



Board of Adjustment



BOA25-00302

Dink & Dine



Request

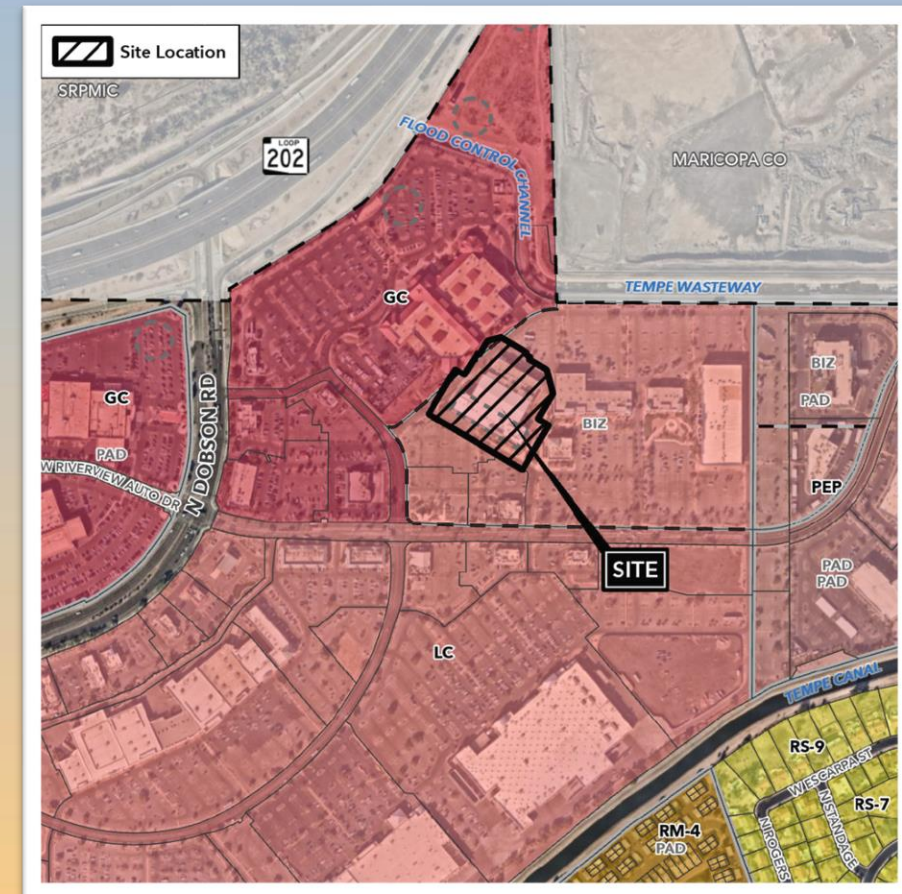
- Special Use Permit (SUP) for a modification to a Comprehensive Sign Plan (CSP)





Location

- 1017 and 1065 N. Dobson Rd.
- East of N. Dobson Rd.
- North of Bass Pro Dr. (Private)

