



**Board of Adjustment
STAFF REPORT**

AGENDA

TO: CASA GRANDE BOARD OF ADJUSTMENT
FROM: Leila DeMaree, Senior Planner
MEETING DATE: July 15, 2014
SUBJECT: DSA-14-00097 – Temporary Use Permit- Phoenix Mart Logo

REQUEST

DSA-14-00097: Request by Brad Holyoak, AZ Sourcing, LLC, for a **Temporary Use Permit** to allow a sculptural logo at 14’ high for the Phoenix Mart development prior to the approval of a comprehensive sign plan, generally located at the NEC of Florence Blvd. /SR287 and Toltec Buttes Road (portion of APN 401-11-009B).

STAFF RECOMMENDATION

Staff recommends the Board approves DSA-14-00097 with the following condition:
1) The use is approved for a period of one (1) year, which can be extended administratively for one (1) additional year, if needed.
2) Maximum height of the Phoenix Mart Sculptural Logo is 17’-6” measured from the top of the berm.

APPLICANT/OWNER

Applicant: Phoenix Mart/Brad Holyoak 7047 E. Greenway Parkway, Suite 160 Scottsdale, AZ 85254	Property Owner: AZSourcing, LLC 7047 E. Greenway Parkway, Suite 190, Scottsdale, AZ 85254
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OVERVIEW

The Board of Adjustment met on July 8, 2014 and tabled this request to July 15th, 2014 to allow staff to revise the staff report and clarify the request. The Board also requested the applicant provide a better exhibit of the proposed Logo in referenced to its final elevation.

The project site is located north of Florence Boulevard and east of Toltec Buttes Road, within parcel # 401-11-009B. This property is owned by AZSourcing for the proposed Phoenix Mart

development. Planning Staff has forwarded this application to the Board in accordance with Section 17.68.210.I. of the Casa Grande City Code (See below), since the addition of the sculptural logo request is not listed as specific temporary use that can be considered by staff administratively.

17.68.210 In general.

Uses permitted subject to special temporary use permit are those temporary uses which are required for the proper function of the community or are temporarily required in the process of establishing a permitted use, or constructing a public facility. Such uses shall be so conducted that they will not be detrimental in any way to the surrounding properties or to the community. Uses permitted subject to a special temporary use permit may include:

- A. *Christmas tree sales;*
- B. *Carnivals, circuses, special events of not over seventy-two consecutive hours;*
- C. *Garage sales (limited to sixty consecutive hours);*
- D. *Parking and storage of earth moving or construction equipment;*
- E. *Storage of materials incidental to the carrying on of a public works project, subdivision or construction project;*
- F. *Tent revival meetings;*
- G. *Tract home or lot sales office;*
- H. *Construction - garage or shed for subdivision construction;*
- I. ***Such other uses as the Board may, by resolution, deem to be within the intent and purpose of this section.***

A Comprehensive Sign Plan application is currently under review by staff for action by the Planning and Zoning Commission. If the Comprehensive Sign Plan allows the type of signs constructed under the Temporary Use Permit, then these signs will be left in place and permitted as permanent signage. If the Sculptural Logo is not approved with the Comprehensive Sign Plan, it will be removed or otherwise modified to comply with the requirements of the Comprehensive Sign Plan.

PROJECT DESCRIPTION

This request is to install a Phoenix Mart Sculptural Logo at the center of the two main driveway access points along Florence Boulevard/SR287.

The proposed size of the logo is 12'-10" x 13'- 6", supported by a metal pole that sits on a concrete base. It will be made of aluminum material, painted in Brilliant Gold color. The proposed sculptural logo is non-illuminated. The finished height of the logo is proposed at 17'

6" as measured from the berm. Staff supports the height of the logo to be proportionate to the overall size of the development area.

The Temporary Use Permit process would allow this request to occur with approval from the Board of Adjustment in accordance with the provisions of Section 17.68.210. I. If the request is approved by the Board, it will allow the applicant to install the logo based upon the specified conditions of approval of the Temporary Use Permit.

PUBLIC NOTIFICATION/COMMENTS

Notification

Public hearing notification efforts for this request meet and exceed those requirements set out by City Code. They include:

- A notice of time, date, place, and purpose of the public hearing was published in the Casa Grande Dispatch on June 20st, 2014.

