



# Board of Adjustment

## Staff Report

**CASE NUMBER:** BA15-002  
**LOCATION/ADDRESS:** 5200 to 5500 block of South Signal Butte Road (east side) and the 10800 to 11100 block of East Ray Road (south side)  
**COUNCIL DISTRICT:** District 6  
**ZONING DISTRICT:** RS-6-PAD, RS-9- PAD AND RM-2-PAD  
**STAFF PLANNER:** Kaelee Wilson, Planner I  
**OWNER:** Pulte Homes  
**APPLICANT:** Thomas Durant- Anderson Baron

**REQUEST:** *Requesting a Special Use Permit for a comprehensive sign plan in the RS-6-PAD zoning district. (PLN2014-00677)*

### SUMMARY OF APPLICANT'S REQUEST

This requested Special Use Permit (SUP) would allow the creation of a Comprehensive Sign Plan (CSP) for the 152.48 acre master planned community of Bella Via. Bella Via is located south of Ray Road and East of Signal Butte Road and includes units 11A, 11B and 12-15. The applicant is requesting to place a monument sign on the southeast corner of Signal Butte and Ray Roads that exceeds the maximum allowable sign area and is not mounted to the subdivision wall. Bella Via currently has two signs on Ray Road that were approved through the building permit process. These signs are in compliance with the allowable sign area and height set forth in the Zoning Ordinance.

### STAFF RECOMMENDATION

Staff recommends approval of case BA15-002, *conditioned upon following:*

1. *Compliance with sign plan submitted, except as modified by the conditions listed below.*
2. *The placement of the sign shall comply with the calculations of the visibility triangle as set by the City of Mesa's Transportation Department.*
3. *Compliance with all requirements of the Building Safety Division in the issuance of sign permits.*
4. *Any additional permanent signage shall require an amendment to the Comprehensive Sign Plan.*

### SITE CONTEXT

**CASE SITE:** Bella Via- zoned RS-6-PAD  
**NORTH:** (Across Ray Road) Bella Via - zoned RS-6-PAD  
**EAST:** (Across Mountain Road) Single Residences- Maricopa County  
**SOUTH:** (Across Galveston Street) Cadence master planned development - zoned RS-6-PAD  
**WEST:** (Across Signal Butte Road) Eastmark master planned development - zoned PC

**STAFF ANALYSIS**

**Freestanding Subdivision Signs**

*Table 1*

Existing number of signs	Frontage	Code Sign Area/Height	Existing Sign Area/Height
Ray Road -2 signs	Approx: 1,800 Feet	12 s.f./wall-mounted	(2) 12 s.f./8'-2" (wall-mounted)
Proposed number of signs	Frontage	Code Sign Area/Height	Proposed Sign Area/Height
SEC of Ray and Signal Butte Roads- 1 sign	N/A	12 s.f./wall-mounted	(1) 30 s.f./7'-0" (detached)

1. The requested Special Use Permit (SUP) would allow a Comprehensive Sign Plan (CSP) for the Bella Via Master Planned Community, which consists of 152.48 acres and 6 recorded subdivisions. The proposed CSP would address all of the permanent signage for Bella Via.
2. The Zoning Ordinance allows for 12 square feet of sign area that is required to be wall mounted on the side of an entry to the subdivision. The proposed sign will be detached on the SEC of Ray and Signal Butte Roads and not placed on the side of an entry wall into the subdivision. The applicant is proposing the detached sign to be 7 feet tall.
3. As additional justification for the request the applicant has proposed upgraded durable materials consisting of brick and stone veneer. A decorative landscape pot will be placed at each end of the sign to enhance the quality of the sign. The sign will be lit by bullet style up lights located in front of the sign. The proposed sign will be aluminum reverse pan channel letters. The two existing signs along Ray Road are design with the same materials and are compatible with the proposed sign.
4. The Sign Ordinance allows for 12 square feet of sign area on each side of a subdivision entry. The Bella Via Development has a total of three entries meaning that by-right, the subdivision could have a total of 6 signs at 12 square feet each. As proposed, the development would have a total of 3 signs with an aggregate of 54 square-feet. The proposed sign plan, including the recommended conditions of approval will be compatible with and not detrimental to the surrounding development.
5. The applicant has noted the following as justification: 1) the corner of the site is constrained by an SRP easement which requires the sign to be placed further outside the easements requiring the sign copy to be larger for visibility; 2) Signal Butte and Ray Roads are planned to be two major arterials with higher rates of speed which requires larger sign copy for visibility; and 3) the proposed signage will not be

detrimental to the surrounding properties.

**FINDINGS:**

1. The sign location is constrained by easements and right-of way and must be placed on private property which required the sign to be placed further into the site which limits sign visibility.
2. Bella Via is a master planned development with 152.48 acres. Given the scale of the development, three total signs will not be detrimental to the surrounding properties.
3. The proposed signage will be comprised of high-quality, durable materials that reflect the character of the subdivision.

**ORDINANCE REQUIREMENTS:**

**Zoning Ordinance, Section 11-41-8 (D) – Supplemental Provisions:**

11. Residential subdivisions may display permanent entry identification signs provided such signs:
  - a. Are limited to one (1) wall-mounted sign on each side of said entry; and
  - b. Shall not exceed 12 square feet in area per sign; and
  - c. Shall consist of low-maintenance materials such as metal or ceramic tile; and
  - d. Shall be located on private property, not within the public right-of-way.

A Comprehensive Sign Plan shall include the location, size, height, construction material, color, and type of illumination and orientation of all proposed signs, either permanent or temporary.

A Comprehensive Sign Plan containing elements which exceed the permitted height, area and number of signs specified in this Chapter may be approved by the Zoning Administrator/Board of Adjustment only upon a finding that:

- a. 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
- b. 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
- c. The proposed signage incorporates special design features such as logos, emblems, murals or statuary that are integrated with the building architecture.

The construction and placement of individual signs contained in the approved Comprehensive Sign Plan shall be subject to the issuance of sign permits in accordance with 11-19-8(E).

