



# Board of Adjustment Report

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|--------------------------|--------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| Date                     | August 5, 2026                                                                                   |                                                                                     |
| Case No.                 | BOA26-00420                                                                                      |                                                                                     |
| Project Name             | The Arden CSP                                                                                    |                                                                                     |
| Request                  | <ul style="list-style-type: none"><li>Special Use Permit for a Comprehensive Sign Plan</li></ul> |                                                                                     |
| Project Location         | Located at the northwest corner of North Dobson Road and Cubs Way                                |                                                                                     |
| Parcel No(s)             | 135-33-584                                                                                       |  |
| Project Area             | 6.6± acres                                                                                       |                                                                                     |
| Council District         | District 3                                                                                       |                                                                                     |
| Existing Zoning          | Multiple Residence 4 with a Bonus Intensity Zone Overlay (RM-4-BIZ)                              |                                                                                     |
| General Plan Designation | Urban Residential                                                                                |                                                                                     |
| Applicant                | Cassandra Baumann, TS & G Signs, LLC.                                                            |                                                                                     |
| Owner                    | MO Riverview, LLC                                                                                |                                                                                     |
| Staff Planner            | Kwasi Abebrese, Planner II                                                                       |                                                                                     |

## Recommendation

Staff finds that the requested Comprehensive Sign Plan (CSP) meets the required findings outlined in Mesa Zoning Ordinance (MZO) Section 11-46-3 and the required findings for a Special Use Permit (SUP) in Section 11-70-5.

**Staff recommends approval with conditions.**

## Project Overview

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### Request:

The applicant is requesting a Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP) for a multi-family residential development located in the Multiple Residence 4 with a Bonus Intensity Zone Overlay (RM-4-BIZ) District.

The proposed CSP will allow a total of five (5) signs comprised of three (3) blade signs, one (1) wall sign and one (1) monument sign as well as an increase in the maximum sign area permitted in the Multiple Residence (RM) District from 32 square feet to 252 square feet. In addition, the CSP will allow for the installation of an illuminated sign adjacent to a local street.

## Site Context

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### General Plan:

- The Placetype for the project site is Urban Residential and the Growth Strategy is Evolve.
- Multiple-family residential is a principal land use in the Urban Residential Placetype.

### Zoning:

- The project site is zoned Multiple Residence 4 with a Bonus Intensity Zone Overlay (RM-4-BIZ).
- Per Section 11-5-2 of the MZO, the existing multiple residence development is a permitted use within the RM-4 District.

### Surrounding Zoning & Use Activity:

|                                                                                                     |                                                                   |                                                                   |
|-----------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|-------------------------------------------------------------------|
| <b>Northwest</b><br>(Across Riverview Auto Drive)<br>GC-PAD<br>Business Offices & Parking Structure | <b>North</b><br>GC-PAD<br>Auto Dealership                         | <b>Northeast</b><br>GC-PAD<br>Auto Dealership                     |
| <b>West</b><br>(Across Riverview Auto Drive)<br>GC-PAD<br>Vacant                                    | <b>Project Site</b><br>RM-4-BIZ<br>Multiple Residence Development | <b>East</b><br>GC-PAD<br>Auto Dealership                          |
| <b>Southwest</b><br>(Across Cubs Way)<br>PS<br>Riverview Park                                       | <b>South</b><br>(Across Dobson Road)<br>LC<br>Commercial Uses     | <b>Southeast</b><br>(Across Dobson Road)<br>LC<br>Commercial Uses |

### Site History:

- **January 20, 1959:** The City Council annexed 1,194.2± acres, including the project site, into the City of Mesa and subsequently zoned the site Light Industrial (M-1) (equivalent to current Light Industrial [LI]) (Ordinance No. 358).

