

# City Council

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# Entryway Monumentation Plan

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# Plan Purpose & Goals

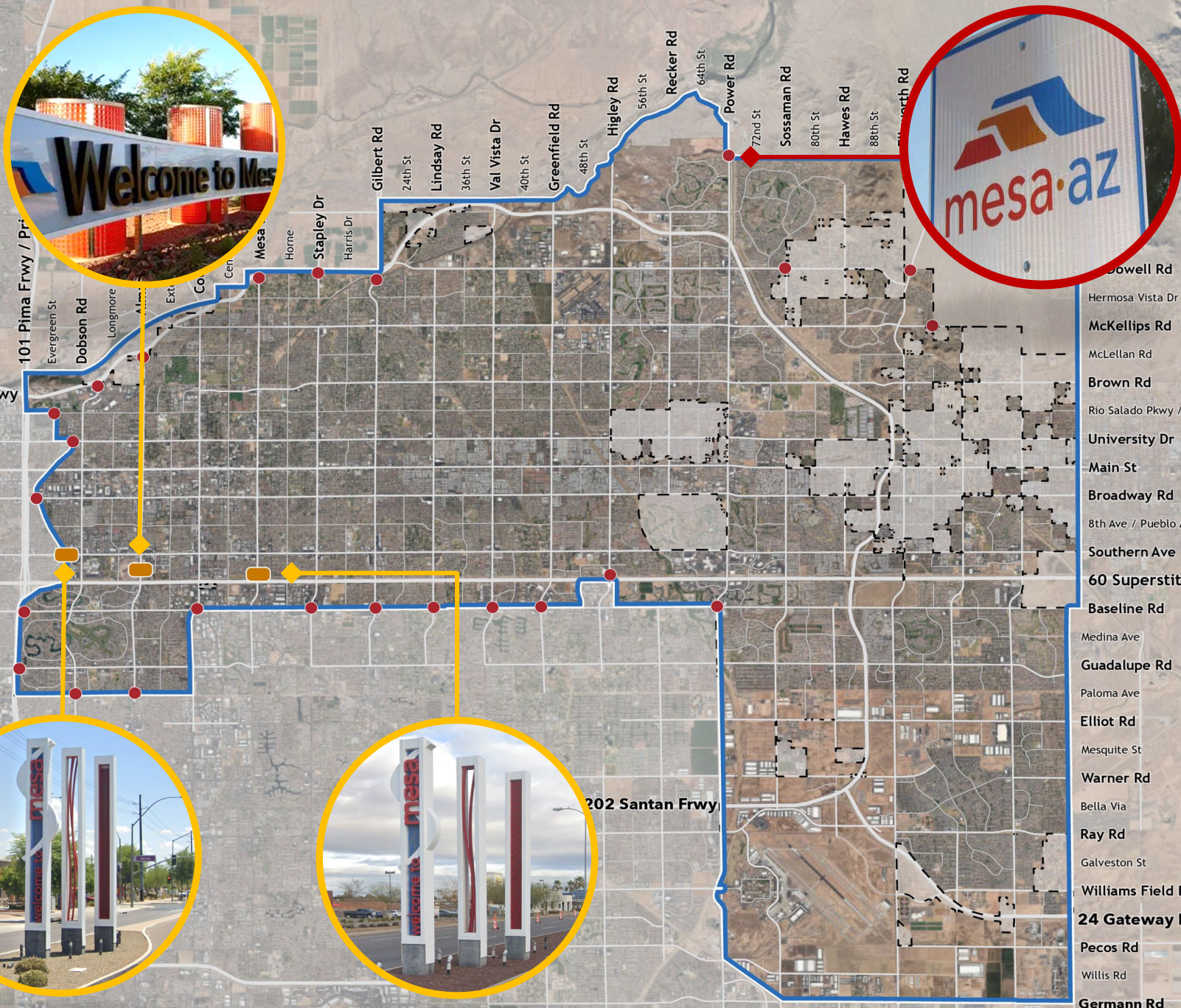
The Entryway Monumentation Plan is a placemaking initiative designed to:

- Create a sense of arrival into the city, districts, and neighborhoods
- Elevate the city's image and perceived value
- Support economic development and tourism through memorable first impressions
- Establish a clear, cohesive brand, and identity for Mesa
- Guide private investment with a consistent design language