# **PROJECT NARRATIVE**

## **BELLA VIA UNITS 11A, 11B & UNITS 12-15**

**EAST OF SIGNAL BUTTE ROAD,  
BETWEEN RAY ROAD AND GALVESTON STREET**

**SUBMITTED TO:**



**CITY OF MESA  
PLANNING DEPARTMENT  
55. N CENTER STREET  
MESA, AZ 85201**

**PREPARED DECEMBER 23, 2013**

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## PROJECT TEAM

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F: (480) 391-6017  
Daniel.Bonow@PulteGroup.com

## REQUEST

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The purpose of this proposal is to request a Special Use Permit for a Comprehensive Signage Plan for Bella Via Units 11A, 11B & Units 12-15, located south of Ray Road and east of Signal Butte Road in what is considered Units 11A, 11B, 12, 13, 14, and 15 of the Bella Via Community. (See Exhibit A: Vicinity Map) The Bella Via Community for Units 11A, 11B and Units 12-15 covers approximately 152.48 acres and currently includes RS-6, RS-7, and RM-2 base Zoning Districts. The approved current monument signage (BLD2014-04927 and BLD2014-04928) is located on the east and west side of Unit 11A and Unit 11B on the intersection of Ray Road and Via Toscano. These signage monuments are each single sided signs with a signage copy area of 12 sf. per sign. No signs are proposed for Units 12-15 along Signal Butte Road or Mountain Road. (See Exhibit B: Signage Master Plan)

The Comprehensive Signage Plan is to allow for the construction of a community monument at the intersection of Signal Butte Road and Ray Road. The design of the proposed community monument will match the character of the previously approved signs at the intersection of S. Via Toscano and Ray Road for Units 11A and 11B. The signage material will be designed using brick, stone, stucco, planter pots and aluminum reverse pan channeled letters. This sign monument structure will be approximately 7'-0" tall, 25'-0" long, set back outside of the public right of way and public utility easement and generally located for visibility for traffic on Ray Road heading east and Signal Butte Road heading south (See Exhibit C: Corner Monument). The monument is proposed to be lighted by bullet style up lights located in front of the sign wall. The sign copy area is proposed to be 30 square feet which exceeds the maximum of 12 sq. ft. allowable per the Chapter 19 signage regulations. While the square footage of the sign exceeds the maximum 12 sq. ft. allowed, this sign will function as a community monument anchoring the Bella Via community south of Ray Road. No additional signage is being requested for the Units 12, 13, 14 and 15 located along Signal Butte Road and Mountain Road.

Several special circumstances exist within the Bella Via community south of Ray Road that warrant the approval of a larger sign copy area. Above all, there is an existing SRP high voltage overhead transmission line that runs along the south side of Ray Road situated within a transmission line easement. The sign monument must be set further south outside of the easement requiring a larger sign copy area for visibility.

Additionally, the intersection of Ray Road and Signal Butte Road is planned as a fully signalized roadway of two major arterial roads. A larger copy area is required to match the both the scale of the large intersection as well as the speeds that will be driven on each of the major arterial roads. Given the existing SRP power poles described earlier, the future traffic signals, and the higher speeds of the major roadway network, a larger sign copy area is required to maintain visibility.

Finally, housing development for Bella Via has been setback several hundred feet from the intersection due to the existing alignment of a Maricopa County Flood Control District Channel as well as an existing City of Mesa well-site. As a driver approaches the intersection from either Ray Road via the newly opened State Route 24 off-ramp at Ellsworth Road or from the north along Signal Butte Road, there is no evidence of the Bella Via master plan at this major intersection. An entry monument of the proposed scale is needed to provide Bella Via a

community entrance. The proposed sign at Ray Road and Signal Butte Road, paired with the existing smaller signs at Ray Road and Via Toscano, will provide guidance to the community when searching for the Bella Via development, limit confusion to visitors by differentiating it from the other large developments in the area, as well as provide a sense of arrival for current residents.

## **RELATIONSHIP TO SURROUNDING PROPERTIES**

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Bella Via Unit 11A, 11B and Units 12-15 is approximately 152 acres and located entirely within the City of Mesa. The area in this request is bound by Ray Road and the Existing Bella Via single-family residential (SFR) to the north, future Eastmark development to the west, Signal Butte 105 (SB 105) to the south, and a mix of Business Park, County Rural and low density residential in the remaining surrounding areas.

Further, the proposed sign location will not be detrimental to any neighboring property. The northeast corner of the intersection is currently a 10 acre lot owned by the Queen Creek Unified School District and is proposed to be an elementary school catering to the Bella Via and surrounding residents. The southwest and northwest corners are both part of Eastmark; however, both corners of the intersections have been developed as large drainage and retention facilities. The land immediate to the south of the proposed monument will be a future City of Mesa well-site.

## **CONCLUSION**

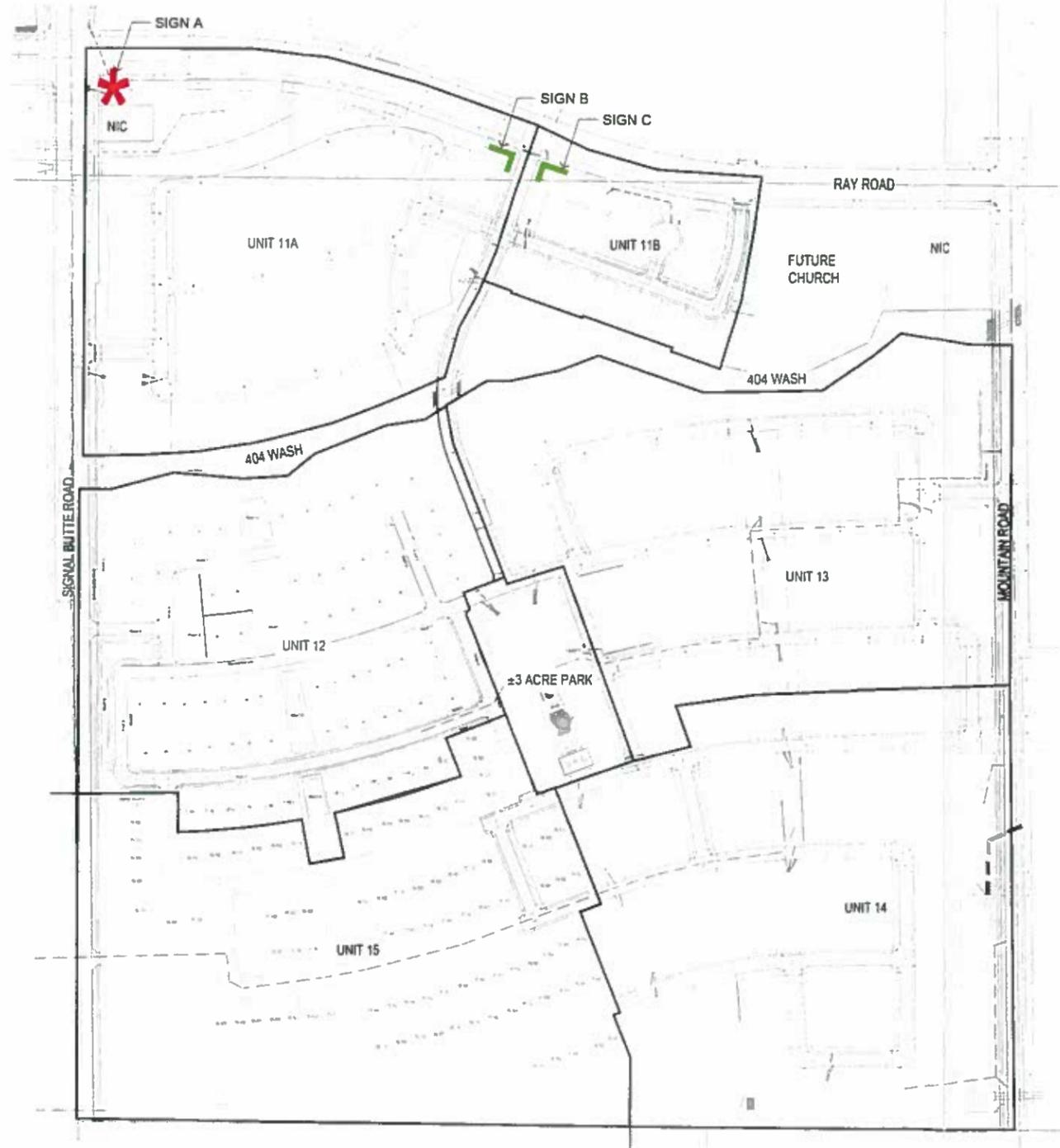
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The requested Special Use Permit for the Comprehensive Signage Master Plan meets the intent of the City Code and will be compatible and non-detrimental to the surrounding properties. The requested sign will consist of low maintenance materials and will reside on private property, not within the public right of way or public utility easement. There exists several special circumstances that warrant the approval of a special use permit allowing for a larger sign copy area.

