

Board of Adjustment

Staff Report

CASE NUMBER: BA15-028
LOCATION/ADDRESS: 1335 South Alma School Road
COUNCIL DISTRICT: District 3
STAFF PLANNER: Kaelee Wilson, Planner I
OWNER: STR Fund X, LLC
APPLICANT: Arizona Commercial Signs- Tanya Lane

REQUEST: *Requesting a Special Use Permit to modify a Comprehensive Sign Plan in the LC-PAD zoning district. (PLN2015-00219)*

SUMMARY OF APPLICANT'S REQUEST

This request is for a Special Use Permit to add a "mini-retail" detached sign classification to the existing Mesa Fiesta Comprehensive Sign Plan (CSP). This classification would increase the allowable size of a detached sign type on the Alma School Road frontage. The group commercial center is located at the southeast corner Alma School Road and Grove Avenue in the Fiesta District.

STAFF RECOMMENDATION

Staff recommends approval of case BA15-028, *conditioned upon following:*

1. *Compliance with sign plan submitted, except as modified by these conditions.*
2. *Compliance with all requirements of Development Services in the issuance of sign permits.*
3. *All attached signage must comply with the requirements of BA07-040.*
4. *The detached sign form, "Mini-Retail", shall comply with the Fiesta District Design Guidelines.*

SITE CONTEXT

CASE SITE: Three tenant building– zoned LC-PAD
NORTH: Existing Bank – zoned LC
EAST: Existing Group Commercial Center- zoned LC-PAD
SOUTH: (across Holmes Ave) Existing restaurant – zoned LC-BIZ
WEST: (across Alma School Road) Fiesta Mall – zoned LC

STAFF ANALYSIS AND FINDINGS:

The requested Special Use Permit (SUP) would modify an existing Comprehensive Sign Plan (CSP) to allow a detached sign adjacent to a new three-tenant building (replacing the former Chevy's Restaurant). The Mesa Fiesta Center is located at the southeast corner of Alma School Road and Grove Avenue. The requested modification would add the classification of "Mini- Retail" to the existing Comprehensive Sign Plan without modifying any existing attached or detached sign allowances for other tenants.

The former Chevy's restaurant had a monument sign (classified as a 'pad' sign by the current CSP) that was removed during construction. The Chevy's sign was approximately 6-feet high with a total of 14.65-square feet of sign area. The proposed sign for the three tenants is 8-feet tall with 50.5-square feet of sign area.

The Mesa Fiesta shopping center was granted a Special Use Permit for a Comprehensive Sign Plan in 1993. The center requested a modification the Comprehensive Sign Plan in 2007. The modifications approved in 2007

included modifications to the basic design of the detached signs; however, the redesigned detached signs were never constructed or installed. Because the 1993 CSP addressed attached signage for the pad sites, the shops that replaced the former Chevy's building comply with the 1993 allowances, the attached sign allowances for these stores fell back to standard sign ordinance allowances.

The table below provides a comparison to the existing 1993 CSP and the proposed sign areas for detached signs. The applicant is only proposing to modify the Alma School Road frontage. It is important to note that the modification in 2007 decreased the allowable signs along Alma School from four signs to three signs. The fourth sign was never constructed and is no longer entitled.

Detached Signs from 1993 Comprehensive Sign Plan (BA93-019):

Street	Total allowable square footage on street frontages per Existing CSP	Maximum Number of Signs per Existing CSP	Maximum height per sign
Holmes Ave.	65.5 square feet	2 signs	6 feet; 12-ft total aggregate height
Alma School Rd.	171 square feet	4 signs	Two signs- 12 feet; Two signs- 6 feet <i>36 feet total aggregate height</i>
Grove Ave.	72 square feet	1 signs	6 feet; 6-ft total aggregate height
Westwood	--	--	--

Proposed Revision to Detached Sign Allowances:

Street	Total allowable square footage on street frontages per Proposed CSP	Maximum Number of Signs per Proposed CSP	Maximum height per sign	Code Allowance for Sign Height	Code Allowance for Sign Area
Holmes Ave.	65.5 square feet	2 signs	6 feet	56 feet	560 square feet
Alma School Rd.	194.5 sq. feet (23.5-sqft Increase)	3 signs	Two signs- 12 feet One sign- 8 feet <i>32 feet total height (4-ft aggregate decrease)</i>	29 feet 6 inches	295 square feet
Grove Ave.	72 square feet	1 signs	6 feet	50 feet 3 inches	502.5 square feet
Westwood	--	--	--	33 feet 6 inches	335 square feet

Since the original sign only displayed one tenant panel, staff feels there is adequate justification for the proposed detached sign to exceed the allowance set forth in the 1993 CSP to allow each tenant to have a panel on the sign at a size that is legible. The proposed sign area is 23.5 square feet over what the 1993 CSP allowed but the requested square footage is 100.5 square feet under the square footage code allows by right. Although the aggregate height of signage along Alma School exceeds the aggregate height of detached signs allowed by code, the height is 4 feet less than the approved height from the CSP in 1993.

The attached sign areas for the major tenants typically range between 180- and 240-sqft, which is 20 to 80-sqft over standard sign ordinance maximums.

Through the multiple Comprehensive Sign Plans for the site, the justification for the increased sign height and square footage allowance on Alma School has remained consistent in that the signage along the other street frontages is drastically less than what code allows. The building was constructed at the front setback along Alma School but the only visible attached signage for drivers heading northbound on Alma School Road would be the southernmost tenant. The shopping center access on Alma School Road is south of the building; meaning, at the point the two other tenants are visible to drivers; they would have already passed the access. The monument sign would allow drivers to identify the other two tenants in ample time to turn into the shopping center.

FINDINGS:

- 1.1 The proposed modification to the CSP does not include attached signs. Attached sign must be in conformance with the previously approved CSP for this site (BA07-040).
- 1.2 The CSP from 1993 allowed a 6 feet high sign with a total of 14.65 square feet of sign area. The applicant is proposing an 8 feet tall sign (plus no more than 20% of the height in embellishment) at 50.5 square feet.
- 1.3 The Chevy's Restaurant that was in existence in 1993 has been razed and a three-tenant building has been constructed in its place. The sign area allowance from the 1993 CSP did not allow enough area for panels for each tenant.
- 1.4 The detached signage is substantial below code allowance on all other street frontages.
- 1.6 The sign has been designed to comply with the adopted Fiesta District Design Guidelines, including utilizing the colors and Fiesta District Logo.
- 1.7 The proposed modifications to the CSP, with staff recommended conditions of approval, will not be detrimental to surrounding properties and will enhance the overall character of the Fiesta District.

ORDINANCE REQUIREMENTS:

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

1. 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:

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 11-41-8(E).

Justification & Compatibility Statement

Re: **1335 S. Alma School Rd – SC Parks & Assoc.**

We are requesting a use permit so that we may add a "Mini Retail" Sub Section to the existing Master Sign Plan (BA07-040) that was established in 2007. Along with proposing a new ground sign with Fiesta Color Call out's. This New ground sign will be in place of the old ground sign that was recently removed from this site.

The New Ground sign will match current sign code and be more aesthetically pleasing to the Fiesta District Area. We have taken into consideration the building features when designing the new monument as well. See attached site map For Placement/ location. We have moved the sign out of the PUE as requested.

This Application has been filed with the City of Mesa for a Special Use permit to allow for an amendment to the existing Sign criteria for this shopping center, this amendment request is compatible with the site and will not be detrimental to the surrounding areas

This site is Zoned LC- PAD so this will comply with the City code.

Sincerely,



Scott Hudson
Arizona Commercial Signs
4018 E. Winslow Ave
Phoenix, AZ 85040
shudson@arizonacommercialsigns.com
480-921-9900
(tl)

Encl: Copy of Existing Criteria



4018 E. WINSLOW, PHOENIX, ARIZONA 85040
480-921-9900

SIGN CRITERIA 1335 S. ALMA SCHOOL RD.

