



Special Use Permit (SUP) for
A Comprehensive Sign Plan
(CSP) Narrative

Mera Greenfield Resort Style Community
4755 E Southern Ave
Mesa, AZ 85206

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Narrative

Sparrow Partners is requesting a Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP) to accommodate the proposed monuments and building signage associated with the new Mera Greenfield Resort Style Community. Located on Southern Avenue between Greenfield Road and 48th Street north of the Superstition Freeway (Hwy 60) as noted below.



This site has been vacant until recently developed by Sparrow Partners. Mera Greenfield site is zoned Residential Multiple Dwelling District 4 (RM-4-PAD). This site is within Comprehensive Sign Plan BA87-56 from Greenfield Road to 48th Street and Southern Avenue and Superstition Freeway right away. Mera Greenfield has created a safe environment for residents to live and access the local businesses, city services and community activities within District 2 and the surrounding areas.

This request is specifically to allow Sparrow Partners to construct monuments associated with Mera Greenfield Resort Style Community. To complete construction, Sparrow Partners is requesting a Special Use Permit for a Comprehensive Site Plan.

Findings and Criteria

This site is a part of the “Sunny Mesa” Development Comprehensive Sign Plan that was approved in 1987. This “Sunny Mesa” Development CSP (BA87-56) allowed for modifications to the existing master development plan approved by the Mesa City Council in 1985 (Z85-151), encompassing 130 acres. The CSP allowed per the City of Mesa Sign Ordinance in 1987 temporary subdivision signs (Type A & B) and permanent single faced identification signs (Type C).

Table 11-43-3-B: Attached and Detached Sign Allowances per Development			
Max. Number of Permitted Signs (1)	Sign Area Calculation	Max. Height	Additional Requirements
2 signs per street front, attached or detached	1 sq. ft. of sign area per 5-lineal feet of street frontage up to a max. of 32 sq. ft.	8-feet detached	Illumination is allowed if the sign is adjacent to an arterial or collector street. (2)

a. Per Section 11-46-3 of the Mesa Zoning Ordinance (MZO), the Board of Adjustment may approve a comprehensive sign plan containing elements which exceed the permitted height, area, and number of signs specified in the Sign Ordinance if the comprehensive sign plan conforms to the required findings in Section 11-70-5 of the MZO, and upon finding that:

i. 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.

Mera Greenfield site plan does not include any unique or unconventional physical or topographic conditions that obstruct or limit the public’s view to Southern Ave or 48th Street.

ii. 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

Monuments proposed are refined and modern designs which match the architectural style of the development and fulfil the requirements within 11-43-3B for detached monuments.

iii. 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.

Mera Greenfield's modern look does not include any murals, statuary or out of the ordinary design features which cause any negative appeal to the community.

iv. Please include a detailed project narrative describing the requests contained within the proposed CSP, any proposed deviations from the Sign Ordinance, and how the proposal conforms with the required findings listed above.

Because Mera Greenfield is its own individual parcel, we are proposing a separate stand-alone CSP pertaining to the Mera Greenfield Property instead of amending the "Sunny Mesa" Development CSP (BA87-56). Our monument design does comply with the current City of Mesa sign code for square footage, number of signs, height and illumination noted above (Table 11-43-3B).

Sparrow Partners is proposing a CSP that meets 11-43-3B so we may add free standing monuments instead of the wall mounted signs required by the original CSP (BA87-56). These new monuments provide their own modern identifying signage. We've added rendering of the building exterior to note the corresponding design with the building exterior.

Special Use Permit

a. Per section 11-70-5 of the MZO, a special use permit (SUP) is a discretionary permit issued by the Zoning Administrator or Board of Adjustment.

i. 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;

ii. 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;

Mera Greenfield location allows residents to interface with personal, convenience, cultural, entertainment, medical and recreational services in Mesa.

iii. 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

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

Before the construction of this project was undeveloped. The impact of the site construction did not negatively impact on the surrounding area or its residents. all. We will continue this during the installation of the new monuments. Through design, code compliance, maintenance and installation of the monuments public and staff safety will not be detrimental to the neighborhood welfare.

