Requesting Department:

Development Services



TO: Planning and Zoning Commission

- THRU: Brett Burningham, Development Services Director
- FROM: Erik Swanson, Planning Administrator Laney Corey, Planning Intern
- RE: Discussion and Possible Approval of P21-0135 Heart Cry Church Comprehensive Sign Plan, a request from Richard North, on behalf of Arizona Commercial Signs for Heart Cry Church, for approval of a Comprehensive Sign Plan at Heart Cry Church, located at the southeast corner of Hunt Highway and Sossaman Road.
- DATE: July 14, 2021

STAFF RECOMMENDATION

Staff recommends approval of P21-0135 Heart Cry Church Comprehensive Sign Plan, subject to the Conditions of Approval outlined in this report.

PROPOSED MOTION

Move to approve P21-0135 Heart Cry Church Comprehensive Sign Plan, subject to the Conditions of Approval outlined in this report.

RELEVANT COUNCIL GOAL



SUMMARY

This proposal consists of a request from Richard North of Arizona Commercial Signs for approval of a Comprehensive Sign Plan at Heart Cry Church, located at the southeast corner of Hunt Highway and Sossaman Road.

HISTORY

October 14, 2015:	Town Council approves SP15-013 "Heart Cry Church" Site Plan.
June 23, 2021:	Town Staff administratively approves P21-0069 "Heart Cry Church" Classroom Building.

PROJECT INFORMATION

Project Name	Heart Cry Church Comprehensive Sign Plan	
Site Location	SEC Hunt Hwy and Sossaman Road	
Current Zoning	R1-54 (General Rural Development District)	
General Plan Designation	Rural	
Site Area	14.31 Acres	
Surrounding Zoning Designations:		
North	Hunt Highway, Maricopa County RU-43 (Rural)	
South	San Tan Ranches Unit 4 R1-190 (Rural Development District)	
East	Goldmine Estates R1-54 (General Rural Development District)	
West	Sossaman Road, Chandler Heights Ranches R1-54 (General Rural Development District)	

DISCUSSION

The Heart Cry Church site includes a single-story 21,000 square foot, 792-seat worship area on approximately 14.31 acres. In June 2021, Staff administratively approved the Site Plan for Phase II for the site which includes a future 26,280 square foot classroom building.

COMPREHENSIVE SIGN PLAN

A Comprehensive Sign Plan has been submitted to outline the sign standards being requested. In total, the request includes:

- One (1) 6' tall fifty-two (52) square foot double-sided monument identification sign along Hunt Highway at the site's northernmost access point.
- One (1) 68 square foot wall-mounted identification sign.

One (1) deviation from the Zoning Ordinance is proposed. The applicant is requesting approval for the following signage that exceed the allowed signage for an institutional use in a residential zoning district as set by the Zoning Ordinance:

Proposed Signage Square Footage Modifications			
Standard	Required by	Heart Cry Church Proposed	
	Zoning Ordinance	Standards	
Maximum sign area for civic/institutional uses (e.g. church) in a residential zoning district	Maximum sign area for all signage shall not exceed forty-eight (48) square feet.	 120 square feet in total signage: One (1) fifty-two (52) square foot double-sided monument sign. One (1) sixty-eight (68) foot wall sign. 	

Proposed Deviation:

The Zoning Ordinance permits forty-eight (48) square feet of total sign area for institutional and civic uses, such as a church, in residential zoning districts. The Heart Cry Church site is located in an R1-54 residential zoning district. The applicant is requesting one (1) freestanding monument sign and one (1) wall sign for a total of one-hundred and twenty (120) square feet of signage.

The proposed freestanding monument sign incorporates materials and colors that integrate with the overall architectural theme and style of the site including materials such as stone veneer and metal panels with a rust finish. The monument sign area measures fifty-two (52) square feet at six (6) feet in height from grade to the top of the sign complying with the Zoning Ordinance height requirements for freestanding signage.

The proposed sixty-eight (68) square foot building wall sign is located on the north side of the building facing Hunt Highway. No other wall signage is being proposed or requested. The proposed wall sign incorporates individual pan-channel letters with white trim capping and acrylic faces.

