

**CITY OF TEMPE  
HEARING OFFICER**

Meeting Date: 12/18/2012  
Agenda Item: 8

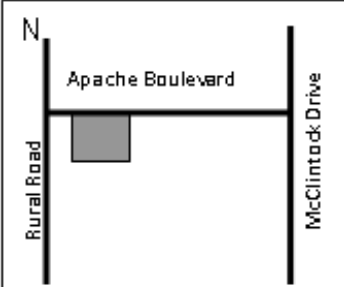
**ACTION:** Request approval for a use permit to allow off-premises real estate signage for THE DISTRICT ON APACHE TEMPORARY LEASING OFFICE, located at 903 E Apache Blvd. The applicant is Caitlin Bayley, The District on Apache, Campus Apartments LLC.

**FISCAL IMPACT:** N/A

**RECOMMENDATION:** Staff – Approval, subject to conditions

**BACKGROUND INFORMATION:** THE DISTRICT ON APACHE TEMPORARY LEASING OFFICE (PL120408) is requesting a use permit to allow temporary off-site signage for their real estate leasing office. The signs would be located on Apache Boulevard, adjacent to the Tempe Chamber of Commerce, and on Rural Road, adjacent to Four Points by Sheraton. The request includes the following:

ZUP12122	Use Permit to allow off-premises real estate signage.
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	Property Owner	Charles Grier, Four Points Sheraton
	Applicant	Caitlin Bayley, The District On Apache, Campus Apartments, LLC.
	Zoning District	MU-4 (location of signs CSS)

**ATTACHMENTS:** Supporting Attachments

**STAFF CONTACT:** Diana Kaminski, Senior Planner (480-858-2391)

Department Director: Lisa Collins, Interim Community Development Director  
 Legal review by: N/A  
 Prepared by: Diana Kaminski, Senior Planner  
 Reviewed by: Steve Abrahamson, Planning & Zoning Coordinator

## COMMENTS:

The District on Apache is requesting temporary signage for their leasing office. A letter of explanation and detailed plans have been submitted for this request. The use would be for two years to facilitate leasing of the new development that was approved in 2011 and has been under construction for the past year.

## PUBLIC INPUT

No public input has been received regarding this request.

## USE PERMIT

The proposed temporary signage requires a Use Permit, to allow location off-premises within the MU-4 Mixed Use and CSS Commercial Shopping and Service Zoning Districts.

Section 6-308 E Approval criteria for Use Permit:

1. *Any significant increase in vehicular or pedestrian traffic.* The proposed signs are located on the commercial corners of Rural Road and Apache Boulevard on the Four Points Sheraton Property. The signs are outside of the view corridor for any driveways and are located within landscape area which should not affect traffic. The text on the signs is limited and large, to reduce reading time necessary by viewers.
2. *Nuisance arising from the emission of odor, dust, gas, noise, vibration, smoke, heat or glare at a level exceeding that of ambient conditions.* The signage is temporary (two years) during the initial leasing period of the project. There are no known nuisances from the addition of these signs for a temporary period.
3. *Contribution to the deterioration of the neighborhood or to the downgrading of property values, the proposed use is not in conflict with the goals objectives or policies for rehabilitation, redevelopment or conservation as set forth in the city's adopted plans or General Plan.* The signage is not permanent, and will facilitate occupancy of the building.
4. *Compatibility with existing surrounding structures and uses. Describe any part of the use applicable to conformance with this.* The signage will require a sign permit; aesthetics are not a part of this request, only the location of the signs off-site. The proposed locations are part of a commercial corner and do not appear to have any conflicts with the proposed use.
5. *Adequate control of disruptive behavior both inside and outside the premises which may create a nuisance to the surrounding area or general public.* This criterion is not applicable for a sign request. Defacement of the sign will require maintenance, even if off-premises.

## Conclusion

Based on the information provided by the applicant and the above analysis staff recommends approval of the requested Use Permit. This request meets the required criteria and will conform to the conditions.