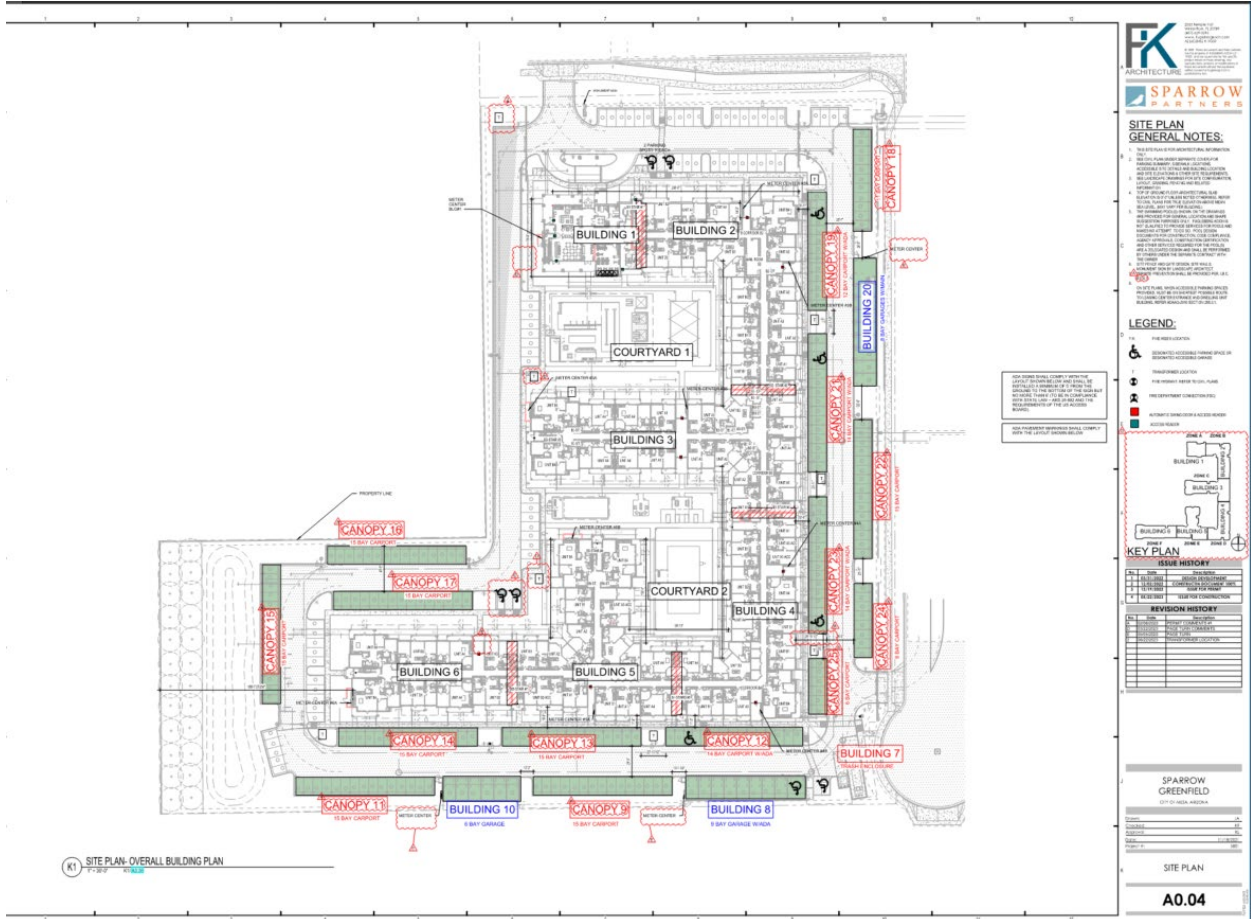
Property has access to public services and infrastructure thanks to its location. Public transportation and proximity to the Superstition Freeway allow residents easy and rapid access to the city's services and amenities.

