

**MAIN STREET MARKETPLACE (H MART)
COMPREHENSIVE SIGN PLAN AMENDMENT**

Date: February 3, 2021

APPLICATION REQUEST & NARRATIVE

Request approval of a Special Use Permit from the City of Mesa Board of Adjustment for a modification to the 1989 Main Street Marketplace Comprehensive Sign Plan to allow: 1) an increase in the Maximum Aggregate Sign Area, 2) an increase in the Maximum Sign Quantity, and 3) add a new detached sign design option for the development. The request to increase the Maximum Aggregate Sign Area and the Maximum Sign Quantity is to allow H Mart, a new anchor tenant grocery use, to install additional signage in order to identify the unique characteristics and amenities offered by H Mart, and due to the location of the anchor tenant building within the development.

<u>APPLICANT</u>	<u>SIGN COMPANY</u>
Name: Andrew Chi Company: Andrew Chi Planning Consultants Email: andrew@andrewchiplanning.com Phone: 602-299-6148	Name: Jason Shano Company: Associated Sign Company Email: jms@ascosigns.com Phone: 480-220-5161

PROJECT INFORMATION

- **Address:** 1919 W. Main Street, Mesa, Arizona 85201
- **APN:** 134-32-028B
- **Current Zoning District:** LI (Light Industrial)
- **Business Name:** H Mart
- **Land Use:** Grocery/Retail
- **Northwest Building Frontage Length:** 270.5 Feet

CASE HISTORY

➤ **Case No. BA89-51**

- On August 29, 1989, the Board of Adjustment issued a Special Use Permit for a new Comprehensive Sign Plan (CSP) for Main Street Marketplace, previously called the Albertson's Shopping Center.
- The 1989 Main Street Marketplace CSP and the allowance for Attached Building Signs:

<u>Attached Signs:</u>	
Major Tenants* (15,000+ s.f.)	
Proposed	180 s.f. max.
Code	160 s.f. max., 2 signs
*Albertson's (as submitted)	162 s.f., 1 sign
Submajors (5,000 - 15,000 s.f.)	
	165 s.f. max., 2 signs
Code	160 s.f. max., 2 signs
Minor Tenants - Avg. letter height 2', 70% max. width of building frontage	
Proposed	- 1.4 s.f. of sign area per 1' of building frontage
Code	- 2 s.f. of sign area per 1' of building frontage
* The plan basically conforms to Code.	
* Due to the site design the major and submajor tenants are at a greater setback from the street than most typical layouts.	

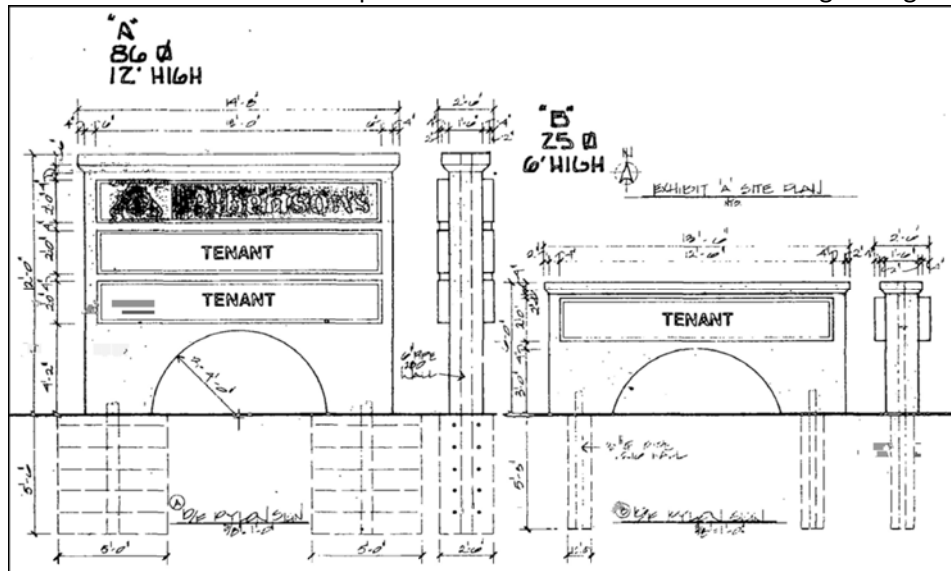
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- The 1989 Main Street Marketplace CSP and the allowance for Detached Signs:

