



BOARD OF ADJUSTMENT

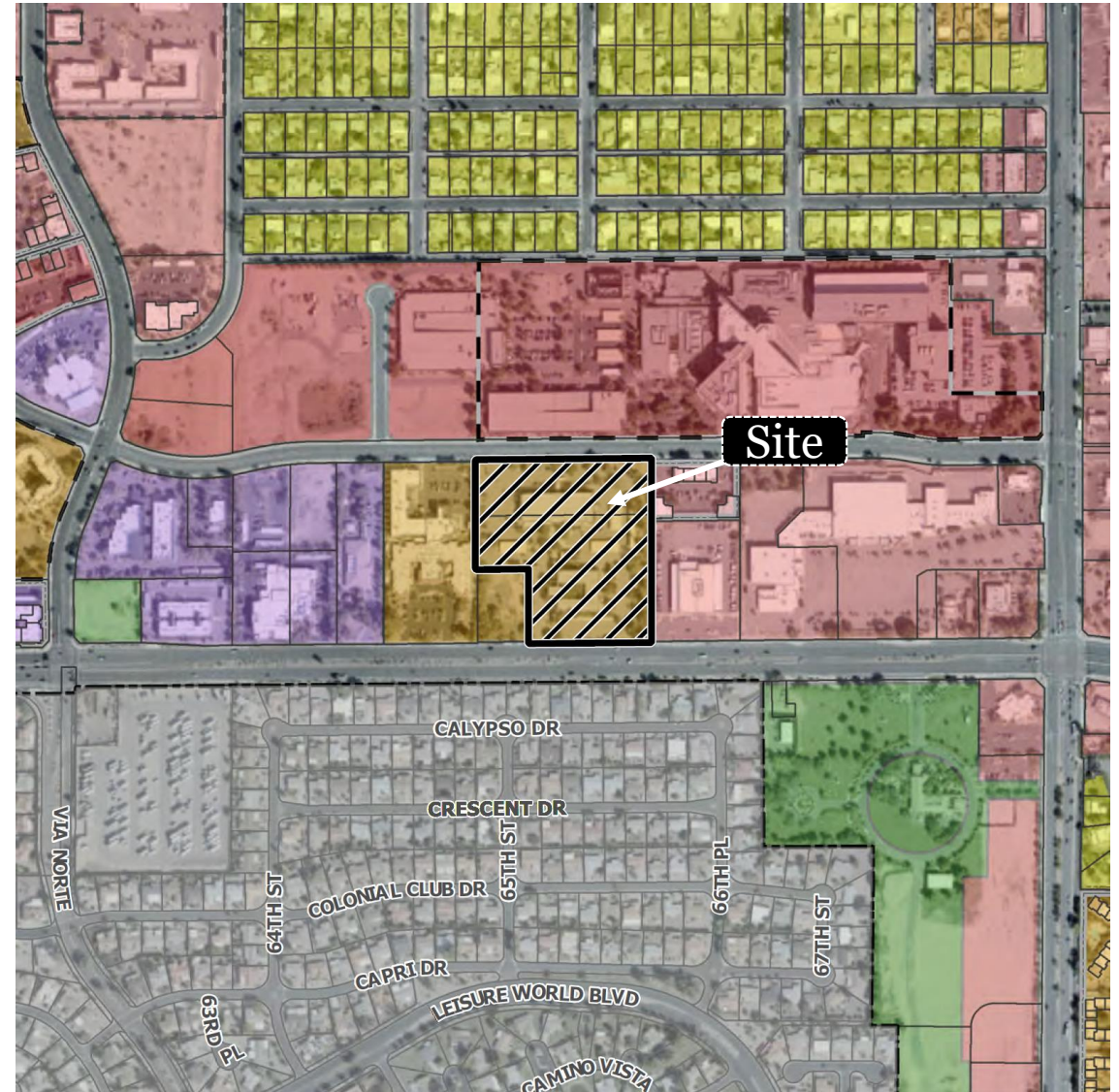
May 5, 2021

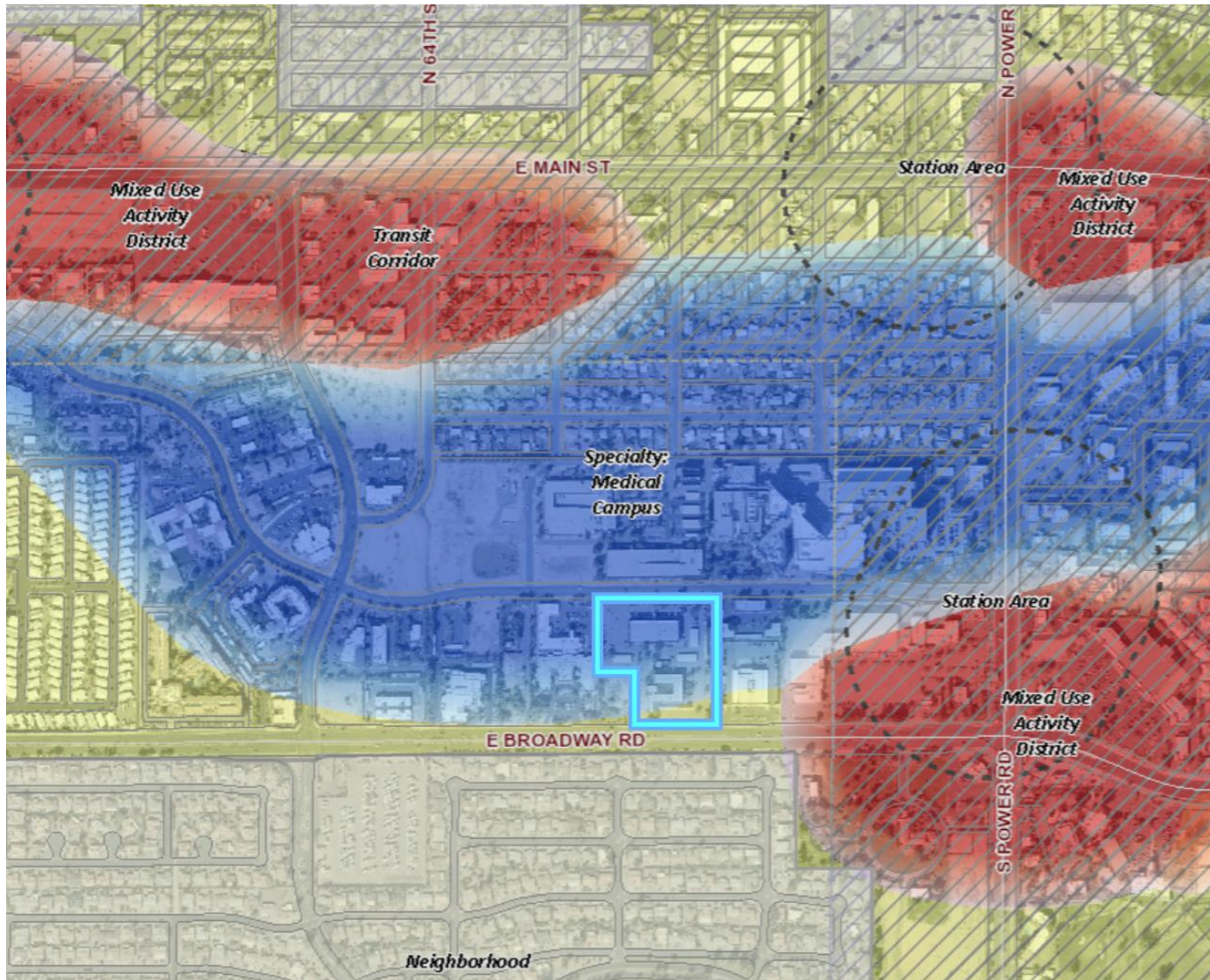


BOA21-00117

Location

- North side of Broadway Road and the south side of Baywood Ave
- Between Power Road and Recker Road
- Two frontages and totals over 6 acres