Exhibits

1. Logo rendering
2. Project Site Plan
3. Cross-section

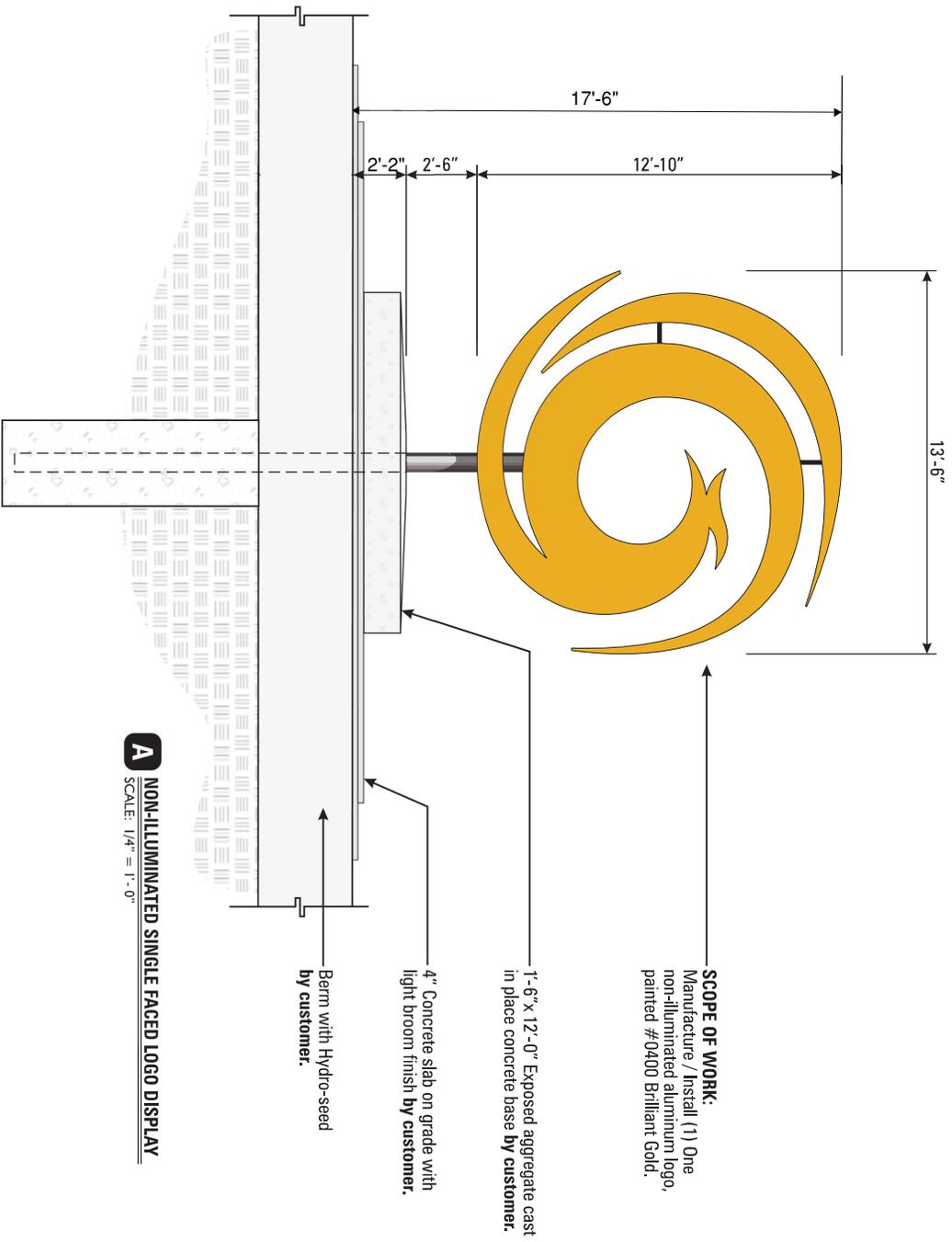


