



Board of Adjustment

Staff Report

CASE NUMBER: BA15-016
LOCATION/ADDRESS: The 1900 block of East Brown Road (south side)
COUNCIL DISTRICT: District 1
STAFF PLANNER: Lesley Davis, Planner II
OWNER: AZG Brown & Gilbert LLC
APPLICANT: Signarama – Marcus Williams

REQUEST: *Requesting a Special Use Permit to modify an existing comprehensive sign plan in the LC zoning district. (PLN2015-00121).*

SUMMARY OF APPLICANT’S REQUEST

This request is for a Special Use Permit to modify the existing comprehensive sign plan, approved in 1984 (BA84-054) for the allowable attached signage in an existing shopping center, located at the southwest corner of East Brown Road and North Gilbert Road.

STAFF RECOMMENDATION

Staff recommends approval of case BA15-016, *conditioned upon following:*

- 1. Compliance with sign plan submitted, except as modified by these conditions.*
- 2. Attached signage for in-line retail tenants are subject to the requirements of the City of Mesa Sign Ordinance.*
- 3. Compliance with all requirements of Development Services in the issuance of sign permits.*

SITE CONTEXT

CASE SITE: Multi-building commercial center – zoned LC
NORTH: (Across E. Brown Rd.) Approved office building – zoned OC, existing retail building – zoned LC and existing residential – zoned RS-9
EAST: (Across S. Gilbert Rd.) Existing residential subdivisions - zoned RS-6 PAD and RS-9
SOUTH: Existing residential subdivision – zoned RS-9
WEST: Existing residential subdivision – zoned RS-9

STAFF ANALYSIS AND FINDINGS:

The requested Special Use Permit (SUP) would modify an existing Comprehensive Sign Plan (CSP) for the existing retail center, located at the southwest corner of East Brown Road and South Gilbert Road. The site is approximately 8 acres and includes two major tenants, currently occupied by Ace Hardware and Sprouts Grocery Store, with attached in-line retail as well as two detached in-line retail buildings. The proposed modification to the existing CSP is only to modify the sign criteria for the attached signage on the in-line retail spaces. It will not affect the monument signs or the attached signage for the two major tenant spaces. The CSP that included the attached signage criteria for this center was approved in 1984. The CSP at that time indicated that the attached signage for the in-line retail shops would be consistent with the City of Mesa Sign Ordinance. At that time, the Sign Ordinance restricted a single tenant in an in-line retail space to one sign. This restriction is not consistent with what is standard today, where a tenant can typically have a minimum of two signs, with provisions for a third attached sign if they have adequate frontage to allow it. The 1984 code also restricted a

tenant to a maximum width of their sign to 75% of the suite frontage. The current code allows up to 80%.

The table below provides a comparison to the existing CSP and the proposed sign areas. Staff has analyzed this case and has determined that the proposed sign areas are consistent with current Sign Ordinance standards.

Attached Signs:

	Maximum Sign Area per Existing CSP	Maximum Number of Signs per Existing CSP	Maximum Horizontal Length of Sign per Existing CSP	Proposed Maximum Sign Area	Proposed Maximum Number of Signs	Proposed Maximum Length of Sign
In-line Retail Tenants	2.0 SF/linear foot of building frontage (Max. 300 SF aggregate)	1 sign	75% of the building occupancy	2.0 SF/linear foot of building frontage (Max. 160 SF aggregate)	< 100 feet building frontage – 2 sign > 100 feet building frontage – 3 sign	80% of the building occupancy

FINDINGS:

- 1.1 The proposed modification to the CSP does not include detached signs. Detached signs must be in conformance with the previously approved CSP for this site.
- 1.2 The previously approved comprehensive sign plan identified that the attached signage would be in conformance with the criteria established in the City of Mesa Sign Ordinance, and specified those requirements as they existed in 1984. The City of Mesa Sign Ordinance has since been modified.
- 1.3 The proposed modification to the CSP includes only the attached signage for the shop tenants.
- 1.4 The proposed modification to the CSP, identifies that the shop tenants would install signage that is within the limits of the current City of Mesa Sign Ordinance as it relates to the area of signage allowed, the maximum horizontal length of a sign on a tenant space, the number of signs allowed.
- 1.5 There are two existing businesses within the shopping center that already have two attached signs for their single business, which is in disagreement with the previously approved CSP (BA84-054).
- 1.6 The shopping center has gone through some minor modifications, which included some architectural changes to the buildings that expanded some of the parapet walls, creating larger sign areas.
- 1.7 The proposed signage identified for those areas are proportional to the dimensions of the parapet.
- 1.8 The proposed modifications to the CSP, with staff recommended conditions of approval, will be compatible with the existing development as well as surrounding properties, and will not be detrimental to adjacent development.

