



PLANNING DIVISION  
STAFF REPORT

Board of Adjustment

September 6, 2023

CASE No.: <b>BOA23-00462</b>	PROJECT NAME: <b>Hub 202</b>
Owner's Name:	HUB At OWNCO LLC
Applicant's Name:	Associated Sign Company
Location of Request:	7244 E Warner Road
Parcel No(s):	304-17-982, 304-17-983, 304-17-984, 304-17-985, 304-17-986, 304-17-987, 304-17-988. 304-17-989, 304-17-990, 304-17-991, 304-17-992
Nature of Request:	Requesting a Special Use Permit (SUP) to allow for a Comprehensive Sign Plan.
Zoning District:	Light Industrial with a Planned Area Development Overlay (LI-PAD)
Council District:	6
Site Size:	95.5± acres
Existing Use:	Industrial
Hearing Date(s):	<b>September 6, 2023 / 5:30 p.m.</b>
Staff Planner:	Josh Grandlienard, AICP, Planner II
Staff Recommendation:	Approval with Conditions

**HISTORY**

On **December 8, 2021**, the property was annexed into the City of Mesa (Ordinance No. 5655, ANX21-00799).

On **December 8, 2021**, the City Council approved a rezone from AG to LI-PAD which allowed for the development of an Industrial Business Park (Case No. ZON21-00798).

**PROJECT DESCRIPTION**

**Background:**

The applicant is requesting a Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP) to serve an existing industrial business park in the Light Industrial with a Planned Area Development Overlay zoning district. The site contains eleven separate buildings and the proposed CSP is

requesting a deviation to exceed the maximum sign envelope for attached signage and a deviation to exceed the 2:1 horizontal to vertical ratio as is required by City Code.

**General Plan Character Area Designation and Goals:**

The Mesa 2040 General Plan Character Area designation on the property is Employment and Mixed Use Activity Districts. Per Chapter 7 of the General Plan, Employment Districts typically have minimal connection to the surrounding area and are used for employment-type uses such as manufacturing facilities, warehousing, and business parks. Per the Plan, one of the goals for Employment Districts is to provide for a wide range of employment opportunities in high-quality settings. The Mixed Use Activity District is a large-scale (typically over 25 acres) community and regional activity area that usually has a significant retail commercial component including shopping areas such as malls, power centers, or lifestyle centers that are designed and developed to attract customers from a large radius. These districts often include other uses such as office, entertainment, and residential. The subject requests would allow for a mixed-use development consistent with the goals of the Employment and Mixed Use Activity District Character Areas.

Overall, the proposed Special Use Permit for a Comprehensive Sign Plan is seen to advance the goals and objectives of the Mesa 2040 General Plan.

**Site Characteristics:**

The site is 95.5± acres in size and contains an eleven recently built industrial buildings. The property is located west of South Sossaman Road and North of the Warner Road Alignment.

**Surrounding Zoning Designations and Existing Use Activity:**

<b>Northwest</b> East Maricopa Floodway	<b>North</b> LI-PAD Vacant	<b>Northeast</b> (Across S. Sossaman Road) Maricopa County Industrial
<b>West</b> East Maricopa Floodway	<b>Subject Property</b> LI-PAD Industrial	<b>East</b> (Across S. Sossaman Road) Maricopa County Soccer Fields
<b>Southwest</b> East Maricopa Floodway	<b>South</b> LI/LI-PAD <b>Vacant/Industrial</b>	<b>Southeast</b> (Across S. Sossaman Road) LI/LI-PAD Vacant/Industrial

**Mesa Zoning Ordinance Requirements and Regulations:**

Per Section 11-43-2(B)(1)(c) of the MZO, a sign attached to a single tenant space of a multiple tenant building, as determined by the issuance of a separate Certificate of Occupancy for the specific tenant space, shall not exceed more than seventy-five percent (75%) of the width of the front of the occupancy upon which the attached sign is placed. The applicant is requesting to increase the width of the sign envelope to 80% to allow for a greater diversity of sign design and placement.

Per Section 11-43-2(C)(2)(a) of the MZO, sign copy for a detached sign should not exceed a horizontal to vertical ratio of two to one (2:1). The applicant is requesting to increase the horizontal to vertical ratio to 2.5:1 to allow for unique sign designs that are shorter than the maximum height for detached signs in the LI district.