Exhibit 1 - Logo Rendering

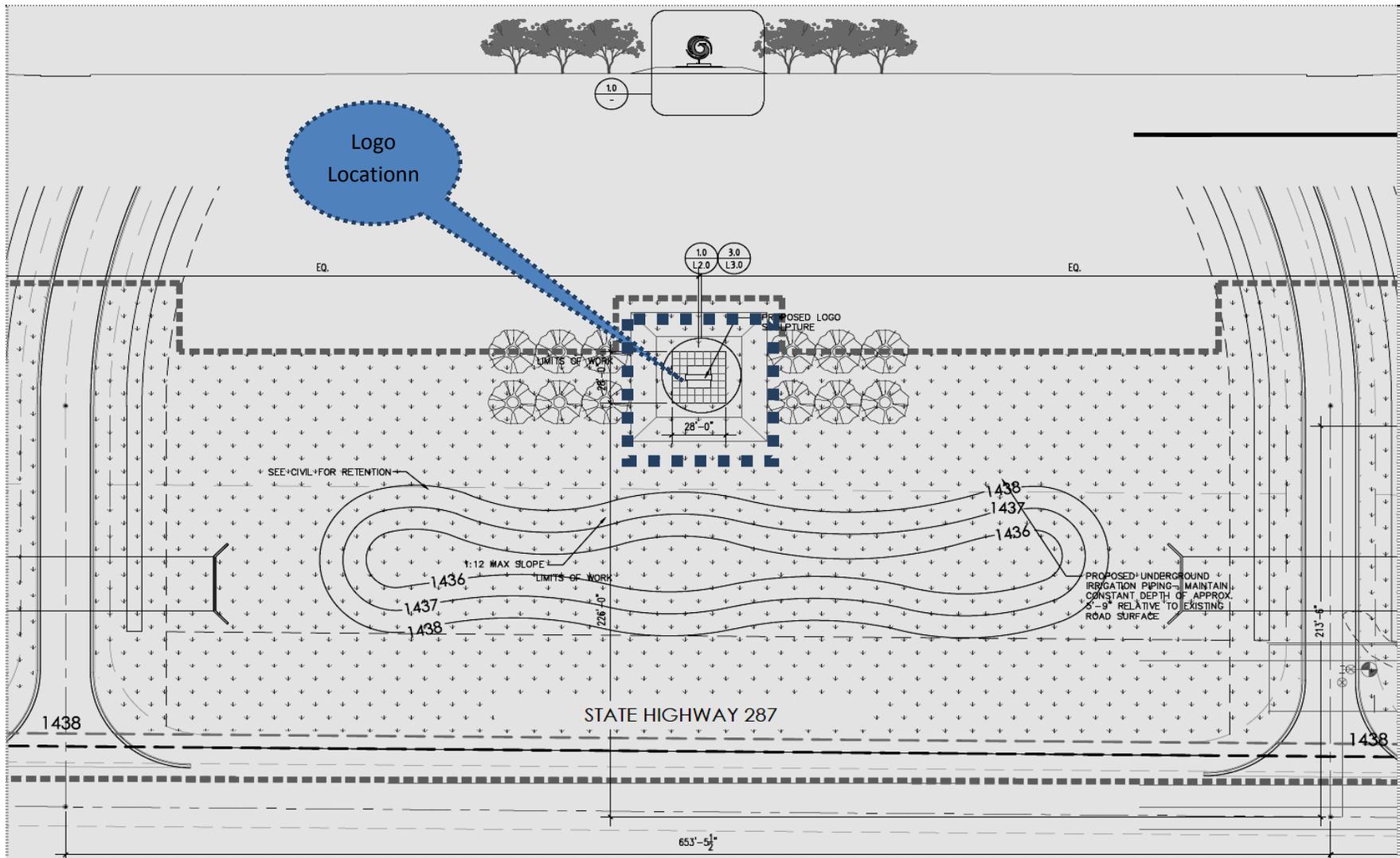
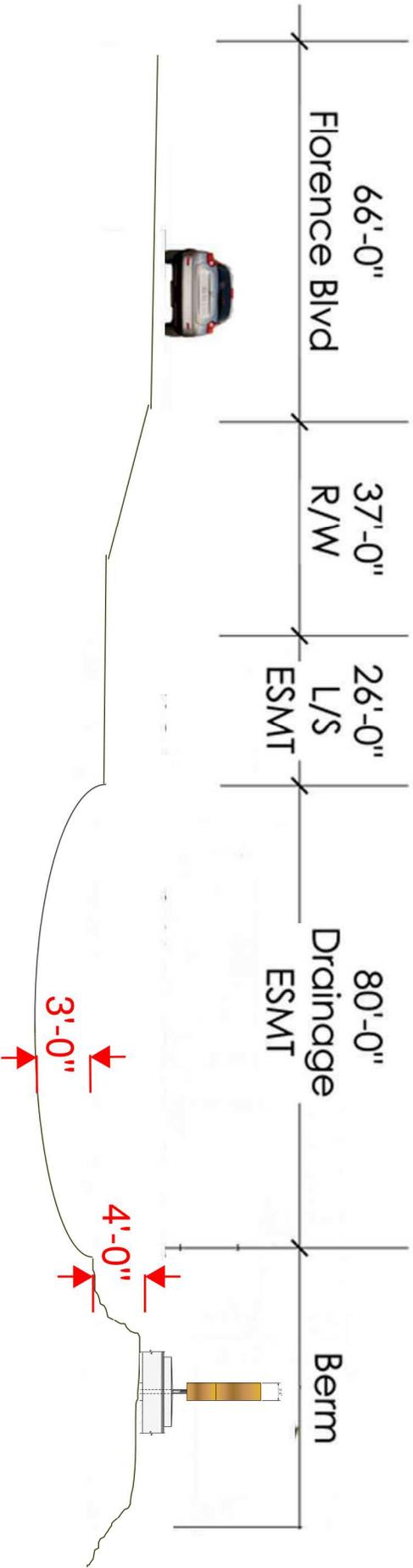