**SHOULD AN AFFIRMATIVE ACTION BE TAKEN ON THIS REQUEST, THE FOLLOWING NUMBERED CONDITIONS OF APPROVAL SHALL APPLY, BUT MAY BE AMENDED BY THE DECISION-MAKING BODY.**

## CONDITION(S) OF APPROVAL:

1. The Use Permit is valid for the plans as submitted within this application.
2. The use permit is valid for two (2) years from December 18, 2012 until December 18, 2014.

3. All business signs shall receive a Sign Permit. Contact sign staff at 480-350-8372.

**CODE/ORDINANCE REQUIREMENTS:**

THE BULLETED ITEMS REFER TO EXISTING CODE OR ORDINANCES THAT PLANNING STAFF OBSERVES ARE PERTINENT TO THIS CASE. THE BULLET ITEMS ARE INCLUDED TO ALERT THE DESIGN TEAM AND ASSIST IN OBTAINING A BUILDING PERMIT AND ARE NOT AN EXHAUSTIVE LIST.

- The Use Permit is valid for THE DISTRICT ON APACHE and is not transferable.
- Specific requirements of the **Zoning and Development Code (ZDC)** are not listed as a condition of approval, but will apply to any application. To avoid unnecessary review time and reduce the potential for multiple plan check submittals, become familiar with the ZDC. Access the ZDC through [www.tempe.gov/planning/documents.htm](http://www.tempe.gov/planning/documents.htm) or purchase from Development Services.
- All business signs shall receive a Sign Permit. Contact sign staff at 480-350-8372.
- Any intensification or expansion of use, including shall require a new Use Permit.

**HISTORY & FACTS:**

September 22, 2011      City Council approved adoption of an ordinance for a Zoning Map Amendment and Planned Area Development Overlay for the District located at 941 E. Apache Blvd. PL110169.

