



Board of Adjustment

Staff Report

CASE NUMBER: BA15-017 (PLN2015-00133)
LOCATION/ADDRESS: 1200 to the 1500 blocks of North Higley Road (west side)
COUNCIL DISTRICT: District 5
PLANNER: Angelica Guevara
OWNER: KB Homes, Jason Jarvis
APPLICANT: Anderson Baron, Alex Fish

REQUEST: Requesting a Special Use Permit for a Comprehensive Sign Plan in the RSL-2.5-PAD and RSL4.5-PAD zoning districts.

SUMMARY OF APPLICANT'S REQUEST

The applicant is requesting approval of a Special Use Permit for a Comprehensive Sign Plan for the Copper Crest development which was originally platted as Higley Heights. KB Homes is developing an 80± acre residential subdivision that is currently under construction at the northwest corner of Higley and Brown Roads. The proposed Comprehensive Sign Plan (CSP) would allow three subdivision entry signs, two at the main entrance adjacent to Higley Road and one at the other entrance adjacent to Brown Road, each sign is proposed at 24 s.f.

STAFF RECOMMENDATION

Staff recommends approval of case BA15-017, *conditioned upon the following:*

1. *Compliance with the Comprehensive Sign Plan submitted.*
2. *Subdivision entry signs shall not exceed 24 s.f. (each).*
3. *Compliance with all requirements of the Development Services Division with regard to the issuance of sign permits.*

SITE CONTEXT

CASE SITE: Residential subdivision – Zoned RSL-4.5-PAD, and RSL2.5-PAD
NORTH: Vacant lot within an existing industrial subdivision – Zoned LI
EAST: (across Higley Road) Existing residential subdivision – Zoned RS-7-PAD
SOUTH: (across Brown Road) Existing single residences and Group Commercial Center – Zoned RS-9 and LC
WEST: Existing residential subdivision – Zoned RS-7

STAFF SUMMARY AND ANALYSIS:

The proposed Comprehensive Sign Plan (CSP) is for the Higley Heights subdivision (that is now marketed as Copper Crest). The CSP proposes three detached monument signs at the primary entrances of the residential subdivision. The main entrance is located on Higley Road and is designed with two signs, one on each side of the entry. There is another entrance off of Brown Road and is designed to have one entry sign. Each sign is proposed at 24 square feet in size with 18" tall letters that would be attached to the walls at the entrances.

The Zoning Ordinance, section 11-41-8 (D) allows each recorded subdivision a total of two signs, one on each side of an entry and each sign can be no larger than 12 square feet in size.

The applicant has indicated that larger entry signs with taller letters are needed due to the following reasons:

1. There is an existing SRP overhead transmission line on the north side of Brown Road that requires the sign to be located further into the site out of the transmission line easement.
2. The retention needs for the community required the walls to be placed further back on Brown Road requiring the larger font size.
3. The intersection of Higley Road and Brown Road is a fully signalized arterial roadway with higher speed limits. Larger sign copy is required to match the scale of the intersection as well as the speeds that will be driven on the major arterial roads.

The signs are proposed to be integrated into the wall design which consists of brick, stone, stucco, steel, copper, planter pots, and reverse pan channeled letters.

Since this project is being developed in phases and has five recorded subdivisions. The code would allow each subdivision 2 signs at 12 square feet each. With five recorded subdivisions the project would be allowed a total of ten signs totaling 120 square feet.

The Special Use Permit for a Comprehensive Sign Plan allows for establishment of sign criteria tailored to a specific development. This allows for flexibility to allow for more creativity in sign design and placement. The signs proposed do exceed the maximum allowed sign area of 12 square feet to the proposed 24 square feet. However comparing code allowance of sign area, the five subdivisions will only have three entry signs totaling 72 square feet. The applicant is proposed less signs and area than the allowances permitted by code. In addition, the total number of signs is reduced from a total of 10 allowed signs to the proposed 3 signs. Because of the unique character of the community and the layout, it does not make sense to have 10 separate signs as the developer has designed this development be one continuous integrated community with two main entries, one on Higley Road and one on Brown Road.