<u>Free-Standing Signage:</u>			
Main Street -	1 center I.D. sign	86 s.f., 12' high	
	2 pad signs (each)	25 s.f., 6' high	
	Proposed Totals	136 s.f., 24' high	
	Code	274 s.f., 27' high	
Dobson Road -	1 center I.D. sign	86 s.f., 12' high	
	1 pad sign	25 s.f., 6' high	
	Proposed Totals	111 s.f., 18' high	
	Code	169 s.f., 17' high	
1st Avenue -	1 pad sign	25 s.f., 6' high	
	Code	261 s.f., 26' high	

- The 1989 Main Street Marketplace CSP and the allowed Detached Sign designs:



- According to the 1989 CSP, a major tenant (formerly Alberton's, now H Mart) is allowed a maximum 180 sq ft building wall sign.
- What was actually installed for Alberton's at the time was one (1) 103 sq ft Albertson's channel letters and associated logo on the northwest side of the building frontage.
- Modifier signage were then added (2 sets of "Food & Drug"), with each set sized at 26 sq ft.
- On S. Dobson Road, one (1) center I.D. detached sign at 12' tall with three tenant panels is allowed, and one (1) detached pad sign at 6' tall with one tenant panel is allowed. The design of both Detached Sign types incorporates an arch within the sign base, topped off with a cornice piece.

➤ Case ZA97-134

- In 1997, the Zoning Administrator approved a modification to the 1989 CSP to allow a 4th sign on the Albertson's frontage for a sub-tenant: Wells Fargo Bank, sized at 31.2 sq ft.

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APPLICABLE CITY OF MESA ZONING ORDINANCE REQUIREMENTS






➤ City of Mesa [Zoning Ordinance Section 11-43-3, Table 11-43-3\(D\)\(1\)](#):

D. The following four (4) Tables provide the attached and detached permanent sign allowances in NC, LC, GC, PS, PEP, LI, GI, and HI.			
1. The standard allowances for attached signs per occupancy are provided in Table 11-43-3-D-1.			
Table 11-43-3-D-1: Standard Attached Sign Allowances Per Occupancy			
Front Foot of Building Occupancy (1)	Max. Number of Permitted Signs	Max. Aggregate Sign Area Calculation	Max. Area Per Sign
250-feet or More	5 signs, plus one additional sign for every additional 50-feet of occupancy up to a max. of 7 signs	80% of lineal front foot of occupancy up to a max. of 500 sq. ft.	160 sq. ft.
(1) If an occupancy(s) has more than one exterior wall, the longest wall is used to calculate the sign allowance.			

➤ City of Mesa [Zoning Ordinance Section 11-46-3\(D\)](#):

11-46-3: - COMPREHENSIVE SIGN PLANS	    
D. Review criteria. The Zoning Administrator Hearing Officer or the Board of Adjustment may approve a comprehensive sign plan containing elements which exceed the permitted height, area, and number of signs specified in this Sign Ordinance if the comprehensive sign plan conforms to the required findings in 11-70-5 of the Zoning Ordinance and upon a finding that: <ol style="list-style-type: none">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; or2. 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; or3. 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.	

➤ City of Mesa [Zoning Ordinance Section 11-70-5\(E\)](#):

11-70-5: - SPECIAL USE PERMIT	    
E. Required Findings. A SUP shall only be granted if the approving body determines that the project as submitted or modified conforms to all of the following criteria. If it is determined that it is not possible to make all of the required findings, the application shall be denied. The specific basis for denial shall be established in the record. <ol style="list-style-type: none">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;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 with any other applicable City plan or policies;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; and4. Adequate public services, public facilities and public infrastructure are available to serve the proposed project.	

