



# Board of Adjustment

## *Staff Report*

**CASE NUMBER:** BA15-019  
**LOCATION/ADDRESS:** 6907 E. Ray Road  
**COUNCIL DISTRICT:** District 6  
**STAFF PLANNER:** Kim Steadman, Planner II  
**OWNER:** Gateway Hospitality Group, LLC  
**APPLICANT:** Signarama – Brian Eichenberg

**REQUEST:** *Requesting a Special Use Permit for a comprehensive sign plan in the LC-BIZ zoning district. (PLN2015-00141).*

### SUMMARY OF APPLICANT'S REQUEST

This request is for a Special Use Permit to create a Comprehensive Sign Plan for the Courtyard Marriott hotel.

### STAFF RECOMMENDATION

Staff recommends approval of case BA15-019, *conditioned upon following:*

- 1. Compliance with sign plan submitted, except as modified by these conditions.*
- 2. The material for the base of Sign #7, the monument sign, is to be the same metal panel system used on the main building.*
- 3. Compliance with all requirements of Development Services in the issuance of sign permits.*

### SITE CONTEXT

**CASE SITE:** Hotel (under construction) – zoned LC-BIZ  
**NORTH:** (Across Ray Rd.) vacant State land – zoned AD-2 in County  
**EAST:** (Across the RWCD canal & East Maricopa Floodway) golf course – zoned PS  
**SOUTH:** Existing industrial use & vacant land – zoned LC and LI  
**WEST:** (Across 185th St. / Saranac) Existing multi-tenant retail use – zoned LC

### STAFF ANALYSIS AND FINDINGS:

The requested Special Use Permit (SUP) would create a Comprehensive Sign Plan (CSP) for the four-story Courtyard Marriott hotel located on E. Ray Road at the entrance to the Gateway airport. The site is 2.8 acres. The intent of the CSP is to “provide for the establishment of signage criteria that are tailored to a specific development of location, and which may vary from specific Ordinance provisions. The intent is to provide for flexible sign criteria that promote superior design through architectural integration of the site, buildings, and signs.” (Ch. 11-41-8 (D) 13) The table below lists the numbers and signage area of the various sign types proposed for this commercial center:

**Attached Signs:**

Type	Name	Code #/ Area	Proposed # of Signs	Proposed sign area	Staff recommends
1	Main Entry	3/160 sf	1	133 sf	Approval
2/3/4	Building Sides & Rear		3	55 sf / ea.	Approval
	Total:		4	243 sf	Approval

**Detached Signs:**

Type	Name	Code #/Area/Height	Proposed # of Signs	Proposed sign area	Proposed Height	Staff recommends
5/6	Site Directional	N-A/3 sf/3'	2	10 sf	3.5'	Approval
7	Monument	1/80 sf/12'	1	39'	8'	Approval

**FINDINGS:**

- 1.1 The proposed CSP includes a DETACHED SIGN - Standard Sign Code would allow a 12' tall detached sign along Ray Rd. The CSP proposes detached signage that uses only 8' of this available height.
- 1.2 The proposed CSP includes SITE DIRECTIONAL SIGNS – Code limits site directional signs to 3' in height. The CSP proposes 2 directional signs at 3.5' each.
- 1.3 The proposed CSP includes ATTACHED SIGNS – This CSP identifies four (4) specific attached signs for the hotel. The total area of these signs is 298 square feet.
- 2.1 DESIGN INTEGRATION - The CSP can be seen as a tool to promote superior design throughout a development. This CSP identifies architecturally-integrated signs and specifies location, size, height, construction material, color, and type of illumination and orientation of proposed signs.
- 3.1 The proposed CSP will be compatible with the proposed hotel as well as surrounding properties, and will not be detrimental to adjacent development.
- 4.1 The hotel exceeds 3 stories in height and needs a Comprehensive Sign Plan to allow business signs.

**ORDINANCE REQUIREMENTS:**

**Zoning Ordinance, Section 11-41-6 (E) – Permitted Signs:**

1. Attached Signs.
  - a. Occupancies with less than 100 front feet: two (2) signs for each occupancy not to exceed 2 square feet of total sign area for each front foot of building occupancy.
  - b. Occupancies with more than 100 front feet: three (3) signs for each occupancy not to exceed 2 square feet of total sign area for each front foot of building occupancy.
  - c. Total attached signage shall not exceed 160 square feet per occupancy.
  - d. Attached signage shall not extend horizontally a distance greater than fifty percent (50%) of the width of the building wall on which it is displayed, except for buildings containing multiple occupancies (See figure below).
  - e. Each occupancy shall be permitted at least 24 square feet of attached signage.
  - f. Occupancies having no exterior wall parallel to a fronting street shall be permitted signage based on 2 square feet of sign area for each lineal foot of exterior wall of the front of such occupancy.

- g. Occupancies having an exterior building wall parallel to more than one (1) fronting street shall be permitted signage based on the longer parallel wall. Signage placed on the shorter parallel exterior wall shall not exceed 2 square feet of area per front foot of building occupancy of such shorter parallel wall, and this area shall be subtracted from the total allowable sign area (See Figure 11-41-6) below.

**2. Detached Signs.**

- a. One (1) square foot of total sign area per lineal foot of street frontage.
- b. One (1) foot of total sign height per each ten feet (10') of street frontage.
- c. Developments, including group C-O-I developments, displaying more than one (1) detached sign per street frontage shall be permitted 50% of total aggregate sign area and sign height specified in (1) and (2) above.
- d. No detached sign shall exceed 80 square feet in area or 12 feet in height.

**Zoning Ordinance, Section 11-41-8 (D) – Supplemental Provisions:**

- 3. Buildings exceeding 3 stories shall only be identified by the building, building complex, or development name, unless modified by a comprehensive sign plan as provided in this Section...
  
- 13. A Comprehensive Sign Plan for a proposed or existing development/building may be approved by the Zoning Administrator/Board of Adjustment in conjunction with the granting of a Special Use Permit under Title 11, Administration and Procedures Chapter of the Mesa City Code. The purpose of a Comprehensive Sign Plan is to provide for the establishment of signage criteria that are tailored to a specific development or location, and which may vary from specific Ordinance provisions. The intent is to provide for flexible sign criteria that promote superior design through architectural integration of the site, buildings and signs.

A Comprehensive Sign Plan shall include the location, size, height, construction material, color, and type of illumination and orientation of all proposed signs, either permanent or temporary.

A Comprehensive Sign Plan containing elements which exceed the permitted height, area and number of signs specified in this Chapter may be approved by the Zoning Administrator/Board of Adjustment only upon a finding that:

- (a) 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
- (b) 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
- (c) The proposed signage incorporates special design features such as logos, emblems, murals or statuary that are integrated with the building architecture.