Signs

Sign Type	Total Number	Area	Location
Proposed Subdivision Entry Signs	3	24 s.f. (each) 6-foot high	2 at the entrance on Higley Road 1 at the entrance on Brown Road
Maximum Allowed Subdivision Entry Signs	2 per recorded subdivision	12 s.f. each	On each side of the subdivision entry

FINDINGS:

- 1.1 The Zoning Code would allow an aggregate total of 24 square feet of sign area for each of the five subdivisions for a total of 10 signs with 120 square feet in sign area. An aggregate total of 72 square feet of sign area is proposed with a total of three entry signs. The aggregate sign area is less than is allowed by code.

- 1.2 The applicant is proposing the residential subdivision signs to identify the two main entrances, one from Brown Road and two on Higley Road. Given the scale of the development at 80 acres, there is a need to identify the development as one large master planned community rather than five independent subdivisions. The number of signs proposed is less than would be allowed by Code, therefore the additional size of each sign for the project is justified
- 1.3 The scale and placement of the signage is also proportional and works well with the overall design and layout of the subdivision. If the five parcels were separated and operated independent of one another, the Zoning Code would allow seven additional signs at 12 square feet in sign area creating a lot of visual clutter along the arterial street frontages. In this case, the subdivisions have a connected street system allowing access via the two main entries on the arterial streets.
- 1.4 The Special Use Permit for the Comprehensive Sign Plan will not be detrimental to the surrounding properties.

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.
13. A Comprehensive Sign Plan for a proposed or existing development/building may be approved by the Zoning Administrator/Board of Adjustment in conjunction with the granting of a Special Use Permit under Title 11, Administration and Procedures Chapter of the Mesa City Code. The purpose of a Comprehensive Sign Plan is to provide for the establishment of signage criteria that are tailored to a specific development or location, and which may vary from specific Ordinance provisions. The intent is to provide for flexible sign criteria that promote superior design through architectural integration of the site, buildings and signs.

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 11-41-8(E).

PROJECT NARRATIVE

HIGLEY HEIGHTS

**NORTH OF BROWN ROAD AND
WEST OF HIGLEY ROAD,**

SUBMITTED TO:



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

PREPARED APRIL 3, 2015

TABLE OF CONTENTS

TABLE OF CONTENTS	1
PROJECT TEAM.....	1
REQUEST	2
RELATIONSHIP TO SURROUNDING PROPERTIES	3
CONCLUSION	3
Exhibit A: Vicinity Map.....	4
Exhibit B: Signage Master Plan	5
Exhibit C: Primary Entry Monument.....	6
Exhibit C: Secondary Entry Monument	7
Exhibit D: Entry Monument Perspective.....	8

PROJECT TEAM



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Submitted on behalf of:



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REQUEST

The purpose of this proposal is to request a Special Use Permit the signage lettering for Higley Heights (community name will be Copper Crest at the Grand Opening), located north of Brown Road and west of Higley Road. (See **Exhibit A: Vicinity Map**) The Higley Heights Community covers approximately 80.05 acres and currently includes RSL 4.5-PAD and RSL 2.5-PAD Zoning Districts. The monument signage is located at the primary entry on Higley Road and secondary entry on Brown Road. These signage monuments are each single sided signs. No monuments are proposed for entrances on McLellan Road. (See **Exhibit B: Signage Master Plan**)

The Special use permit is to allow for the construction of sign copy area lettering up to 18" in height and 24 square foot area per monument wall which exceeds the maximum of 12" tall and 12 sq. ft. per the Chapter 19 signage regulations. This is due to several special circumstances that impact the secondary monument on Brown Road which 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 north side of Brown Road situated within a transmission line easement. The sign monument must be set further north from Brown to provide clearance to SRP Equipment to have adequate clearance and access. Second, the retention needs for Brown Road and the community and necessitated the need for the monument to be located even further north adjacent to the community wall requiring a larger sign copy area for visibility. To have a cohesive feel to the community the primary entry has been designed with the same scale.

Additionally, the intersection of Higley Road and Brown Road is a fully signalized roadway of two major arterial roads. A larger sign copy area is required to match the both the scale of the 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.