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SIGN ALLOWANCES

- Based on the current sign code (and ignoring the 1989 CSP), the H Mart occupant is allowed:
 - Five (5) total building wall signs
 - 270.5 Feet Frontage x 80% = 216.4 sq ft of Maximum Aggregate Sign Area
 - 160 sq ft Maximum Area Per Sign

- However, because of the approved 1989 CSP, the H Mart occupant is allowed instead:
 - 180 sq ft Maximum Area Per Sign
 - Two (2) total building wall signs

SIGN INVENTORY: EXISTING SIGNS & PROPOSED SIGNS

➤ AGGREGATE SIGN AREA EXISTING + PROPOSED:		
○ EXISTING: SIGN A:	105.6 sq ft	Issued Under Permit# PMT19-15529
○ EXISTING: SIGN D:	24.5 sq ft	Issued Under Permit# PMT19-15529
○ PROPOSED: SIGN B:	17.5 sq ft	
○ PROPOSED: SIGN C:	17.5 sq ft	
○ PROPOSED: SIGN E:	111.6 sq ft	
○ PROPOSED: SIGN F:	96.3 sq ft	
○ PROPOSED: SIGN G:	14.4 sq ft	
➤ AGGREGATE TOTAL: 387.4 sq ft		

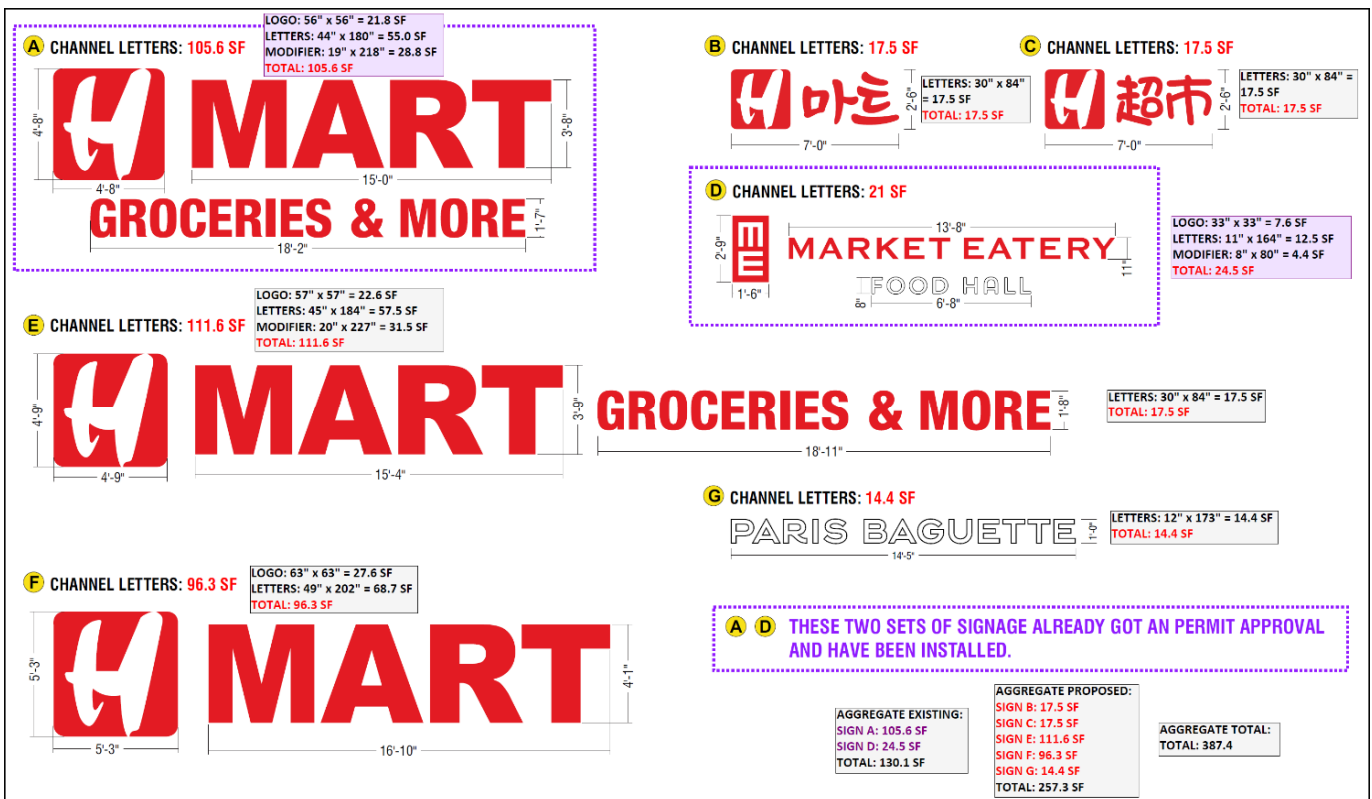
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MAIN STREET MARKETPLACE & H MART MASTER SITE PLAN:



