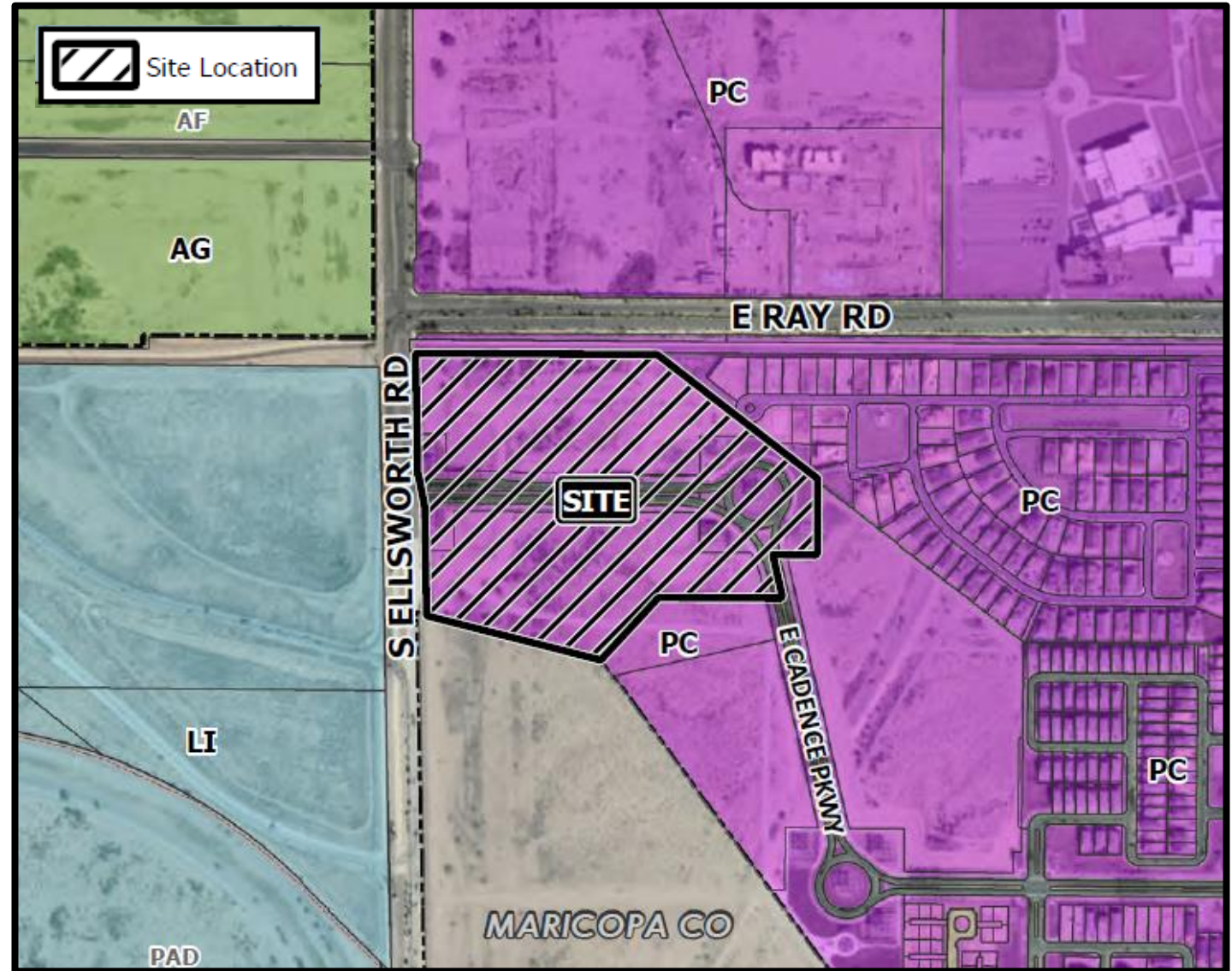




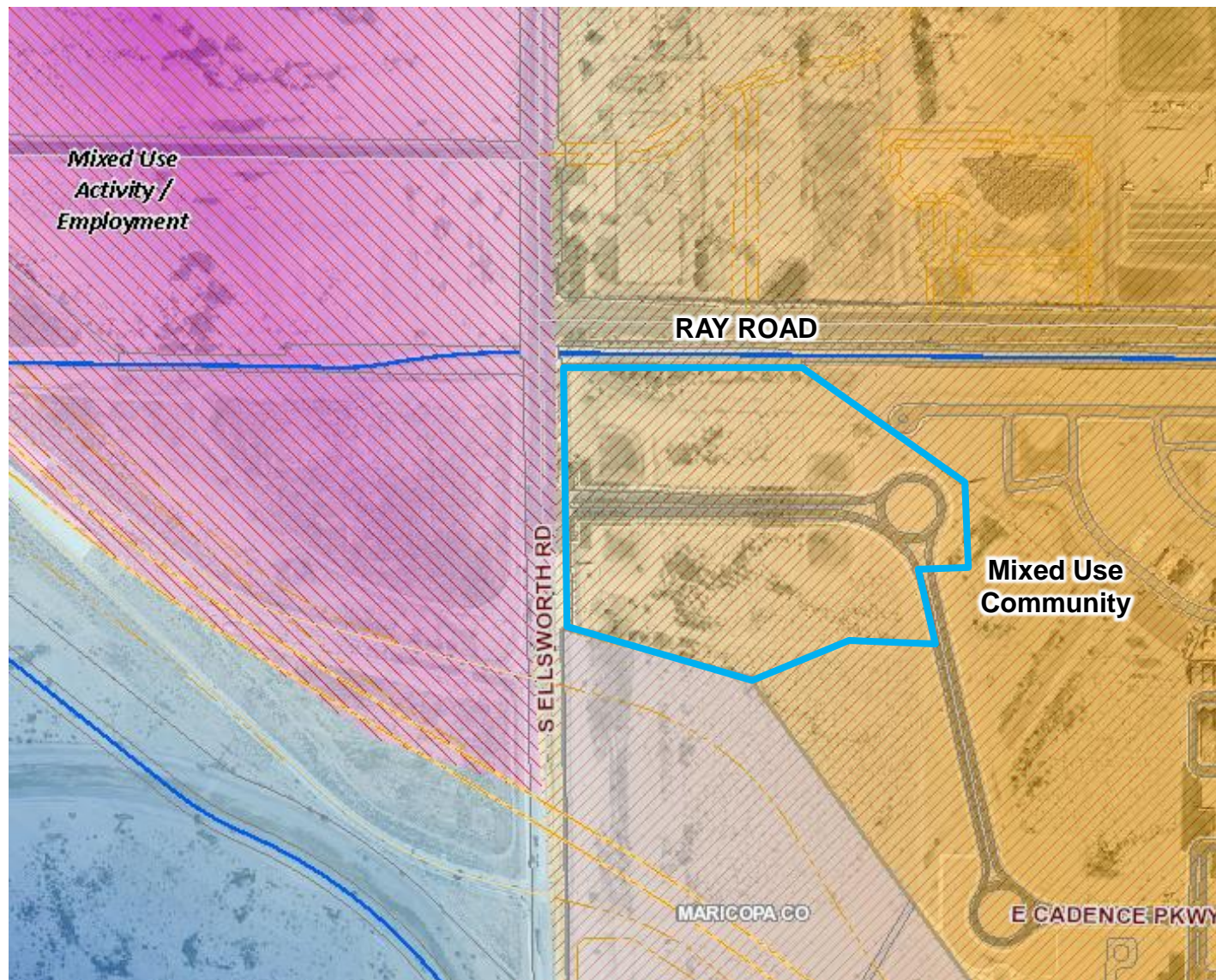
**BOA20-00226**

# Location

- NEC of Ray and Ellsworth Roads
- Both North and South sides of Cadence Parkway







# General Plan

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## Mixed Use Community

- Large land area
- Create a complete and identifiable community
- Mix of uses

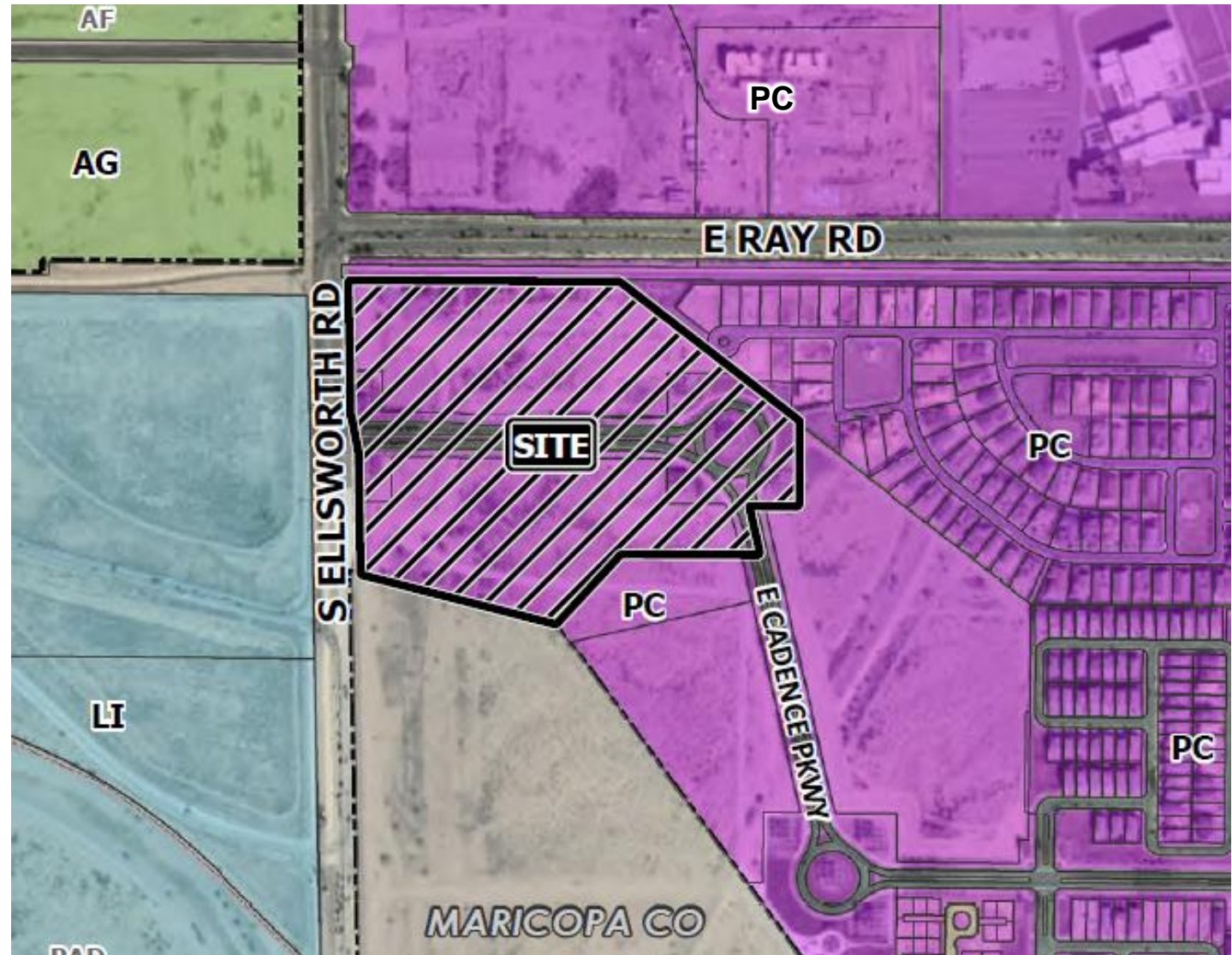
## Gateway Strategic Development Plan

- Create of live/work/play/community



# Zoning

- Planned Community (PC)
  - Approved Cadence Community Plan (CP)
  - Community Commercial Land Use Group (LUG)
  - Development Unit (DU) 1, Phase 2
  - Approved Site Plan for a Commercial Shopping Center



## Cadence DU 1, Phase 2 Plan:

- Requires approval of an individual CSP
- Refers to Chapter 15 of the CP for specific standards for all sign types
- Section 15.1 of the Cadence CP establishes the Mesa Zoning Ordinance (MZO) sign standards and criteria as base sign
- Allows modification of base sign standards through Special Use Permit process for a Comprehensive Sign Plan approved by the Board of Adjustment

## Request

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- Special Use Permit

## Purpose

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- Comprehensive Sign Plan

# Site Photos



Corner of Ray and Ellsworth Road Power Road looking southeast across site



Ellsworth Road south of Cadence Parkway looking northeast across site



# Sign Plan

- Attached Signs
  - Meet Mesa Zoning Ordinance sign standards



Pan Channel Letter  
Internally Illuminated



Reverse Pan Channel Letter  
Halo-Illuminated



Illuminated Sign Cabinet  
Internally Illuminated

Cabinet Signs – Mesa Zoning Ordinance Attached  
Permanent Signs Design Standards 11-43-3(B)(1)(a)  
(i) – An architecturally designed cabinet that is  
irregular and freeform in shape.



