



Board of Adjustment

Staff Report

CASE NUMBER: BA14-070
LOCATION/ADDRESS: 9151 East Guadalupe Road
COUNCIL DISTRICT: District 6
PLANNER: Lesley Davis
OWNER: Diamond Shamrock Arizona, Inc.
APPLICANT: Z Hess, Arizona Sign and Lighting, LLC

REQUEST: Requesting a Special Use Permit for a Comprehensive Sign Plan in the LC zoning district to accommodate additional attached signage for a for a new carwash building at an existing service station.

SUMMARY OF APPLICANT'S REQUEST

This case involves a request to consider a Comprehensive Sign Plan for an existing Valero convenience store, fuel facility and recently approved car wash, all of which are located on the southwest corner of East Guadalupe and South Ellsworth Roads. The submitted proposal includes a total of 6 attached signs with an aggregate sign area of 160 square-feet, which is 3 signs over the Sign Ordinance maximum for the number of signs allowed. The proposed plan also includes the existing monument signs at 80 square-feet, with the one along Guadalupe Road at 8-feet high and the sign at the intersection corner at 8-feet high. The sign code would normally allow for 12-foot high signs. The intent is that the 4-foot reduction in sign height will off-set the increase in the number of attached signs requested.

STAFF RECOMMENDATION

Staff recommends approval of case BA14-070 (*Conditioned upon the following*):

1. *Compliance with the site plan and sign elevations submitted except as modified by the conditions below.*
2. *Approval of only one attached sign on the car wash building for a total of 4 attached signs for the overall project.*
3. *Placement of the signs must be in compliance with all City of Mesa standards.*
4. *Compliance with all requirements of the Development Services Division with regard to the issuance of building permits.*

SITE CONTEXT

CASE SITE: Existing Valero Service Station
NORTH: (across Guadalupe Road) Multiple-family Residential – zoned RM-4
EAST: (across Ellsworth Road) Retail Commercial – zoned LC PAD
SOUTH: Vacant – zoned LC PAD approved for shopping center, then (further south) existing Residential development – zoned RS-6 PAD
WEST: Vacant – zoned LC PAD approved for shopping center, then (further west) vacant rezoned for town-homes – RM-2 BIZ-PAD

STAFF ANALYSIS/FINDINGS

1. This request is for a Comprehensive Sign Plan (CSP) to allow for additional attached signs in the LC zoning District. The gas station and convenience market were constructed in 2006. The carwash, which is 1,064 square-feet, was approved to be added in October of 2014.
2. One intention of the Sign Ordinance is to control sign clutter while allowing a reasonable number of signs that provide reasonable identification of the business. Past reviews of similar gas station/convenience store projects have recognized the creation of separate gas, store and car wash identities. This proposal does accomplish that, however the applicant has propose 3 attached signs for a 1,064 car wash building in addition to the 2 existing signs on the gas canopy and single sign on the convenience store for a total of 6 attached signs. In order to off-set the increase in attached signage that is requested, the applicant has stated that the existing monument signs are 8-feet high, which is 4-feet lower than what would have been allowed by code. Staff has previously supported an increase in the number of signs if it is off-set by a decrease in the height of the monument signs, however staff feels that the request for 3 additional signs is excessive and is not consistent with previous approvals in Mesa. Staff would support a compromise that would allow 1 additional attached sign for the car-wash building. It is a fairly small building and with proper placement of the attached sign, it should be easily identified with a single attached sign.
3. The applicant is requesting 6 attached signs that total 160 square-feet in area. The maximum amount of signage that code would allow for this site would be 3 attached signs with a total of 160 square-feet. Although the square-footage of the attached signage proposed is at the code minimum, the number of signs significantly exceeds what code would allow. The sign ordinance limits the aggregate area of attached signs as well as the number of attached signs with the intent to limit the signage of a project to convey identification for directional purposes only and not saturating a site with advertising and/or sign clutter.
4. The, applicant's request and staff recommendation are summarized in the table below:

	Proposed	Staff Recommendation
Attached Signs -- Canopy	1 @ 37 s.f. (north elevation) 1 @ 6 s.f. (north elevation)	As submitted
Attached Signs -- C- Store	1 @ 43 s.f.	As submitted
Attached Signs -- Carwash	1 @ 23.6 s.f. (northwest elevation) 1 @ 23.6 s.f. (northeast elevation) 1 @ 23.6 s.f. (southeast elevation)	1 @ 23.6 s.f. (northeast elevation)
Detached Signs --	2 @ 80 s.f. -- 8' high	As submitted

5. The signs must be located to be out of the existing rights-of-way and they must also be sited to avoid any Public Utility Easements. The applicant will also have to locate the sign so that it does not affect site visibility.
6. The proposed modifications to the Comprehensive Sign Plan in conjunction with the recommended conditions will be compatible with, and not detrimental to, surrounding properties.

