



**PLANNING DIVISION
STAFF REPORT**

Board of Adjustment

November 6, 2024

CASE No.: BOA24-00729	CASE NAME: Mera Greenfield Apartments
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Owner's Name:	CRP/Sparrow Mesa Greenfield Owner LLC
Applicant's Name:	Summit West Signs LLC
Location of Request:	Located approximately 2,300 feet east of Greenfield Road and Southern Avenue
Parcel Nos:	14055004L
Nature of Request:	Requesting a Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP) in the RM-4 District within a Planned Area Development Overlay (RM-4-PAD)
Zone District:	Multiple Residence (RM-4-PAD)
Council District:	2
Site size:	8.2 ± acres
Existing use:	Multiple Residence
Hearing date(s):	November 6, 2024 / 5:30 p.m.
Staff Planner:	Noah Bulson
Staff Recommendation:	APPROVAL with Conditions

HISTORY

On May 19, 1973, the City Council annexed the project site into the City of Mesa as part of a larger 4119.78± acre annexation (Ord. No. 812).

On Aug. 19, 1974, the City Council established City zoning on recently annexed property, including Limited Commercial (C-2) [equivalent to LC], General Multiple Residence (R-4) [equivalent to RM-4], Single Family Residence (R1-6) [equivalent to RS-6], Agriculture (AG), and SR (Suburban Ranch) [equivalent to RS-43] on 321.63± acres, including the project site (Case No. Z74-052; Ord. No. 886).

On Jan. 20, 1986, the City Council approved a Rezone for 144.1± acres, including the project site, from Agriculture (AG) and Single Family Residence (R1-9) to Suburban Ranch (SR), Single Family Residence 15 (R1-15), R1-15 with a Planned Area Development overlay (R1-15-PAD), Limited Commercial (C-2) and conceptual R1-6-PAD, Professional-Service Offices (RS) [equivalent to OS], Restricted Multiple Residence (R-2), and Restricted Industrial (M-1) [equivalent to LI] (Case No. Z85-151; Ordinance No. 2026). The project site was zoned SR and R1-15.

On Apr. 7, 1987, the Board of Adjustment approved a Comprehensive Sign Plan (CSP) for 143.81± acres including the project site (Case No. BA87-056). This CSP did not include signage for the project site, and was approved subject to Board review and approval of future permanent sign plans.

On Dec. 1, 2022, the City Council approved a Rezone for 9.2± acres, including the project site, from Single Residence 15 (RS-15) and Single Residence 43 (RS-43) to Multiple Residence 4 with a Planned Area Development overlay (RM-4-PAD) and a Site Plan Review for Age Restricted Multiple Residence development (Case No. ZON22-00265; Ordinance No. 5749).

On Jan. 23, 2023, the Planning Director approved the elevations for an Age Restricted Multiple Residence development (Case No. DRB22-00440).

PROJECT DESCRIPTION

Background:

The applicant is requesting a Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP) for an Age Restricted Multiple Residence development in the Multiple Residence-4 with a Planned Area Development Overlay (RM-4-PAD) zoning district. The site is currently a part of the “Sunny Mesa” CSP which allows for permanent and temporary subdivision signage. The requested CSP would allow two detached monument signs with a total of 63.68 square feet of sign area for the 8.2+ acre property. The detached signs will provide architectural integration with the existing development and will allow those passing by to be better able to see the signage for the use.

General Plan Character Area Designation and Goals:

The Mesa 2040 General Plan character type designation on the property is Neighborhood. Per Chapter 7 of the General Plan, the primary focus of the Neighborhood character type is to provide safe places for people to live where they can feel secure and enjoy their surrounding community. Neighborhoods can contain a wide range of housing options and often have non-residential uses such as schools, parks, places of worship, and local serving businesses. The Proposed Project complies with the character type by furthering the availability and accessibility of diverse housing options.

Site Characteristics:

The site plan shows the placement of the two detached monument signs, one on the northern frontage facing Southern Avenue and another on the eastern frontage facing 48th Street. The Main Monument sign for Mera Greenfield on Southern Avenue has over 31.68 square feet in sign area while the secondary monument sign on 48th Street has over 32 square feet in sign area. The

subject site has 450'± feet of linear street frontage adjacent to Southern Avenue and 571'± feet of linear street frontage adjacent to 48th Street.

Surrounding Zoning Designations and Existing Use Activity:

<p>Northwest (Across Southern Ave) RS-6-PAD Single Residence</p>	<p>North (Across Southern Ave) RS-6-PAD Single Residence</p>	<p>Northeast (Across Southern Ave) RS-6-PAD Single Residence</p>
<p>West RS-43 & RS-15-PAD Single Residence</p>	<p>Subject Property RM-4-PAD Multiple Residence</p>	<p>East (Across 48th Street) RS-15 & OC Place of Worship</p>
<p>Southwest RS-15-PAD Single Residence</p>	<p>South RM-3 Multiple Residence</p>	<p>Southeast (Across 48th Street) RM-3 Multiple Residence</p>

Mesa Zoning Ordinance Requirements and Regulations:

The CSP proposes two detached double-sided monument signs, a Main Monument sign for Mera Greenfield on Southern Avenue and a secondary monument sign on 48th Street. Both monument signs meet the requirements of the MZO for the number of signs, sign area, and sign height. This CSP does not propose to reduce the sign allowances per the Mesa Zoning Ordinance (MZO), and will not restrict the future addition of attached signage to the subject site.

