



**PLANNING DIVISION  
STAFF REPORT**

**Board of Adjustment**

**September 1, 2021**

CASE No.: <b>BOA21-00487</b>	CASE NAME: <b>Mesa Spirit Signage</b>
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Owner's Name:	Jarret O'Neill, Mesa Spirit, LLC
Applicant's Name:	Samuel Samata, Samata Signs, LLC
Location of Request:	3020 E. Main Street
Parcel No(s):	140-22-001E, 140-22-154, 140-22-156, 140-22-153, 140-22-001U
Nature of Request:	Requesting a Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP) for new monument signage in the Multiple Residence (RM-4) District
Zone District:	Multiple Residence (RM-4)
Council District:	2
Lot Area:	4,138,200 square feet or 95± acres
Existing use:	Multiple Residence (Mobile Home Subdivision)
Hearing Date(s):	September 1, 2021
Staff Planner:	Sean Pesek
Staff Recommendation:	<b>APPROVAL</b> with Conditions

**HISTORY**

On **September 9, 1997**, the Zoning Administrator approved a variance to allow recreational vehicles to encroach into the required front yard in the Multiple Residence (R-4) (RM-4) zoning district (Case no. ZA97-95).

On **April 24, 2001**, the Zoning Administrator approved a variance for a new detached sign to exceed the maximum height requirement (for detached signs) in the RM-4 zoning district (Case no. ZA01-032).

On **June 12, 2012**, Mesa's Board of Adjustment approved a variance for two new monument signs to exceed maximum sign area and height requirements (for detached signs) in the RM-4 zoning district (Case no. BA12-012).

## PROJECT DESCRIPTION

### **Background:**

The applicant, on behalf of Mesa Spirit, LLC, is requesting a Comprehensive Sign Plan (CSP) to replace the two existing monument signs with a single detached sign. If approved, the CSP will allow the applicant to exceed the maximum height and maximum sign area allowed for detached signs in the Multiple Residence (RM-4) zoning district.

In 2001, Mesa's Board of Adjustment (BOA) approved a variance for a single monument sign at the E. Main Street entrance to Mesa Spirit RV Resort that exceeded maximum height and sign area requirements. In 2012, the BOA approved a variance to replace the previous monument sign with two new monument signs, one on each side of the driveway along E. Main Street (existing signage). Each sign has a height of nine feet and a sign area of 22 square feet, which exceed the allowances for the RM-4 district.

Per Table 11-43-3-B in the Mesa Zoning Ordinance (MZO), the maximum sign area for detached/attached signage in the RM-4 zoning district is one square foot of sign area per five lineal feet of street frontage, up to a maximum of 32 square feet. Per the CSP, Mesa Spirit RV Resort has approximately 60 lineal feet of street frontage along E. Main Street, limiting new signage to 12 square feet of sign area. Per Table 11-43-3-B in the MZO, the maximum height for a detached sign in the RM-4 zoning district is eight feet. The applicant is proposing to replace the two existing monument signs with a single detached sign with a sign area of 23 square feet and a height of 18 feet. The applicant has also identified, through approval of the CSP, four existing signs (two detached and two attached) that will receive an updated sign face to reflect a change to the Mesa Spirit logo.

Table 1 (Detached Signs) compares the MZO sign standards with the proposed CSP. **Bolded** entries denote where the CSP proposal differs or exceeds the code.

**Table 1: Detached Signs**

<b>Sign Standards</b>	<b>Allowed Per MZO</b>	<b>Applicant Proposed CSP</b>
Maximum height per sign: Table 11-43-3-B	8 feet	<b>18 feet</b>
Maximum area per sign: Table 11-43-3-B	12 square feet (1-foot of sign area per 5-lineal feet of street frontage)	<b>24 square feet</b>

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

The Mesa 2040 General Plan Character Area designation on the property is Neighborhood with a Manufactured Home Sub-type. Per Chapter 7 of the General Plan, the focus of the Neighborhood Character Area is to provide safe places for people to live where they can feel secure and enjoy their surrounding community. The Manufactured Home Sub-type includes areas of at least 80 contiguous acres comprised of one or more recreational vehicle or manufactured home parks or subdivisions. The existing use conforms to the General Plan's Neighborhood Character Area and the Manufactured Home Sub-type designation for the property.

