



PLANNING DIVISION

STAFF REPORT

Board of Adjustment

January 6, 2021

CASE No.: BOA20-00195	CASE NAME: Desert Medical CSP
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Owner's Name:	DSMB Properties LLC., Rouse & Aikman Investments, Discovery Health System, and LHT Phoenix LLC
Applicant's Name:	Michael Donada, Signs Plus
Location of Request:	Within the 1400 to 1600 block of South Dobson Road (west side). Located south of Southern Avenue on the west side of Dobson Road.
Parcel Nos:	134-43-016B, 134-43-014B, 134-43-017, 134-43-014L, 134-43-014M, 134-43-014H, 134-43-018B and 134-43-014K
Nature of Request:	Requesting a Special Use Permit (SUP) to modify an existing Comprehensive Sign Plan (CSP).
Zone District:	NC-PAD
Council District:	3
Site size:	12± acres
Staff Planner:	Kellie Rorex
Staff Recommendation:	APPROVAL with Conditions

HISTORY

On **January 4, 1967** the City Council approved the annexation of approximately 399± acres of land, including the subject site, and subsequently rezoned the annexed land to Single Residence (RS-6) and Limited Commercial (LC) to establish a comparable zoning (Ord. No. 538, Case No. Z67-23).

In **January of 1970**, the City Council approved a rezone for the subject site from RS-6 to Multifamily (RM-4) to allow for the development of a medical office campus (Case No. Z70-021).

On **February 4, 1991**, the City Council approved a rezone of the subject site from RM-4 to Neighborhood Commercial with a Development Master Plan Overlay (NC-DMP). This request was

to allow the existing medical complex to be brought into conformance with current zoning requirements (Ord. No. 2588, Case No. Z91-001).

On **January 7, 2002**, City Council approved a site plan modification to allow for the expansion of the Desert Medical Hospital Complex (Ord. No. 3962, Case No. Z01-070).

On **May 12, 2009**, the Board of Adjustment approved a Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP) for Banner Desert Hospital (Case No. BA09-016).

PROJECT DESCRIPTION

Background:

The applicant is requesting a modification to their Comprehensive Sign Plan (CSP) to establish sign criteria and design standards for four (4) medical office buildings and a parking garage within the Desert Medical Hospital Complex. The proposed modification to the CSP was designed to facilitate wayfinding signs within the medical complex south of Banner Desert Medical Hospital. The requested CSP would allow for modifications to the City of Mesa Sign Ordinance for the number of attached and detached signs and the maximum height of a monument sign.

The proposed modification to the CSP includes 22 attached building signs including; tenant signs, campus ID signs and a campus map; one (1) monument sign; and 27 wayfinding signs including attached address signs, detached directional signs, and detached tenant signs. All wayfinding signs will utilize a color pallet to help direct patients to the right building. Tenant signs will be restricted to the number of signs requested in the tables below, however, the location of those signs will be allowed in any of the shown locations on the elevations seen in the sign plan. The location will be determined by the landlord. The attached Campus ID Signs and Campus Map will be allowed on the location stated in the CSP.

Table 1: Attached Signs, Table 2: Detached Signs, and Table 3: wayfinding signs, compare the MZO standards with the proposed CSP. **Bolded** entries denote where the CSP proposal exceeds Code.

Table 1: Attached Signs – Tenant Signs, Campus ID Signs, and Campus Map

1432 S Dobson - Building

Sign Standards	Allowed Per MZO	Applicant Proposed CSP
Number of permanent signs	3	3
Maximum aggregate sign area calculation	160 square feet	160 square feet
Maximum sign area per sign	160 square feet	53.33 square feet

1432 S Dobson - Garage

Sign Standards	Allowed Per MZO	Applicant Proposed CSP
Number of permanent signs	3	1
Maximum aggregate sign area calculation	160 square feet	81.12 square feet
Maximum sign area per sign	160 square feet	81.12 square feet

1450 S Dobson

Sign Standards	Allowed Per MZO	Applicant Proposed CSP
Number of permanent signs	4	5
Maximum aggregate sign area calculation	80% of lineal front foot of occupancy	172.8 square feet
Maximum sign area per sign	160 square feet	43.2 square feet

1500 S Dobson

Sign Standards	Allowed Per MZO	Applicant Proposed CSP
Number of permanent signs	7	8
Maximum aggregate sign area calculation	80% of lineal front foot of occupancy	358 square feet
Maximum sign area per sign	160 square feet	51.2 square feet

1520 S Dobson

Sign Standards	Allowed Per MZO	Applicant Proposed CSP
Number of permanent signs	4	4
Maximum aggregate sign area calculation	80% of lineal front foot of occupancy	163.2 square feet
Maximum sign area per sign	160 square feet	40.8 square feet

Table 2: Detached Signs – Monument Sign

Sign Standards	Allowed Per MZO	Applicant Proposed CSP
Number of detached signs	Multiple signs	1 sign
Maximum aggregate sign area calculation	840 square feet	40.13
Maximum height per sign	12 feet (1-foot of sign height per 20 lineal feet of street frontage)	13 feet
Maximum area per sign	80 square feet	40.13 square feet

Table 3: Wayfinding Signs – Attached Address Signs, Detached Directional Signs, Detached Tenant Signs

Sign Standards	Allowed Per MZO	Applicant Proposed CSP
Wayfinding Signs	No Criteria	27

Overall, the modification to the CSP is requesting one additional attached sign for two of the buildings (1450 S Dobson and 1500 S Dobson) and a one-foot (1') height increase for the monument sign that will be placed along Dobson Road.