**ZONING AND DEVELOPMENT**

**CODE REFERENCE:**

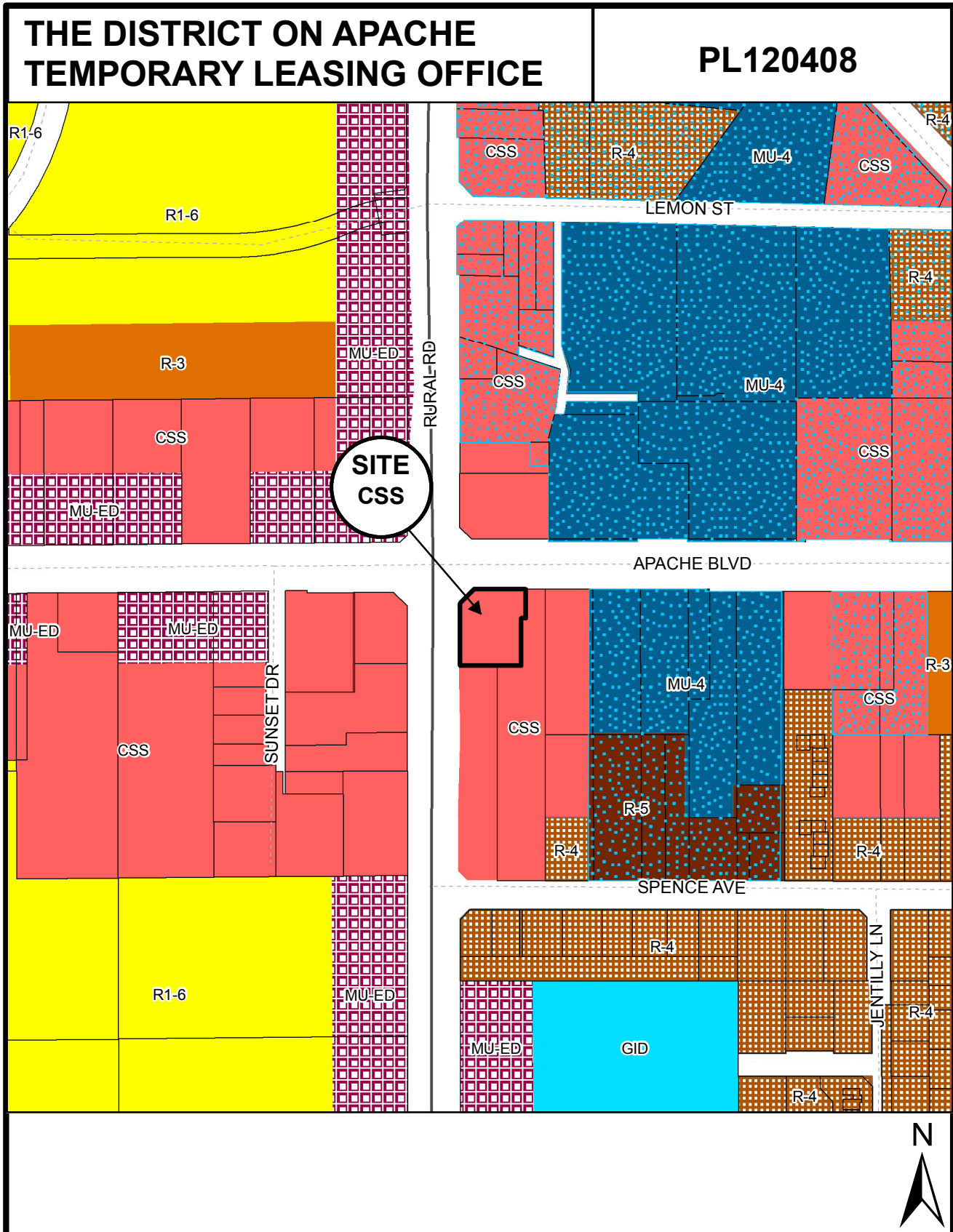
Section 6-308 Use Permit



**DEVELOPMENT PROJECT FILE**  
for  
**THE DISTRICT ON APACHE**

**ATTACHMENTS:**

1. Location Map
2. Aerial Photo
- 3-5. Letter of Explanation & authorization from property owner
- 6-7. Site Plan and Schematic Map
- 8-9. Site Photo simulations with signs
10. Sign specifications



**Location Map**



**THE DISTRICT ON APACHE TEMPORARY LEASING OFFICE (PL120408)**



November 26, 2012

Steve Abrahamson  
Principle Planner – City of Tempe  
31 E. 5<sup>th</sup> Street  
Tempe, AZ 85281

Re: Intent Letter for Use Permit at 903 E. Apache Blvd.

Dear Mr. Abrahamson:

The District on Apache, which is located next door at 977 E. Apache Blvd., is requesting a USE PERMIT (the “Permit”) for the property at 903 E. Apache Blvd. The Permit will be used to place Off-Site Sub-Division Advertising signs at this property to advertise our Temporary Leasing Offices located at this location until the permanent leasing facility next door is ready for occupancy.

These temporary signs will only be in use for the duration of the sign license. They will conform to the limitations of the sign permit and will not affect the viewing of the permanent signage already on property. Nor will they be a hazard to pedestrian, biker, or vehicles as they are set back from the property line or behind the landscaping walls. They will not affect the landscape as they will be set with temporary safety aware mounting hardware that will do no damage to the landscape or its surroundings.

We are asking for this Use Permit for these major factors:

1. The temporary leasing office entrance is not visible from any street, it is on the back southeast side of the conference building under a 15 foot entrance overhang. Due to the leasing office’s current location, it is virtually invisible, and prospective residents are having a difficult time locating the office;
2. There is not a multiple tenant sign available to place signage on, and the only other temporary approved signage permits available expires before our permanent offices with our own permanent signage are available; and
3. We need to have a marking identifier to make our temporary presence at this location known to future tenants and residents of the city of Tempe and students at ASU.

Thank you very much for your attention to this very urgent need. If you have any questions regarding this request, please do not hesitate to contact me at the address and/or phone number listed below.

Respectfully,

Caitlin Bayley  
Leasing Manager  
The District on Apache  
(520) 834-7512  
cbayley@campusapts.com



26 November 2012

City of Tempe Signage Department

**RE: The District Leasing Office; Tempe, Arizona  
Letter of Temporary Signage Allowance**

To Whom It May Concern,

This letter is confirmation of the fact that we have reviewed and approved the usage of the designated temporary signage on our property at 903 East Apache Blvd.; Tempe, AZ 85281.

We have a short term office lease with The District for them to be a temporary tenant only and that the site signage will be used to advertise its leased office location.

