



**PLANNING DIVISION**  
**STAFF REPORT**

**Board of Adjustment**

**August 3, 2022**

CASE No.: **BOA22-00662**

CASE NAME: **Tailwinds CSP**

Owner's Name:	TGD OWNER 1, LLC
Applicant's Name:	Raymond Owens, Royal Sign Co.
Location of Request:	Within the 8000 to 8100 blocks of East Pecos Road (south side) and within the 7200 to 7300 blocks of South 80 <sup>th</sup> Street (east side).
Parcel Nos:	304-61-013H
Nature of Request:	Requesting a Special Use Permit (SUP) to allow a Comprehensive Sign Plan (CSP) for an industrial development.
Zone District:	Employment Opportunity (EO)
Council District:	6
Site size:	16± acres
Existing use:	Vacant
Hearing date(s):	<b>August 3, 2022 / 5:30 p.m.</b>
Staff Planner:	Cassidy Welch, Senior Planner
Staff Recommendation:	APPROVAL with Conditions

**HISTORY**

On **January 18, 1990**, the City of Mesa City Council annexed 3,346± acres into the City of Mesa, including the 15.9± acre subject site (Case No. A89-003; Ordinance No. 2473).

On **March 5, 1990**, the City of Mesa City Council approved a rezone of recently annexed property, including the subject site, from County Rural 43 to Agricultural (AG) (Case No. Z90-007; Ordinance No. 2496).

On **March 20, 2006**, the City Council approved a rezone of 289± acres, including the subject site, from AG to Light Industrial (LI) to allow for employment uses on the site (Case No. Z06-016; Ordinance No. 4530).

On **June 5, 2017**, the City of Mesa City Council approved a floating zoning of Employment Opportunity Zone (EO) for 1,101± acres, including the subject site, to create the Pecos Road Employment Opportunity Zone to allow future development of employment and industrial uses (Case No. Z17-013; Ordinance No. 5386).

On **August 11, 2021**, the City of Mesa's Planning Director approved a site plan for an industrial development on the subject site (Case No. ADM21-00654).

## **PROJECT DESCRIPTION**

### **Background:**

The applicant is requesting a Special Use Permit (SUP) for a Comprehensive Sign Plan for an industrial development within the Employment Opportunity (EO) zoning districts. The requested CSP would allow for modifications to the size of detached signs allowed per the City of Mesa Sign Ordinance.

Per Section 11-43-2(C)(2) of the Mesa Zoning Ordinance (MZO), for detached permanent and freestanding signs, the sign copy should not exceed a horizontal-to-vertical ratio of two to one (2:1). The applicant is requesting a modification to allow a horizontal-to-vertical ratio of five to one (5:1). Per the submitted plans, this will allow entry monumentation that is consistent with the quality of the approved industrial park. The CSP requests modifications to the detached sign allowances. No modifications to the attached signage are proposed and would be required to comply with the MZO. Table 1 below compares the MZO sign standards with the proposed CSP. Bolded entries denote where the CSP proposal differs or exceeds MZO allowances.

Table 1: Detached Sign Allowance

<b>Sign Standard</b>	<b>EO Allowed per MZO</b>	<b>Proposed</b>
Maximum sign copy ratio MZO Table 11-43-2(C)(2)	2:1	<b>5:1</b>

### **General Plan Character Area Designation and Goals:**

The Mesa 2040 General Plan character area designation on the property is Employment. Per Chapter 7 of the General Plan, the primary goal of the Employment character area is to provide for a wide range of employment opportunities in high-quality settings. Employment character areas typically have minimal connection to the surrounding area and are used for employment-type uses such as manufacturing facilities, warehousing, and business parks.

Overall, the request is consistent with the review criteria outlined in Chapter 15 (pg. 15-1&2) of the Mesa 2040 General Plan.

### **Mesa Gateway Strategic Development Plan:**

The subject property is also located within the Logistics & Commerce District of the Mesa Gateway Strategic Development Plan (MGSDP). Per the Plan, this district is envisioned to provide a high-quality employment environment that is compatible with increasing over-flight activities

associated with Phoenix-Mesa Gateway Airport. The proposed development and CSP conforms to the goals of the Logistics & Commerce District of the Mesa Gateway Strategic Development Plan.

