

Freeway Landmark Monument CUP

SEC of Southern Avenue & Signal Butte Road



Submitted by:

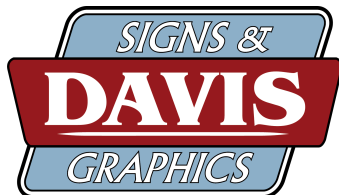
Davis Signs & Graphics

James Rogers

3640 E. Washington St.

Phoenix, AZ 85034

Phone: (480) 945-0196



On Behalf of:

SimonCRE Buddy, LLC

Eric Hurley, Development Project Manager

6900 E. 2nd Street

Scottsdale, AZ 85251

Phone: (480) 566-8662

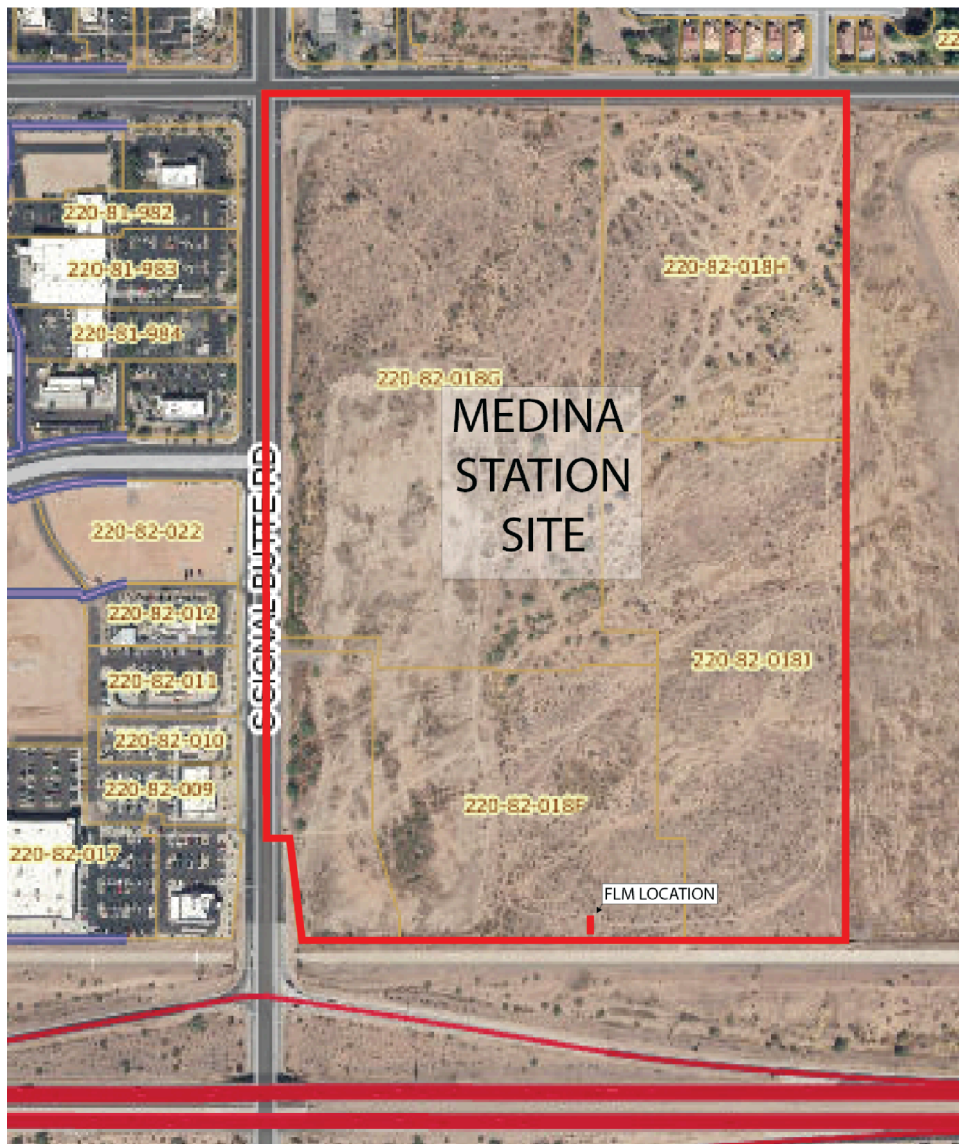


Introduction and Request

Davis Signs & Graphics, on behalf of SimonCRE Buddy, LLC, is pleased to submit this narrative and related exhibits for a Freeway Landmark Monument (FLM) request at Medina Station, an approved mixed-use regional destination spanning approximately 65 acres at the southeast corner of Southern Avenue and Signal Butte Road in Mesa.

