



PLANNING DIVISION
STAFF REPORT

Board of Adjustment

August 3, 2022

CASE No.: **BOA22-00364**

CASE NAME: Child Crisis Arizona HQ CSP

Owner's Name:	SAFE KIDS STRONG FAMILIES LLC
Applicant's Name:	Chris Woosley, Architectural Resource Team
Location of Request:	424 West Rio Salado Parkway
Parcel Nos:	135-16-030, 135-16-031, 135-16-049, 135-16-048A, 135-16-048B, 135-16-022, 135-16-045
Nature of Request:	Requesting a Special Use Permit (SUP) to allow a Comprehensive Sign Plan (CSP) for an office building
Zone District:	Limited Commercial with a Bonus Intensity Zone overlay (LC-BIZ)
Council District:	3
Site size:	3± acres
Existing use:	Vacant
Hearing date(s):	August 3, 2022 / 5:30 p.m.
Staff Planner:	Jennifer Merrill, Planner II
Staff Recommendation:	APPROVAL with Conditions

HISTORY

On **December 6, 1948**, the City of Mesa City Council annexed the subject site into the City of Mesa as part of 2,420± acre annexation (Ordinance No. 228).

On **April 7, 2003**, the City of Mesa City Council approved a rezoning for 1.84± acres of the subject site from R-4 to C-2 for development of a car wash and retail buildings (Case No. Z03-006; Ordinance No. 4054).

On **May 6, 2003**, the Zoning Administrator approved a Special Use Permit (SUP) for a car wash and a Substantial Conformance Improvement Permit (SCIP) for the expansion of an existing automobile service station in the C-2 District (Case No. ZA03-034).

On **August 6, 2003**, the Design Review Board approved the development of a 10,200 square foot retail building and a 1,100 square foot car wash (Case No. DR03-052).

On **May 10, 2022**, the Design Review Board discussed the proposed headquarters building and site landscaping. Staff is working with the applicant to address the Board's comments.

On **June 20, 2022**, the City Council approved a rezone from, Multiple Residence 4 (RM-4) and Limited Commercial (LC) to Limited Commercial with a Bonus Intensity Zone overlay (LC-BIZ), and Site Plan Review, to allow the development of a new Child Crisis Arizona headquarters (Case No. ZON22-00160; Ordinance No. 5709).

PROJECT DESCRIPTION

Background:

The applicant is requesting a Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP) for a new headquarters campus for Child Crisis Arizona, in the LC-BIZ zoning district. The new headquarters building includes a non-illuminated architectural mural that wraps around the south and east sides of the building, facing Rio Salado Parkway and Country Club Drive. The mural is constructed of a perforated metal architectural screen, with perforations varying in size and density to create the appearance of copy. Per Section 11-43-8 of the Mesa Zoning Ordinance (MZO), any portion of a mural that contains sign copy that is more than two inches in height and is of sufficient size that it is readable or identifiable from beyond the lot boundary or within fifty (50) feet of the sign, whichever is greater, is counted against the maximum allowed sign area. Based on this definition, the proposed architectural mural is considered a sign and counted as part of the property's attached sign allowance. The requested CSP would allow the applicant to exceed the allowed attached sign width and area per Chapter 43 of the City of Mesa Zoning Ordinance (MZO).

General Plan Character Area Designation and Goals:

The General Plan Character area designation on the property is Neighborhood. Per Chapter Seven of the General Plan, the primary focus of the Neighborhood character type is to provide safe places for people to live where they can feel secure and enjoy their surrounding community. Neighborhoods often have associated nonresidential uses such as schools, parks, places of worship, and local serving businesses. Nonresidential areas within neighborhoods should be designed and located to bring people together and to not disrupt the fabric and functioning of the neighborhood as a place where people live. Neighborhoods are also designed to provide opportunities for people to gain a sense of place and feel connected to the larger community. The proposal for the Child Crisis Arizona headquarters CSP includes a unique craftsmanship and design that would be a positive addition to the neighborhood and help create a sense of place.

Site Characteristics:

The approved Child Crisis Arizona headquarters includes a 37,958 square-foot two-story office building. Primary access to the site is proposed via a pedestrian path and driveway off Rio Salado Parkway, a pedestrian path off of Country Club Drive and a driveway off of 9th Street. The

proposed building features unique, dynamic elevations on all sides including fronting onto Country Club and Rio Salado, and the building entrance is on the north side of the building and faces the parking area. Parking spaces are proposed around the north and west sides of the building. The proposed attached signage includes a large mural facing Country Club Drive and Rio Salado Parkway, located on the east and south sides of the building.