For comparison, the Zoning Ordinance wall sign standards for non-residential sites requires signs not to exceed one-half (1/2) square feet of sign area per lineal foot of the side wall. Under this calculation, the Heart Cry Church wall sign could measure up to seventy-eight (78) square feet in size, where the applicant is requesting sixty-eight (68) feet of wall signage.

Applicant Justification:

"Heart Cry Church is a 1000 member congregation located on 15 acres in Queen Creek. It is one of the larger Churches in Queen Creek with approximately 21,000 square feet under roof.

Under the sign code, this property is allowed 48 square feet due to its underlying residential zoning.

The proposed comprehensive sign allows one monument sign at 52 square feet along the highway and one wall sign at 67.92 square feet. We are anticipating no additional signage in the future.

The proposed signage is in scale with the building and is designed to tie in with the building's architecture. The size and design of the proposed signage is consistent with the large size of the property and usage. We believe that the signage will enhance the area and provide a sense of community for the approximately 1000 weekly visitors."

Staff Review: The proposed request for an additional seventy-two (72) square feet of signage does not appear excessive, is generally consistent with the Zoning Ordinance signage requirements for non-residential developments, and the request is not inconsistent with the signage provided at other church sites in Town. The signage is in scale with the size of the building and the site and generally fits in with the surrounding rural area. The applicant has stated that both the freestanding monument sign and the wall mounted sign are on a timer and will shut off at 10:00 pm, which will mitigate lighting impacts to surrounding neighbors during the evening hours.

Staff has reviewed the deviations and supports the applicant's requests.

CONDITIONS OF APPROVAL

- 1. This project shall be developed in accordance with the plans attached to this case and all the provisions of the Zoning Ordinance applicable to this case.
- 2. All signage shall be permitted under a sign permit, following approval of the Comprehensive Sign Plan from the Planning and Zoning Commission.
- 3. Signage must accommodate any change in grade adjacent to the retention basin.
- 4. As stated by the applicant, all signage lighting will be turned off at 10:00 pm.

ATTACHMENTS

- 1. Heart Cry Church Aerial Exhibit
- 2. Heart Cry Church General Plan Exhibit
- 3. Heart Cry Church Zoning Map Exhibit
- 4. Heart Cry Church Comprehensive Sign Plan

Case Number: P21-0135

Hearing Date: July 14, 2021 (Planning Commission)