Exhibit A: Vicinity Map



## Exhibit B: Signage Master Plan

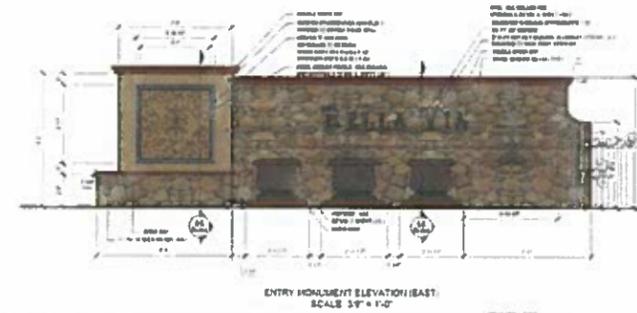


### WALL PLAN LEGEND

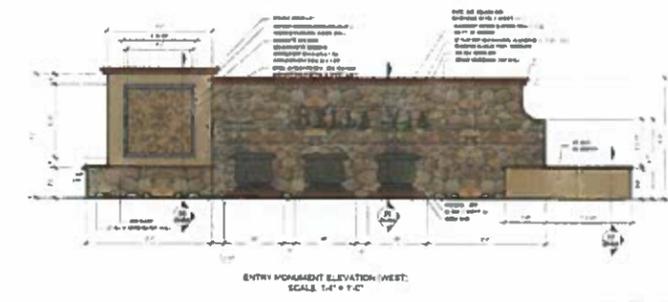
SYMBOL	DESCRIPTION	SQUARE FOOTAGE OF SIGN
*	PROPOSED MONUMENT	30 S.F.
└┘	EXISTING MONUMENT SHOWAGE AT VIA TOSCANO	12 (PER SIGN)



