



TOWN OF
QUEEN CREEK
ARIZONA

TO: PLANNING & ZONING COMMISSION

THROUGH: BRETT BURNINGHAM, DEVELOPMENT SERVICES DIRECTOR

FROM: ERIK SWANSON, PLANNING ADMINISTRATOR, NATHAN WARREN , PLANNER I

RE: DISCUSSION AND POSSIBLE APPROVAL OF P24-0133 COBBLESTONE COMPREHENSIVE SIGN PLAN, A REQUEST FROM M3 DESIGN, FOR APPROVAL OF A COMPREHENSIVE SIGN PLAN AT THE COBBLESTONE CARWASH AND GRAVITY COFFEE CENTER, LOCATED AT THE NORTHEAST CORNER OF ELLSWORTH ROAD AND HUNT HIGHWAY.

DATE: November 13, 2024

Suggested Action:

Move to approve P24-0133 C49 Cobblestone Comprehensive Sign Plan, subject to the Conditions of Approval outlined in this report.

Introduction / Summary:

This proposal consists of a request from M3 Design for approval of a Comprehensive Sign Plan at the Cobblestone and Gravity Coffee site, located at the northeast corner of Ellsworth Road and Hunt Highway.

History:

August 1, 2018: The Town Council approved Ordinance 672-18, P18-0064 Empire Ellsworth Annexation, incorporating the property from Pinal County and designating the zoning district as C-2 (General Commercial).

June 7, 2023: The Town Council approved cases P22-0072 Cobblestone Carwash and Gravity Coffee Site Plan and P22-0073 Conditional Use Permit.

Project Information:

Project Information

Project Name	C49 Cobblestone Car Wash
Site Location	NEC of Ellsworth Road and Hunt Highway
Current Zoning	C-2 (General Commercial)
General Plan Designation	Commercial
Site Area	2.91 Acres
Surrounding Zoning Designations:	
North	Hunt Highway C-2 - Earnhardt Auto Dealership

South	Hunt Highway C-2 - STACK Self Storage (Pinal) San Tan Flat Steakhouse
East	Hunt Highway C-2 - Vacant Earnhardt PAD Site
West	Ellsworth Road C-2 - Vacant Land R1-54 - Vacant Land

Discussion:

The Cobblestone site consists of a 5,897 square foot carwash with 29 vacuuming stations on the southern half of the property, while an 850 square foot drive-thru coffee shop is situated on the northern portion. With this request, the Comprehensive Sign Plan application (P24-0133) is specifically needed to allow the Cobblestone carwash additional size in both lineal feet per building occupancy frontage and total signage square footage per elevation based on the unique position of the building on site.

Analysis:

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

- Proposed addition for side wall signage to exceed one-half (1/2) square feet of sign area per linear foot per Article 7.2.A.4.b.
- Proposed deviation to allow for additional building mounted signage square footage to exceed the maximum of 250 square feet.
- Two (2) 3' tall fifty-five (55) square foot wall-mounted signs on the north and south elevations.
- Two (2) 4' tall forty-four (44) square foot wall-mounted identification signs on the north and south elevations.
- One (1) 8' tall forty-two (42) square-foot monument sign (in compliance with the Sign Code).
- One (1) 8' tall thirty-six (36) square-foot monument sign (in compliance with the Sign Code).

Proposed Signage Square Footage Modifications

Standard	Required by Zoning Ordinance	Cobblestone Car Wash Proposed Standards
<i>Side wall signage shall not exceed one-half (1/2) square feet of sign area per linear foot of side wall.</i>	<i>24.3 square feet allowed based on 48.6' frontage.</i>	99 square feet in total signage: <ul style="list-style-type: none"> • One (1) "Car Wash" sign and one (1) Cobblestone sign on the north and south elevations.
<i>Total wall signage shall not exceed two-hundred fifty (250) square feet.</i>	<i>Maximum sign area for all signage shall not exceed two-hundred fifty (250) square feet.</i>	271 square feet in total wall signage: <ul style="list-style-type: none"> • One (1) seventy-three (73) square foot sign. • Two (2) fifty-five (55) square foot signs. • Two (2) forty-four (44) square foot signs.

