



**PLANNING DIVISION
STAFF REPORT**

Board of Adjustment

May 1, 2019

CASE No.: **BOA19-00176**

CASE NAME: **The Point at Eastmark CSP**

Owner's Name:	Evergreen-Point 22 & Signal Butte LLC
Applicant's Name:	Cameron Miller, Evergreen Devco
Location of Request:	Within the 4200 through 4400 blocks of South Signal Butte Road (west side), and the 10600 through 10800 block range of East Point Twenty-Two Boulevard (north side)
Parcel Nos:	304-34-984, 304-34-985, 304-34-986, 304-34-987, 304-34-988, 304-34-989, 304-34-990 and 304-34-991
Nature of Request:	Special Use Permit (SUP) to allow an Individual Comprehensive Sign Plan for a commercial/retail development.
Zone District:	Planned Community (PC)
Council District:	6
Site Size:	15 ± acres
Proposed Uses:	Commercial/Retail
Existing Use:	Vacant
Hearing Date(s):	May 1, 2019 / 5:30 p.m
Staff Planner:	Veronica Gonzalez
Staff Recommendation:	APPROVAL with 3 Conditions

HISTORY

On July 18, 2018, the Planning and Zoning Board approved a site plan (Case #ZON18-00355) to allow a commercial/retail development in the PC district.

PROJECT DESCRIPTION

Background

The subject request is to allow an Individual Comprehensive Sign Plan (CSP) for a 15-acre commercial/retail development on the property. The development is known as “The Point at Eastmark” and is located within the Eastmark Community. Section 16.5 of the Eastmark Community Plan (ECP) allows for an Individual CSP. The purpose of the CSP is to allow specific standards tailored to a specific development that may vary from the requirements outlined in Section 16.6 of the ECP. The subject request conforms with Section 16.6 of the ECP, except certain modifications specified below in this report.

Attached Signs:

The site is located within Land Use Group (LUG) D – District within the Eastmark Community. Per requirements of the LUG, the allowed sign area for each front foot of buildings facing service lanes is 0.2 square feet. The allowed sign area for buildings facing arterial streets is 2 square feet. Per Section 16.6(B) of the ECP, sign area allowance shall be calculated separately for each building face unless combined through an Individual CSP. The subject request does not propose to exceed sign area allowed by the ECP; the request is to allow the signage calculated for each building face to be combined for a maximum sign area per building. This will allow tenants flexibility in the placement of signage on the building. It is staff’s determination that the request, if approved, will not result in excess sign area allowed for the development. Table 1 below provides the amount of sign area allowed per the LUG for each building frontage as well as the proposed maximum attached sign area for each building:

Table 1: Attached Signs

Building	ECP Sign Area Allowance Fronting Arterials (2 sf/front foot of building occupancy)	ECP Sign Area Allowance Fronting Service Lanes (0.2 sf/front foot of building occupancy)	Proposed Maximum Attached Signage Allowance
C-Store	226 sf	23 sf	249 sf
Fuel Canopy	282 sf	28 sf	310 sf
P1	210 sf	21 sf	231 sf
P2	320 sf	32 sf	352 sf
P3	236 sf	23 sf	259 sf
P4	190 sf	19 sf	209 sf
P5	118 sf	118 sf	259 sf
Anchor (Safeway)	860 sf	496 sf	959 sf
Self-Storage	580 sf	58 sf	638 sf
Shops A	698 sf	43 sf	741 sf
Shops B	520 sf	40 sf	560 sf
Shops C	280 sf	16 sf	296 sf

Other modifications for addressed in the Individual CSP include allowing cabinet signs along service lanes where only permitted along arterial streets by the LUG; limiting window signs to no more than 25% of each window area where the Section 16.6(C)4 of the ECP does not limit their use; and incorporating temporary retail/portable signs along arterial streets into the Individual CSP as required by Section 16.6(C)3 of the ECP.