General Plan

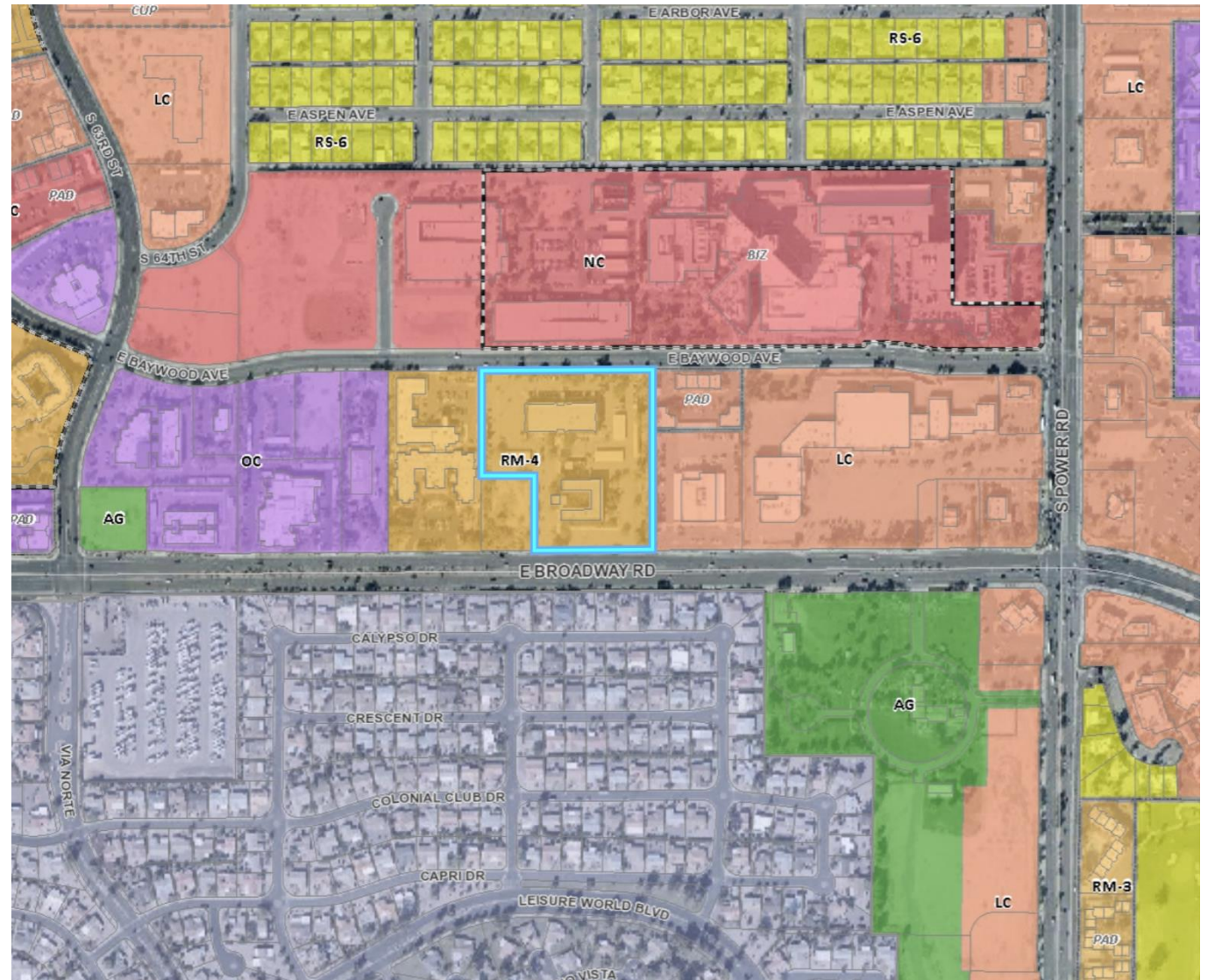
Specialty, Medical Campus

- Single use (educational campus, airport, medical campus)
- Supports the medical office use

