




DEVELOPMENT SERVICES DEPARTMENT
PLANNING DIVISION

Board of Adjustment Staff Report

July 2, 2025

Case No.	BOA25-00263	
Project Name	CSP Amendment Request	
Request	<ul style="list-style-type: none">Special Use Permit (SUP) for a modification to a Comprehensive Sign Plan (CSP)	
Project Location	1840 and 1910 South Stapley Drive	
Parcel No(s)	139-11-097A	
Project Area	14± acres	
Council District	District 4	
Existing Zoning	Planned Employment Park	
General Plan Designation	Regional Employment Center	
Applicant	Jim Bacher, Trademark Visual Inc.	
Owner	Cypress Stapley Property LLC	
Staff Planner	Kwasi Abebrese, Planner II	

Recommendation

Staff finds that the requested modification to a Comprehensive Sign Plan (CSP) meets the review criteria outlined in 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

Request:

The applicant is requesting a Special Use Permit (SUP) to modify an existing Comprehensive Sign Plan (CSP) for an office development in the Planned Employment Park (PEP) District. The project site is located north of Baseline Road and west of Stapley Drive and is currently developed with two office buildings specifically located at 1840 South Stapley Drive and 1910 South Stapley Drive respectively.

The proposed CSP will allow for the addition of four new non-illuminated wall signs as well as limit the maximum sign area required on the two buildings to 320 square feet and 240 square feet respectively. In addition, the CSP will allow for the placement of non-illuminated wall signs on the glass portions of the buildings.

Site Context

General Plan:

- The Placetype for the project site is Regional Employment Center and the Growth Strategy is Evolve.
- Per Chapter 3 of the General Plan, the goal of Regional Employment Centers is to accommodate large employers such as hospitals and medical centers, corporate headquarters and research parks. Principal land uses in Regional Employment Centers include business offices, medical facilities and light industrial uses.
- The request is consistent with the Mesa 2050 General Plan.

Zoning:

- The project site is zoned Planned Employment Park (PEP).

Surrounding Zoning & Use Activity:

Northwest (Across South Solomon) LI Industrial	North (Across East Inverness Avenue) LI Office Complex	Northeast (Across East Inverness Avenue) LI Commercial
West (Across South Solomon) LI Industrial	Project Site PEP Existing Office Development	East LC & LI Commercial
Southwest (Across South Solomon) LI Industrial	South LC & LI Commercial	Southeast LI Industrial

Site History:

- **June 18, 1973:** The City Council annexed 4,120± acres, including the project site, into the City of Mesa (Ordinance No. 812).
- **November 11, 2004:** The City Council approved a rezone of 17± acres, including the project site, from M-1 (equivalent to current Light Industrial [LI]) to C-2 (equivalent to current Limited Commercial [LC]) and a Site Plan to allow for a commercial development on the project site (Case No. Z04-070; Ordinance No. 4307).
- **May 21, 2012:** The City Council approved a rezone of the project site, from Limited Commercial to Planned Employment Park (PEP) to allow for the development of a business park (Case No. Z12-018; Ordinance No. 5091).
- **August 2, 2005:** The Zoning Administrator approved a Special Use Permit for a Comprehensive Sign Plan for the existing office complex on the project site (Case No. ZA05-064).

Project/Request Details

Site Characteristics:

The project site is located north of Baseline Road and west of Stapley Drive. The site is approximately 14± acres in size and is zoned Planned Employment Park (PEP). The site has over 912 linear feet of street frontage on South Solomon and is currently developed with two 2-story office buildings totaling approximately 92,497 square feet each.

Mesa Zoning Ordinance Regulations and Requirements:

The proposed request encompasses modifications to a CSP for the two existing office buildings. The existing CSP, which was approved in 2005 (Case No. ZA05-064), allows for a maximum of two wall signs on two separate elevations of the buildings up to a total of 80 square feet of sign area for each tenant. In addition, the CSP restricts the location and placement of the wall signs to the EIFS bands located above the first and second floors of the buildings.

The proposed CSP will allow for the installation of four new non-illuminated wall signs comprised of aluminium with a satin finish to match the architectural design of the buildings. Two of the proposed signs will be installed on each of the two buildings.

Also, the proposed CSP will limit the maximum sign area permitted on the two buildings. A maximum sign area of 320 square feet is proposed on the building at the north side (1840 South Stapley Drive) and 240 square feet on the building located on the south side (1910 South Stapley Drive). Moreover, the proposed CSP will allow for the placement of wall signs on the glass portions of the buildings.

Table 1 compares the Mesa Zoning Ordinance (MZO) standards, the existing CSP standards, and the proposed CSP modifications per Sections 11-43-3 of the MZO.

Table 1: Standard Attached Signs

Sign Standards	MZO Requirements	Existing CSP	Proposed CSP	Staff Recommendation
Maximum Sign Area	<p><u>MZO Section 11-43-3(D)(1):</u></p> <p>Wall Sign - 160 sq. ft. per sign</p> <p>A total of 640 sq. ft.</p>	40 sq.ft. per Sign	<p>40 sq. ft. per Sign</p> <p>A total of 320 sq. ft. on North Building located at 1840 South Stapley Drive</p> <p>A total of 240 sq. ft. on South Building located at 1910 South Stapley Drive</p>	As proposed
Placement and Location of Wall Signs	=	EIFS bands above first and Second floors of the buildings	Glass portions of the buildings	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:

- **Unique or Unusual Physical Conditions:** The project site has limited frontage along South Stapley Drive and East Baseline Road. The east elevation of the buildings are adjacent to a parking lot and an internal drive aisle on the project site. The addition of the new signs will allow for greater visibility of the existing office development and businesses which in turn will contribute towards the enhancement of business growth.
- **Unique Characteristics of Land Use, Architectural Style, Site Location, or other Distinguishing Features:** The approval of the proposed CSP would allow for signage that is

consistent with the various commercial uses surrounding the property as well as compatible with the adjacent industrial districts to the west. The proposed design of the wall signs comprised of aluminium with a satin finish creates a unique site that will provide greater visibility for the existing office development and businesses.

- **Incorporation of Special Design Features:** The proposed CSP entails the addition of wall signs with designs and colors that are consistent with the architecture of the existing building and will be well integrated with the rest of the site.

Special Use Permit:

Per Section 11-70-5(E) of the City of Mesa Zoning Ordinance, the Board of Adjustment shall also 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 Regional Employment Center Placetype, and furthers the implementation of, and is not contrary to, the Vision, Guiding Principles, Strategies, and applicable elements of the Mesa 2050 General Plan.
2. **Zoning District Intent:** The proposed CSP is consistent with the location, design and operating characteristics and conforms to the goals and purposes of the PEP zoning designation on the project site.
3. **Project Impact:** There will be no injurious or detrimental impact to surrounding properties with the proposed signage and 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

The applicant conducted a Citizen Participation process, notifying surrounding property owners, HOAs, and registered neighbors.

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 event.

Conditions of Approval

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 submitted.
2. Compliance with all requirements of the Development Services Department regarding the issuance of building permits.

3. Any Sign components that become deteriorated, damaged, or weakened shall be promptly repaired or replaced.

Exhibits

Exhibit 1 – Vicinity Map

Exhibit 2 – Project Narrative

Exhibit 3 – Site Plan

Exhibit 4 – Comprehensive Sign Plan

Exhibit 5 – Power Point Presentation