The proposed location of this FLM is identified on the Maricopa County Assessor's Map as APN 220-82-018F (Property).

We are seeking approval of a Council Use Permit for a single Freeway Landmark Monument Sign with a total sign area of 333.6 square feet per side. The sign will be located as shown on the Site Plan included in the application materials and the illustrative graphic below.



Medina Station Background

Medina Station is a planned mixed-use development in East Mesa, situated at the southeast corner of Southern Avenue and Signal Butte Road. Spanning approximately 65 acres, the project is designed to integrate commercial, dining, and residential components to serve as a regional destination.

Retail and Dining – The development will feature around 302,000 square feet of commercial space, anchored with a 148,000 square foot Target. Medina Station will mark the fifth Target location in Mesa and the first since 2004. The commercial space will also include additional major retailers, multiple shops, and a unique restaurant row filled with higher end, sit down restaurants. Medina Station will create a diverse shopping and dining experience.

Residential – Approximately 25 acres are allocated for residential use, with plans to construct about 651 multifamily housing units, offering modern living spaces to accommodate the growing population in East Mesa.

Design and Amenities – Medina Station will feature a modern desert architectural style, prioritizing walkability and seamless connectivity between its commercial and residential areas. The master plan includes a walking and jogging path linking the multifamily developments, encouraging an active lifestyle. Additionally, the design incorporates gathering spaces with lush landscaping and an art program to enhance community engagement.

Development Timeline – With the Mesa City Council's approval of the rezoning request on January 27, 2025, construction on the commercial portion is expected to begin as early as March 2025.

Freeway Landmark Monument Description

The proposed Freeway Landmark Monument has been fully redesigned to incorporate feedback from the December 10, 2024, Design Review Board meeting. The updated design more effectively reflects the modern desert architectural style, as well as the sophisticated colors and materials outlined in the council-approved Medina Station Design Guidelines.

Design – The board-formed concrete base of the FLM complements the monument signs planned along Signal Butte Road and Southern Avenue. Additionally, the cap's slope is designed to match the grand entry monument walls planned for Signal Butte Road and Hampton Avenue, creating a cohesive and unified sign design throughout Medina Station. An overhang was also added to the top cap to integrate an approved architectural feature.

