

Board of Adjustment

Staff Report

CASE NUMBER: BOA17-00140
LOCATION/ADDRESS: 10250 East Guadalupe Road
COUNCIL DISTRICT: District 6
STAFF PLANNER: Lisa Davis, AICP, Planner II
OWNER: Desert Vista 100, LLC
APPLICANT: Paul Dugas

REQUEST: *Requesting a Special Use Permit (SUP) for expansion of the Mulberry Comprehensive Sign Plan (CSP) to include Parcel 5, in an RSL-4.5-PAD District.*

SUMMARY OF APPLICANT'S REQUEST

This request is for approval of a Special Use Permit for expansion of the Comprehensive Sign Plan for the Mulberry Master Planned Community to include Parcel 5 currently zoned RSL-4.5-PAD. Mulberry is a residential project that is located at the northeast corner of Crismon and Guadalupe Roads. Parcel 5 is currently under construction and makes up 45 acres of the overall 175 acres and will include 163 additional houses for the overall 708 homes within the Mulberry Development. The current request is to exceed the maximum total number and sign area allowed by the Mesa Zoning Ordinance (MZO) Section 11-41 for a residential subdivision. Approval of the CSP expansion would allow for three additional detached signs for a total of seven detached signs, each at 21 square feet (SF) in area and 6'-6" in height, for the Mulberry Development.

STAFF RECOMMENDATION

Staff recommends **approval** of the SUP for the Comprehensive Sign Plan for case **BOA17-00140**, conditioned upon the following:

1. *Compliance with the comprehensive sign plan submitted, except as modified by the conditions listed below.*
2. *Compliance with all requirements of the Development Services Division regarding the issuance of sign permits.*
3. *Compliance with all requirements and conditions of approval for the SUP, ZA15-002.*

SITE CONTEXT

CASE SITE: Small lot residential – zoned RSL-4.5-PAD
NORTH: Existing school site – zoned AG
EAST: Existing small lot residential – zoned RSL-2.5-PAD
SOUTH: (across Guadalupe Road) Existing single residences – zoned RS-6-PAD
WEST: (across Crismon Road) Existing commercial development- zoned LC-PAD

PROJECT DESCRIPTION

Overall Mulberry Development	175± acres
Total number of houses	708
Phase 5 Only	45± acres
Phase 5 total number of houses	163

Mulberry Planned Area Development was approved by City Council in August of 2014 (GP Minor14-10 and Z14-037) for the development of a five parcel project (175± acres). The first four parcels (129 acres) were

constructed first and Parcel 5 was rezoned in 2016 to RSL4.5-PAD, (Z16-049) and is currently under construction. According to the Mulberry Development Master Plan Narrative, the development concept for the Mulberry Master Planned Community is to create an attractive, identifiable community where residents participate in outdoor activities, bicycle and jog and chat with their neighbors. Landscaped open space, pocket parks and trails, distributed throughout the community, create a series of recreational and open space amenities that tie all 5 parcels together.

STAFF SUMMARY AND ANALYSIS

The proposed Comprehensive Sign Plan (CSP) expansion for the Mulberry Residential Parcel 5 proposes three additional detached monument signs at the primary entrances. The site plan submitted indicates the proposed locations, locations 1, 2 and 3, for Parcel 5 adjacent to Guadalupe Road. It also depicts the four existing signs at locations 4 and 5 adjacent to Guadalupe Road, and locations 6 and 7 adjacent to Signal Butte Road. The applicant has identified that the proposed number of signs is necessary to clearly mark and locate the main entry points of the Mulberry Master Planned Community. The Parcel 5 entrance at Boca Street includes a landscaped median with an unmanned 576 SF, guardhouse (24' x 24') consistent with the design that exists for parcels 1 – 4.



ZA15-002 approved a total of 4 signs each at 21 SF in size and 6.5 feet in height; two placed at the Signal Butte Road Entry and two placed at the Guadalupe Road entry. This request will accommodate three additional detached signs to be placed adjacent to Guadalupe Road at the entrances of Parcel 5. Each of the three signs is proposed at 21 SF in size. Two signs would flank both sides of the entrance at S. Boca Street, with the third sign 1,300 feet west along Guadalupe Rd., at the west side of S. Feliz.



The signs are proposed to be integrated into the wall design of the project with raised planters at the base the same as the existing. The "Mulberry" sign will be mounted onto a stucco wall. The letters are proposed as illuminated reverse pan channel letters with a white LED utilized at the logo. The wall design also includes a green stipe below the Mulberry sign that will have indirect lighting. This stripe is not considered part of the sign.

MZO Section 11-41-8 (D) does allow a residential subdivision to have a total of two signs, one on each side of an entry and each sign can be no larger than 12 square feet in size. Since this project has five parcels, each of the five parcels would be allowed 2 signs of 12 square feet. With five parcels that would be a total of ten signs totaling 120 square feet. The Comprehensive Sign Plan allows for establishment of sign criteria tailored to a specific development. This allows for flexibility to allow for more creativity in sign design and placement. The signs proposed do exceed the maximum allowed sign area of 12 square feet to the proposed 21 square feet. Overall the area of the seven signs will exceed the allowed 120 SF by 27 SF for a total of 147 SF. Staff believes the proposed area of signs is consistent with the size of the project. In addition, the total number of signs is reduced from a total of 10 allowed signs to the proposed 7 signs. Because of the unique character of the community the signs will tie together the development to be one continuous integrated community.