Zoning

Multiple Residence (RM-4)

- Supports a variety of housing types (small single lot, townhouses, cluster housing, multiple residence)
- Also allows for residential care facilities and support





Request

- SUP

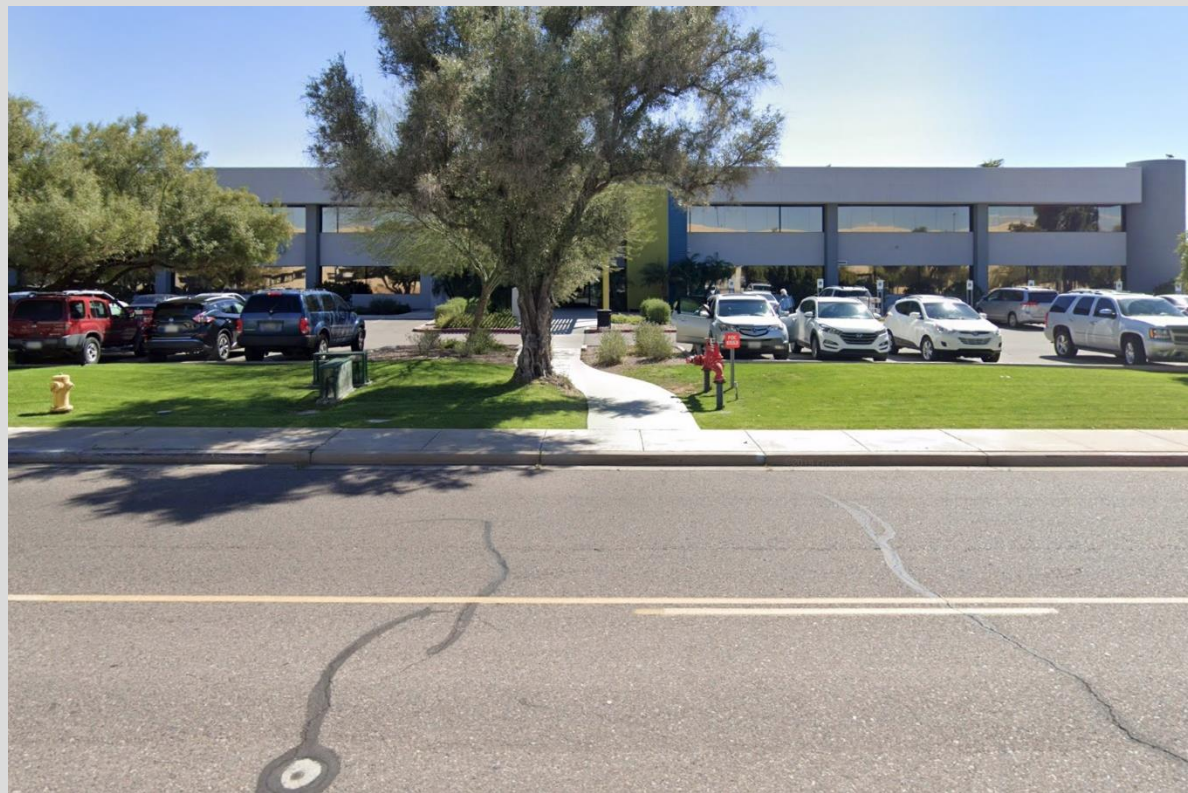
Purpose

- Update existing CSP

Site Photos



Looking north towards the site from Baywood Ave



Looking south towards the site from Broadway Road

Attached signage

- Exceed max area per a sign from the previously approved CSP

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

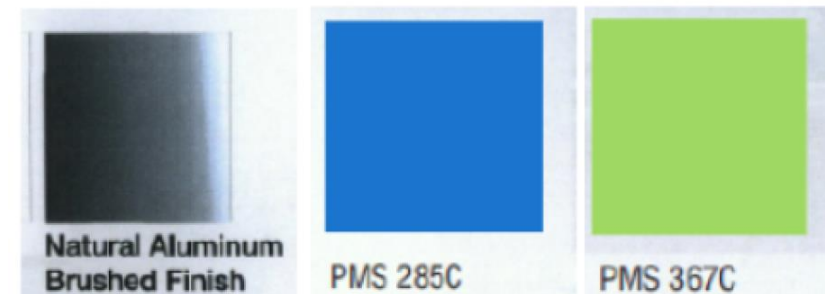