Exhibit 2 – Site Plan of Proposed Phoenix Mart Sculptural Logo



RESOLUTION NO. 14-00097

A RESOLUTION OF THE BOARD OF ADJUSTMENT FOR THE CITY OF CASA GRANDE, ARIZONA, TO TEMPORARILY INSTALL A SCULPTURAL LOGO SIGN AS A TEMPORARY USE PURSUANT TO SECTION 17.68.210(I) OF THE CITY CODE.

BE IT RESOLVED by the Board of Adjustment for the City of Casa Grande, Arizona, as follows:

WHEREAS, Section 17.68.210 of the Zoning Code for the City of Casa Grande establishes certain temporary uses that, provided they are not operated in a manner detrimental to surrounding property, may be allowed to operate in the community pursuant to a Temporary Use Permit; and

WHEREAS, in addition to those uses specifically set forth in the Code as temporary uses, Section 17.68.210(I) of the Zoning Code provides that the Board of Adjustment may, by resolution, allow other temporary uses the Board deems to be within the intent and purpose of Section 17.68.210; and

WHEREAS, the temporary installation of the Phoenix Mart Sculptural Logo sign within the specified area owned by AZ Sourcing, LLC subject to appropriate conditions to ensure that such temporary uses are not operated in a manner detrimental to surrounding property, appears to fall within the intent and purpose of Section 17.68.210;

NOW, THEREFORE, IT IS RESOLVED by the Board of Adjustment for the City of Casa Grande that, pursuant to Section 17.68.210(I) of the Casa Grande City Code, the temporary installation of the Phoenix Mart Sculptural Logo sign at the proposed entrance for the Phoenix Mart development at the NEC corner of Florence Blvd./SR287 and Toltec Buttes Road is hereby declared to be an appropriate temporary use subject to all other provisions of Chapter 17.68, Article IV, of the Casa Grande City Code and the following conditions:

- 1) The use is approved for a period of one (1) year, which can be extended administratively for one (1) additional year, if needed.
- 2) Maximum height of the Phoenix Mart Sculptural Logo is 17'-6" measured from the top of the berm.

PASSED AND ADOPTED by the Board of Adjustment of the City of Casa Grande, Arizona, this 15th day of July, 2014.

Chairman of the Board of Adjustment

ATTEST:

APPROVED AS TO FORM:

City Clerk

City Attorney