



# City Council

## ZON22-00779

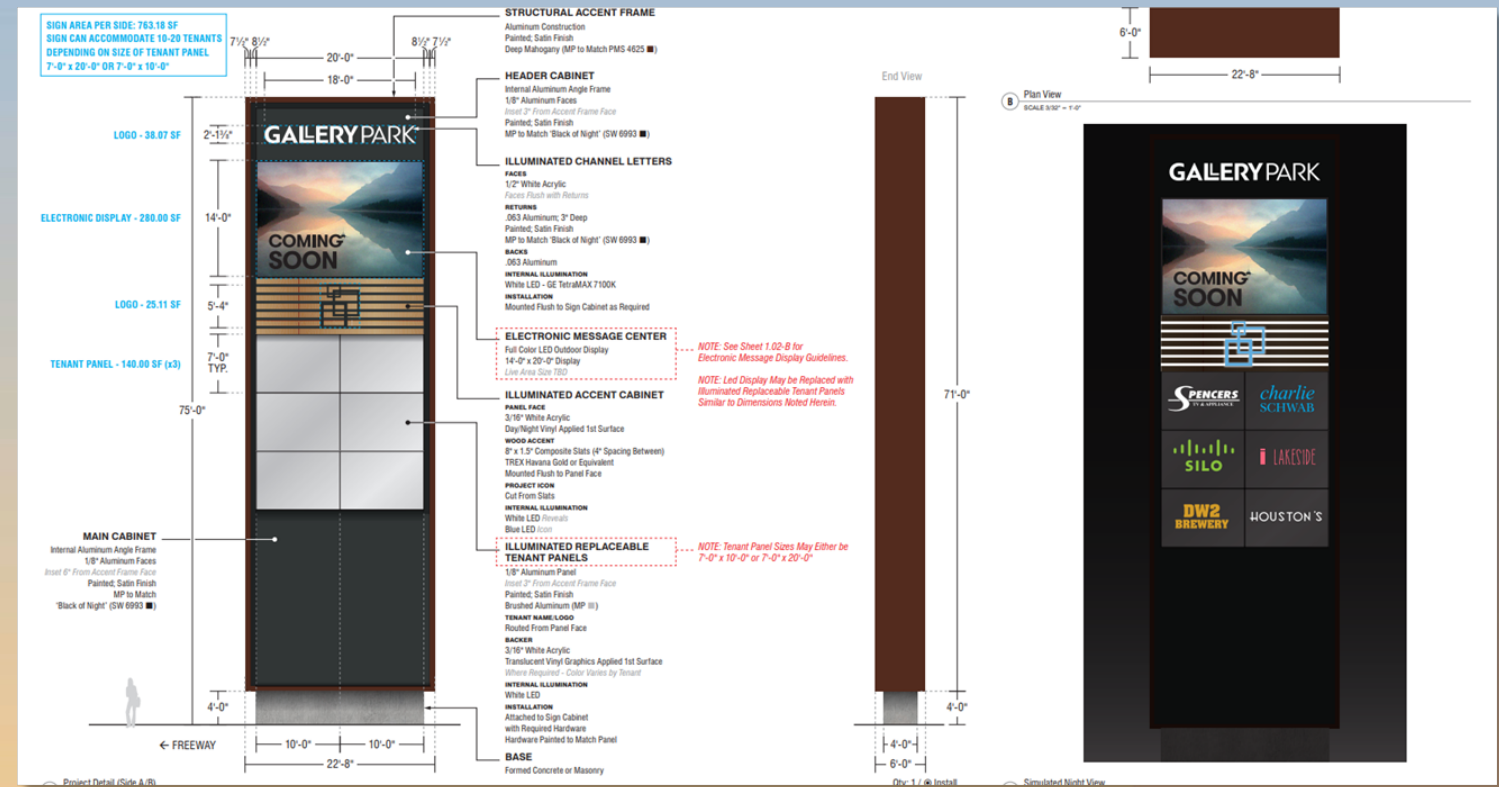
Mary Kopaskie-Brown, Planning Director

May 6, 2024  
1



# Request

- Council Use Permit
- To allow a freeway landmark monument (FLM) sign within Gallery Park