ORDINANCE REQUIREMENTS:

Sign Ordinance, Section 11-41-8, General Provisions:

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, the 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, 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 Section 11-19-8(E).

Sign Ordinance, Section 11-41-6(E), Signs Allowed by Zoning Districts:

(E) NC, LC, GC, PEP, LI, GI, HI and PS Districts.

1. Attached Signs.

- (a) Occupancies with less than one hundred (100) front feet: two (2) signs for each occupancy not to exceed two (2) square feet of total sign area for each front foot of building occupancy.
- (b) Occupancies with more than one hundred (100) front feet: three (3) signs for each occupancy not to exceed two (2) square feet of total sign area for each front foot of building occupancy.
- (c) Total attached signage shall not exceed one hundred sixty (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.



- (e) Each occupancy shall be permitted at least twenty-four (24) square feet of attached signage.
- (f) Occupancies having no exterior wall parallel to a fronting street shall be permitted signage based on two (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 two (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.



- (h) Attached signage shall be located on the specific occupancy identified therein and is not transferable from one occupancy to another.

2. Detached Signs.

- (a) One (1) square foot of total sign area per lineal foot of street frontage.
- (b) One foot (1') 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 fifty percent (50%) of total aggregate sign area and sign height specified in 1 and 2 above.
- (d) No detached sign shall exceed eighty (80) square feet in area or twelve feet (12') in height.

Sign Ordinance, Section 11-41-8 (E) - Sign Permits:

1. Except as provided in 11-41-8(B), it shall be unlawful for any person to place, display, alter, or relocate a sign without first obtaining a permit or permits from the Building Safety Director. All signs shall conform to the following design standards.
 - a. Signs should be compatible with the style and character of the development and should be an integral design component of the building architecture, landscaping, and overall site development.
 - (1) **Attached Signs.** Attached signs should be integrated with the primary physical features of the building and should not be incongruous to the building architecture. Signs should be composed of individual letters such as pan channel, or other durable material, and should be mounted so that the attachment device is not visible or discernible.
 - (2) **Detached Signs.** Freestanding signs should incorporate design features associated with the buildings or structures, and should constitute an architectural component of the overall development.
 - b. Sign structures should be monument-style with a base of metal or masonry construction.
 - c. Exterior materials, finishes, and colors should be the same or similar to those of the building or structures on site.
 - d. The sign structure should reflect the general architectural style or design theme of the development.
 - e. Embellishment should be used as a method to incorporate the primary design elements or unique architectural features of the buildings or structures.
 - f. The sign copy area should not exceed a horizontal-to-vertical ratio of two to one (2:1).
 - g. Internally illuminated signs should provide an opaque background so that only the sign copy is illuminated.
 - h. All signs within the Downtown Core (DC) District shall require design review by the Planning Director or designee. Decisions of the Planning Director may be appealed to the Design Review Board in accordance with Section 11-71-5 of this Ordinance.

Justification and Compatibility Statement for Valero @ 9151 E Guadalupe Rd.

Currently as it stands this location has (2) freestanding signs, (2) canopy signs and (1) wall sign. What Valero is asking for is the ability to properly identify the car wash structure it intends to build. They are wanting to safely keep traffic flowing in and out of the parking lot, and this additional signage would allow those traveling through the parking lot the ability to quickly identify the Car Wash so they are not distracted trying to find it. Currently the code allows for 160 sq ft of signage, with the existing signage and proposed Car Wash signs it would come right in under at 159.63.

We are asking for 3 additional wall signs to identify the car wash.

Additional in this area free standing signs are allowed to be 12' tall and 80 sq ft, however our client's signage is at 10ft tall and only 40 sq ft of signage.