Sincerely,

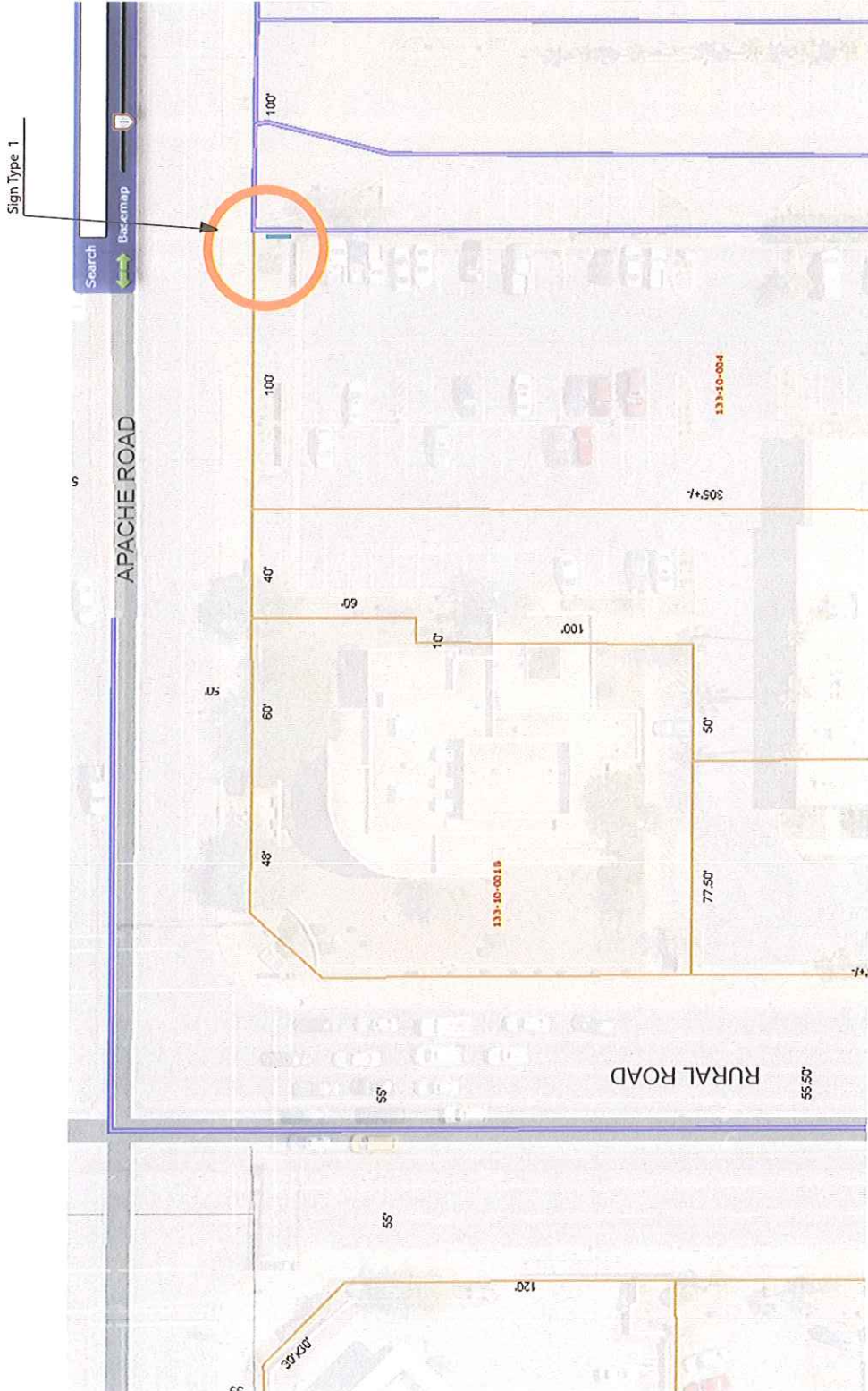


David Wani

Cc: Derek Anderson, Residential Housing Development  
Michael Reighter, Campus Apartments  
Ritner Hufford, Campus Apartments  
Caiflyn Bailey, Campus Apartments  
Rich Engel, Son Shine Graphics  
Dick Lew, Acumen  
Jim Miner, Acumen

