



SPECIAL USE PERMIT // COMPREHENSIVE SIGN PLAN JUSTIFICATION STATEMENT

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Allred Ranch, Mesa AZ
May 20, 2019

INTRODUCTION

KB Home (the Applicant) is requesting a Special Use Permit (SUP) with the City of Mesa to allow a permanent sign to be posted on the Allred Ranch residential subdivision currently under construction. It is the intent this SUP will be granted in conjunction with the approval of a Comprehensive Sign Plan for Allred Ranch.

HISTORY OF PROPERTY

Allred Ranch, named after the prior landowners, is a 108-unit single-family residential subdivision under construction generally located just east of the northeast corner of Southern Avenue and Lindsay Road. Prior to the Applicant's acquisition of the property, the site was home to the Allred family, where the four Allred brothers devoted themselves to breeding and training American Quarter Horses for over four decades. Known as Allred Brothers Ranch, the site included a horse training track and other equine-related facilities.

After the viable use of the property diminished and the ranch operations came to an end, the remaining family members sold the property to the Applicant, making way for residential housing to accommodate the rapid growth in the Mesa submarket. Despite the property's transition to a different land use, the development team understood the ranch's historical significance on the surrounding setting and looked to retain its heritage.

PURPOSE OF REQUEST

An entry monument sign is located at each access point of Allred Ranch, on Los Alamos Road and Southern Avenue, each displaying the name and logo of the community. The Applicant is constructing a third monument sign, also displaying the subdivision's name and logo, at the corner of Los Alamos Road and Southern Avenue, facing the intersection. In accordance with the Mesa Zoning Ordinance, the addition of this third sign on the property requires an approved comprehensive sign plan, and according to Section 11-46-3 of the Ordinance, "a sign permit is required for the construction and placement of individual signs contained in an approved comprehensive sign plan."

It is the intent that the Board of Adjustment will consider and approve this Comprehensive Sign Plan with the granting of the SUP in accordance with Chapters 67 and 70 of the Zoning Ordinance.

This request in compliance with the requirements of the City Code and General Plan. The 2018 Sign Ordinance, which was adopted by Mesa City Council on July 9, 2018 and took effect on August 9, 2018, is the governing ordinance regulating the aesthetics, dimensions, location and other applicability of proposed signage within the City. The planning and design of the signage referenced in this request was part of the overall development entitlement process prior to the implementation of the 2018 Sign Ordinance. However, the scheduling of the signage installation occurred subsequent to the 2018 Ordinance going into effect, therefore triggering the requirement for this SUP application.

SIGNAGE DESIGN AND SPECIFICATIONS

The monument sign prompting this SUP request is located at the southeast corner of the property, with the other two signs located at the midpoint of the east property boundary and the southwest corner of the property boundary. The two entry monument signs are similarly designed with the project name, “Allred Ranch” displayed on a steel panel. The third sign also features a steel panel, measuring 12’-9” wide and 2’ tall. The sign panel will cover an area of 26.6 square feet, consistent with each of the two existing signs. Two stone veneer columns measuring 6’-7” tall will support the sign, which will be placed 26’-6” from the back of curb along Los Alamos Road and 44’-10” from the back of curb along Southern Avenue.

During the planning and development entitlement process for the Allred Ranch subdivision, the Applicant incorporated design elements to distinctly retain the ranch ‘theme’, namely the subdivision entry monuments and perimeter fencing and theme walls. The entry monumentation incorporates a project logo, ‘AR’ brand design for the subdivision name, constructed with rustic metal and decorative split rail fencing reminiscent of the historic character of the ranch. The mature landscaping was maintained along both street frontages, which helped to mitigate the impacts of the new development on the neighborhood streetscape.

JUSTIFICATION

The justification for a sign at this particular location helps to convey the nostalgia and history of the ranch to the viewing public, and to recall how the property was embraced within the community. The aesthetic character of the signage and perimeter fencing within Allred Ranch can be considered an homage to the Allred family and the past generations of activities that occurred here. The Applicant feels a sign at the corner of Southern Avenue and Los Alamos Road can be incorporated in a way that highlights the past and present while appropriately setting the tone for the neighborhood.

Please reference the attached Site Plan, Elevation Details and Renderings for location, composition and dimensions of the signage included in the Comprehensive Sign Plan.