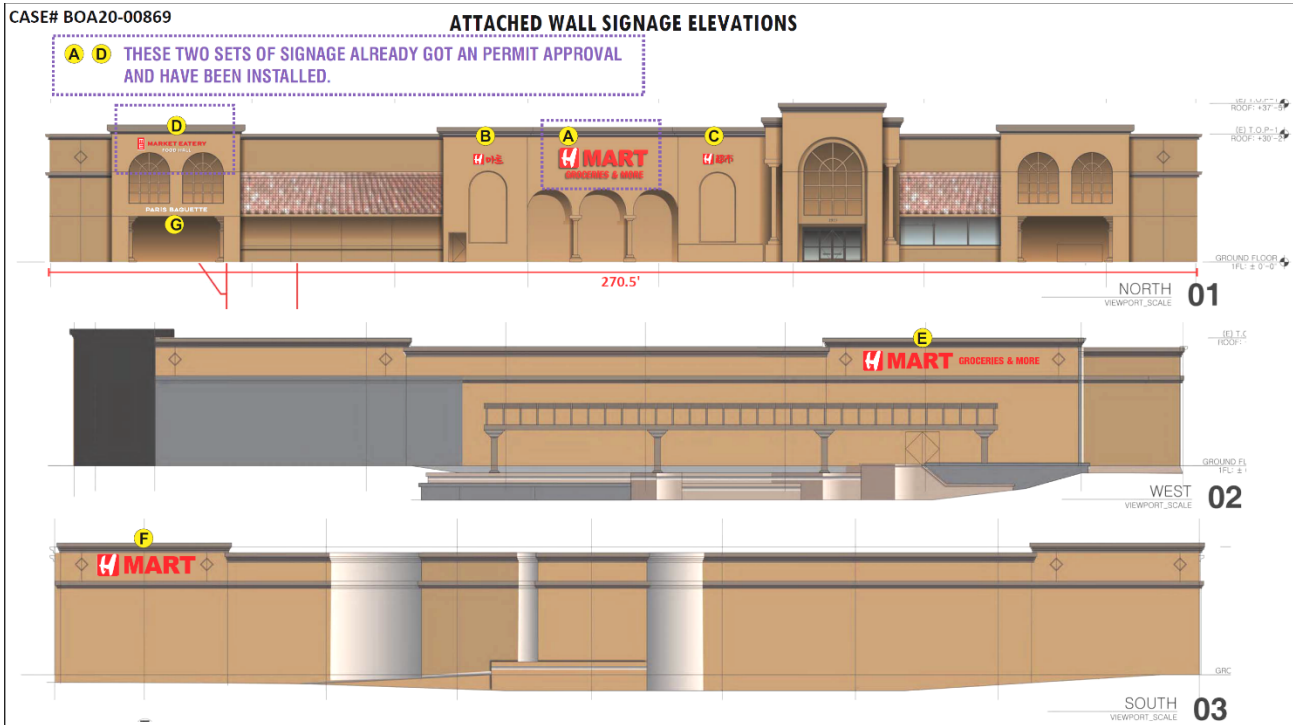
H MART SIGN DETAILS (EXISTING & PROPOSED):



