



PLANNING DIVISION
STAFF REPORT

Board of Adjustment

April 3, 2019

CASE No.: BOA19-00154	CASE NAME: CSP Modification for Abrazo
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Owner's Name:	VHS of Phoenix, INC
Applicant's Name:	JRC Design
Location of Request:	5700 to 6000 Block of E Baseline Road for overall CSP 5700 E Baseline Road for Hospital site
Parcel Nos:	141-53-726B, -729, -889, -890, -891, -892, -896B, 141-53-896A-hospital site
Nature of Request:	A Special Use Permit (SUP) to allow modifications to an existing Comprehensive Sign Plan (CSP).
Zone District:	Planned Employment District (PEP) Planned Area Development (PAD)
Council District:	2
Site Size:	50± acres overall; 4± acre hospital site
Proposed Use:	Hospital
Existing Uses:	College, medical offices, and vacant parcels within 50± acres
Hearing Date(s):	April 3, 2019 / 5:30 p.m.
Report Date:	March 19, 2019
Staff Planner:	Lisa Davis, AICP
Staff Recommendation:	APPROVAL with 4 Conditions

HISTORY

On Aug. 1, 2000, the City Council approved to rezone the property from AG and M-1 to PEP-PAD for development of college and medical uses. (Z00-50).

On June 5, 2001, the Board of Adjustment approved a Comprehensive Sign Plan (CSP) for Arizona Health and Technology Park (ZA01-041). Approval of detached sign design and placement for the development including sign A at the main entrance signs (7'-4" high and 41' long), sign B the major tenant sign (6'-8" high and 24'-6" long) and sign C the driveway signs (4'-8" high and 12' long).

On June 14, 2005, the Board of Adjustment approved a modification to the CSP for the medical offices (ZA05-044). Modifications approved were increase in height of sign type C to 6' in height and to allow the placement of detached signs that is consistent with Mesa Zoning Ordinance (MZO) replacing specific locations established in ZA01-041. The minutes of the meeting reflect that major tenants were identified as 12-acres or more in size.

PROJECT DISCRIPTION

Background

This is a request to modify an existing Comprehensive Sign Plan (CSP) for a medical use development located at the northwest corner of Recker Road and Baseline Road. The original CSP for the Arizona Health and Technology Park, a medical use development, was approved in 2001 and includes three types of detached signs A, B (major tenant), and C site. Sign type A to identify the entire development, 7'-4" high and 41' long, is currently in place at the main entrance to the site adjacent to Baseline Road. Since approval of the CSP, portions 50-acre site have developed including A.T. Still University at the north side of the site and three medical office buildings at the east side of the site utilizing the approved sign plan. The hospital, Abrazo Mesa Hospital, is the first site developing adjacent to Baseline Road. The sign modification approved in 2005, identified a major tenant as 12 acres or more in size. The applicant did clarify that the 4-acre hospital site and the 10-acre parcel directly to the east are both owned by the same property owner and combined at 14 acres are considered a major tenant. The applicant is requesting modifications to the approved detached sign type B for major tenants and adding detached sign type D. The purpose of the modification is to allow for a 12' high detached sign and add directional signs. The proposed sign plan modifications will increase the height of sign type B to 12', allow for integrated aluminum sign cabinet, and brushed aluminum and stucco finish at the base of the sign, and add detached sign type D, a directional sign at 8' high. The attached signs will remain unchanged and follow the Mesa Zoning Ordinance (MZO) requirements.

As approved with ZA01-041 and modified with case ZA05-044, sign types B and C were not shown in the final location adjacent to Baseline Road, Sunview and Still Circle. The placement of sign types B and C were shown only as a concept to allow for tailoring of sign layout as the 50-acre site develops. The applicant is showing on the 4-acre hospital site and two of the 12' sign (type B) adjacent Baseline Road and one directional sign (type D) at Slater Road and one directional sign (type D) at Inverness Avenue.

Table 1 provides the Mesa Zoning Ordinance (MZO) allowed detached sign height, area and number based on the frontage of the property. The site has three street frontages that allow detached signs for each street frontage based on the lineal feet dimension. The applicant's proposed modifications to MZO are **bolded**:

1. TABLE 1: Detached Sign Allowance per Table 11-43-3-D-3 of the MZO

Street	Frontage	MZO allowed no. of signs	MZO Maximum Sign Area	MZO Maximum height	Proposed number	Proposed sign area	Proposed sign height
Baseline Road	±314'	2	1 @ 80 SF, and 1 at 80 SF	12' and 3'-4"	2-Sign Type B- Meets MZO	Meets MZO	12' and 12'
Slater	±554'	2	1 @ 80 SF, and 1 at 80 SF	12' and 12'	1-Sign Type D Meets MZO	Meets MZO	8'-Meets MZO
Inverness	±316'	2	1 @ 80 SF, and 1 at 80 SF	12' and 3'-4"	1-Sign Type D Meets MZO	Meets MZO	8'-Meets MZO

General Plan Character Area Designation and Goals

The Mesa 2040 General Plan character area designation for this site is Employment. Per chapter seven of the General Plan, the purpose of the Employment character area designation is to provide for a wide range of employment opportunities and viable centers of commercial activity that attract people to unique shopping and employment experiences. The site is within the Superstition Springs/Power Road corridor Economic Activity Area and the East Superstition Freeway Economic Activity District as defined in chapter 5 of the Mesa 2040 General Plan. The hospital use, existing medical school and existing medical offices are consistent with the character area designation.

