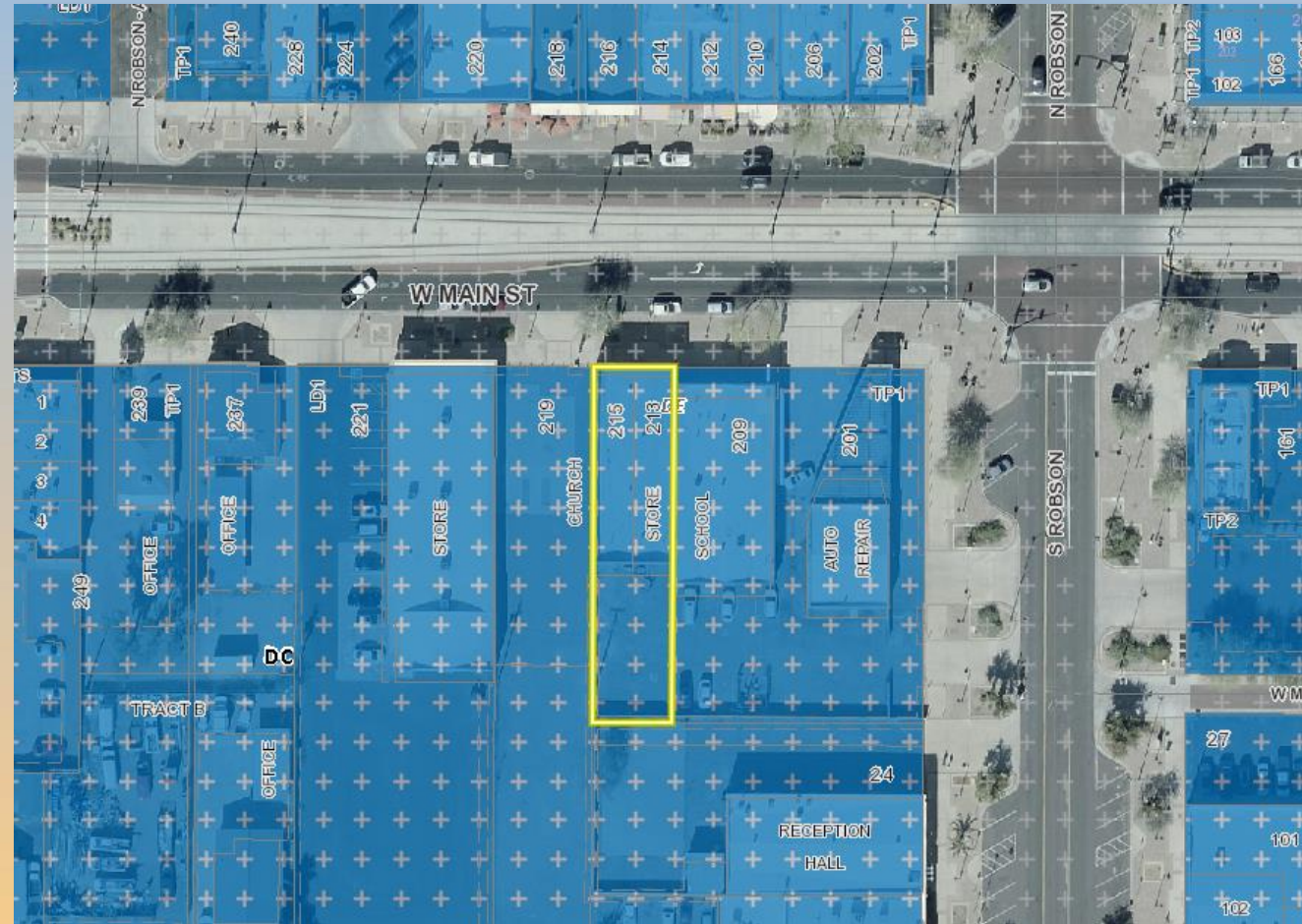
- Recognizes specialized signage in the creation of distinctive places





Zoning

- Downtown Core with a Downtown Events overlay (DC-DE)
- Existing use is permitted in the Downtown Core District