While the square footage of the lettering exceeds the maximum 12 sq. ft. allowed, these signs will function as a community monument anchoring the Higley Heights community. No additional signage is being requested along Higley Road and Brown Road.

The signage material will be designed using brick, stone, stucco, steel, copper, planter pots and reverse pan channeled letters. This sign monument structure will be a maximum of approximately 9'-6" tall, 47'-2" long, set back outside of the public right of way and public utility easement and generally located for visibility for traffic on Higley Road heading north/south (See **Exhibit C: Primary Entry Monument**) and Brown Road heading east/west (See **Exhibit D: Secondary Entry Monument**). The monument is proposed to be lighted by reverse plan channel style lights.

RELATIONSHIP TO SURROUNDING PROPERTIES

Higley Heights is approximately 80 acres and located entirely within the City of Mesa. The area in this request is bound by Higley and Brown Road and the Existing Mira Mesa community to the west, and a mix of Business Park to the north.

Further, the proposed Higley Road sign location will not be detrimental to any neighboring residents as the residents of the existing Alta Mesa community to the east do not have direct line from the front of their homes and the Brown Road sign location is opposite commercial property.

CONCLUSION

The requested Special Use Permit 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 for this community.

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WEST OF HIGLEY ROAD,**

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TABLE OF CONTENTS

TABLE OF CONTENTS	1
PROJECT TEAM.....	1
REQUEST	2
RELATIONSHIP TO SURROUNDING PROPERTIES.....	3
CONCLUSION	3
Exhibit A: Vicinity Map.....	4
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Exhibit C: Secondary Entry Monument	7
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RELATIONSHIP TO SURROUNDING PROPERTIES

Higley Heights is approximately 80 acres and located entirely within the City of Mesa. The area in this request is bound by Higley and Brown Road and the Existing Mira Mesa community to the west, and a mix of Business Park to the north.

Further, the proposed Higley Road sign location will not be detrimental to any neighboring residents as the residents of the existing Alta Mesa community to the east do not have direct line from the front of their homes and the Brown Road sign location is opposite commercial property.

CONCLUSION

The requested Special Use Permit 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 for this community.

