



## Narrative and Justification Statements

Amendment to the CSP and Special Use Permit Mountainside Fitness  
9311 E. Cadence Parkway, Mesa, AZ 85212  
Application Number: BOA26-00041

### Project Overview

Arizona Commercial Signs, representing Mountainside Fitness, respectfully requests approval for an amendment to the *Arrival at Cadence Comprehensive Sign Plan* (Version 101047-11) and a Special Use Permit (SUP) to add an additional sign to the south elevation thereby increasing the aggregate building sign total by 117.7 square feet to a total aggregate of 277.7 square feet.

This request is necessitated by the significant evolution of local transportation infrastructure, specifically the completion of the State Route 24 (SR 24) freeway directly south of the property that fundamentally altered traffic patterns, creating high-volume visibility opportunities for the southern elevation that did not exist during the original 2021 CSP amendment review, and will overcome the unique development characteristics that limit visibility and business recognition.

The 3.9-acre project site is located at 9311 E. Cadence Parkway within the Mixed Residential Placetype with an Evolve Growth Strategy under the Mesa 2050 General Plan, a designation with which this proposed project remains fully consistent. The property is currently zoned as part of a Planned Community (PC) district, specifically Phase 2 of Development Unit 1 (DU1) of the Cadence Community Plan. The designated Land Use Group is Community Commercial (CC), and per Section 8.3 of the Community Plan, the existing Small-Scale Commercial Recreation Facility is a permitted use. We acknowledge the site is within the Airport Overflight Area Three (AOA 3) and confirm that while there are no use limitations beyond the base district per MZO Section 11-19-4 (C), the development is subject to the supplementary provisions of MZO Section 11-19-5.

### Compliance with the General Plan and City Policies

The project as proposed, advances the goals of the Mesa 2050 General Plan by supporting the Evolve Growth Strategy.

- The 40,000 square foot building identified as "Major 2" in the site plan is a commercial health and fitness club that provides essential health services and employment opportunities to Cadence residents and the surrounding community.
- The project aligns with the Mixed Residential Placetype and is compliant with Section 8.3 of the Community Plan for the Community Commercial Land Use Group through its role as a service provider within a planned development.
- The proposed wall sign described in the MZO Section 11-50-8 defines a wall sign as "A permanent or portable sign mounted flat against or painted on the wall of a building or structure with the exposed face of the sign in a plan parallel to the face of the wall. This does not include window signs."
- This additional sign, wall-mounted to the south elevation of the Mountainside Fitness façade, for which we request an Amendment to the CSP and Special Use Permit, facilitates safe navigation and effective wayfinding, which are key components of a well-planned, accessible urban environment.

### Location, Size, Design, and Operating Characteristics

The proposed wall sign at 117.7 square feet is consistent with the character of the **Planned Community (PC)** district.

- **Design Integration:** The sign will be installed within the established architectural sign band on the south elevation, ensuring it integrates seamlessly so that attachment devices are not visible and that it appears as a natural part of the building façade.
- **Materiality:** The ordinance requires signage that reinforces or is integrated with the building architecture and craftsmanship as stated in MZO Section 11-43-2(B). To maintain high aesthetic standards, the proposed wall sign is meticulously designed to match the existing west elevation sign in every detail, materials (aluminum, acrylic, and LEDs), attachments, and consistent with allowable proportions and color.
- **Operating Characteristics:** The sign utilizes internal LED illumination, ensuring clear visibility for wayfinding without posing distracting influences or light pollution for traffic or residential areas.