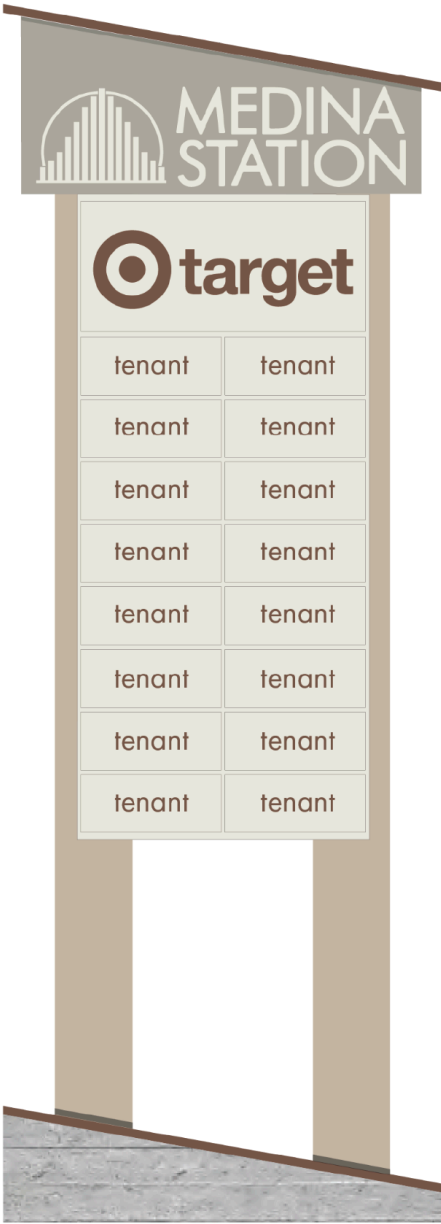
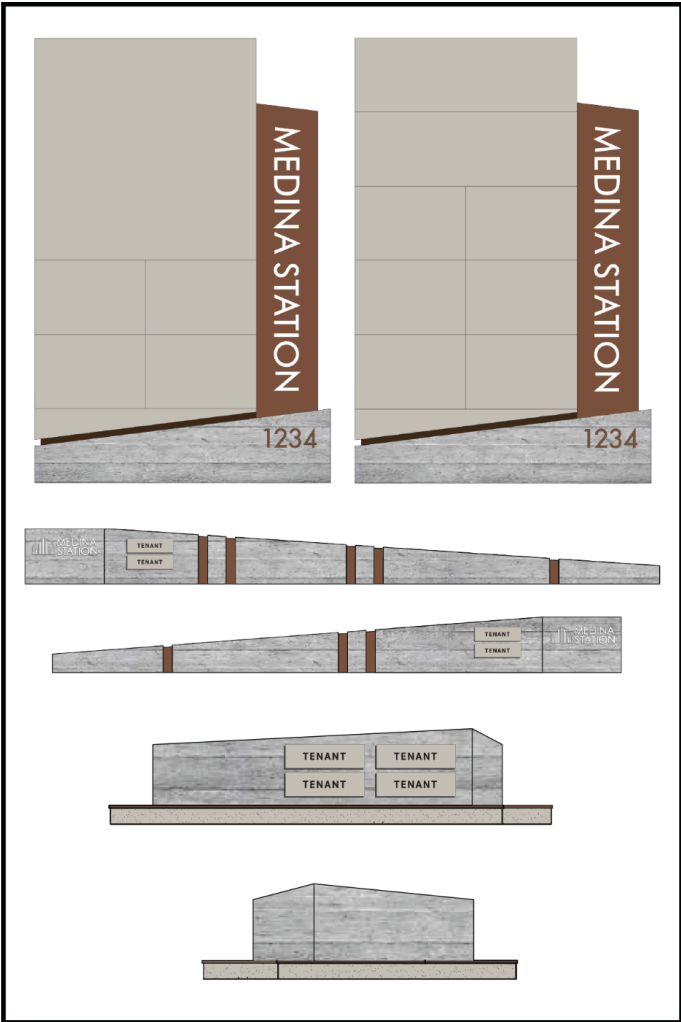
Color – The FLM will seamlessly integrate Design Guideline-approved primary, secondary and accent colors creating a visually striking modern desert sign. The approved primary colors used are Cumulus Cloud, Dorian Gray, and Beige, while Brevity Brown is used as a secondary accent color.

Materials – A carefully curated mix of Design Guideline-approved primary, secondary, and accent materials ensures consistency with the overall Medina Station aesthetic. The

board-formed concrete base matches the monument signs planned along Signal Butte Road and Southern Avenue, as well as the larger monument walls at Signal Butte Road and Hampton Avenue. Montex will be used to give the FLM an appearance of stucco and an accent of Brown painted metal will be added to the base and cap.

Branding – The Medina Station logo was thoughtfully designed to reflect the modern desert aesthetic while paying homage to the picturesque Superstition Mountains that serve as a backdrop to the development. This distinctive branding, placed prominently at the top, establishes Medina Station as a destination while providing clear and effective wayfinding for visitors.

For Reference Only
 Monument Signs and Monument Walls Included on Seperate Submittal
 BOA24-00870 (CSP)



Proposed Freeway Landmark Monument

Freeway Landmark Monument Guidelines

An FLM is permitted in the LC zoning district if the property is designated as a Mixed-Use Activity District in the General Plan and receives approval through a Council Use Permit (CUP). In addition to meeting the CUP findings outlined in Section 11-70-6 of the Zoning Ordinance, the Council must determine that the FLM complies with the FLM Guidelines.