Exhibit A: Vicinity Map

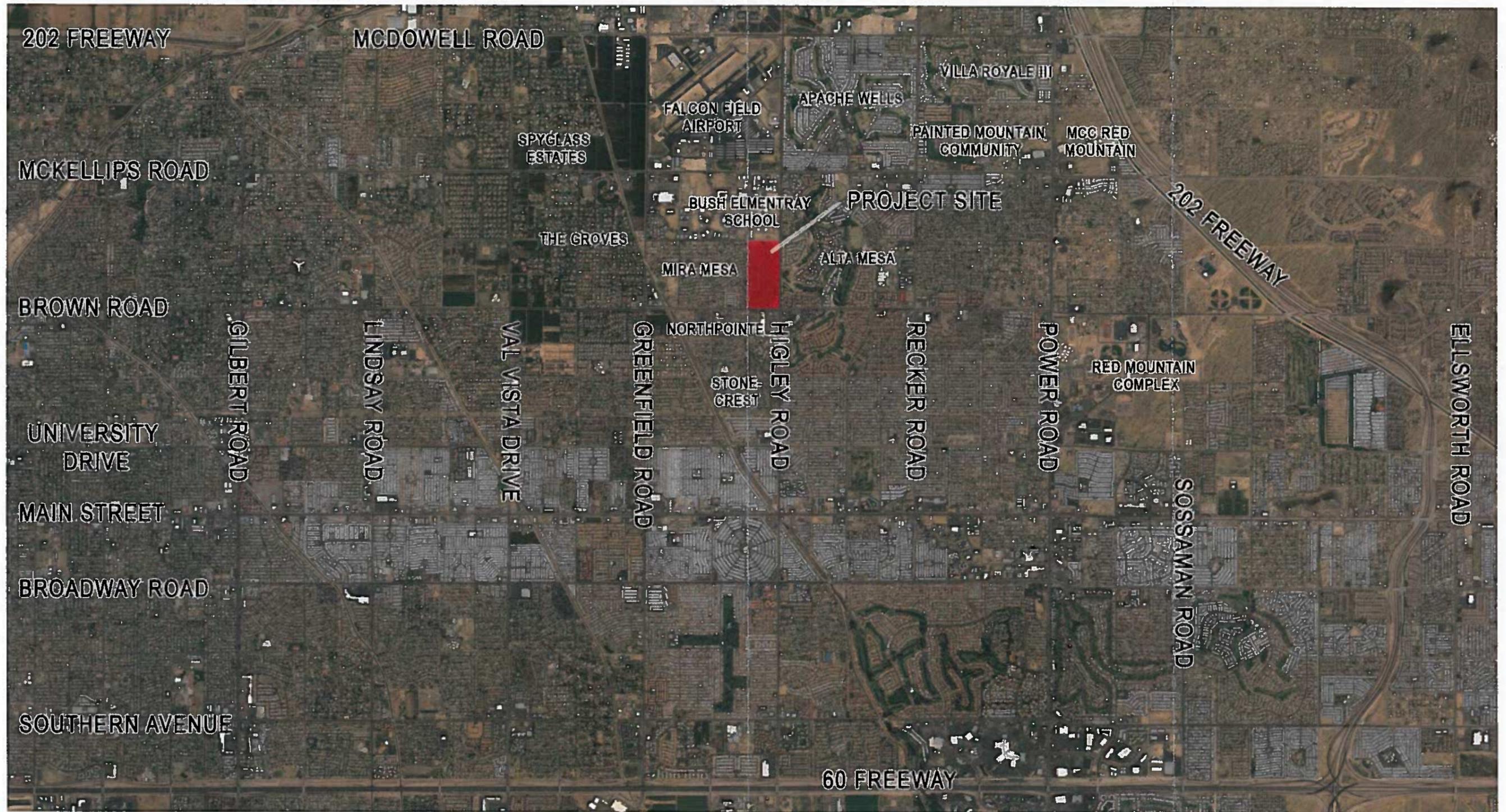