We feel that our request for additional signage is justified as the signage does meet the max allotted sq. footage requirement by coming in less than 160 sq ft. Also to take into consideration that this gas station would have 3 different structures on it (store, canopy and car wash) , should allow for more flexibility on the number of wall signage. We believe that the city code was put in place to allow business to clearly identify their business, and that is the case here as well. Allowing the additional signage would not be detrimental to the surrounding area or its property value.

Thank you for your time and consideration.

Z Hess

Arizona Sign and Lighting LLC

THIS SITE PLAN EXHIBIT TAKES INTO CONSIDERATION EXISTING WATER METERS AND EASEMENTS, TO AVOID HAVING TO RELOCATE WATER MAINS OR REQUIRED TO ABANDON AND REDEDICATE NEW EASEMENT WHICH WILL REQUIRE ADDITIONAL PROCESS AND TIME.

PROJECT DATA
 PROJECT NAME: CAT CORNER STORE
 100 EAST GUADALUPE ROAD
 MESA, ARIZONA 85204

SITE DATA
 NET SITE AREA: 8482 SF / 1.90 ACRES
 IMPROVED SITE AREA: 8482 SF / 1.90 ACRES

PARCEL #
 804-05-001

EXISTING C-STORE FOOTPRINT: 3,358 SF
EXISTING CANOPY FOOTPRINT: 4,488 SF
PROPOSED CAR WASH FOOTPRINT: 1084 SF

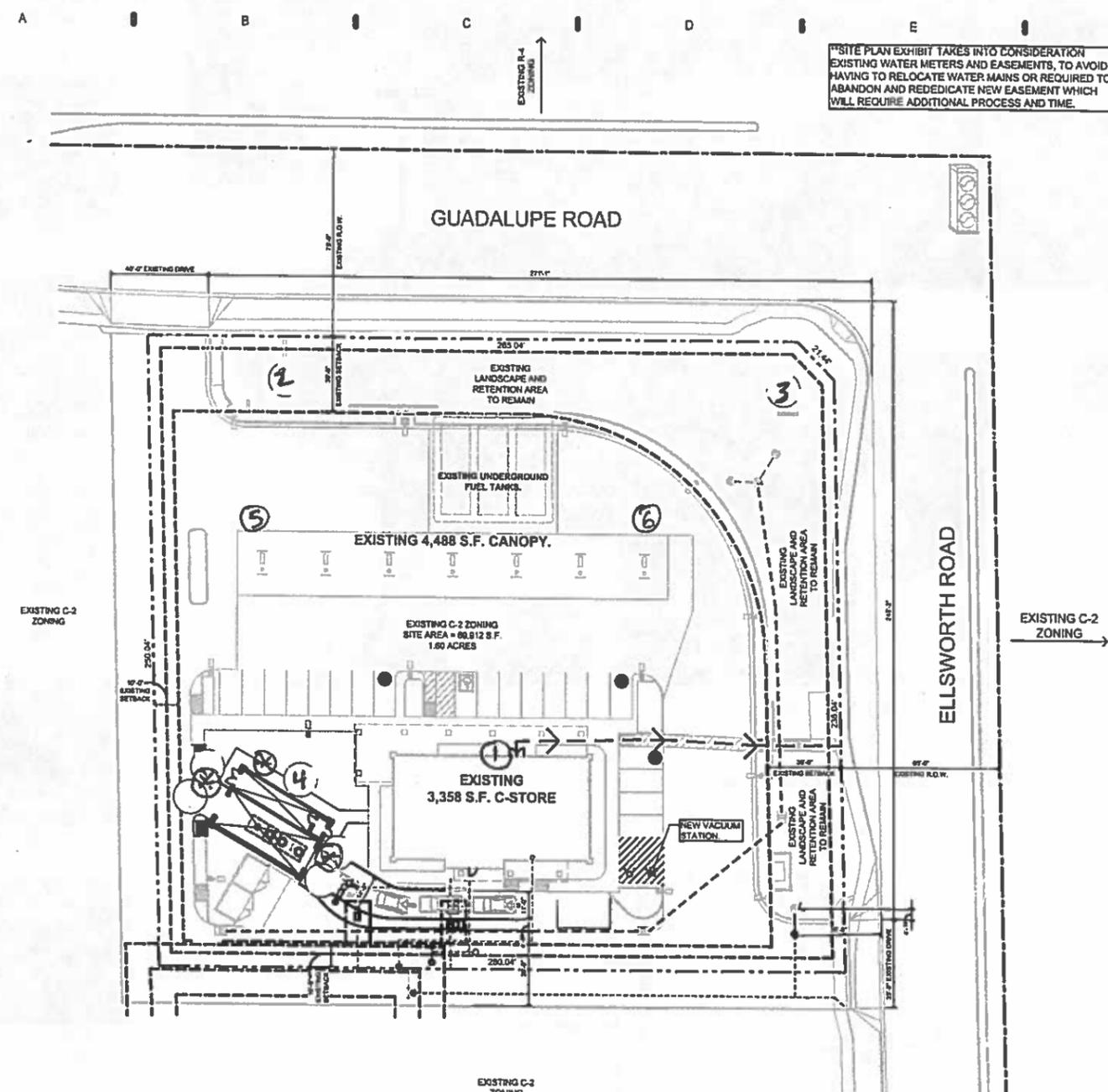
ZONING: C-2 (R2)