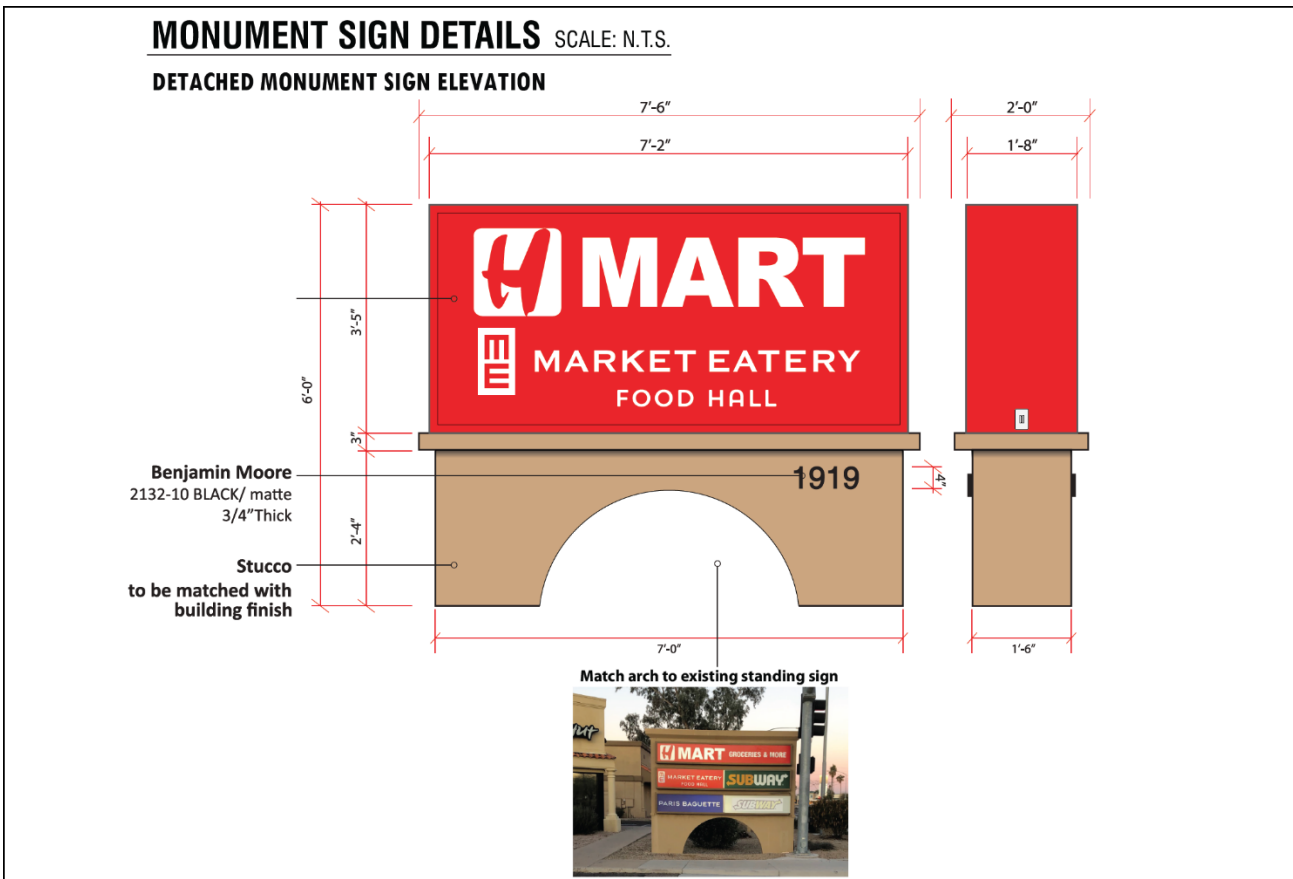
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H MART SIGN BUILDING ELEVATIONS (EXISTING & PROPOSED):



H MART DETACHED MONUMENT SIGN DESIGN (PROPOSED):



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SIGN ANALYSIS

Maximum Aggregate Sign Area & Maximum Quantity of Signs

Based on the signage H Mart is proposing to display, there are two (2) issues that H Mart is running against the 1989 Main Street Marketplace Comprehensive Sign Plan: The Maximum Aggregate Sign Area Allowed, and the Maximum Quantity of Signs Allowed.

➤ Maximum Aggregate Sign Area:

The Maximum Aggregate Sign Area allowed is based on the building's longest frontage multiplied by 80% [270.5 Feet x 80% = **216.4 SF Maximum Aggregate Sign Area Allowed**]. A total of **387.4 sq ft** of H Mart signage is existing and proposed, exceeding the maximum aggregate area by **171 sq ft** [387.4 sq ft – 216.4 sq ft = **171 sq ft**].

➤ Maximum Quantity of Signs:

The current code allows five (5) total signs for an occupant. The H Mart proposal has a total of seven (7) signs (2 existing signs plus 5 proposed signs), which exceeds the allowable quantity by two (2) signs.

In order to obtain 171 square feet of *additional* aggregate sign area *and* allow seven (7) total signs versus the five (5) maximum limit, a Special Use Permit issued by the Board of Adjustment to update the 1989 Main Street Marketplace Comprehensive Sign Plan is required. The Board of Adjustment may approve a comprehensive sign plan which allows signs to *exceed* the permitted height, area, and number of signs as specified in the Sign Ordinance, in-accordance with Zoning Ordinance Section 11-46-3(D).