# Existing Entryway Signs



## 3 Entryway Monuments

- Mesa Drive & US 60
- Southern Ave & Tempe border
- Alma School Rd near US 60

## 24 Entryway Signs



# Existing District Signs



## 6 District Monuments

- Falcon Field
- Fiesta District
- Asian District
- Elliot Road Tech Corridor



# Surrounding Cities







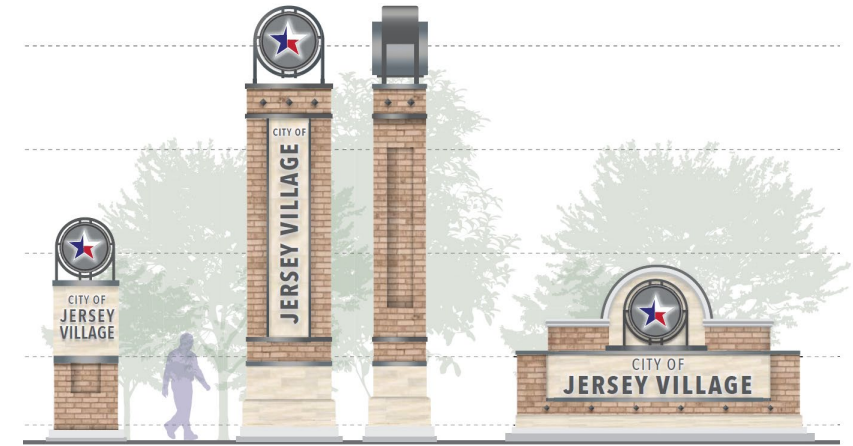
# Plan Scope

- Sign Family / Hierarchy
- Siting & Location
- Branding & Design Standards
- Operations & Maintenance
- Phasing & Budget

# Sign Family / Hierarchy

Develop sign family / hierarchy with a consistent design language

- Gateway Monuments - Define major city entrances with bold, iconic design
- Entryway Monuments - Mark key access points and welcome travelers
- District Monuments - Highlight economic hubs, cultural areas, and special destinations
- Community Monuments - Reinforce city brand within neighborhood centers, parks, and civic spaces





# Siting & Location

- ◉ Site Selection (citywide)
  - Geographic balance
  - Traffic volume - Average Daily Trips (ADT)
  - Context and proximity to destinations
  - Existing signage & visual cluster (competes vs. complements)
- ◉ Location Analysis (site specific)
  - Sight lines and approach geometry
  - Constructability (ROW availability, access, utility conflicts)
  - Electric and O&M access
  - Area based on sign type



# Branding & Design Standards

- Branding and design that provides a timeless identity – (endures rebranding)
- Materials that are durable, easily maintained, and easy to source for replacement
- Lighting design and system that can be maintained by city staff, has a close and dedicated power supply, and components that are easily sourced
- Designed for legibility - sized for speed context; high contrast; uncluttered faces
- Landscaping that is designed based on location and context
- Design standards that can be used in private development



# Operations & Maintenance

- Asset Management
  - Clearly define responsibilities across departments
  - Establish inspection schedules
- Dedicated Funding
  - Ongoing O&M budget to cover routine maintenance
  - Include contingency funds for unforeseen repairs (e.g., vandalism, vehicle strikes, weather damage)
  - Explore partnerships to offset costs
- Design for Maintainability
  - Require detailed shop drawings and material specifications to ensure consistent repair/replacement
  - Standardize components where possible to streamline procurement



# Phasing & Budget

- Phased Implementation
  - Prioritize gateway monumentation in early phases
- Cost Estimates
  - Account for design and construction costs
  - Include O&M projections for long-term sustainability
- Sequencing of improvements
  - Coordinate with planned infrastructure projects (e.g., roadway, transit, utility upgrades)
  - Leverage opportunities for public-private partnerships in economic hubs

# Phase I: Primary Gateway Monuments

- Goal: deliver one highly visible primary gateway monument per Council District to anchor the system
- Coordinate with City Departments, ADOT, MCDOT, SRP, etc.
- Finalize exact locations after survey, utilities potholing, and ROW confirmation



