

WALMART # 3089
NWC of SR 24 and MOUNTAIN ROAD
COMPREHENSIVE SIGN PACKAGE
PROJECT NARRATIVE



Submitted to:

City of Mesa
Planning Division
55 North Center Street
Mesa, AZ 85201

Submitted by:

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Introduction

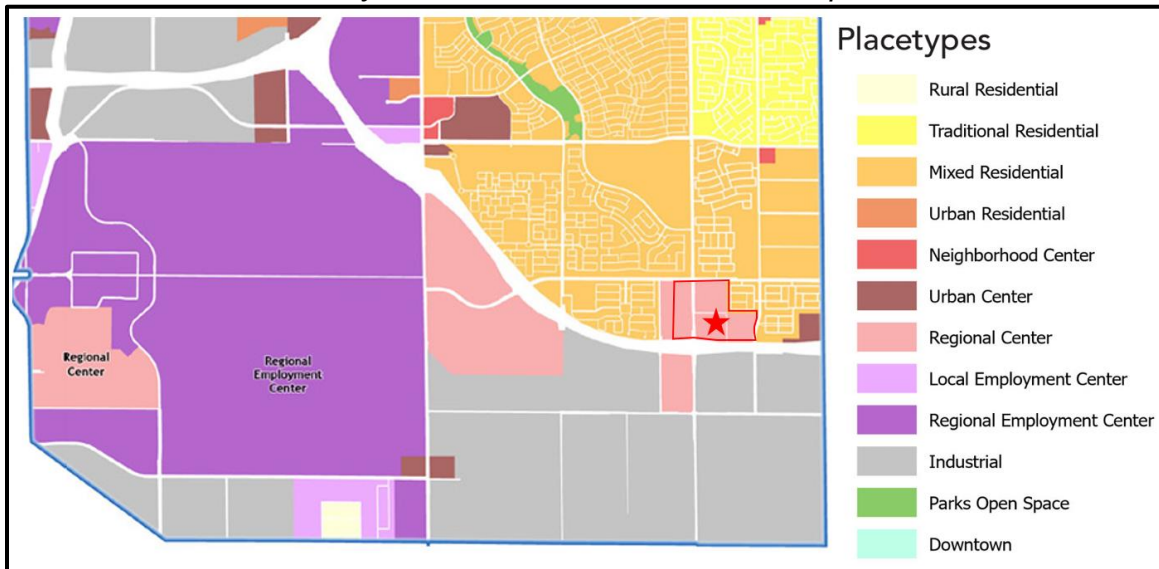
Pew & Lake, on behalf of BCB Group Investments, Deborah I Berge and Diversified Partners, LLC, hereby submits this project narrative and related documents in support of a Comprehensive Sign Plan application for Walmart #3089, an approved large format commercial user under development at the northeast corner of Mountain Road and State Route 24. The approximate boundaries of the property are shown below



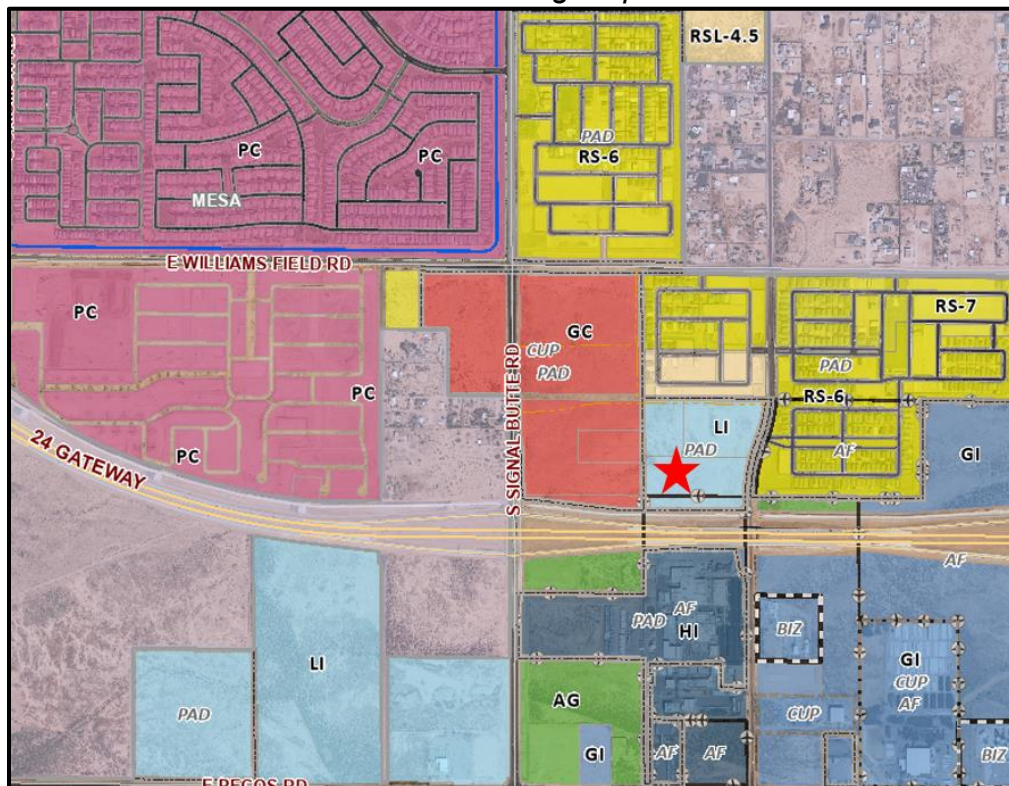
Existing General Plan and Zoning Classification

