



**PLANNING DIVISION  
STAFF REPORT**

**Board of Adjustment**

**July 17, 2019**

CASE No.: **BOA19-00359**

CASE NAME: **Allred Ranch CSP**

Property Owner:	KB Home Phoenix Inc.
Applicant's Name:	Chris Bertch, KB Home Phoenix Inc.
Location of Request:	Within the 2900 through 3100 blocks of East Southern Avenue (north side) and the 1000 through 1200 blocks of South Los Alamos (west side)
Parcel Nos:	140-45-348, 140-45-350 and 140-45-353
Nature of Request:	Special Use Permit (SUP) to allow for a Comprehensive Sign Plan (CSP)
Zone District:	Small Lot Single Residence (RSL-4.5) with a Planned Area Development (PAD) overlay
Council District:	2
Site Size:	27 ± acres
Existing Use:	Small Lot Single Residence Subdivision
Hearing Date(s):	<b>July 17, 2019 / 5:30 p.m</b>
Staff Planner:	Veronica Gonzalez
Staff Recommendation:	APPROVAL with 2 Conditions

**HISTORY**

**On September 18, 2017**, the City Council approved a request (case #Z17-036) to rezone 27 ± acres from AG to RSL-4.5-PAD to allow the development of a 108-unit small lot single residence subdivision on the property.

**PROJECT DESCRIPTION**

**Background**

The proposed Comprehensive Sign Plan (CSP) is to allow three subdivision entry signs for the "Allred Ranch" subdivision. Per Section 11-43-10(A) of the Mesa Zoning Ordinance (MZO), a subdivision may have signs at two entrances to the subdivision. The signs at each entrance are limited to either two wall-mounted signs (one placed on both sides of a subdivision entry) or one

monument sign at one side of each entry. Each subdivision entrance sign is limited to a maximum of 20 square feet of sign area. The subject property has two entrances, one onto Southern Avenue and the other on Los Alamos.

The subject CSP proposes three monument signs; two 20 square feet signs (4'8" tall) and one 26.6 (6'7" tall) square feet sign. The 26.6 square feet sign will serve as the primary sign on the property. One of the 20 square feet signs will be located on the southwestern access of the property on Southern Avenue and the second sign located at the entrance to the property from Los Alamos. The 26.6 square feet sign will be located at the southeastern corner of the property and be oriented toward Southern Avenue. The two monument signs at the subdivision entrances conform to the subdivision entry sign requirements outlined in Section 11-43-10 of the MZO. The purpose of the subject CSP request is to allow a third subdivision monument sign with 26.6 square feet of sign face area as an entry sign to the subdivision.

The Table 1 below compares current Mesa Zoning Ordinance (MZO) requirements and the proposed CSP modifications:

**Table 1**

<b>Current MZO maximum allowed number of signs</b>	<b>Current MZO maximum allowed aggregate area of signs</b>	<b>CSP Proposed number of Signs</b>	<b>CSP Proposed aggregate area of Signs</b>
2 wall mounted signs at both sides of an entry, or one monument sign at 2 entries	20 ft. maximum per sign; 40 sq .ft for both signs	3 monument signs	66.7 sq.ft.

#### **General Plan Character Area Designation and Goals**

The Mesa 2040 General Plan character area designation for the property is Neighborhood. Per Chapter 7 of the General Plan, the Neighborhood character area designation allows for a wide range of housing options that provide safe places for people to live and enjoy their community. The proposed Comprehensive Sign Plan for the residential development is consistent with the character area designation.

#### **Site Characteristics:**

The site is located east of Lindsay Road on the north side of Southern Avenue and is currently under construction as a single residence subdivision. Prior to its rezoning, the site was a ranch well-known by the local community for breeding and training American Quarter Horses. The applicant has incorporated design elements, such as decorative split rail fencing and rustic metal accents, into the subdivision entry signs that are reminiscent of the property's long history as a horse ranch.

**Surrounding Zoning Designations and Existing Use Activity:**

Northwest (Across Consolidated Canal) RS-43 Existing Single Residences	North RS-7 Existing Single Residences	Northeast (Across Los Alamos) RS-7 Existing Single Residence
West (Across Consolidated Canal) RS-43 Existing Single Residences	Subject Property RSL-4.5-PAD	East (Across Los Alamos) PS Existing City Park
Southwest (Across Southern Avenue and Consolidated Canal) RM-3 Existing Condominiums	South (Across Southern Avenue) RS-7-PAD Existing Single Residences	Southeast (Across Southern Avenue) RS-7-PAD Existing Single Residences

**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 does not contain unique or unusual physical conditions that limit sign visibility.***

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 development exhibits unique characteristics of architectural style and historical interest that distinguish it from conventional development. The subdivision monument signs are specifically designed as a tribute to the historic character of the horse ranch.***

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 subdivision monument signs incorporate an "AR" logo design representing the subdivision name, rustic metal accents and decorative split rail fencing that convey the nostalgia and history of the horse ranch.***

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 Neighborhood character area of the Mesa 2040 General Plan. The residential use is consistent with the goals and objectives of the General Plan. Approval of the CSP will advance the goals and objectives of the General Plan by allowing a customized sign plan that incorporates design elements that are reminiscent of the historic character of the horse ranch.***

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 residential use conforms to the land use regulations of the RSL-4.5-PAD District and the General Plan character area designation. The proposed CSP is consistent with the location, size, design and operating characteristics of the property.***

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 request will not be injurious or detrimental to the surrounding properties. The design theme of the subdivision monument signs is tribute to the horse ranch that was well-known and embraced by the community.***

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

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

#### Findings

- A. The site was once used as a ranch for breeding and training American Quarter Horses.
- B. The aesthetic character of the monument signs is intended to convey the history of the horse ranch to the viewing public.
- C. The sign criteria within the proposed CSP will enhance the development of the property.
- D. The proposed CSP conforms to the criteria outlined in Section 11-46-3(D) of the MZO for approval of a CSP.
- E. The proposed CSP conforms to the criteria outlined in Section 11-70-5(E) of the MZO for approval of a SUP.
- F. The request is consistent with the goals of the General Plan, the use complies with the RSL-4.5-PAD zoning district, the CSP will not be injurious or detriment to adjacent or surrounding properties and there are adequate public services to support the use of the site as a residential subdivision.

**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 residents to express support or opposition.

**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; therefore, staff recommends approval of the request with 2 conditions:

**Conditions of Approval:**

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