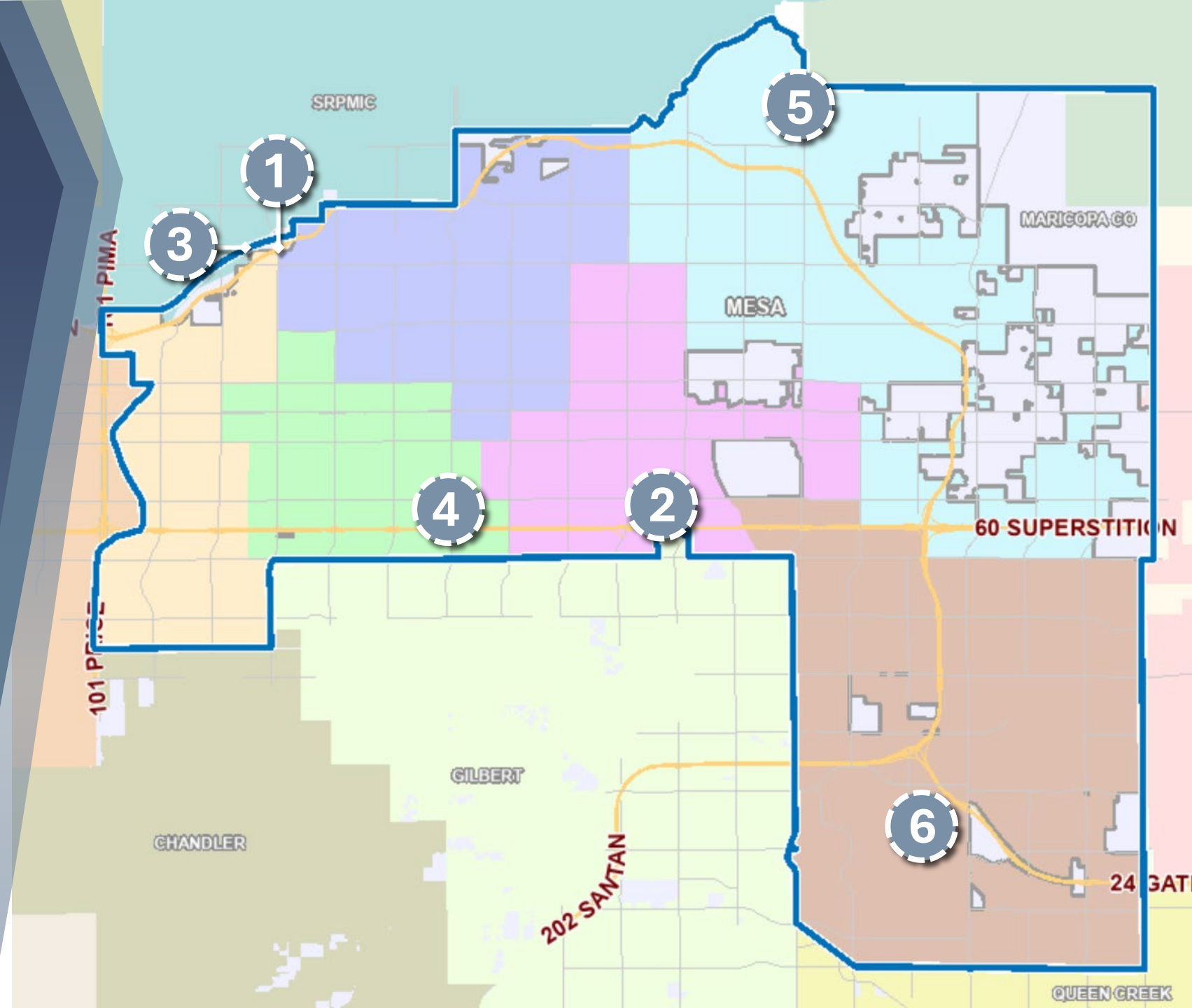




# Phase I: Site Selection Criteria

- Geographic Balance
- Traffic Volume
- Visibility & Approach Geometry (median vs. edge placement)
- ROW Availability (encroachments or acquisition needed)
- Context & Proximity to Destinations (highly traveled or most likely route to other areas)
- Proximity to Existing Entryway and District Monumentation
- Volume of Commercial Signage

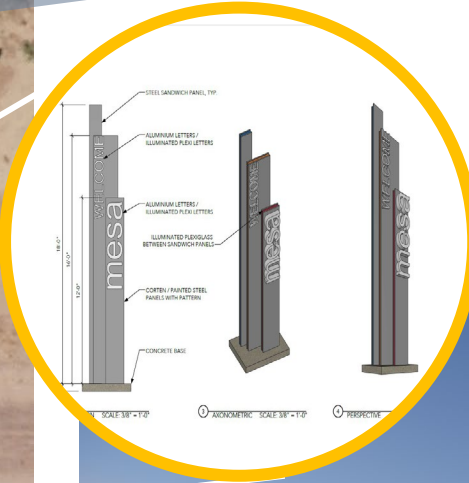
# Major Entryways



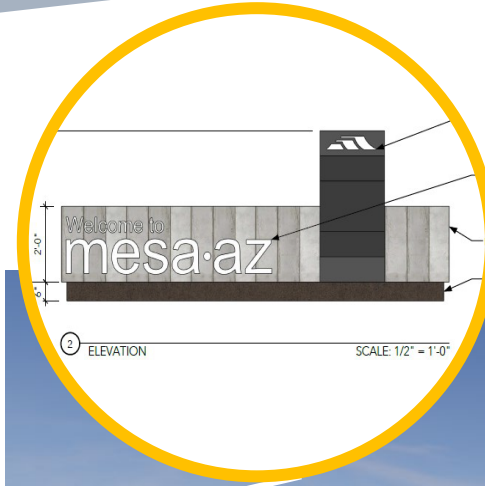
- 1 Country Club & 202 Red Mtn Frwy
- 2 Higley & US 60
- 3 McKellips & 202 Red Mtn Frwy
- 4 Gilbert & US 60
- 5 Power & Salt River
- 6 Ellsworth and Route 24



