

## Attachment A

### REPORT OF PLANNING HEARING OFFICER ACTION

Byron Easton, Planner III, Hearing Officer

Teresa Garcia, Planner I, Assisting

May 21, 2025

ITEM NO: 3	
	DISTRICT NO. 1
SUBJECT:	
Application #:	PHO-17-25-1
Location:	Southeast corner of I-17 and Pinnacle Peak Road
Zoning:	A-1 M-R DVAO
Acreage:	7.72
Request:	1) Modify a Comprehensive Sign Plan for more than two (2) signs on a building over fifty-six (56) feet in height.
Applicant:	Camille Rabany, ADM Group Inc.
Owner:	OneAZ Credit Union
Representative:	Jenifer Weskalnies, ADM Group Inc.

#### **ACTIONS:**

Planning Hearing Officer Recommendation: The Planning Hearing Officer recommended denial of the request.

Village Planning Committee (VPC) Recommendation: The Deer Valley Village Planning Committee opted not to hear this request.

#### **DISCUSSION:**

John Saunders, representative of ADM Group Inc., gave an overview of the existing site and an overview of his requests. He stated there are two existing signs, one on the east and one on the west of the building. He stated having an additional two signs on the north and south sides of the building will help people see the business from northbound and southbound I-17.

Byron Easton, Planning Hearing Officer, stated the purpose of the PHO hearing is to give the Deer Valley Village Planning Committee (VPC) a chance to hear the case, however they chose not to hear the case. He indicated the Comprehensive Site Plan is approved for two signs and the Signs Department does not support the request for four signs above 56-feet on the site. Mr. Easton recommended denial.

**FINDINGS:**

- 1) The request to modify a Comprehensive Sign Plan for more than two (2) signs on a building over fifty-six (56) feet in height is recommended to be denied. The Planning and Development Department supports only two (2) high-rise wall signs above 56 feet as currently approved. The signs that are on the building currently adequately provide increased visibility from the freeway and Pinnacle Peak Rd. We do not think two additional signs above 56 feet height are necessary to provide tenant identification from east and south within the approved Corridors Comprehensive Sign Plan (CSP). Additionally, illumination from the signs on the south elevation should be restricted to no greater than one footcandle as measured at the property line and suspend by automatic dimmer switch between 10:00 PM and sunrise, because of potential conflicts from the residential development to the south. Additionally, the approved Corridors CSP includes two other high-rise buildings to the east that are not approved to include four high rise wall signs per building.

Per Sign code Section D.3.i (4) ....based on one or more of the following criteria:

- (a) That additional signage is necessary to provide building identification for those members of the public accessing the site from arterials or freeways;*
- (b) That illumination from the signs will be restricted to no greater than one footcandle as measured at the property line, if greater illumination could otherwise have a negative impact on nearby residential properties;*
- (c) That the location and/or grouping of other buildings limits or restricts the visibility of the signs;*
- (d) That the buildings be located on the Central Avenue Corridor (Third Avenue to Third Street, and Fillmore Avenue to Camelback Road), or within, abutting or adjoining a designated village core.*

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