Compliance with FLM Guidelines

The proposed sign complements and enhances the mixed-use commercial character of Medina Station.

Preventing Over-Concentration – The request is for a single sign, essential for Medina Station’s identification. This is expected to be the only FLM within two miles on the north side of the US 60 Freeway.

Enhancing Traffic Flow – The sign is designed to be aesthetically appealing and functional, aiding wayfinding from the US 60 Freeway. Its visibility will help visitors approach Medina Station safely and navigate the site efficiently.

Protection of Travelers – The FLM does not obstruct views or create distractions for drivers on the US 60 Freeway. Positioned approximately 350 feet from the freeway’s travel lanes, the sign is designed for visibility without being obtrusive.

Alignment with FLM Guidelines Intent

Regulating Advertising Distractions for Public Safety – The sign is placed about 350 feet from freeway travel lanes, which are elevated approximately 15 feet above Medina Station. This distance and elevation provide a safe separation between the sign and passing motorists.

Minimizing Conflict with Public Beautification Efforts – No beautification measures have been implemented in this area. The freeway lacks public art or installations that could be affected by the proposed FLM.

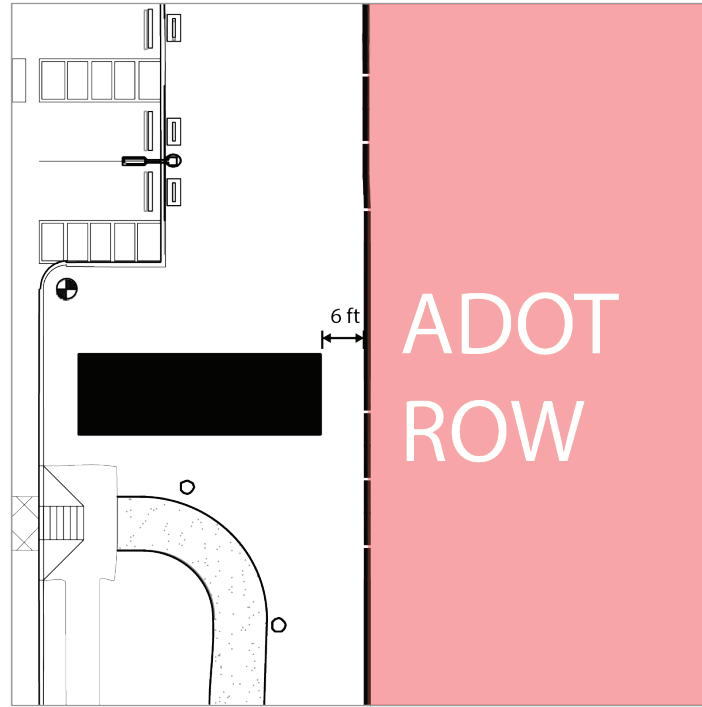
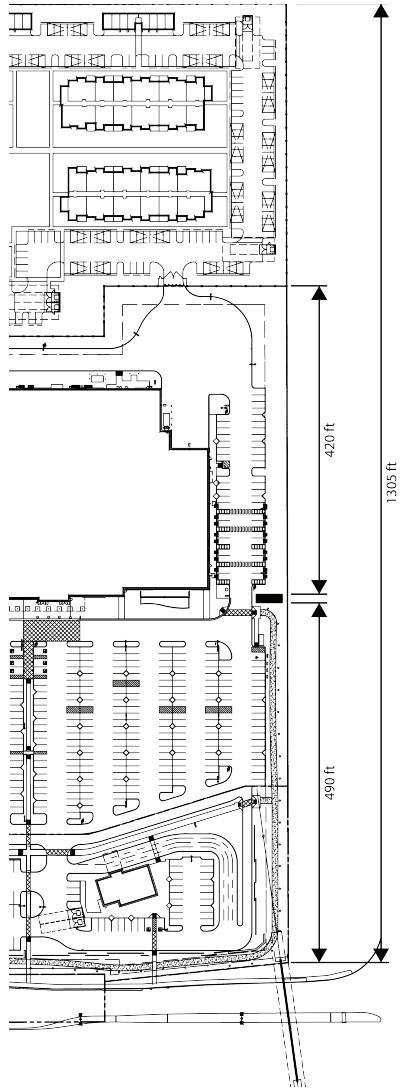
Creating a Pleasing Visual Environment – The FLM is professionally designed in collaboration with the Medina Station developer. It aligns with the architecture, style, and materials of the Medina Station buildings and conforms to the development’s design guidelines.