Detached Signs for Parcel 5

Sign Type	Number	Area Each	Location
Detached residential subdivision (Halo illuminated)	3	21 sf 6.5-foot high	2 at Boca and Guadalupe Road 1 at Feliz and Guadalupe Road

Total Proposed Additional Detached Sign Area: 63 square-feet

Summary of Applicant's Justification

As justification for the increase in attached sign number and area, the applicant has noted:

- A. The location of the signs will clearly mark and locate main entrances and easily direct people into the community;
- B. The Mulberry Master Planned Community includes 175 acres and 708 homes;
- C. The City of Mesa Sign Code does not address Master Planned Communities;
- D. The signs were designed into the walls and entry features of the development
- E. The signs are in proportion to the wall design and size of the project; and
- F. The request is compatible with the area, and will not be detrimental to surrounding properties.

Conclusion

The proposed CSP is generally consistent with the Sign Ordinance. Staff finds the sign area and the three additional detached signs for the Mulberry Community Development Parcel 5 is justified because of the size of the development total of 175 acres with a total of seven detached signs. The signed entrances adjacent to Guadalupe Road are over 1300 feet apart. Staff supports the three additional detached signs for Parcel 5.

FINDINGS

1. The CSP modifies the existing CSP to add three additional detached signs for a total of seven signs for the 175 acre, 708 home, development.
2. Four detached signs are existing adjacent to Guadalupe Road and Signal Butte Road. Given the scale of the development, there is a need to identify the project as one large master planned community rather than five independent subdivisions. The number of signs proposed is less than would be allowed by Code, therefore the additional size of each sign for the project is justified.
3. The scale and placement of the signs is proportional and works well with the overall design and layout of the subdivision. In this case, the subdivisions (parcels) are all connected with one another and accessible from within the Mulberry development. The design of the signs is consistent in material and design with the architecture of the project.
4. The proposed detached signs for Mulberry are consistent with other detached signs for similar developments.
5. The signed entrances adjacent to Guadalupe Road are more than 1,300' apart.
6. The sign criteria within the CSP is tailored to this specific development and promotes superior design.

7. The proposed CSP is largely consistent with current MZO requirements and is complimentary to the development and consistent with the use of the property. Therefore, the CSP, with the recommended conditions, will be compatible with, and not detrimental to, adjacent properties or the neighborhood in general.

ORDINANCE REQUIREMENTS

Zoning Ordinance, Section 11-70-5 – Special Use Permit:

- A. *Special Use Permit (SUP)*. A SUP is a discretionary permit issued by the Zoning Administrator or Board of Adjustment.
- B. *Uses Subject to Special Use Permits*. Uses requiring a SUP are established in the use tables in Chapters 4 through 11.
- C. *Permit Requirements*. Permit requirements for some uses requiring a SUP are provided in Chapter 31, Standards for Specific Uses and Activities.
- D. *Permit Application and Procedures*. The procedures for review and consideration of a SUP are as provided in the Chapter 67, Common Procedures, except a citizen participation plan and report is not required.
- E. *Required Findings*. A SUP shall only be granted if the approving body determines that the project as submitted or modified conforms to all of the following criteria. If it is determined that it is not possible to make all of the required findings, the application shall be denied. The specific basis for denial shall be established in the record.
 1. Approval of the proposed project will advance the goals and objectives of and is consistent with the policies of the General Plan and any other applicable City plan and/or policies;
 2. The location, size, design, and operating characteristics of the proposed project are consistent with the purposes of the district where it is located and conform with the General Plan and with any other applicable City plan or policies;
 3. The proposed project will not be injurious or detrimental to the adjacent or surrounding properties in the area, nor will the proposed project or improvements be injurious or detrimental to the neighborhood or to the general welfare of the City; and
 4. Adequate public services, public facilities and public infrastructure are available to serve the proposed project.
- F. *Revocation of Special Use Permits*. A Special Use Permit granted pursuant to this Chapter may be suspended, revoked, or modified by the Zoning Administrator, after holding a public hearing to determine whether any condition, stipulation, or term of the approval of the Use Permit has been violated. At least 30-days notice shall be provided prior to the public hearing, and all of the noticing and hearing requirements of Chapter 67 shall apply.

Zoning Ordinance, Section 11-41-8 (D) – Supplemental Provisions:

11. Residential subdivisions may display permanent entry identification signs provided such signs:
 - a.) Are limited to one (1) wall-mounted sign on each side of said entry; and b.) Shall not exceed 12 square feet in area per sign; and c.) Shall consist of low-maintenance materials such as metal or ceramic tile; and d.) Shall be located on private property, not within the public right-of-way.

Zoning Ordinance, Sec. 11-41-8 (D) – Supplemental Provisions:

13. A **Comprehensive Sign Plan** for a proposed or existing development/building may be approved by the Zoning Administrator/Board of Adjustment in conjunction with the granting of a Special Use Permit under Chapter 70 of this Ordinance. The purpose of a Comprehensive Sign Plan is to provide for the establishment of signage criteria that are tailored to a specific development or location, and which may vary from specific Ordinance provisions. The intent is to provide for flexible sign criteria that promote superior design through architectural integration of the site, buildings and signs. A **Comprehensive Sign Plan** shall include the location, size, height, construction material, color, type of illumination and orientation of all proposed signs, either permanent or temporary.

A Comprehensive Sign Plan containing elements which exceed the permitted height, area and number of signs specified in this Chapter may be approved by the Zoning Administrator/Board of Adjustment only upon a finding that:

- (a) The development site contains unique or unusual physical conditions, such as topography, proportion, size or relation to a public street that would limit or restrict normal sign visibility; or
- (b) The proposed or existing development exhibits unique characteristics of land use, architectural style, site location, physical scale, historical interest or other distinguishing features that represent a clear variation from

conventional development; or

(c) The proposed signage incorporates special design features such as logos, emblems, murals or statuary that are integrated with the building architecture.

The construction and placement of individual signs contained in the approved Comprehensive Sign Plan shall be subject to the issuance of sign permits in accordance with 11-41-8 (E).