The construction and placement of individual signs contained in the approved Comprehensive Sign Plan shall be subject to the issuance of sign permits in accordance with 11-19-8(E).



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**Signarama**<sup>™</sup>  
The way to grow your business.

3400 N ARIZONA AVE, #117, CHANDLER, AZ 85225

Phone: 480-821-1100 Fax: 480-821-0700

[Signarama@SARChandler.com](mailto:Signarama@SARChandler.com)

[SignARamaChandler.com](http://SignARamaChandler.com)

## **Request for Comprehensive Sign Plan Approval**

**Courtyard Inn**

**6907 E. Ray Rd**

**Mesa, AZ 85201**

The attached documents are per the planned sign program for the above location. We are requesting signage on each of three high visibility elevations and a primary monument which is at 8' OAH. We also propose two additional directional signs at 3' 6" OAH. All signs are lighted and all detail regarding construction and physical scale are attached. We have provided a detailed sign inventory which includes the location and sq. footage. Sign heights and lengths are per the drawings provided. All wall signage does comply with the request limiting the signs to within 80% of the width of the architectural element they are mounted to.

Contractor's License #151622

**Proposed Signs for:**

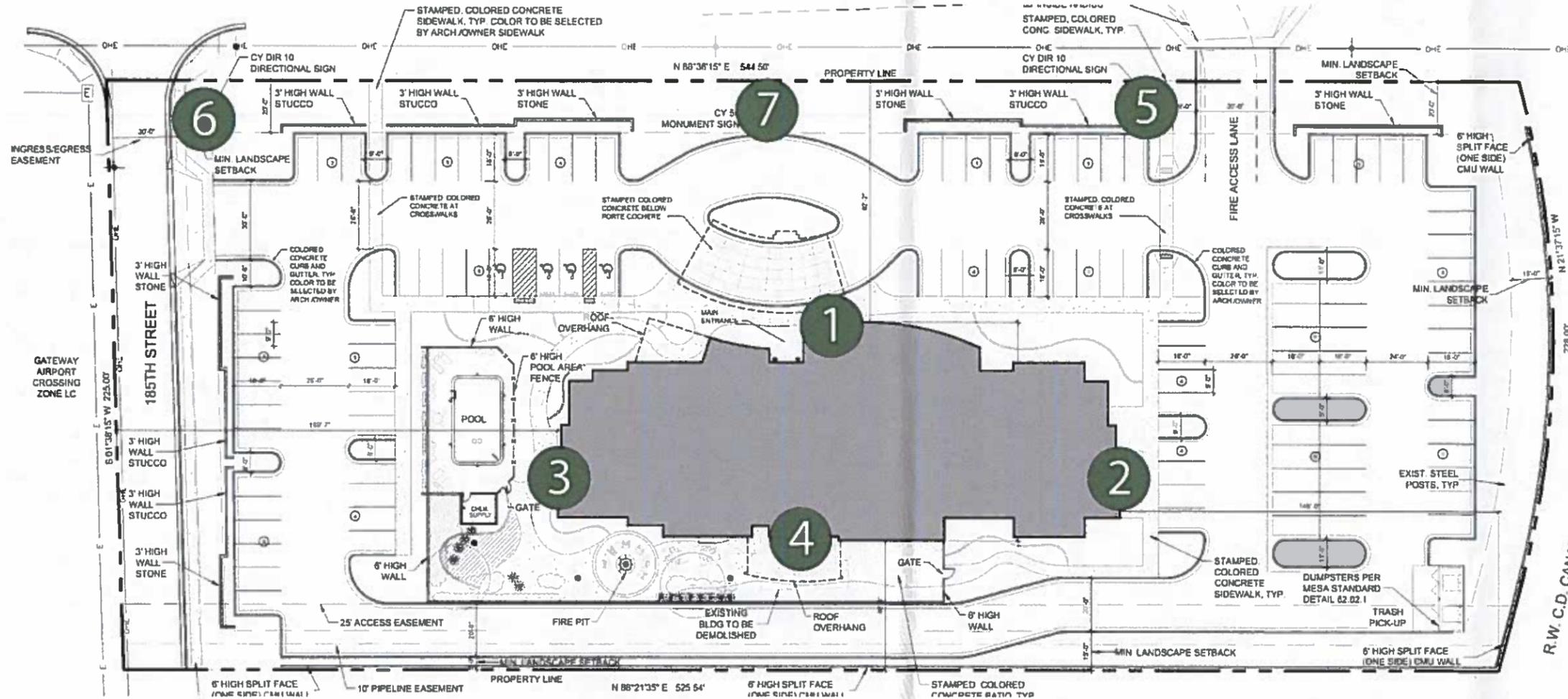
**Courtyard Marriott  
6907 E. Ray RD  
Mesa, AZ 85201**

<b>Sign #</b>	<b>Description</b>	<b>Sq footage</b>	<b>Height</b>
1	Channel letter set (N)	133.24	6'7 3/16"
2	Channel letter set (E)	55.22	4'4 13/16"
3	Channel letter set (W)	55.22	4'4 13/16"
4	Channel letter set (S)	55.22	4'4 13/16"
5	Directional	10.37	3'6" OAH
6	Directional	10.37	3'6" OAH
7	Monument	39.34	8'0" OAH
<b><u>TOTAL SQ Footage</u></b>		<b><u>358.98</u></b>	

# COURTYARD MESA, AZ

## PROPOSED SIGNS:

- 1 36" REMOTE CHANNEL LETTER SET
- 2 24" REMOTE CHANNEL LETTER SET
- 3 24" REMOTE CHANNEL LETTER SET
- 4 24" REMOTE CHANNEL LETTER SET
- 5 2'1"X4'11 3/4" DIRECTIONAL AT 3'6" OAH
- 6 2'1"X4'11 3/4" DIRECTIONAL AT 3'6" OAH
- 7 3'5"X11'3 3/16" MONUMENT AT 8' OAH