Comprehensive sign plan justification

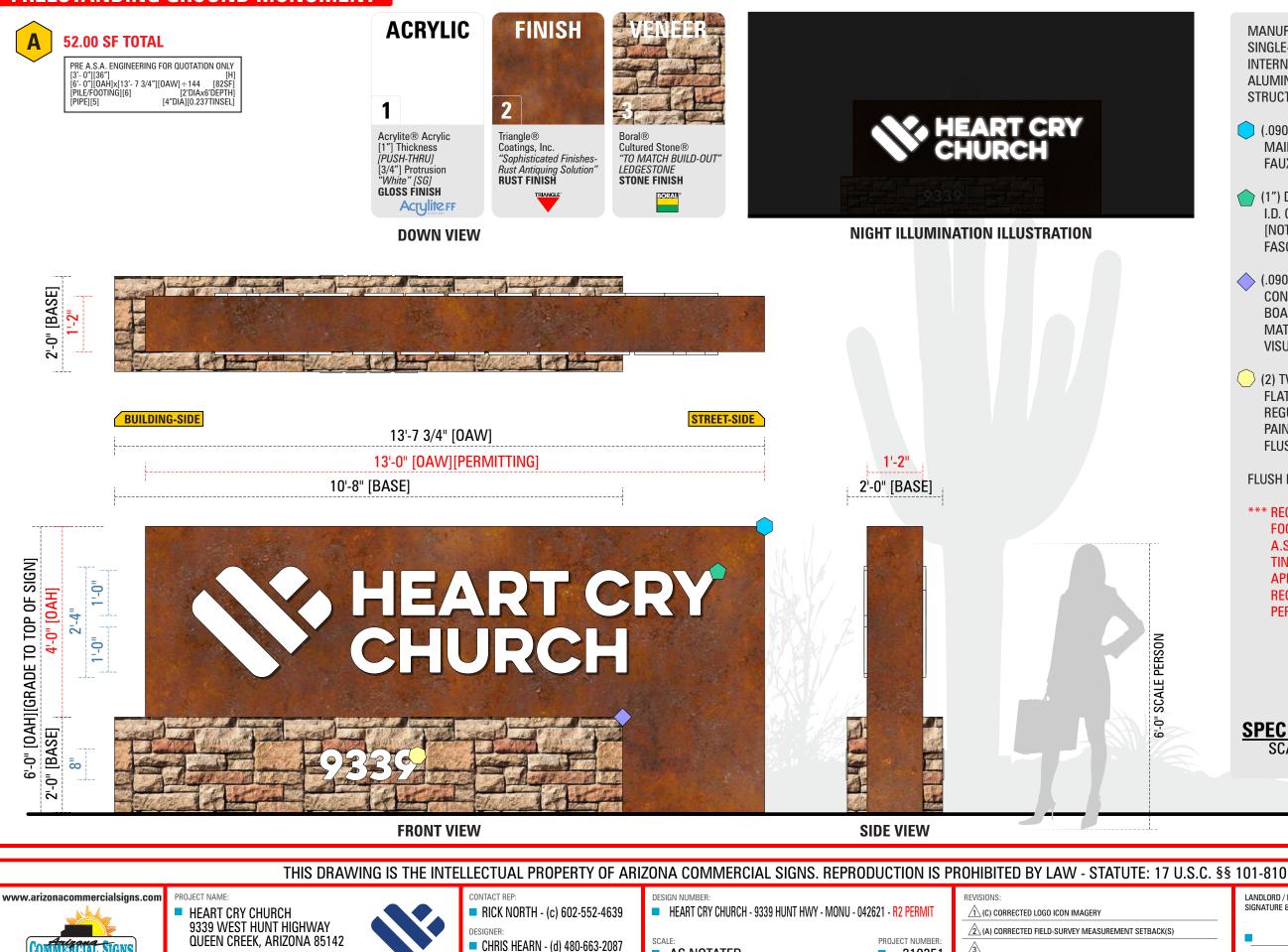
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FREESTANDING GROUND MONUMENT



CONTACT: LAURIE VILHAUER PHONE: (480) 646-8515 OFFICE: (480) 921-9900 • FAX: (602) 437-8073 EMAIL: LAURIEV@HEARTCITYCHURCH.COM