# Location

- East side of Power Road
- North side of Ray Road
- Northern portion of Gallery Park







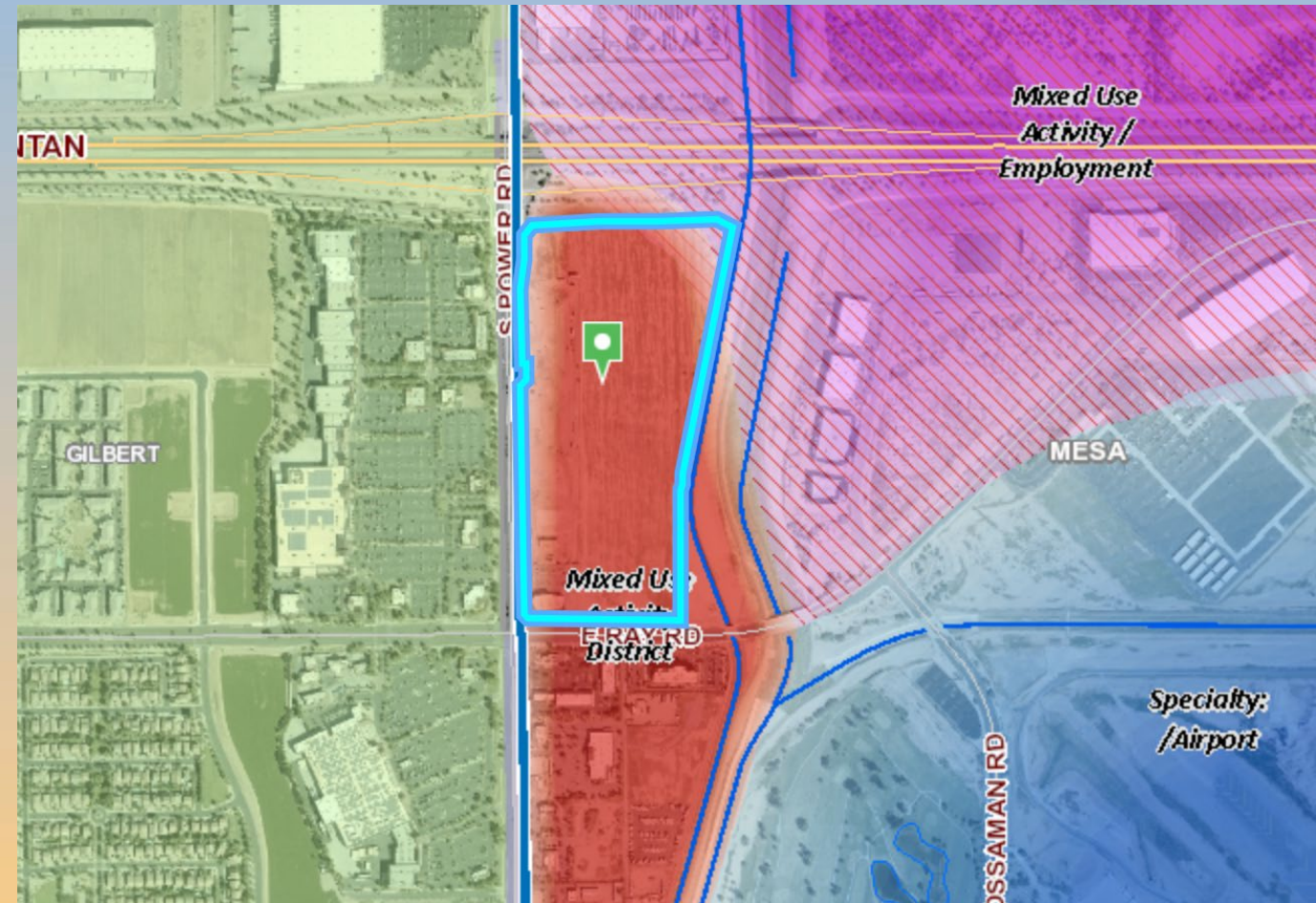
# General Plan

## Mixed Use Activity

- Community and regional activity area that usually has a significant retail commercial component