Detached Monument Signs

The 1989 Main Street Marketplace Comprehensive Sign Plan allows two (2) Detached Sign Types along the N. Dobson Road frontage: Sign Type "A" and Sign Type "B".

- Sign Type "A" is the center I.D. sign, 12' tall height limit, 86 square foot size limit, located on the north side of the drive entry.
- Sign Type "B" is the pad sign, 6' tall height limit, 25 square foot size limit, located on the south side of the drive entry.

H Mart is proposing to swap the two sign type locations so that Sign Type "B" is on the *north side* of the drive entry and Sign Type "A" is on the *south side* of the drive entry. H Mart is also proposing to add a new design option (Option 2) for Sign Type "B." This new design option is to accommodate a new 6' tall H Mart detached monument sign. For Sign Type "B" Option 2, H Mart has kept the arch base in order to match the architecture of existing monument signs and the development to help maintain a cohesive planned area. The incorporation of an arch base on the new monument sign will also accommodate any drainage within the landscaped area. The base will be painted brown to match the color of the existing building. Sitting on top of the base is a red-colored internally illuminated aluminum cabinet with routed faces and white acrylic push-thru letters. The new design maintains the maximum allowed height of 6 feet tall, and the cabinet will be sized at 24.5 square feet which is within the 25 square foot size limit in-accordance with the original 1989 CSP. The detached freestanding monument sign is proposed to be placed 8 feet east of the Dobson Road property line, 24 feet from the back-of-curb, and 6 feet north of the driveway curb. The 8 feet setback from the property line is to avoid the existing 8 foot wide Public Utility Easement (PUE).

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SPECIAL USE PERMIT JUSTIFICATIONS

JUSTIFICATION CRITERIA [MESA ZONING ORDINANCE SECTION 11-70-5(E)]:

- E.** A Special Use Permit (SUP) shall only be granted if the BOA finds that the proposed project meets the following required findings, per Mesa Zoning Ordinance (MZO) Section 11-70-5(E):
- 1.** Approval of the project will advance the goals and objective of and is consistent with the policies of the General Plan and any other applicable City plan and/or policies;
 - 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 with any other applicable City plan or policies;
 - 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
 - 4.** Adequate public services, public facilities and public infrastructure are available to serve the proposed project.

Justification Criteria #1: *Approval of the project will advance the goals and objective of and is consistent with the policies of the General Plan and any other applicable City plan and/or policies.*

Findings: The proposed Comprehensive Sign Plan (CSP) update to increase the number of signs allowed for H Mart and to add a new freestanding sign along Dobson Road meets Justification Criteria #1 since it will advance the goals of the Mesa 2040 General Plan – specifically the Mixed-Use Activity District Character Area (and the Community Scale Sub-type district), the Transit Corridor and Station Character Area, and the West Main Street Area Plan and Asian District.

The 2040 Mesa General Plan describes the Mixed Use Activity District as large scale community and regional activity areas that usually have a significant retail commercial component including shopping areas such as malls, power centers, or lifestyle centers that are designed and developed to attract customers from a large radius. H Mart, and the building and freestanding signs that comes with it, meets the criteria of the Mixed Use Activity District. Specifically, H Mart’s proposed building signs and freestanding sign along Dobson Road will allow the identification of services provided by a major grocer, and H Mart is considered a significant retail commercial component of the Main Street Marketplace shopping center. By advertising the services H Mart offers through the new freestanding sign and the addition of building signs, it will help attract customers from a large radius to patronize the anchor grocery store, especially within a 4-mile radius, thus achieving the goal of the Mixed-Use Activity District Character Area and the Community Scale Sub-type district.

The Main Street Marketplace shopping center was developed years before the Transit Corridor and Station Area character area was applied to the site with the 2040 Mesa General Plan, thus it technically is legal non-conforming, since the shopping center buildings are not up against the street and the parking area is out front and not behind the buildings. However, the addition of H Mart and increased signage will help attract visitors using Valley METRO Light Rail and siphon pedestrians from the adjacent Sycamore & Main Street METRO Light Rail Station. The addition of H Mart as an anchor tenant will help revitalize Main Street Marketplace and thus potentially attract additional retail shops, services, and restaurants; and maintain existing tenants. This reinvestment will help increase ridership

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along the Valley METRO Light Rail line, potentially attracting patrons and students from nearby Arizona State University in Tempe.

