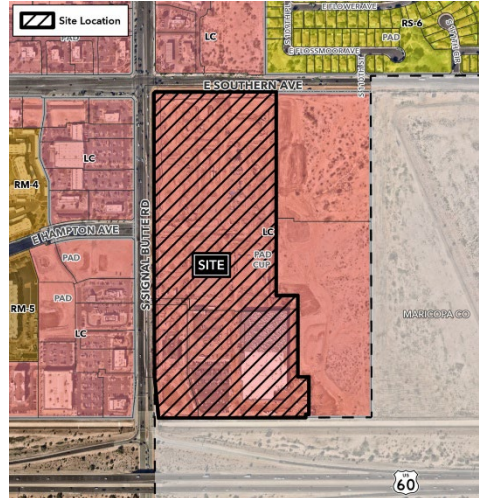


Board of Adjustment Report

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|--------------------------|--|---|
| Date | January 7, 2026 | |
| Case No. | BOA24-00870 | |
| Project Name | Medina Station CSP | |
| Request | Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP) | |
| Project Location | Located at the southeast corner of Southern Avenue and Signal Butte Road | |
| Parcel No(s) | 220-82-018G 220-82-018K 220-82-018E |  |
| Project Area | 46± acres | |
| Council District | District 5 | |
| Existing Zoning | Limited Commercial with a Planned Area Development Overlay (LC-PAD) | |
| General Plan Designation | Regional Center | |
| Applicant | James Rogers, Davis Signs & Graphics | |
| Owner | SimonCRE Buddy LLC, Target Corporation | |
| Staff Planner | Cassidy Welch, Principal Planner | |

Recommendation

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

Staff recommends approval with conditions.

Project Overview

Request:

The applicant is requesting a Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP) for a group commercial center located in the Limited Commercial with a Planned Area Development overlay (LC-PAD) zoning district. Overall, the proposed CSP will allow for deviations to attached and temporary signage.

Site Context

General Plan:

- The Placetype for the project site is Regional Center and the Growth Strategy is Evolve.
- Commercial uses, including Retail, Eating and Drinking Establishments and Entertainment and Recreation, are principal land uses.

Zoning:

- The project site is zoned Limited Commercial with a Planned Area Development overlay (LC-PAD).

Surrounding Zoning & Use Activity:

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|--|--|--|
| Northwest (Across Southern Avenue) LC-PAD Commercial | North (Across Southern Avenue) LC Vacant | Northeast (Across Southern Avenue) RS-6 Single Residence |
| West (Across Signal Butte Road) LC-PAD Commercial | Project Site LC-PAD Vacant | East County Vacant |
| Southwest (Across Signal Butte Road) LC-PAD Commercial | South (Across US-60 Freeway) County Vacant | Southeast (Across US-60 Freeway) County Vacant |

Site History:

- **January 27, 2025:** City Council annexed 64± acres, including the project site, into the City of Mesa and established a comparable zoning of Agricultural (AG) (Case No. ANX23-00690; Ordinance No. 5924).
- **January 27, 2025:** City Council approved a rezoning for 61± acres, including the project site, from AG to LC-PAD, a Council Use Permit to allow for deviations from the minimum commercial floor area and maximum density requirements for residential uses in commercial districts, a Conceptual Plan for Parcels B and C and an Initial Site Plan for Parcel A of a mixed-use development known as Medina Station (Case No. ZON23-00691; Ordinance No. 5925).

- **April 7, 2025:** City Council approved a resolution for a Council Use Permit to allow for a Freeway Landmark Monument on the project site. (Case No. ZON24-00876; Resolution No. 12344).
- **July 1, 2025:** City Council approved a resolution for a retail sales tax development agreement for approximately 40 +/- acres of the site (Resolution No. 12396).
- **July 8, 2025:** City Council approved a Major Site Plan Modification on the project site. (Case No. ZON25-00208; Ordinance No. 5953).

Project/Request Details

Site Characteristics:

The project site is located at the southeast corner of East Southern Avenue and South Signal Butte Road. The project site is approved for a group commercial center on approximately 46± acres.

