

Mr. Chair; Members of the Committee:

Case numbers associated with this application are MSP-19-014 and T19SA00513.

Site address: 2500 E Grant Road

Zoning: C-2 and C-1 zones (rezoning C9-90-12, *no* signage conditions)

Sign District: Commercial

This is a Master Sign Program (MSP) request involving proposed increase in sign area for canopy and wall signs on the building, and an additional monument sign requested.

Site: The applicant's property is at the southeast corner of Grant Road and Tucson Boulevard, on a 1.72 acre lot with commercial C-1 and C-2 zoning. Construction of a shopping center is nearly complete, with five retail and restaurant tenants in a single story building. The building is near 11,500 sq.ft., with a canopy along all elevations at 17' maximum building height, per rezoning. A 28' tall architectural feature atop the canopy is allowed per the rezoning. To install signs on the canopy ledge, a solid, opaque surface is required to be erected on the architectural feature atop the canopy, providing a solid surface seen behind the canopy signs, rather than rendering them prohibited roof signs.

Sign Proposal: All as shown on submitted plans, the applicant proposes to install building and monument signage. One monument sign is allowed per street front, with one sign recently permitted. The applicant requests a Master Sign Program (MSP) to allow installation of a third monument sign - to be built at the street corner, counting as an additional sign per street front, with reduced setbacks from both streets. (Two design options for this monument sign are shown in the submittal.) The code allows a sign area ratio of 3 square feet of sign area per linear foot of street frontage. In this case, the tenant with frontage on both Grant and Tucson has sign area for both streets, whereas the total sign area for the other four tenants is derived from their linear building frontage along Tucson Boulevard. (Note, interior site signs under 12 square feet do not count toward sign area allowance.) The applicant has an additional request to increase total building sign area for the three tenants in the center of the building. (End cap tenants meet the 3 to 1 sign area ratio, and the permitting process is underway for their signs.)

THE APPLICANTS' SPECIFIC REQUESTS:

The applicants seek the following code variations under the Master Sign Program:

- 1) Allow more than 1 freestanding sign for a commercial premise with less than 450' of street frontage along Tucson Blvd, for a total of 2 freestanding signs along Tucson Blvd. (UDC 7A.10.2.C.2.a.1)
- 2) Allow more than 1 freestanding sign for a commercial premise with less than 450' of street frontage along Grant Road, for a total of 2 freestanding signs along Grant Road (UDC 7A.10.2.C.2.a.1)
- 3) Allow a reduced setback of 19' off of Tucson Blvd for a monument sign, rather than 20' from face of curb (UDC 7A.10.2.C.2.a.1)
- 4) Allow a reduced setback of 18' off Grant Road for a monument sign, rather than 20' from face of curb (UDC 7A.10.2.C.2.a.1)
- 5) Exceed total allowed sign area ratio of 3 square feet of sign area per each 1 linear foot of street frontage for tenants 2, 3, and 4, per the plans. Each tenant has near 20' of Tucson Boulevard frontage, for 60 square feet total sign area each to place on the building. The request is to allow 50 square feet of sign area on both the west and east building elevations, increasing to 40 square feet more than each space would be permitted, with a maximum lettering/logo height of 3.5'. (UDC 7A.10.2.B.)

Mr. Chair, Members of the Committee, this concludes staff's presentation.