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:

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).

Comprehensive Sign Plan Modification

AZG Brown & Gilbert LLC, Ref #BLD2015-00973

Gilbert Plaza Shopping Center

PROPOSED CHANGED FOR CSP

Date: March 30, 2015

To: Mesa Redevelopment Board Members

From: Signarama, Chandler

DESCRIPTION

The following changes are proposed by Signarama, Chandler on behalf of AZG Brown & Gilbert LLC for reference property, Gilbert Plaza Shopping Center, located at 1911, 1925, 1941, 1949 East Brown Road and 1106 North Gilbert Road, Mesa, Arizona. The following changes are categorized by their corresponding sections within the existing comprehensive sign plan (CSP). All other criteria to remain as outlined in the existing CSP.

III. Total Signage Allowed:

Any request for signage in excess of these criteria will require approval from the landlord or his appointed agent and a variance from the City of Mesa.

1. One attached wall sign per elevation per occupancy.
2. One 18" x 24" painted attached wall sign per rear door for delivery identification. Said sign shall be attached to wall so as to be level with top of rear door.
3. Each occupant shall be allowed a minimum of thirty-two (32) square feet of total sign area.
4. Total allowable sign area shall not exceed two (2) square feet for each front of building occupancy, defined as the total frontage.
5. Maximum horizontal length of sign shall not exceed 80% of building occupancy.
6. No sign shall exceed one hundred sixty (160) square feet in total area.

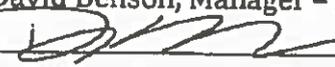
IV. Fabrication Details:

Materials: All signs will be individual pan channel metal letters, with 1/8" plex faces and 3/4" trim cap.

Color: Shall be as per approval of landlord.

Letterstyle: Shall be open to tenant.

Landlord Representative Name: David Benson, Manager - AZG Brown & Gilbert LLC

Landlord Representative Signature:  Date: 3/31/2015

Comprehensive Sign Plan Modification

AZG Brown & Gilbert LLC, Ref #BLD2015-00973

Gilbert Plaza Shopping Center

STAFF REPORT

Date: March 12, 2015

To: Mesa Redevelopment Board Members

From: Signarama, Chandler

PROJECT REQUEST

A request by Signarama, Chandler on behalf of AZG Brown & Gilbert LLC, to modify the approved Comprehensive Sign Plan (CSP) for "Gilbert Plaza Shopping Center" located at 1911, 1925, 1941, 1949 East Brown Road and 1106 N. Gilbert Road, Mesa, Arizona. The proposed modification will allow for one sign per frontage and eliminate the 24" maximum letter height restriction to 80% of the overall length of the sign-band.

PROJECT DESCRIPTION

The subject property is generally located in an area bounded by Brown Road to the North, Gilbert Road to the East, Fountain Street to the South, and Forrest to the West. The subject property is a shopping plaza made up of various restaurants and retail shops.

It is believed that the original CSP for "Gilbert Plaza Shopping Center" was approved sometime in the late 70's to early 80's. The proposed request is to allow tenants one sign per frontage to match current city code and to remove the 24" maximum letter height restriction to 80% of the overall length of the sign-band.

PROJECT ANALYSIS

The purpose of the CSP is to control the development of signs and graphics at the "Gilbert Plaza Shopping Center" plaza. At the time the current CSP was implemented, the signs were placed on the sign-band which is 30" and thus, the letter height was restricted to 24" in order to maintain visual proportion. However, with the recent elevation remodel, some signs have been relocated from the sign-band to the parapet wall which increased the signage area to over 5' in height. If the current restriction prevails, the original proportion would be lost.

