



**PLANNING DIVISION
STAFF REPORT**

Board of Adjustment

April 3, 2019

CASE No.: BOA19-00112		CASE NAME: Waypoint CSP
Owner’s Name:	Riverview Point LP	
Applicant's Name:	Julie Kulka, Airpark Signs & Graphics	
Location of Request:	Within the 1100 block of North Alma School Road (west side) and the 1200-1400 blocks of West Bass Pro Drive (south side)	
Parcel Nos:	135-33-586, 135-33-587 and 135-33-588	
Nature of Request:	Special Use Permit (SUP) to allow modifications to an existing Comprehensive Sign Plan (CSP) for an office development.	
Zone District:	Planned Employment Park (PEP) with Planned Area Development (PAD) Overlay	
Council District:	1	
Site Size:	30.7 ± acres	
Proposed Uses:	Offices	
Existing Use:	Offices	
Hearing Date(s):	April 3, 2019 / 5:30 p.m	
Report Date:	March 18, 2019	
Staff Planner:	Veronica Gonzalez	
Staff Recommendation:	APPROVAL with 2 Conditions	

HISTORY

On May 17, 2007, the Planning and Zoning Board approved the site plan, case Z07-048, for a multiple office development in the PEP-PAD district.

On October 14, 2008, the Board of Adjustment approved a Comprehensive Sign Plan (CSP), as case BA08-051, for a multiple office development (Riverview Point) in the PEP-PAD district. The approved sign plan included nine permanent detached signs as well as six directions signs interior to the site.

On September 22, 2014, Planning staff administratively approved a minor Site Plan Modification to case Z07-048.

PROJECT DISCRIPTION

Background

This is a request to modify an existing Comprehensive Sign Plan (CSP) for a six-building office development located at the southwest corner of Alma School Road and Bass Pro Drive. The original CSP for the Riverview Point office development was approved in 2008 and included nine (9) permanent detached signs as well as six (6) directional signs interior to the site. Since approval of the comprehensive sign plan, the office development has been acquired by a new owner, and the number of proposed buildings on the property have been reduced from six office buildings to four. The modification to the site plan was approved in 2014, including rebranding of Riverview Point to Waypoint. As part of the rebranding, the applicant is requesting modifications to the design theme for detached signage. The purpose of the modification is to allow a design standard for signs on the property that match with the theme of the architecture of the office buildings. The proposed sign plan modifications will also reduce the number and amount of sign area for permanent detached signs on the property. The attached signage will remain unchanged. As of this date, none of the detached signs have been constructed.

As approved with case BA08-051, the CSP allowed one, 8.2' tall, 58 square foot detached sign along Alma School Road; two, 6.5' tall, 42.2 square foot main entry detached signs (one on each side of the primary drive off Bass Pro Drive); six, 8.8' tall, 38.5 square foot multi-tenant detached signs (one for each office building) at secondary points along Bass Pro Drive; and six directional signs interior to the site; and six directional signs interior to the site. The proposed modifications to the CSP include reducing the total number and amount of sign area for detached signs along Bass Pro Drive from eight to four (two 4' tall, 53.4 square foot main entry detached signs; and two 9.5' tall, 53.5 square foot multi-tenant detached signs) as well as reducing the number of interior directional signs from six to three for the development.

The Table 1 below compares the proposed CSP modifications with the original sign plan as well as current Mesa Zoning Ordinance (MZO) detached sign allowances in the PEP District:

Table 1: Detached Signs

Street	Frontage	Current MZO Aggregate Sign Area Allowance	Current MZO Aggregate Sign Height Allowance	BA08-051 Aggregate Sign Area Approved	BA08-051 Aggregate Sign Height Approved	Proposed Sign Area	Proposed Sign Height
Alma School Road 1 detached sign	310'	80 sq. ft.	12'	58 sq. ft.	8.2'	No Changes Proposed	No Changes Proposed
Bass Pro Drive Current CSP: 8 detached signs Proposed CSP: 4 detached signs	2,200'	1,100 sq. ft.	110'	322.4 sq. ft.	69.5'	-- 160.4 sq. ft	-- 27.2'
Interior Directional Signs Current CSP: 6 directional signs Proposed CSP: 3 detached signs	N/A*	N/A*	N/A*	50.5 sq. ft.	19'	-- 45.26 sq. ft.	-- 15.6'

* MZO sign allowances do not apply to signage not visible beyond the perimeter boundaries of a Group Commercial-Office-Industrial Development

General Plan Character Area Designation and Goals

The Mesa 2040 General Plan character area designation for this site is Mixed Use Activity District. Mixed Use Activity Districts are areas designated for large-scale community and regional activity areas. Uses may include a mix of retail, entertainment and office uses. The existing office development is consistent with the character area designation as described in Chapter 7 of the General Plan.