General Plan Character Area Designation and Goals

The Mesa 2040 General Plan character area designation on the property is Mixed Use Community. Per Chapter 7 of the General Plan, the Mixed Use Community character area designation identifies large land areas where a mix of uses may be developed to create a complete and identifiable community. The proposed Individual Comprehensive Sign Plan is to support development of commercial and retail uses within the Eastmark Community. Development of such commercial and retail uses are consistent with the character area designation of the General Plan.

Site Characteristics:

The proposed development is a ±15-acre commercial/retail development within the Eastmark Community. The site is identified as ECP DU 5/6S Development Unit Plan and intended for the development of neighborhood scale retail, grocery and office uses. Uses proposed in the DUP includes, a Safeway grocery store, fueling station and future retail uses to serve this community. The site is also located at the northwest corner of two arterial streets making it appropriate for development of commercial/retail uses.

Surrounding Zoning Designations and Existing Use Activity:

Northwest PC (Eastmark DU6N) Vacant	North PC (Eastmark DU6N) Vacant	Northeast (Across Signal Butte Road) RS-7-PAD Existing Residential
West PC Future Residences	Subject Property PC Commercial/Retail	East (Across Signal Butte) RS-7-PAD Existing Residential
Southwest (Across Point Twenty- Two Boulevard) PC Existing Residential	South (Across Point Twenty- Two Boulevard) PC Church	Southeast (Across Point Twenty- Two Boulevard) RS-6-PAD Existing Residential

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 within the Eastmark Community, which includes unique urban land use characteristics and architectural styles. The uniqueness of the land uses in the Eastmark Community make it appropriate to allow individual comprehensive sign plans.

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 buildings within the proposed development includes high level of architectural design and materials that are also included in the design of the proposed signs on the property. In addition, the design theme for the 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 sign plan includes elements and materials that fit with the design features and architecture of the development area.

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 Community character type of the Mesa 2040 General Plan. The proposed use is consistent with the goals and objectives of the General Plan, and it will provide signage to direct and attract customers to the commercial, office and retail uses in the development area.

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 proposed project is in conformance with the land use regulations of the PC District, the ECP, LUG D-District and the description of the General Plan character type. The proposed Individual CSP is 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 Individual CSP will not exceed the amount of attached and detached signage typically allowed in ECP. By combining allowing large sign face areas and reducing the number of signs will likely reduce potential sign clutter on the property; 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.

Adequate public services, public facilities and public infrastructure are available to serve this project.

Findings

- A. As permitted by Section 16.5 of the ECP, the Individual CSP proposes a customized sign package specific to development within the ECP DU 5/6S Development Unit Plan.
- B. The proposed Individual CSP will not exceed the amount of sign area permitted by the LUG
- C. The proposed Individual CSP will allow attached signage for each building face to be combined for a maximum sign area per building.
- D. Detached signs comply with sign area and sign height allowances specified in Section 16.6 of the ECP.
- E. The Individual CSP meets the criteria outlined in Section 11-46-3(D) of the MZO for approval of a CSP. The subject site is located in the Eastmark Community and contributes to the unique urban land use characteristics and architectural styles in the Eastmark Community.
- F. The Individual CSP meets the criteria outlined in Section 11-70-5(E) of the MZO for approval of a SUP.
- G. The proposal is also consistent with the goals of the General Plan, the development is consistent with the PC zoning district and is in conformance with the ECP and LUG D-District.
- H. The CSP will not be injurious or detrimental to the adjacent or surrounding properties and adequate public services are provided to the site.
- I. The Individual CSP was approved by the Eastmark Master Developer on April 1, 2019.

Neighborhood Participation Plan and Public Comments

The applicant sent required notification letters to all property owners within 500' of the site. As of writing 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 allowing a Comprehensive Sign Plans outlined in Section 11-46-3 of the MZO and for a 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 final 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.
3. Attached signage on building faces along service lanes shall be limited to 35% of the maximum attached sign allowance for each building.

Exhibits:

Exhibit 1-Staff Report

Exhibit 2-Zoning Map/Aerial Map

Exhibit 3- Applicant Information

- 3.1 Applicant Justification and Compatibility Statement
- 3.2 Applicant Site Plan
- 3.3 Applicant Sign Plan
- 3.4 Master Developer Approval Letter