PARKING SPACES REQUIRED VS TO SF: 4 STANDARD SPACES AND 1 ADA ACCESSIBLE SPACE
PROVIDED PARKING SPACES: 14 STANDARD AND 1 ADA ACCESSIBLE SPACES
 14 SPACES (FUEL CANOPY) 3 EACH BAY
 36 TOTAL SPACES PROVIDED
 3 SPACES LOST FOR NEW CAR WASH

SETBACKS:
 STREET ELLSWORTH: 20' FRONT/54'
 REAR: 50'
 STREET GUADALUPE: 20' FRONT/54'
 WEST: 50'



EXISTING SITE



1 CONCEPTUAL SITE PLAN
 SCALE: 1"=60'-0"

⊛ = proposed Signage locations

DESCRIPTION OF EXISTING SIGNS:

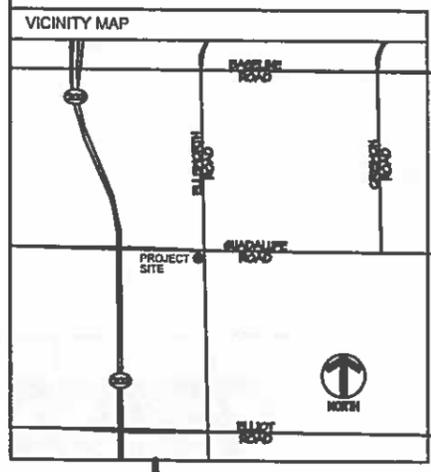
TYPE	SIGN COPY	DIMENSIONS	AREA
Canopy Sign	Valero Copy	1' - 9" x 10' - 4"	18.08 sq. ft.
Canopy Sign	Valero Gesture	1' - 7" x 11' - 9 1/2"	18.67 sq. ft.
Canopy Sign	Valero Logo	2' - 3" x 2' - 10 1/2"	6.47 sq. ft.
Building Sign	Valero Corner Store	5' - 4 1/2" x 8' - 0"	43.00 sq. ft.

TOTAL EXISTING SIGN AREA: 86.22 sq. ft.

DESCRIPTION OF PROPOSED SIGNS:

TYPE	SIGN COPY	DIMENSIONS	AREA
Building Sign	(3) Car Wash Channel Letters	1' - 9" x 13' - 6"	70.88 sq. ft.
Building Sign	EXIT	0' - 4 1/4" x 2' - 6 1/4"	0.90 sq. ft.
Building Sign	ENTRANCE/CLEARANCE	0' - 6 3/4" x 2' - 10 3/4"	1.63 sq. ft.

TOTAL PROPOSED SIGN AREA: 73.41 sq. ft.



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CUSTOMER APPROVAL

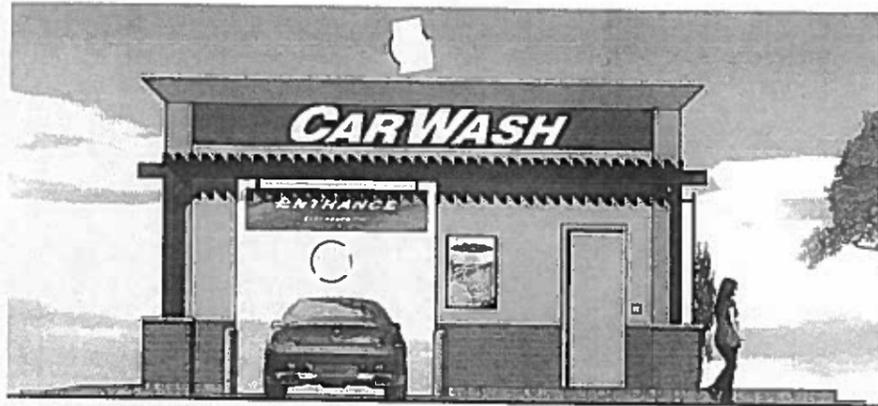
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 DATE