Ensuring Ongoing Sign Maintenance – The Medina Station property owner’s association will oversee maintenance of the sign and surrounding site. Lighting will be regularly monitored and promptly replaced as needed, while tenant signs will be updated as necessary.

Eligibility & Requirements	FLM Guideline	Proposed
Zoning District	The development must be zoned Limited Commercial (LC), General Commercial (GC), Planned Employment Park (PEP), Light Industrial (LI), or General Industrial (GI)	The development is zoned LC-PAD
Minimum Site Area	The development site must be at least thirty (30) contiguous acres in size	The development is sixty-five (65) acres
Freeway Frontage	The development site must have frontage on a freeway and an intersecting arterial street	The development is adjacent to US 60 and Signal Butte Road
Maximum Number	Eligible development sites are allowed a maximum of one (1) Freeway Landmark Monument	One (1) FLM is proposed
Sign Area	The maximum sign area is determined by: one (1) square foot of total sign area per two (2) lineal feet of freeway frontage	The development has approximately 1300 lineal feet of freeway frontage, allowed sign area would be 650 square feet, proposed sign area is 315 square feet (See Image 1 below for dimensions)
Maximum Height	The maximum height, including any support structures, attachments, and embellishments, shall not exceed sixty (60) feet	The proposed FLM is forty-seven (47) feet, including natural grade the height is fifty-four (54) feet (See Image 2 Below for grade)
Spacing Requirements - FLM	No portion within 2,000 feet of another FLM on the same side of the freeway	No FLM within one (1) lineal mile, north side of freeway (See Image 3 Below)
Spacing Requirements - FLM	No more than three (3) FLM per one (1) lineal mile on same side of freeway	No FLM within one (1) lineal mile, north side of freeway (See Image 3 Below)
Spacing Requirements - Billboards	No portion of a Freeway Landmark Monument may be placed within 1,000 feet of a Billboard	No Billboard within one (1) lineal mile, north side of freeway (See Image 3 Below)

Spacing Requirements - Residential	No portion placed within 500 feet residential unless part of a mixed-use development or line-of-sight study or balloon test is conducted	The proposed FLM is 420' from multi-family residential, a balloon test was conducted, photos from test are included in the submittal package
Setback Requirements - Freeway	The minimum setback from freeway ROW is zero (0) feet, Maximum Setback from freeway ROW is 250 feet	The proposed FLM is approximately six (6) feet north of ADOT ROW (See Image 1 Below)
Setback Requirements - Encroachment	Encroachment into Right-of-Way Prohibited	The proposed FLM does not encroach on ADOT or City of Mesa ROW
Design Standards - Architectural Compatibility	Freeway Landmark Monuments must complement the development site's primary architecture by incorporating design elements from the development site, such as, materials, form, texture, color, and finish.	The proposed FLM has been thoughtfully redesigned to incorporate approved materials, colors and architectural features
Design Standards - Materials	Freeway Landmark Monuments shall be constructed with low maintenance, architectural-grade surfacing materials such as metal, masonry, ceramic tile, glass or stucco.	The proposed FLM will have low maintenance, architectural-grade surfacing materials such as metal, board formed concrete and stucco
Design Standards - Project Identification.	The project or destination name should be clearly visible and located towards the topmost visible portion of the Freeway Landmark Monument	The destination name and logo are prominently placed at the top and accounts for 20% of the sign area
Design Standards - Exposed/External Lighting	Not Applicable	The proposed FLM will not have exposed lighting or external lights
Design Standards - Internal Illumination	Internally illuminated signs shall have opaque backgrounds so that only the sign copy is illuminated, when background is integral to the design of a corporate image or registered trademark, the	The proposed FLM will only be internally illuminated, opaque backgrounds are required so only tenant sign copy is illuminated and brand colors are limited to maintain an aesthetically pleasing design

