



**PLANNING DIVISION  
STAFF REPORT**

**Board of Adjustment**

**September 1, 2021**

CASE No.: <b>BOA21-00600</b>	CASE NAME: <b>Signal Butte and 60 Mountain Vista Retail</b>
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Owner's Name:	Signal Butte Hampton Mesa AZ, LLC and Signal Butte BFC, LLC.
Applicant's Name:	Andrew Call, Thompson Thrift
Location of Request:	Within the 10700 block of East Hampton Avenue (south side) and within the 1400 to 1600 block of South Signal Butte Road (west side)
Parcel No(s):	220-81-988A and 220-81-988B
Nature of Request:	Requesting a Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP) for new monument signage in the Limited Commercial District with a Planned Area Development Overlay (LC-PAD) district.
Zone District:	Limited Commercial with a Planned Area Development Overlay (LC-PAD)
Council District:	6
Lot Area:	15± acres
Existing use:	Vacant
Hearing Date(s):	September 1, 2021
Staff Planner:	Evan Balmer
Staff Recommendation:	<b>APPROVAL</b> with Conditions

**HISTORY**

On **September 2, 1987**, the property was annexed into the City of Mesa (Ord. #2250) and subsequently zoned Single Residence 43 (RS-43) (Case No. Z87-067, Ordinance No. 2272).

On **August 1, 1988**, the City Council approved a rezoning of the property from RS-43 to RS-43 with a conceptual plan for Office Commercial (OC), Limited Commercial (LC) and Light Industrial (LI) to allow future mixed-use development on the property (Case No. Z88-040).

On **April 16, 2007**, the City Council approved a Minor General Plan Amendment to change the land use designation on the property from Mixed-Use Employment to Regional Commercial and

High Density Residential and also rezoned the property from RS-43 to LC-PAD and LC-PAD with a Bonus Intensity Zone (BIZ) overlay to allow a mixed-use development on the property (Case No. GPMINOR07-002 and Z07-022, Ordinance No. 4689).

On **June 12, 2007**, the Board of Adjustment approved a Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP) for Mountain Vista Marketplace (Case No. BA07-030).

On **July 8, 2020**, the City Council approved a rezoning of the property from LC-PAD to LC-PAD to allow a mixed-use development on the property (Case No. ZON19-00872, Ordinance No. 5580). The PAD identified the subject property as Parcel A of the Mountain Vista Master Plan. A specific site plan was approved on the subject property as part of the master plan approval.

On **July 8, 2021**, the City Council approved a modification to the specific site plan on the property (Case No. ZON21-00177, Ordinance No. 5635).

## PROJECT DESCRIPTION

### **Background:**

The applicant is requesting a Comprehensive Sign Plan (CSP) to allow two monument signs along Signal Butte Road. If approved, the CSP will allow the applicant to exceed the maximum height and maximum sign area for detached signs in the LC zoning district.

In 2007, the Board of Adjustment approved a CSP for Mountain Vista Marketplace. The previously approved CSP included attached and detached signage for a 113± acre mixed-use development that was comprised of commercial, office, and residential uses. The signage approved was specific to certain tenants and was consistent with the design of the overall development. The proposed Mountain Vista Marketplace was never constructed and in 2020 City Council approved a rezoning of 81.4± acres of the property, including the 15± acre subject property, to facilitate the development of a new mixed-use development. The previous CSP included conditions specific to the previous development. As that development was not constructed, the previous CSP no longer applies to this site. If approved, the proposed CSP would replace the previously approved CSP and would apply only to Parcel A of Mountain Vista Marketplace, which includes the LC-PAD zoned property with frontage on Signal Butte Road and Hampton Avenue.

Per Table 11-43-3-D-3 of the Mesa Zoning Ordinance (MZO), the maximum sign area in the LC zoning district is one square foot of sign area per lineal foot of street frontage, up to a maximum of 80 square feet. Per the submitted site plan, Mountain Vista Marketplace has approximately 1,166 lineal feet of street frontage on Signal Butte Road. The applicant is proposing two detached signs with a sign area of 86.1 square feet per sign. Per Table 11-43-3-D-3 of the MZO, the maximum sign height in the LC district is 12 feet. The applicant is proposing a maximum height of 14 feet 3 inches for both signs.