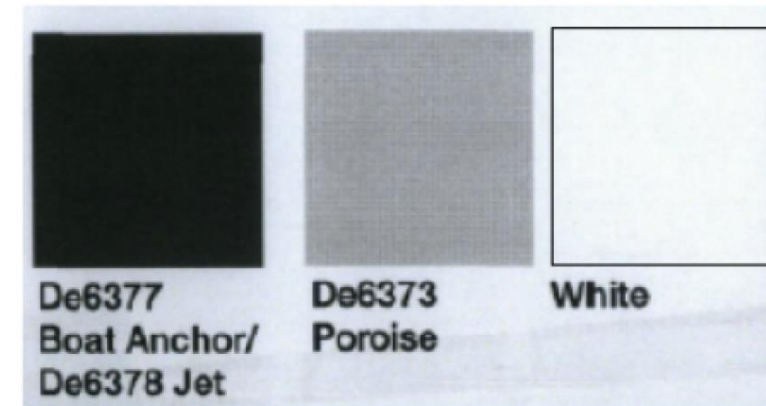
Detached signage

- No change

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 directional sign per street front	1 monument sign and 2 directional sign per street front	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.	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

Elevations

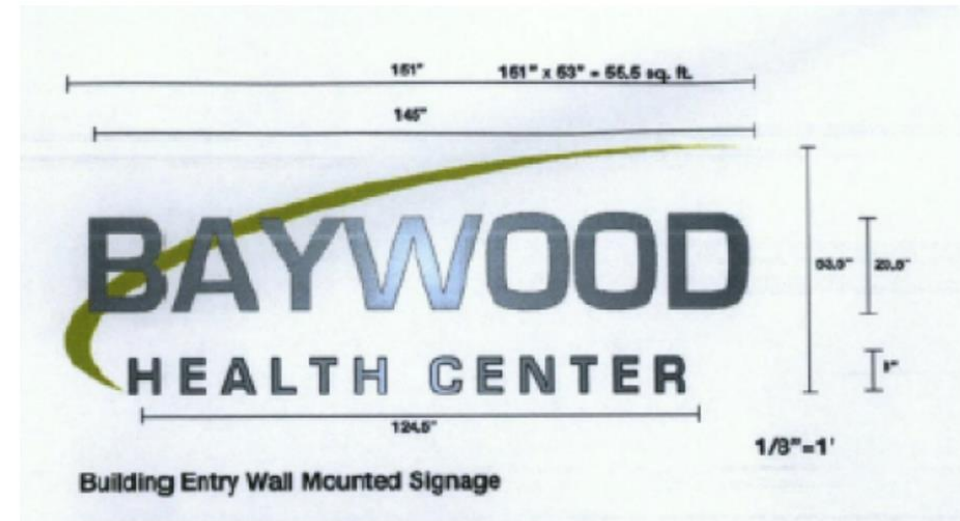
- Top: Permitted Signage from 2006
- Bottom: Requested Signage



Elevations

- Top: Permitted Signage from 2014
- Bottom: Requested Signage

Sign Area Before: 55.5 sq. ft. (Center ID)



Sign Area After: 54.83 sq. ft. (Center ID)

