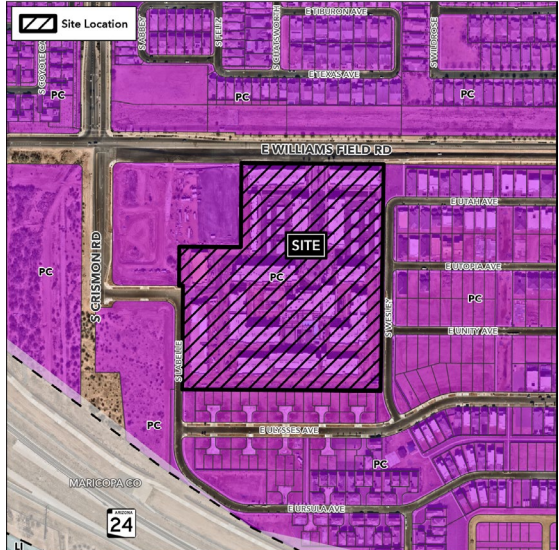


Board of Adjustment Report

Date	August 6, 2025		
Case No.	BOA25-00468		
Project Name	Navona - Toll Bros		
Request	<ul style="list-style-type: none">Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP)		
Project Location	10141 East Williams Field Road		
Parcel No(s)	304-36-423		
Project Area	19.25± acres		
Council District	District 6		
Existing Zoning	Planned Community (PC)		
General Plan Designation	Mixed Residential		
Applicant	Joy Gunay		
Owner	TB MESA I LLC		
Staff Planner	Sergio Solis, Planner I		

Recommendation

Staff finds that the requested Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP) meets the review criteria outlined in MZO Section 11-46-3(D) and the required findings in MZO Section 11-70-5(E) and complies with Section 4.7 of the Avalon Crossing Community Plan – Development Unit 1 (Development Unit Design Guidelines).

Staff recommends approval with conditions.

Project Overview

Request:

The applicant is requesting a SUP to allow for an individual CSP for the Navona Apartments, located within Development Unit 1 of the Avalon Crossing Community Plan. The CSP will establish attached and detached signage standards.

Site Context

General Plan:

- The Placetype for the project site is Mixed Residential and the Growth Strategy is Evolve.
- Multi-residential is a principal land use.

Gateway Strategic Development Plan:

- The property site is located within the Mixed-Use Community District of the Gateway Strategic Development Plan. According to this plan, the focus of the Mixed-Use Community District is to provide sustainability through the creation of a live/work/play community with a wide variety of land uses to include low- to high-density residential, commercial, employment, civic, and recreational uses. The proposed request conforms to the goals of the Gateway Strategic Development Plan to create a sense of place for people to live, work, and play.

Zoning:

- The project site is zoned Planned Community (PC).
- Per Section 11-11-2-D of the Mesa Zoning Ordinance (MZO), PC Districts shall specify General Development Standards in a Community Plan. Per Section 4.7 of the Development Unit 1 of the Avalon Crossing Community Plan (approved 06.22.2022), all permanent signage within Avalon Crossing must be reviewed and approved as part of a Master CSP or an Individual CSP. At this time, no CSP has been approved for this site.

Surrounding Zoning & Use Activity:

The proposed signage is compatible with surrounding land uses, which includes a variety of housing options.

Northwest (Across Williams Field Rd.) PC Cadence DU 3 Single residence	North (Across Williams Field Rd.) PC Cadence DU 3 Single residence	Northeast (Across Williams Field Rd.) PC Cadence DU 5 Single residence
West PC	Subject Property PC	East PC

Cadence DU3/Avalon Crossing DU1 Multi-residence/Vacant	Avalon Crossing DU1 Multi-residence	Avalon Crossing DU 2 Single residence
Southwest PC Vacant - Avalon Crossing DU 1	South PC Avalon Crossing DU 2 Single residence	Southeast PC Avalon Crossing DU 2 Single residence

Site History:

- On **September 10, 2012**, the City Council annexed approximately 483± acres, which partially included the project site (west side), into the City of Mesa and established comparable zoning of Light Industrial (LI) (Ordinance No. 5113, Case No. Z12-027).
- On **September 10, 2012**, the City Council approved a rezone of 483± acres, partially including the project site (west side), from Light Industrial (LI) to Planned Community (PC) to allow for the establishment of the Pacific Proving Grounds North Community Plan. (Ordinance No. 5115, Case No. Z12-028)
- On **August 26, 2018**, the City Council annexed approximately 161± acres, which partially included the project site (east side), into the City of Mesa (Ordinance No. 5521, Case No. ANX18-00031).
- On **August 26, 2019**, the City Council approved a rezone of approximately 171+ acres, which partially included the project site (east side), from Agricultural (AG) and Planned Community to Planned Community (PC) to allow for the establishment of the Avalon Crossing Community Plan (Ordinance No. 5523, Case No. ZON18-00951).
- On **June 22, 2022**, the Planning Director approved the Avalon Crossing Community Plan (Development Unit 1 – Development Unit Pla) (Case No. ZON22-00338).
- On **June 22, 2022**, the Planning and Zoning Board approved an initial site plan for a 400-unit multi-family residence community with an SUP for parking reduction (Case No. ZON22-00338).

Project/Request Details

Site Plan:

- **Location:** The project site is located to the east of the southeast corner of South Crismon Road and East Williams Field Road, within DU1 of the Avalon Crossing Community.
- **Access:** The project site has two ingress and egress drives. The main access drive is adjacent to East Williams Field Road (north side), and a secondary drive is located along East Unity Avenue (west side).
- **Building Design:** The project site consists of thirteen buildings that are a mix of two- and three-stories for a total of 400 multi-family units, plus amenity areas that include a clubhouse, pool, pickleball courts, entertainment pavilion, putting green, and a barbeque area.

Signage:

- **Detached/freestanding Signs:** The applicant proposes one 8-foot-tall sign (10.20 sq. ft. in sign area) along Williams Field Road and one 5-foot-tall sign (3.95 sq. ft. in sign area) along Unity Avenue.
- **Attached Signs:** The applicant is proposing one (1) attached sign (16.32 sq. ft. in sign area) placed above the clubhouse main entry.
- **Construction Materials:** The proposed signs will utilize premium aluminum construction with wood veneer finishes and will be LED internally illuminated. All signs will consist of 3-inch-deep individual letters with a satin black finish.
- **Colors and Finishes:** The proposed signs will utilize color finishes that complement the architectural design of the Navona Apartments, which have neutral desert tones and faux wood materials.

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 attached and detached signs will complement the sites design and branding and align with the goals of the Mesa 2050 General Plan and the Mesa Gateway Strategic Development Plan.

2. Zoning District Intent:

The project site is zoned PC and is part of the Avalon Crossing Community Plan. The location, size, design of the proposed signage will conform with the Avalon Crossing Community Plan standards by using colors and materials that complement those approved for the multi-residential community.

3. Project Impact:

The signage is appropriately scaled and will not negatively impact surrounding properties. There will only be one (1) detached sign per street frontage with no impact to neighboring properties.

4. Adequate Public Facilities:

The project has adequate services, utilities, and infrastructure. The signs do not impact public facilities or infrastructure.

CSP Review Criteria – MZO Section 11-46-3:

The Board of Adjustment may approve a CSP containing elements which exceed the permitted height, area, and number of signs specified in this Sign Ordinance if the comprehensive sign plan conforms to the required findings in 11-70-5 of the Zoning Ordinance and upon a finding that:

- **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.**

The project site is a large, 19-acre development with one main entry point along Williams Field Road with a secondary entry along Unity Avenue. The proposed individual Comprehensive Sign Plan (CSP) is designed to deliver visually appealing and appropriately scaled signage.

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

The proposed signage uses quality materials, finishes, and craftsmanship to compliment the multi-residential development.

Required Notification

The applicant conducted a Citizen Participation process, notifying surrounding property owners within 500 feet of the project site, notifying them of the public hearing.

Staff has not been contacted by any resident or property owner to express support or opposition to the request.

Conditions of Approval

Staff recommends approval of the Special Use Permit (SUP), subject to the following conditions:

1. Compliance with the final documents as submitted with this application.
2. Compliance with all requirements of Planning and Zoning Case No. ZON22-00338.
3. Compliance with all the requirements of Design Review Case No. DRB22-00541.
4. Compliance with Development Unit 1 of the Avalon Crossing Community Plan dated 6.22.2022.
5. Compliance with all applicable City development codes and regulations.
6. Compliance with all requirements of the Development Services Department regarding the issuance of building permits.

Exhibits

Exhibit 1 – Vicinity Map

Exhibit 2 – Project Narrative and Justification Statement

Exhibit 3 – Site Plan

Exhibit 4 – Comprehensive Sign Plan

Exhibit 5 – Staff Report

Exhibit 6 – Power Point Presentation