- **Unique Development Characteristics:** The ordinance in MZO Section 11-46-3 (D) recognizes unique development characteristics of land use or other distinguishing features. The project meets the city's criteria that allows for a CSP, amendment, and Special Use Permit when unique or unusual physical conditions limit or restrict normal sign visibility.
  - **Significant Setbacks:** The building's primary west elevation is set back 245' from the western property line and approximately 550 feet from South Ellsworth Road, which is the main arterial street. Mature landscaping and the presence of high-volume traffic flow further obstructs the line of sight for drivers, creating a physical barrier to standard brand identification, meeting the burden of proof of a unique or unusual physical conditions that limit or restrict sign visibility for the primary identification sign.
  - A single identification sign is insufficient to overcome the visibility obstacles present and provide adequate brand visibility from the primary street frontage. Additionally, the existing primary identification sign is only seen from behind by vehicles exiting the SR 24 westbound off-ramp toward the busy South Ellsworth Road intersection. These unique development characteristics severely limit the effectiveness for brand identification and wayfinding along the major arterial, reducing the ability of Mountainside Fitness to capture attention from high-volume traffic, diminishing overall business visibility.
  - The proposed second sign is set back 52.6 feet from the southern property line and 212.7 feet from the access road exit ramp and offers an additional opportunity for favorable visibility and brand recognition.

### Impact on Surrounding Properties and General Welfare

The project will not be injurious or detrimental to adjacent properties or the general welfare of the City.

- **Residential Buffering:** The south elevation faces the SR 24 freeway off-ramp. The proposed sign will not be visible to residential areas and therefore poses no negative impact on neighborhood character.
- **Improved Safety:** The completion of the SR 24 infrastructure has created a high-traffic corridor that was not present during the 2021 CSP amendment review. The new westbound off-ramp directs a substantial volume of traffic directly toward the building's southern elevation.
  - The proposed sign provides critical notification for high-speed traffic, reducing the potential for confusion and improving traffic flow at the South Ellsworth Road intersection.
  - The building has a distinct physical scale that warrants additional signage to assist in wayfinding for a major community destination.
- **Citizen Participation:** Arizona Commercial Signs and Mountainside Fitness are committed to the Citizen Participation process and will conduct outreach to property owners within a 500-foot radius of the site as directed by staff.

### Availability of Public Services and Infrastructure

Adequate services and infrastructure are available to serve the project.

- **Utilities:** All new electrical services and upgrades required for the sign will be placed underground in accordance with City Engineering Standards.
- **Easement Protection:** No signage or permanent structures will be constructed within Public Utility Easements (PUE) or Public Utility Facilities Easements (PUFE).
- **Accessibility:** We acknowledge the City's right to maintain access to easements and confirm that no signage is located within the Sight Visibility Triangles (SVT) at driveways.

We ensure that all Public Utility Easements (PUEs) and Public Utility Facility Easements (PUFEs) shall remain free of signage obstructions and accessible to city service equipment at all times.

We acknowledge the classification made for the proposed wall sign as a "Freeway Landmark Monument Sign" under MZO Section 11-50-3 in the Consolidated Comments dated 2/17/26 and 3/26/26. Therefore, we proposed a 117.7 square foot sign, on a 206 linear foot elevation, approximately 760' from the SR 24.

The project demonstrates how specific site constraints and development features necessitate a deviation from standard signage rules through an amendment to the CSP and a Special Use Permit.

We believe these justifications demonstrate that the unique development characteristics and the evolution of the surrounding transportation infrastructure warrant this deviation from the current CSP aggregate wall sign total and the request for a Special Use Permit to approve an additional sign of 117.7 square feet installed on the south elevation.

**Proposed Signage Deviation Table**

Sign Type / Section	Description	CSP/MZO Criteria	Proposed Deviation	Justification (MZO Compliance)
Secondary Wall Sign (South Elevation)	Illuminated pan channel letter set	200 to 249-feet of occupied building frontage- 4 signs Sign band 80% of linear front footage Total Aggregate Max.160 sq. ft.	Add one sign on the 206' south elevation, increasing the CSP aggregate total by 117.7 sq ft.	Justified per MZO § 11-46-3(D); unique visibility constraints due to 550' setback of primary identification sign and new SR 24 traffic patterns.  The proposed sign at 117.7 sq ft. falls below the 120 sq. ft. limit of MZO Section 11-50-3.