



**PLANNING DIVISION
STAFF REPORT**

Board of Adjustment

May 5, 2021

CASE No.: BOA21-00117	CASE NAME: HOPEBRIDGE CSP Amendment
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Owner's Name:	Baywood Health Center LLC.
Applicant's Name:	Jose Villanueva
Location of Request:	6550 E. Broadway Road/6553 E. Baywood Ave
Parcel Nos:	141-57-072A and 141-57-069
Nature of Request:	Requesting a Special Use Permit (SUP) to update an existing Comprehensive Sign Plan (CSP)
Zone District:	Multiple Residence-4 (RM-4)
Council District:	2
Site size:	6.34± acres
Proposed use:	Medical Office
Existing use:	Medical Office
Hearing date(s):	May 5, 2021 / 5:30 p.m.
Staff Planner:	Chloe Durfee-Sherman
Staff Recommendation:	APPROVAL with Conditions

HISTORY

On **July 22, 2008**, the Zoning Administrator approved a Special Use Permit for a Comprehensive Sign Plan for 2± acres of the subject site, for an existing medical center office (Case No. ZA08-063).

On **January 14, 2014**, the Board of Adjustment approved a Special Use Permit for a Comprehensive Sign Plan for 6± acres for the Baywood Health Center (Case No. BA14-003).

PROJECT DESCRIPTION

Background:

The applicant is requesting a Special Use Permit to modify an existing Comprehensive Sign Plan (CSP) for a medical office campus in the Multiple Residence-4 (RM-4) zoning district. The existing CSP approved in 2014 allowed for an increased number of attached and detached signs as well as an increase to the maximum sign area.

The requested modifications are an increase in the maximum sign area for attached tenant signs from 32 square feet to 55 square feet and an increase in the maximum sign area for attached center ID signs from 55.5 square feet to 70 square feet. The Baywood Health Center is currently undergoing major interior and exterior renovations. The proposed modifications to the CSP also include changes to the approved color palette in order to match the renovations occurring at the health center.

Table 1 and 2 below compares the MZO standards, approved CSP standards, and the proposed CSP modifications.

Table 1: Attached Signs

Sign Requirements	MZO Requirements	Approved CSP	Proposed CSP	Staff Recommendation
Max. Number of Signs	2 signs per street front, attached or detached	1 sign per street front	1 sign per street front	As proposed
Min. Sign Area	N/A	Center ID signs: N/A Tenant signs: 20 sq. ft. per elevation	Center ID signs: N/A Tenant signs: 20 sq. ft. per elevation	As proposed
Max. Sign Area	1 sq. ft. of sign area per 5-lineal feet of street frontage up to a max. of 32 sq. ft.	Center ID signs: 55.5 sq. ft. Tenant signs: 32 sq. ft. per elevation	Center ID signs: 70 sq. ft. Tenant signs: 55 sq. ft. per elevation	As proposed
Max. Sign Height	N/A	Center ID signs: 53 in. Tenant signs: 24 in.	Center ID signs: 53 in. Tenant signs: 24 in.	As proposed

Table 2: Detached Signs

Sign Requirements	MZO	Approved CSP	Proposed CSP	Staff Recommendation
Max. Number of Signs	2 signs per street front, attached or detached	1 monument sign and 2	1 monument sign and 2 directional	As proposed

		directional sign per street front	sign per street front	
Max. Sign Area	1 sq. ft. of sign area per 5-lineal feet of street frontage up to a max. of 32 sq. ft.	Monument Sign: 32 sq. ft. Directional Sign: 8 sq. ft.	Monument Sign: 32 sq. ft. Directional Sign: 8 sq. ft.	As proposed
Max. Sign Height	8 ft.	Monument Sign: 8 ft. Directional Sign: 4 ft.	Monument Sign: 8 ft. Directional Sign: 4 ft.	As proposed

General Plan Character Area Designation and Goals:

The General Plan character area designation of the property is Specialty with a Medical Campus Sub-type. Per Chapter 7 of the General Plan, Specialty District character areas are intended to provide areas with a single use such as an educational campus, airport, or medical facility. Areas within Medical Campus Sub-type are appropriate for hospitals and associated medical office buildings. The existing medical facility conforms to the intent of the character area and its sub-type.

