



**PLANNING DIVISION**  
**STAFF REPORT**

**Board of Adjustment**

**December 7, 2022**

CASE No.: **BOA22-01142**

CASE NAME: 104 West Main Street CSP

Owner's Name:	Main & Macdonald, LLC.
Applicant's Name:	Andrew Chi, Andrew Chi Planning
Location of Request:	104 West Main Street
Parcel Nos:	138-35-019
Nature of Request:	Requesting a Special Use Permit (SUP) to allow a Comprehensive Sign Plan (CSP) for a commercial building
Zone District:	Downtown Core with a Downtown Events overlay (DC-DE)
Council District:	4
Site size:	0.2± acres
Existing use:	Commercial building
Hearing date(s):	<b>December 7, 2022 / 5:30 p.m.</b>
Staff Planner:	Jennifer Merrill, Planner II
Staff Recommendation:	APPROVAL with Conditions

**HISTORY**

On **July 14, 1883**, the subject property became part of the original square mile of Mesa (Ordinance No. 1).

On **May 28, 1985**, the Zoning Administration Hearing Officer approved an 'under arcade sign' for Pepper Travel totaling 4 sq ft.

On **September 8, 1987**, the City Council approved the subject site zoning of TCC, as part of the Town Center zoning districts, a new zoning map and new design guidelines for all properties within Mesa's Town Center, approximately 800 acres (Z87-040; Ordinance No. 2254).

**PROJECT DESCRIPTION**

**Background:**

The applicant is requesting a Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP) for an existing commercial building in the DC zoning district. The building currently has a legal non-conforming roof sign, which extends out above the southeast corner of the building. The requested CSP would allow additional attached signage for tenants along the building parapet, in addition to this existing roof sign.

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

The General Plan Character Area for this property is Downtown, with a Transit Corridor, Station Area overlay. The focus of the Downtown character area is the creation of a pedestrian oriented, transit-rich environment that promotes activity. The site is also located within the Central Main Street Area Plan, in the Historic Downtown area. The intent of this area is to maintain the historic character of the original commercial core of Downtown with low- to mid-rise vertically mixed-use developments. The proposed CSP includes retaining the legal non-conforming roof sign, which per the applicant's narrative was installed in the mid-20<sup>th</sup> century. The additional proposed attached signage for tenants would be visually subordinate to the existing roof sign.

**Site Characteristics:**

The existing 6,000± square-foot single-story commercial building was constructed in the early 20<sup>th</sup> century and was one of the first commercial developments in Mesa. It features unique windows and a double-sided aluminum cabinet roof sign that extends out from the southeast corner of the building. The building also has a wood pergola that extends out over the sidewalks along Main Street and Macdonald. The pergola provides shade for pedestrians but would block visibility to any signage mounted on the front of the existing building parapets. The proposed attached signage would be located at the top of the parapets along the Main Street and Macdonald frontages.

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

<b>Northwest</b> DC-DE-HL (Historic Landmark) Federal Building	<b>North</b> DC-DE-HL (Historic Landmark) Federal Building	<b>Northeast</b> (Across Macdonald) DC-DE Public Parking lot
<b>West</b> DC-DE HeatSync Labs Commercial building	<b>Subject Property</b> DE-DE Commercial building	<b>East</b> (Across Macdonald) DC-DE One Macdonald Center Commercial building
<b>Southwest</b> (Across Main Street) DC-DE The Nile Restaurant and Theater	<b>South</b> (Across Main Street) DC-DE OneOhOne Commercial Building	<b>Southeast</b> (Across Macdonald and Main Street) DC-DE Bank of America

### **Mesa Zoning Ordinance Requirements and Regulations:**

The subject CSP proposes new attached signage above the interior suite spaces of the building, in addition to the existing attached legal non-conforming roof sign.

Per Section 11-43-3-F of the MZO, the maximum height of attached signage in the DC district in the Downtown Pedestrian Area is four feet below the top of the building or 25-feet from grade, whichever is less. The wood pergola blocks visibility to the existing wall above it, and as a result the tenants currently lack that wall space for attached signage. The proposed attached signage is located at the top of the parapets, with a maximum height of four feet measured from the top of the parapet, or six feet measured from the top of the parapet if the sign area does not exceed 36 square feet, and it incorporates imagery, and any lettering does not exceed two feet in height. Per the applicant, the height of the existing parapet is approximately 17 feet above grade, and will not be increased, and the height of the bottom of the existing roof sign is approximately 22-1/2 feet above grade. The proposed attached signage would be mounted to the parapets and extend up to a maximum of 25 feet above grade.

Table 1 below shows the attached sign criteria provided in the MZO, and the proposed attached signage requested with this Comprehensive Sign Plan. The requested deviations are in **bold** font.

