



# Board of Adjustment

## *Staff Report*

**CASE NUMBER:** BA15-023 (PLN2015-00190)  
**LOCATION/ADDRESS:** 3143 South Power Road  
**COUNCIL DISTRICT:** District 6  
**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.S-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 Dahlia Pointe development. KB Homes is developing a 16.38± acre residential subdivision that is currently under construction south of Guadalupe Road on the east side of Power Road. The proposed Comprehensive Sign Plan (CSP) would allow one subdivision entry sign at the main entrance of the development on Power Road. The sign is proposed at 38 s.f. on the south side of the entrance.

### STAFF RECOMMENDATION

Staff recommends **approval** of case BA15-023, *conditioned upon the following:*

1. *Compliance with the Comprehensive Sign Plan submitted.*
2. *Subdivision entry sign shall not exceed 30 s.f. and letters shall not be taller than 20-inches in height.*
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-2.S-PAD  
**NORTH:** Charter School – Zoned RS-43  
**EAST:** RWCD Canal (100-foot wide) and East Maricopa Floodway (350-foot wide)  
**SOUTH:** (across Paloma Ave.) Undeveloped – Zoned LI  
**WEST:** (across Power Road) Existing residential subdivision in the Town of Gilbert

### STAFF SUMMARY AND ANALYSIS:

The proposed Comprehensive Sign Plan (CSP) is for the Dahlia Point subdivision. The CSP proposes one detached monument sign at the primary entrance of the residential subdivision. The main entrance is located on Power Road and is designed with one sign, on the south side of the entry. The sign is proposed at 38 square feet in size with 22" tall letters that would be attached to the wall at the entrance.

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. The intersection of Guadalupe and Power Roads is a fully signalized arterial street intersection 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.
2. Power Road is planned to have a median across the front of the development that will limit visibility of the entry monument to south bound traffic.

The signs are proposed to be integrated into the wall design which consists of concrete, stone, steel, and aluminum letters. The sign will be lighted with ground mounted up-lights.

The residential lots were created with one recorded subdivision. The code would allow the subdivision 2 signs at 12 square feet each. The applicant is requesting to have one entry sign at 38 square feet in area.

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 sign is proposed to be over triple the maximum allowed sign area. Staff recognizes that there is sufficient justification for a sign larger than 12 square feet due to the traffic, the street width of Power Road, and the upgraded design and materials incorporated into the monument sign. The applicant has requested 22" letter height at 20'-5" in width. Staff recommends the letter height be reduced to a maximum of 20-inches which would proportionally allow the sign width to be a maximum of 18'-6" and 30 square feet in area.

### Signs

Sign Type	Total Number	Area	Location
Proposed Subdivision Entry Signs	1	38 s.f. 8-foot high	1 at the entrance on Power 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 up to two subdivision entry signs, each 12 square feet in area per recorded subdivision with a maximum of 24 square feet in area.
- 1.2 The development is approximately 16.38± acres in area with approximately 800 linear feet of street frontage. The lots were subdivided with one recorded subdivision plat.
- 1.3 The applicant is proposing one residential subdivision sign to identify the main entrance.
- 1.3.1 The number of signs proposed is less than would be allowed by Code, therefore the additional sign area 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.
- 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**

**DAHLIA POINTE**

**SOUTH OF GUADALUPE ROAD AND  
EAST OF POWER ROAD,**

**SUBMITTED TO:**



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

**PREPARED APRIL 27, 2015**

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## PROJECT TEAM

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## **REQUEST**

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The purpose of this proposal is to request a Special Use Permit the signage lettering for Dahlia Pointe, located south of Guadalupe Road and east of Power Road. (See **Exhibit A: Vicinity Map**) The Dahlia Pointe Heights Community covers approximately 16.38 acres and currently includes RSL 2.0-PAD Zoning District. The monument signage is located on the south side of the community entry on Power Road and is a single sided signage monument sign. (See **Exhibit B: Signage Master Plan**)

The Special use permit is to allow for the construction of sign lettering up to 22” in height which exceeds the maximum of 12” tall per the Chapter 19 signage regulations.