INTRODUCTION

This criteria has been developed to insure design compatibility among all signs at **1335 S. Alma School Rd., Mesa, Arizona**. Conformance to the criteria will be strictly enforced. Any sign installed that is not conforming to this criteria and not approved by Developer/Landlord and Major Tenant, must be removed or brought into conformance by the Applicant and/or its Sign Contractor.

The Landlord shall approve all signs, in writing, prior to installation. Approval shall be for appearance only and not for code. Sign permits must be obtained from the City of Mesa.

The following is a description of the design criteria:

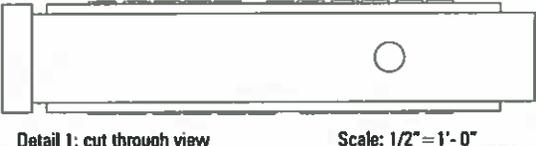
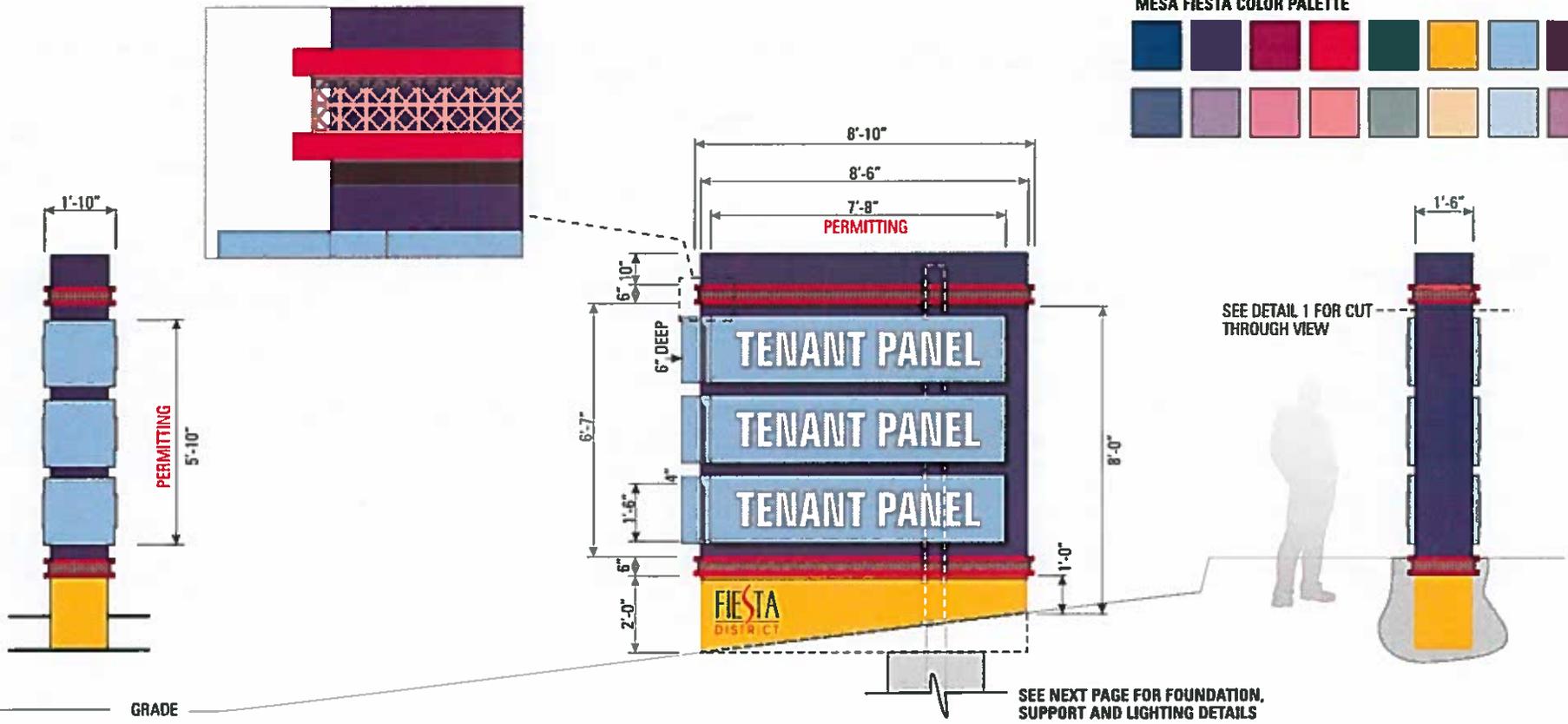
GENERAL SIGNEAGE REQUIREMENTS FOR MINI RETAIL

Any reference herein to the word Tenant or Tenants shall be construed to be the same as Owner or Owners.

