

**CITY OF MESA
MINUTES OF THE DOWNTOWN DEVELOPMENT COMMITTEE
MEETING**

DATE: September 20, 2007 **TIME:** 7:30 a.m.

MEMBERS PRESENT

Jeff Jarvis, Chair
Nabil Abou-Haidar
Steve Chucri
Linda Flick
Gary Gallagher
Dean Taylor

STAFF PRESENT

Sue Cason
Patrick Murphy
Katrina Rogers
Jeff McVay

OTHERS PRESENT

MEMBERS ABSENT

Adam Decker, Vice Chair
Gregory Holtz
Scott Perkinson

1. **Call to Order**
The September 20, 2007 meeting of the Downtown Development Committee was called to order at 7:30 a.m. at the City Council Chambers, Upper Level 57 E. First Street by Chair Jeff Jarvis.

2. **Approval of Minutes of the August 16, 2007 Regular Meeting.**

It was moved by Dean Taylor and seconded by Steve Chucri to approve the minutes of August 16, 2007.

Vote: 6 in favor
0 opposed

3. **Discuss and Take Action on a Special Use Permit, Case No. ZA07-093TC, for a Comprehensive Sign Plan for the Queen of Peace Catholic Church and School, located at 141 N. Macdonald Street.**

Ms. Katrina Rogers stated that the Queen of Peace is seeking approval of a Comprehensive Sign Plan located at 141 North Macdonald Street. The site is located in the TCR-2 Zoning District, which is a Town Center Residential Zone.

Because of the residential zoning the sign options that are available are more restrictive than in a commercial zone. For instance, churches and schools are only allowed one five-foot (5') high monument sign with fifteen (15) square feet of sign area and one attached sign with twelve (12) square feet of sign area. The existing signs at the property already exceed that amount.

Ms. Rogers provided an explanation of how the proposed Comprehensive Sign Plan compares to the existing Sign Code. Ms. Rogers explained that the only new sign will be a seven-foot (7') monument sign on the northeast corner of 1st and Macdonald Streets. It contains thirty-two (32) square feet of sign area, including an electronic message display. The new monument sign exceeds the height and square footage of sign area that is permitted in the Zoning Ordinance.

The electronic message display requires a Special Use Permit (SUP) and is included in the Comprehensive Sign Plan. The criteria for a message display have been met, such as the length of the message, the intensity of the LED and the modes of the changing of the message are in compliance of the Sign Ordinance.

Two (2) existing detached signs are being removed. The tallest existing sign is thirteen feet (13') and is one of the signs scheduled for demolition. Therefore, the new seven-foot (7') monument sign will become the tallest sign on the site. The total reduction of signage is both in height, area and number as a result of the removal of two signs. There are four (4) existing attached signs on the property. However, due to the request for a new sign, the existing signs will lose their grandfather status and require allowance under the Comprehensive Sign Plan.

The Queen of Peace is located within the West Second Street Historic District, which is a local Historic Preservation Overlay District and is also on the National Register of Historic Places. The City of Mesa's Zoning Ordinance states that a request for any new building permits in a Historic Preservation Overlay District requires historic clearance. The sign company worked with the Historic Preservation Officer for the historic clearance, which was obtained on August 29, 2007. The sign rendering includes the changes that were requested by the Historic Preservation Officer including the request to add the history of the church and the request to move the name to the top of the sign. These changes increased the sign area and height, which were not originally requested by the applicant. Regardless, the church was willing to make the changes in order to be in compliance with the Historic Preservation Officer's request.

All property owners within three hundred (300') feet of the property were sent a narrative and a rendering of the proposed sign. To date, one resident of the West Second Street Historic District was opposed to the electronic message display and felt it was not compatible with the historical character of the neighborhood. The Historic Preservation Officer made sure that the placement of the sign would be parallel to Macdonald Street so as not to be seen by the residents of West Second Street as they drive up and down Macdonald Street. Another resident in the area called and stated that he was in favor of the sign.

Staff is recommending approval of the Comprehensive Sign Plan with four (4) stipulations and believe the sign is in compliance with the historical character of the property, and compatible to the area.

It was moved by Linda Flick and seconded by Gary Gallagher to recommend approval of Special Use Permit, Case No. ZA07-093TC, for a Comprehensive Sign Plan for the Queen of Peace Catholic Church and School, located at 141 N. Macdonald Street with the following stipulations.

- 1. The design of the new monument sign shall comply with the findings of the historic clearance dated August 29, 2007.**
- 2. All signage shall be subject to the approval of a separate sign permit.**
- 3. Change in display of the static messages shall occur by means of immediate, fade, or dissolve modes and shall be displayed for a minimum period of one hour.**
- 4. The intensity of the LED display shall not exceed the levels specified in the City of Mesa Sign Ordinance.**

**Vote: 6 in favor
0 opposed**

4. Discuss and Take Action to amend the Mesa Zoning Ordinance to allow projects within the Town Center Redevelopment Area utilization of the Development Incentive Permit and Substantial Conformance Improvement Permit processes.

Mr. Jeff McVay stated that the proposed Zoning Ordinance amendment is to allow additional tools for Town Center Development staff to promote and encourage infill development, expansion and redevelopment in the Town Center Redevelopment Area. The proposed amendment is to strike through the exception concerning the Town Center Redevelopment Area, and in the administration section to add the Development Incentive Permit (DIP) process for infill development and the Substantial Conformance Improvement Permit (SCIP) process for expansion and redevelopment of nonconforming sites.

Mr. McVay gave a brief background on the DIP and SCIP processes. The processes were added to the Zoning Ordinance as a tool to take into an account the extreme changes made to the Zoning Ordinance in 2001-2002, which made many existing commercial/industrial properties in the City nonconforming. The DIP and SCIP process allows a more lenient review process for infill, expansion and redevelopment properties as long as they meet the definition as a "by-passed" parcel. The process also provides staff more leverage to work with Developers to receive the best conformance with the code as possible. The DIP and SCIP process has been successful throughout the City in the five (5) years since it has been in place.

These tools will help the Town Center Development staff, as well as the Downtown Development Committee accomplish quality projects without a list of Variances, but with just a small discussion of what modifications are requested.

Staff is recommending approval of the proposed amendments as written.

It was moved by Gary Gallagher and seconded by Nabil Abou-Haidar to recommend approval to amend the Mesa Zoning Ordinance to allow projects within the Town Center Redevelopment Area utilization of the Development Incentive Permit and Substantial Conformance Improvement Permit processes as written.

**Vote: 6 in favor
0 opposed**

5. Director's Report, Shelly Allen - Town Center Development Director

Ms. Shelly Allen gave the Director's report in the Study Session prior to the regular meeting.

6. Items from Citizens Present (No discussion or action can be taken)

There were no items presented.

7. Adjournment

With there being no further business, this meeting of the Downtown Development Committee adjourned at 7:40 a.m.

Respectfully Submitted,

Shelly Allen, Town Center Development Director
Minutes prepared by Sue Cason