



TOWN OF
QUEEN CREEK
 ARIZONA

TO: PLANNING & ZONING COMMISSION

THROUGH: BRETT BURNINGHAM, DEVELOPMENT SERVICES DIRECTOR

FROM: ERIK SWANSON, PLANNING ADMINISTRATOR, SARAH CLARK, SENIOR PLANNER/PROJECT MANAGER

RE: DISCUSSION AND POSSIBLE APPROVAL OF P24-0158 MADERA RETAIL CENTER COMPREHENSIVE SIGN PLAN, A REQUEST FROM STEVEN JOHNSON OF IMPERIAL SIGNS FOR APPROVAL OF A COMPREHENSIVE SIGN PLAN FOR A COMMERCIAL SHOPPING CENTER ON APPROXIMATELY 9.1 ACRES LOCATED AT THE SOUTHEAST CORNER OF SIGNAL BUTTE AND QUEEN CREEK ROADS.

DATE: November 13, 2024

Suggested Action:

Move to approve P24-0158 Madera Retail Center Comprehensive Sign Plan, subject to the conditions of approval outlined in this report.

Introduction / Summary:

This proposal consists of a request from Steven Johnson of Imperial Signs for the approval of a Comprehensive Sign Plan for a commercial shopping center on approximately 9.1 acres located at the southeast corner of Signal Butte and Queen Creek roads.

History:

- **September 21, 2016:** Town Council approved Ordinance 621-16 authorizing the rezone of 377 acres (Malone Place) from R1-43 (Rural Estate District) to a Planned Area Development PAD/R1-5 (Urban Development District), R1-7 (Urban Development Type A District) and C-2 (General Commercial). (Approximately 316 acres of Malone Place is now called Madera.)
- **December 20, 2017:** Town Council approved Ordinance 654-17 for an amendment to the Madera PAD, consolidating the two 13-acre C-2 (General commercial) zoned parcels into one 26.6-acre C-2 (General Commercial) zoned parcel located at the southeast corner of Signal Butte and Queen Creek roads.
- **November 10, 2020:** Town Council approved Ordinance 742-20 which amended the Madera PAD to reduce the size of the General Commercial (C-2) parcel located at the southeast corner of Signal Butte and Queen Creek roads from 26.6 acres to 9.13 acres.
- **May 15, 2024:** Town Council approved the Conditional User Permit (P23-0109) for the Starbucks Drive-Thru
- **October 21, 2024:** Town Staff approved the Madera Retail Center Site Plan (P23-0108)

Project Information:

- Project Name: Madera Retail Center Comprehensive Sign Plan
- Site Location: SEC Signal Butte and Queen Creek roads
- Current Zoning: C-2/PAD
- General Plan Designation: Neighborhood
- Acreage: 9.1 acres
- Surrounding Zoning Designations:

- North: R1-5 (Barney Farms)
- South: MDR/PAD (Avanterra Madera)
- East: MDR/PAD (Avanterra Madera)
- West: C-2/PAD (Marketplace at Hudson Station/Fry's Marketplace)

Discussion:

This proposal consists of a request from Steven Johnson of Imperial Signs for the approval of a Comprehensive Sign Plan for a commercial shopping center on approximately 9.1 acres located at the southeast corner of Signal Butte and Queen Creek roads. The Madera Retail Center Site Plan includes a 2,454 square foot Starbucks Drive-Thru, 11,530 square foot shops building, and two (2) future pads.

A Comprehensive Sign Plan has been submitted to outline the sign standards requested for building mounted, monument, and center identification signage. The proposed freestanding signage incorporates the same colors, materials, and architectural design utilized in the center, including wood cladding. All raceways will be hidden from view in both the ground-mounted and wall-mounted signage and no wall signs will face the residential development directly to the east of the center.

In total, this request includes:

- One (1) 10.5-foot tall, 52.75 square foot ground-mounted monument sign;
- One (1) 6.25-square foot vehicle direction sign
- Proposed standards for wall-mounted signage (consistent with Zoning Ordinance requirements)

Requested Deviations:

The applicant is requesting the following deviations to the sign code:

Zoning Ordinance Standard	Proposed Standard
<ul style="list-style-type: none"> • Freestanding monument signs shall not exceed 8-feet in height above grade • Freestanding monument signs shall not exceed 48 square feet in sign area 	One (1) 10.5 foot tall monument sign at 52.75 square feet
Vehicle direction signs internal to the site shall not exceed three (3) square feet in area per sign.	One (1) 6.25 square foot internal vehicle direction sign

Applicant Justification:

Article 7.2.A.4.2.b establishes a maximum height of 8 ft for ground-mounted monument signs. The “A” monument signs on the corner of Queen Creek and Signal Butte roads are designed at a total height of 10'-5 ½". As there is a 100' SRP easement to the West side of this property, and a 40' BOR R/W to the North of the property, our potential monument sign installation locations are very limited. The few options available are set back a minimum of 60'+ from the nearest roadway.

With a total of 673 linear feet of street frontage on Queen Creek Road, this property would qualify for two (2) monument signs under the Town of Queen Creek Zoning Ordinance. Due to the large 60'+ setback from the nearest road, and that this project is on the crossroads of Queen Creek Rd and Signal Butte Rd, the extra height on the sign will ensure the tenant panels are visible to passing traffic on the high-volume and high-speed roadways adjacent to the project.

For this site, it is much better to have a large sign that is easily seen, versus multiple signs

that might not be seen. For the above reasons, a deviation to the ordinance is requested to allow the height of the "A" monument sign to be increased to 10'-5 ½". If this request is granted, no future monument signs will be permitted on this site given the approved deviation in the height of monument "A".

Article 7.2.H establishes a maximum square footage of 3 sqft for ground-mounted directional signs. The "B" directional sign being used internally for this site is designed at 6.24 sq. ft.

Due to the 100' SRP easement effectively preventing the installation of a monument sign on Signal Butte Rd and preventing the installation of a directional sign in this area, we feel as though the size proposed is justified and if smaller it would be unreadable especially at 45 MPH. Also, due to the number of tenants within the property, we do not want to decrease the number of panels to reduce the size of the sign. For these reasons, we request a deviation to the code to allow for a larger directional sign as proposed.

Staff Response:

The site is bound by several easements that set back and reduce the developable portion of the property and impact where and how many signs can be located along the adjacent arterial roads. There is a 100-foot wide SRP easement along Queen Creek Road where no structures can be located, because of this, the applicant is requesting a larger, 52.75 square foot, 4 foot tall internal vehicle direction sign to direct customers to the other businesses on the site. Along Queen Creek Road is a 75-foot wide drainage channel and a 40-foot wide Queen Creek Irrigation District/Bureau of Reclamation easement, leaving only one location for a monument sign. Due to these constraints, the applicant is proposing a taller and slightly larger monument sign.

Staff is supportive of the proposed deviations.

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 and Town Code applicable to this case.
2. Any temporary signage shall be subject to review and approval under the Temporary Sign Permit application process.
3. All signage shall be permitted under a building permit, following approval of the Comprehensive Sign Plan from the Planning and Zoning Commission.
4. Monument signs' sign panels shall have an integrated or decorative cover panel until a tenant name is added to the sign.
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.
6. Signage shall be maintained in a manner consistent with its initial installation.

Attachment(s):

1. [Aerial.pdf](#)
2. [Madera Retail Center CSP.pdf](#)