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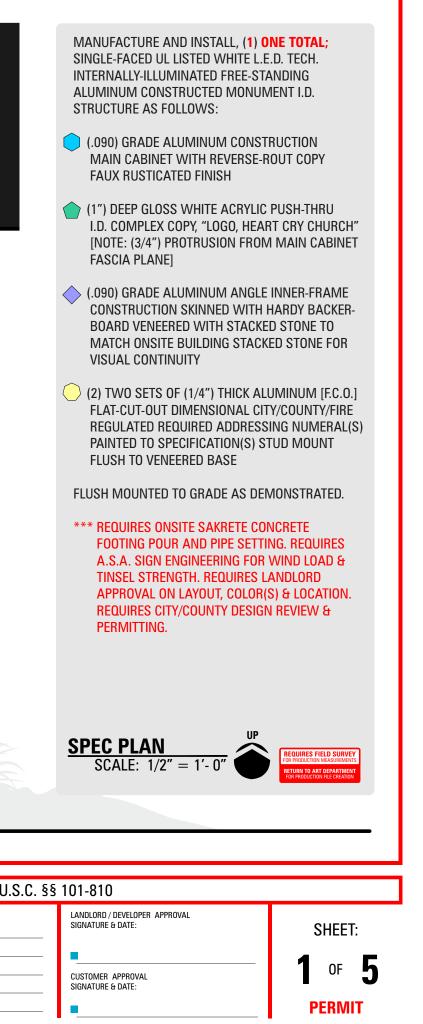
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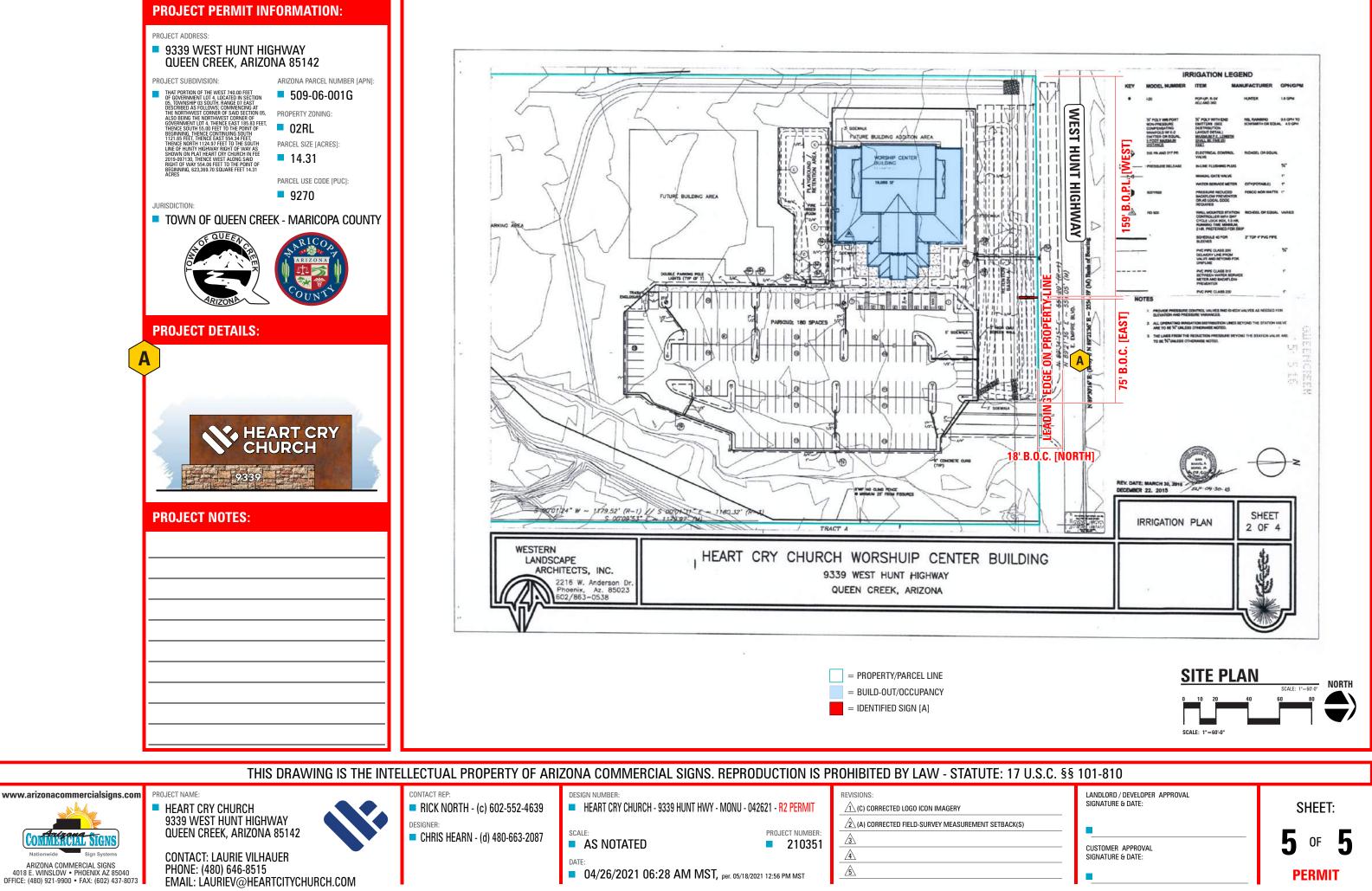
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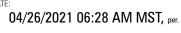
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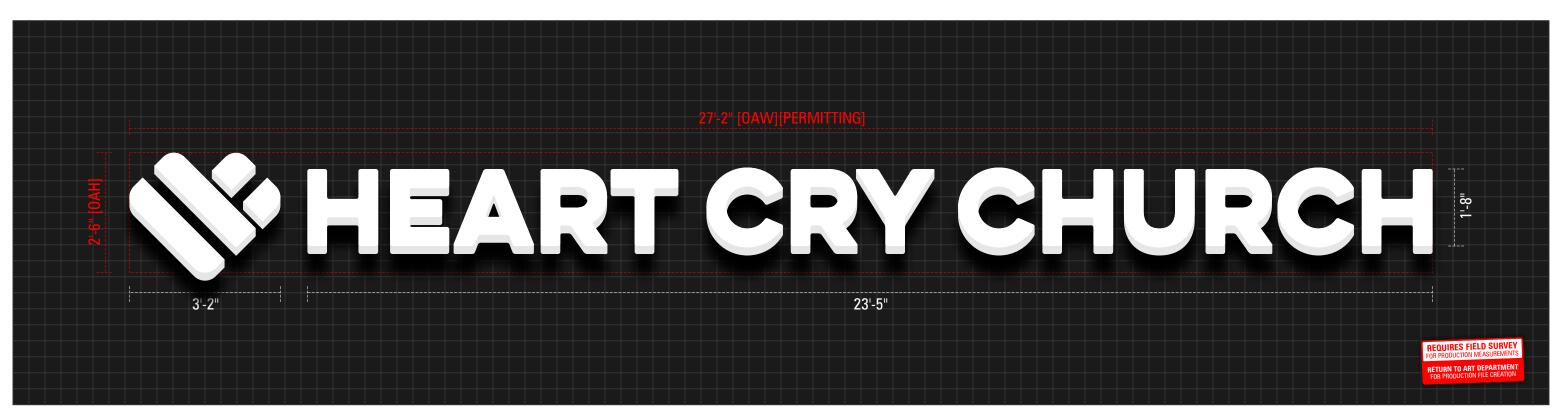