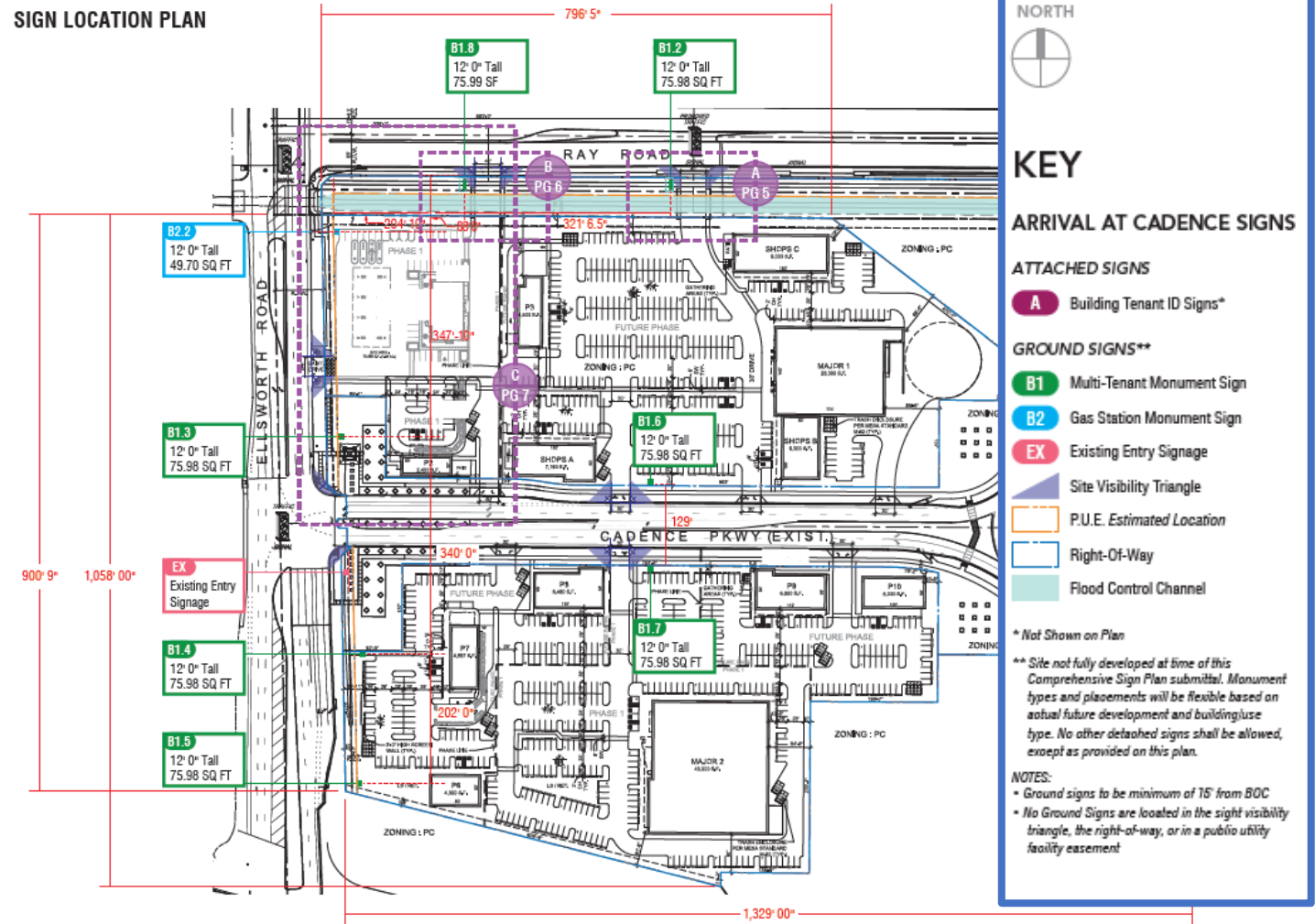
Pan Channel Letter w/ Push Through Acrylic Face  
Internally Illuminated