SIGN A



SIGN B



SIGN C

UNIT 11A AND 11B  
SUBMITTED UNDER  
SEPARATE PAD

UNIT 12, 13, 14, AND 15  
SUBMITTED UNDER ONE PAD

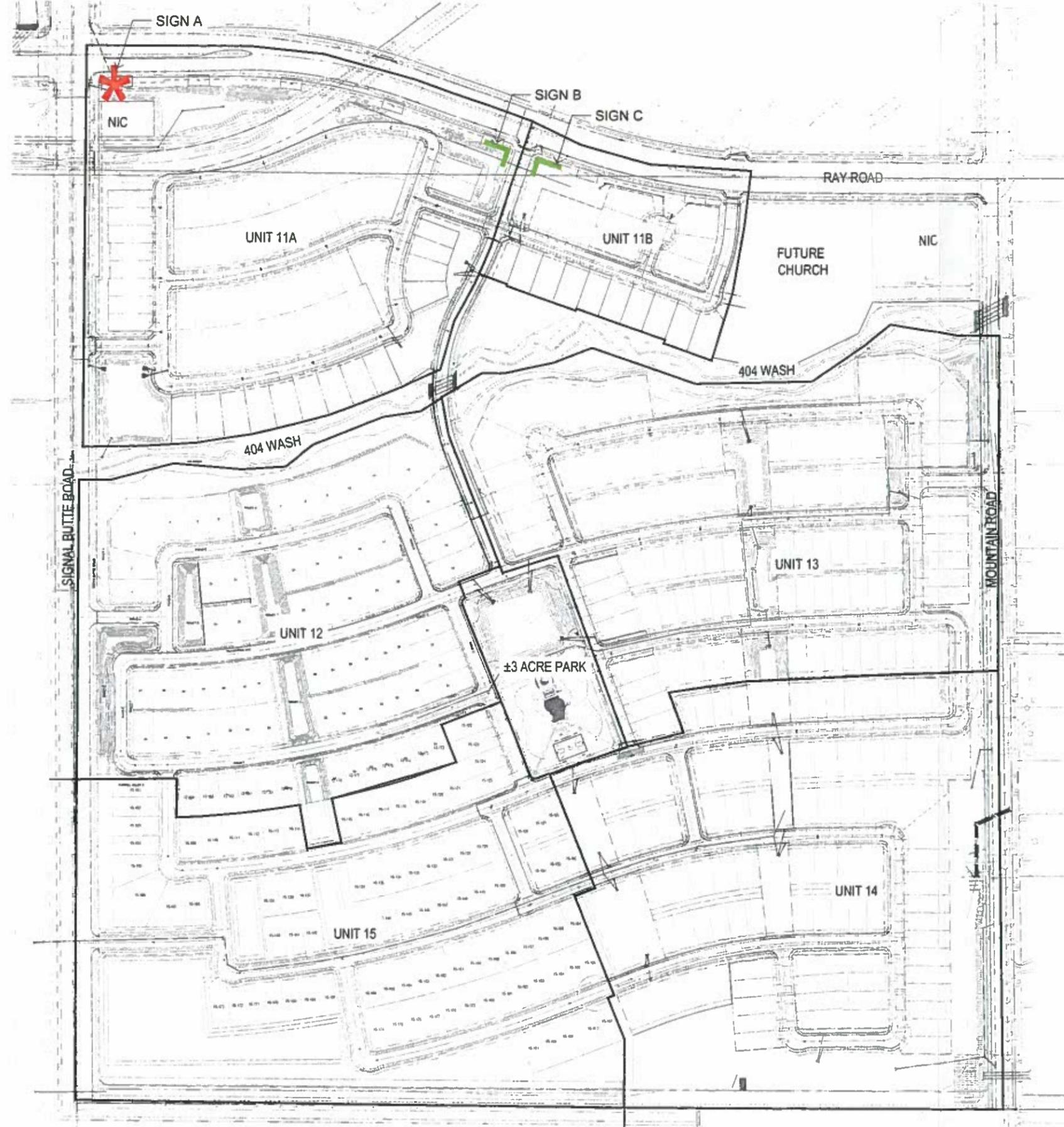
# Overall Bella Via

Signage Plan Location

plan scale 1/150  
date: 12.19.14

andersonbaron  
plan design - achieve  
10 - mechanics drive, ste 1  
chandler, arizona 85226  
ph 480 699 7956 fax 480 699 7946



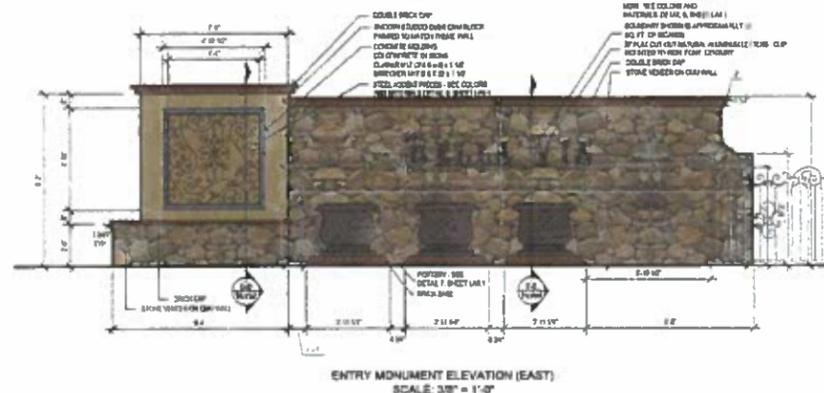


**WALL PLAN LEGEND**

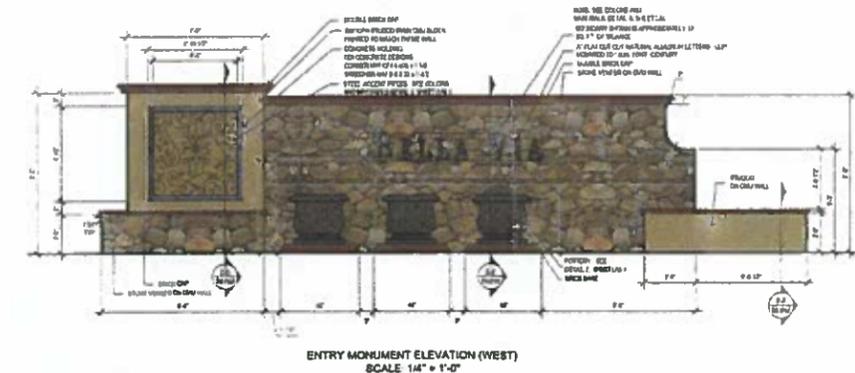
SYMBOL	DESCRIPTION	SQUARE FOOTAGE OF SIGN
	PROPOSED MONUMENT	30 S.F.
	EXISTING MONUMENT SIGNAGE AT VIA TOSCANO	12 (PER SIGN)



SIGN A



SIGN B



SIGN C

UNIT 11A AND 11B  
WUBMITTED UNDER  
SEPARATE PAD.

UNIT 12, 13, 14, AND 15  
SUBMITTED UNDER ONE PAD.

