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Board of Adjustment

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BOA24-01073

Tye Hodson, Senior Planner

February 5, 2025

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Request

- Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP)

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Location

- South of Broadway Road
- East of Extension Road

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General Plan

- Local Employment Center - Placetype
- Evolve - Growth Strategy

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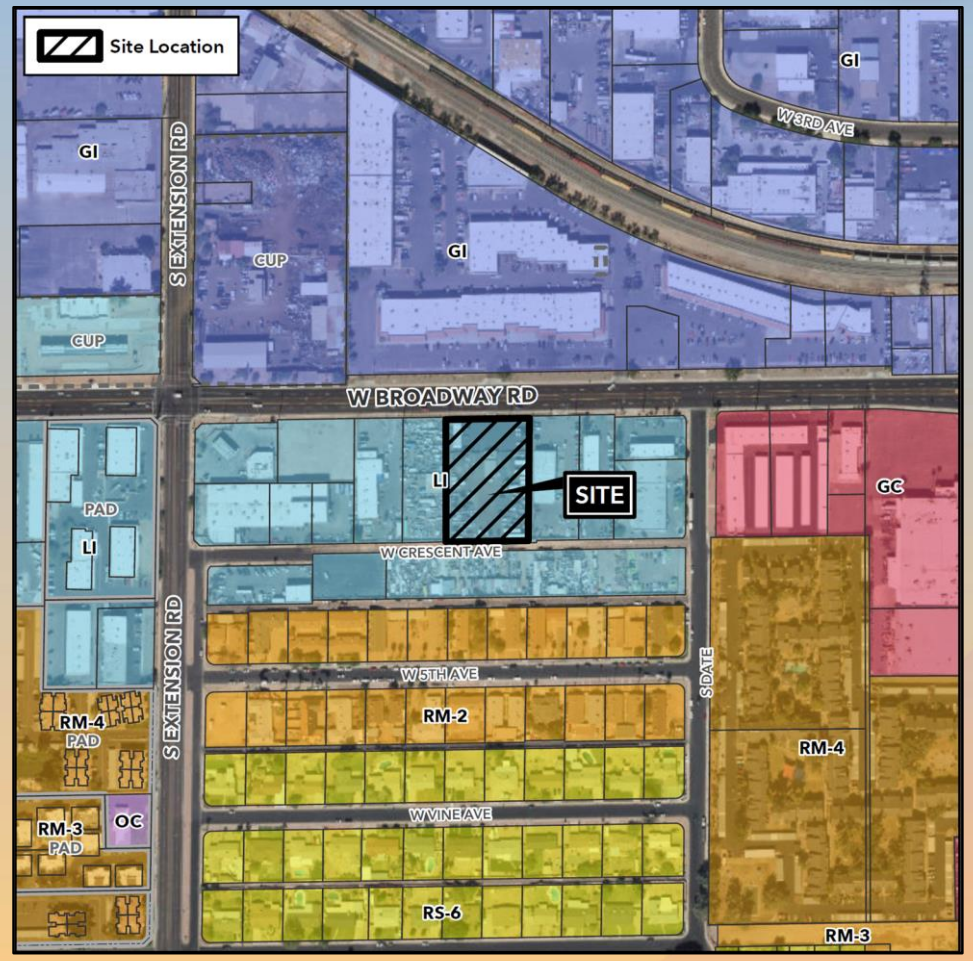
Zoning

- Light Industrial (LI)
- The existing use was approved in 2005 by the Zoning Administrator



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Site Photo

Existing Sign

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Proposed CSP

- Increase the total allowed height to 14’
- Modify the single base minimum width requirement from 75% to 30% of the width of the sign copy