Customer:  
**COURTYARD**

Location:  
**MESA, AZ**

Date:  
**4-10-15**

File Name:  
**130717 - R4 - MESA, AZ - 11X17**

Prepared By:  
**MR**

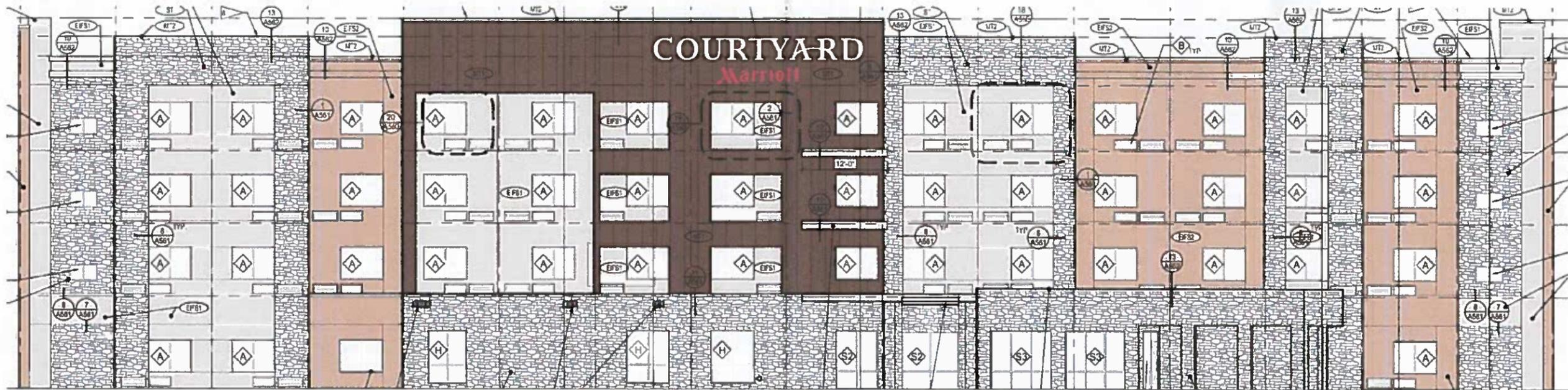
Eng:  
**X**

*Note:* Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.

**PERSONA**  
SIGN MAKERS / IMAGE BUILDERS

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700 21st Street Southwest  
PO Box 210  
Watertown, SD 57201-0210  
1 (800) 843-9888 • www.personasigns.com

**1 NORTH ELEVATION**  
SCALE: 1/16" = 1'-0"



SQUARE FOOTAGE: 133.24 SQ FT

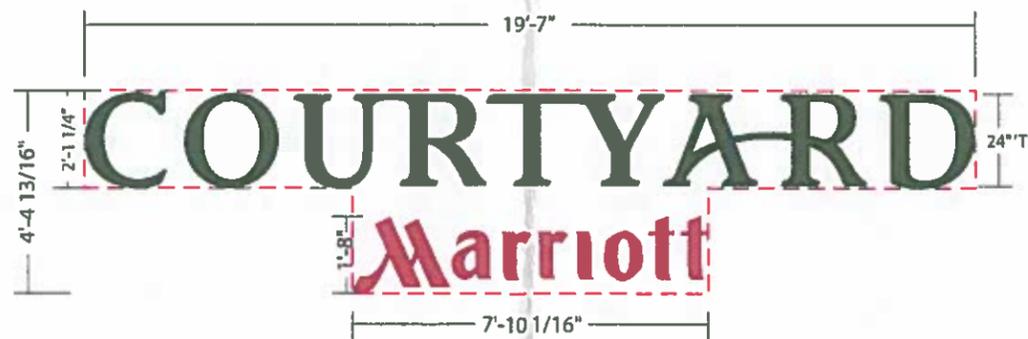
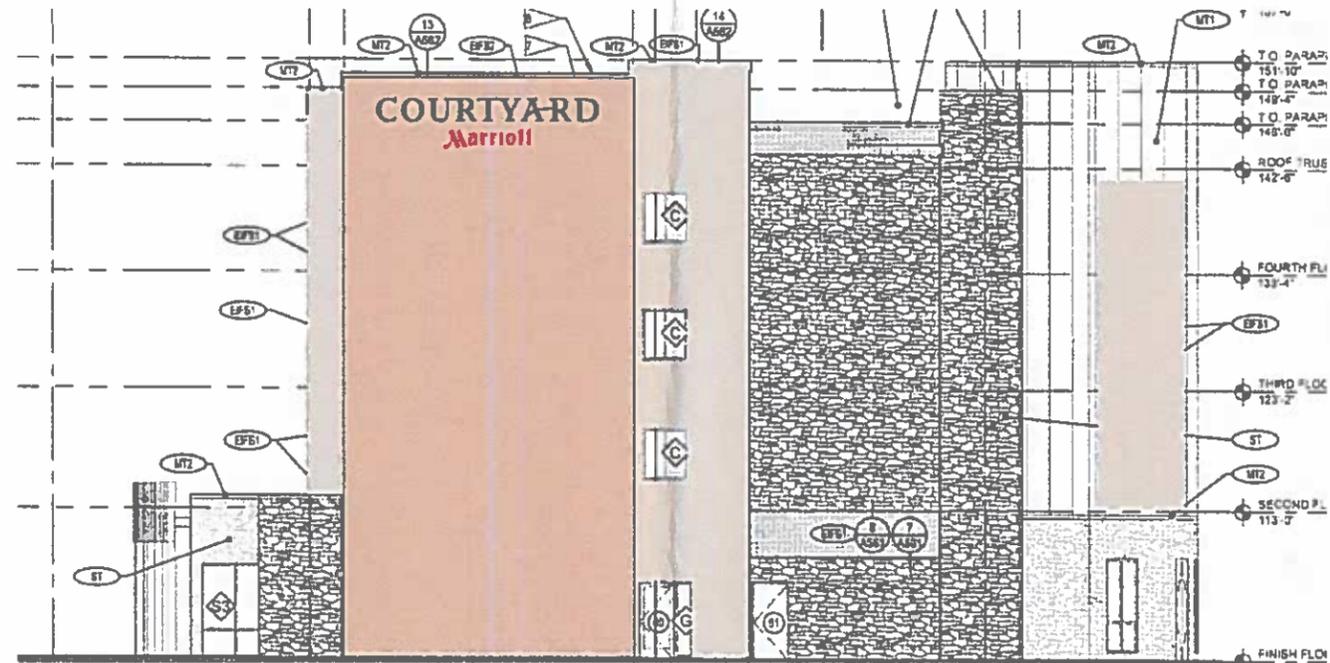
GRAPHIC DETAIL  
SCALE: 1/4" = 1'0"

NOTE: Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.

Customer:	<b>COURTYARD</b>	Date:	<b>4-10-15</b>	Prepared By:	---	Eng:	<b>X</b>	Notes: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.
Location:	<b>MESA, AZ</b>	File Name:	<b>130717 - R4 - MESA, AZ - 11X17</b>					