General Plan Character Area Designation and Goals:

The subject site is located in a Specialty District Character Area of the Mesa 2040 General Plan. The Specialty Districts character type is for large areas with a single use such as an educational campus, airport or medical facility. Development in this character type maintains a campus feel

and connection between buildings by having consistency in landscaping and signage and a high-quality of building design and materials.

The proposed signage and color schemes proposed in the subject CSP will create connectivity between the medical complex and facilitate wayfinding within the 12± acre site. Attached tenant sign criteria and signage type will also help create a high-quality development that will add to the campus feel of the medical complex. Overall, the proposed CSP conforms with the primary focus of the Specialty District and further the goals of the Mesa 2040 General Plan.

Site Characteristics:

The subject site is zoned NC-PAD and is located north of the US 60 Superstition Freeway and west of Dobson Road. The proposed sign plan will cover four (4) medical office buildings and a parking garage on the southeast portion of the Banner Desert Medical complex (approximately 12± acres). The proposed sign plan area has over 840 feet of street frontage along Dobson Road, however, the cluster of buildings that will be governed by the sign plan are over 400 feet away from Dobson Road.

Surrounding Zoning Designations and Existing Use Activity:

Northwest NC-PAD Developed Medical	North NC-PAD Developed Medical	Northeast (Across Dobson) PS Mesa Community College
West NC-PAD Developed Medical	Subject Property NC-PAD Developed Medical	East (Across Dobson) PS Mesa Community College
Southwest Superstition Freeway	South Superstition Freeway	Southeast Superstition Freeway

Mesa Zoning Ordinance Requirements and Regulations:

Comprehensive Sign Plan MZO Section 11-46-3(D)

Per Section 11-46-3(D) of the City of Mesa Zoning Ordinance, 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

The site is part of a large medical complex with frontage along Dobson Road and Southern Avenue, however, the buildings are setback from the nearest street (Dobson) by over 400 feet which restricts sign visibility.

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 proposed sign plan will cover four (4) large buildings with dozens of individual tenants in each building on a site that is 12± acres in size.

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 CSP contains a color scheme for detached address signs, detached tenant signs, and attached address signs that acts as a wayfinding strategy to direct patients and visitors to different areas of the medical campus. Similarly, the attached tenant signs have an established color scheme to promote cohesiveness and connectivity with the development.

The request meets this criterion.

Special Use Permit MZO Section 11-70-5

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. 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 site is located in a Specialty District Character Area of the Mesa 2040 General Plan which focuses on creating large specialty areas that are connected through similar signage, landscaping and uses. The proposed CSP utilizes a color scheme and sign type that connects all buildings under the sign plan together. Therefore, approval of the proposed CSP will advance the goals and objectives of and is consistent with the policies of the Mesa 2040 General Plan.

The proposal meets this criteria.

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 existing medical offices are a permitted use in the NC zoning district per MZO Chapter 11-6. The proposed CSP allowance for attached signs, monument sign, and

wayfinding signs that are consistent with the location, size, design and operating characteristics of the property and the surrounding area.

The proposal meets this criteria.

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 CSP will not be injurious or detrimental to the surrounding properties.

The proposal meets this criteria.

4. Adequate public services, public facilities and public infrastructure are available to serve the proposed project.

Adequate public services, public facilities and public infrastructure are existing at the site and are available to serve the proposed project.

The request meets this criterion.

Findings:

- A. The comprehensive sign plan will cover a 12± acre area consisting of four medical office buildings and a parking garage that are occupied by dozens of tenants. The CSP is therefore designed to provide wayfinding and direct patients to the correct building.
- B. The area has over 840 feet of frontage along South Dobson Road, however, the buildings covered under the CSP are located over 400 feet from Dobson Road; limiting the visibility of attached signage
- C. The applicant is meeting attached signage requirements in the NC district per MZO Section 11-43-3(D)(1) for the buildings located at 1432 S Dobson and 1520 S Dobson.
- D. The applicant is proposing one additional attached sign on the building located at 1450 S Dobson and one extra attached sign on the building located at 1500 S Dobson.
- E. The applicants are requesting one-foot (1') of additional monument sign height.
- F. The design of the proposed signs will help connect the multi-building development together and help patients find their way in the large medical complex.
- G. The subject CSP will advance the goals and objectives of the General Plan. The number of signs are also consistent with the location, size, design and operating characteristics of the property and will not be injurious or detrimental to the surrounding properties.

Neighborhood Participation Plan and Public Comments:

The applicant mailed the required notification letters to all property owners within 500 feet of the site. 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 and project narrative.
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 – Sign Plan