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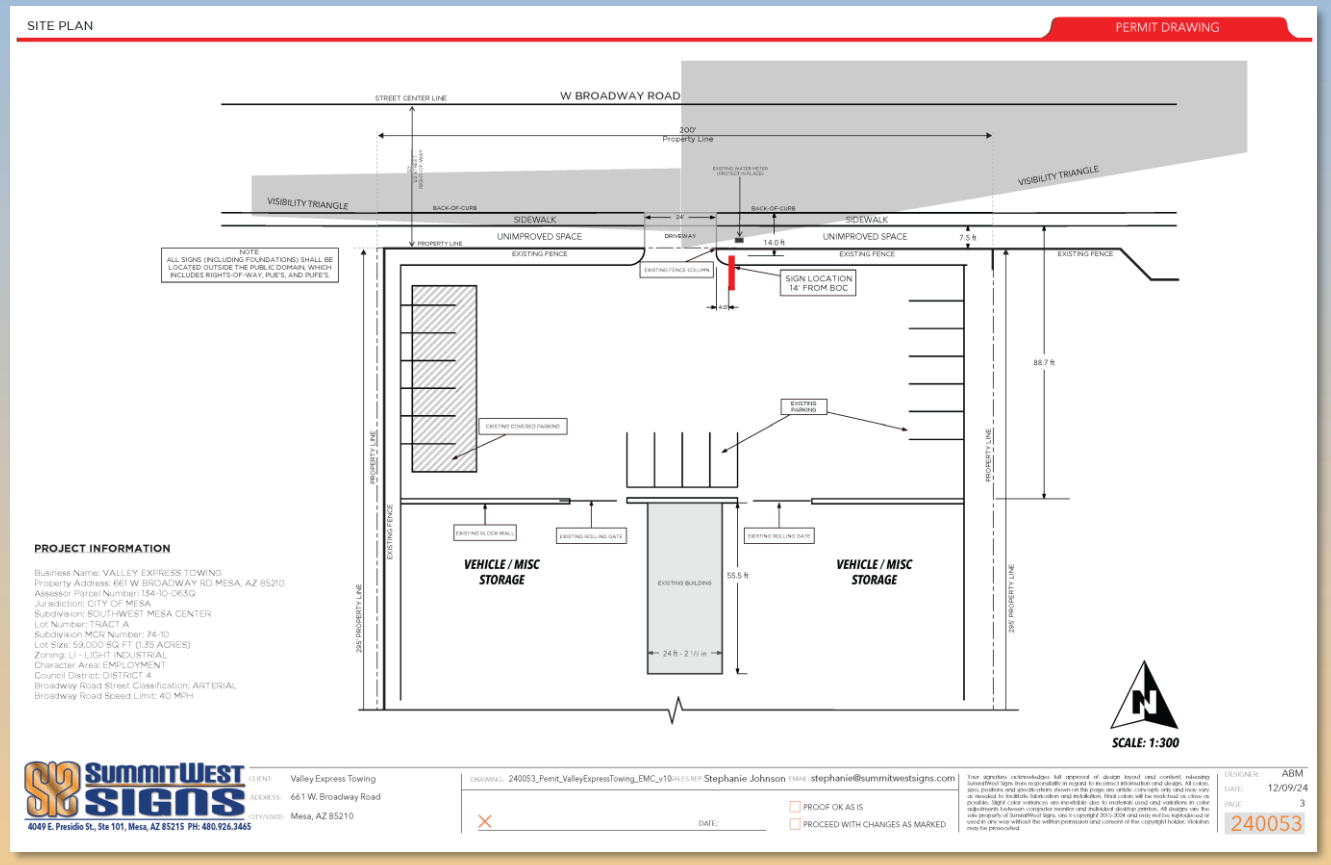
Sign Plan



Site Plan

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Sign Plan

PROJECT LOCATION & AERIAL SITE PLAN

PERMIT DRAWING

PROJECT INFORMATION

Business Name: VALLEY EXPRESS TOWING
Property Address: 661 W BROADWAY RD MESA, AZ 85210
Assessor Parcel Number: 134-10-063Q
Jurisdiction: CITY OF MESA
Subdivision: SOUTHWEST MESA CENTER
Lot Number: TRACT A
Subdivision MCR Number: 74-10
Lot Size: 59,000 SQ FT (1.35 ACRES)
Zoning: LI - LIGHT INDUSTRIAL
Character Area: EMPLOYMENT
Council District: DISTRICT 4
Broadway Road Street Classification: ARTERIAL
Broadway Road Speed Limit: 40 MPH