## Mesa Gateway Strategic Development Plan - Inner Loop

- Provide high-quality mixed-use development

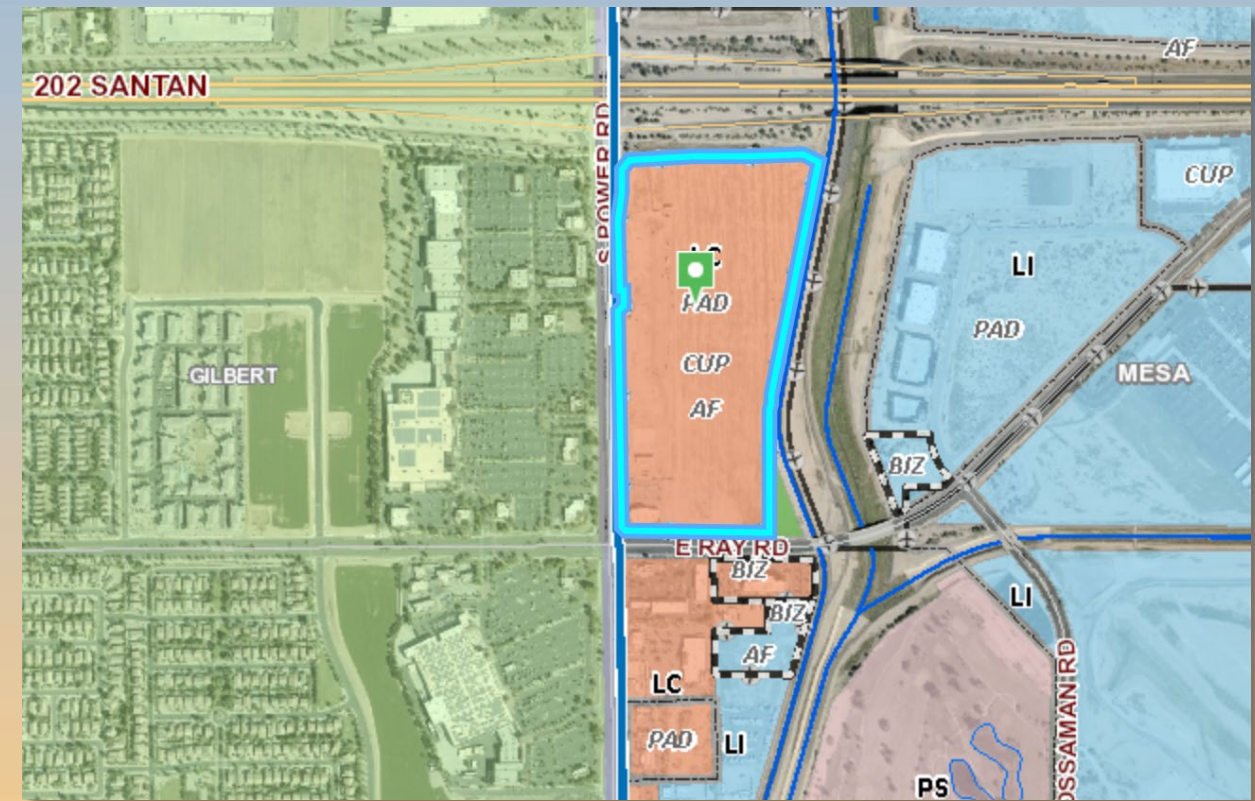






# Zoning

- Limited Commercial with a Council Use Permit and Planned Area Development Overlay (LC-CUP-PAD)
- Proposed FLM is permitted within LC with a CUP