- **November 1, 2004:** The City Council approved a rezone of 34± acres, including the project site, from M-1 to General Commercial (C-3) (equivalent to current General Commercial [GC]) to allow for the development of an auto mall (Case No. Z04-086; Ordinance No. 4310).
- **April 11, 2006:** The Board of Adjustment approved a Special Use Permit for a Comprehensive Sign Plan for a group commercial center on approximately 249 acres of land in the C-3 District, including the project site (Case No. BA06-005).
- **January 22, 2007:** The City Council approved a rezone of 34± acres, including the project site, from C-3 to C-3 with a Planned Area Development Overlay (C-3-PAD) and a Site Plan to allow for an auto mall with three separate dealerships (Case No. Z06-098; Ordinance No. 4666).
- **July 3, 2023:** The City Council approved a rezone of the project site from General Commercial with a Planned Area Development Overlay (GC-PAD) to Multiple Residence 4 with a Planned Area Development Overlay (RM-4-PAD) and a Site Plan to allow for a multiple residence development (Case No. ZON22-01340; Case No. 5793).

## **Project/Request Details**

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### **Site Characteristics:**

The project site is located on the north side of Dobson Road, east of Cubs Way, and east of Riverview Auto Drive. The site is approximately 6.6± acres in size and is zoned RM-4-BIZ. The site is currently being developed with three (3) multiple residence buildings and has approximately 548 linear feet of street frontage on Dobson Road, 150 linear feet of frontage on Cubs Way and about 562 linear feet of frontage on Riverview Auto Drive. Overall, the site has a total of approximately 1,260 linear feet of frontage on all three streets.

Access to the site is provided from West Riverview Auto Drive along the west side, and a shared access drive on the east side of the site.

### **Comprehensive Sign Plan (CSP):**

The applicant is requesting a CSP to allow modifications from the Sign Ordinance to accommodate signage specific to the development. The proposed CSP will allow for a total of five (5) signs comprised of three (3) attached blade signs, one (1) wall sign and one (1) monument sign on the project site.

Per Section 11-43-3(B) of the MZO, the maximum sign area permitted in the RM District is one (1) square foot of sign area per five (5) lineal feet of street frontage up to a maximum of 32 square feet. The project site has a total of approximately 1,260 linear feet of street frontage. The CSP will allow for an increase in maximum sign area from 32 square feet to 252 square feet. Two of the signs, comprised of one (1) illuminated monument sign and one (1) attached blade sign will be installed along the frontage of the project site adjacent to Dobson Road. Additionally, one (1) illuminated attached blade sign will be installed at the west side of the site adjacent to Riverview Auto Drive.

Per Section 11-43-3(B) of the MZO, illumination is allowed if the sign is adjacent to an arterial or collector street. The CSP will allow for the installation of an illuminated sign adjacent to West Riverview Auto Drive which is a local street.

Table 1 compares the MZO standards and the proposed CSP modifications per Section 11-43-3(B) of the MZO.

**Table 1: Standard Attached Signs**

| <b>Sign Standards</b>   | <b>MZO Requirements</b>                                                                                                         | <b>Proposed CSP</b>                                                                               | <b>Staff Recommendation</b> |
|-------------------------|---------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|-----------------------------|
| Maximum Sign Area       | <u><i>MZO Table 11-43-3-B:</i></u><br>1 sq. ft. of sign area per 5 lineal feet of street frontage up to a maximum of 32 sq. ft. | <b>1 sq. ft. of sign area per 5 lineal feet of street frontage up to a maximum of 252 sq. ft.</b> | As proposed                 |
| Additional Requirements | <u><i>MZO Table 11-43-3-B:</i></u><br>Illumination is allowed if the sign is adjacent to an arterial or collector street        | <b>Allows for the installation of an illuminated sign adjacent to a local street</b>              | As proposed                 |

### **Comprehensive Sign Plan MZO Section 11-46-3(D):**

Per Section 11-46-3(D) of the MZO, the Board of Adjustment must find at least one of the following criteria are met in order to approve a CSP:

- **Unique or Unusual Physical Conditions:** The project site has frontages on Dobson Road and Cubs Way on the south side as well as Riverview Auto Drive on the west side. The site is bordered by an automobile dealership at the north and east sides and is primarily accessed from Riverview Auto Drive, which is a local street. There is also an option for residents to access the site via a shared drive aisle on the east side via Dobson Road which is the only major arterial street access to the site. The proposed CSP will provide visibility of the multiple residence development on Dobson Road and Riverview Auto Drive and ensure easy identification of the residential development from the adjacent automobile dealerships as well as commercial developments and streets.
- **Unique Characteristics of Land Use, Architectural Style, Site Location, or other Distinguishing Features:** The approval of the proposed CSP would allow for signage that complements the architectural design of the proposed multiple residence development. The proposed CSP exhibits distinguishing features, colors and materials that are consistent with the approved building design on the site.

- **Incorporation of Special Design Features:** The proposed CSP includes blade signs, as well as wall and detached signs with designs and colors that are consistent with the architecture of the existing buildings and will be well integrated with the rest of the site. The proposed detached sign comprised of Echelon Mesa Stone and halo illuminated pan channel letters is designed to match the architectural design of the multiple residence development. Additionally, the blade and wall signs are comprised of aluminum with halo illuminated pan channel letters as well as face lit letters with acrylic faces and perforated vinyl that are designed to match the architectural standards of the existing residential facility and will be well integrated with the rest of the site.

### **Special Use Permit:**

Per Section 11-46-3(A) of the MZO, a CSP must be approved in conjunction with an SUP. Per Section 11-70-5(E) of the MZO, the Board of Adjustment must find the following criteria are met for approval of a SUP:

1. **Consistency with the General Plan and other Plans/Policies:** The proposed CSP is consistent with the goals and objectives of the General Plan. The existing multiple residence development is consistent with the intent of the Urban Residential Placetype and approval of the CSP will advance the goals and objectives of the General Plan by allowing a customized sign plan for a multiple residence development with a unique location and physical scale.
2. **Zoning District Intent:** The project site is located in a Multiple Residence 4 with a Bonus Intensity Zone Overlay (RM-4-BIZ) District. The purpose of the Multiple Residence (RM) zoning district is to provide areas for a variety of housing types at densities of up to 43 units per gross acre. Per Section 11-5-2 of the MZO, a multiple residence development is permitted in the RM zoning district. The proposed CSP is consistent with the location, design and operating characteristics and conforms to the goals and purposes of the RM zoning designation on the property.
3. **Project Impact:** There will be no injurious or detrimental impact to surrounding properties with the proposed signage and the proposed signage will only encourage harmonic growth for the surrounding area. The proposed signs will not be overbearing in size, and will not flash, blink, animate or emit any noise.
4. **Adequate Public Facilities:** The City of Mesa utilities and public infrastructure are available to serve the proposed project.

### **Citizen Participation**

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The applicant conducted a Citizen Participation process, notifying surrounding property owners.

### **Required Notification:**

- Property owners within 500 feet of the project site were notified of the public hearing.
- Neither the applicant nor staff has received any comments or concerns from surrounding property owners on the proposed project.

## Conditions of Approval

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Staff recommends **approval** of the Special Use Permit for a Comprehensive Sign Plan subject to the following conditions:

1. Compliance with the final sign plan as submitted.
2. Compliance with the Mesa Zoning Ordinance, including all applicable City development codes and regulations.
3. Compliance with all requirements of the Development Services Department regarding the issuance of building permits.
4. Any sign components that become deteriorated, damaged, or weakened shall be promptly repaired or replaced.
5. All signage to be reviewed and approved through a separate sign permit application.

Section 11-70-5 of the MZO allows for a revocation process if any condition, stipulation, or term of the approval of the SUP has been violated. In addition to the conditions of approval above, approval of the SUP is conditioned on the information provided by the applicant at the public hearing and in the application (including any accompanying narrative and other supplemental materials) not being false or materially misleading at the time of approval.

## Exhibits

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Exhibit 1 – Vicinity Map

Exhibit 2 – Project Narrative

Exhibit 3 – Site Plan

Exhibit 4 – Comprehensive Sign Plan

Exhibit 5 – Power Point Presentation