Per Table 11-43-3-B of the MZO, sign illumination is permitted based on the subject site's adjacency to an arterial or collector street. The proposed CSP requests internal illumination for both signs. The main monument sign is proposed to front Southern Ave which has an Arterial classification and the other is proposed to front 48th Street which has a local street designation.

Table 1 below shows the sign allowances provided in the MZO, and the proposed signage requested with this Comprehensive Sign Plan. The requested deviations are in **bold** font.

Table 1: Proposed Attached and Detached Sign Criteria

Proposed Attached Signage	MZO Requirements	Proposed	Staff Recommendation
Additional Requirements	<p><u>Table 11-43-3-B:</u> Illumination is allowed if the sign is adjacent to an arterial or collector street.</p>	<p>Illumination on Southern Ave and 48th Street.</p>	As proposed

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

Per Section 11-46-3(D) of the MZO, 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

Mera Greenfield fronts Southern Avenue, which is a two-way arterial; the current Comprehensive Sign Plan does not include signs on the project site, and the current MZO does not allow illuminated signage on local streets (48th Street), which would reduce the site's exposure from the east.

The proposal meets this criterion.

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 monuments proposed are refined and modern designs that match the architectural style of the multiple-residence development. The signage also promotes the unique age-restricted nature of the use while paying homage to the site's history as a farm.

The proposal meets this criterion.

3. The proposed signage incorporates special design features such as lighting, materials, and craftsmanship, murals, or statuaries that reinforce or are integrated with the building architecture.

The signage proposed contains several special design features such as internal illumination, masonry cladding to match the development's architecture, integrated capstones, and an aluminum topper cabinet.

The proposal meets this criterion.

Special Use Permit MZO Section 11-70-5:

Per Section 11-70-5(E) of the MZO, 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 sign package was designed to complement the building design and architecture and will be largely consistent with the policies of the City of Mesa's Sign Code as well as the policies of the General Plan. This site is part of the Neighborhood character area. The General Plan maintains that the Neighborhood Character area can contain a wide range of housing options. This CSP will implement those desired policies.

The proposal meets this criterion.

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 with any other applicable City plan or policies;

The sign package is consistent with the district and the General Plan within the Neighborhood character area with an overall acreage of 8.22 acres with the building at approximately 297,022 square feet. Located at the SWC of Southern Avenue and 48th Street, the proposed signage will provide residents and visitors with sign viability from a safe traveling distance.

The proposal meets this criterion.

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 signage will not pose an injurious or detrimental impact to surrounding properties, neighborhood, or the general welfare of the City.

The proposal meets this criterion.

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

City of Mesa utilities and public infrastructure are existing to serve the proposed commercial buildings and signage.

The proposal meets this criterion.

Findings:

- A. The proposed CSP provides modifications to the standard sign code allowances and design criteria to allow for the signs to be visible from the right-of-way.
- B. The CSP specifies the lighting, materials, and craftsmanship for the proposed signs.
- C. The subject property is located in the Multiple Residence-4 district, within the Neighborhood character area of the 2040 General Plan.
- D. The proposed CSP advances the goals and objectives of the General Plan and character area by authorizing an increase to the allowable placement of illuminated signs at this location to provide well-designed identification for a development under construction on Southern Avenue.
- E. The proposed CSP will not be injurious or detrimental to the surrounding properties.

Neighborhood Participation Plan and Public Comments:

The applicant mailed the required notification letters to all property owners within 500 feet of

the subject property. As of the date of this report, staff have not been contacted by any resident or property owner to express support or opposition to the request.

Staff Recommendation:

Based on the application received and preceding analysis, staff finds the proposed CSP complies with the review criteria for Comprehensive Sign Plans outlined in Section 11-46-3 of the MZO and the required findings for a Special Use Permit outlined in Section 11-70-5 of the MZO; therefore, staff recommends approval with the following conditions:

Conditions of Approval:

1. Compliance with the sign plan documents submitted.
2. Compliance with all requirements of the Development Services Department regarding the issuance of building permits.
3. All signage is to be reviewed and approved through a separate permit application.

Exhibits:

Exhibit 1 – Vicinity Map

Exhibit 2 – Staff Report

Exhibit 3 – Site Plan

Exhibit 4 – Narrative and Justification Statement

Exhibit 5 – Comprehensive Sign Plan