1. All tenant signage must be approved by **N & I DEVELOPMENT PARTNERS (PROPERTY OWNERS)** prior to installation.
2. The Landlord shall review the shop drawings and specification of the (2) two sets and (1) one set return to the Applicant marked "Approved", "Approved as Noted", or "Revised and Re-Submit".
3. "Revise and Re-Submit" drawings will be returned to the Applicant with comments. These drawings shall be revised by the Applicant and re-submitted to the Landlord for its approval.
4. Upon receipt of the Landlord's approval, Applicant shall proceed with City of Mesa permit process. Subsequent to city approval, Applicant may proceed with installation.
5. No signs, advertisements, notices, or other lettering shall be exhibited, inscribed, painted, Or affixed on any part of a sign, except lettering and/or graphics which have received the prior written approval of the Developer/Landlord.
6. Applicant or its Representatives shall obtain all permits for its exterior sign and its installation. Applicant shall be responsible for all requirements and specifications.
7. Applicant shall have the sole responsibility for compliance with all applicable statues/codes, ordinances, or other regulations for all work performed on the premises by or on behalf of the Applicant.
8. The Landlord's approval of Applicant's plans, specifications, calculations, or work shall not constitute an implication, representation, or certification by the Landlord that said items are in compliance with applicable statues/codes, ordinances, or other regulations.
9. All signage is subject to City of Mesa approval and this master sign exhibit. Developer/Landlord will support all applications for signs in compliance with this exhibit but cannot guarantee city approval.
10. All signage shall be constructed and installed at Tenant's expense.
11. Tenant and the Tenant's Contractor shall be responsible for the repair of any damage caused by installation or removal of any signage.
12. All sign bolts, fastenings, sleeves, and clips shall be of hot dipped galvanized iron, stainless steel, aluminum, brass, or bronze and no black iron material of any type will be permitted.

13. No labels shall be permitted on the exposed surface of signs, except those required by local ordinance. Those required shall be applied in an inconspicuous location.
14. Any penetrations of the building structure required for sign installation shall be neatly sealed in a watertight condition.
15. All exposed metals shall be painted to render them inconspicuous.
16. No exposed tubing, conduit, or raceways will be permitted. All conductors, transformers, and other equipment shall be concealed.
17. All electrical signs shall bear the UL label and be mounted on top of letters.
18. All signs shall conform to the Uniform Building Code Standards.
19. All electrical signs shall conform to the National Electrical Code Standards.
20. Tenant shall be liable for the operation of their Sign Contractor.
21. Painted FCO (CUT OUT) lettering is permitted for tag lines.
22. Flashing, moving, or audible signs will not be permitted with the exception of drive-thru menu boards and speakers.
23. Logos may be permitted. All logos may be pan-channel with company graphics and must be approved by the Landlord.
24. Window Glass: Standard white vinyl die cut copy may be used to display hours of business, emergency numbers, etc. All window graphics and displays shall be subject to the approval of the Developer/Landlord prior to fabrication or implementation. Maximum coverage per pane: 25%
25. Wall signs shall consist of individual interior LED or neon illuminated pan-channel letters. These letters shall be mounted on the building fascia in the area allocated for sign by the Developer/Landlord.
26. Letter style and color shall be subject to the approval by the Developer/Landlord.
27. Splash/backer panels are acceptable components of display.