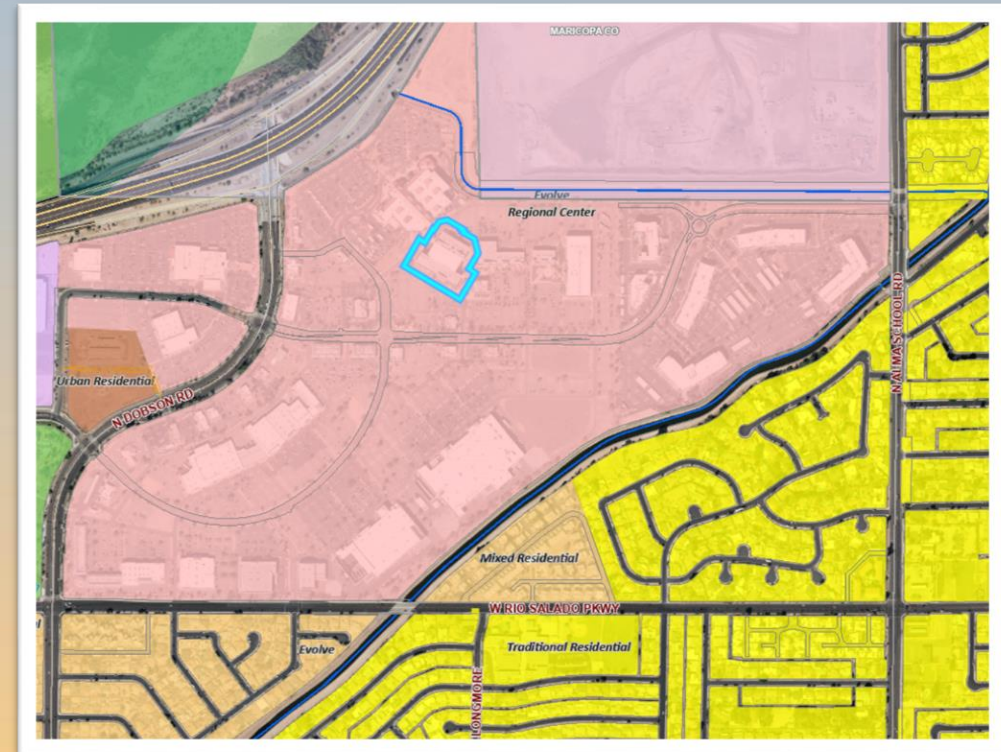




Mesa 2050 General Plan

Regional Center Placetype; Evolve Growth Strategy

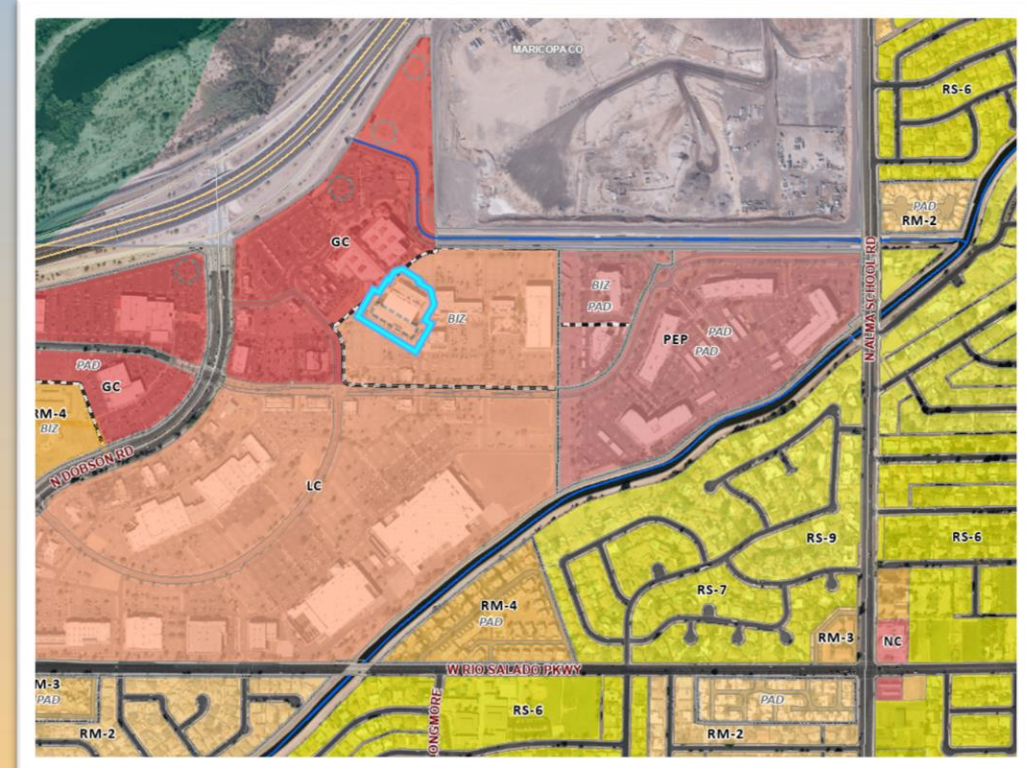
- Strong and viable centers of commercial activity
- Principal land uses include: eating and drinking establishments, entertainment and recreation





