TO: CASA GRANDE BOARD OF ADJUSTMENT
FROM: Leila DeMaree, Senior Planner
MEETING DATE: March 11, 2014
SUBJECT: DSA-13-00164 – Temporary Use Permit

REQUEST

DSA-13-00164: Request by Brad Holyoak, AZ Sourcing, LLC, for a Temporary Use Permit to install entry monument signs with landscaping 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-13-00164 with 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) Monument entry signs and landscaping shall be maintained by the property owner.
3) Prior to issuance of the Temporary Use Permit the Site Plan shall be modified to
   a) Reflect a cross-section illustrating the following items: existing and proposed Florence Blvd. right of way; easements; drainage canal; berming; location and height of the monument signs; natural ground level.
   b) Remove the pylon sign.

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

OVERVIEW

The applicant submitted a Temporary Use Permit request to install the temporary entry monument signs with landscaping along the Florence Blvd. frontage of the Phoenix Mart site, see attached Primary Entry – Layout Landscape Plan L2.0. 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 this entry monument signs with landscaping request are 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 temporary use area is just less than seven (7) acres in area. 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 establish a "landmark", to help identify the location of the Phoenix Mart project for their investors, and the public, while the planning and permitting applications that will allow formal construction to proceed are being processed. 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 monument signs and landscaping. The proposed monument signs are 10' tall and 60' 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 36" box Cathedral Oak trees followed by Sour Orange shrubs that are 24" box sizes. These trees are lined up just behind the monument 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 setback away from the highway about 120' from the edge of the Florence Blvd/ SR 287 right of way.

The signs 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 is required to be reviewed and approved 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, the streets leading from Florence Blvd. to the Phoenix Mart site and the landscaping around the Phoenix Mart building itself. The landscaping installed with this Temporary Use Permit will be revised, expanded and enhanced to comply with the requirements of the Final Landscape Plan once that plan has been formally approved in conjunction with the street, building and parking lot construction.

Site and Surrounding Area Land Use and Zoning

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<tr>
<th>Direction</th>
<th>General Plan Designation</th>
<th>Existing Zoning</th>
<th>Current Uses</th>
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<tr>
<td>Site</td>
<td>Commerce and Business</td>
<td>Phoenix Mart PAD</td>
<td>Vacant land</td>
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<tr>
<td>North</td>
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<td>East</td>
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<td>South</td>
<td>Neighborhoods</td>
<td>Florence Blvd. then County Jurisdiction</td>
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<tr>
<td>West</td>
<td>Commerce and Business</td>
<td>Phoenix Mart PAD</td>
<td>Vacant land</td>
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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 February 21st, 2014.

Exhibits

1. Primary Entry – Layout Landscape Plan L2.0
2. Primary Entry – Elevation L2.1