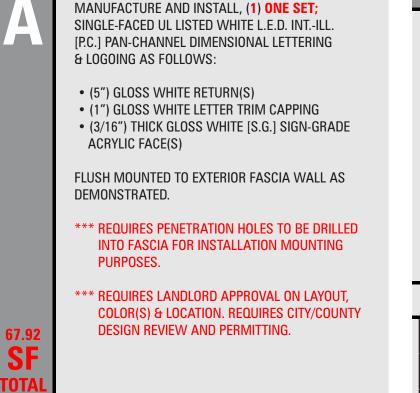


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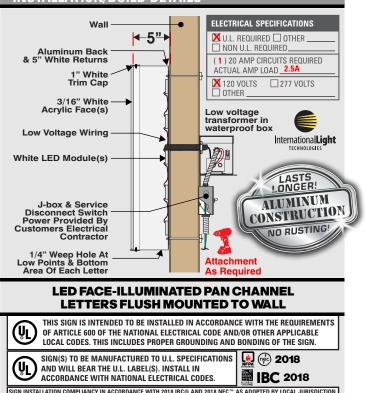


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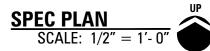


INSTALLATION/BUILD DETAILS



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www.arizonacommercialsigns.com	 HEART CRY CHURCH 9339 WEST HUNT HIGHWAY QUEEN CREEK, ARIZONA 85142 CONTACT: LAURIE VILHAUER PHONE: (480) 646-8515 		CONTACT REP: RICK NORTH - (c) 602-552-4639 DESIGNER: CHRIS HEARN - (d) 480-663-2087	DESIGN NUMBER: HEART CRY CHURCH - 9339 HUNT HWY - WALL - 042 SCALE: AS NOTATED DATE: 04/26/2021 06:28 AM MST, per. 05/11/20	PROJECT NUMBER: 210351	REVISIONS: (c) CORRECTED LOGO ICON IMAGERY (c) (c) (c) (c) (c) (c) (c) (c)