This is due to several special circumstances that impact the monument which warrant the approval of a larger sign height. The intersection of Power Road and Guadalupe Road is a fully signalized roadway intersection of two major arterial roads with Dahlia Pointe located just south of Guadalupe Road a larger sign lettering is required to maintain visibility and match the both the scale of the arterial and the speeds that will be driven on Power Road which is a well-traveled roadway which its use will only grow as the area develops over time. Additionally, Power Road is planned to have the median extended from Guadalupe Road past Dahlia Pointe and to the south in the future in which case the trees located within the median will limit the visibility of the entry monument to south bound traffic.

While the lettering height exceeds the maximum 12” allowed, the sign will function as a community monument anchoring the Dahlia Pointe community. No additional signage is being requested along Power Road.

The signage material will be designed using concrete, stone, steel, and aluminum letters. This sign monument structure will be a maximum of approximately 8’-0” tall, 35’-0” long, set back outside of the public right of way and public utility easement and generally located for visibility for traffic on Power Road heading north/south (See **Exhibit C: Primary Entry Monument**). The monument is proposed to be lighted by ground mounted style up-lights.

## **RELATIONSHIP TO SURROUNDING PROPERTIES**

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Dahlia Pointe is approximately 16 acres and located entirely within the City of Mesa at the Town of Gilbert and City of Mesa Boarder. The area in this request is bound by Power Road on the west, the Roosevelt Water Conservation District canal to the east, Liberty Arts Academy to the north and the storage facility to the south.

Further, the proposed sign location will not be detrimental to any neighboring residents as the Dahlia Pointe Entrance aligns with and is comparable with the existing La Aldea community main entrance to the west.

## **CONCLUSION**

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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