Zoning

- Limited Commercial with a Bonus Intensity Zone Overlay (LC-BIZ)





Site Photo



Looking west from within the Mesa Riverview Paseo



Site Photo



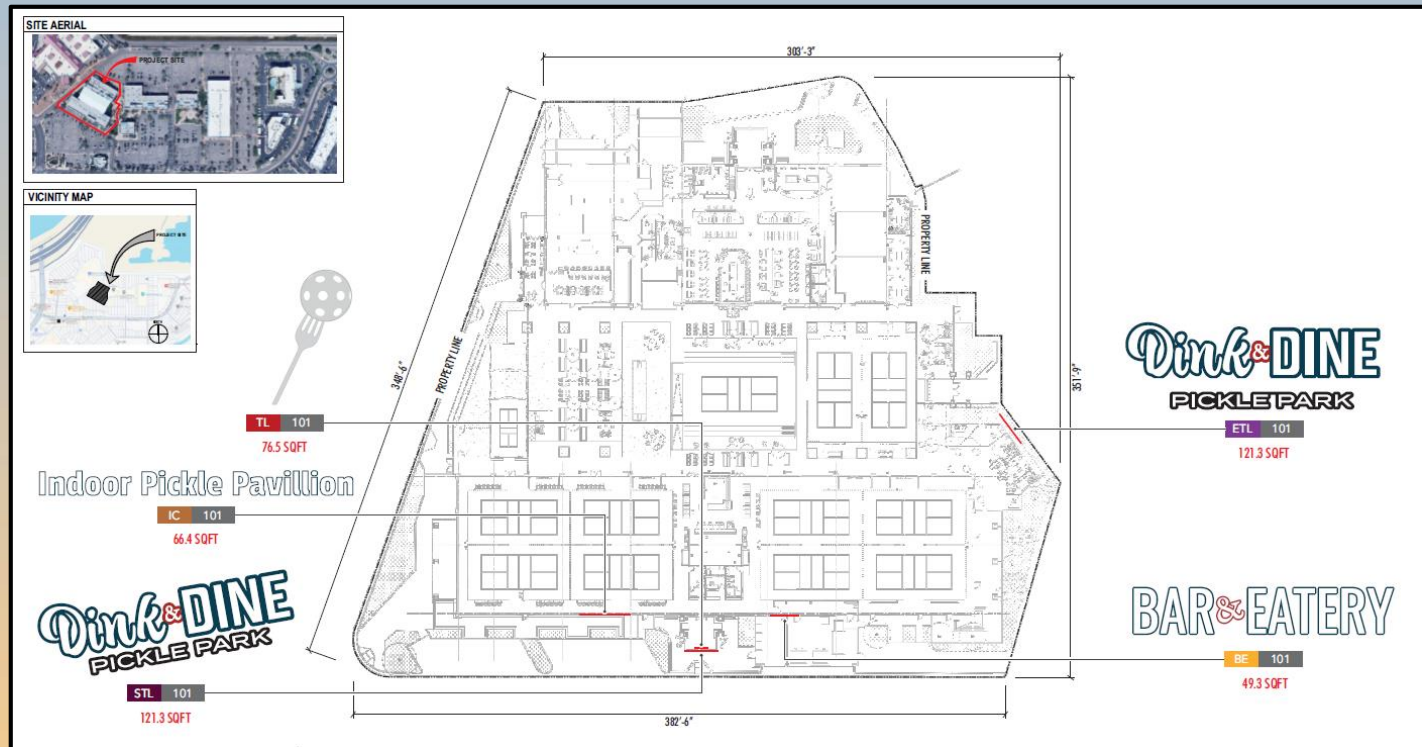
Looking east from Bass Pro Shop



Site Plan

Proposed Signage:

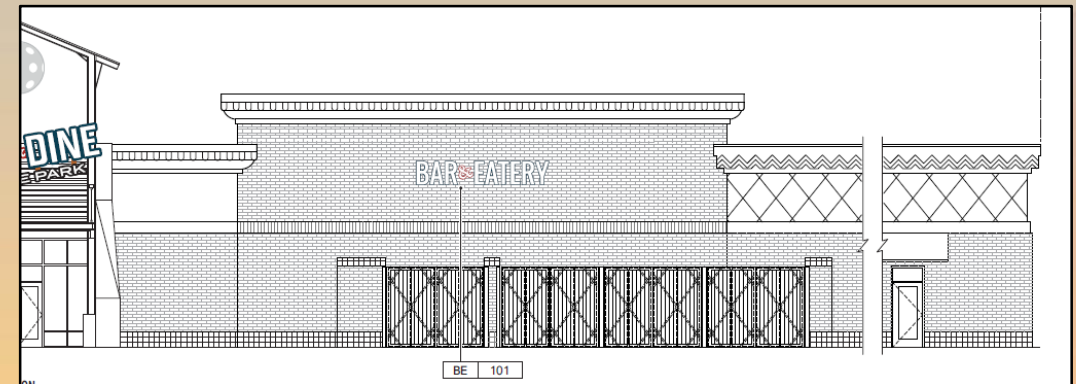
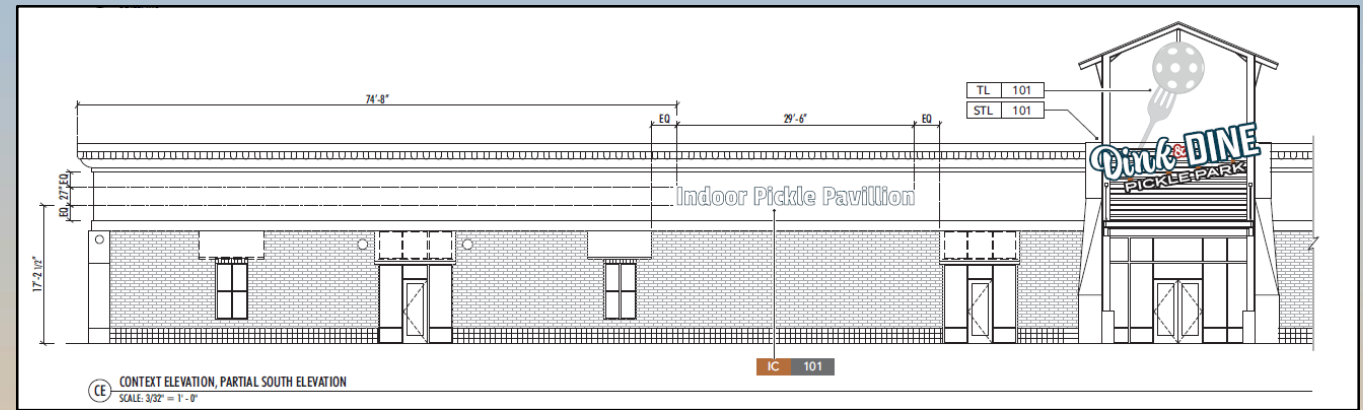
- South Elevation: 3 locations
- East Elevation: 1 location





