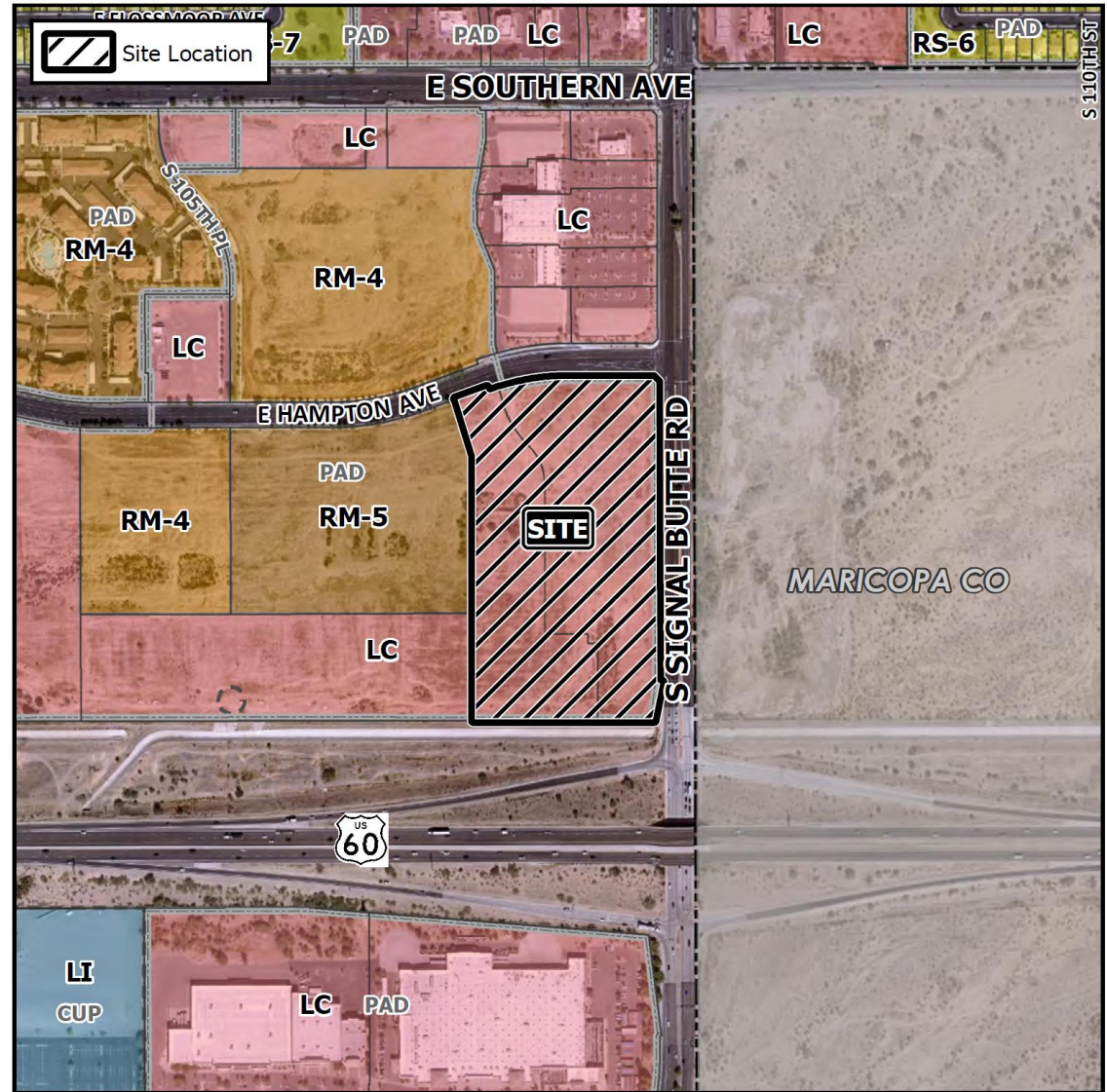


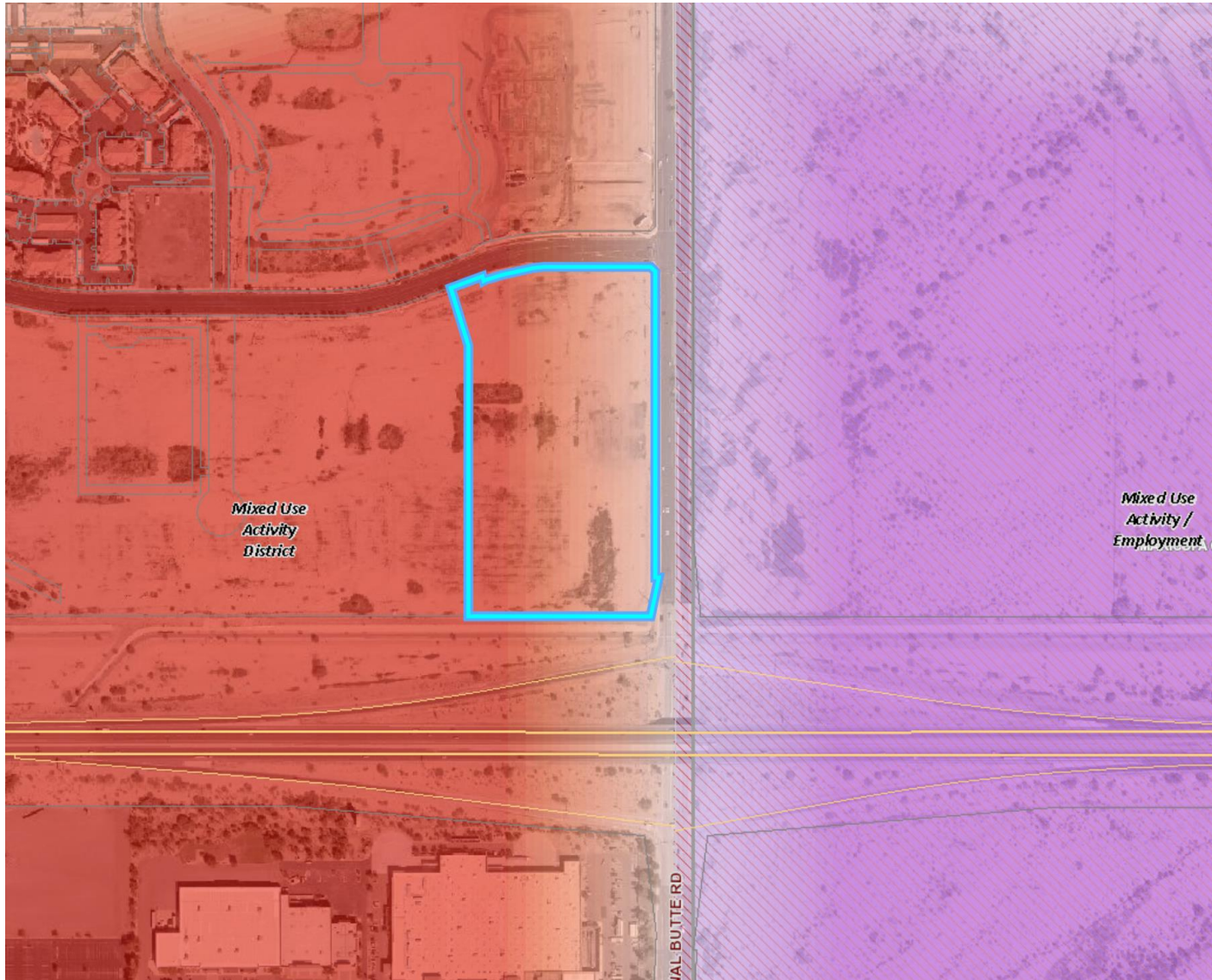


BOA21-00600

Location

- Within the 10700 block of East Hampton Avenue (south side) and within the 1400 to 1600 block of South Signal Butte Road (west side)