Proposed Deviations:

The applicant is proposing the following deviations:

The Zoning Ordinance permits building mounted front wall signage a maximum of one and a half (1 1/2) square feet of sign area per linear foot of building frontage, and one-half (1/2) square feet of sign area per linear foot for side and rear wall signage. The applicant is requesting two (2) wall signs on the north and south elevation, exceeding the maximum allowed square footage for the side wall frontages. In addition, the applicant requests an increase in total wall signage area, covering front, side and rear elevations for the building.

The proposed wall-mounted "Car Wash" signage incorporates face-lit channel letters internally illuminated with LEDs. The Cobblestone monument sign features a logo cabinet also internally illuminated with white LEDs.

Based on the unique triangular shape of the parcel and functionality of the car wash, the north and south elevations are identified as the side elevations, which the Zoning Ordinance calls for a maximum of one-half (1/2) square feet. The "Car Wash" sign on the north and south elevations measures fifty-five (55) square feet and the "Cobblestone" sign measures 44 square feet, bringing the total wall signage for each elevation to 99 square feet.

For comparison, the allowed sign area for the north and south elevations is twenty-four (24) square feet based on the 49-foot linear measurement of the north and south elevation, resulting in a square footage increase of 74 square feet.

With each side elevation proposing two (2) signs and one (1) sign at the front elevation facing Hunt Highway, the total aggregate square footage of the car wash exceeds the typical allowance of a total of two-hundred fifty (250) square feet. The proposal requests a total wall signage of 324 square feet with a difference of 74 additional square feet.

Applicant Justification:

"As written in Sign Ordinance, the intent of CSP is to allow deviations to sign criteria when warranted. The Approved Cobblestone Building has superior Architectural Design after rigorous Staff and Commission feedback. Cobblestone and teams are proud of our final design for the local community. This parcel is in a unique locale at precisely the curvature of Hunt Highway which doesn't allow for typical Arterial view corridors where signs are visible from greater distances. With the current speed limit and limited visibility it is critical to have our Signage located at our Architectural Tower and concentrated at the NEC of our building. This allows for adequate northerly and southerly visibility from a Major Interstate Arterial / Commercial Corridor. In turn our west facing elevation allows for signage allowance however due to uniqueness of site where Ellsworth Rd is not an arterial and would even say not necessarily a Collector street either and thus we are not proposing any signage on said west side of building as well as limited/under allowance on south face. Code allows maximum of 250sf for site which we are requesting deviation to again allow for adequate sized signage for this Unique Parcel, allowing us the same benefit of other commercial sites not restricted or burdened by site conditions. We would greatly appreciate staff's insight and assistance in facilitating approval of provided CSP."

Staff Review:

The proposed request for an additional seventy-five (75) square feet of sign area per linear foot of side wall does not appear excessive due to its unique parcel shape and visibility. Located at the curvature of Hunt Highway, this site experiences limited view corridors typical of arterial roads. Placing the signage at the north and south ends of the building provides adequate visibility along a major arterial and commercial corridor. This positioning not only enhances visibility for drivers but aligns with the functionality of the building.

In addition, the total wall signage for the building has an additional 21 square feet compared to the general standard of two-hundred fifty (250) square feet, which also does not appear excessive. There is no proposed signage along the west elevation and only one (1) sign on the east elevation with a total square footage of 73 square feet.

Staff supports the proposed deviations based on the unique layout of the building and it's proximity to Ellsworth Road.

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. Any temporary signage shall be subject to review and approval under the Temporary Sign Permit application process.
4. LED monument sign shall be dimmed to minimize lighting impact to the adjacent rural areas.
5. Sign packages, including freestanding signs as well as well-mounted signs, shall be designed in coordination with landscape plans, planting materials, stormwater retention requirements, and utility pedestals, so as not to create problems with sign visibility or prompt the removal of required landscape materials.

Attachment(s):

1. [Aerial Exhibit.pdf](#)
2. [General Exhibit.pdf](#)
2. [Zoning Exhibit.pdf](#)
4. [CSP Narrative.pdf](#)
5. [Comprehensive Sign Package.pdf](#)