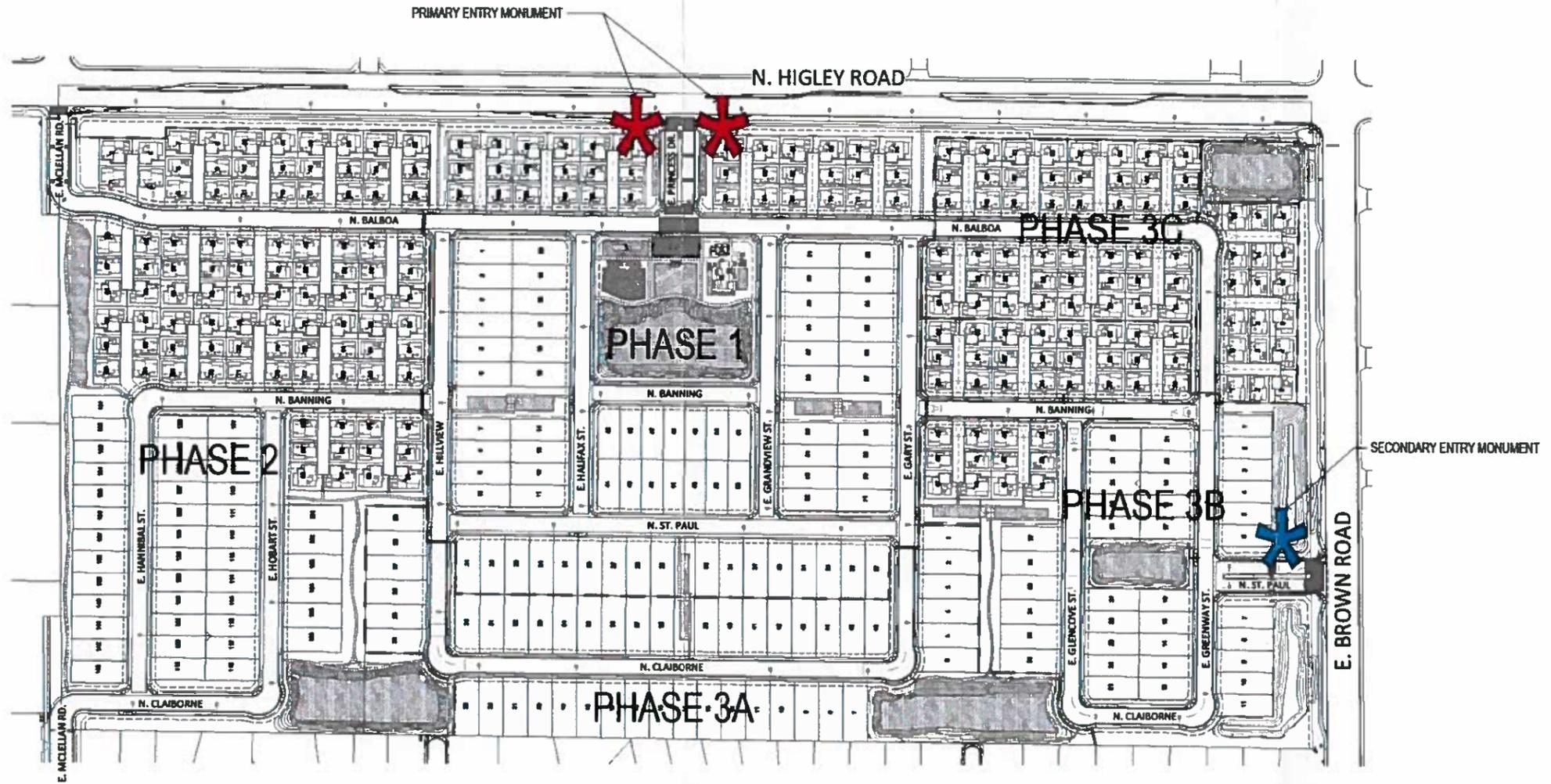
