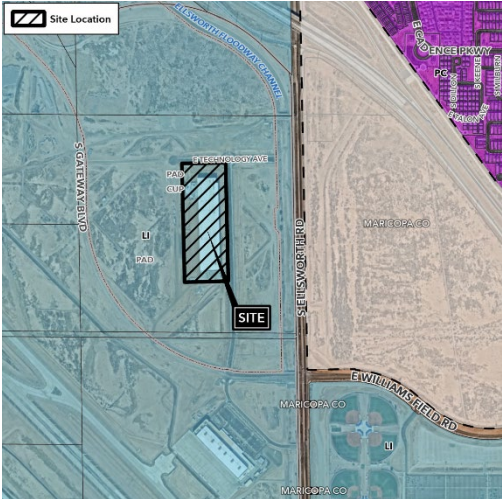




**DEVELOPMENT SERVICES DEPARTMENT**  
**PLANNING DIVISION**

**Board of Adjustment Board Staff Report**

**May 19, 2025**

Case No.	BOA25-00308	
Project Name	XNRGY Comprehensive Sign Plan	
Request	<ul style="list-style-type: none"><li>Special Use Permit (SUP) for a modification to a Comprehensive Sign Plan (CSP)</li></ul>	
Project Location	9013 East Aviation Way	
Parcel No(s)	304-35-017B	
Project Area	17± acres	
Council District	District 6	
Existing Zoning	Light Industrial with a Council Use Permit and two Planned Area Development Overlays (LI-PAD-PAD-CUP)	
General Plan Designation	Regional Employment Center	
Applicant	Julie Kulka on behalf of Airpark Signs & Graphics	
Owner	Phoenix-Mesa Gateway Airport Authority	
Staff Planner	Noah Bulson, Planning Technician	

**Recommendation**

Staff finds that the requested modification to a Comprehensive Sign Plan (CSP) meets the review criteria outlined in MZO section 11-46-3 and the required findings for a Special Use Permit (SUP) in MZO Section 11-70-5.

**Staff recommends approval with conditions.**

## **Project Overview**

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### **Request:**

The applicant is requesting a Special Use Permit (SUP) for modifications to the Williams Gateway Airport's Comprehensive Sign Plan allowances and design standards for Tenant Identification Wall and Street Side Freestanding Signs. This modification will apply to lot 212 within the Gateway East Planned Area Development (PAD). The Tenant Identification Wall sign deviates from the size allowances per the Mesa Zoning Ordinance (MZO), while the Street Side Freestanding does not deviate from MZO standards. Below are the requested deviations in relation to the MZO.

- Max Aggregate Sign Area Calculation per section 11-43-3 of the MZO: 80% of linear front foot of occupancy up to a max. of 500 Sq. Ft.
  - Proposed: 80% of linear front foot of occupancy of total sign area
- Max. Area Per Sign per section 11-43-3 of the MZO: 160 Sq. Ft.
  - Proposed: 300 Sq. Ft.

## **Site Context**

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### **General Plan:**

- The Placetype for the project site is Regional Employment Center, and the Growth Strategy is Evolve.
- Manufacturing is a principal land use.

### **Zoning:**

- The project site is zoned Light Industrial with a Council Use Permit and two Planned Area Development Overlays (LI-PAD-PAD-CUP).

**Surrounding Zoning & Use Activity:**

The surrounding uses include vacant land.

<b>Northwest</b> (Across Technology Ave) LI-PAD-PAD-CUP Vacant	<b>North</b> (Across Technology Ave) LI-PAD-PAD-CUP Vacant	<b>Northeast</b> (Across Technology Ave) LI-PAD-PAD-CUP Vacant
<b>West</b> LI-PAD-PAD-CUP Vacant	<b>Project Site</b> LI-PAD-PAD-CUP Manufacturing and Offices	<b>East</b> (Across Aviation Way) LI-PAD-PAD-CUP Vacant
<b>Southwest</b> LI-PAD-PAD-CUP Vacant	<b>South</b> LI-PAD-PAD-CUP Vacant	<b>Southeast</b> (Across Aviation Way) LI-PAD-PAD-CUP Vacant