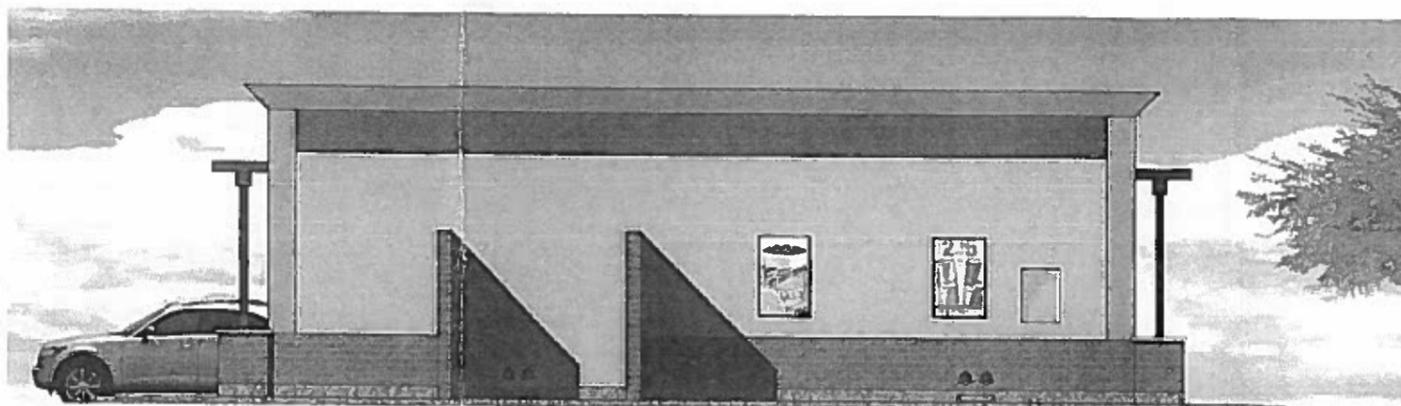
NO. _____ **PAGE:** 1 OF 3
DATE: 09.22.14BA
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 License #576277
 Upland, CA 91786 (909) 920-5535

VALERO 9151 E. GUADALUPE
 MESA, AZ 85212



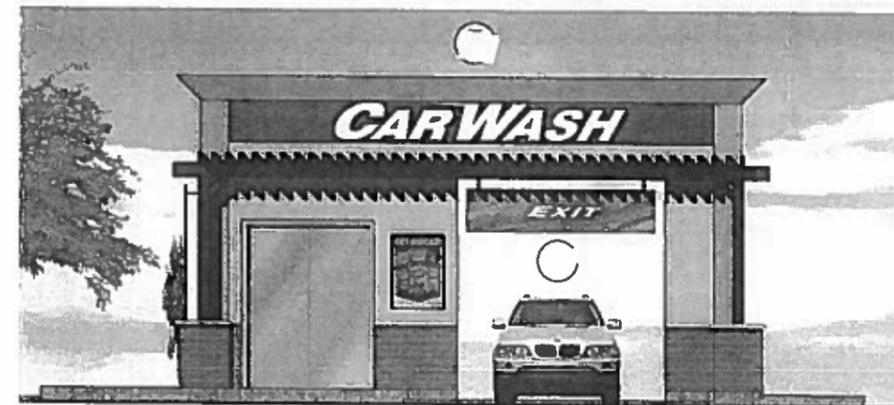
ENTRY ELEVATION



LEFT SIDE ELEVATION



RIGHT SIDE ELEVATION



EXIT ELEVATION

13'-6"

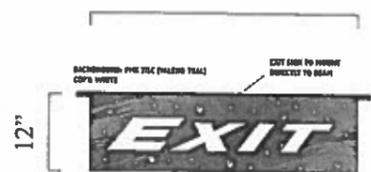


PROPOSED



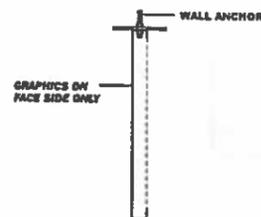
INSTALL INTERNALLY ILLUMINATED
CAR WASH CHANNEL LETTERS
3 @ 23.635

36"



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

NON-ILLUMINATED
ENTRANCE PANEL
0.90 sq. ft.