Site Plan 1  
 Identified Exterior Sign Sources

Note: Graphic Sources  
 Sign Type 1 - Ground Mount



THE DISTRICT ON APACHE | SITE 1

EXTERIOR SIGNAGE FOR CHAMBER OF COMMERCE TEMPE  
 11.23.2012

Site Plan  
 SCALE: 1"=40'-0"

# Schematic Map for Use Permit

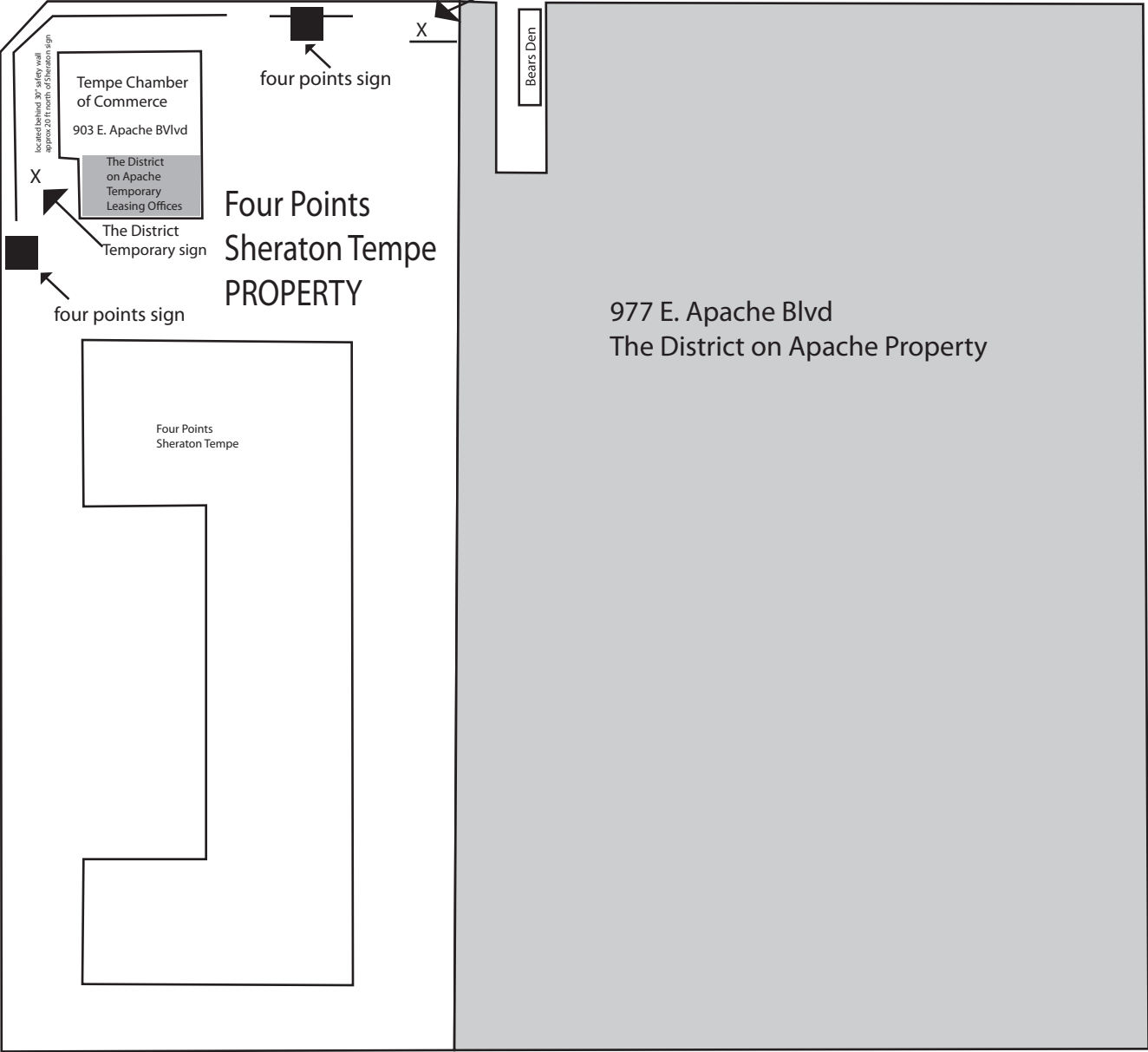


Rural Rd

Apache Blvd

The District Temporary sign located in planting box (Image DP 1)

