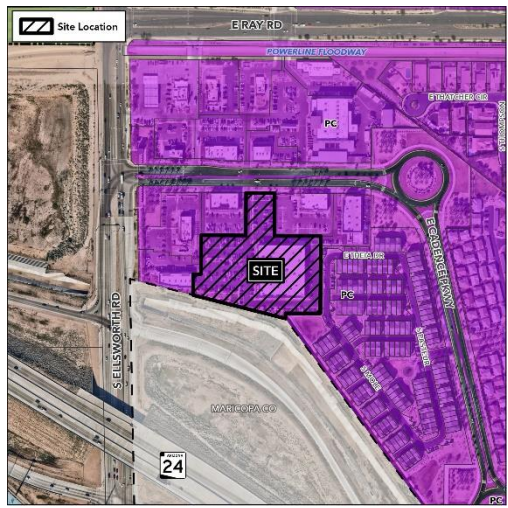


# Board of Adjustment Report

|                                 |   |   |
|---------------------------------|---|---|
| <b>Date</b>                     | June 3, 2026  |   |
| <b>Case No.</b>                 | BOA26-00041   |   |
| <b>Project Name</b>             | Mountainside Fitness CSP Amendment  |   |
| <b>Request</b>                  | <ul style="list-style-type: none"> <li>Special Use Permit to allow for a modification to a Comprehensive Sign Plan</li> </ul> |   |
| <b>Project Location</b>         | 9311 East Cadence Parkway   |   |
| <b>Parcel No(s)</b>             | 313-25-871  |  |
| <b>Project Area</b>             | 3.8± acres  |   |
| <b>Council District</b>         | District 6  |   |
| <b>Existing Zoning</b>          | Planned Community (PC)  |   |
| <b>General Plan Designation</b> | Mixed Residential   |   |
| <b>Applicant</b>                | Darshan Dawson, Arizona Commercial Signs  |   |
| <b>Owner</b>                    | Store Capital Acquisitions, LLC   |   |
| <b>Staff Planner</b>            | Kwasi Abebrese, Planner II  |   |

## Recommendation

Staff finds that the requested Special Use Permit to modify an existing Comprehensive Sign Plan (CSP) meets the review criteria outlined in Section 4.7 of Phase 2 of the Development Unit 1 Plan as well as Chapter 15 of the Cadence Community Plan and the required findings for a Special Use Permit (SUP) outlined in Section 11-70-5 of the MZO.

**Staff recommends approval with conditions.**

## **Project Overview**

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### **Request:**

The applicant is requesting a Special Use Permit (SUP) to modify a Comprehensive Sign Plan (CSP) for an existing Small-Scale Commercial Recreation facility located in a Planned Community (PC) with an approved Community Plan. Specifically, the project site is located within Phase 2 of Development Unit 1 (DU 1) of the Cadence Community Plan.

The proposed modification to the existing CSP includes an increase in the maximum aggregate sign area from 186.4 square feet to approximately 278 square feet.

## **Site Context**

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### **General Plan:**

- The Placetype for the project site is Mixed Residential and the Growth Strategy is Evolve.
- Per the 2050 General Plan, entertainment and recreation land uses, including fitness centers and gymnasiums, are not principal or supporting land uses in the Mixed Residential Placetype. However, when the Commercial Recreation facility was approved, entertainment and recreational land uses, including fitness centers and gymnasiums, were listed as primary land uses for this location per the 2040 General Plan.

### **Sub Area Plans:**

- The project site is located within the Mixed-Use Community District of the Mesa Gateway Strategic Development Plan.
- The focus of this district is to provide sustainability through the creation of a live/work/play community with a wide variety of land uses including low-to-high density residential, commercial, employment, civic and recreational uses.
- The Commercial Recreation facility is consistent with the intent of the Mesa Gateway Strategic Development Plan.

### **Zoning:**

- The project site is zoned Planned Community (PC) with an approved Community Plan.
- Specifically, the site is located within the Community Commercial (CC) Land Use Group of the Cadence Community Plan and is also, within Phase 2 of Development Unit 1 of the Plan.
- Per Section 8.3 of the Community Plan, the existing Small-Scale Commercial Recreation facility is permitted in the Community Commercial Land Use Group.