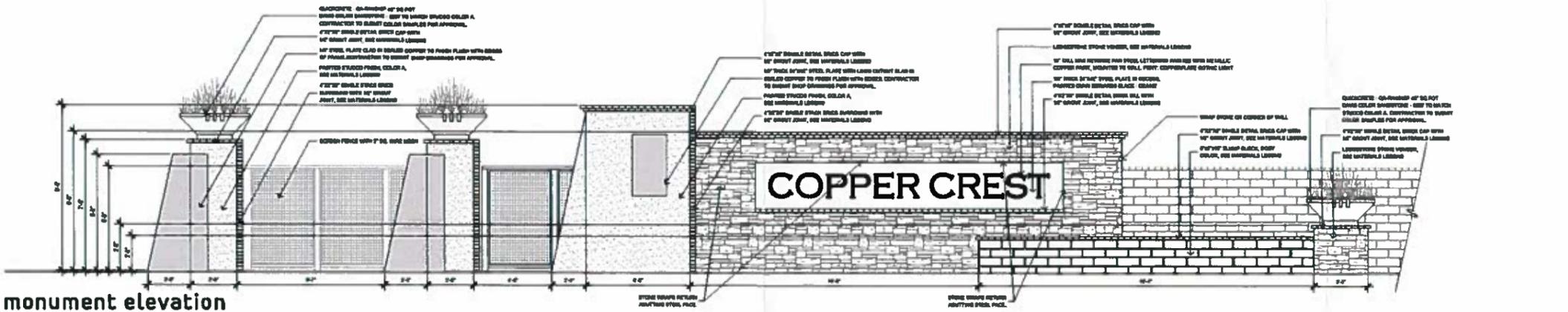
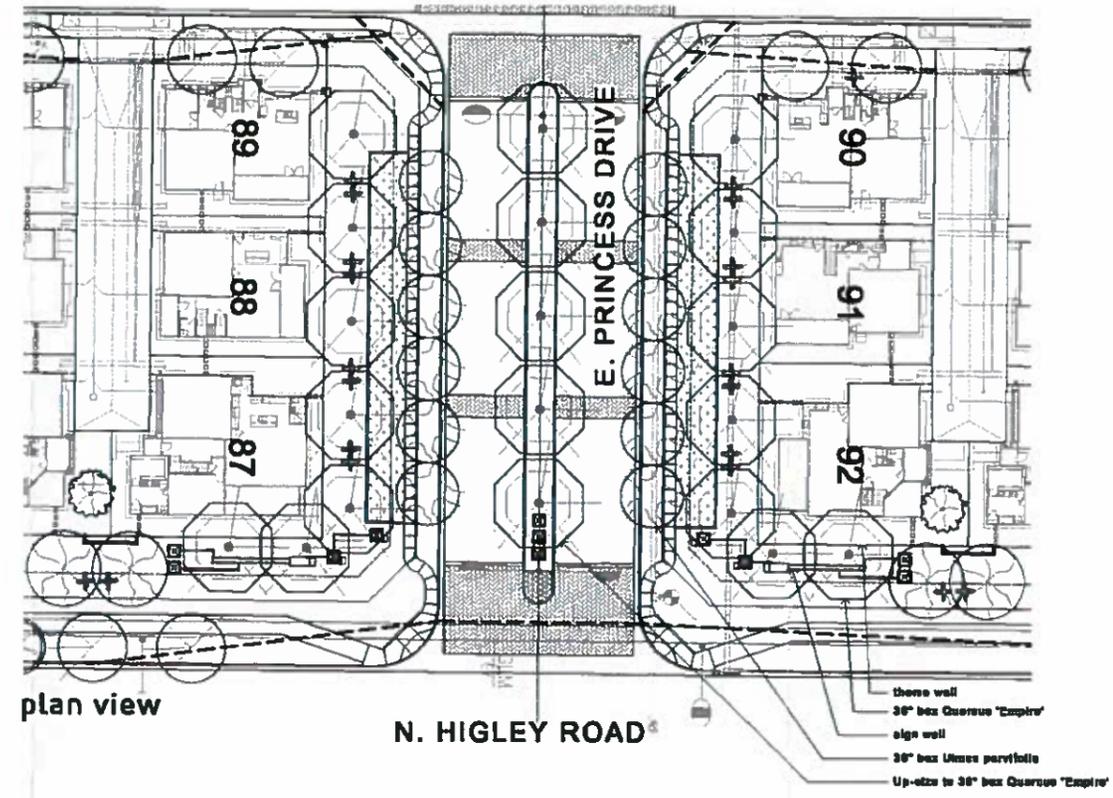


