



Board of Adjustment



BOA23-00012

Jennifer Merrill, Senior Planner

March 1, 2023



Request

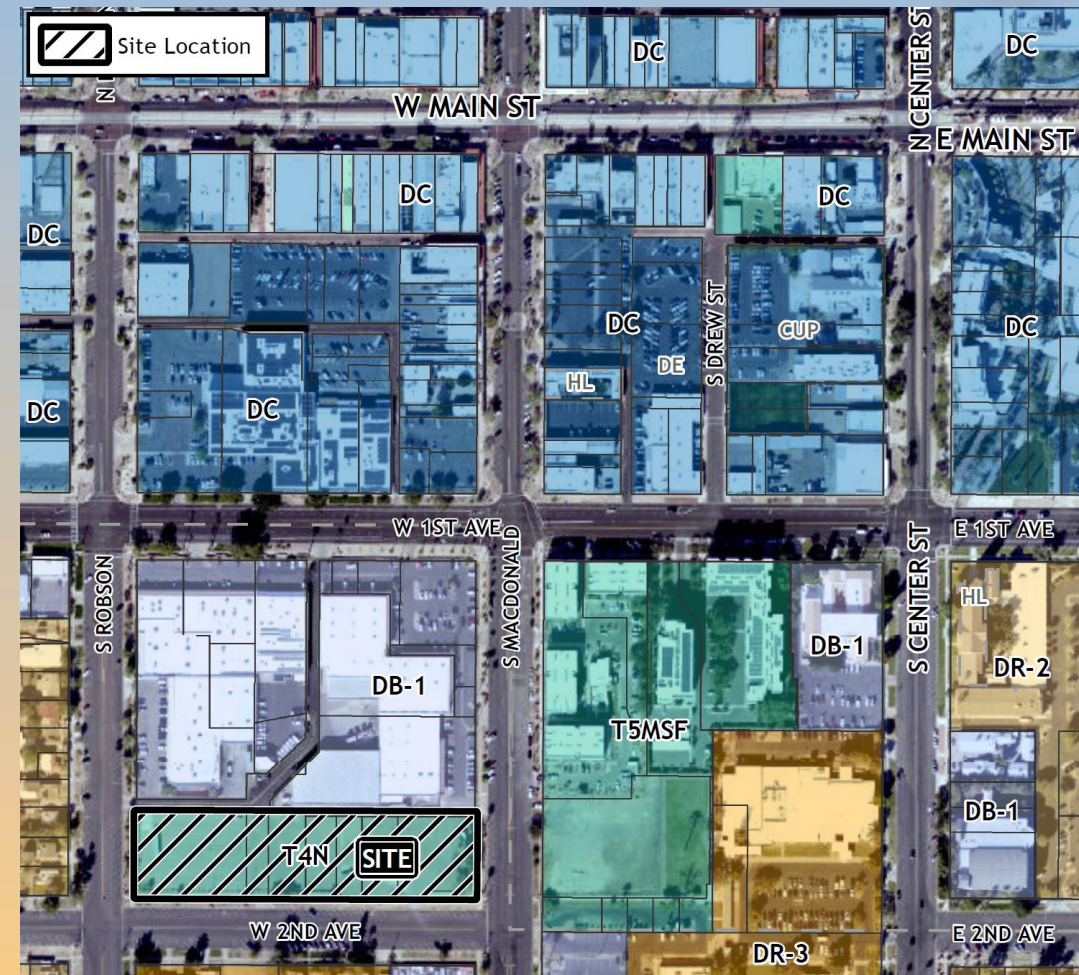
- SUP for a Comprehensive Sign Plan (CSP)





Location

- West of Center Street
- South of Main Street
- Along the north side of 2nd Avenue between Robson and Macdonald