**Surrounding Zoning & Use Activity:**

|   |   |  |
|---|---|--|
| <p><b>Northwest</b><br/>PC<br/>Commercial Uses</p>  | <p><b>North</b><br/>PC<br/>Medical Office</p>   | <p><b>Northeast</b><br/>PC<br/>Day Care Facility</p> |
| <p><b>West</b><br/>PC<br/>Commercial Uses</p>   | <p><b>Project Site</b><br/>PC<br/>Existing Small-Scale<br/>Commercial Recreation<br/>Facility</p> | <p><b>East</b><br/>PC<br/>Residential</p>            |
| <p><b>Southwest</b><br/>(Across SR-24 Gateway<br/>Freeway)<br/>Maricopa County<br/>Vacant</p> | <p><b>South</b><br/>(Across SR-24 Gateway<br/>Freeway)<br/>Maricopa County<br/>Vacant</p>         | <p><b>Southeast</b><br/>PC<br/>Residential</p>       |

**Site History:**

- **October 10, 2012:** The City Council annexed 483.2± acres, including the project site, into the City of Mesa and established Light Industrial (LI) zoning on the property (Case No. A12-001; Ordinance No. 5113; Ordinance No. 5114). On the same day, the City Council approved the rezoning of the property from LI to a Planned Community (PC) District and established the Pacific Proving Grounds North Community Plan, which was subsequently named the Cadence Community Plan (Case No. Z12-028; Ordinance No. 5115).
- **June 6, 2018:** The Board of Adjustment approved a Special Use Permit for the Cadence Master Comprehensive Sign Plan which established community-wide sign types, including major and minor entry monumentation, non-residential signage, facility/identity signage, directional signage, and builder signage (Case No. BOA18-00328).
- **October 9, 2019:** The Planning and Zoning Board approved the Development Unit Plan for Development Unit 1, Phase 2 of the Planned Community District to guide development on the site (Case No. ZON19-00577).
- **March 25, 2020:** The Planning and Zoning Board approved a Site Plan to allow for the development of a commercial shopping center on approximately 19 acres of land, including the project site (Case No. ZON19-00909).
- **September 2, 2020:** The Board of Adjustment approved a Special Use Permit to allow for a Comprehensive Sign Plan for a large commercial development located on approximately 25 acres of land, including the project site (Case No. BOA20-00226).

**Project/Request Details**

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**Site Characteristics:**

The project site is located on the east side of Ellsworth Road, south of Cadence Parkway and north of the SR-24 Gateway Freeway. The site is approximately 3.8± acres in size and is part of the Cadence Commercial Center, which comprises approximately 26 acres of land within the Cadence Planned Community.

The site is currently developed with an approximately 40,000 square foot building and has 115 linear feet of street frontage on Cadence Parkway as well as approximately 384 linear feet of frontage on the SR-24 Gateway Freeway.

Access to the site is provided from Ellsworth Road via Cadence Parkway, which serves as the major internal street that connects the north and south sections of the Cadence Commercial Center as well as the residential neighborhoods on the east and southeast sides of the project site.

**Comprehensive Sign Plan (CSP):**

The applicant is requesting a modification to the existing CSP to accommodate signage specific to the development. The existing CSP was approved in 2020 (Case No. BOA20-00226).

Per the requirements of the existing CSP, the maximum aggregate sign area for attached signage is 80% of the lineal front foot of building occupancy. The existing building has a linear frontage of 233 feet. Therefore, the maximum aggregate sign area allowed is 186.4 square feet. The maximum area per sign is 160 square feet. The building currently has one 160-square-foot attached sign on the front (west) elevation. If approved, the proposed CSP will allow for the addition of one 118-square-foot attached sign at the south elevation of the building and an increase in the maximum aggregate sign area from 186.4 square feet to approximately 278 square feet.