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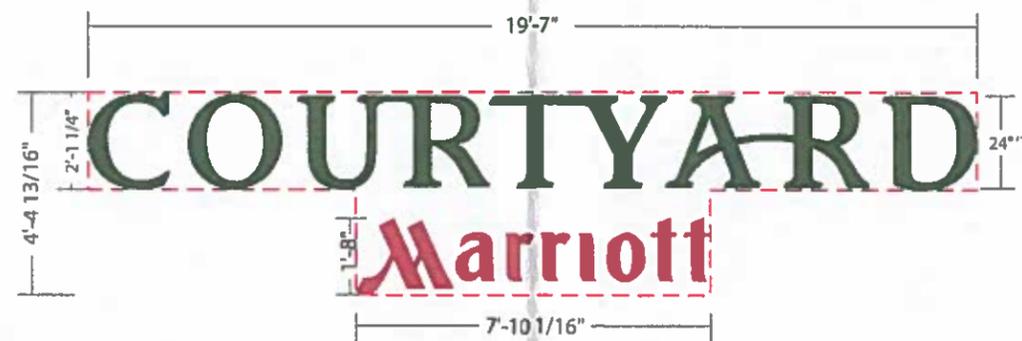
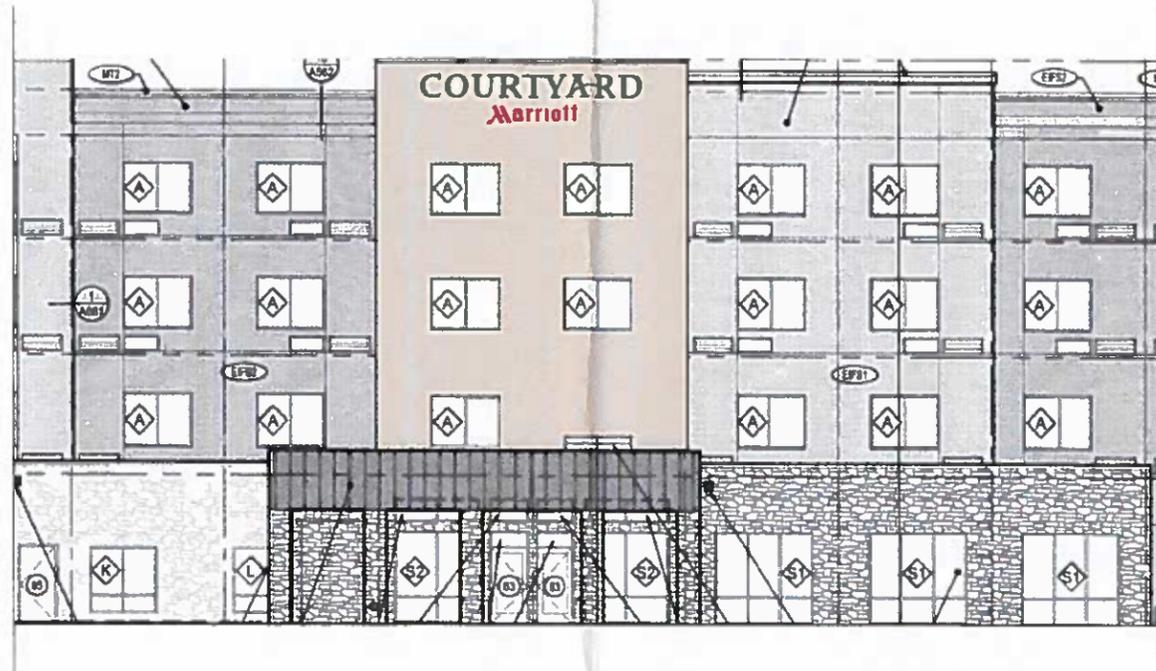
**SQUARE FOOTAGE:** 55.22 SQ FT

GRAPHIC DETAIL  
SCALE: 1/4" = 1'0"

**NOTE:** Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.

Customer:	<b>COURTYARD</b>	Date:	<b>4-10-15</b>	Prepared By:	—	Eng:	<b>X</b>	<small>Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.</small>	 <b>DISTRIBUTED BY SIGN UP COMPANY</b> 700 21st Street Southwest PO Box 210 Watertown, SD 57201-0210 1 (800) 843-9888 • www.personasigns.com
Location:	<b>MESA, AZ</b>	File Name:	<b>130717 - R4 - MESA, AZ - 11X17</b>						





**SQUARE FOOTAGE:** 55.22 SQ FT

GRAPHIC DETAIL  
SCALE: 1/4" = 1'0"

**NOTE:** Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.

<b>Customer:</b> COURTYARD	<b>Date:</b> 4-10-15	<b>Prepared By:</b> —	<b>Eng:</b> X	<small>Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.</small>
<b>Location:</b> MESA, AZ	<b>File Name:</b> 130717 - R4 - MESA, AZ - 11X17			

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SQUARE FOOTAGE: 10.37 SQ FT

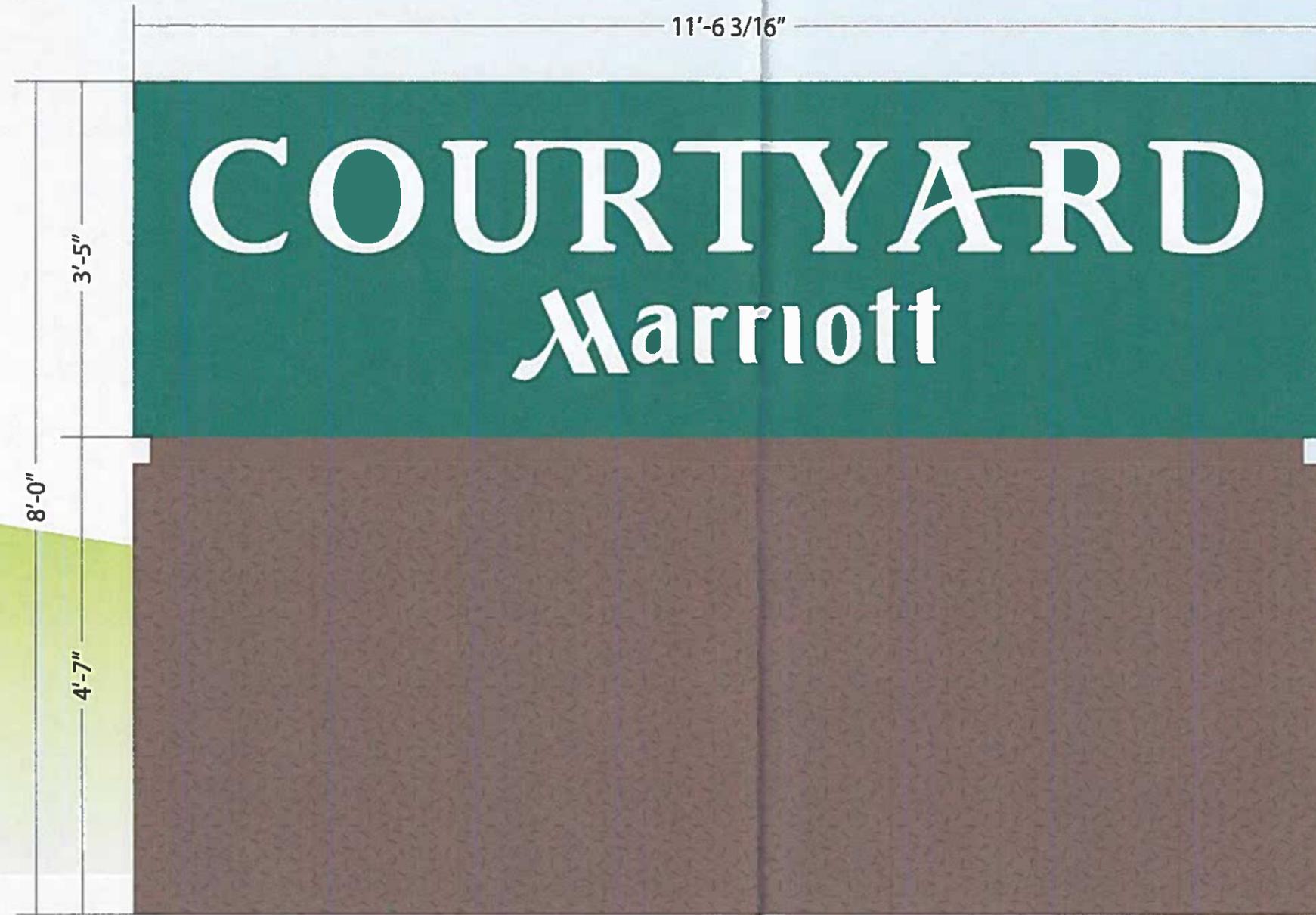
ELEVATION  
SCALE: 1" = 1'-0"