As shown on the next page, the Property is zoned for General Commercial (GC) and Light Industrial (LI) uses and has a General Plan 2050 Placetype of *Regional Center*. It is important to note that in 2024, a Planned Area Development (PAD) overlay and a Conditional Use Permit (Case ZON22-0026) were approved to allow large-format commercial and retail uses in the LI zoning district.

City of Mesa 2050 General Plan Map



Mesa Zoning Map



Request

This request is for a Comprehensive Sign Package that will be applicable to the Walmart Site Plan, as shown in the attached sign package. When approved, this request will allow for the development of eye-catching, permanent signage for the 181,000 square foot Walmart store.

Zoning History

- From 1990 to 2018, various portions of the property were annexed into the City of Mesa, purchased and assembled by the property owner, and had various zoning designations placed on the property.
- In 2018, the City Council approved a Master Planned Development called Destination at Gateway. The plans included residential development of various densities, and retail opportunities on the arterial and collector corners.
- In 2020, the City Council approved a Minor General Plan amendment to change the land use designation on the property from Neighborhood to Mixed Use Activity. This new designation was placed on the property in anticipation of the expansion of the State Route 24 Freeway, and the expected influx of residents into this part of the City.
- In June of 2024, the City Council approved a Planned Area Development (PAD) on the 125-acre property to allow for the development of General Commercial and Light Industrial Uses, in addition to a Council Use Permit to allow large-format retail in the Light Industrial Zoning District.
- In May of 2025 the City administratively approved the Design Guidelines for the Destination at Gateway development, which established the overall vision and design aesthetic for the entire development.
- In June of 2025, the City administratively approved the Site Plan for the 167,000 square foot Walmart at this location.
- In August of 2025, the Mesa Planning & Zoning Board approved the Site Plan and a Special Use Permit for the related Fuel Center.

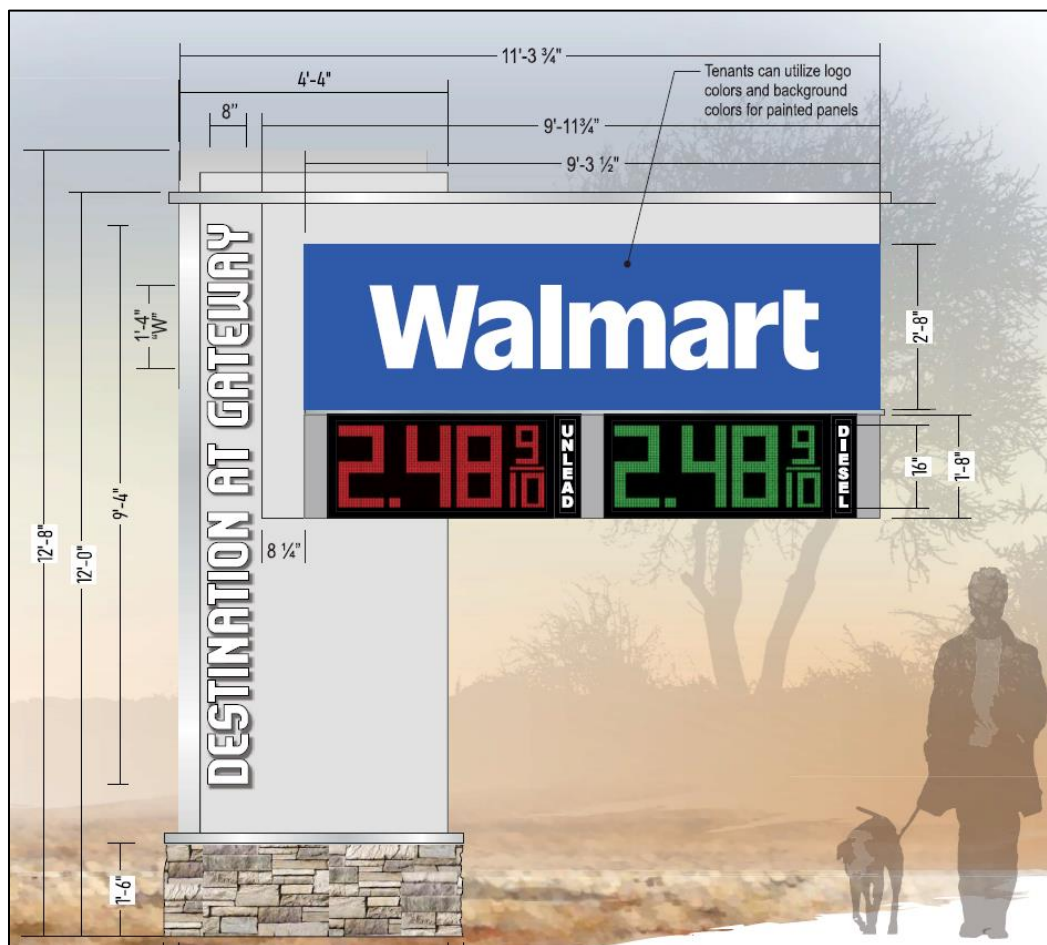
With the approval of the preceding applications by Planning staff, Planning & Zoning Board and City Council, the vision for this Property as a hub of retail and commercial activity has been established by the City.