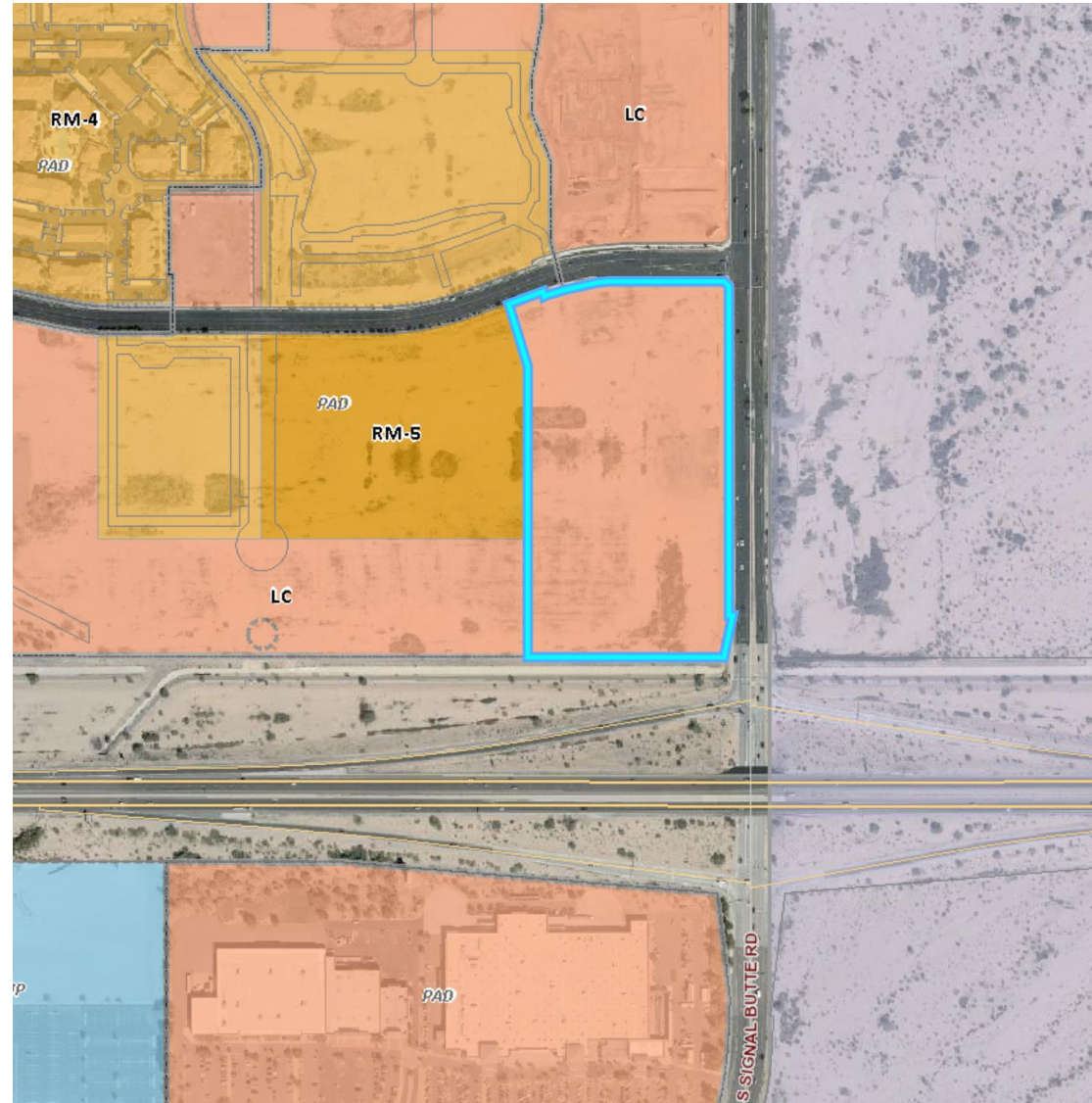
General Plan

Mixed Use Activity

- Large scale (over 25 acres)
- Unique shopping and entertainment experiences
- Mixture of uses

Zoning

- LC-PAD
- Parcel A of Mountain Vista Marketplace
- Provide areas for indoor retail, entertainment and service-oriented businesses.