	background is to be colored to mute the amount of illumination	
Design Standards - Nighttime Illumination	Nighttime illumination is limited to sign copy message and must be extinguished from 11:00 p.m. until sunrise	The proposed FLM will be limited to illuminate sign copy only at night and timed to turn off from 11:00pm to sunrise
Design Standards - Lighting Maintenance	If any component of the lighting becomes nonfunctional, none of the lighting system may be illuminated until the entire lighting system is repaired and is functioning as intended	The FLM will be maintained and in good working order, all illumination will be extinguished in the event any lighting component fails and will remain extinguished until the system is repaired
Electronic Message Display Lighting Controls	Not Applicable	The proposed FLM will not have an electronic display
Maintenance.	All Freeway Landmark Monuments must be maintained according to Section 11-43-7(K)	The Medina Station property owner's association will oversee maintenance of the sign and surrounding site. Lighting will be regularly monitored and promptly replaced as needed, while tenant signs will be updated as necessary.



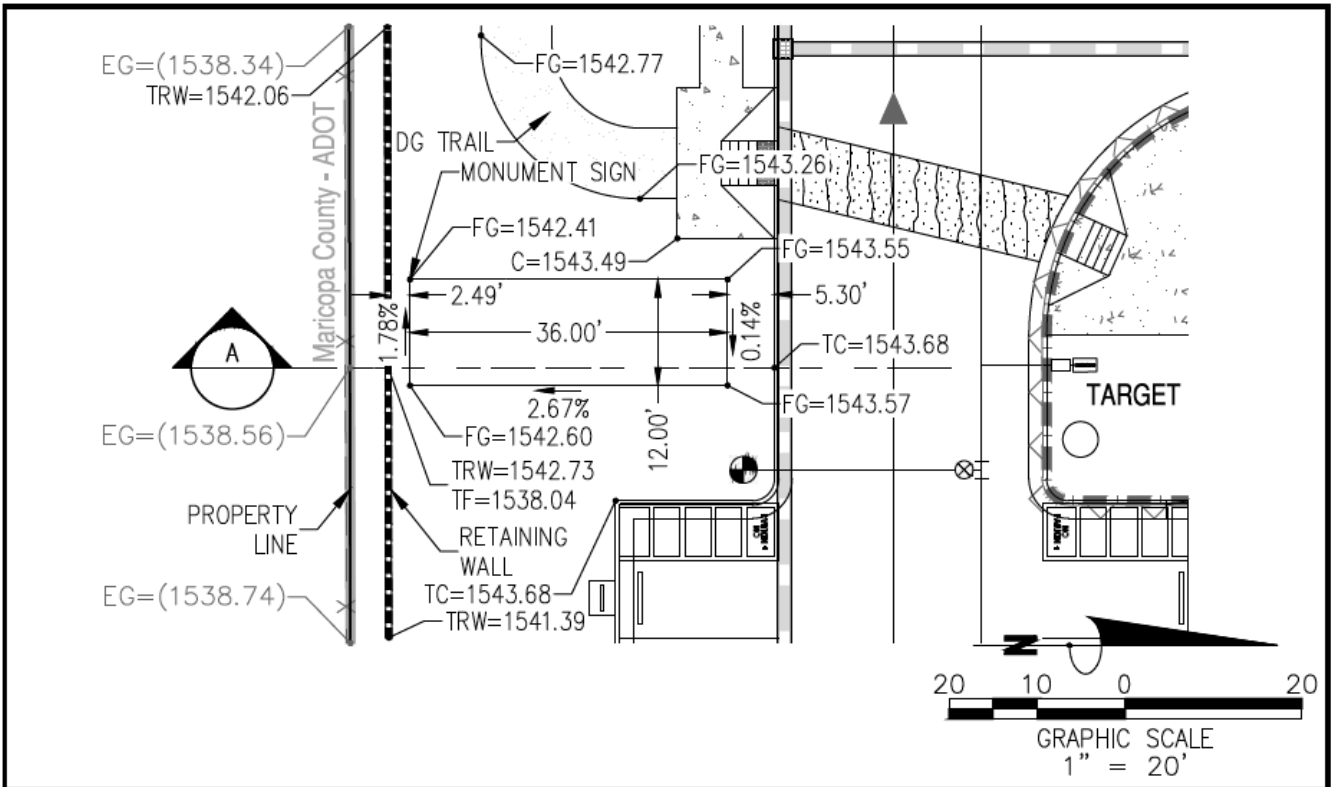
Expanded View

ADOT Frontage: 1,305 lineal feet
 Allowed Sign Area: 650 sq. ft.

Setbacks

- FLM to ADOT ROW: 6'
- FLM to Signal Butte: 490'
- FLM to Mult-Family: 420'

Image 1 (Frontage and Setbacks)



PROFILE SCALE:
 HORIZ: 1" = 20'
 VERT: 1" = 4'

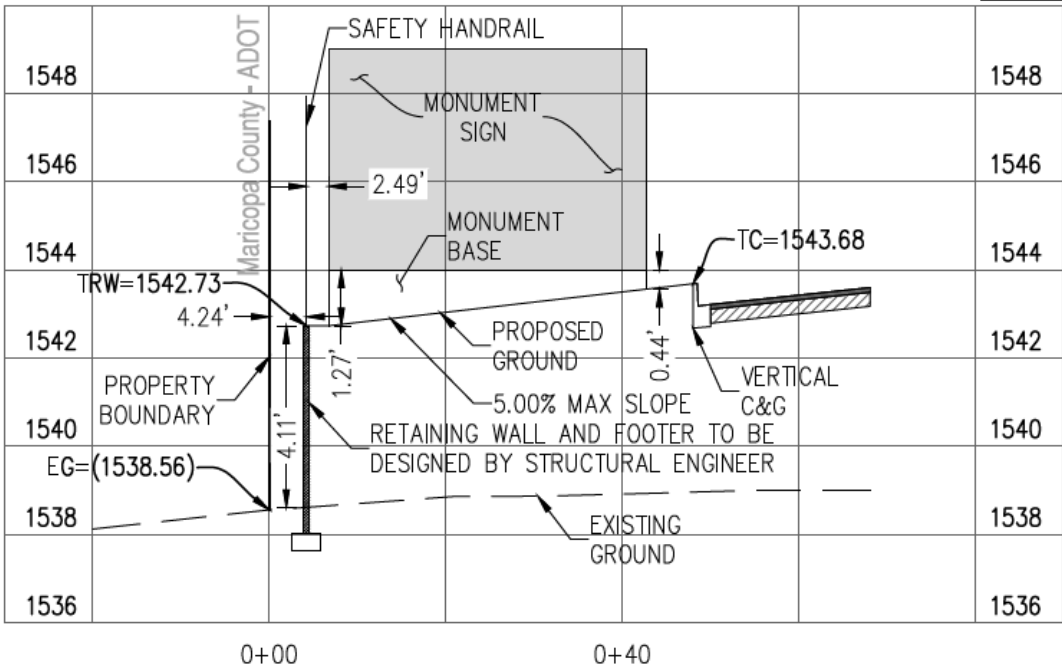


Image 2 (Natural Grade)



Image 3 (Existing FLM & Billboards within one (1) lineal mile)

Conclusion

The proposed Freeway Landmark Monument is an important component of the Medina Station mixed-use development. The sign proposed in this request is appropriate and necessary to identify the Medina Station project and attract visitors and consumers into the City of Mesa from multiple jurisdictions.

Infused with similar design features as the Medina Station PAD, the proposed sign has a compelling design that is appropriately suited to the surrounding area. The dimensions and location of the sign have been thoughtfully planned and fulfill the objectives of the City's Freeway Landmark Guidelines.