Table 1: Proposed Attached Signage per Multi-Occupancy Development

<b>Proposed Attached Signage</b>	<b>MZO Requirements</b>	<b>Proposed</b>
Maximum Number of Signs	<u>MZO Section 11-43-3.F:</u> 1 per street frontage; 1 per alley frontage	1 per street frontage; 1 per alley frontage
Sign Area Calculation <ul style="list-style-type: none"><li>• Street frontage</li><li>• Alley frontage</li></ul>	<u>MZO Section 11-43-3.F:</u> <ul style="list-style-type: none"><li>• 1 sq. ft. of sign area per linear foot of street frontage up to a max of 30 sq. ft.;</li><li>• ½ sq. ft. of sign area per linear foot of alley frontage up to a max of 15 sq. ft.</li></ul>	<ul style="list-style-type: none"><li>• 1 sq. ft. of sign area per 1 linear foot of street frontage <b>up to a max of 36 sq. ft. if the sign is up to 6 ft above the parapet, or 40 sq. ft. if the sign is no more than 4 ft above the height of the parapet;</b></li><li>• ½ sq. ft. of sign area per linear foot of alley frontage up to a max of 15 sq. ft.</li></ul>
Maximum Sign Length	<u>MZO Section 11-43-3.F:</u> 50% of building  <u>MZO Section 11-43-2.B.c:</u> A sign attached to a single tenant space of a multiple tenant building shall not exceed more than seventy-five percent (75%) of the width of the front of the	50% of the width of the front of the occupancy upon which the sign is placed  A sign attached to a single tenant space of a multiple tenant building shall not exceed more than <b>fifty percent (50%)</b> of the width of the front of the occupancy upon which the attached sign is placed.

	occupancy upon which the attached sign is placed.	
Placement	<p><u>MZO Section 11-43-3.F:</u> No higher than 4-feet below top of building or 25-feet from grade, whichever is less</p> <p><u>MZO Section 11-43-2.B:</u> A wall mounted sign shall be placed below parapet or eave, and all parts of the sign are below the highest portion of the building or roof where the sign is attached.</p>	<p><b>1. Not to exceed 4 feet measured from the top of the building parapet or 25 feet from grade, whichever is less; or</b></p> <p><b>2. With Landlord Approval, sign may exceed 4 feet up to a maximum of six feet above the parapet, or 25 feet from grade, as long as the sign incorporates imagery (e.g., sculpture, logo, graphics, etc.) with incorporated lettering that does not exceed 2 feet in height. But if this option is used, the sign area shall not exceed 36 square feet.</b></p>

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

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 building includes a pergola that extends out over the sidewalk, providing shade to pedestrians but blocking the view of the wall above the pergola, and as a result the tenants currently lack that wall space for attached signage.**

***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 existing building is one of the first commercial buildings in the City of Mesa and features an iconic roof sign that has existed since the mid-1900s. The proposed attached signage will be positioned subordinate to the existing roof sign.**

***The proposal 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 attached signage would be similar to the existing iconic roof sign but would be designed at a smaller scale so as not to compete or add visual clutter to the streetscape.**

***The proposal 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 site is located within the Downtown character area of the General Plan, and the Historic Downtown area of the Central Main Street Area Plan. The intent of this area is to be pedestrian friendly, and maintain the historic character of the original commercial core of Downtown. The proposed CSP includes retaining the legal non-conforming roof sign, which per the applicant's narrative was installed in the mid-20th century.**

***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 located in the DC zoning district. Per Section 11-8-3, the commercial building is a permitted use in the DC zoning district and conforms to the goals of the 2040 Mesa General Plan. The proposed CSP allowance for attached signage is consistent with the location, size, design and operating characteristics of the site and surrounding area.**

***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

**There will be no injurious or detrimental impact to surrounding properties, neighborhood or general welfare of the City with the proposed modifications in signage.**

***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 existing to serve the existing commercial building.**

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

**Findings:**

- A. The proposed CSP provides modifications to the attached sign area placement and allows an iconic sign to continue to provide a sense of place along Main Street.
- B. The CSP specifies the lighting, materials and craftsmanship for the proposed signs.
- C. The subject property is located in the DC zoning district, within the Downtown character area of the 2040 General Plan and within the Historic Downtown area of the Central Main Street Area Plan.
- D. The proposed CSP advances the goals and objectives of the General Plan and character area by authorizing an increase to attached signage area and placement height, that will allow for greater visibility to attached tenant signage.
- 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. The existing legal non-conforming sign is subject to Section 11-48 of the Mesa Zoning Ordinance.

**Exhibits:**

Exhibit 1 – Vicinity Map

Exhibit 2 – Staff Report

Exhibit 3 – Comprehensive Sign Plan, including the Narrative and Justification Statement and Site Plan