Proposed Monuments

Sparrow Partners is offering two freestanding double-sided monuments. One monument along Southern Ave and the second on the corner of Southern Avenue and 48th Street. Both signs are outside of the Public Right of Way and do not obstruct view of incoming and outgoing traffic.

Each monument signs that contain +/- 32 square feet of sign area in addition to a base and architectural components. These items are both non-signage components that are designed to architecturally integrate with Mera Greenfields design elements. Please note that we have not included the address numbers in the sign area but are noted in the drawings for reference.

The proposed monument signs will be internally illuminated and will be constructed of aluminum, plex, vinyl, CMU, concrete and acrylic.



(N1) SITE PLAN- OVERALL BUILDING PLAN

FK ARCHITECTURE

SPARROW PARTNERS

SITE PLAN GENERAL NOTES:

1. THE SITE PLAN IS TO BE SUBMITTED TO THE APPLICABLE AGENCIES FOR REVIEW AND APPROVAL. THE APPLICABLE AGENCIES ARE THE CITY OF GREENFIELD, MASSACHUSETTS, THE MASSACHUSETTS DEPARTMENT OF TRANSPORTATION, AND THE MASSACHUSETTS DEPARTMENT OF ENVIRONMENTAL AFFAIRS.
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LEGEND:

- 1. CANOPY
- 2. GARAGE
- 3. BUILDING
- 4. COURTYARD
- 5. DRIVEWAY
- 6. DRIVE
- 7. SIDEWALK
- 8. PLANTING
- 9. LANDSCAPE
- 10. FENCE
- 11. SIGNAGE
- 12. LIGHTING
- 13. UTILITY
- 14. PAVEMENT
- 15. CONCRETE
- 16. ASPHALT
- 17. GRAVEL
- 18. SOIL
- 19. VEGETATION
- 20. WATER

KEY PLAN:

ISSUE HISTORY:

NO.	DATE	DESCRIPTION
1	10/15/2020	ISSUED FOR PERMIT
2	11/10/2020	REVISED PER PERMIT COMMENTS
3	12/15/2020	REVISED PER PERMIT COMMENTS
4	01/15/2021	REVISED PER PERMIT COMMENTS
5	02/15/2021	REVISED PER PERMIT COMMENTS
6	03/15/2021	REVISED PER PERMIT COMMENTS
7	04/15/2021	REVISED PER PERMIT COMMENTS
8	05/15/2021	REVISED PER PERMIT COMMENTS
9	06/15/2021	REVISED PER PERMIT COMMENTS
10	07/15/2021	REVISED PER PERMIT COMMENTS
11	08/15/2021	REVISED PER PERMIT COMMENTS
12	09/15/2021	REVISED PER PERMIT COMMENTS
13	10/15/2021	REVISED PER PERMIT COMMENTS
14	11/15/2021	REVISED PER PERMIT COMMENTS
15	12/15/2021	REVISED PER PERMIT COMMENTS
16	01/15/2022	REVISED PER PERMIT COMMENTS
17	02/15/2022	REVISED PER PERMIT COMMENTS
18	03/15/2022	REVISED PER PERMIT COMMENTS
19	04/15/2022	REVISED PER PERMIT COMMENTS
20	05/15/2022	REVISED PER PERMIT COMMENTS

REVISION HISTORY:

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7	04/15/2021	REVISED PER PERMIT COMMENTS
8	05/15/2021	REVISED PER PERMIT COMMENTS
9	06/15/2021	REVISED PER PERMIT COMMENTS
10	07/15/2021	REVISED PER PERMIT COMMENTS
11	08/15/2021	REVISED PER PERMIT COMMENTS
12	09/15/2021	REVISED PER PERMIT COMMENTS
13	10/15/2021	REVISED PER PERMIT COMMENTS
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SPARROW GREENFIELD

SITE PLAN

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