# Sign Plan

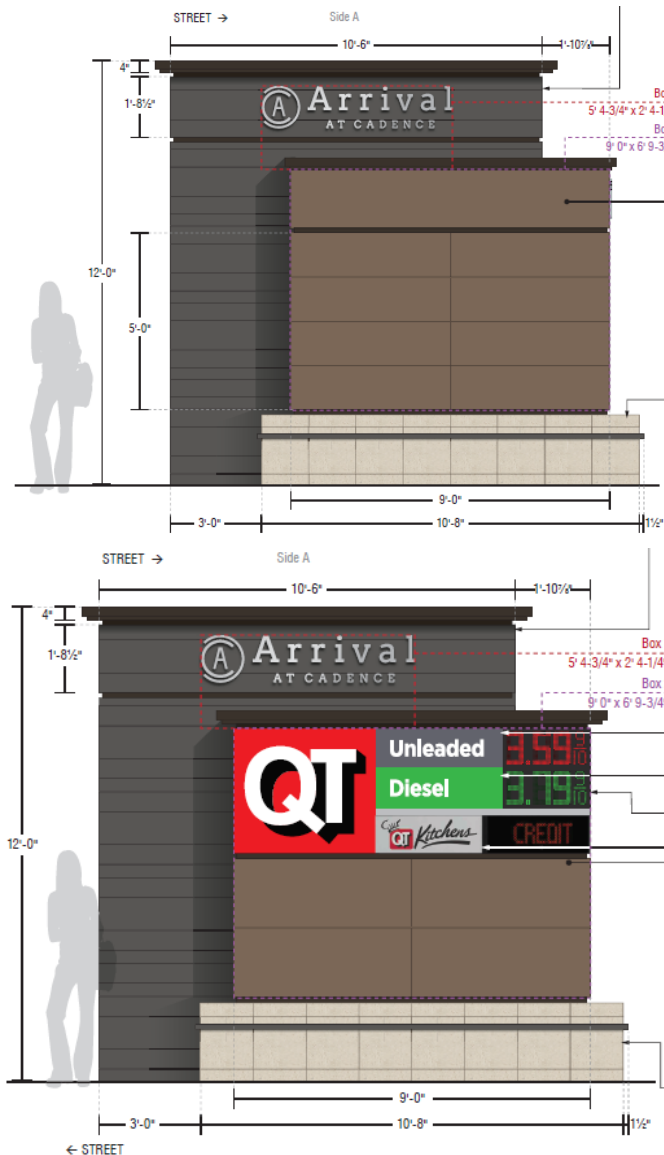
## • Detached Signs

Ellsworth Road (900-foot of Street Frontage)	Sign Requirements	MZO Requirements	Proposed CSP
	Aggregated Area	900 sq. ft. (1 sq. ft. of sign area / lineal ft. of street frontage)	278 sq. ft. (3 signs at 76 sq. ft. each 1 sign at 50 sq. ft.)
	Aggregated Height	45 ft. (1 ft. of height / 20 lineal ft. of street frontage)	48 ft. (4 signs at 12 ft. each)
Ray Road (779-foot of Street Frontage)	Sign Requirements	MZO Requirements	Proposed CSP
	Aggregated Area	779 sq. ft. (1 sq. ft. of sign area / lineal ft. of street frontage)	152 sq. ft. (2 signs at 76 sq. ft. each)
	Aggregated Height	38 ft. (1 ft. of height / 20 ft. lineal ft. of street frontage)	24 ft. (2 signs at 12 ft. each)
Cadence Parkway (North Parcel) (1,329-foot of Street Frontage)	Sign Requirements	MZO Requirements	Proposed CSP
	Aggregated Area	1,320 sq. ft. (1 sq. ft. of sign area / lineal ft. of street frontage)	1 sign at 76 sq. ft.
	Aggregated Height	132 ft. (1 ft. of height / 10 ft. lineal ft. of street frontage)	1 sign at 12 ft.
Cadence Parkway (South Parcel) (1,329-foot of Street Frontage)	Sign Requirements	MZO Requirements	Proposed CSP
	Aggregated Area	1,320 sq. ft. (1 square ft. of sign area / lineal ft. of street frontage)	1 sign at 76 sq. ft.
	Aggregated Height	132 ft. (1 ft. of height / 10 ft. lineal ft. of street frontage)	1 sign at 12 ft.

SIGN LOCATION PLAN







# Detached Signs

# Approval Criteria

## Section 11-70-5(E) SUP Criteria



Project will advance the goals and objectives of the General Plan and other City plan and/or policies;



Location, size, design, and operating characteristics 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;



Project will not be injurious or detrimental to the surrounding properties, the neighborhood, or to the general welfare of the City; and



Adequate public services, public facilities and public infrastructure are available.

# Summary

## Findings

- ✓ Complies with the 2040 Mesa General Plan
- ✓ Complies with Section 14.7 of the Cadence DU 1, Phase 2 Plan for the CC LUG
- ✓ Meets purpose, intent and sign standards and criteria of Chapter 15 of the Cadence CP
- ✓ Meets SUP criteria

## Staff Recommendation

Approval with Conditions