In the West Main Street Area Plan and Asian District of Mesa, the additional H Mart attached building signs and installation of a new detached freestanding sign will help achieve the goals of the West Main Street Area Plan and the Asian District of Mesa. Although the Main Street Marketplace shopping center was developed before the implementation of the West Main Street Area Plan and Asian District of Mesa goals and policies, the addition of H Mart and its increased signage will help keep H Mart as a Mesa-based tenant and maintain the economic health and diversity of the neighborhood and the City by providing and maintaining a vibrant job base which will draw people and businesses together. H Mart is not a typical grocer – the use specializes in Asian-based products, and the eatery and restaurant serves Asian-inspired baked goods, foods, and beverages. H Mart therefore is helping to achieve the goals of the Asian District by promoting Asian-based commerce and serving the Asian communities within Mesa and surrounding cities. Along with Mekong Plaza across the street, H Mart and the additional signage that is being proposed will inject life to the corner of Main Street and Dobson Road and serve as a welcoming business within the Asian District.

Justification Criteria #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 with any other applicable City plan or policies.*

Findings: The proposed Comprehensive Sign Plan (CSP) update to increase the number of signs allowed for H Mart and to add a new freestanding sign (Sign Type “B” Option 2) along Dobson Road meets Justification Criteria #2. The subject site is located in the LI (Light Industrial) zoning district. The LI district is considered an Employment District, and one of the specific purpose of the LI district is to provide areas for a full range of commercial activities, generally on a limited scale, including high-impact commercial uses, outdoor display, and outdoor sale. H Mart complies with the purposes of the district by providing a large scale retail use with also serves as a major employment center, and the building and freestanding signage that is proposed will complement the use by adequately advertising the services offered by the grocer.

The proposed increase in the quantity of attached building signs for H Mart will also comply with the Mesa Sign Ordinance. The attached signs will utilize individual pan channel letters and logos that will be face-illuminated with internal LEDs. No large cabinet signs are proposed – the use of medium-sized individual letters and logos not exceeding six (6) feet tall will be compatible with the architectural style and character of the remodeled building exterior and not dominate the appearance of the building frontage. All signs will be placed below all building eaves, and all raceways will be installed hidden behind the building façade. These design standards that are being utilized for the proposed attached building wall signs complies with the spirit of the LI district and the Mesa Sign Ordinance.

The proposed detached freestanding sign along Dobson Road (Sign Type “B” Option 2) will be architecturally compatible with the architecture of the existing building by utilizing a stucco base that will be painted the same brown color as the building. The base will incorporate an open arch to accommodate any drainage in the landscaped area, and to match the architecture of existing monument signs and the development to help maintain a cohesive planned area. On top of the base will be an opaque aluminium cabinet painted red to match the corporate color of H Mart, and utilize LED for illumination at night. The H Mart copy will be routed out of the aluminum face and backed with

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plex with white translucent acrylic faces – therefore only the copy will illuminate at night. The total height of the proposed detached freestanding sign will not exceed six (6) feet tall, and the aluminum cabinet will not exceed 24.5 square feet. These design features that are being incorporated into the proposed detached freestanding sign complies with the spirit of the LI district and the Mesa Sign Ordinance.

Justification Criteria #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.*

Findings: The proposed Comprehensive Sign Plan (CSP) update to increase the number of signs allowed for H Mart and to add a new freestanding sign along Dobson Road meets Justification Criteria #3. The Main Street Marketplace shopping center has been in this location since 1989 and serves the community with all necessary grocery, retail, and service uses. There will be no injurious or detrimental element to surrounding properties with the proposed increase in signage and will only encourage harmonic growth for the shopping center. The proposed additional attached building signs and detached freestanding sign will not be overbearing in size, and will not flash, blink, animate or emit any noise – thus the signage itself will not be injurious or detrimental to the neighborhood or to the general welfare of the City of Mesa.