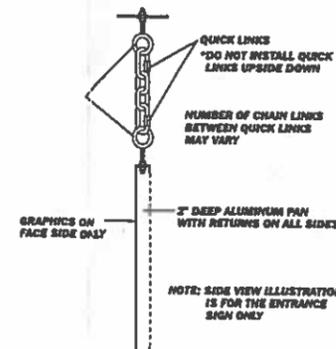
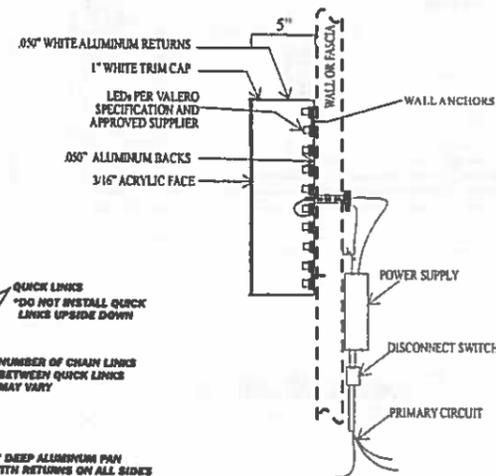
36"



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

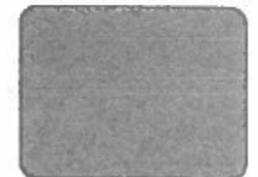
NON-ILLUMINATED
ENTRANCE PANEL
1.63 sq. ft.

CHANNEL LETTER DETAILS LED ILLUMINATION



Verify all colors to match existing c-store

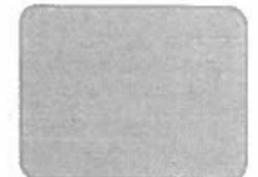
Color Legend:



Sherwin Williams SW6116
"Tatami Tan"



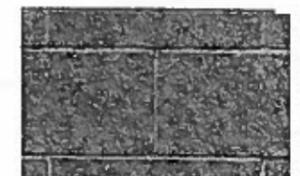
Sherwin Williams SW6122
"Camelback"



Sherwin Williams SW6120
"Believable Buff"



Sherwin Williams SW7026
"Griffen"



Split Face CMU
Superlite "Sedona Red"