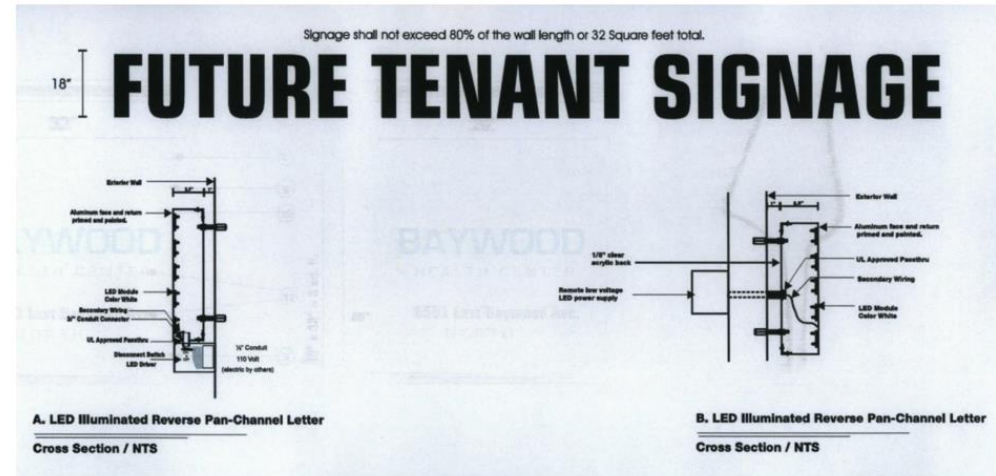
Sign Area Allowed: 70 sq. ft. (Center ID)



Elevations

- Top: Permitted Signage from 2014
- Bottom: Requested Signage

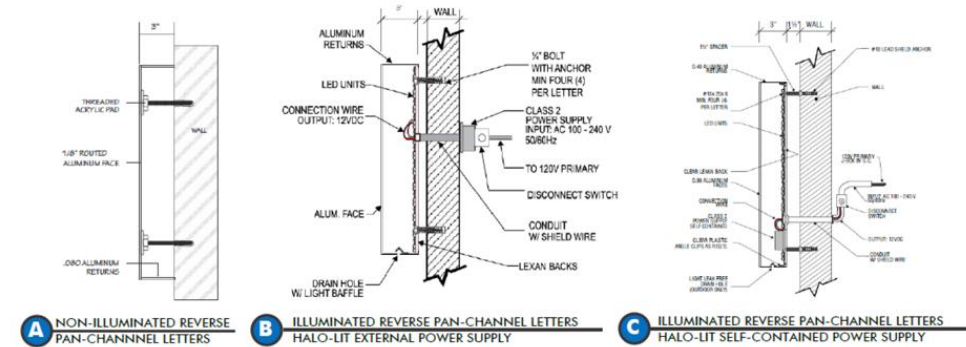
Sign Area Before: 32 sq. ft. (Tenant sign)



Sign Area After: 55 sq. ft. (Tenant sign) and option added

Signage shall not exceed 80% of the wall length or 55 square feet total

24" **FUTURE TENANT SIGNAGE**



Approval Criteria

Section 11-70-5(E) SUP Criteria

✓	#1 Project will advance the goals and objectives of the General Plan and other City plan and/or policies;
✓	#2 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;
✓	#3 Project will not be injurious or detrimental to the surrounding properties, the neighborhood, or to the general welfare of the City; and
✓	#4 Adequate public services, public facilities and public infrastructure are available.

Approval Criteria

Section 11-43-6(D) CSP Criteria

- | | |
|---|--|
| ✓ | #1 The site contains unique or unusual physical conditions that would limit or restrict normal sign visibility |
| ✓ | #2 The development exhibits unique characteristics of land use, that represent a clear variation from conventional development |
| ✓ | #3 The proposed signage incorporates special design features that reinforce or are integrated with the building architecture. |

Summary

Findings

- A. 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.
- B. 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.
- C. The site complies with Section 11-70-5(E) for a SUP.
- D. The site complies with Section 11-43-3(D) for a CSP.
- E. Adequate public services, public facilities and public infrastructure are available to serve the proposed project.

Staff Recommendation

Approval with Conditions



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