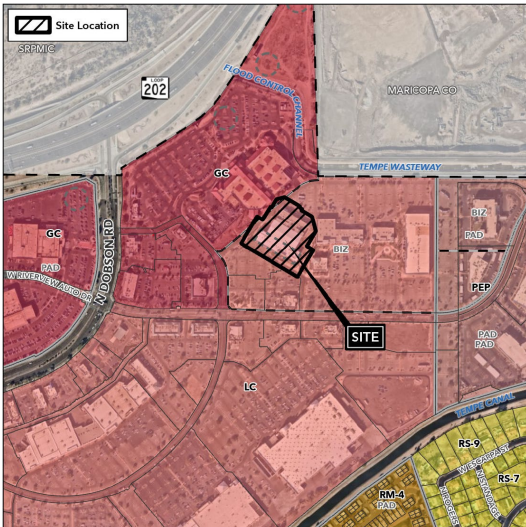


**Board of Adjustment Staff Report**

**June 4, 2025**

Case No.	BOA25-00302		
Project Name	Dink & Dine		
Request	<ul style="list-style-type: none"><li>Special Use Permit (SUP) for a modification to a Comprehensive Sign Plan (CSP)</li></ul>		
Project Location	1017 and 1065 North Dobson Road		
Parcel No(s)	135-33-545		
Project Area	3± acres		
Council District	District 3		
Existing Zoning	Limited Commercial with a Bonus Intensity Zone Overlay (LC-BIZ)		
General Plan Designation	Regional Center		
Applicant	Mark Sanchez		
Owner	SACHS RANCH CO LLC/HURLEY LAND CO LLC		
Staff Planner	Sergio Solis, Planner I		

**Recommendation**

Staff finds that the requested Special Use Permit (SUP) for a modification to a Comprehensive Sign Plan (CSP) meets the review criteria outlined in MZO Section 11-46-3(D) and the required findings in MZO Section 11-70-5(E).

**Staff recommends approval with conditions.**

## Project Overview

---

### Request:

The applicant is requesting a SUP for a modification to a CSP to allow attached signage to exceed the maximum aggregate sign area.

- Maximum Aggregate: 243.20 square feet
- Proposed: 434.80 square feet

## Site Context

---

### General Plan:

- The Placetype for the project site is Regional Center and the Growth Strategy is Evolve.
- Principal land uses include retail, personal services, eating and drinking establishments, entertainment and recreation, convenience services, and business offices.

### Zoning:

- The project site is zoned Limited Commercial with a Bonus Intensity Zone Overlay (LC-BIZ).
- Per MZO Table 11-6-3.A, attached signs are permitted in the LC District and have supplemental standards in Article 5 – Sign Ordinance.

### Signage:

- **Signage/Front Foot of Building Occupancy:** Per MZO Table 11-43-3-D-1, attached signage allowance is determined by the front foot of building occupancy. For building occupancies with 250-feet or more, the following standards apply:
  - Maximum Number of Signs: Five (5) signs plus one (1) additional sign for every additional 50-feet of occupancy up to a maximum of seven (7) signs;
  - Maximum Aggregate Sign Area Calculation: 80% of lineal front foot of occupancy up to a maximum of 500 square feet; and
  - Maximum Area Per Sign: 160 square feet.

### Surrounding Zoning & Use Activity:

The proposed signage is compatible with the surrounding land uses, which includes general retail, restaurants, and commercial offices.

<b>Northwest</b> GC General Retail	<b>North</b> (Across Tempe Wasteway) Maricopa County Sand and Gravel Mine	<b>Northeast</b> (Across Tempe Wasteway) Maricopa County Sand and Gravel Mine
<b>West</b> GC Commercial Center	<b>Project Site</b> LC-BIZ Small Scale Commercial Recreation	<b>East</b> LC-BIZ Commercial Center
<b>Southwest</b> (Across Mesa Riverview Dr.) GC Commercial Center	<b>South</b> LC-BIZ Commercial Center	<b>Southeast</b> LC-BIZ Commercial Center