Exhibit B: Signage Master Plan



KB HOME **HIGLEY HEIGHTS** **Signage Master Plan**  **andersonbaron**
plan - design - achieve
50 N. McDowell Drive, Suite 1
Chandler, Arizona 85226
ph. 480.699.7836 fax. 480.699.7836
date 04/03/15

Exhibit C: Primary Entry Monument



KB HOME

HIGLEY HEIGHTS

PRIMARY ENTRY MONUMENT

plan scale 1"=10' date: 04.01.15

andersonbaron
 plan - design - achieve
 80 n. mcclintock drive, ste 1
 chandler, arizona 85226
 ph. 480.699.7930 fax. 480.699.7930

Exhibit C: Secondary Entry Monument



glacier stone - ledgestone glacier mountain



dunn edwards wooden peg - de6215



phoenix brick yard grand canyon blend



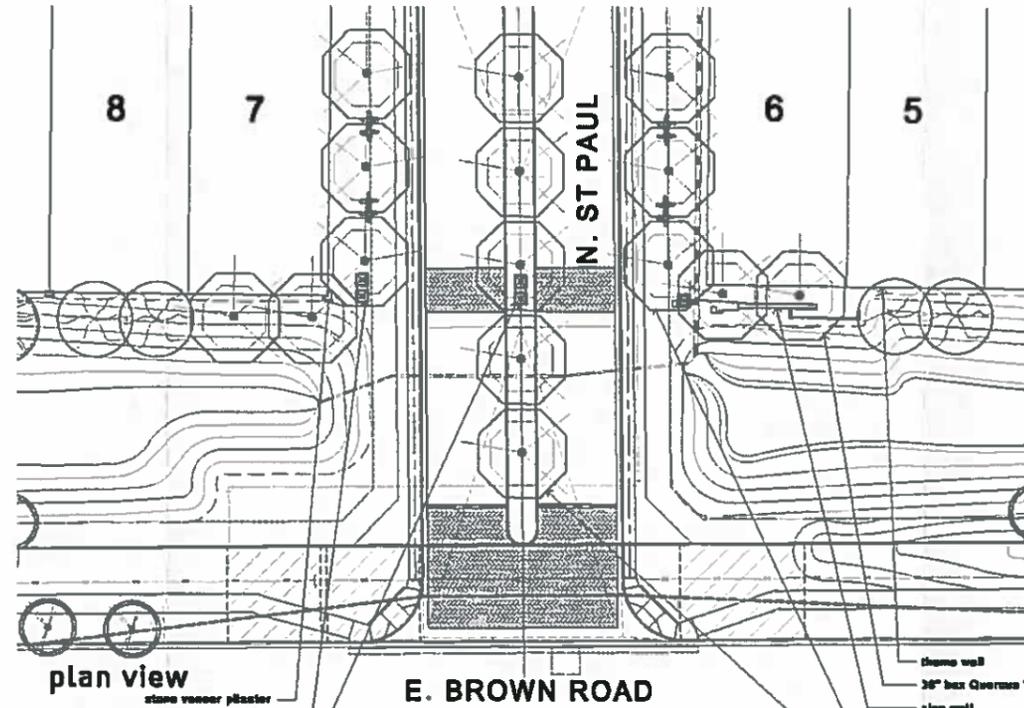
48" sq. concrete pot



copper signage lettering

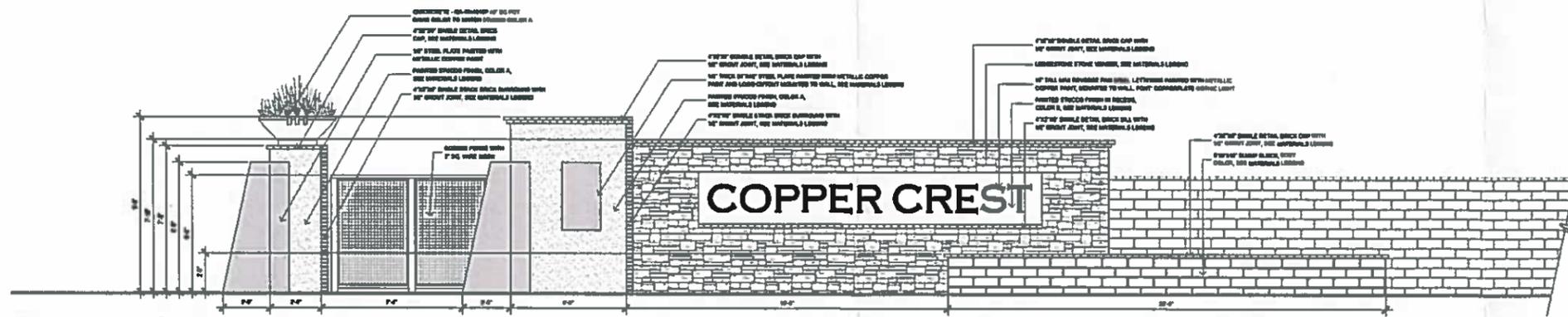


Key Map



plan view

- stone wall
- 36" h x 6" w Quercus "Empire" sign wall
- Up-size to 36" h x 6" w Quercus "Empire"
- Up-size to 36" h x 6" w Quercus "Empire"



monument elevation

HIGLEY HEIGHTS

SECONDARY ENTRY MONUMENT

plan scale 1"=10'
date: 04.01.15

andersonbaron
plan · design · achieve
100 N. MCDONALD DRIVE, SUITE 100
CHANDLER, ARIZONA 85226
PH. 480.959.7950 FAX. 480.959.7950

Exhibit D: Entry Monument Perspective