Customer:	COURTYARD	Date:	4-10-15	Prepared By:	—	Eng:	X
Location:	MESA, AZ	File Name:	130717 - R4 - MESA, AZ - 11X17				

Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.

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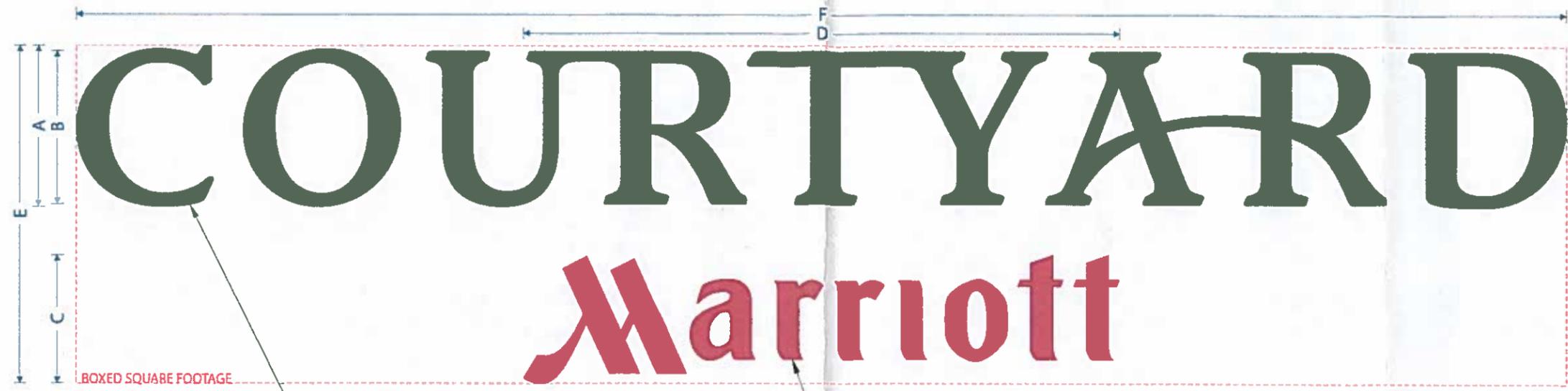
SQUARE FOOTAGE: 39.34 SQ FT

ELEVATION  
SCALE: 3/4" = 1'-0"

Customer: <b>COURTYARD</b>	Date: <b>4-10-15</b>	Prepared By: —	Eng: <b>X</b>	<small>Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.</small>
Location: <b>MESA, AZ</b>	File Name: <b>130717 - R4 - MESA, AZ - 11X17</b>			

**PERSONA**  
SIGN MAKERS / IMAGE BUILDERS

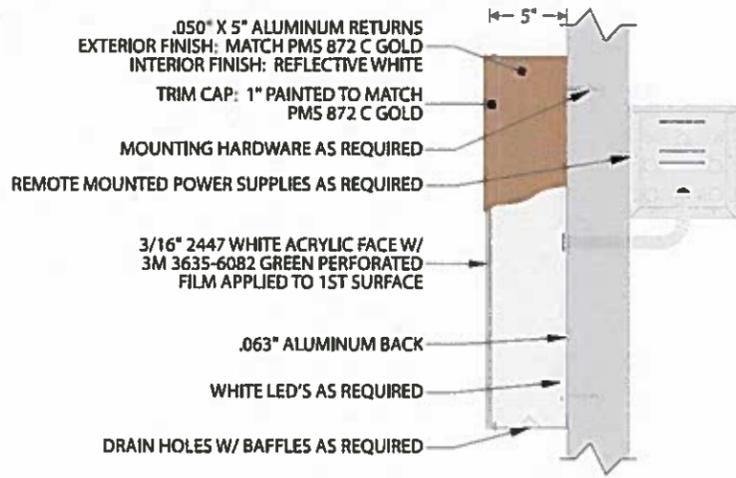
DISTRIBUTED BY SIGN UP COMPANY  
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PO Box 210  
Watertown, SD 57201-0210  
1 (800) 843-9888 • www.personasigns.com



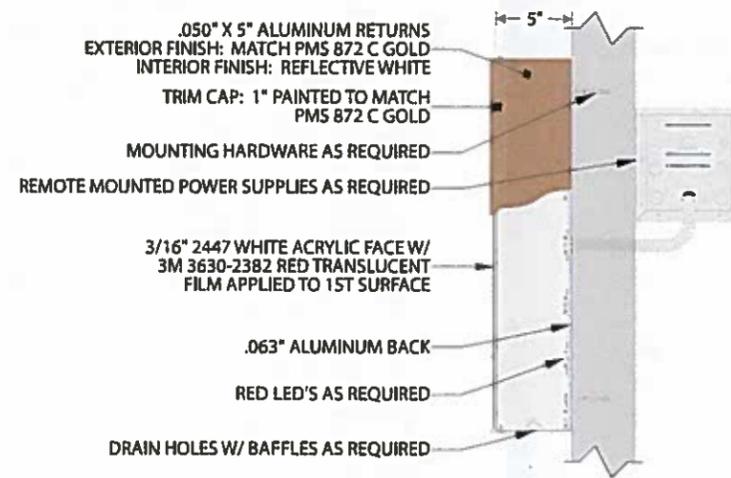
3/16" 2447 WHITE ACRYLIC FACE W/  
3M 3635-6082 GREEN PERFORATED  
FILM APPLIED TO 1ST SURFACE