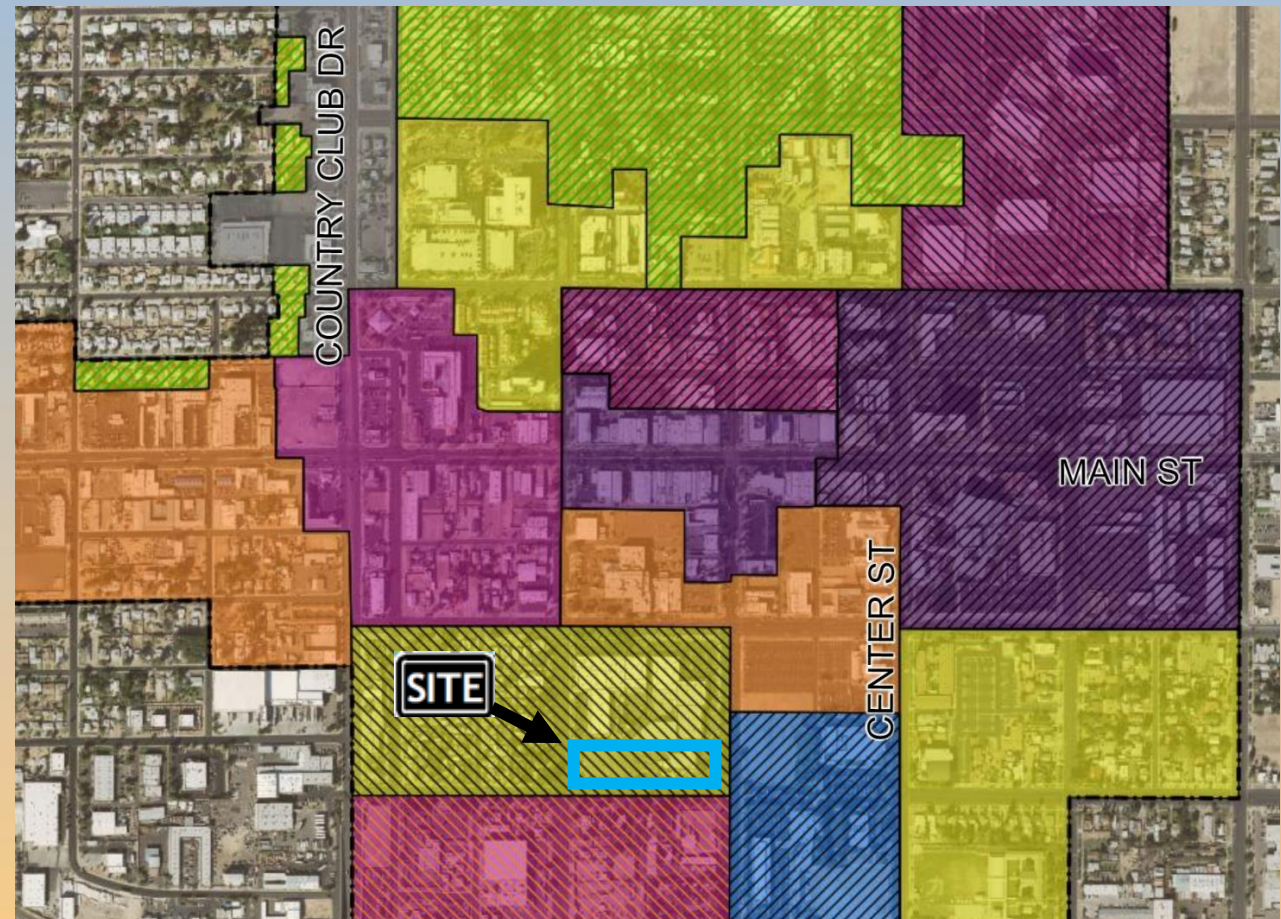
General Plan

Downtown Transit Corridor

- Pedestrian oriented development

Downtown Neighborhood Evolution area of Central Main Street Area Plan

- Sense of Place
- Improved streetscape along 2nd Avenue





Zoning

- Transect 4 Neighborhood (T4N)





Site Photo



Looking northwest from 2nd Avenue



Proposed CSP

Requested Modifications:

- Increase number of signs
- Increase sign area
- Sign illumination



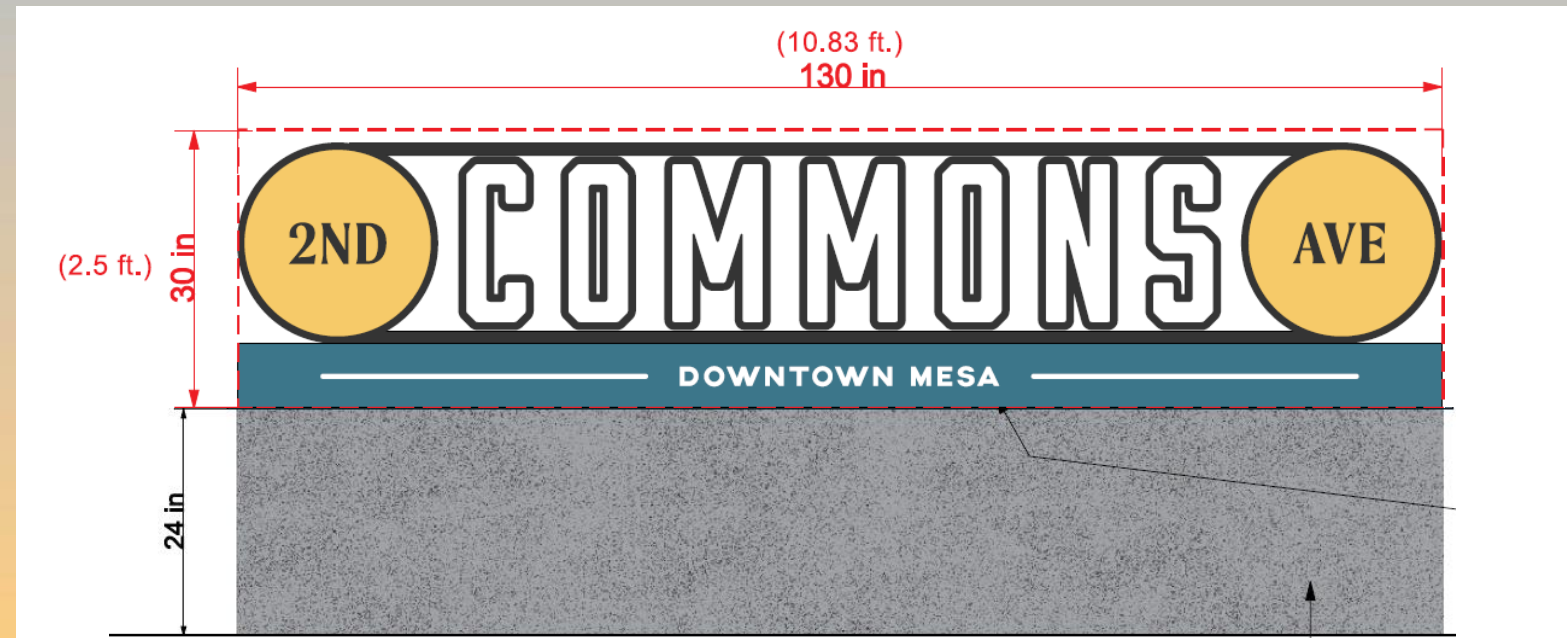
Attached
sign



Proposed CSP

Monument signs:

- Exceed horizontal-to-vertical ratio

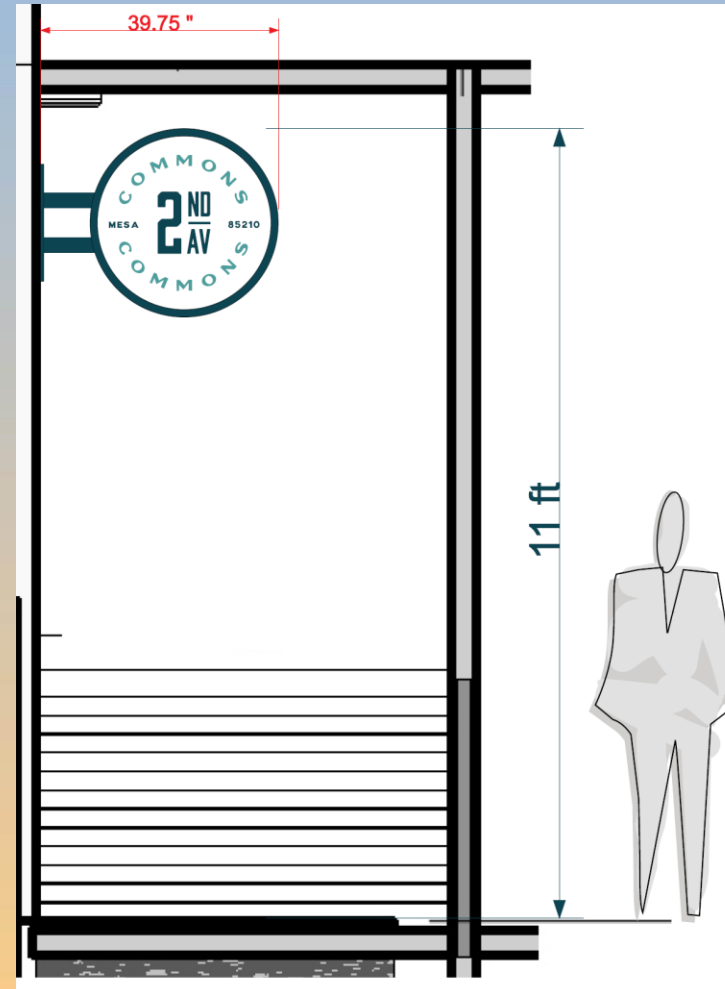




Proposed CSP

Attached sign:

- Increase sign height



11 ft.
**HEIGHT TO
TOP OF SIGN**





Citizen Participation

- Notified property owners within 500 feet





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 SUP 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

- ✓ Complies with the Mesa 2040 General Plan
- ✓ Meets the CSP criteria of Section 11-46-3.D of the MZO
- ✓ Meets the SUP findings of Section 11-7-5.E of the MZO

Staff recommends Approval with Conditions



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