**Table 1: Standard Attached Sign Allowance**

| Sign Standards   | MZO Requirements   | Existing CSP   | Proposed CSP  | Staff Recommendation |
|--|--|--|---|----------------------|
| <p>Maximum aggregate sign area per front foot of building occupancy (200 – 249 feet)</p> | <p><u>MZO Section 11-43-3(D)(1):</u><br/>80% of lineal front foot of occupancy</p> <p>A total of 186.4 square feet</p> | <p>80% of lineal front foot of occupancy</p> <p>A total of 186.4 square feet</p> | <p><b>119.5% of lineal front foot of occupancy</b></p> <p><b>A total of 278 square feet</b></p> | <p>As proposed</p>   |

## Approval Criteria – Section 15.3(a)(i) of the Cadence Community Plan:

Section 15.3(a)(i) of the Cadence Community Plan stipulates that an individual CSP may contain signage standards and criteria that exceed the permitted height, area, and number of signs specified in the Mesa Zoning Ordinance based on the following criteria:

- **Placement:** The project site has frontages on both Cadence Parkway and the SR-24 Gateway Freeway and is located approximately 495 feet east of Ellsworth Road. The site is primarily accessed from Cadence Parkway, which is the major internal street within the existing commercial center that connects to Ellsworth Road. There is limited visibility of the site from Ellsworth Road, which is the only major arterial street access to the site. The proposed CSP would provide visibility of the Commercial Recreation facility on the SR-24 Gateway Freeway. The proposed sign is located approximately 260 feet from the Gateway Freeway and is appropriately placed relative to traffic movement, existing site features as well as orientation relative to viewing distances and viewing angle.
- **Quantity:** The project site is approximately 3.8 acres in size and has over 380 linear feet of frontage on the SR-24 Gateway Freeway. The proposed CSP will allow for the installation of one additional wall sign which is approximately 117.7 square feet on the existing 40,000 square foot commercial building. The proposed signage will not be greater than required to provide easy identification of the existing commercial development on the SR-24 Gateway Freeway.
- **Size:** The CSP will allow for a maximum aggregate sign area of 278 square feet for the existing commercial development. The proposed sign area will not be larger than necessary for visibility and readability in relation to topography, volume of traffic, speed of traffic and visibility range.
- **Materials:** The CSP will allow for an attached sign that has been designed with materials, colors and illuminations that are compatible with the existing sign at the west elevation of the building as well as the architecture of the building to ensure a uniform and consistent development.
- **Context:** The proposed signage entails a lettering style, sign placement and an architectural style that is consistent with the surrounding area and the existing sign on the site.
- **Sign illumination and brightness:** The proposed sign shall be designed to conform to the brightness standards specified in the Mesa Zoning Ordinance. Staff has included a condition of approval to address this requirement.

## 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 Plan/Policies:** The proposed CSP is consistent with the goals and objectives of the General Plan, as well as the Mixed Use Community District of the Mesa Gateway Strategic Development Plan. Approval of the CSP will advance the goals and objectives of the General Plan by allowing a customized sign plan for a Commercial Recreation facility development with a unique location and physical scale.
2. **Zoning District Intent:** The location, size, and design of the proposed sign is consistent with the existing Planned Community District and the Community Commercial Land Use

Group. The proposed sign, which includes similar materials for the existing signs structures, as well as architectural style and complementary colors, is consistent with the planned architectural character of the Cadence Commercial Center and the established design themes within the Cadence Planned Community. The sign is appropriately placed to be sufficiently visible and readable and is also appropriately located relative to traffic movement, site features, and orientation relative to distances and viewing angles.

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.
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, except as modified by the conditions listed below.
2. All signs shall comply with Section 11-43-2 Design Standards for Permanent Signs and Sign Structures of the Mesa Zoning Ordinance, as required by Section 15.1 of the Cadence CP.
3. All signs, when illuminated, shall conform to the City of Mesa Lighting and Electrical Code, and shall conform to the brightness standards specified in the Mesa Sign Ordinance as required per Section 15.3(a)(i)(6) of the Cadence Community Plan.
4. Compliance with all requirements of the Development Services Department regarding the issuance of building permits.
5. Any sign components that become deteriorated, damaged, or weakened shall be promptly repaired or replaced.
6. 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