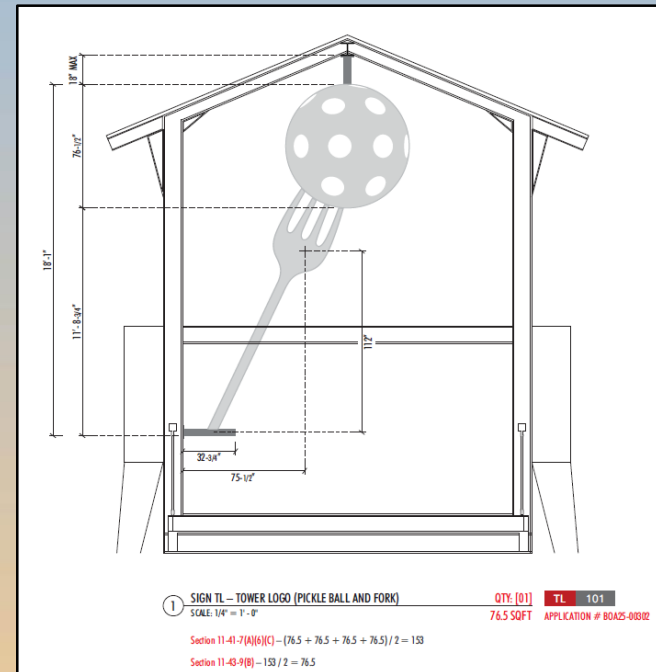
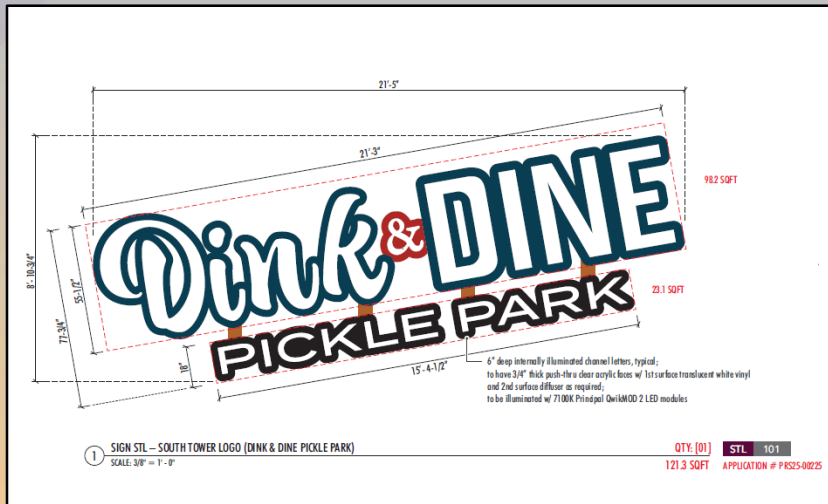
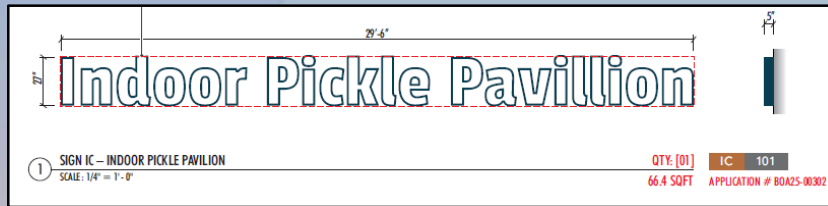
Sign Plan – South Elevation

- Indoor Pickle Pavillion: 5" deep illuminated channel letters, 66.40 sq. ft.
- Dink & Dine South Tower Logo: 6" deep illuminated channel letters, 121.30 sq. ft.
- Tower Logo (pickle ball & fork): aluminum mounting plate, fiberglass ball, 76.50 sq. ft.
- Bar & Eatery: 5" deep illuminated channel letters, 49.30 sq. ft