Tables 1 and 2 below show the attached and detached sign allowances provided in the MZO and the proposed signage requested with this Comprehensive Sign Plan. The requested deviations are in **bold** font.

**Table 1: Proposed Attached Sign Criteria**

<b>Proposed Attached Signage</b>	<b>MZO Requirements</b>	<b>Proposed</b>	<b>Staff Recommendation</b>
Sign Envelope	<p><u>MZO Section 11-43-2(B)(1)(c)</u>            A sign attached to a single tenant space of a multiple tenant building, as determined by the issuance of a separate Certificate of Occupancy for the specific tenant space, shall not exceed more than seventy-five percent (75%) of the width of the front of the occupancy upon which the attached sign is placed.</p>	<p><b>A sign attached to a single tenant space of a multiple tenant building, as determined by the issuance of a separate Certificate of Occupancy for the specific tenant space, shall not exceed more than seventy-five percent (80%) of the width of the front of the occupancy upon which the attached sign is placed.</b></p>	As Proposed

**Table 2: Proposed Detached Sign Criteria**

<b>Proposed Detached Signage</b>	<b>MZO Requirements</b>	<b>Proposed</b>	<b>Staff Recommendation</b>
Maximum Horizontal to Vertical ratio	<p><u>MZO Section 11-43-2(C)(2)(a)</u>            Sign copy should not exceed a horizontal to vertical ratio of two to one (2:1)</p>	<p><b>Sign Copy should not exceed a ratio of horizontal to vertical ratio of 2.5 to 1 (2.5:1)</b></p>	As Proposed

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

Per Section 11-46-3(D) of the MZO, the Board of Adjustment shall find 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 subject site consists of eleven industrial buildings on a large parcel, and the proposed ratio would only be provided on the overall site identifying wayfinding and would allow for signage to be visible from Sossaman until the complete build out of Warner Road.**

***The proposal 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 proposed design has incorporated the overall design feature of the industrial park and the ability for signage at a different ratio will allow for this design to be maintained and consistent with the overall architecture provided.**

***The proposal meets this criterion.***

3. The proposed signage incorporates special design features such as lighting, materials, and craftsmanship, murals, or statuarities that reinforce or are integrated with the building architecture.

**The proposed signage is consistent with the overall design of the industrial center and would reinforce the existing design language on site.**

***The proposal meets this criterion.***

**MZO Section 11-70-5(E) Special Use Permit:**

Per Section 11-70-5(E) of the MZO, the Board of Adjustment shall 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 site is located within the Employment and Mixed Use Activity character areas of the General Plan. The intent of this area is create employment opportunities in high**

**quality settings. The proposed CSP consists of a detached monument sign, which will reinforce the high quality setting of the proposed development.**

***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 Proposed Project is consistent with the area in which it is located, with other industrial uses and frontage along an arterial street. These industrial uses will also have freestanding signs and multiple attached signage. As such, the proposed CSP is consistent with the location, size and design of the site.**

***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

**As the industrial business park has the intent to attract high quality tenants and industrial uses, the proposed comprehensive sign package is not seen to be injurious or have detrimental impact to surrounding properties, neighborhood or 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.

**City of Mesa utilities and public infrastructure is available to serve the existing commercial buildings and signage.**

***The proposal meets this criterion.***

Findings:

- A. The proposed CSP provides modifications to the standard sign code allowances and design criteria to provide a sense of place.
- B. The CSP specifies the location and area of the proposed signage for the development.
- C. The subject property is located in the LI-PAD district and within the Employment character area of the 2040 General Plan.
- D. The proposed CSP advances the goals and objectives of the General Plan and character area by authorizing deviations from MZO standards that will provide well-designed identification for a large industrial development along Warner and Sossaman Roads.
- E. The proposed CSP will not be injurious or detrimental to the surrounding properties.

**Neighborhood Participation Plan and Public Comments:**

The applicant mailed the required notification letters to all property owners within 500 feet of the subject property. As of the date 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 on the application received and preceding analysis, staff finds the proposed CSP conforms to the review criteria for Comprehensive Sign Plans 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; therefore, staff recommends approval with the following conditions.

**Conditions of Approval:**

1. Compliance with the sign plan documents 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. Illuminated signs are subject to Section 11-43-3 of the Mesa Zoning Ordinance.

**Exhibits:**

Exhibit 1 – Vicinity Map

Exhibit 2 – Staff Report

Exhibit 3 – Site Plan

Exhibit 4 – Comprehensive Sign Plan