# Site Photo



East from Power Road



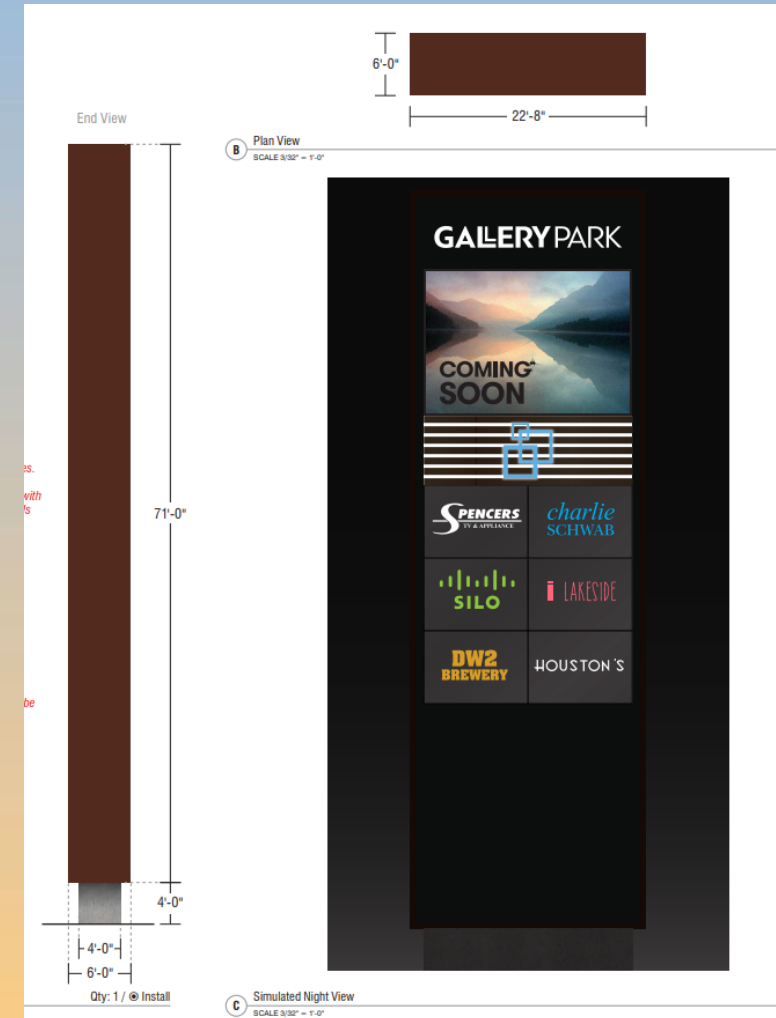
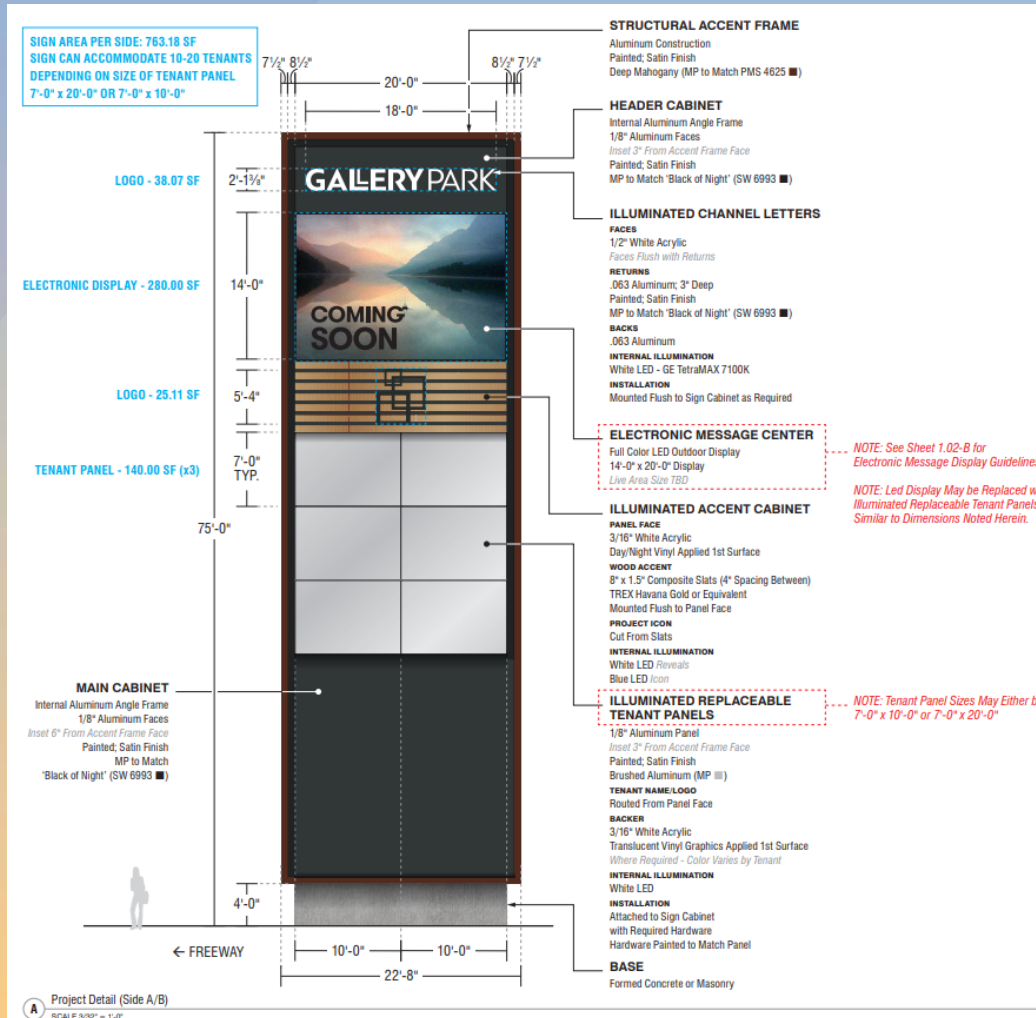