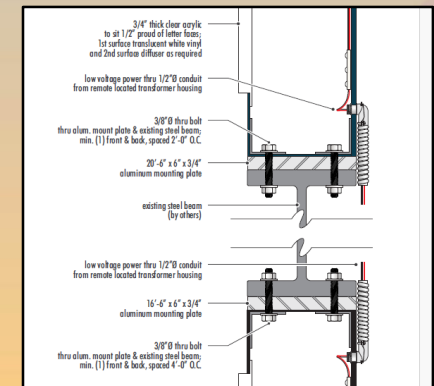
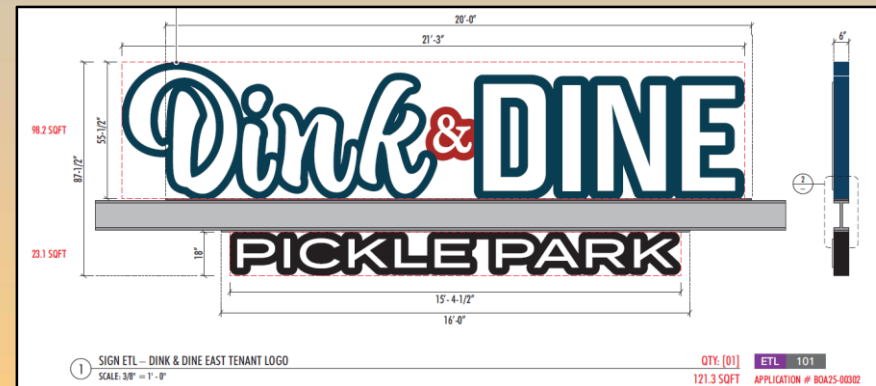
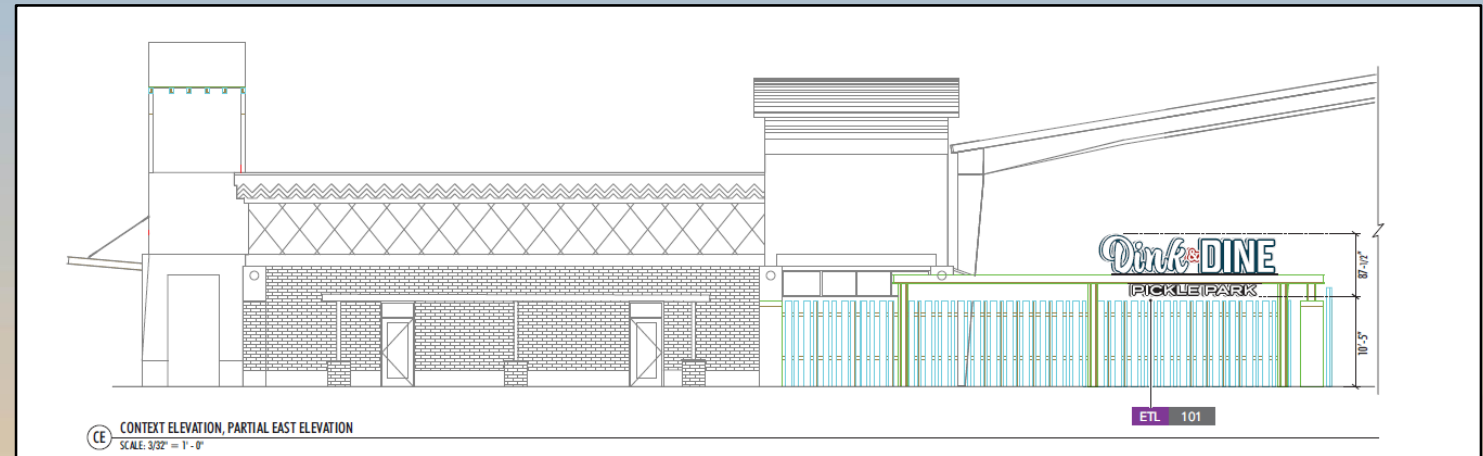
Sign Plan – South Elevation





Sign Plan – East Elevation

- East Tenant Logo: 6" deep illuminated channel letters, attached to steel beam support, 121.30 sq. ft.





Proposed Sign Allowance

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



Citizen Participation

- Property owners and businesses located within 500 feet of the property 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
- ✓ Adequate public services, public facilities and public infrastructure are available.



Findings

- ✓ The proposed CSP requests modifications to the MZO to provide a sense of place and to address safety concerns
- ✓ Complies with the Mesa 2050 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



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