VICINITY MAP

SITE PLAN

SummitWest SIGNS
4049 E. Presidio St., Ste 101, Mesa, AZ 85215 PH: 480.926.3465

CLIENT: Valley Express Towing
ADDRESS: 661 W. Broadway Road
CITY/STATE: Mesa, AZ 85210

DRAWING: 240053_Permit_ValleyExpressTowing_EMC_v7 SALES REP: Stephanie Johnson EMAIL: stephanie@summitwestsigns.com

PROOF OK AS IS
PROCEED WITH CHANGES AS MARKED

DESIGNER: AC
DATE: 12/16/24
PAGE: 2
240053

Sign Location

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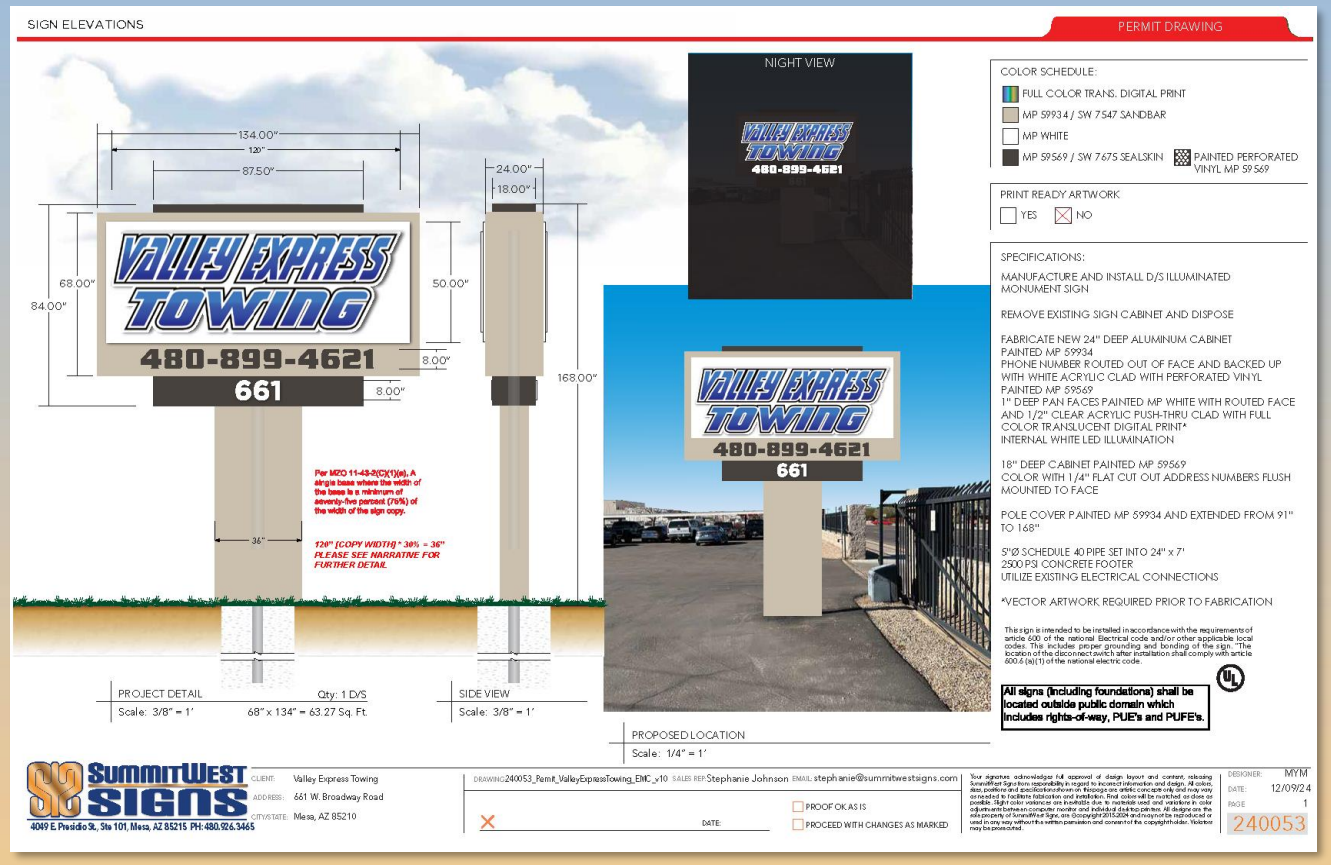
Sign Plan