### Site History:

- **January 20, 1959:** City Council annexed 1194.2± acres, including the project site, into the City of Mesa (Ordinance No. 358).
- **November 1, 2004:** City Council approved a rezone on the property site from Residence R1-9 Single Family Residence [equivalent to Single Residence 9 (RS-9)] to C-2BIZ [equivalent to Limited Commercial with a Bonus Intensity Zone (LC-BIZ) and a Site Plan for the development of a theatre, retail and restaurant shops, and two (2) pad buildings.
- **April 11, 2006:** The Board of Adjustment approved a Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP) for Mesa Riverview. The CSP approved sign allowances by sub-area and district. The project site, Dink & Dine, is located within the Sub-Area-C – Entertainment District, specifically, within the “Paseo” of the Theatre District. The Paseo area, which is interior to the site development, is not limited to number of signs or area, and is encouraged to be creative, making use of vibrant colors and styles. The exterior elevations of the Paseo developments permit attached signs in compliance with MZO standards (Case No. BA06-005).
- **April 10, 2024:** The Planning Director approved a Minor Site Plan Modification for 1017 N. Dobson Road and 1065 N. Dobson Road to modify elevations and landscaping for the development of a restaurant with small-scale commercial recreation (Case No. ADM24-01028). The scope of work included retrofitting two retail buildings connected with a free-span shade canopy for a food and beverage venue with indoor and outdoor pickle-ball courts.
- **January 14, 2025:** The Planning Director approved Minor Site Plan Modification and Design Review Modification for 1017 N. Dobson Road and 1065 N. Dobson Road to remove two (2) entry towers, and one (1) site water feature (Case No. ADM24-01028).

### Project/Request Details

---

#### Site Plan:

- **Building Design:** The project site, currently under construction, consists of two (2) retrofitted retail buildings connected by a free-span shade structure. Building F (1017 N. Dobson Road) has an area of 24,603 square feet and will be utilized as indoor pickle-ball courts; Building A

(1065 N. Dobson Road) has an area of 17,138 square feet and will be utilized as a food and beverage venue.

- **Access:** The project site is situated within the Mesa Riverview Entertainment District, generally located at the southeast corner of the Loop 202 Red Mountain Freeway and Dobson Road. Access to the site is available via Bass Pro Shop Drive (a private road) from both Dobson Road and Alma School Road.

Development Standard	MZO Sign Allowance	CSP Proposed
Table 11-43-3-D-1: Max. Aggregate Sign Area Calculation  <i>250-feet or More</i> (front foot of occupancy)	<b>80% of lineal front foot of occupancy up to a max. of 500 sq. ft. = 243.20 sq. ft. max. sign area</b>	<b>434.80 square feet</b>

**Review criteria – MZO Section 11-46-3:**

The Board of Adjustment may approve a comprehensive sign plan containing elements which exceed the permitted height, area, and number of signs specified in this Sign Ordinance if the comprehensive sign plan conforms to the required findings in 11-70-5 of the Zoning Ordinance and upon a finding that:

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:** The project site is a large-scale development with a unique relationship to the Mesa Riverview Entertainment District and its private street network. The Dink & Dine development includes two buildings connected by a unifying canopy shade structure. While the aggregate sign area is defined by the front footage of Building F, the proposed signage is scaled appropriately to reflect the overall size and character of the full development. The signage will remain consistent with the design standards and visual identity of the Mesa Riverview District.
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:** The proposed Comprehensive Sign Plan (CSP) is designed to deliver visually appealing and appropriately scaled signage that aligns with the overall size and character of the Dink & Dine development. While the maximum aggregate sign area is currently limited to the 304-foot front footage of Building F, the overall physical scale of the development merits an increase in the aggregate sign area. This adjustment will ensure that the signage is proportional to the size of the development since it is made up of two commercial buildings and a unifying shade structure.

**Approval Criteria – MZO Section 11-70-5:**

- **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 proposed CSP supports the goals and objectives of the Mesa 2050 General Plan for the Regional Center Place Type by introducing vibrant, distinctive signage that enhances the visual appeal of the Mesa Riverview Entertainment District.

- **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 with any other applicable City plan or policies:**

The proposed project is consistent with Regional Center Place Type and with the intent and objectives of the General Plan and district in which it is located.

- **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:**

The proposed signage will not be injurious or detrimental to the adjacent or surrounding properties in the area.

- **Adequate public services, public facilities and public infrastructure are available to serve the proposed project:**

Adequate public services, public facilities and public infrastructure exist and are available at the existing site and will serve the new facility.

## **Citizen Participation**

---

The applicant conducted a Citizen Participation process, notifying surrounding property owners.

### **Required Notification:**

- Property owners within 500-feet, HOAs within ½ mile, and registered neighborhoods within one mile of the project site were notified of the public hearing.
- Staff received no feedback.

## **Conditions of Approval**

---

Staff recommends **approval** of the Special Use Permit (SUP), subject to the following conditions:

1. Compliance with the final documents submitted with this application.
2. Compliance with all requirements of Board of Adjustment Case No. BA06-005.
3. Compliance with all applicable City development codes and regulations.
4. Compliance with all requirements of the Development Services Department regarding the issuance of building permits.

## **Exhibits**

---

Exhibit 1 – Vicinity Map

Exhibit 2 – Project Narrative and Justification Statement

Exhibit 3 – Site Plan

Exhibit 4 – Comprehensive Sign Plan

Exhibit 5 – Staff Report