MESA FIESTA COLOR PALETTE



A INTERNALLY ILLUMINATED TENANT ID MONUMENT

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

Scope of Work

Manufacture and install one (1) internally illuminated tenant ID monument.
Tenant panels are 2" deep. Routed with pushed through 1" clear acrylic w/ 3m white diffuser on the back of the push thru.
End Decor blocks are 6" deep. *Decor bands* are 1" x 2" aluminum tube with perforated aluminum sheets.
 Colors to be determined.

45.69 sf

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www.arizonacommercialsigns.com

ARIZONA COMMERCIAL SIGNS
 4018 E. WINSLOW • PHOENIX, AZ 85040
 OFFICE: (602) 921-9900 • FAX: (602) 921-9073

PROJECT NAME
 CAPITAL DEVELOPMENT PARTNERS
 1335 S. ALMA SCHOOL RD.
 MESA, AZ

CONTACT: TODD SERGEI
 PHONE: 602-432-0885

CONTACT REP
 SCOTT HUDSON - 602-570-1912

DESIGNER
 MIKE KEEN

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DESIGN/PERMITTER
 CAPITAL DEVELOPMENT 11-10-14 R4 PERMIT TL

SCALE
 AS NOTED

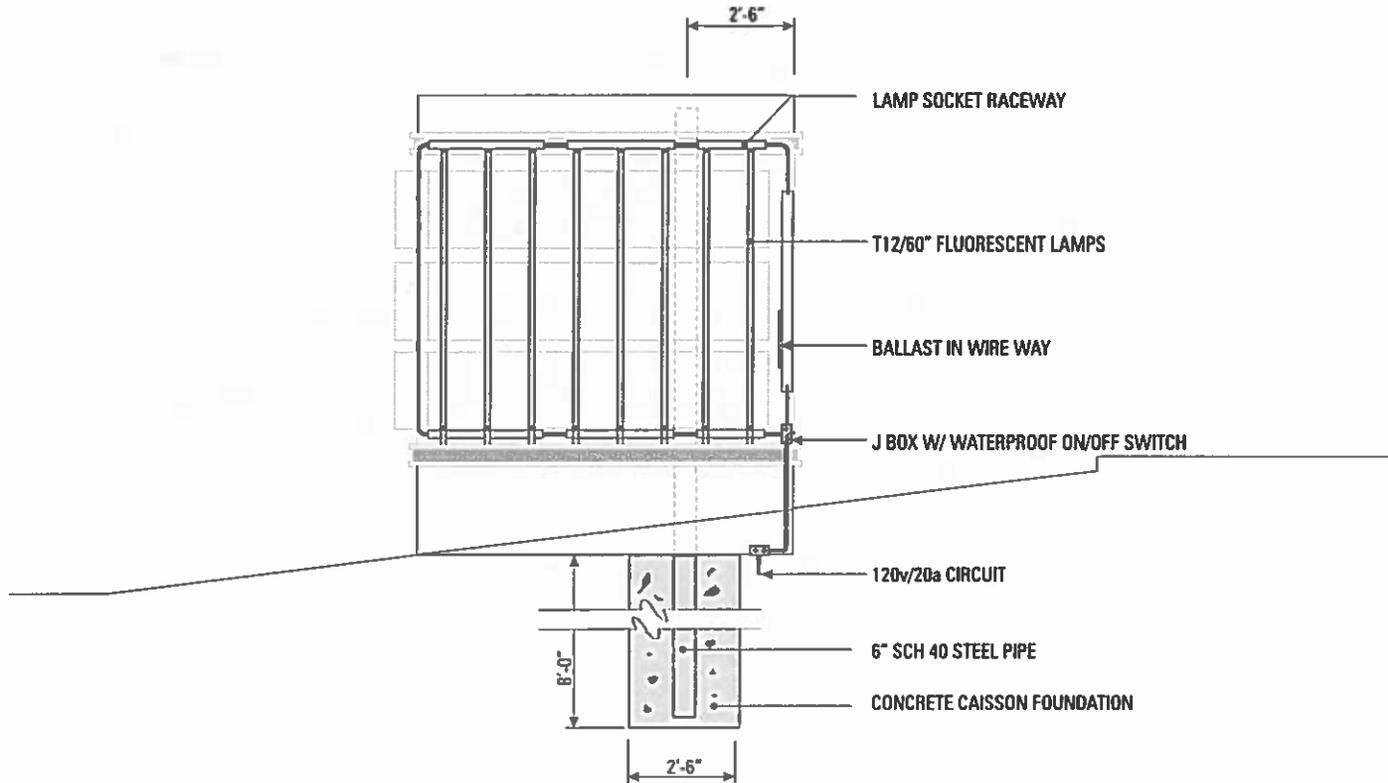
REVISION	DATE	BY
△ ADDED DETAILS	01/15/15	ME
△ ADDED PERMIT DETAILS	01/20/15	ME
△ CHANGED DESIGN, CHANGED COLORS TO MESA FIESTA PALETTE COLORS	06/15/15	ME
△ CHANGED GREEN TOP TO PURPLE	07/01/15	ME