Per Chapter 5 of the General Plan, healthcare has been identified as an industry of opportunity for the City of Mesa. Business retention, attraction, and development have been some of the goals that the chapter covers. The request for the Special Use Permit to update an existing Comprehensive Sign Plan, which will allow for more visibility for existing and future medical offices and business, is consistent with this goal.

Site Characteristics:

The Baywood Health Center is located on the north side of Broadway Road, between Power Road and Recker Road. The medical campus is made up of two parcels, both zoned RM-4 totaling just over 6 acres in size. The campus' Broadway Road frontage is over 370 feet and the frontage along Baywood Ave is over 540 feet.

Surrounding Zoning Designations and Existing Use Activity:

Northwest NC-BIZ Hospital	North NC-BIZ Hospital	Northeast NC-BIZ Hospital
West RM-4 Nursing Facility	Subject Property RM-4 Medical Offices	East LC/ LC-PAD Medical Offices/Postal Office
Southwest Maricopa County Residential	South Maricopa County Residential	Southeast Maricopa County/AG Residential/Cemetery and Funeral Home

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 subject site is located on and has frontage on both Broadway Road and Baywood Avenue. The site consists of two, two-story medical office buildings that are setback approximately 100 feet from the nearest right-of-way. The buildings placement along with the large setback restrict normal sign visibility. The proposed CSP allows the development to provide larger signage more commensurate with office development despite being located in a multiple residence zoning district.

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 subject site is zoned RM-4; and therefore is subject to sign criteria meant for multiple residence development which anticipates smaller sign needs. The approval of the subject CSP modifications would allow for signage consistent with commercial uses.

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 Baywood Health Center is undergoing major renovations that include upgrades to the interior of the building and the building façade. The proposed modifications include an update to the color palette and options for non-illuminated signs. The updated color palette is consistent with the redesign of the medical center and provides for consistency with new accent paint colors being used on the building façade. The proposed signs are considered superior quality and consist of reverse pan channel lettering, metal embellishments, and vinyl graphics.

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 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 the Specialty character type of the Mesa 2040 General Plan, with a Medical Campus Sub-type. The medical office development along the arterial is consistent with the goals and objectives of the General Plan and approval of the CSP will advance those goals and objectives by allowing a customized sign plan for a medical office development. It will help promote goals of increasing visibility of current and future healthcare businesses and support the goals of business retention, attraction, and development.

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 proposed medical office is a permitted use in the Specialty Medical Campus character area and is a legal-nonconforming use in the RM-4 zoning district. The proposed CSP allowance for attached signs, monument sign, and directional wayfinding signs, 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 increase in attached sign area 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.

The City of Mesa utilities and public infrastructure are available to serve the approved medical office development.

The request meets this criterion.

Findings:

- A. The Baywood Health Center Development is made up of two parcels, totaling over 6 acres in size, and is zoned RM-4.
- B. The medical campus contains a 36,127 square foot and 25,277 square foot office building that are situated between Broadway Road and Baywood Avenue.
- C. The subject site has over 370 liner feet of street frontage on Broadway Road and over 540 liner feet of street frontage on Baywood Avenue.
- D. The applicants are proposing to modify their existing Comprehensive Sign Plan to increase the maximum sign allowance for center identification signs to 70 sq. ft. and tenant signs to 55 sq. ft.
- E. The existing use of the site as a medical office development conforms with the Specialty Medical Campus character and to the goals of the Mesa 2040 General Plan.
- F. Adequate public services, public facilities and public infrastructure are available to serve the proposed project.

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 writing of this report, staff has not been contacted by any resident or property owner to express support or opposition to this request.

Staff Recommendation:

Based upon the application received and preceding analysis, Staff finds that the requested Special Use Permit to modify an existing Comprehensive Sign Plan complies with the review criteria for a Comprehensive Sign Plan outlined in Section 11-46-3 and the required findings for a Special Use Permit outlined in Section 11-70-5 of the MZO; and therefore, recommends approval of the request with the following conditions.

Conditions of Approval:

- 1. All signage to be reviewed and approved through a separate permit application.
- 2. Compliance with the CSP documents submitted.
- 3. Compliance with all requirements of the Development Services Department regarding the issuance of building permits.

Exhibits:

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