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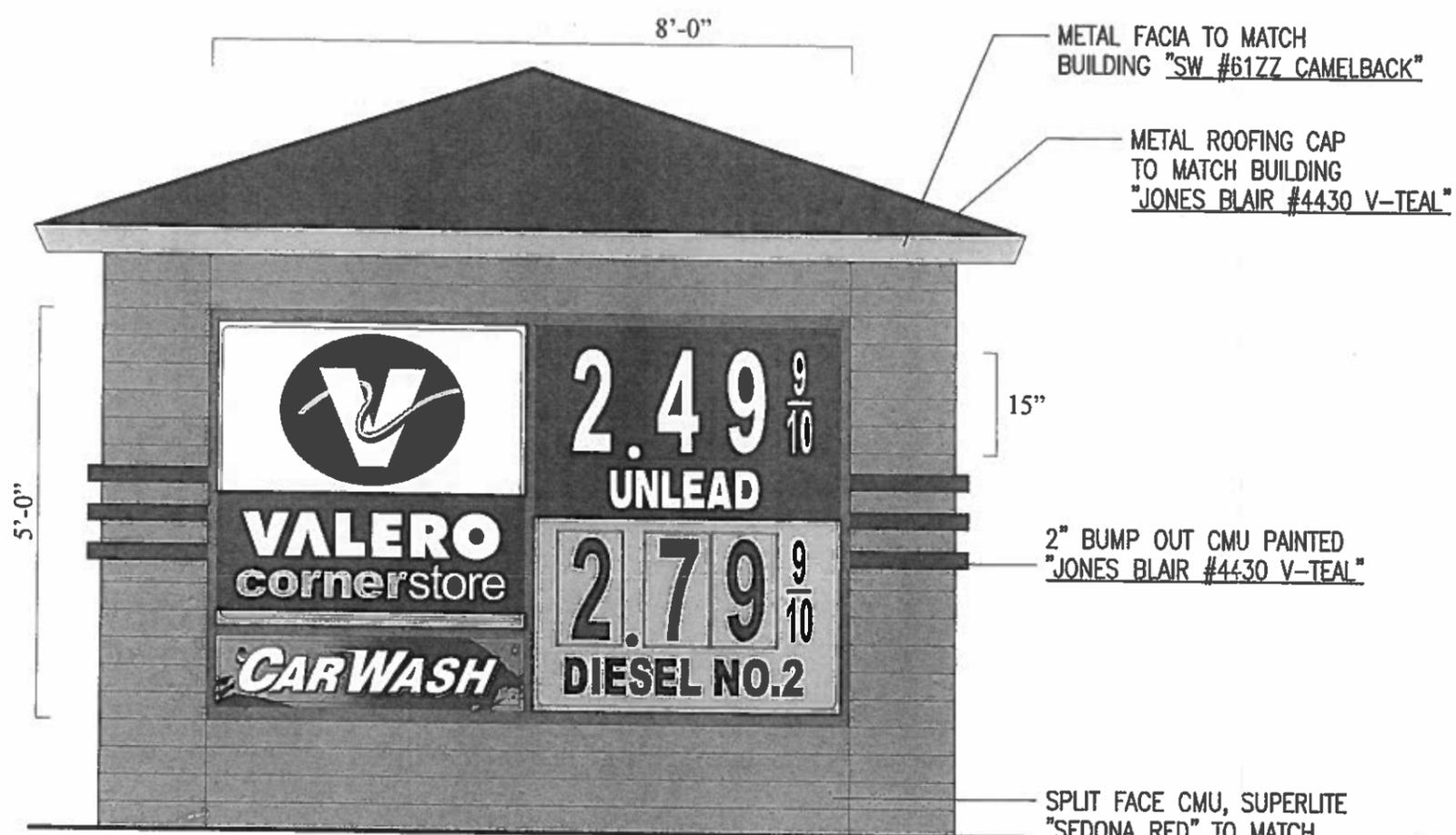
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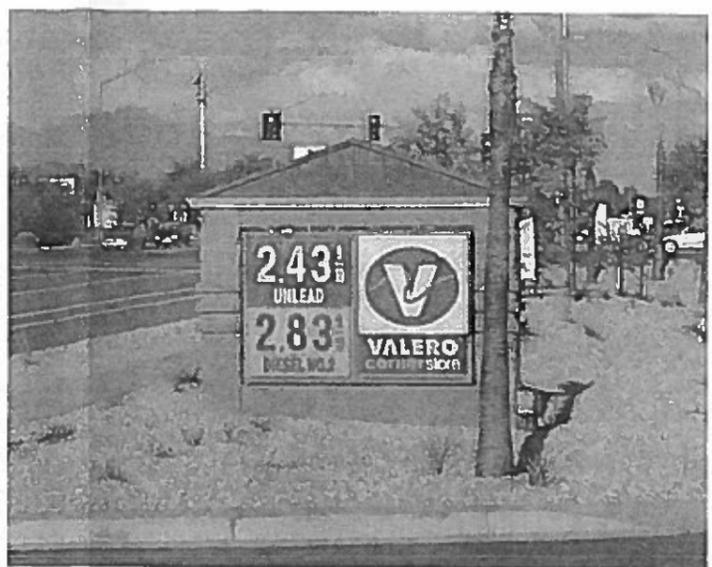
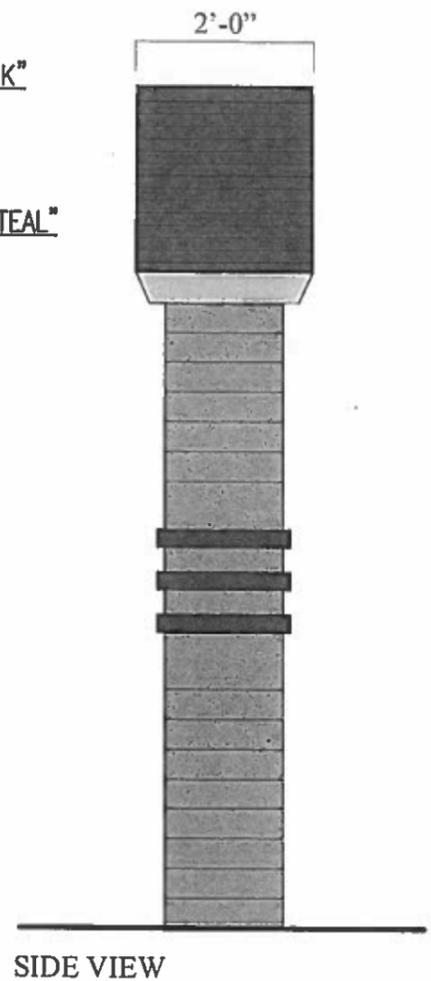
DATE