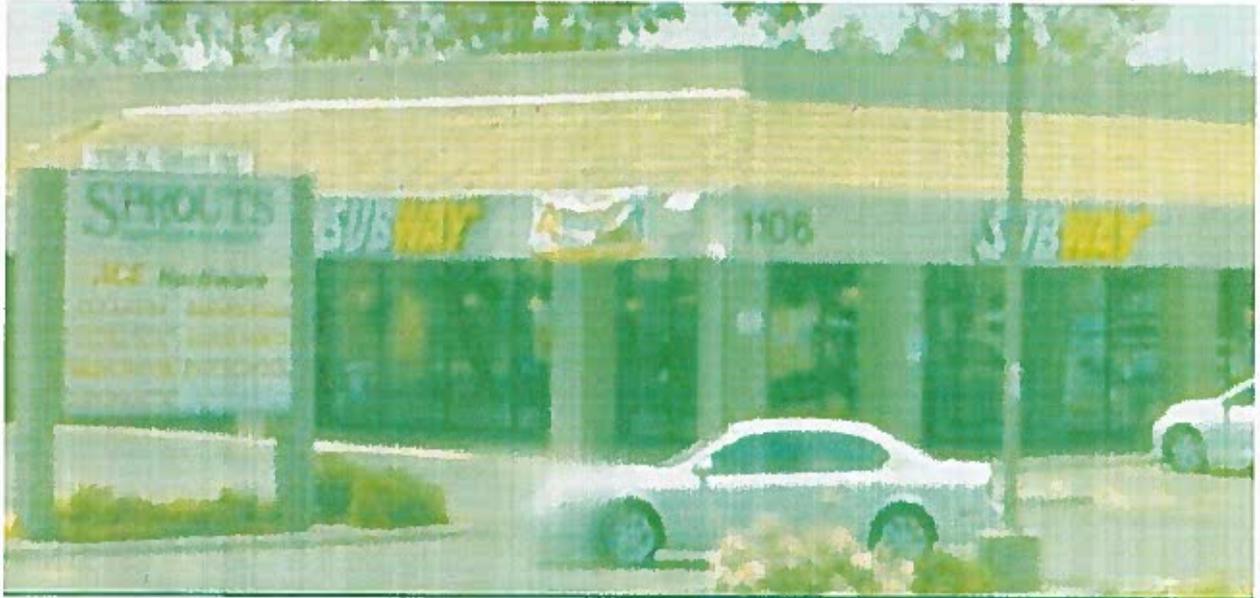
Additionally, Barro's Pizza (1925 E Brown Road) has expanded their demised premises and has been allotted a second parapet wall over their store. According to the prevailing CSP, Barro's Pizza is allowed one sign which will be installed on the face of one parapet fronting Gilbert Road, while the second parapet fronting Brown Road would remain empty. Moreover, the current city code allows tenants one sign per frontage which would allow Barro's Pizza their second sign. Similarly, the Subway located at 1106 N. Gilbert Road in subject plaza currently has two signs as shown in the following pictures.

RECOMMENDATION

Our recommendation is to remove the letter height restriction to 80% of the overall length, to allow one sign per fascia with a 2:1 ratio with aligns with city code, defined as the total suite frontage.

Exhibits

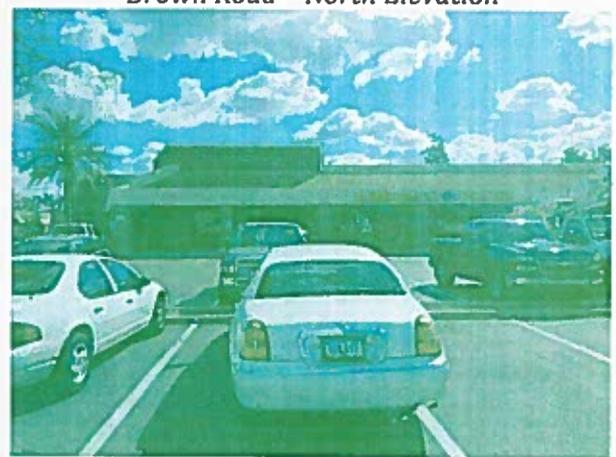
Photo showing two fascia signs for Subway located at subject property



Barro's Pizza: Existing with New Fascia Modification reflected on Building
Gilbert Road – East Elevation