**Site Characteristics:**

The subject property is approximately 95 acres in size and has approximately 1,540 feet of street frontage along Lindsay Road; approximately 1,620 feet of street frontage along E. University Drive; and approximately 60 feet of street frontage along E. Main Street. The registration office is directly accessed from the E. Main Street driveway, making it the main entrance for customers.

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

<b>Northwest</b> LC Commercial	<b>North</b> RM-3 and RM-4 Single Residence Attached and Manufactured Homes	<b>Northeast</b> RM-3 and RM-4 Single Residence Attached and Manufactured Homes
<b>West</b> RS-7, RS-6, RM-4, LC Single Residence, Manufactured Homes, and Commercial	<b>Subject Property</b> RM-4 Manufactured Homes	<b>East</b> RM-4, RM-4 PAD, GC Manufactured Homes and Commercial
<b>Southwest</b> LC Commercial	<b>South</b> GC and LC Commercial	<b>Southeast</b> GC and LC Commercial

**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 property is 95 acres with frontage on Lindsay Road, University Drive, and Main Street. However, the frontage along Main Street is only 60 feet wide, which is significantly less compared to the other frontages on Lindsay Road (1,540 feet) and E. University Drive (1,620 feet). As a result, sign area allowance for the main entry along E. Main Street is limited to 12 square feet. Comparatively, the maximum allowable sign area is 32 square feet along Lindsay Road and E. University Drive and each frontage has two signs that meet this size requirement.**

***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 existing development caters to individuals with large recreational vehicles. Typically, drivers of larger vehicles need more time to prepare their turning movement into a driveway, especially at night. Providing a larger sign with greater visibility will help cue to the main entry. The existing use, combined with the unique site characteristics, represent a clear variation from conventional development.**

***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 detached sign will consist of a stone veneer (Coronado old world ledge) base and a fabricated aluminum structure that is textured and painted to match the desert color schemes found throughout the resort.**

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

#### **Special Use Permit MZO Section 11-70-5**

Per Section 11-70-5 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 Mesa 2040 General Plan Character Area designation on the subject property is Neighborhood with a Manufactured Home Sub-type. Per Chapter 7 of the General Plan, the focus of the Neighborhood Character Area is to provide safe places for people to live where they can feel secure and enjoy their surrounding community. The approval of the Comprehensive Sign Plan will advance the goals and objectives of the General Plan by improving the safety of traffic flow around the main entrance of Mesa Spirit RV Resort.**

***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 existing mobile home subdivision is a permitted use in the RM-4 zoning district and the proposed CSP allowance for detached signs is consistent with the location, size, design and operating characteristics of the property and the 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 CSP will not be injurious or detrimental to the surrounding properties.**

***The proposal meets this criterion.***

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 dental office development.**

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

Findings:

- A. Per Table 11-43-3-B of the Mesa Zoning Ordinance (MZO), the maximum sign area in the RM-4 zoning district is one square foot of sign area per five lineal feet of street frontage, up to a maximum of 32 square feet (maximum of 12 square feet for the E. Main Street frontage).
- B. Per Table 11-43-3-B in the MZO, the maximum height for a detached sign in the RM-4 zoning district is eight feet.
- C. The applicant is proposing to replace two previously approved monument signs with a new detached sign that exceeds maximum height and sign area requirements.
- D. The proposed detached sign is approximately 18 feet tall with a sign area of 24 square feet.
- E. The applicant has identified four existing signs (two detached and two attached) to be replaced with a new sign face. No other structural changes are proposed.
- F. The subject property contains unusual physical conditions and exhibits unique characteristics of land use, both of which represent a clear variation from conventional development in the surrounding area.
- G. The materials and design of the proposed signs will be well integrated with the theme and architecture of the resort.
- H. The subject CSP will advance the goals and objectives of the General Plan. The sign area allowances 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 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 – Comprehensive Sign Plan