Proposed Sign Elevation

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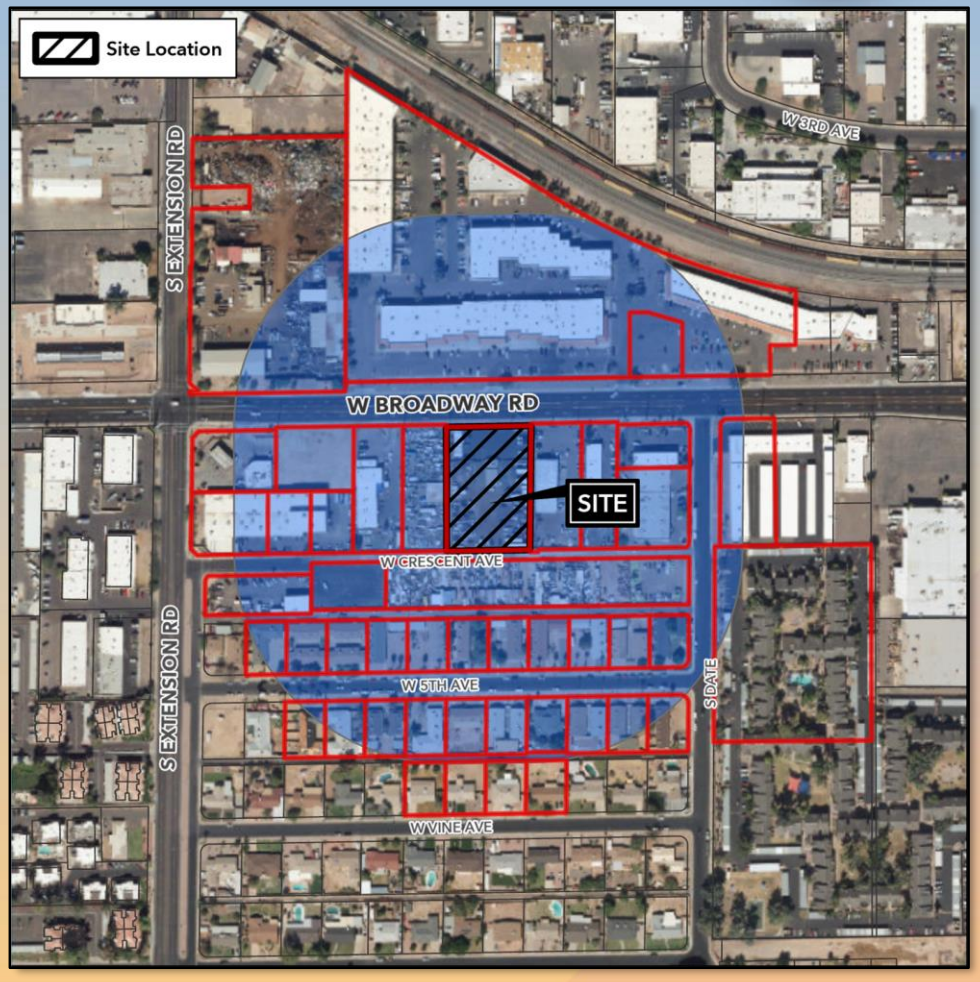
Citizen Participation

- Notified property owners within 500 feet
- Staff was not contacted



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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.

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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.

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Findings

- ✓ The proposed CSP requests modifications to the MZO to provide a sense of place and to address safety concerns
- ✓ Complies with the Mesa 2050 General Plan
- ✓ Meets the CSP criteria of Section 11-46-3.D of the MZO
- ✓ Meets the SUP findings of Section 11-70-5.E of the MZO

Staff recommends Approval with Conditions

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