TO: CASA GRANDE BOARD OF ADJUSTMENT  
FROM: Leila DeMaree, Senior Planner  
MEETING DATE: July 8, 2014  
SUBJECT: DSA-14-00097 – Temporary Use Permit- Phoenix Mart Logo

REQUEST

DSA-14-00097: Request by AZ Sourcing, LLC, for a Temporary Use Permit to install entry monument signs with Phoenix Mart Logo located north of Florence Blvd., /SR 287 and east of Toltec Buttes Rd. (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) Monument entry signs and landscaping shall be maintained by the property owner.
3) Maximum height of the Phoenix Mart Logo is 14' from the concrete base.

APPLICANT/OWNER

Applicant:
Phoenix Mart/Brad Holyoak
7047 E. Greenway Parkway, Suite 160
Scottsdale, AZ 85254

Property Owner:
AZ Sourcing, LLC
7047 E. Greenway Parkway, Suite 190,
Scottsdale, AZ 85254

OVERVIEW

The Board of Adjustment approved a Temporary Use Permit request on March 11, 2014, to allow temporary entry monument signs with landscaping along the Florence Boulevard frontage of the Phoenix Mart site. The sculptural logo on the plan was not part of the BOA approval on the March 11th meeting.

This request is to add a Phoenix Mart Sculptural Logo at the center of the two driveway entrances as shown on the attached exhibits. The finished height of the logo is proposed at
14' from the concrete base. Staff supports the height of the logo to be proportionate to the overall size of the development area.

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 17.68.210.1 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.

PROJECT DESCRIPTION

The project area for the temporary use permit request is within the previously approved TUP request for the site, just less than seven (7) acres. It is the proposed site for the future main entrances to the Phoenix Mart Development along Florence Boulevard. This request does not include the construction of the main entrance roads to the Phoenix Mart site as that will occur later after approval of the Final Subdivision Plat and Public Improvement Permit.

The property owner wishes to install a Phoenix Mark Sculptural Logo between the main
entrances, "to enhance the visual intent of vibrancy and brand identification", as stated on the applicant's narrative.

The Temporary Use Permit process would allow this to occur with approval from the Board of Adjustment in accordance with the provisions of Section 17.68.210. I.

The landmark includes the 14’ Phoenix Mart Logo, two monument signs and landscaping. The proposed entry monument wall signs are 12’ tall and 52’ wide. It will be made of CMU wall with Phoenix Mart Icon logo and letters. The Phoenix Mart lettering will be five (5’) feet tall spaced across the CMU wall face.

Landscape materials will be a row of 24" box sizes Cathedral Oak trees. These trees are lined up just behind the monument wall signs. The berm will be covered with turf and outlined with concrete hedges. The signs and landscape areas are slightly elevated on a berm for better visibility of the public. These are setbacked away from the highway about 120' from the edge of the Florence Blvd/ SR 287 right of way.

The signs, sculptural logo and landscaping will remain temporary in place for a period of one (1) year subject to renewal of the TUP for time extension until a permanent signs and landscaping are installed.

A Comprehensive Sign Plan application has been submitted for review by staff and for action by the Planning and Zoning Commission prior to the construction of permanent signage for the Phoenix Mart. 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 monument wall signs installed with this Temporary Use Permit are not approved with the Comprehensive Sign Plan they will be removed or otherwise modified to comply with the requirements of the Comprehensive Sign Plan.

A Final Landscape Plan is also being processed for the Phoenix Mart development that includes the Florence Blvd. frontage and the area where these monument signs and sculptural logo is located. This is currently being reviewed by staff and will be brought before the Planning Commission along with the Final Development Plan/Major Site Plan.

### Site and Surrounding Area Land Use and Zoning

<table>
<thead>
<tr>
<th>Direction</th>
<th>General Plan Designation</th>
<th>Existing Zoning</th>
<th>Current Uses</th>
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<tbody>
<tr>
<td>Site</td>
<td>Commerce and Business</td>
<td>Phoenix Mart PAD</td>
<td>Vacant land</td>
</tr>
<tr>
<td>North</td>
<td>Commerce and Business</td>
<td>Phoenix Mart PAD</td>
<td>Vacant land</td>
</tr>
<tr>
<td>East</td>
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<td>Phoenix Mart PAD</td>
<td>Vacant land</td>
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<tr>
<td>South</td>
<td>Neighborhoods</td>
<td>Florence Blvd. then County Jurisdiction</td>
<td>Vacant land</td>
</tr>
<tr>
<td>West</td>
<td>Commerce and Business</td>
<td>Phoenix Mart PAD</td>
<td>Vacant land</td>
</tr>
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Overview

Signage and landscaping are permitted uses within the proposed Phoenix Mart development. However, submittal of a Comprehensive Sign Plan is still required for review and approval by the Planning and Zoning Commission for the proposed site. This Comprehensive Sign Plan will serve as the guide for all future sign permit applications related to the Phoenix Mart project. As various planning applications are still being reviewed and processed, the applicant wishes to establish a small area within the site to help pinpoint where the Phoenix Mart development site is located.