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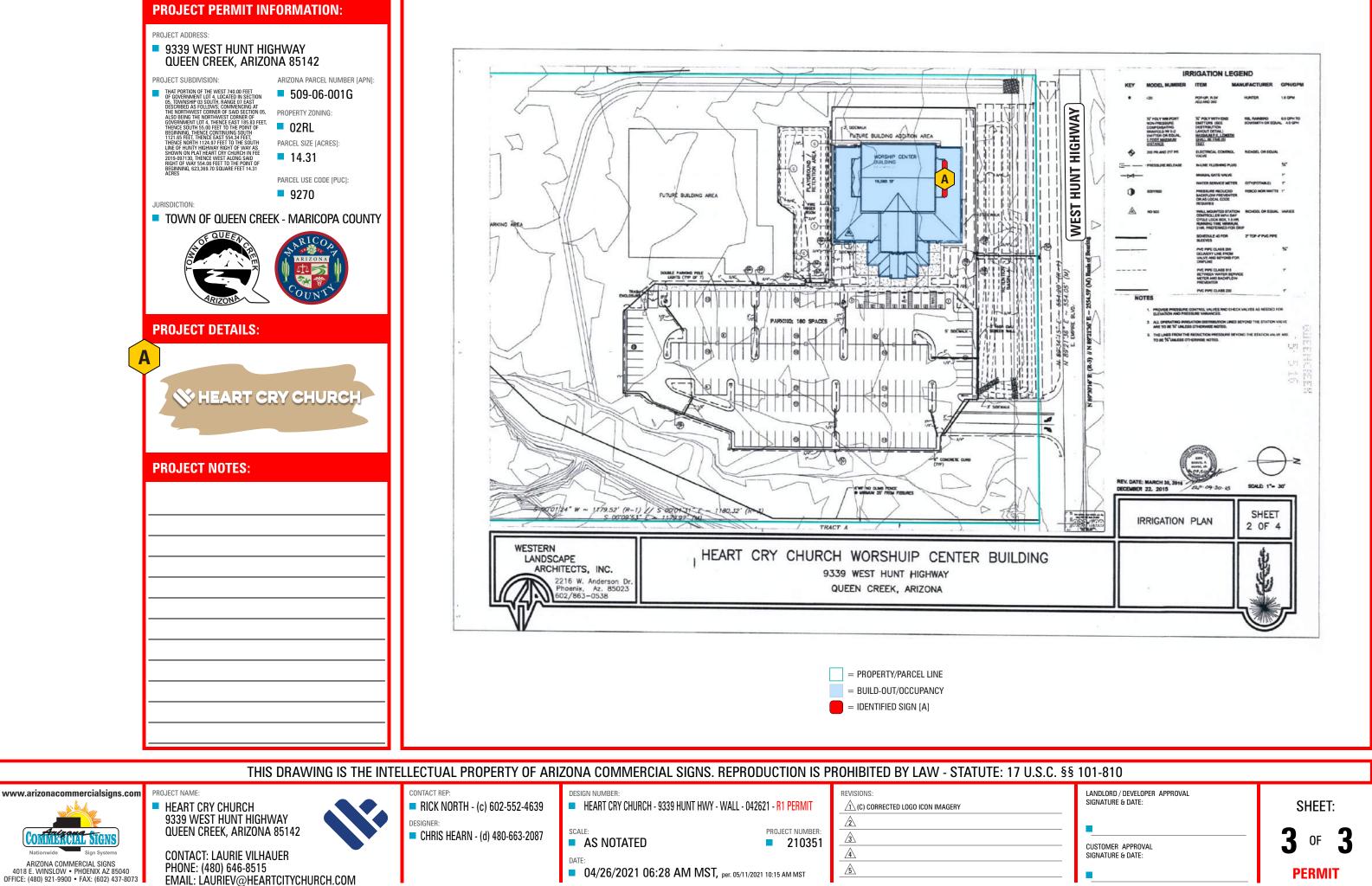
17 U.S.C. §§ 101-810

LANDLORD / DEVELOPER APPROVAL SIGNATURE & DATE:

CUSTOMER APPROVAL SIGNATURE & DATE:

SHEET:





Nationwide Sign ;	Systems	
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