**Site History:**

- **January 7, 1985:** City Council annexed 4,106± acres, including the project site, into the City of Mesa (Ordinance No. 1907).
- **May 15, 1986:** City Council approved a rezoning for 4,107± acres, including the project site, from Maricopa County IND-2 and unzoned land to City of Mesa PF (equivalent to current Public and Semi-Public District [PS]) and M-1 (equivalent to current Light Industrial [LI]) (Case No. Z86-058; Ordinance No. 2095).
- **May 7, 1996:** The Board of Adjustment approved a Special Use Permit for a Comprehensive Sign Plan comprising 3,172.5± acres, including the project site, for the Williams Gateway Airport (Case No. BA96-018).
- **May 20, 1996:** City Council approved a rezoning for 3,166.8± acres, including the project site, from PF (equivalent to current Public and Semi-Public District [PS]) to M-1 DMP (equivalent to current Light Industrial [LI]) (Case No. Z96-023; Ordinance No. 3181).
- **May 07, 2007:** City Council approved amendments to the Williams Gateway Airport DMP for 3,020± acres, including the project site (Case No. Z07-014; Ordinance No. 4691).
- **February 14, 2023:** The Design Review Board approved the Gateway East Design Guidelines (Case No. DRB22-01249).
- **June 20, 2023:** City Council approved a rezoning for 272.9± acres, including the project site, from Light Industrial with a Planned Area Development Overlay (LI-PAD) to Light Industrial with a Planned Area Development Overlay (LI-PAD), Council Use Permit; and Special Use Permit to allow for a commercial and industrial development (Case No. ZON22-01008; Ordinance No. 5787).
- **February 15, 2024:** The Planning Director approved a site plan for 16.9± acres, including the project site, to allow for the development of an Office and Manufacturing Facility. (Case No. ZON23-00512).
- **February 21, 2024:** The Planning Director approved elevations for XNRGY Climate Systems at Gateway East (Case No. DRB23-00506).

## Project/Request Details

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### Special Use Permit:

A SUP is a discretionary permit issued by the Zoning Administrator or Board of Adjustment. The Board of Adjustment may approve a comprehensive sign plan for a proposed or existing development or building in conjunction with the granting of a Special Use Permit in accordance with Chapters 67 and 70 of the Zoning Ordinance.

### Required Findings - Section 11-70-5:

A SUP shall only be granted if the approving body determines that the project, as submitted or modified, conforms to all of the following criteria. If it is determined that it is not possible to make all of the required findings, the application shall be denied. The specific basis for denial shall be established in the record.

- **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:** The proposed sign plan will advance the goals and objectives of and is consistent with the policies of the General Plan and the Mesa Gateway Strategic Development Plan. The project site is located within the Regional Employment Center Placetype and has an Evolve Growth Strategy. Approval of the CSP will advance the goals and objectives of the General Plan by allowing a customized sign plan to accommodate a large employer and high-tech company.
- **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 sign package is consistent with the district and the General Plan. Within the Regional Employment Center Placetype, the site has an overall acreage of 17± acres and a building floor area of 275,000 square feet. Located at the north, east, and south sides of the building, the proposed signage will provide employees and visitors with sign visibility from a safe traveling distance.
- **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:** The proposed signage will not pose an injurious or detrimental impact to surrounding properties, neighborhoods, or the general welfare of the City.
- **Adequate public services, public facilities and public infrastructure are available to serve the proposed project:** City of Mesa utilities and public infrastructure exist to serve the proposed residential building and signage.

### Comprehensive Sign Plan:

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 Sign Ordinance provisions. The intent is to provide for flexible sign criteria that promote superior design through architectural integration of the site, buildings, and signs. This does not allow for consideration of sign types allowed within a zoning district.

Development Standards	MZO Allowance	CSP Proposed
<u>Max. Aggregate Sign Area Calculation –</u> <i>Table 11-43-3-D-1</i>	80% of linear front foot of occupancy up to a max. of 500 sq. ft.	<b>80% of linear front foot of occupancy of total sign area</b>
<u>Max. Area Per Sign –</u> <i>Table 11-43-3-D-1</i>	160 sq. ft.	<b>300 sq. ft.</b>

#### **Review criteria - Section 11-46-3:**

The Board of Adjustment may approve a comprehensive sign plan containing elements which exceed the permitted height, area, and number of signs specified in this Sign Ordinance if the comprehensive sign plan conforms to the required findings in 11-70-5 of the Zoning Ordinance and upon a finding that:

1. **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:** The development site has a unique relation to the public streets as it does not have frontage onto an arterial which will restrict the visibility of the development.
2. **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:** The existing building displays a unique characteristic of physical scale as the front foot of occupancy is approximately 1,107 feet in length.

## **Citizen Participation**

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The applicant conducted a Citizen Participation process, notifying surrounding property owners.

#### **Required Notification:**

- The applicant mailed the required notification letters to all property owners within 500 feet of the project site.
- As of the date of this report, staff have not been contacted by any resident or property owner to express support or opposition to the request.

## Conditions of Approval

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Staff recommends **approval** of the Special Use Permit for a Comprehensive Sign Plan, subject to the following conditions:

1. Compliance with the final sign plan documents submitted.
2. Compliance with all requirements of the Development Services Department regarding the Issuance of Permits.
3. Any sign components that become deteriorated, damaged, or weakened shall be promptly repaired or replaced.
4. All signage is to be reviewed and approved through a separate sign permit application.

## Exhibits

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Exhibit 1 – Vicinity Map

Exhibit 2 – Project Narrative and Justification Statement

Exhibit 3 – Site Plan

Exhibit 4 – Comprehensive Sign Plan

Exhibit 5 – Staff Report