Petes Fish & Chips



100 ft

# West side of 903 E. Apache Blvd.

Rural Rd side sign is 21' back from curb. Max height is 8' above curb level to top of sign allowed by City sign code. Max dimensions of sign to be 3'-0" tallx6'-0" Wide. Non Illuminated adhesive back digital printed vinyl on .080 aluminum face mounted to at least 3"x3" coated tube steel posts.

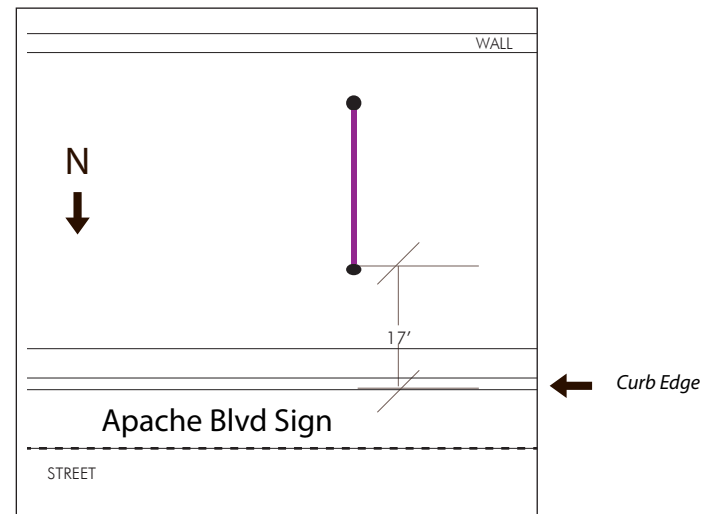


# North side sign Apache Blvd side. NorthEast corner of 903 E. Apache Blvd Property

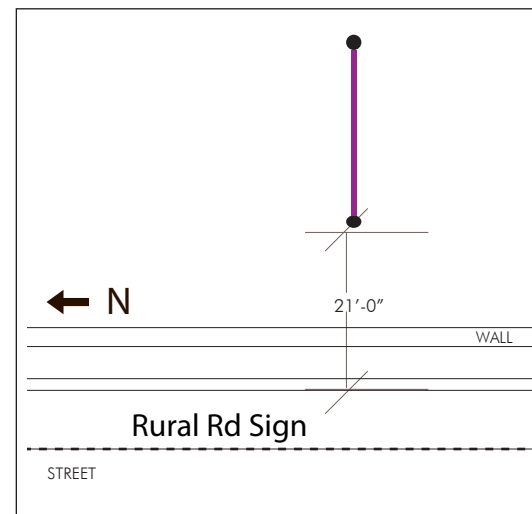
Apache Blvd side sign is 17' back from curb. Max height is 8' above curb level to top of sign allowed by City sign code. Max dimensions of sign to be 3'-0" tall x 6'-0" wide. Non illuminated adhesive back digital printed vinyl on .080 aluminum face mounted to at least 3"x3" coated tube steel posts.



Digital images attached DP1 and West side image. Signs to not exceed max allowable height.



SIGNS @ STREET TO BE PERPENDICULAR TO STREET



SIGNS @ STREET TO BE PERPENDICULAR TO STREET



### Sign Type 3 Off Site Sub Division Ad Signs To Be located at 903 E. Apache Blvd

insatalled behind existing wall on WEST Side and in front of existing wall in planter area on far northeast corner of property in planting space behind city variance line.  
Sign is to be digitally printed adhesive back vinyl applied to .080 aluminum and mounted to minimum 3"x3" painted tube steel poles that are to be mounted to oz staking system.

36" X 6'-0"

CONCEPT ELEVATION  
NOT TO SCALE



THE DISTRICT ON APACHE

EXTERIOR SIGNAGE FOR CHAMBER OF COMMERCE TEMPE  
11.15.2012