**Site Characteristics:**

The subject site is located east of Sossaman Road on the south side of Pecos Road. The site is currently vacant. The subject site is currently zoned Employment Opportunity and recently opted-in to the Pecos Road Employment Opportunity Zone (PREOZ). The approved development is for ten industrial buildings. Access to the site is provided from Pecos Road and 80<sup>th</sup> Street.

**Surrounding Zoning Designations and Existing Use Activity:**

<b>Northwest</b> (Across Pecos Road) AG Vacant	<b>North</b> (Across Pecos Road) AG Vacant	<b>Northeast</b> (Across Pecos Road) AG Vacant
<b>West</b> (Across 80 <sup>th</sup> Street) LI Industrial	<b>Subject Property</b>  EO Vacant	<b>East</b>  LI Vacant
<b>Southwest</b> LI Industrial	<b>South</b> LI Vacant	<b>Southeast</b> LI Vacant

**Mesa Zoning Ordinance Requirements and Regulations:**

**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

**This site has an approved site plan that contains a number of buildings that will not front on either 80<sup>th</sup> Street or Pecos Road which limits sign visibility and requires unique signage that will represent the industrial park as a whole. Furthermore, individual detached signage is not for each tenant, therefore, a highly visible monument sign for the Tailwinds at Gateway industrial park is critical to the success of the development and its tenants.**

***The request 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 signage proposed for Tailwinds at Gateway has a contemporary theme with a specific color palette of gray accented with blue that will clearly distinguish the buildings and matching signage for this site and represents a clear variation from other developments.**

***The request meets this criterion.***

3. 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 site signage was designed with the same colors and massing as the buildings within the industrial park, utilizing horizontal elements, shades of gray and blue to provide an overall high-quality cohesive look that will set this industrial park apart from other developments.**

***The request 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 industrial park architecture and will be 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 Mesa Gateway District and Pecos Road Employment Opportunity Zone. The City of Mesa is looking towards these districts as increased opportunities for high-quality employment.**

***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 any other applicable City plan or policies;

**The proposed project is located in the Employment Opportunity (EO) district and within the Pecos Road Employment Opportunity Zone (PREOZ). Industrial uses are permitted within the PREOZ and EO zoning district and conforms to the goals of the 2040 Mesa General Plan. The proposed CSP allowances for detached signage is consistent with the location, size, design, and operating characteristics of the site and surrounding area.**

***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 monument signage in the industrial park is designed to not disturb the surrounding area but to advertise the center identity on Pecos Road. The proposed signage will not be injurious or detrimental to the surrounding area or to the general welfare of the City of Mesa.**

***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 available to serve the approved Tailwinds at Gateway development.**

***The request meets this criterion.***

Findings:

- A. The proposed CSP complies with Section 11-43-3(D) of the MZO for attached and detached signs in the EO District.
- B. The CSP proposes to allow a maximum sign copy horizontal-to-vertical ratio of five to one (5:1).
- C. The development is unique in that several tenants are not visible from Pecos Road and 80<sup>th</sup> Street.
- D. The proposed detached signage is consistent with the approved architecture for the development.
- E. The CSP advances the goals and objectives of the Employment character area by establishing a customized sign plan to help create and maintain a strong and viable industrial park and identify the development to vehicle, transit, and pedestrian users.
- F. The proposed CSP is consistent with the location, size, design and operating characteristics of the EO District and the surrounding area.
- G. The proposed CSP will not be injurious or detrimental to the surrounding properties.
- H. The City of Mesa utilities and public infrastructure are available to serve the approved development.

**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 has 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 conforms to the review criteria for Comprehensive Sign Plans outlined in Section 11-46-3 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 to be reviewed and approved through a separate permit application.

**Exhibits:**

- Exhibit 1 – Vicinity Map
- Exhibit 2 – Staff Report
- Exhibit 3 – Narrative and Justification Statement
- Exhibit 4 – Site Plan
- Exhibit 5 – Comprehensive Sign Plan