3/16" 2447 WHITE ACRYLIC FACE W/  
3M 3630-2382 RED TRANSLUCENT  
FILM APPLIED TO 1ST SURFACE

**GRAPHIC DETAIL**  
SCALE: NTS



**"COURTYARD" LETTER PROFILE**  
SCALE: NTS



**"MARRIOTT" LETTER PROFILE**  
SCALE: NTS

COURTYARD 2-LINE REMOTE LED CHANNEL LETTER SPECIFICATIONS - GREEN OPTION								
LETTER "C" HEIGHT	LETTER "T" HEIGHT	LETTER "M" HEIGHT	"MARRIOTT" LENGTH	OVERALL HEIGHT	OVERALL LENGTH	AMP LOAD	BOXED SQUARE FOOTAGE	ACTUAL SQUARE FOOTAGE
A	B	C	D	E	F			
2'-1 1/4"	24"	1'-8"	7'-10 1/16"	4'-4 13/16"	19'-7"	1.30	86.16	18.75
2'-7 9/16"	30"	2'-1"	9'-9 9/16"	5'-6"	24'-5 11/16"	2.60	134.60	29.29
3'-1 7/8"	36"	2'-6"	11'-9 1/16"	6'-7 3/16"	29'-4 1/2"	2.97	193.84	42.19
4'-2 1/2"	48"	3'-4"	15'-8 1/8"	8'-9 9/16"	39'-1 15/16"	3.90	344.58	75.00

NOTES:  
STAPLED RETURNS  
ELECTRICAL: 120 VOLT  
U.L. APPROVED

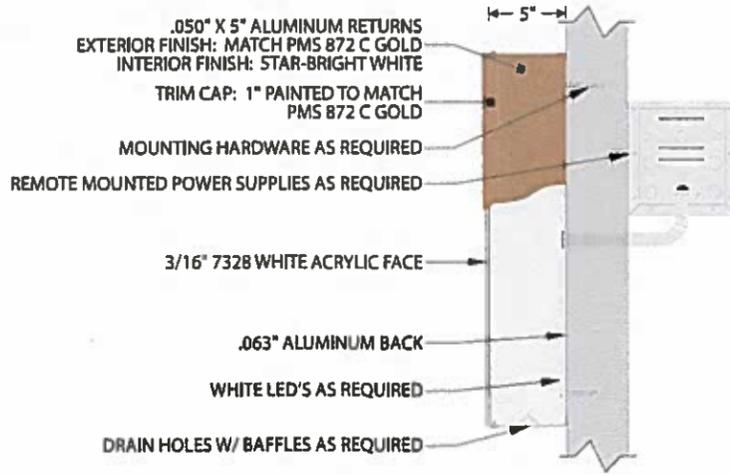
Customer: <b>COURTYARD</b>	Date: <b>01/30/14</b>	Prepared By: <b>RA</b>	<small>Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.</small>		<b>DISTRIBUTED BY SIGN UP COMPANY</b> 700 21st Street Southwest PO Box 210 Watertown, SD 57201-0210 1 (800) 843-9888 • www.personasigns.com
Item Number: COU-25CLEDRT2LF-S COU-31CLEDRT2LF-S COU-37CLEDRT2LF-S COU-50CLEDRT2LF-S	File Name: <b>COURTYARD REMOTE LED CHANNEL LETTERS - GREEN OPTION</b>	Revision: -			