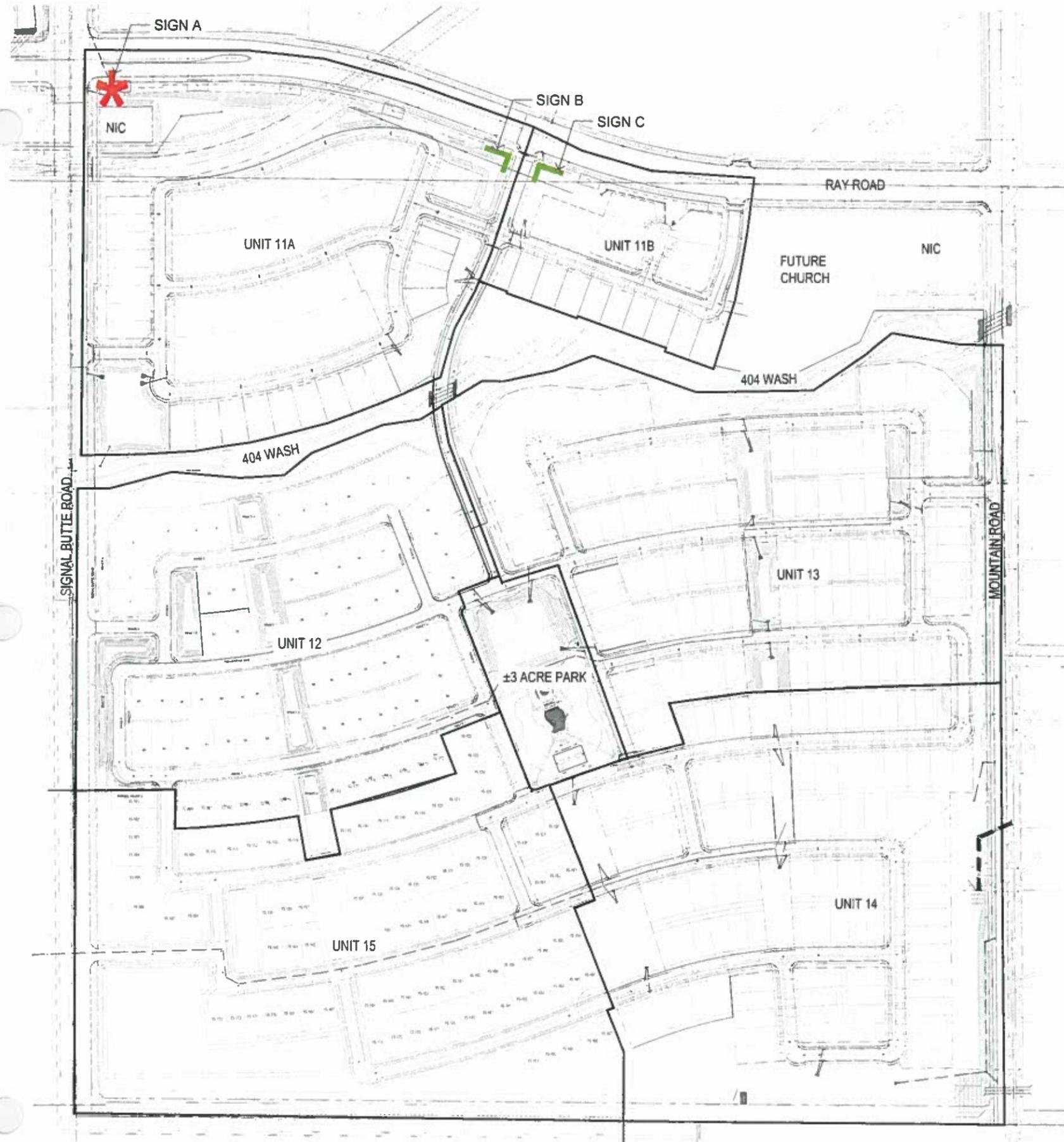


**Overall Bella Via**

Signage Plan Location

plan scale 1:150  
date: 12.19.14



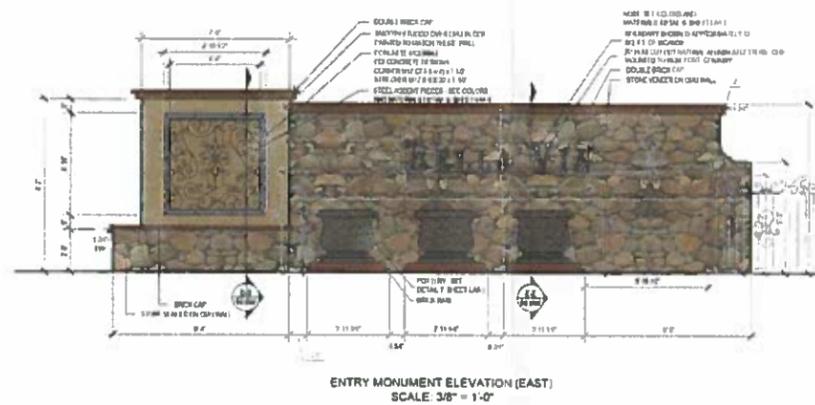


**WALL PLAN LEGEND**

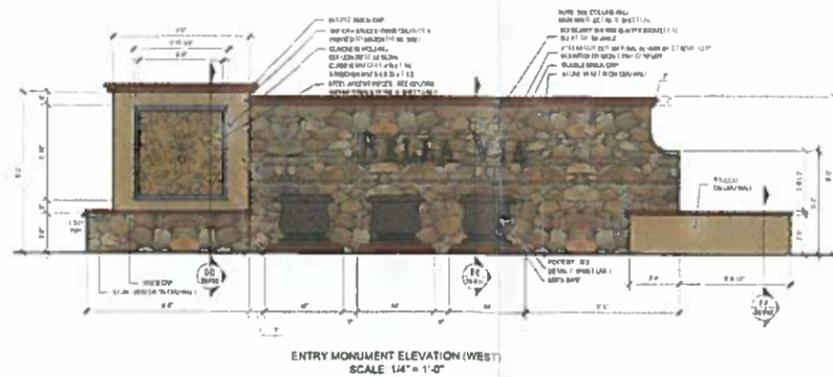
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	EXISTING MONUMENT SIGNAGE AT VIA TOSSCANO	12 (PER SIGN)



**SIGN A**



**SIGN B**



**SIGN C**

UNIT 11A AND 11B  
WUBMITTED UNDER  
SEPARATE PAD.

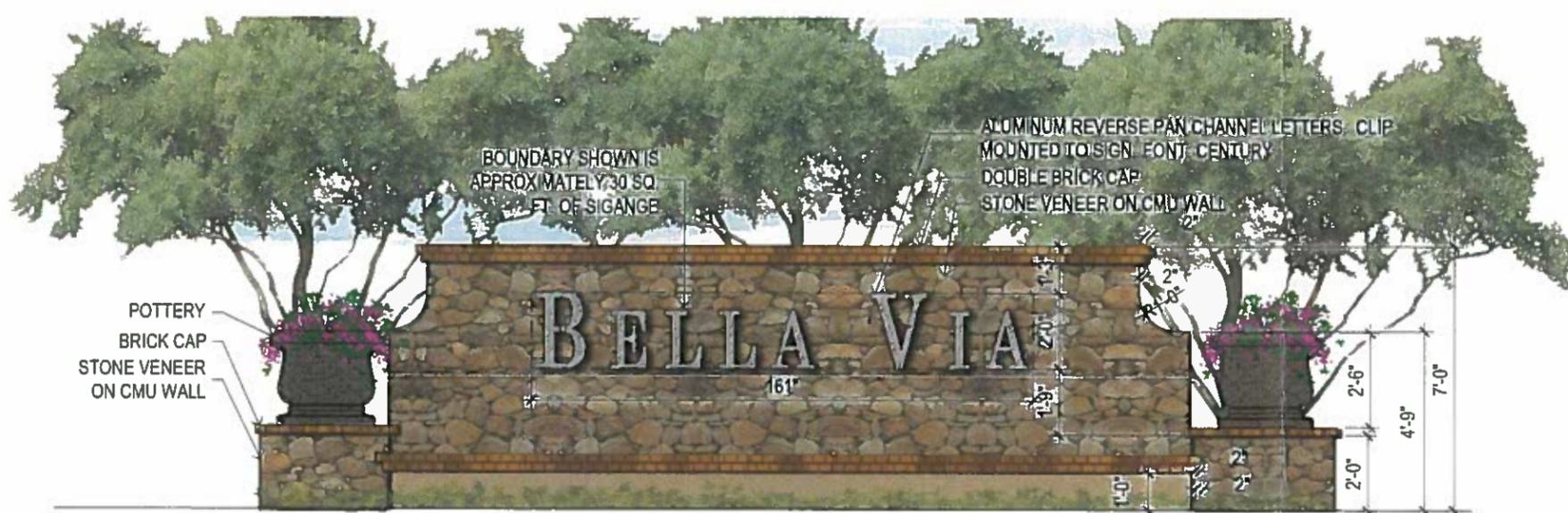
UNIT 12, 13, 14, AND 15  
SUBMITTED UNDER ONE PAD.