The Proposed Development

As shown on the approved Walmart Site Plan, the property will be a destination shopping center. There will also be inline retail shops on the Mountain Road and Gateway Auto Drive frontages, which will be punctuated by drive-thru uses.

Fuel Center Identification Signs

The signs proposed for the Fuel Center are proposed for both the west elevation of the fuel kiosk, the gas pump canopies, and a single freestanding sign on the southwest corner of Mountain Road and Auto Row Drive. Illuminated fuel pricing information is on the freestanding sign, and the elevations of the canopies that face the interior of the site. These signs are necessary so that the latest fuel pricing is readily visible to vehicles maneuvering through the site, and driving along the adjacent roadways.



Justification

As shown in the Zoning Ordinance, the maximum number of allowed signs per occupancy is seven (7) signs. This number of signs contemplates a building with a "Front Foot" (the number of linear feet across the building front) of 250 linear feet or more. Clearly, table 11-43-3-D-1 shown in the zoning ordinance does not contemplate a big box retailer with 180,000 square feet of building area, a Front Foot of over 577 linear feet and over 53,000 total square feet of façade area. If the table showed additional rows of building front

footages, and continued to follow the associated numerical progression, this building would be permitted twelve (12) attached signs. Additionally, the maximum square footage and maximum area per sign do not adequately address the needs of a big box retailer.

By strictly applying the attached sign allowances in the sign code, this building would be allowed only seven (7) signs at a maximum of 475 square feet, or three (3) signs at 160 s.f. apiece. Signs this small would be woefully inadequate for a building with over 53,000 s.f. of façade area and would not provide adequate brand visibility or wayfinding for the various services provided at the Walmart site. It is also worth emphasizing that the proposed building signs are distributed along the four facades of the building, and direct arriving customers to the auto care, outdoor, pharmacy and online pickup areas. These wayfinding signs are crucial for the safe navigation of vehicles and pedestrians through the Walmart parking lot.

This Walmart store and Fuel Center have unique physical conditions- their size and scale. These conditions require the requested variations from conventional sign standards to provide normal sign visibility. As discussed in Section 11-70-5 of the Mesa Zoning Ordinance, when unique physical circumstances exist, the Board of Adjustment may approve a sign package that exceeds the dimensional and quantitative standards in the sign code.

Compliance with Special Use Permit Approval Criteria

As outlined in Section 11-70-5-E of the Mesa Zoning Ordinance, an SUP shall only be granted if the Board of Adjustment determines that the project as submitted or modified conforms to all of the following criteria. Shown below, in *italics*, is each of the criteria, and the manner in which this project complies is shown in **bold text**.

- 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:*

RESPONSE: The typical land uses envisioned in the *Regional Center* placetype include retail, personal services, eating and drinking establishments, and convenience services. *Regional Centers* are intended to include major retail, national chains, specialty shops and a range of services that will draw consumers from the greater metro area. *Regional Centers* are also developed with a common design theme and feature a large scale of development.

The Walmart Store and Fuel Center implement each of these ideas. The approved Destination at Gateway Design Guidelines ensure a common design theme, and the proposed Comprehensive Sign Plan will contribute to a sense of arrival to the store, while providing identification and wayfinding to the

various departments at the store.

2. *The location, size, design, and operating characteristics of the proposed signs 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;*

RESPONSE: The signs are appropriate in scale and size to the Walmart store and Fuel Center and advance the approved design themes of the Destination at Gateway project. The proposed signs have also been designed to be consistent with the approved Destination at Gateway Design Guidelines.

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*

RESPONSE: The size of the store and fuel center, and related signage are appropriate and reasonable for a property that is at a prominent intersection of a freeway and future collector roadway. The signs comply with the setbacks from roadways and utility easements. All signs will be located on the property to allow clear vision through site visibility triangles and will not pose any unreasonable impacts on traffic patterns on the adjacent roadways.

4. *Adequate public services, public facilities and public infrastructure are available to serve the proposed project.*

RESPONSE: All proposed signs will be located on the Walmart store and Fuel Center that are currently under construction. At the time the signage will be installed, all public services and infrastructure will be in place. The signs will be located outside the public right-of-way and will not conflict with utility or right-of-way improvements.

Conclusion

The proposed Walmart Comprehensive Sign Plan proposed at this location is consistent with the vision that has been established for this property in the recently approved entitlement applications. Walmart #3089 is under construction and is expected to open in September of 2026. It is vital to have approval of this Comprehensive Sign Package to allow Walmart to implement its vision for the store at this important location in the City of Mesa.