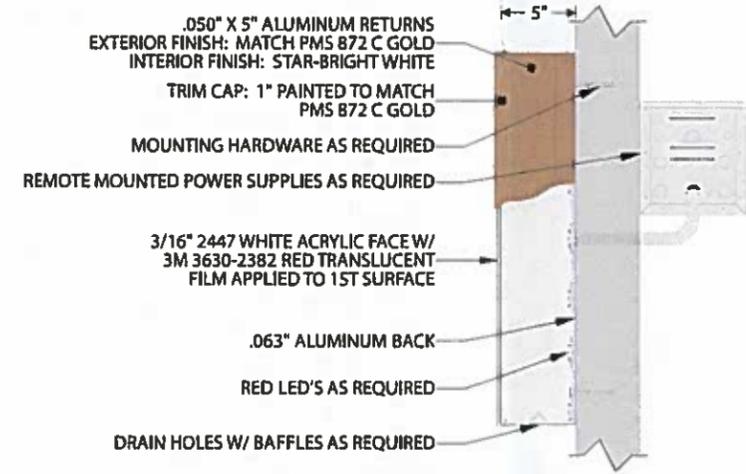
3/16" 7328 WHITE ACRYLIC FACE

3/16" 2447 WHITE ACRYLIC FACE W/  
3M 3630-2382 RED TRANSLUCENT  
FILM APPLIED TO 1ST SURFACE

**GRAPHIC DETAIL**  
SCALE: NTS



**"COURTYARD" LETTER PROFILE**  
SCALE: NTS

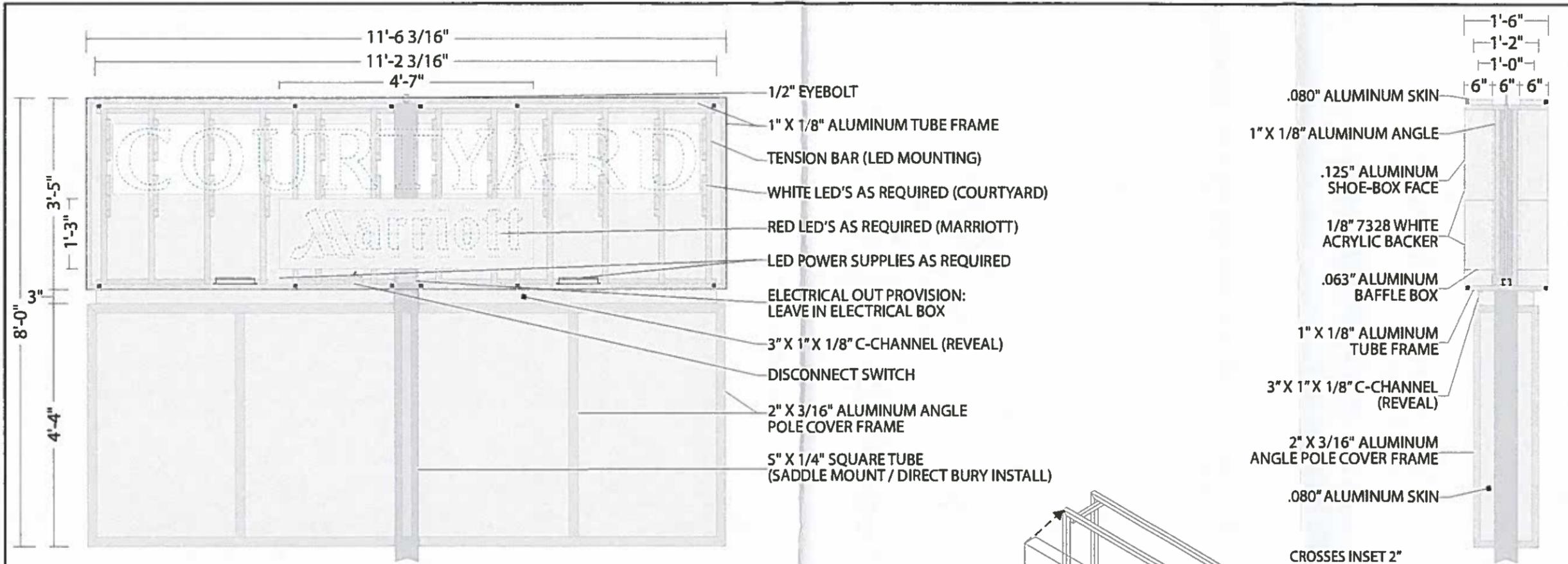


**"MARRIOTT" LETTER PROFILE**  
SCALE: NTS

COURTYARD 2-LINE REMOTE LED CHANNEL LETTER SPECIFICATIONS - WHITE OPTION								
LETTER "C" HEIGHT	LETTER "T" HEIGHT	LETTER "M" HEIGHT	"MARRIOTT" LENGTH	OVERALL HEIGHT	OVERALL LENGTH	AMP LOAD	BOXED SQUARE FOOTAGE	ACTUAL SQUARE FOOTAGE
A	B	C	D	E	F			
2'-1 1/4"	24"	1'-8"	7'-10 1/16"	4'-4 13/16"	19'-7"	1.30	86.16	18.75
2'-7 9/16"	30"	2'-1"	9'-9 9/16"	5'-6"	24'-5 11/16"	2.60	134.60	29.29
3'-1 7/8"	36"	2'-6"	11'-9 1/16"	6'-7 3/16"	29'-4 1/2"	2.97	193.84	42.19
4'-2 1/2"	48"	3'-4"	15'-8 1/8"	8'-9 9/16"	39'-1 15/16"	3.90	344.58	75.00

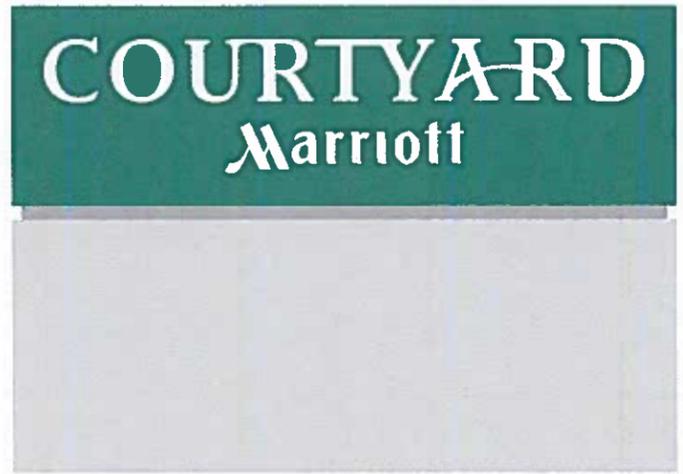
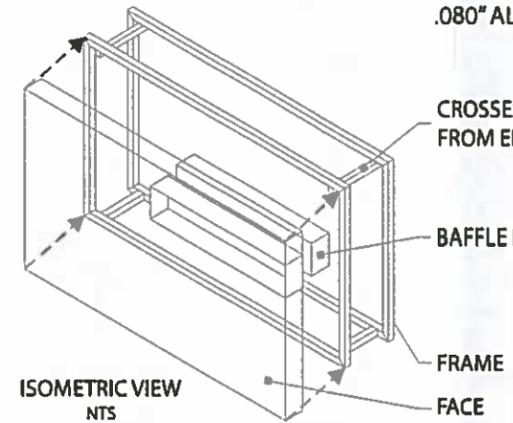
NOTES:  
STAPLED RETURNS  
ELECTRICAL: 120 VOLT  
U.L. APPROVED

Customer: <b>COURTYARD</b>	Date: <b>01/30/14</b>	Prepared By: <b>RA</b>	Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.		DISTRIBUTED BY SIGN UP COMPANY 700 21st Street Southwest PO Box 210 Watertown, SD 57201-0210 1 (800) 843-9888 • www.personasigns.com
Item Number: COU-25CLEDRT2LF-51 COU-31CLEDRT2LF-51 COU-37CLEDRT2LF-51 COU-50CLEDRT2LF-51	File Name: <b>COURTYARD REMOTE LED CHANNEL LETTERS - WHITE OPTION</b>	Revision: -			



FRAME DETAIL  
SCALE: 3/8" = 1'-0"

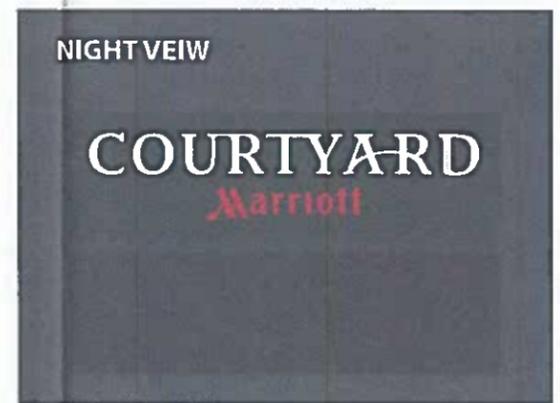
CROSS SECTION  
SCALE: 3/8" = 1'-0"



GRAPHIC DETAIL  
SCALE: 1/4" = 1'-0"