**Overall Bella Via**

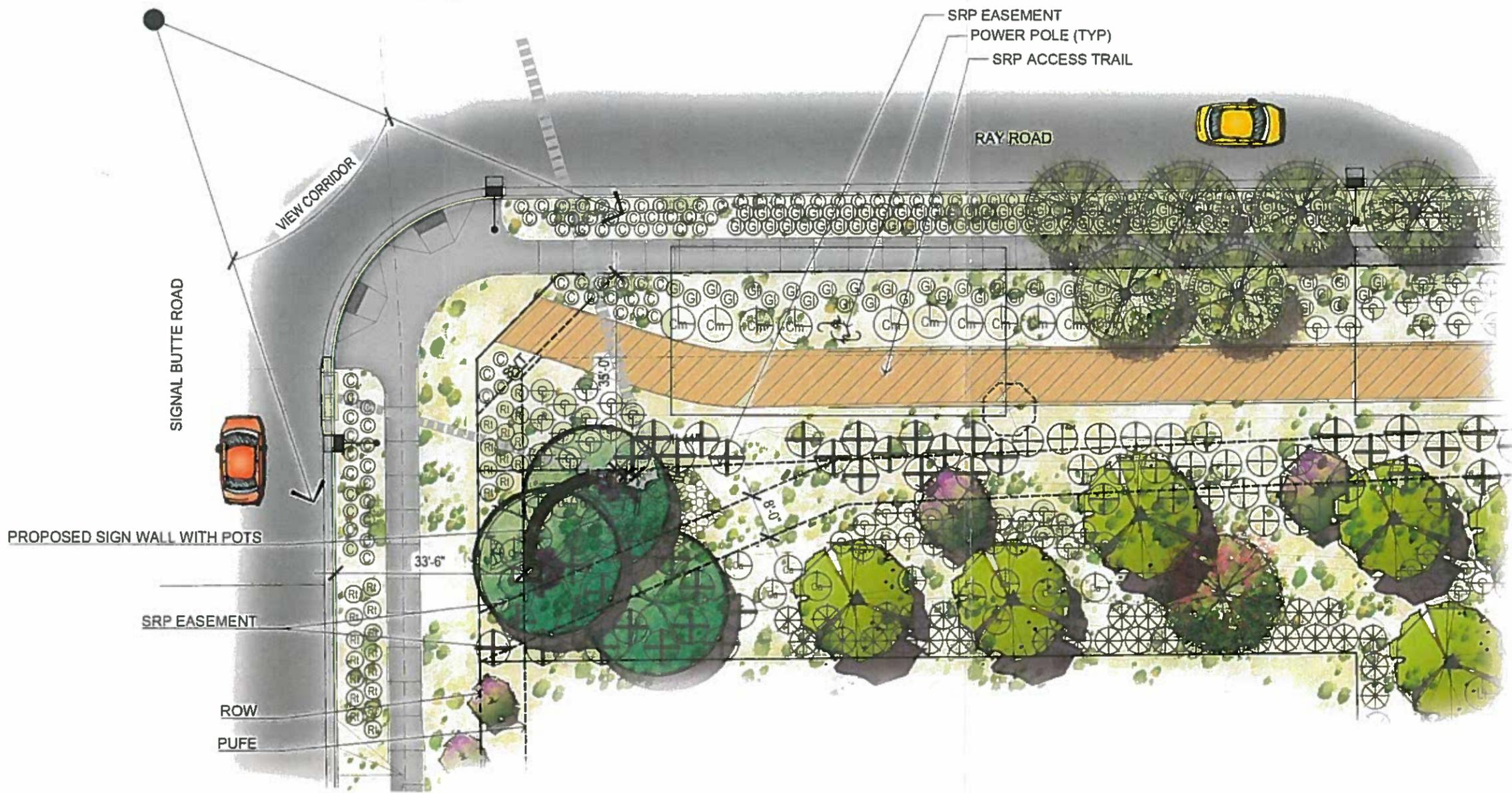
Signage Plan Location





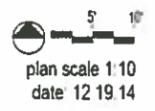
CORNER MONUMENT ELEVATION  
SCALE: 1/2" = 1'-0"