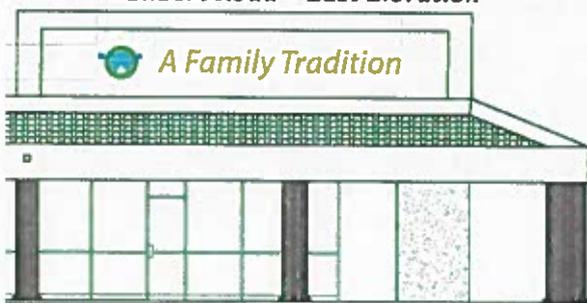


Brown Road – North Elevation

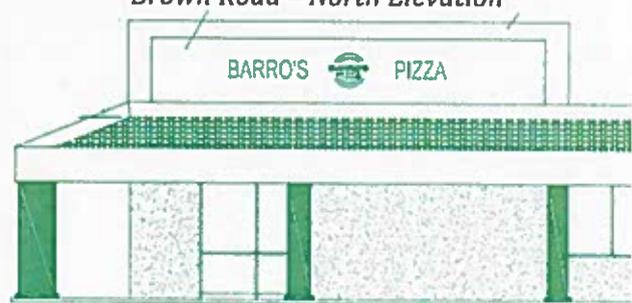


Barro's Pizza: Proposed

Gilbert Road – East Elevation

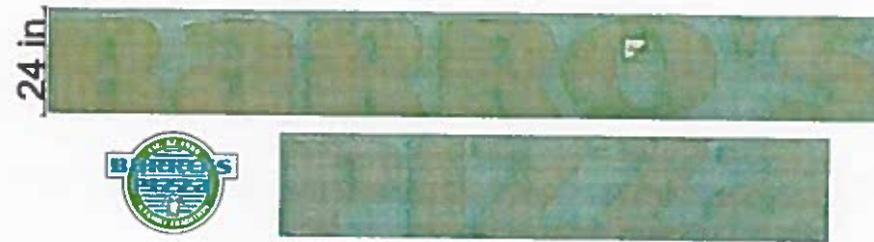


Brown Road – North Elevation



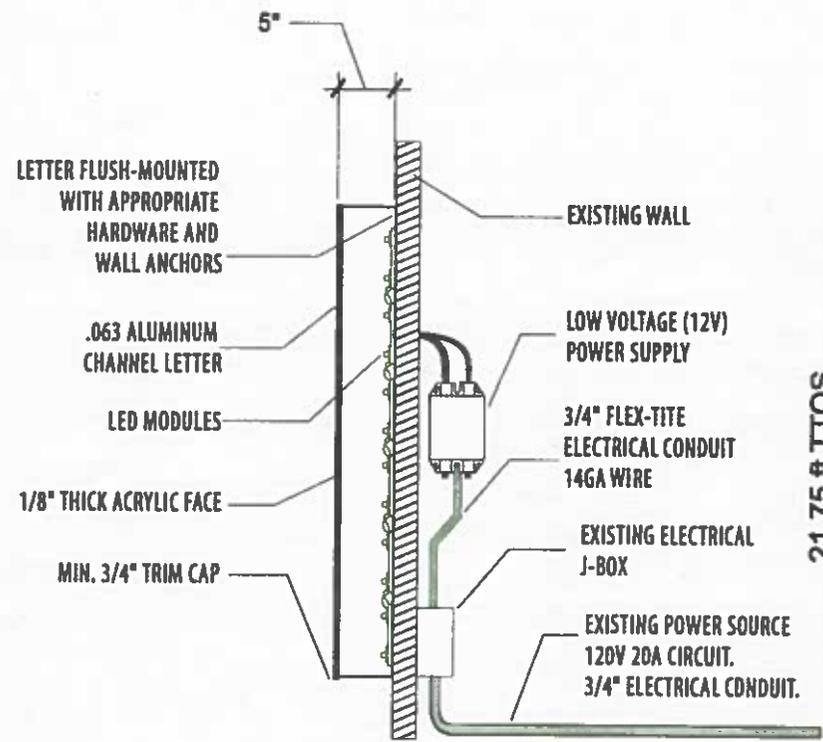
NOTES

SIGN TYPE - FRONT-LIT PAN-CHANNEL LETTERS
FACES - 1/8" ACRYLIC RED(LETTERS) WHITE (LOGO)
RETURNS - 5" .063 ALUMINUM DK BRONZE
TRIMCAP - MIN 3/4" DK BRONZE
ILLUMINATION - LEDS - RED(LETTERS) WHITE (LOGO)
LOW VOLTAGE LED DRIVER - PER 100 LED MODULES
EXISTING SIGN - NA
REMOVAL - NA
PATCH & PAINT - NA
ELECTRICAL - NA
<input type="checkbox"/> ILLUMINATION AND ACRYLIC
<input type="checkbox"/> LOGO TO GET VINYL OVERLAY