Surrounding Zoning Designations and Existing Use Activity:

Northwest (Across 9 th St.) RM-4 Multiple Residence	North (Across 9 th St.) LC Veterinary Hospital	Northeast (Across Country Club Dr.) OC Offices
West RM-4 Multiple Residence	Subject Property LC-BIZ Vacant	East (Across Country Club Dr.) RM-3, LC & OC Residence, Child Crisis Arizona Family Resource Center & Church
Southwest (Across Rio Salado Pkwy.) RM-3 PAD Multiple Residence	South (Across Rio Salado Pkwy.) LC Commercial & Vacant	Southeast (Country Club Dr.) GC Commercial

Mesa Zoning Ordinance Requirements and Regulations:

The subject CSP proposes a mural with sign copy installed on the south and east elevations of the headquarters building and three attached signs above the main entrance, volunteer entrance, and donation center, which are all interior to the site.

Per Section 11-43-2(B) of the MZO, a sign attached to a single tenant building may not exceed more than 50% of the width of the building elevation upon which the attached sign is placed. The headquarters building is 190 feet wide along its southern elevation, and the proposed mural is 128 feet wide, or 68% of the width of the building.

Per Table 11-43-3-D-1 of the MZO, development in the LC zoning district with 200-249 front feet of building occupancy is allowed a maximum of four attached signs, with a maximum aggregate sign area of 80% of the lineal front foot of occupancy, and a maximum area of 160 square feet per sign. The Child Crisis Arizona headquarters building has 224 linear feet of building frontage, which equates to an aggregate sign area of 179.2 square feet of attached signage. The proposed mural is 2,562 square feet along the southern elevation of the building, and 643 square feet along the east elevation of the building. The signage above the main entrance, volunteer entrance, and donation center meets the individual size requirements of the MZO for attached signage; however, together with the mural the property would exceed the maximum aggregate signage allowed.

Per Table 11-43-3-D-3 of the MZO, development in the LC zoning district with 834 lineal feet of street frontage is allowed an aggregate of 41 feet of sign height and 834 square feet of sign area,

with a maximum of 12 feet in height and 80 square feet in area per sign. The proposed detached signage meets the requirements of the MZO.

Table 1 below shows the maximum attached sign area allowed by 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

Proposed Attached Signage	MZO Requirements	Proposed
Mural, south elevation	160 square feet	2,562 square feet
Mural, east elevation	160 square feet	643 square feet
"Child Crisis Arizona" w/logo (Entrance Sign)	160 square feet	61 square feet
"Volunteers (We ♥ you)" w/logo (Volunteer Sign)	160 square feet	52 square feet
"Donation Center" w/logo	160 square feet	36 square feet
Maximum Aggregate Attached Sign Area	179.2 square feet	3,354 square feet
Maximum Sign Width	95 feet (50% of the building frontage)	128 feet (65% of the building frontage)

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

There are no unique physical conditions of the subject site that would limit site visibility.

The proposal does not meet 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 Child Crisis building has been designed with a unique modern architectural style. The proposed mural compliments the architecture and acts as a special design feature.

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 mural consists of a perforated metal panel in which the perforations create the sign copy. The unique design provides visual interest that is uniquely integrated into the architecture of the building facades. The color of the perforated screens coordinates with the building colors furthering the consistency of the design.

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 General Plan Character area designation for the property is Neighborhood. Nonresidential areas within neighborhoods should be designed and located to bring people together and to not disrupt the fabric and functioning of the neighborhood as a place where people live. Neighborhoods are also designed to provide opportunities for people to gain a sense of place and feel connected to the larger community. Approval of the requests would add unique character to the surrounding area and strengthen the presence of Child Crisis Arizona in the neighborhood.

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 LC-BIZ zoning district. Per Section 11-6-2, the office building is a permitted use in the LC zoning district and conforms to the goals of the 2040 Mesa General Plan. The proposed CSP allowances 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 with the proposed modifications in signage and will only encourage harmonic growth for the surrounding area. The proposed increase in the sign area for the mural will not be overbearing, and will not flash, blink, animate or emit any noise and the signage itself

will not be injurious or detrimental to the neighborhood or to the general welfare of the City of Mesa. The proposed CSP will not be injurious or detrimental to the surrounding properties.

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 approved Child Crisis Arizona development.

The proposal meets this criterion.

Findings:

- A. The proposed CSP provides modifications to the attached sign area and allows an artistic mural to provide a sense of place.
- B. The CSP specifies the lighting, materials and craftsmanship for the proposed signs, which integrates with the building architecture.
- C. Child Crisis Arizona is located in the LC-BIZ zoning district, within the 2040 General Plan character area designation of Neighborhood.
- D. The proposed CSP advances the goals and objectives of the General Plan and character areas by authorizing an increase to attached signage that will allow for a mural designed by a local artist, which is complementary to the building architecture.
- 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.

Exhibits:

Exhibit 1 – Vicinity Map

Exhibit 2 – Staff Report

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