Site Characteristics:

The 50± acre medical use development includes a medical school and existing medical offices and vacant properties. The hospital site is part of the medical use development and the first to develop adjacent to Baseline Road. There are existing shared signs at the main entrance of the medical use development as shown on the sign inventory map (Exhibit 3.4). The 4-acre hospital site has three street frontages at Baseline Road to the south, Slater Road to the west and Inverness Avenue to the north. Currently, the hospital is under construction and will be completed in April 2019.

The applicant states the two single-faced signs, Sign Type B, are needed to be placed at Baseline Road. This is due to location of a raised median in Baseline Road. The raised median limits left turns into the site. The signs placed at the corners of the site adjacent to Baseline Road identifies the site from the east bound and westbound traffic on Baseline Road. The directional signs, sign type D, at Slater and Inverness are specific for the hospital use and will direct traffic to the emergency room. The applicant states that the directional panels are essential to the facility's 24-hour function, directing patients to the correct entrance.

There are existing single residences on large lots, one acre or more in size, across Recker Road at the west side of the 50-acre site. The approved CSP did not show placement of monument signs adjacent to Recker Road, and the modification request does not show monument signs adjacent to Recker Road. Detached signs adjacent to Recker Road are not necessary as Recker Road does not continue north beyond the site. No change is requested with this modification.

Surrounding Zoning Designations and Existing Use Activity:

Northwest PEP-PAD vacant	North PEP-PAD and US-60 vacant	Northeast AG and US-60 Single residences
West PEP-PAD Rehabilitation hospital	Subject Property PEP-PAD Hospital (under construction)	East AG and RS-43 Single residences
Southwest Across Baseline Road Town of Gilbert GC vacant	South Across Baseline Road Town of Gilbert GC vacant	Southeast Across Baseline Road Town of Gilbert GC vacant

Compatibility with Surrounding Land Uses:

The hospital is compatible with the surrounding college and medical office uses. The signs proposed are consistent with MZO allowances and are compatible with existing commercial and employment developments adjacent to Baseline Road. Placement of the monument signs are not shown adjacent to Recker Road in consideration of the residential homes as the east side of Recker Road.

Mesa Zoning Ordinance Requirements and Regulations:

Per Section 11-46-3 for Comprehensive Sign Plans and 11-70-5 for Special Use Permits of the City of Mesa Zoning Ordinance, the Board of Adjustment shall find upon sufficient evidence when making a decision on both the Comprehensive Sign Plan and Special Use Permits that:

For Section 11-46-3, the Comprehensive Sign Plan must meet one of the three criteria outlined.

1. 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
None
2. 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
None
3. The proposed signage incorporates special design features such as lighting, materials and craftsmanship, murals, or statuary that reinforce or are integrated with the building architecture.

The applicant proposes to incorporate the established architectural elements, sign designs and materials to the new free-standing signs B and D that integrated with the building architecture and are consistent with the medical use development.

For Section 11-70-5 Special Use Permit

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;

Approval of the proposed CSP would advance the goals and objectives of both existing and future employment uses located within the project site. The proposed modifications to the CSP will maintain the established quality of the development while obtaining the goals set forth by the City.

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;

The location, size, design, and operating characteristics are consistent within the purposes of the employment district with the staff proposed conditions of approval.

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

The proposed CSP will not be injurious or detrimental to the adjacent or surrounding properties in the area, nor will the proposed CSP or improvements be injurious or detrimental to the neighborhood or to the general welfare of the City. The zoning district, use and signs are consistent with the character of the area.

4. Adequate public services, public facilities and public infrastructure are available to serve the proposed project.

Adequate public services, public facilities, and public infrastructure are available to serve the proposed CSP.

Findings

1. The existing commercial center was constructed in the early 2000's.
2. The proposed CSP does not modify attached sign allowances.
3. The proposed CSP modifications, with staff recommended conditions of approval, meets the criteria outlined in Section 11-70-3 of the MZO.
4. The plan is consistent with the goals of the General Plan, consistent with the district, the detached signs will not be injurious or detrimental to the adjacent or surrounding properties, and adequate public services are provided to the project.
5. The proposed CSP modifications with staff recommended conditions of approval meets the criteria outlined in Section 11-46-3 of the MZO. The proposed design of the signs incorporates the established architectural elements, sign designs and materials and are consistent with the architectural style of the medical use development.
6. The modified sign criteria are tailored to this specific development.

Neighborhood Participation Plan and Public Comments

The applicant sent the required notification letters to all property owners within 500' of the site. As of the date of this report, staff was emailed by a resident that lives at the east side of Recker Road. He and his neighbors are concerned with the placement of monument signs adjacent to Recker Road. A copy of the email is included as an exhibit.

Staff Recommendations:

The proposed modification to the Comprehensive Sign Plan conforms to the review criteria for Comprehensive Sign Plan outlined in Section 11-46-3 and Special Use Permit outlined in Section 11-70-5 of the MZO. Staff recommends approval of the request with 3 conditions:

Conditions of Approval;

1. *Compliance with the site plan, and modified sign plan submitted; except as modified below.*
2. *Compliance with all requirements of the Development Services Department in the issuance of sign permits.*
3. *Sign type D shall be limited to a maximum of 28 S.F. in area.*

Exhibits:

Exhibit 1-Staff Report

- 1.1 Email received from resident.

Exhibit 2-Vicinity Map/Aerial Map

Exhibit 3- Applicant Information

- 3.1 Applicant Written Narrative
- 3.2 Applicant Site Plan, Sign Inventory, proposed signs and building elevations
- 3.3 Applicant Justification/Compatibility statement
- 3.4 Applicant Redline Sign Package