Comprehensive Sign Plan (CSP):

The applicant is requesting a CSP to allow for modifications from the Sign Ordinance to allow for signage specific to the group commercial development known as Medina Station. The requested modifications include increases to the square footages and sign areas, the maximum number of signs, and design standards.

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

| Development Standards | MZO Allowance | CSP Proposed |
|---|--|--|
| <u>Attached Signage Width - 11-43-2.B</u> | <p>A sign attached to a single tenant space of a multiple tenant building shall not exceed 75% of the width of the front of the occupancy.</p> <p>A sign attached to a single tenant building shall not exceed 50% of the width of the building elevation.</p> | <p>A sign attached to a single tenant space of a multiple tenant building shall not exceed 80% of the width of the front of the occupancy.</p> <p>A sign attached to a single tenant building shall not exceed 80% of the width of the building elevation.</p> |
| <u>Attached Signage Design Guidelines – 11-43-2.B</u> | Raceways shall either be finished to match the color of the building or provided as an architectural enhancement | External and visible raceways are not permitted. |

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| <u>Max. Number of Permitted Attached Signs - Table 11-43-3.D.1</u> <i>250 feet or more of front foot of building occupancy</i> <i>200-249 feet of front foot of building occupancy</i> <i>80 feet or less of front foot of building occupancy</i> | Up to a maximum 7 signs 4 signs 2 signs | Up to a maximum 8 signs for Major Tenant A. No signs permitted on the East elevation. 3 signs for Major Tenant B. No signs permitted on the East elevation. 3 signs for tenants with 3 elevations. |
| <u>Max. Area Per Attached Sign - Table 11-43-3.D.1</u> <i>250 feet or more of front foot of building occupancy</i> <i>200-249 feet of front foot of building occupancy</i> | 160 sq. ft. 160 sq. ft. | Two signs up to 300 sq. ft. each with all other signs limited to a max. 180 sq. ft. for Major Tenant A One sign up to 624 sq. ft. with all other signs limited to a max. 180 sq. ft. for Major Tenant B. |
| <u>Max. Aggregate Attached Sign Area – Table 11-43-3.D.1</u> <i>250 feet or more of front foot building occupancy</i> <i>200-249 feet of front foot of building occupancy</i> <i>81-199 feet of front foot of building occupancy</i> | 80% of lineal front foot of occupancy up to a max. 500 sq. ft. 80% of lineal front foot of occupancy 160 sq. ft. | Max. 840 sq. ft. for Major Tenant A Max. 985 sq. ft. for Major Tenant B 2 sq. ft. of sign area per front foot of building occupancy for Major Tenant C |
| <u>Window Signs – Section 11-43-11</u> | Window signs may cover up to 25% of the area of the window | Window signs may cover up to 30% of the area of the window |

Approval Criteria - 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 is 46± acres bordered by two major arterials to the north and west and the US-60 Freeway to the south. The approved site plan limits the visibility of some commercial tenants and buildings. The proposed CSP would provide visibility of the commercial development for both vehicular and pedestrian traffic.
- **Unique Characteristics of Land Use, Architectural Style, Site Location or other Distinguishing Features:** The Medina Station development is a multi-tenant commercial center featuring major tenants and a dedicated “restaurant row” in a unique site configuration. The proposed CSP exhibits distinguishing features in site design and architectural style that represents a clear variation from conventional development.
- **Incorporation of Special Design Features:** The proposed CSP includes design standards such as materials, colors, and forms consistent with the Medina Station Design Guidelines,

Special Use Permit:

Per Section 11-46-3(A), a CSP must be approved in conjunction with an SUP. 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 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 LC 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.

Required Notification

The applicant provided letters to surrounding property owners within 500 feet of the project site, notifying them of the public hearing.

As of writing this report, staff has not been contacted regarding the Proposed Project.

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 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

Exhibit 1 – Vicinity Map

Exhibit 2 – Project Narrative

Exhibit 3 – Sign Plan

Exhibit 4 – Power Point Presentation