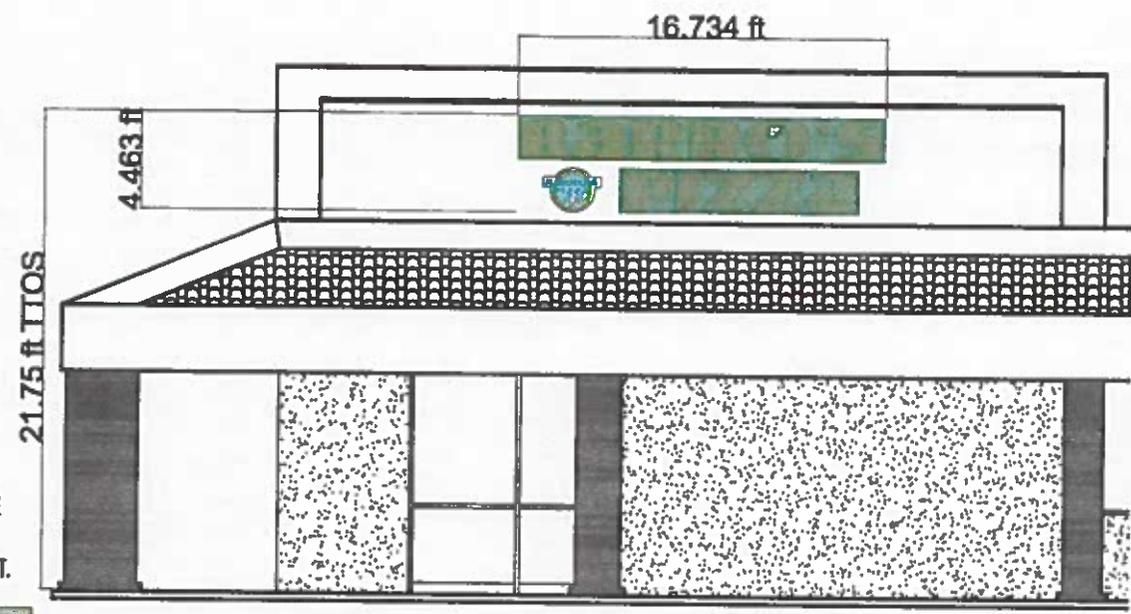
B Letter Layout
FRONT-LIT PAN-CHANNEL LETTERS

