



PLANNING DIVISION

STAFF REPORT

Board of Adjustment

July 3, 2024

CASE No.: BOA24-00229	CASE NAME: AZ International Marketplace
------------------------------	--

Owner's Name:	MEKONG REAL ESTATE INVESTMENT GROUP LLC
Applicant's Name:	Adam Nguyen, Win Signs
Location of Request:	1920 West Broadway Road. Located east of Dobson Road on the north side of Broadway Road.
Parcel No:	134-32-001V
Nature of Request:	Requesting a Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP) in the Light Industrial zoning district.
Zone District:	Light Industrial (LI)
Council District:	3
Site size:	14.6± acres
Existing use:	Commercial Center
Hearing date(s):	July 3, 2024 / 5:30 p.m.
Staff Planner:	Chloe Durfee Daniel, Planner II
Staff Recommendation:	APPROVAL with Conditions

HISTORY

On **December 17, 1962**, the project site was annexed into the City of Mesa as part of a larger 40± acre annexation (Ordinance No. 441).

On **February 4, 1992**, the Board of Adjustment approved a variance to allow the installation of detached signs within a group commercial development which displays an existing non-conforming detached sign (Case No. BA92-004).

On **June 30, 1992**, the Zoning Administrator approved a variance to the number of attached signs, total area of attached signs, and height and location of a detached sign in a group commercial center (Case No. ZA92-073).

On **September 9, 1997**, the Board of Adjustment approved a special use permit for a comprehensive sign plan for a group commercial center (Case No. BA92-004).

PROJECT DESCRIPTION

Background:

The applicant is requesting a Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP) for an existing group commercial center in the light industrial (LI) zoning district.

General Plan Character Area Designation and Goals:

The Mesa 2040 General Plan Character Area designation on the property is Employment, Transit Corridor. Per Chapter 7 of the General Plan, the primary focus of the Employment character area designation is to provide for a wide range of employment opportunities in high-quality settings. The primary focus of the Transit Corridor is to develop a mixed-use, pedestrian-oriented, urban environment, particularly within walking distance of transit stops. The existing use conforms to the intent and purpose of the General Plan.

Site Characteristics:

The project site is located on the north side of Broadway Road and on the east side of Dobson Road. The site is approximately 14.57± acres in size and is zoned Light Industrial (LI) with no overlays. The site has approximately 389 linear feet of street frontage on Broadway Road and approximately 258.5 linear feet of street frontage on Dobson Road. The site is a part of a larger group commercial center.

Surrounding Zoning Designations and Existing Use Activity:

Northwest LI Retail	North LI Industrial	Northeast LI Industrial
West (Across Dobson RD) LI Industrial	Subject Property LI Retail	East LI Commercial
Southwest LI Retail	South (Across Broadway RD) LI Retail	Southeast (Across Broadway RD) LI Mobile homes

Mesa Zoning Ordinance Requirements and Regulations:

The proposed request encompasses modifications to Mesa Zoning Ordinance (MZO) standards for permanent attached signs in the Light Industrial (LI) district for an existing group commercial area. The proposed CSP includes an increase in the maximum individual sign area of attached signs from 160 square feet to 290 square feet. In addition, the proposal will allow for an increase in the maximum aggregate sign area of attached signs from 80% of lineal front foot of occupancy up to a max of 500 square feet, which would allow a maximum of 311 square feet for the proposed development, to 490 square feet.

The project site is comprised of several commercial buildings. The proposed CSP encompasses the installation of three attached signs on the south side and the west side of the existing primary building on the site.

Table 1 compares the Mesa Zoning Ordinance (MZO) standards and the proposed CSP modifications per Section 11-43-3(D)1 of the MZO.

Table 1: Standard Attached Signs

Sign Standards	MZO Requirements	Proposed CSP	Staff Recommendation
Maximum Area Per Sign for 250± Front Feet of Building Occupancy	<u>MZO Table 11-43-3(D)1:</u> 160 sq. ft.	290 sq. ft.	As proposed
Maximum Aggregate Sign Area for 250± Front Feet of Building Occupancy	<u>MZO Table 11-43-3(D)1:</u> 80% of lineal front foot of occupancy up to a max of 500 sq. ft.	490 sq. ft. maximum aggregate sign area	As proposed

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

Per Section 11-46-3(D) of the MZO, the Board of Adjustment may approve a CSP if it finds 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 project site has frontage on Dobson Road and Broadway Road but is setback by over 200 feet on Dobson Road and over 350 feet on Broadway Road. The proposed increase in the maximum sign area for the attached signs will allow for greater visibility of the existing building and the businesses inside for both vehicular and pedestrian traffic on both roads.

The request 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 project site is zoned LI with no overlays. The approval of the subject CSP would allow for signage that is consistent with the various uses surrounding the property as well as compatible with the adjacent uses. The proposed design of the attached signs creates a unique site that will provide greater visibility for the existing building.

The request 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 CSP includes an increase in the sign area and a design that is consistent with the architecture of the existing building and will be well integrated with the rest of the site.

The request 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 project site is located in the Employment character area designation of the Mesa 2040 General Plan. The existing development is consistent with the goals and objectives of the General Plan and approval of the CSP will advance the goals and objectives by allowing a customized sign plan for the existing group commercial development to provide greater visibility.

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 comprehensive sign plan is consistent with and conforms with the LI zoning district and the General Plan designations.

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

The proposed project will not have an injurious or detrimental impact to surrounding properties or detrimental to the surrounding area or to the general welfare of the City.

The proposal meets this criterion.

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

The City of Mesa utilities and public infrastructure are available to serve the existing development.

The request meets this criterion

Findings:

- A. The site is zoned LI with no overlays.
- B. The proposed CSP will allow for modifications to the permanent attached sign allowances for the LI zoning district. The CSP will allow for an increase in the maximum sign area permitted for attached signs from 160 square feet to 290 square feet. In addition, the proposal will allow for an increase in the maximum aggregate sign area of attached signs from 80% of lineal front foot of occupancy up to a max of 500 square feet, which would allow a maximum of 311 square feet for the proposed development, to 490 square feet.
- C. The materials and design of the proposed signs will be well integrated with the theme and architecture of the existing building and the surrounding area.
- D. The existing group commercial development conforms to the goals of the Mesa 2040 General Plan.
- E. The proposed signs will not be injurious or detrimental to the surrounding area or to the general welfare of the City of Mesa.
- F. Adequate public services, public facilities and public infrastructure are available to serve the proposed project.

Neighborhood Participation Plan and Public Comments:

The applicant completed a Citizen Participation Process, which included mailing notification letters to all property owners within 500 feet of the subject property. As of the writing 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 upon the application received and preceding analysis, Staff finds that the requested Special Use Permit for a Comprehensive Sign Plan complies with the review criteria for a Comprehensive Sign Plan 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; and therefore, recommends approval of the request with the following conditions.

Conditions of Approval:

1. Compliance with the final Comprehensive Sign Plan 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 signs shall remain outside of the public domain including rights-of-way, Public Utility Easements and Public Utility Facility Easements.

Exhibits:

Exhibit 1 – Vicinity Map

Exhibit 2 – Staff Report

Exhibit 3 – Narrative and Justification Statement

Exhibit 4 – Site Plan

Exhibit 5 – Comprehensive Sign Plan