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Project Narrative

Date: 9/5/2023

Project Name: Chevron/DenMart

Case #: BOA23-00487

Location: 2733 North Recker Road

Re: Amendment Request / Special Use permit - CSP ZA00-11

DenMart/Chevron located at 2733 North Recker Road is a multi-use facility that provides a convenience store, fuel station, carwash and an automotive repair facility services to the general public. The General Plan character area of the designation on the property is Neighborhood. The subject property is zoned Limited Commercial with a Planned Area Development overlay (LC-PAD). The Subject property is also located within the Airport Overflight area (AOA 3). There are no use limitations beyond those in the LC district.

A Comprehensive Sign Plan (ZA00-11) was constructed in the year 2000. This Comprehensive Sign plan (CSP) was written and approved in a way that only allows attached and detached signage to match the existing previously approved signage package like for like. The existing (CSP) does not allow for any deviation as to existing sign type, sign area, sign design and/or location of signage.

On behalf of the property owners, Signs Plus is proposing a modification to the existing (CSP). This modification request is intended to clearly identify the allowable parameters of attached and detached signage for the convenience store, carwash, and automotive facility. This requested modification is designed in a manor to provide a safe place for people to live where they can feel secure and enjoy their surrounding community while still supporting adequate signage needs to safely direct the general public to facilitate the operations of a convenience store, carwash and automotive repair facility services.

The approval of the project will advance the goals of adequate signage needs for this multi-use property. The proposed modifications to the CSP are consistent and meet the required findings for the SUP outlined per Section 11-70-5 (E) of the MZO. The location, size, design, and operating characteristics of the proposed modifications are consistent with the purposes of the Neighborhood district, the General Plan and with any other applicable City Plan or policies. The proposed project will not be injurious or detrimental to the adjacent or surrounding properties in the area, nor will the approval of this modification be injurious or detrimental to the neighborhood or to the general welfare of the City and adequate public services, public facilities and public infrastructure are available to serve the proposed project.

Standard Attached Sign Allowance as per Mesa Zoning Ordinance (MZO).

The west elevation building frontage of the subject property is 104'-0". Per Section 11-43-3 (D), Table 11-43-3-D-1: Standard Attached Sign Allowance Per Occupancy allows a max number of 3 signs, 160 sq. ft. of aggregate sign area with a max area per sign of 160 sq. ft.

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Standard Detached Sign Allowance as per Mesa Zoning Ordinance (MZO).

Per Section 11-43-3 (D), Table 11-43-3-D-3: Standard Detached Sign Allowance per Development allows Multiple signs: 1-foot of sign height per 20 lineal feet of street frontage. Max. Aggregate Sign Area calculation of 1 sq. ft. of sign area per lineal foot of street frontage. Max Height: 12-feet. Max area Per Sign: 80 sq. ft.

The modification request is primarily needed to address and determine the total quantity and allowed aggregate sign area for the subject properties attached and detached signage. Standard attached sign code allows a total of Three (3) attached signs with a total aggregate sign area of 160 sq. ft. per property. Standard sign code does not provide adequate signage exposure to clearly identify all types of business practice for this property. A modification to the standard sign code will be required in order to provide adequate signage exposure for the subject property.

Requested Attached Signage.

The total requested attached signage consists of Ten (10) total signs with a max aggregate sign area of 192 Sq. Ft. Which is 20 percent more than the 160 Sq. Ft. standard aggregate sign area. A total of Six (6) attached building signs are needed to properly direct corresponding traffic/clients to each business service in a safe manner.

The convenience store needs Two (2) total attached signs. One (1) sign facing E. McDowell Rd (north elevation above the main entrance) and One (1) sign facing N Recker RD. (west elevation) for clear visibility from each right of way.

The Carwash needs a total of Three (3) attached building signs. One (1) attached sign above the carwash exit (Carwash) on the west building elevation, One (1) attached sign above the carwash main entry facing the east side of the property to guide carwash traffic to the entrance of the carwash and One (1) attached sign above the west facing carwash exit to direct traffic not to enter the carwash exit.

The Automotive repair facility only needs One (1) attached building sign on the west building elevation above the garage bay doors to clearly identify this place of business.

The Fuel station canopy had a total of Four (4) existing attached signs on the existing canopy. These Four (4) canopy signs are necessary to clearly identify the existing and/or future fuel distributors branding identification. The attached canopy signage request is intended to allow one (1) sign per canopy elevation and to not exceed 192 Sq. Ft. of aggregate attached signage for the property.

The description above is ideal for today's business practice and needs. The goal is to establish adequate signage parameters to fit today's needs and to be flexible enough to accommodate any future site business practice changes if desired without the need of amending the CSP every time a new sign needs to be reviewed for this property.



The below table shows the requested deviations per Attached and Detached Sign Allowance

Attached Sign Allowance			
Front Foot of Building Occupancy (1)	Max. Number of Permitted Signs	Max. Aggregate Sign Area Calculation	Max. Area Per Sign
81 to 199-Feet	10 signs	192 sq. Ft. is allowed	192 sq. ft.
Detached Sign Allowance			
Max. Number/Height	Max. Aggregate Sign Area Calculation	Max. Height	Max. Area Per Sign
Multiple Signs: 1-foot of sign height per 20 lineal feet of street frontage	1 sq. ft. of sign area per lineal foot of street frontage	12-feet	80 sq. ft.

The below table shows the requested sign type and materials per Attached and Detached Signage Allowance.

Attached Sign Type and Materials		
Materials	Illumination	Location
Individual Pan Channel Letters, Reverse Pan Channel Letters, and panel signs	Face illuminated, Halo-illuminated or a combination of Face and Halo-illuminated. Non-illuminated signs are also allowed.	Tenants to be allowed signage on any elevation which their leased space is connected to and provides visibility from either roadway or parking area.
Detached Sign Type and Materials		
Materials	Illumination	Location
Aluminum and/or steel framework, aluminum and/or steel skin with opaque and/or translucent background. Base to be aluminum, steel, or masonry construction	Internal LED or fluorescent. Electronic message panels allowed as per Section 11-43-5 of the MZO.	One per street frontage. Two (2) detached signs total.

The requested attached and detached signage in the above tables meet the MZO Section 11-41-3 (B) criteria for illuminated signs. There is a residential property facing the south elevation of this property. The subject's building is setback 40' from the residential property line. All attached proposed illuminated signage are facing north and west. No illuminated signage is to face south towards the abutting residential property. The proposed detached ground sign off Recker Rd is set back 160' from the residential property line (150' minimum without any screening or lighting control requirements). All illumination of the proposed signage will incorporate a dimming switch and/or a screening device when using bulbs rated at greater than (11) watts or equivalent measurement and not exceed a rating of forty (40) watts or equivalent measurement for any individual bulb. No flashing, blinking or rotating lights, metal halide lighting, high or low-pressure sodium or mercury vapor lights will

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be used.

The electronic message panels in intended to display a single static message at one time for a minimum period of eight (8) seconds. There will be no animation, flashing, fading, dissolving, travel or scrolling content displayed. The electronic message panels will include an automatic lighting control photocell to control and vary the light intensity of lighting depending on the amount of ambient light present (daytime, nighttime, partial shade, or cloudy conditions). The nighttime illumination limit, the intensity of the lighting from dusk until dawn will not exceed .03 foot-candle difference between the off and solid message measurement using the illumination measure provided in Section 11-41-7-C.

Thank you for your consideration of the amendment request.

Thanks,

Chris Gilliland

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