DAHLIA POINTE

Signage Master Plan

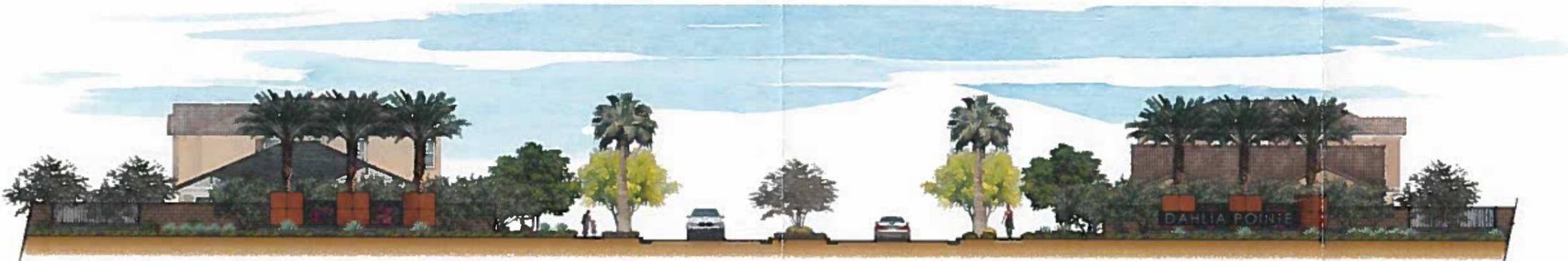
plan scale: 1/100  
date: 04/27/15



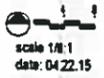
Exhibit C: Entry Monument Elevation



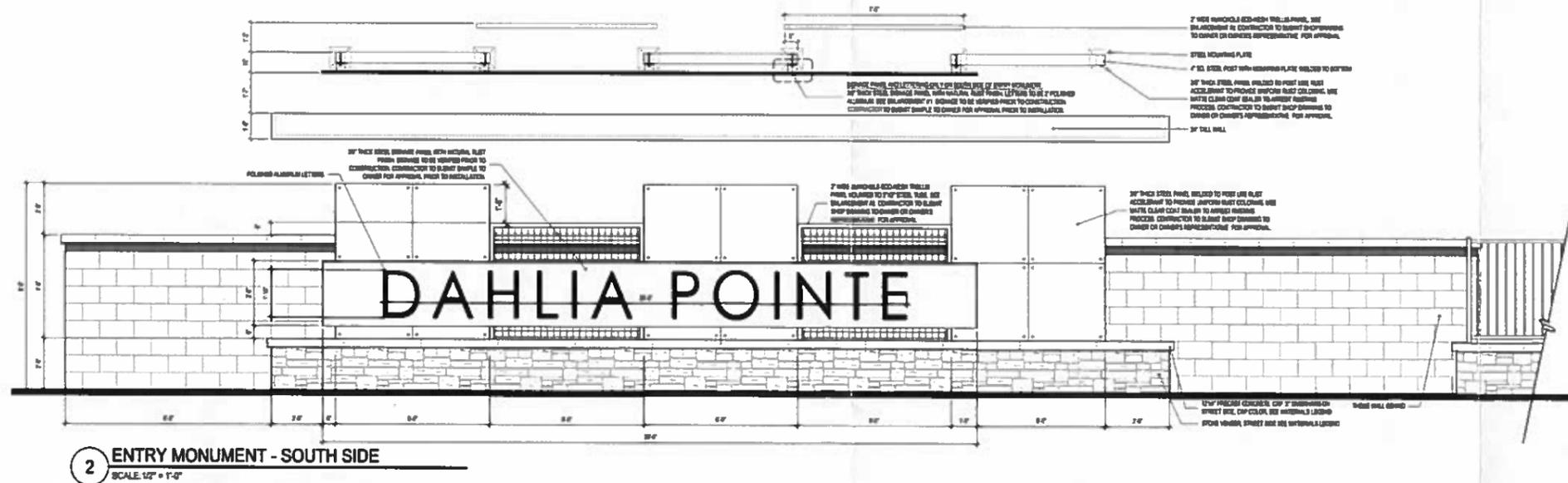
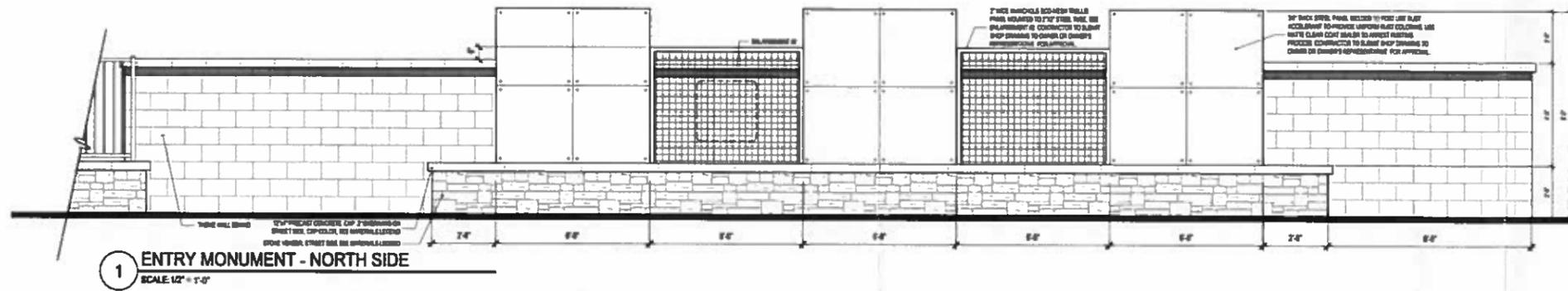
PROJECT ENTRY - PLAN VIEW



PROJECT ENTRY - ELEVATION

**KB HOME** **DAHLIA POINTE** Entry Monument Elevation   **andersonbaron**  
plan design achieve  
18 N. MCCLELLAN DRIVE, SUITE  
1000, CHANDLER, ARIZONA 85226  
PH: 480 959 7550 FAX: 480 959 7886

## Exhibit D: Entry Monument



# DAHLIA POINTE

Entry Monument plan scale 1/2"=1'-0"  
date: 04.27.15

andersonbaron  
plan design achieve  
10 N. MILITARY DRIVE, SUITE 1  
CHANDLER, ARIZONA 85226  
PH 480.699.7955 FAX 480.699.7956