The Temporary Use Permit process can allow a site to be improved temporarily. An example of this is that of a subdivision model homes and sales offices wherein parking, signages and landscaping are provided for marketing purposes. Once all the lots in the subdivision are sold out, the temporary use permit for the model homes and sales office are then removed and the office within the model home will be converted back to the original floor plan of the residential unit. This request has the same concept with the model home and sales office. The monument signs with landscaping are temporary uses until such time that a permanent signage and landscaping can be approved and installed.

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 20th, 2014.

Exhibits

1. Application
2. Narrative
3. Site Walls Plan and Elevations L2.0
4. Logo Icon- Front Elevation 4.0
5. Logo rendering
TEMPORARY USE PERMIT APPLICATION

Applicant:
Name: AZSourcing, LLC (Brad Holyoak)
Mailing Address: 7047 E Greenfield Pkwy, Scottsdale, AZ 85254
Phone: 602-663-9219 Email Address: bholyoak@azsourcing.com

Status (Owner, Lessee, Agent, etc.): Agent
Name & Phone of operator of Temporary Use (If different than applicant):

Property Owner:
Name: AZSourcing, LLC
Mailing Address: 7047 E Greenfield Pkwy, Scottsdale, AZ 85254
Phone: 480-525-8138 Email Address:

Location of Temporary Use: North of SR287, between Toltec Buttes and La Brea
Duration of Temporary Use: One year
Hours of Operation: n/a

Type of Temporary Use
The following temporary uses may be reviewed administratively in accordance with City Code Section 17.68.210:

- Christmas tree sales
- Carnivals, circuses, special events of not over 72 consecutive hours
- Garage sales (Limited to 60 consecutive hours)
- Tent revival meeting
- Model home or lot sales office
- Construction trailer or modular building (in conjunction with a permitted development/project)
- Storage yard for construction equipment and/or materials (in conjunction with a permitted development/project)
- Agricultural sales
- Mobile food vendor
- Fireworks vendor
- Clothing/Goods Donation Drop-Off Boxes
- Special retail sales event (in conjunction with an existing retail business) – 10 day limit
- Other, Please describe on an additional sheet (Requires Board of Adjustment Approval)

Signature of Applicant*
Date:

Signature of Operator (If different than applicant)*
Date: June 8, 2019

Signature of Owner*

* Applicants who are not the property owner of record are required to have the property owner co-sign the application form or provide a signed Owner Authorization Form (attached) authorizing the submittal of the application.

Updated 11/20/2013

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Application Intake Checklist

1) Application Fee
   a) Temporary Use Permit - Administrative Reviewed - $60
   b) Temporary Use Permit – Requiring Board of Adjustment Review - $585.00 plus a 5% Technology Recovery Fee

2) Site Plan (preferably drawn to a 1 inch = 20 foot or similar scale) illustrating the following:
   a) Property boundaries
   b) Existing buildings
   c) Existing paved parking spaces and drive aisles
   d) Existing Landscaping
   e) Driveway access, sidewalks and all entrances to the property
   f) Location and size of area to be occupied by Temporary Use equipment, tent, mobile stand, vehicles, etc.
   g) Type and location of temporary electrical service, including extension cords and generators if applicable
   h) Storage building or outside storage of materials associated with the Temporary Use
   i) Description of any signage to be used in conjunction with the Temporary Use

3) Floor Plan for any tent structures indicating:
   a) Size
   b) Location and number for all fire extinguishers
   c) Exit locations

4) Owner’s Authorization Form (if applicable)

5) City of Casa Grande Business License (required for all vendors)

6) Pinal County Health Department permits and inspections are required for food vendors. Please contact the Health Department (520) 866-6864

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City Intake:

Date Accepted & Logged In: 11/14/2014
Intake Staff: [Signature]

Fee Receipt #: ___________________ Assigned Review Staff: B ☐ E ☐ F ☐ PI ☐ Com ☐ Other ☐

[Signature]

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TRANSMITTAL NARRATIVE FOR TEMPORARY USE PERMIT APPLICATION
BOARD OF ADJUSTMENT – JULY 8, 2014

PhoenixMart developer AZ Sourcing would like to add a logo sculptural sign to an area near the future PhoenixMart construction site to enhance the visual intent of vibrancy and brand identification. The sculptural sign is proposed to be up to 14 feet in diameter with a concrete base. The Board of Adjustment previously approved monument walls with lettering at the future entry road. That application included a future icon sculpture located mid-point between the entry roads.

All issues relative to the installation of the approved monument walls to include soil stabilization, landscape, ground cover and dust control requirements will be handled as part of the prior TUP approval.

This logo sculptural sign will become part of the comprehensive sign plan for approval at a future date. The application for the temporary use permit is to allow PhoenixMart to establish an additional signage presence along SR287 to clearly identify the location and provide a point of interest for future tenants and investors.