# Site Plan





# Elevations







# Renderings





# Modifications to FLM Guidelines

Standard	FLM Guideline	Proposed
Sign Area for Destination Name	At least 20% of the total sign area should be used for the project or destination name	<b>9% of the total sign area is used for the project or destination name</b>
FLM Separation	No closer than two thousand feet (2,000') from an existing or approved Freeway Landmark Monument on the same side of the freeway	<b>776 feet from an existing Freeway Landmark Monument on the same side of the freeway (Located in the Town of Gilbert)</b>
FLM Maximum Sign Area	Maximum 1 square foot of total sign area per 2 lineal feet of freeway frontage, not to exceed 750 square feet (535.5 square feet for the Proposed Project)	<b>1,526 square feet of total sign area</b>
Electronic Message Display	The display is limited to text messages only, with no animation or video	<b>The electronic display includes static text and graphics</b>
Electronic Message Display Interval	Each message shall be displayed for a minimum period of one hour	<b>Each message shall be displayed for a minimum of 8 seconds before changing</b>





# Council Use Permit

## Section 11-70-6: Council Use Permit Required Findings

- ✓ The use is found to be in compliance with the General Plan and other recognized development plans or policies, and will be compatible with surrounding uses;
- ✓ 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 with any other applicable City plan or policies;
- ✓ The proposed project will not be injurious or detrimental to the adjacent or surrounding properties in the area of the proposed project or improvements in the neighborhood or to the general welfare of the City; and
- ✓ Adequate public services, public facilities and public infrastructure are available to serve the proposed project.



# Citizen Participation

- Notified property owners within 1,000 ft., HOAs, and registered neighborhoods on August 16, 2022
- Virtual meeting held on August 30, 2022, with no attendees
- Staff has not been contacted from interested parties







# Findings

- ✓ Complies with the 2040 Mesa General Plan
- ✓ Complies with Gateway Strategic Development Plan
- ✓ Complies with the review criteria for a CUP in Section 11-70-6
- ✓ Complies with the review criteria for a FLM in Section 11-43-7
- ✓ Freeway Landmark Monument Guidelines

***Staff recommends Approval with Conditions  
Planning and Zoning Board recommends Approval with Conditions  
(5-0)***



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