LANDLORD / DEVELOPER APPROVAL
 SIGNATURE _____ DATE _____

CUSTOMER APPROVAL
 SIGNATURE _____ DATE _____

SHEET:
1 OF **2**
 PERMIT

LIGHTING, FOUNDATION AND SUPPORT DETAILS



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PROJECT NAME

■ CAPITAL DEVELOPMENT PARTNERS
1335 S. ALMA SCHOOL RD.
MESA, AZ

CONTACT: TODD SERGEI
PHONE: 602-432-0885

CONTACT REP

■ SCOTT HUDSON - 602-570-1912
DESIGNER:
■ MIKE KEEN

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DESIGN NUMBER

■ CAPITAL DEVELOPMENT 11-10-14 R4 PERMIT TL

SCALE

■ AS NOTED

REVISIONS

▲ ADDED DETAILS	01/13/15	ME
▲ ADDED PERMIT DETAILS	02/26/15	ME
▲ CHANGED DESIGN, CHANGED COLORS TO MESA PESTA PALLETED COLORS	06/16/15	ME
▲ CHANGED GREEN TOP TO PURPLE	07/01/15	ME

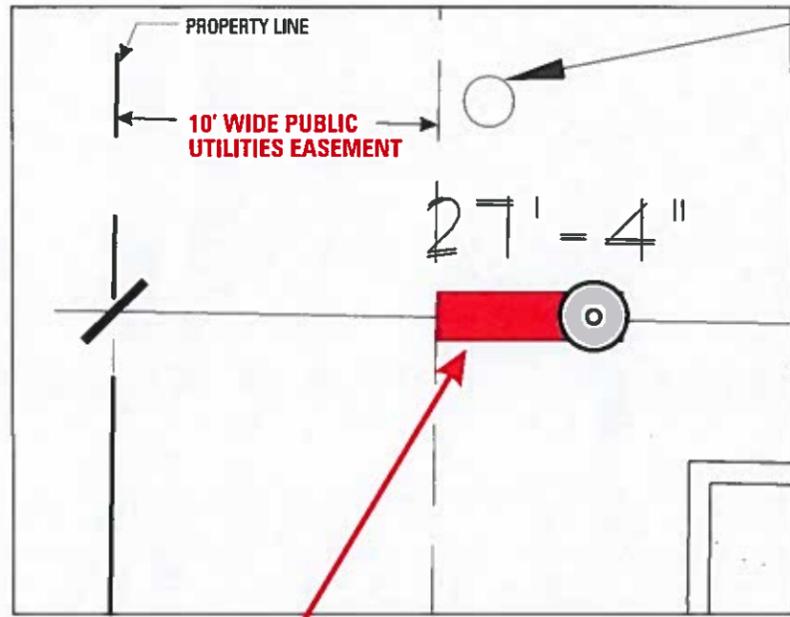
LANDLORD / DEVELOPER APPROVAL
SIGNATURE & DATE

■ _____
CUSTOMER APPROVAL
SIGNATURE & DATE

■ _____

SHEET:

2 OF 2
PERMIT



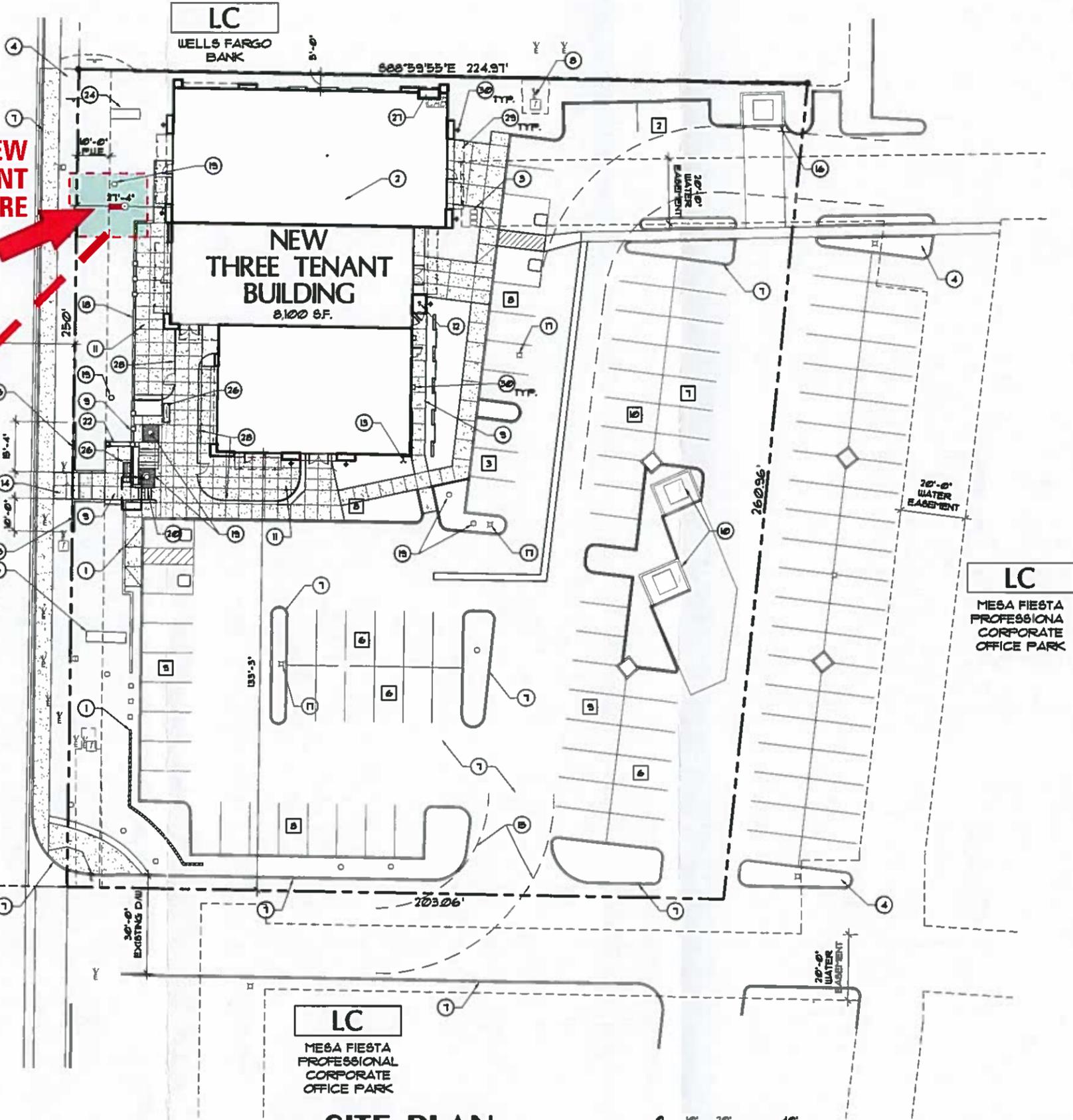
**MONUMENT DISPLAY
OUTSIDE OF P.U.E.**

ROAD

**LC
SHOPPING MALL**

S. ALMA SCHOOL

**NEW
MONUMENT
HERE**



SITE PLAN



SOUTH



ELEVATIONS

EAST



NORTH



WEST