Site Photos



Looking south towards the site from Main Street



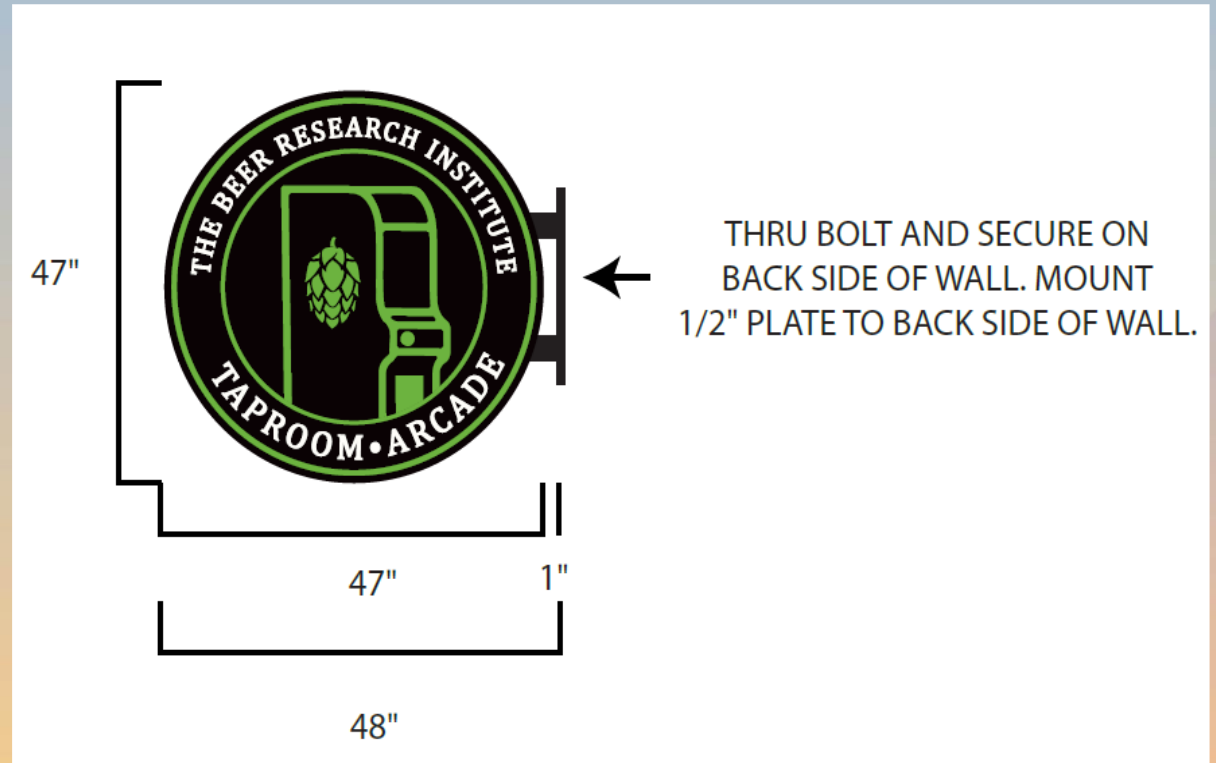
Proposed CSP

- Allows for the installation of 2 attached signs
 - Increase in the maximum sign length of existing wall sign to 71% of building frontage
 - Allows for the installation of a projecting sign in addition to a wall sign in the DC district





Sign Plan





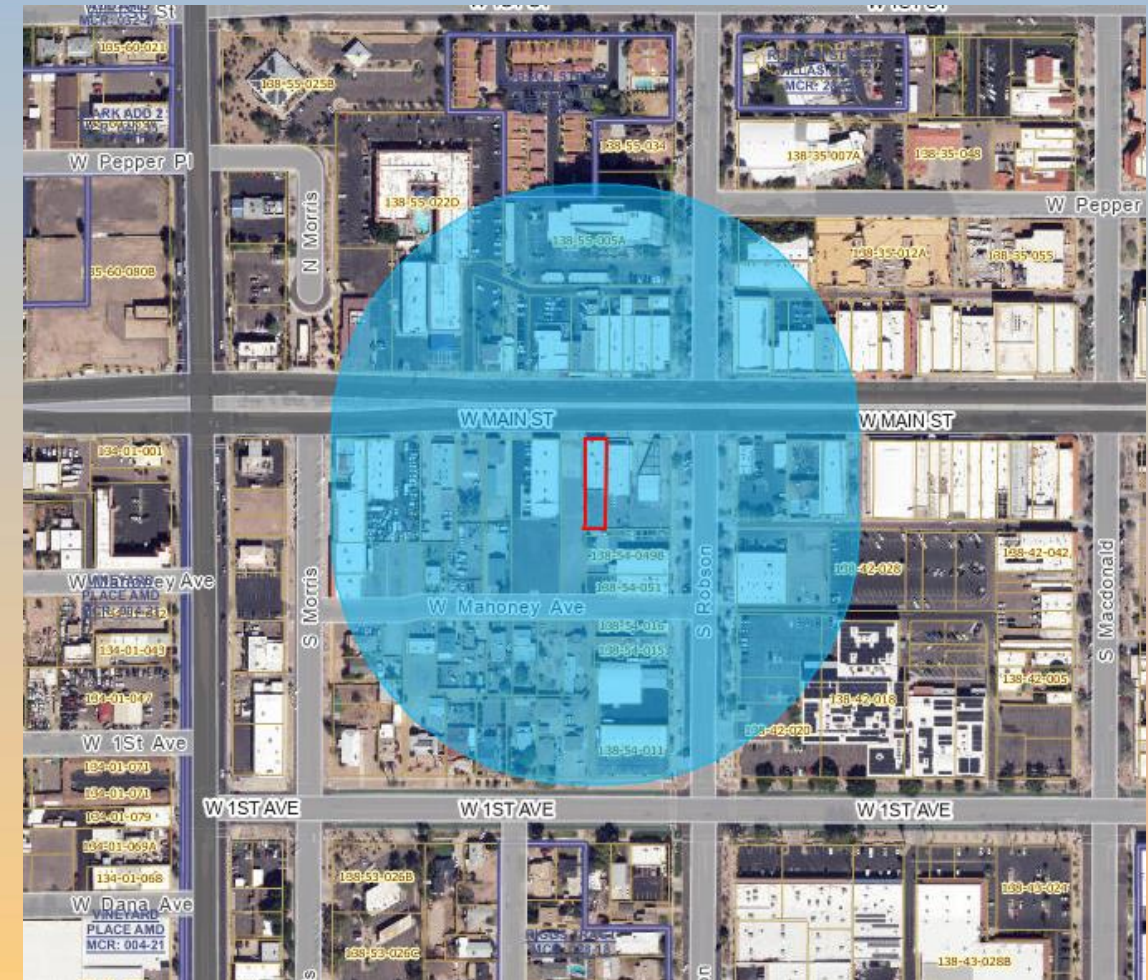
Sign Plan





Citizen Participation

- Notified property owners within 500 feet
- Staff has not been contacted by neighbors





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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