# District 1: Country Club & Loop 202

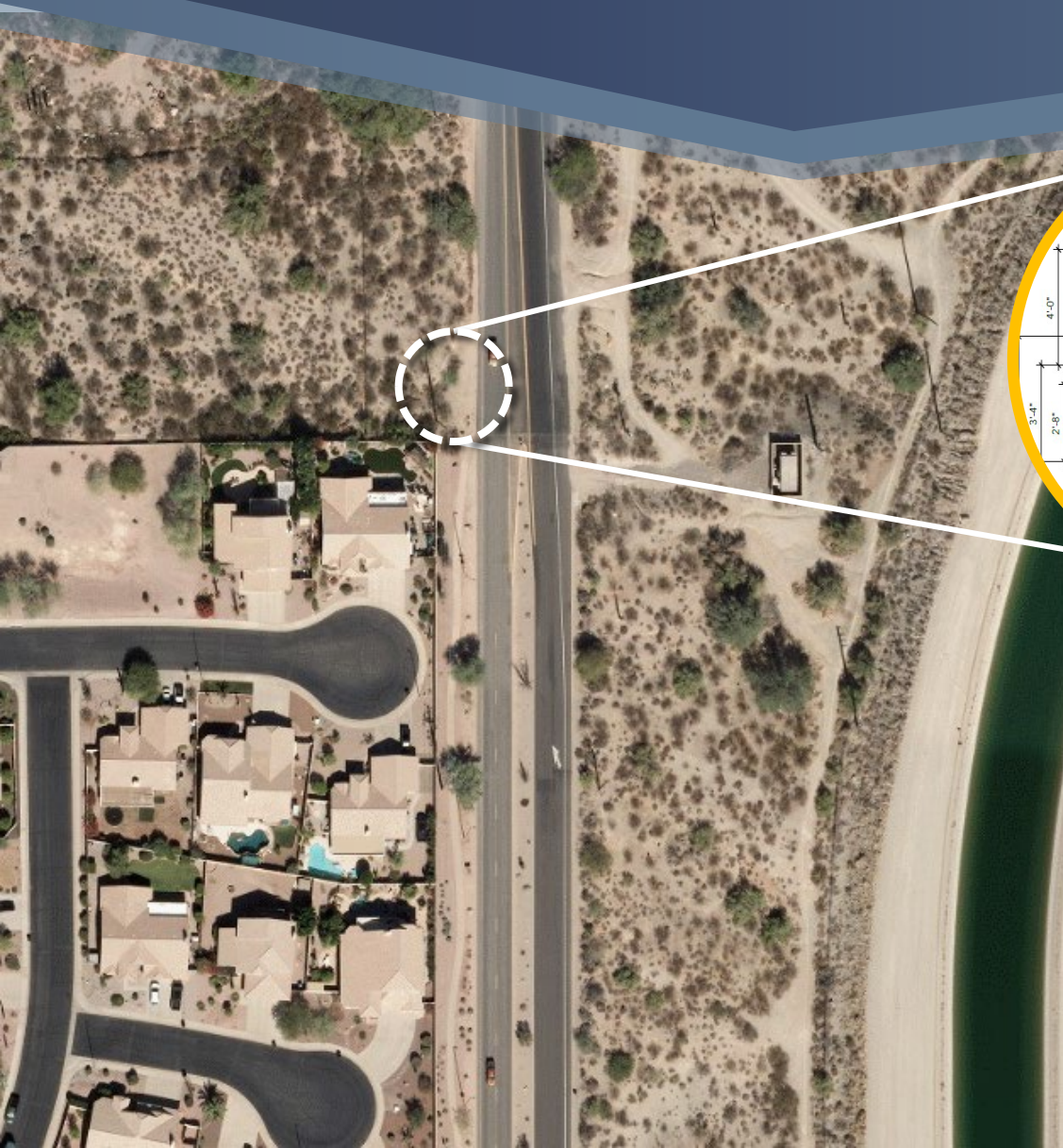


# District 3: McKellips & Loop 202





# District 5: Power & Salt River







# Next Steps

- Initiate Entryway Monumentation Plan
- Confirm consensus on Phase I Gateway Monument locations
- Conduct site feasibility analysis and prepare cost estimates for 6 Gateway Monuments



# Questions





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