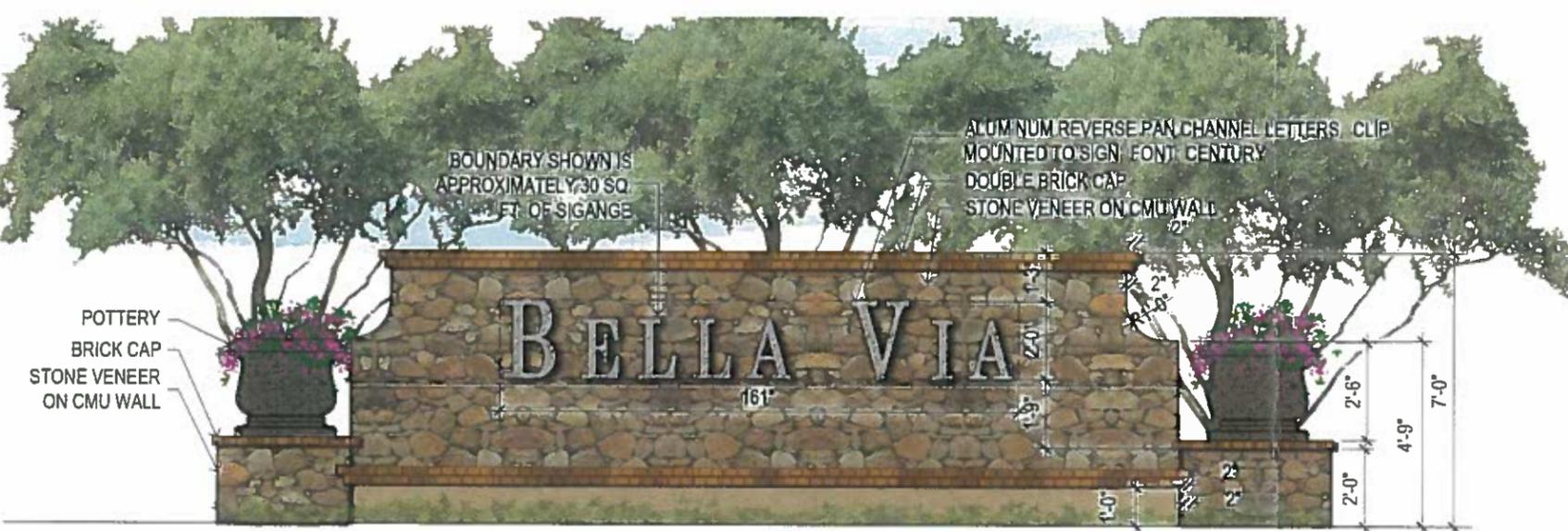
Plant Name	Size	Plant Name	Size
Trees		Small Shrubs	
Acacia anura	24" Box	Chrysantha mollis	5 gal
Mugo Acacia	24" Box	Damiana	5 gal
Acacia small	24" Box	Osage Indianum	5 gal
Sweet Acacia	24" Box	Pink Gaura	5 gal
Chicopa leucostachya	24" Box	Accumbens-Cacti	5 gal
Desert Willow	24" Box	Daylily white	5 gal
Chia europea	24" Box	Desert Poppy	5 gal
Wilcox's Olive	24" Box	Euphorbia rigida	5 gal
Parsonsia hybrid	24" Box	Copper Plant	5 gal
Desert Museum	24" Box	Hesperaloe parviflora	5 gal
Pinus edulis	24" Box	Desert Hesperaloe	5 gal
Manzanita	15 gal	Hesperaloe parviflora 'Bride Lights'	5 gal
Prosopis juliflora 'Pisanoa'	15 gal	Red Yucca	5 gal
Phoenix Thromleya Mesquite	24" Box	Muhlenbergia capillaris	5 gal
Sophora secundiflora	24" Box	Over Grass 'Regal Leaf'	5 gal
Texas Mountain Laurel	24" Box	Muhlenbergia rigida 'Nashville'	5 gal
Ulmus parvifolia	24" Box	Nashville Jubly Grass	5 gal
Stouffer Elm	5 gal	Over Grass 'Regal Leaf'	5 gal
Extra Large Shrubs	5 gal	Purple Pencil Pine	5 gal
Cassipoupa mesocarpa	5 gal	Yucca Pallida	5 gal
Mexican Bird of Paradise	5 gal	Pale Leaf Yucca	5 gal
Cassipoupa pulcherrima	5 gal	Groundcover	5 gal
Red Bird of Paradise	5 gal	Ruellia Brittoniana 'Lucy'	5 gal
Tecoma alta 'Orange Jubilee'	5 gal	Katle Treeling Ruella	5 gal
Orange Jubilee	5 gal	Fremontia procera 'Outback Summer'	5 gal
Tecoma hybrid 'Sierra Apricot'	5 gal	Outback Sunrise	5 gal
Sierra Apricot	5 gal	Lantana montevidensis	5 gal
Tecoma stone	5 gal	Purple Treeling Lantana	5 gal
Yellow Bell	5 gal	Prostrate Acacia	5 gal
Vauquelinia californica	5 gal	Acacia rotundifolia	5 gal
Arizona Rosewood	5 gal	Hesperaloe parviflora 'Prostrata'	5 gal
Large Shrubs	5 gal	Treeling Rosemary	5 gal
Cassia artemisifolia 'Silver'	5 gal	Stargazer 'Blackberry Kart'	5 gal
Silver Cassia	5 gal	Bougainvillea	5 gal
Justicia californica	5 gal		
Red Cheopose	5 gal		
Larrea tridentata	5 gal		
Crocodile	5 gal		
Medium Shrubs	5 gal		
Eucalyptum pulcherrimum	5 gal		
Texas Sage	5 gal		
Leucosiphon fulvum 'Impact'	5 gal		
Compact Texas Sage	5 gal		
Eucalyptum tygophyllum	5 gal		
Citrus Sage	5 gal		