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-D-3	12 feet	<b>14 feet 3 inches</b>
Maximum area per sign: Table 11-43-3-D-3	80 square feet	<b>86.1 square feet</b>

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

The General Plan character area designation on the property is Mixed Use Activity. Per Chapter 7 of the General Plan, Mixed Use Activity character areas are generally large in scale (over 25 acres) and provide community and regional activity areas. These areas generally have a substantial retail commercial component. The Mixed Use Activity character area can also include a significant residential component, but will still have a mix of uses. The goal of the Mixed Use Activity character area is to create strong and viable commercial centers that attract people to unique shopping and entertainment experiences. The proposed CSP is consistent with the approved Mountain Vista Marketplace Master Plan and will further the goals of the Mixed Use Activity character area.

**Site Characteristics:**

The subject property is approximately 15 acres in size and zoned LC-PAD. The subject property is also part of the larger 81.4± acre mixed-use development known as Mountain Vista Marketplace. The site has approximately 1,166 feet of street frontage along Signal Butte Road and approximately 639 feet of street frontage along Hampton Avenue.

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

<b>Northwest</b> (Across Hampton Avenue) RM-4-PAD Vacant	<b>North</b> (Across Hampton Avenue) LC-PAD Vacant	<b>Northeast</b> (Across Signal Butte Road) Maricopa County RU-43 Vacant
<b>West</b> RM-5-PAD Vacant	<b>Subject Property</b> LC-PAD Vacant	<b>East</b> (Across Signal Butte Road) Maricopa County RU-43 Vacant
<b>Southwest</b> LC-PAD Vacant	<b>South</b> (Across US Highway 60) LC-PAD Commercial	<b>Southeast</b> (Across Signal Butte Road) Maricopa County RU-43 Vacant

**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 has approximately 1,166 lineal feet of frontage along Signal Butte Road, which would allow for four detached signs each with a maximum height of 12 feet and a maximum area of 80 square feet. To increase sign visibility, the applicant is proposing only two signs along Signal Butte Road with a maximum height of 14 feet 3 inches and a maximum area of 86.1 square feet.**

***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

**Mountain Vista Marketplace is an 81.4± acre mixed-use development that includes 43.7± acres of commercial and office development and 37.7± acres of residential development . As a mixed-use development, the uses proposed within Mountain Vista Marketplace are connected through a robust pedestrian and vehicle connection network to ensure a strong degree of connectivity throughout the development. In addition to enhanced connectivity, the entire 81.4± acre Mountain Vista Marketplace development shares a common design and landscape palette to ensure a cohesive design**

***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.

**As part of the Mountain Vista Marketplace PAD, design guidelines were adopted to create a uniform development with common architectural design elements for the 81.4± acre development. These guidelines include material, color and plant palettes and overall design themes to ensure high-quality, cohesive development. The proposed detached signs are consistent with the approved material and color palette identified in the Mountain Vista Marketplace Design Guidelines. This consistency between the building design and sign design creates a unified, high-quality design for the site.**

***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 Mixed Use Activity. Per Chapter 7 of the General Plan, Mixed Use Activity character areas are generally large in scale (over 25 acres) and provide community and regional activity areas. These areas generally have a substantial retail commercial component. The approval of this Comprehensive Sign Plan will advance the goals and objectives of the General Plan by allowing a customized sign plan for a mixed-use development with a unique design and physical scale.**

***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 subject property is zoned LC-PAD and is one of the commercial components of the 81.4± acre Mountain Vista Market Place Master Plan. The proposed commercial uses on the subject property are consistent with purpose of the LC district and the Mixed Use Activity character area of the General Plan. The proposed CSP for detached signs is 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.

**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-D-3 of the Mesa Zoning Ordinance (MZO), the maximum sign area in the LC zoning district is one square foot of sign area per lineal feet of street frontage, up to a maximum of 80 square feet.
- B. Per Table 11-43-3-D-3 of the MZO, the maximum height for a detached sign in the LC zoning district is 12 feet.
- C. Based on the 1,166 feet of street frontage along Signal Butte Road, the applicant could request up to four detached signs each with a height of 12 feet and an area of 80 square feet. In lieu of four signs, the applicant is proposing two signs with a height of 14 feet 3 inches and an area of 86.1 square feet.
- D. The aesthetic character of the signage is intended to complement the building design of the site.
- E. The design of the site is consistent with the Mountain Vista Marketplace Design Guidelines.
- F. 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 – Site Plan  
Exhibit 5 – Sign Details  
Exhibit 6 – Elevations