Site Characteristics:

The existing development is a ±30-acre office complex with approximately 425,861 square feet distributed among four (4) multi-story buildings. The property is irregular in shape with 310' of frontage on Alma School Road and 2,200' of frontage on Bass Pro Drive. Bass Pro Drive is a private tract that functions as a public street through the Riverview development. As the Sign Code does not make a distinction between private and public streets in determining sign allowances, the standards for detached signs in the current Sign Code were used as a comparison for the proposed modifications to the CSP for detached signs along Bass Pro Drive in determining the signs are within the scale and context of the existing development. The property is also bound on its southerly border by the Tempe Canal, which serves as a significant buffer to existing residential development to the north.

Surrounding Zoning Designations and Existing Use Activity:

Northwest (Across Bass Pro Drive) PEP-PAD-BIZ Existing Hotel	North (Across Bass Pro Drive) Maricopa County Rural-43 Existing Extraction Operation	Northeast (Across Alma School Road) RM-2-PAD Existing Residential
West LC-PAD Existing Retail	Subject Property PEP-PAD Offices	East (Across Tempe Canal and Alma School Road) RS-9 Existing Residential
Southwest (Across Tempe Canal) RS-9 Existing Residential	South (Across Tempe Canal) RS-9 Existing Residential	Southeast (Across Tempe Canal and Alma School Road) RS-9 Existing Residential

Compatibility with Surrounding Land Uses:

The subject site is surrounded by a mix of uses varying from intense land uses, such as the existing extraction operation to the north, to residential uses. The existing employment use is compatible with the surrounding uses as it provides an appropriate buffer between the two divergent land uses while contributing to the overall mixed-use Riverview development.

Mesa Zoning Ordinance Requirements and Regulations:

Per Section 11-46-3(D) of the City of Mesa Zoning Ordinance, the Board of Adjustment shall find the following criteria are met for approval of a CSP:

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

The development site is unusual in shape and has frontage on only one public street (Alma School Road). The modified sign plan proposes only one sign along the Alma School frontage. The bulk of the proposed detached signage for this development will be placed along Bass Pro Drive where access to the site is provided.

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

The existing office development employs a modern architectural design theme that will be reflected in the modified design plan. The owner of the property is in the process of rebranding the site to distinguish it from the retail component of the Riverview development. The proposed design theme for the detached signs will be an enhancement to the development.

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 has incorporated elements and materials into the detached signs that fit the design features of the building architecture. The detached signs will also display the compass rose logo representing the new branding for the site.

Per Section 11-70-5(E) of the City of Mesa Zoning Ordinance, the Board of Adjustment shall also find the following criteria are met for approval of a SUP:

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;

The site is located in the Mixed Use Activity District character type of the Mesa 2040 General Plan. The existing use is consistent with the goals and objectives of the General Plan by providing an office use component to a regional activity area. Approval of the proposed modifications to the existing CSP will advance the goals and objectives of the General Plan by allowing for a customized sign plan for a large-scale office development.

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 any other applicable City plan or policies;

The existing office use conforms to the land use regulations of the PEP District and the the description of the General Plan character type. The proposed modifications to the existing

CSP are consistent with the location, size, design and operating characteristics of the property and will be an enhancement to the development.

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 modifications represent a significant decrease in the amount of detached signage for the development in comparison to both current Sign Code allowances and the existing CSP. The proposed CSP modifications will prevent sign clutter on the site and, therefore, will not be injurious or detrimental to the surrounding properties.

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

The proposed project is currently served by existing City of Mesa utilities and public infrastructure.

Findings

1. The existing CSP was approved on October 14, 2008 as case BA08-051.
2. The proposed CSP modifications do not change attached sign allowances.
3. The proposed CSP modifications meet the criteria of Section 11-46-3(D) of the MZO for approval of a CSP. The development site has an unusual shape, the owner is rebranding the site to distinguish it from existing retail development and the sign plan exhibits the same architectural style as the existing buildings
4. The proposed CSP modifications meet the criteria of Section 11-70-5(E) of the MZO for approval of a SUP. The proposal is consistent with the goals of the General Plan, the development is consistent with the PEP zoning district, the detached signs will not be injurious or detrimental to the adjacent or surrounding properties and adequate public services are provided to the site.
5. 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 has not been contacted by any resident to express support or opposition to the request.

Staff Recommendations:

The proposed CSP conforms to the review criteria for Comprehensive Sign Plans outlined in Section 11-46-3 of the MZO as well as the review criteria for a Special Use Permit outlined in Section 11-70-5 of the MZO. Staff recommends approval of the request with 2 conditions:

Conditions of Approval;

1. Compliance with the site plan, sign plan details and project narrative submitted.
2. Compliance with all requirements of the Development Services Department in the issuance of sign permits.

Exhibits:

Exhibit 1-Staff Report

Exhibit 2-Zoning Map/Aerial Map

Exhibit 3- Applicant Information

3.1 Applicant Written Narrative

3.2 Applicant Site Plan

3.3 Applicant Sign Plan