# Bella Via 11A

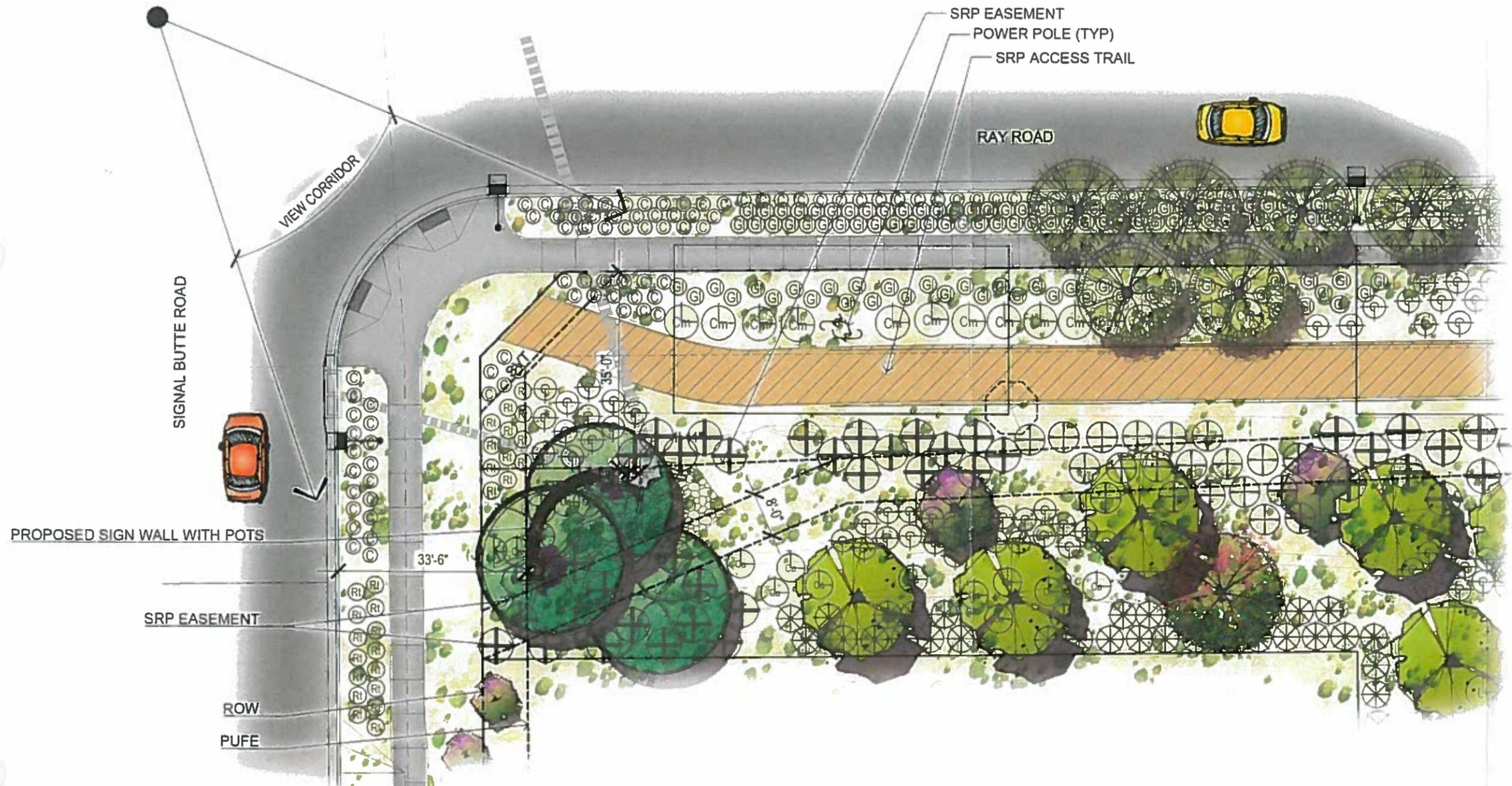
Corner Monument





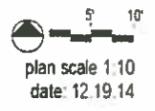
CORNER MONUMENT ELEVATION  
SCALE: 1/2" = 1'-0"

Plant Name	Size	Plant Name	Size
Trees		Small Shrubs	
Acacia aneura	24" Box	Chrysanthemum	5 gal
Acacia aneura	24" Box	Demaris	5 gal
Acacia aneura	24" Box	Geard Linderman	5 gal
Acacia aneura	24" Box	Peak Gaura	5 gal
Acacia aneura	24" Box	Accents Cacti	
Acacia aneura	24" Box	Daryleon whorren	5 gal
Acacia aneura	24" Box	Desert Spruce	5 gal
Acacia aneura	24" Box	Echinacea rigida	5 gal
Acacia aneura	24" Box	Oyster Hand	5 gal
Acacia aneura	24" Box	Hesperaloe parviflora	5 gal
Acacia aneura	24" Box	Chard Hesperaloe	5 gal
Acacia aneura	24" Box	Hesperaloe parviflora 'Brake Light'	5 gal
Acacia aneura	24" Box	Red Yucca	5 gal
Acacia aneura	24" Box	Muhlenbergia capillaris	5 gal
Acacia aneura	24" Box	Over Grass 'Regal Mat'	5 gal
Acacia aneura	24" Box	Muhlenbergia rigida 'Nashville'	5 gal
Acacia aneura	24" Box	Nashville Jubly Grass	5 gal
Acacia aneura	24" Box	Opuntia santa rita	5 gal
Acacia aneura	24" Box	Purple Frosty Fleur	5 gal
Acacia aneura	24" Box	Yucca pallida	5 gal
Acacia aneura	24" Box	Pink Leaf Yucca	5 gal
Acacia aneura	24" Box	Orange Blossom	5 gal
Acacia aneura	24" Box	Huckle Eriogonum 'Laser'	5 gal
Acacia aneura	24" Box	Kate Trailing Rudbeckia	5 gal
Acacia aneura	24" Box	Fremontia prostrata 'Yulbon Summer'	5 gal
Acacia aneura	24" Box	Outback Sunrose	5 gal
Acacia aneura	24" Box	Lantana montevidensis	1 gal
Acacia aneura	24" Box	Purple Trailing I. ariana	5 gal
Acacia aneura	24" Box	Thronable Acacia	5 gal
Acacia aneura	24" Box	Acacia redolens	5 gal
Acacia aneura	24" Box	Abertonia officinale 'Throatspur'	1 gal
Acacia aneura	24" Box	Trailing Rosemary	5 gal
Acacia aneura	24" Box	Elaeagnus 'Dartmoor Karri'	5 gal
Acacia aneura	24" Box	Brugmansia	5 gal



# Bella Via 11A

Corner Monument



**andersonbaron**  
plan · design · achieve  
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chandler, arizona 85226  
ph 480.699.7956 fax 480.699.7986

## Citizen Participation Plan

December 24, 2014

Bella Via

Unit 11A, 11B Unit 12, 13, 14 & 15 Southeast Corner of Signal Butte and Ray Roads

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**Purpose:** The Bella Via Citizen Participation Plan is designed to ensure that citizens, property owners, neighborhood associations, agencies, schools and businesses in the vicinity of the Bella Via property, which is located generally at the Southeast Corner of Signal Butte and Ray Roads, are informed of the zoning request and development proposal. The application encompasses approximately 138 acres and requests a comprehensive signage master plan for a total of three locations

**Contact:** Jared Geisler, P.E.  
Land Project Manager  
Pulte Homes  
16767 N Perimeter Dr, Ste 100  
Scottsdale, AZ 85260  
Ph: 480-391-6083  
[Jared.Geisler@Pulte.com](mailto:Jared.Geisler@Pulte.com)

**Pre-Application Meeting:** A pre-application meeting was held with the City of Mesa regarding the zoning proposal on October 30, 2014. Staff reviewed the application and recommended that affected residents, the Queen Creek Unified School District and nearby registered neighborhoods be contacted.

**Action Plan:** Members of the community affected by or interested in this application will be informed of the details of the request through an informational mailing, and an organized neighborhood meeting if sufficient interest exists.

1. A contact list of property owners and neighborhood associations has been developed including:
  - Registered neighborhood associations and homeowners associations, and other interested parties within one mile of the project site
  - Property owners within 1,000 feet of the project site
  - Queen Creek Unified School District
2. An informational mailing will be distributed to all property owners, neighborhood associations and agencies on the contact list.
3. A neighborhood meeting will be scheduled for interested neighborhood groups and citizens if sufficient interest is expressed by the community following the informational mailing.
4. All neighborhood contact materials such as mailings, sign-in lists, comments, meeting notes and petitions will be copied to the City of Mesa.

### Schedule:

Pre-Application Meeting: October 10, 2013

Application Submittal: December 24, 2013

Revised Submittals: tbd

Informational Mailing: tbd

Neighborhood Meeting: tbd

Submittal Citizen Participation Report: tbd

Planning & Zoning Commission Hearing: tbd

City Council Hearing: tbd

**Citizen Participation Plan**

December 24, 2014

**Bella Via Unit 11A, 11B Unit 12, 13, 14 & 15 Southeast Corner of Signal Butte and Ray Roads**

---

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