

DEVELOPMENT APPLICATION STAFF REPORT

Case Number:	CUP24-02-03	Request:	Master Sign Program/Conditional Use Permit
Project Name:	Rally's 4387 Master Sign Program		
Applicant/Owner:	The KGR Group		
Project Address:	12239 W Thunderbird Rd, El Mirage AZ 85335	Acres	2.2 ac

Considerations	The applicant is requesting the approval of a master sign program application to deviate from the zoning code sign regulations and construct two freestanding commercial signs at fifteen feet in height. Per code, a commercial property less than five acres shall have a freestanding sign with a maximum height of eight feet, the approval of the Master Sign Program will allow the applicant to exceed the eight-foot limit. The property is being developed in two phases and the applicant is requesting the approval of two freestanding signs, one for each phase. the first sign for the Rally's Burger and the second for the Wienerschnitzel restaurant and additional commercial pads. The Rally's sign will be located at the northwest corner of the lot in the landscaping area, the second sign's location and design have yet to be provided. Staff will review the second sign's location and size to ensure it meets building and zoning codes.
General Plan Compliance	The El Mirage 2020 General Plan identifies the site as being in the Thunderbird Core Planning Area and follows the plan.
Zoning & Land Use	The property is zoned Urban Corridor (UC) and the principal use of a restaurant with a drive-through facility is permitted, but a conditional use permit is required for the approval of the master sign program. The property is under construction and once completed the land use will be categorized as commercial retail.
ARS 28-8481 Land Use Compatibility	N/A
City Staff Review	City staff reviewed the application and found that it meets the zoning code requirements to proceed with the public hearing.
Stipulations:	The applicant shall consent and address the TAC Review comments mentioned in the February 29, 2024, memorandum.
Planning Commission	The Commission reviewed the zoning application at the March 12, 2024, public hearing, and recommended denial with a 2-1 vote.
City Council	The zoning application will be presented to the City Council at the April 2, 2024, public hearing for a final action.
Attachments	Zoning Application, TAC Review Comments, and Commission Meeting Minutes.
Supportive Documents	N/A