VALERO 9151 E. GUADALUPE
MESA, AZ 85212



(2) (3) REFACE EXISTING D/F PRICE/ID SIGNS
2 @ 40.00 sq. ft.

SCALE: 1/2" = 1'-0"



EXISTING D/F PRICE/ID SIGN



Valero Teal (Pantone 315C)



Sherwin Williams SW6122 "Camelback"



Split Face CMU Superlite "Sedona Red"



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①



STOREFRONT SIGN

②



E/W Facing sign along Guadalupe

3



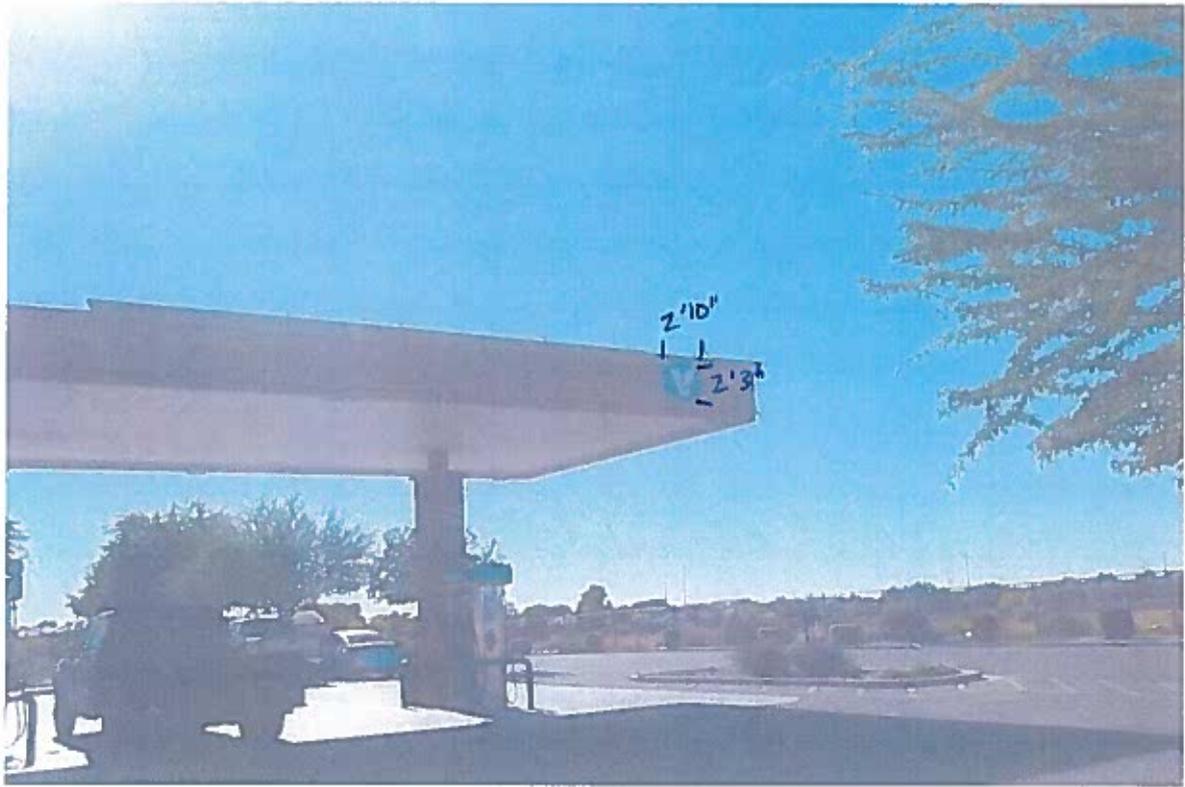
N/S FACING SIGN ALONG ELLSWORTH

4



PROPOSED CAR WASH SITE

5



6