Justification Criteria #4: *Adequate public services, public facilities and public infrastructure are available to serve the proposed project.*

Findings: The proposed Comprehensive Sign Plan (CSP) update to increase the number of signs allowed for H Mart and to add a new freestanding sign along Dobson Road (Sign Type “B” Option 2) meets Justification Criteria #4. The subject site has been a shopping center since 1989, and an Albertson’s has served the neighborhood until it vacated the shopping center several years ago. The vacant anchor tenant space did not serve the community whatsoever. The addition of H Mart in 2017 revitalized the shopping center. As a grocer, H Mart is providing a much-needed service to the shopping center and to the neighborhood. The proposed increase in attached building signs and a new detached freestanding sign will help advertise H Mart to the public and therefore attract patrons to the grocer and surrounding tenants. These positive attributes will help maintain the grocer as an exceptional public service to the neighborhood and the City of Mesa.

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COMPREHENSIVE SIGN PLAN REVIEW CRITERIA

ZONING ORDINANCE SECTION 11-46-3(D): - COMPREHENSIVE SIGN PLANS

- D. Review criteria.** The Zoning Administrator Hearing Officer or the Board of Adjustment may approve a comprehensive sign plan containing elements which exceed the permitted height, area, and number of signs specified in this Sign Ordinance if the comprehensive sign plan conforms to the required findings in 11-70-5 of the Zoning Ordinance and upon a finding that:
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
 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
 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.

Review Criteria #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.*

Findings: The occupant, H Mart, has multiple goods and services that it offers to the public: groceries, market, eatery, and a specialty restaurant, and therefore additional signage is needed to adequately identify all of the uses and services offered within H Mart. The anchor building that houses H Mart is significantly setback from the two (2) major public streets: S. Dobson Road and W. Main Street. In addition, a Valley Metro Light Rail line is located along W. Main Street, which provides a visual and access barrier for westbound Main Street traffic to see and access the development site. From the northeast corner of the building, it is approximately 350 feet from Main Street, and from the southwest corner of the building it is approximately 330 feet from Dobson Road. These unique physical conditions and the occupant's relationship to the public streets therefore require a large sign to face each direction: northwest, northeast, and southwest. A large sign on each elevation is needed to safely identify the occupant and attract the attention of traffic from both S. Dobson Road and W. Main Street.

Review Criteria #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*

Findings: The occupant, H Mart, has a "distinguishing feature" by having multiple services and goods that are offered under one roof: groceries, market, eatery, and a specialty restaurant. Because of the multiple goods and services H Mart provides, it *has* to advertise all of the services on the building, and therefore the five (5) sign limit imposed by the current 1989 CSP needs to be increased to seven (7).

H Mart's site location at the rear of the development site, along with multiple detached pad buildings (Discount Tire and Jack in the Box) located at the front corner of the development site all blocks visibility from the intersection of W. Main Street and S. Dobson Roads. This is a clear variation from conventional transit-orientated development, where buildings and uses are closer if not right against the street for easy pedestrian access and visibility. Main Street Marketplace's older development style

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as a suburban strip mall, with large building setbacks and parking lot, is a negative characteristic, and thus larger attached building wall signs are needed to safely identify the occupant from a distance.

Due to the unique physical conditions of the development site, and the unique list of land uses as a distinguishing feature that H Mart boasts, the Board of Adjustment should grant a Special Use Permit to approve a Comprehensive Sign Plan update to increase the Aggregate Sign Area and the Maximum Quantity of Signs allowed.

Review Criteria #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.*

Findings: The two (2) existing permitted H Mart attached building wall signs (“H Mart Groceries & More” and “Market Eatery Food Hall”) are located on the front northwest elevation and are placed in a fashion that acknowledges the building’s architecture and design features. The main “H Mart Groceries & More” sign is centered directly above three archway features, providing a centered and uniform appearance. The other “Market Eatery Food Hall” sign is centered above two archway window features, which also provides a uniform appearance. The remaining proposed H Mart signs (pending Board of Adjustment approval of a Special Use Permit) will all be installed centered above existing archways, entrances, and parapets to create a uniform, clutter-less appearance that will reinforce the building’s existing architecture, not dominate above it.

The proposed new monument sign design Option 2 for Sign Type “B” will incorporate design features that integrates with the building’s architecture while incorporating special illuminated design features to limit glare. The design incorporates an arch base to match the architecture of existing monument signs and the development. Continuing the arch base design will help maintain a cohesive planned area. The arch base will be painted brown to match the color of the existing building. Sitting on top of the base is a red-colored internally illuminated aluminum cabinet with routed faces and white acrylic push-thru letters, therefore only the letters illuminate at night while the rest of the sign cabinet is opaque.