PROPOSED NEW SIGN
74.68 50. FT
634



A Section View
FRONT-LIT PAN-CHANNEL LETTERS

PROPOSED NEW SIGN
75 FT. FRONTAGE



C North Elevation
FRONT-LIT PAN-CHANNEL LETTERS

PROPOSED NEW SIGN
75 FT. FRONTAGE

NOTES

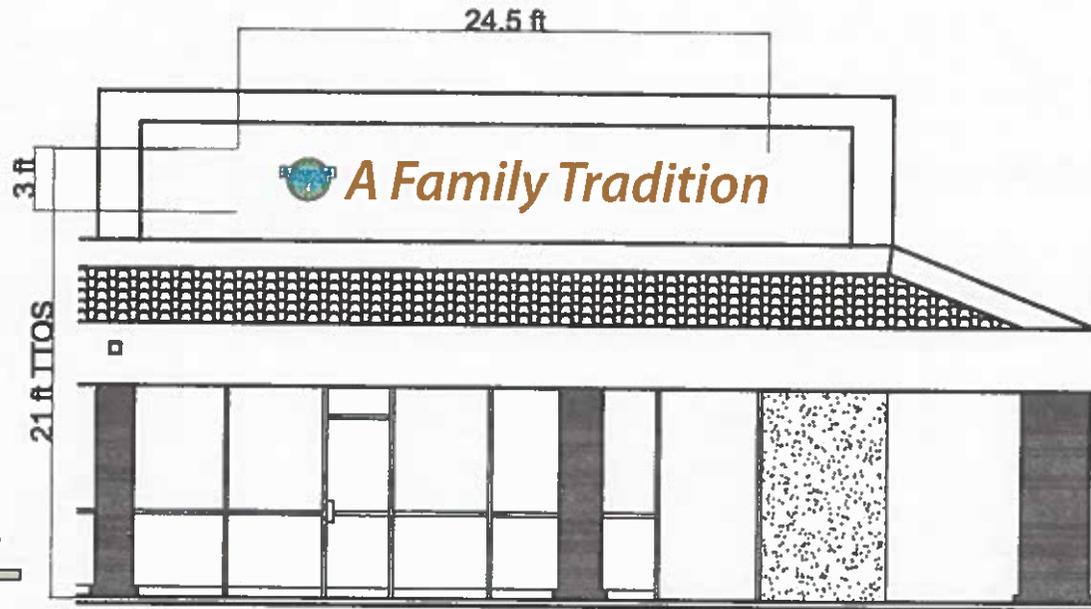
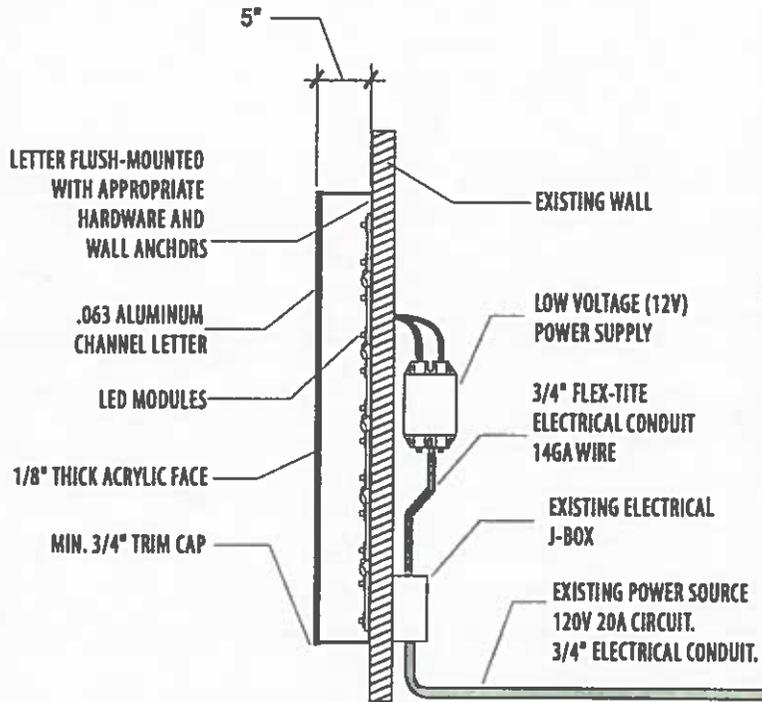
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RETURNS - 5" .063 ALUMINUM DK BRONZE
TRIMCAP - MIN 3/4" DK BRONZE
ILLUMINATION - LEDS - RED(LETTERS) WHITE (LOGO)
LOW VOLTAGE LED DRIVER - PER 100 LED MODULES
EXISTING SIGN - NA
REMOVAL - NA
PATCH & PAINT - NA
ELECTRICAL - NA
<input type="checkbox"/> <input checked="" type="checkbox"/> ILLUMINATION AND ACRYLIC
<input type="checkbox"/> LOGO TO GET VINYL OVERLAY



A Family Tradition

B Letter Layout
FRONT-LIT PAN-CHANNEL LETTERS

PROPOSED NEW SIGN
73.6 88 FT.
614



A Section View
FRONT-LIT PAN-CHANNEL LETTERS

PROPOSED NEW SIGN
75 FT. FRONTAGE

C East Elevation
FRONT-LIT PAN-CHANNEL LETTERS

PROPOSED NEW SIGN
75 FT. FRONTAGE



3400 N. Arizona Ave. Suite 117/118 • Chandler, Arizona 85225
Ph: 480.821.1100 • F: 480.821.0700



Date: 11.18.14	Project Name: BARRO'S PIZZA
Scale: NTS	Address: 1825 E BROWN RD
Drawn: 11.18.14	City / State: MESA, AZ
Sales: MW	Zip Code: 85203



This sign will be constructed to meet safety standards specified by Underwriters Laboratories Inc. and will be labeled with the UL Listed logo.
This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.
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DESIGN DRAWING 1 of 1

Request Number: 1
File No: 75010
File Location: 11.14
Designer: WES