

PROJECT NARRATIVE

THE VILLAS AT SONORAN RIDGE

**NORTH OF SOUTHERN ROAD AND
WEST OF SOSSAMAN ROAD,**

SUBMITTED TO:



**CITY OF MESA
PLANNING DEPARTMENT
55. N CENTER STREET
MESA, AZ 85201**

PREPARED JULY 25, 2016

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PROJECT TEAM



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REQUEST

The purpose of this proposal is to request a Special Use Permit for the monumentation and sign lettering for The Villas at Sonoran Ridge, located north of Southern Avenue and west of Sossaman Road. (See **Exhibit A: Vicinity Map**) The Villas at Sonoran Ridge Community consists of approximately 11.57 acres and 81 units. The site is currently zoned RSL 2.5-PAD.

The development has three entrances all located off of Southern Avenue. The main entry is situated through the center of the community and enters onto the amenity. Part of this request is for approval of one entry monument at two separate entry locations, rather than the standard of one monument on each side at one entry location. Both of the proposed single sided monument signs are located on the east sides of the community entries on Amulet and Avoca adjacent to Southern Road. (See **Exhibit B: Signage Master Plan**) Locating the signs in this manner allows for faster moving traffic moving east on Southern Avenue to have a better opportunity to see the signs before missing the main entrance. It will also encourage newcomers to the site to enter onto Amulet which will conveniently lead them to the proposed model complex, preventing confusion and unnecessary traffic backtracking through the site.

The other part of this request is for the approval of the construction of sign lettering up to 14 inches in height, and for the approval of approximately 21 square feet of signage text area for each monument. Per the Mesa Zoning Ordinance Chapter 41 Sign Regulations the maximum allowed sign area is 12 square feet per sign. (See **Exhibit C: Entry Monument**) While some of the proposed signage lettering is 14 inches in height, approximately one quarter of the total sign lettering is only 8 inches in height. Because the proposed signs are positioned perpendicular to the road, it will be more difficult to read as traffic approached the site. Allowing for larger lettering and a larger sign area will help to mitigate any difficulties in reading the signs.

The approval of these requests is integral to the creation of a unique and interesting monument. The proposed sign employs modern design techniques with larger yet simpler lettering styles. The clean lines and geometric shapes prevent an overfull or cluttered look to the sign that could be a concern with the larger lettering or sign area. However, the integration of the hard texture of the metal with the layered vertical features with varying heights and the soft texture of the climbing vines on the Eco-Mesh trellis panels generates ample depth and variety within the aesthetics of the sign.

RELATIONSHIP TO SURROUNDING PROPERTIES

The Villas at Sonoran Ridge is approximately 12 acres and located entirely within the City of Mesa. The area in this request is bound by a drainage channel to the west with the Fulton Homes at Superstition Springs Unit 1 community across the drainage channel, Fulton Homes at Superstition Springs Unit 2 to the north, SRP substation, convenience/fuel station and Sossaman Road to the east, with Southern Road to the south

Further, the proposed sign locations will not be detrimental to any neighboring residents as the entrances to the other residential communities in the area are located further east and west on Southern Avenue and north and south on Sossaman Road.

CONCLUSION

The requested Special Use Permit meets the intent of the City Code and will be compatible and non-detrimental to the surrounding properties. The requested sign will consist of low maintenance materials and will reside on private property, not within the public right of way or public utility easement. There exist several special circumstances that warrant the approval of a special use permit allowing for a larger sign copy area for this community.