Site Photo



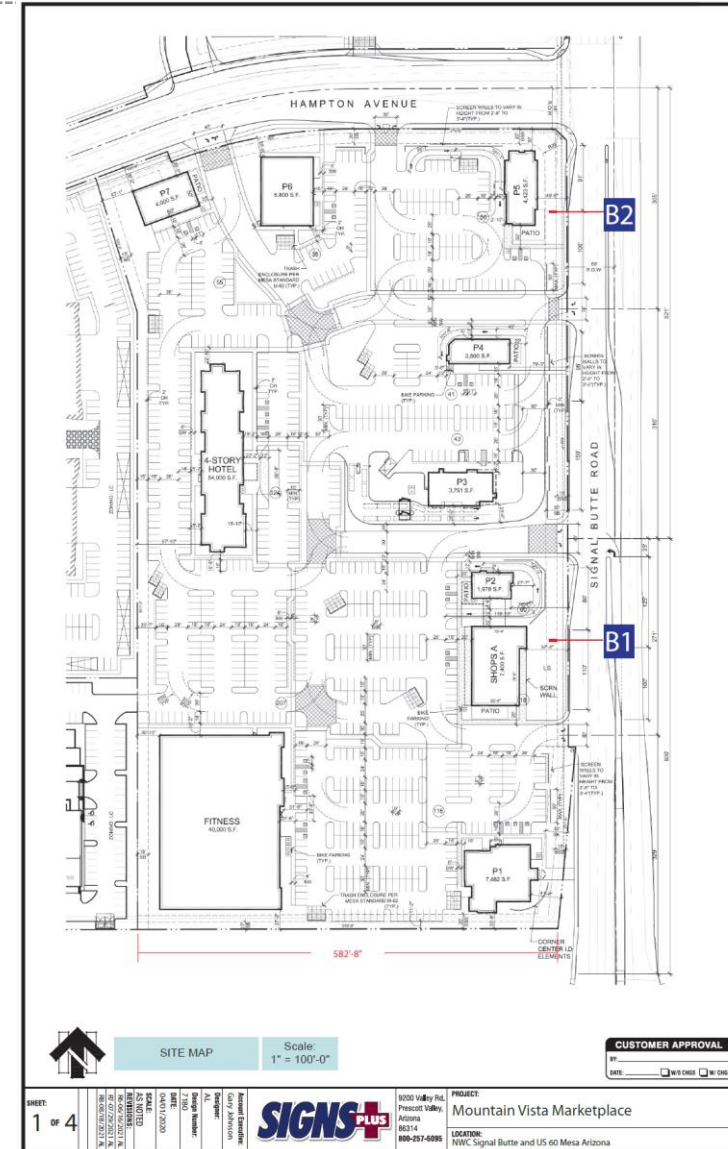
Looking west toward the site

Request

- Special Use Permit

Purpose

- Comprehensive Sign Plan

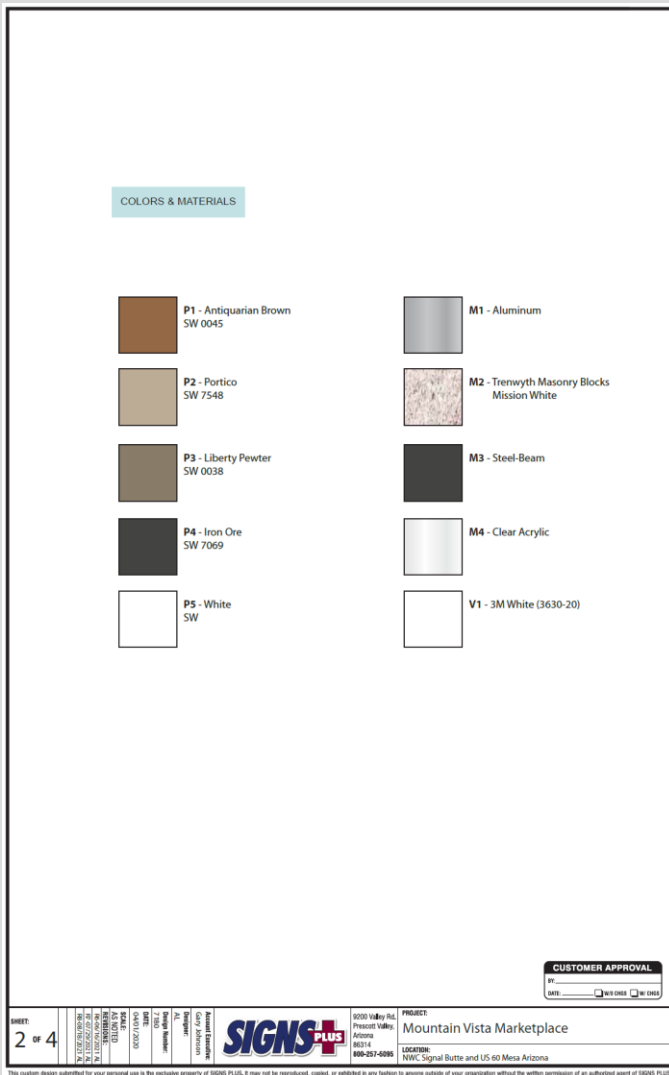
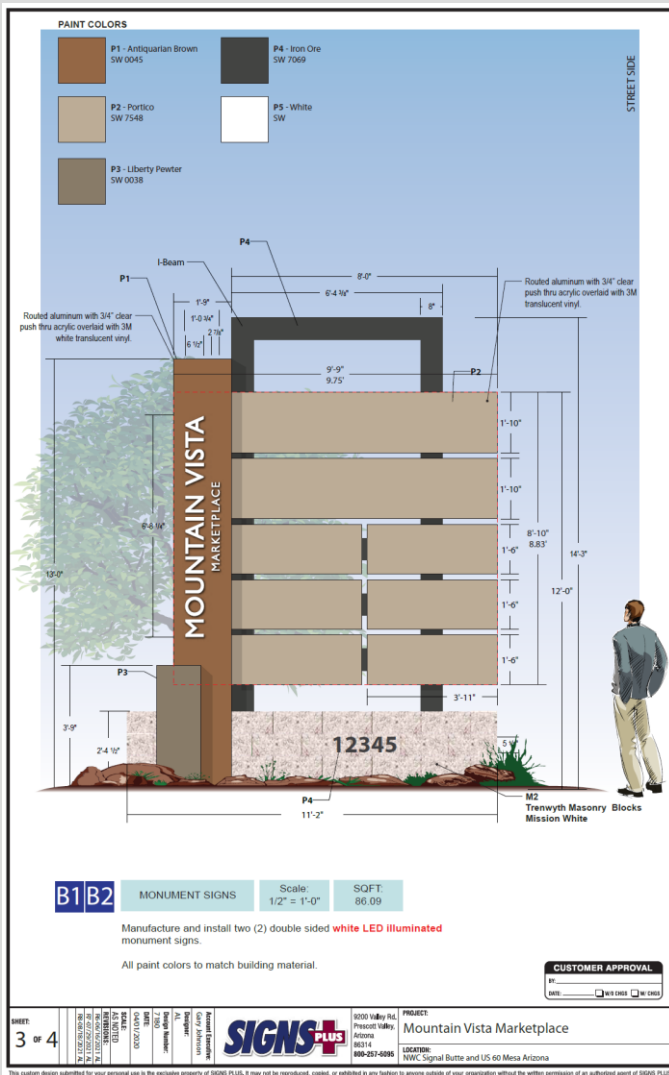


Detached Signage

- Two signs proposed along Signal Butte Road frontage
- Per MZO - maximum sign height is 12 feet
 - Applicant is requesting 14'
- Per MZO - maximum sign area is 80 square feet
 - Applicant is requesting 86.1 square feet

Sign Standards	Allowed Per MZO	Applicant Proposed CSP
Maximum height per sign: Table 11-43-3-D-3	12 feet	14 feet
Maximum area per sign: Table 11-43-3-D-3	80 square feet	86.1 square feet

Detached Signage



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. |

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.

Summary

Findings

- Request complies with the approval criteria for a CSP in Section 11-46-3(D) of the MZO
- Request complies with the approval criteria for a SUP in Section 11-70-5 of the MZO
- Request will advance the goals and objectives of the Mesa 2040 General Plan

Staff Recommendation

Approval with Conditions