SIDE VIEW



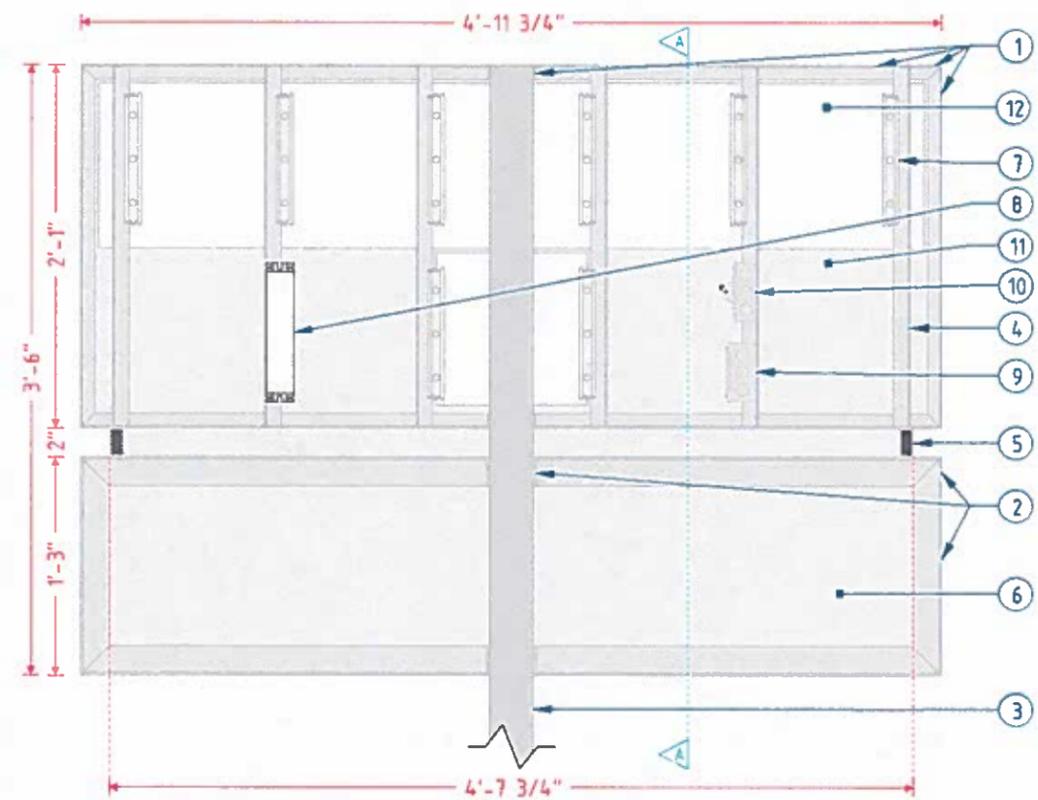
**FRAME DETAILS:**

1" X 1/8" ALUMINUM TUBE FRAME  
EXTERIOR FINISH -  
FACES: PAINT TO MATCH 3630-7152 TEAL  
REVEAL: PAINT TO MATCH PMS 877 C SATIN SILVER  
POLE COVER: PAINT TO MATCH MATTHEWS  
41342SP SATIN BRUSHED ALUMINUM  
INTERIOR FINISH - REFLECTIVE WHITE  
FACES REMOVABLE FOR SERVICE  
(COUNTERSUNK SCREWS)  
U.L. APPROVED  
ELECTRICAL: 2.90 AMPS, 120 VOLTS

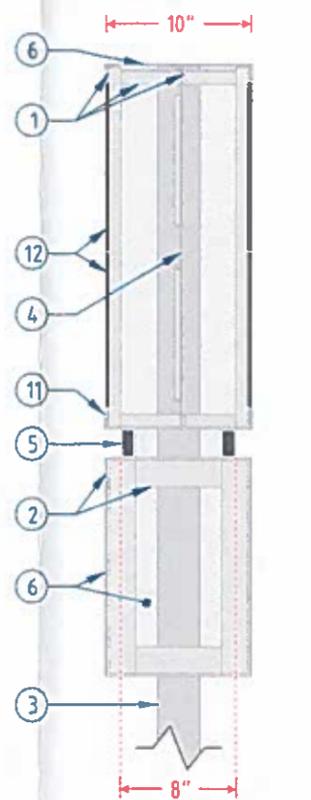
**FACE DETAILS:**

.125" ROUTED ALUMINUM SHOE-BOX SHAPED  
W/ 1/8" 7328 FLAT WHITE ACRYLIC BACKER:  
■ PAINT TO MATCH 3630-7152 TEAL  
□ WHITE: COPY

Customer:	<b>COURTYARD</b>	Date:	<b>2/12/15</b>	Prepared By:	<b>CM</b>	<p>Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.</p>		<p>DISTRIBUTED BY SIGN UP COMPANY 700 21st Street Southwest PO Box 210 Watertown, SD 57201-0210 1 (800) 843-9888 • www.personasigns.com</p>
Location:	<b>VARIOUS</b>	File Name:	<b>COURTYARD 3X11 DF MONUMENT AT 8' OAH</b>		Eng:			



**FRAME & LAMP DETAIL**  
SCALE: 3/4" = 1'-0"



**CROSS SECTION A-A**  
SCALE: 3/4" = 1'-0"

COURTYARD 2 X 4 DIRECTIONAL SIGN @ 3'-6" OAH	
NO.	PART/DESCRIPTION
1	1" X 1" X 1/8" ALUMINUM ANGLE
2	2" X 2" X 3/16" ALUMINUM ANGLE
3	3" X 3" X 1/8" SQUARE TUBE
4	.080" X 1 1/4" ALUMINUM STRAP
5	2" X 1" X 1/8" ALUMINUM TUBE
6	.080" ALUMINUM SKIN
7	WHITE LED'S AS REQUIRED
8	LED POWER SUPPLIES AS REQUIRED
9	ELECTRICAL OUT PROVISION: LEAVE IN ELECTRICAL BOX
10	DISCONNECT SWITCH
11	1/8" ROUTED ALUMINUM FACE
12	1/8" 7328 WHITE ACRYLIC BACKER PANEL
13	PAINT MATTHEWS MP14975 SATIN GREEN
14	PAINT PMS 877 C SATIN SILVER
15	PAINT MATTHEWS 41342SP SATIN BRUSHED ALUMINUM

**NOTES:**

- DESIGN FACTOR: TO BE DETERMINED
- ALUMINUM ANGLE FRAME
- ROUTED ALUMINUM FACES
- EXTERIOR FINISH:
  - CABINET - PAINT MATTHEWS MP14975 SATIN GREEN
  - REVEAL - PAINT PMS 877 C SATIN SILVER
  - POLE COVER - PAINT MATTHEWS 41642SP SATIN BRUSHED ALUMINUM
  - FACES - PAINT MATTHEWS MP14975 SATIN GREEN
- INTERIOR FINISH: PAINT REFLECTIVE WHITE
- ENDS REMOVABLE FOR SERVICE ACCESS
- COUNTER SINK SCREW SKINS
- U.L. APPROVED
- ELECTRICAL: 1.10 AMPS/120 VOLTS
- SQUARE FOOTAGE:
  - FACE ONLY = 10.37
  - DISPLAY - BOXED = 17.43
  - DISPLAY - ACTUAL = 17.36



**ISOMETRIC VIEW**  
SCALE: 1/4" = 1'-0"



**GRAPHIC DETAIL**  
SCALE: 3/8" = 1'-0"

Customer: <b>COURTYARD</b>	Date: <b>04/01/15</b>	Prepared By: <b>RA/RS</b>	<small>Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.</small>		DISTRIBUTED BY SIGN UP COMPANY 700 21st Street Southwest PO Box 210 Watertown, SD 57201-0210 1 (800) 843-9888 • www.personasigns.com
Item Number: COU-2X4DFLEDENTCSIGN-S COU-2X4DFLEEXITSIGN-S	File Name: <b>COU 2 X 4 DOUBLE FACE LED DIRECTIONAL</b>	Revision: <b>1</b>			