



# Design Review Report

<b>Date</b>	December 9, 2025		
<b>Case No.</b>	DRB25-00059		
<b>Project Name</b>	Destination at Gateway FLM		
<b>Request</b>	<ul style="list-style-type: none"> <li>Design Review for Freeway Landmark Monument Signs</li> </ul>		
<b>Project Location</b>	Located at the southeast and southwest corners of East Williams Field Road and South Signal Butte Road		
<b>Parcel No(s)</b>	304-34-203F 304-34-203G 304-34-203H 304-34-203J 304-34-203K 304-34-203L 304-34-035H		
<b>Project Area</b>	125± acres		
<b>Council District</b>	District 6		
<b>Existing Zoning</b>	General Commercial with a Planned Area Development Overlay and Council Use Permit (GC-PAD-CUP) and  Light Industrial with a Planned Area Development Overlay (LI-PAD)		
<b>General Plan Designation</b>	Regional Center		
<b>Applicant</b>	Sean Lake / Sarah Prince, Pew & Lake, P.L.C.		
<b>Owner</b>	BCB Group Investments LLC		
<b>Staff Planner</b>	Kellie Rorex, Senior Planner		

## Recommendation

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Staff finds that the Proposed Project is consistent with the Mesa 2050 General Plan, the Quality Destination at Gateway Design Standards, and meets the requirements of the Freeway Landmark Monument Guidelines.

**Staff recommends approval with conditions.**

## Project Overview

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### Request:

The applicant is requesting Design Review for two Freeway Landmark Monument signs (Proposed Project).

### Concurrent Applications:

- **Council Use Permit:** A Planning and Zoning Board meeting will be scheduled at a later date to review the proposed Council Use Permit for the Freeway Landmark Monument signs. (Case No. ZON25-00056)

## Site Context

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### General Plan:

- The Placetype for the project site is Regional Center and the Growth Strategy is Evolve.
- The focus of the Regional Center Placetype is commercial activity, and principal uses include retail, personal services, eating and drinking establishments, entertainment and recreation, convenience services and business offices. Regional Centers are typically development with a common design theme or character.
- The Proposed Project is consistent with the Regional Center Placetype and furthers the implementation of, and is not contrary to, the Vision, Guiding Principles, Strategies, and applicable elements of the Mesa 2050 General Plan.
- Supporting General Plan Strategies:
  - LU4. Create design and development standards that improve the City's visual quality, urban form, and function to enhance the quality of life for current and future generations

### Zoning:

- The project site is zoned General Commercial with a Planned Area Development Overlay and Council Use Permit and Light Industrial with a Planned Area Development Overlay (GC-PAD-CUP & LI-PAD)
- The Destination at Gateway development is a permitted use in the GC-PAD-CUP and LI-PAD zoning districts.

**Surrounding Zoning & Use Activity:**

The proposed freeway landmark signs are compatible with surrounding land uses, which include places the commercial center, a future auto mall, State Route 24 and warehouse and manufacturing.

<p><b>Northwest</b> (Across Signal Butte Road) GC-PAD-CUP Destination at Gateway</p>	<p><b>North</b> GC-PAD-CUP Destination at Gateway</p>	<p><b>Northeast</b> RS-6-PAD Single Family Residential</p>
<p><b>West</b> (Across Signal Butte Road) GC-PAD-CUP Destination at Gateway</p>	<p><b>Project Site</b> GC-PAD-CUP &amp; LI-PAD Vacant</p>	<p><b>East</b> (Across Mountain Road) RS-6-PAD Single Family Residential</p>
<p><b>Southwest</b> (Across State Route 24) County Future Auto Mall</p>	<p><b>South</b> (Across State Route 24) AG &amp; HI Manufacturing</p>	<p><b>Southeast</b> (Across State Route 24) GI Vacant</p>

**Site History:**

- **June 17, 2024:** City Council approved a combined Rezone, Site Plan, Council Use Permit and Minor General Plan Amendment for 117± acres, including the project site, for the development of Destination at Gateway. (Case No. ZON22-00267; Ordinance No. 5857).
- **May 13, 2025:** The Design Review Board recommended approval of the Destination at Gateway Design Guidelines to Planning Director. (Case No. DRB24-00766)
- **May 29, 2025:** The Planning Director approved the Destination at Gateway Design Guidelines. (Case No. DRB24-00766)
- **June 9, 2025:** The Planning Director approved the site plan for a large format retail user as part of the Destination at Gateway development. (Case No. ZON24-00593)

**Project/Request Details**

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**Freeway Landmark Monument Design:**

- Two FLM signs are proposed. One FLM is a multi-tenant pylon with digital display, the second FLM is a single tenant pylon with digital display.
- **FLM Design:** Both proposed FLMs will be constructed of aluminum metal panels and painted Sherwin Williams Essential Grey. The base for the multi-tenant sign is 12 feet tall and the base for the single-tenant sign is seven feet tall, and the bases for both FLMs will be constructed of Ashfall Stone. Tenant panels will be routed aluminum painted Essential Grey with push through acrylic letters. Destination at Gateway signage is provided along the length of the sign using three-inch halo illuminated channel letters with blue LEDs. Additionally, the FLMs are accented with a four-inch halo illuminated bar with blue LEDs at the top of the sign.

- The proposed FLM design is in keeping with the Destination at Gateway Design Guidelines, which provides a Timeless Modern design theme of clean, rectilinear forms in warm desert tones including gray.
- **FLM Height:** The FLM signs are proposed at 60-feet high, in compliance with MZO Section 11-43-7.

**Design Review Recommendation Authority:**

- Per MZO Section 11-43-7(D), the Design Review Board conducts an initial review of the FLM and provides a recommendation to the Planning and Zoning Board.
- **FLM Deviations Requested:** The applicant is requesting deviations to the following FLM requirements under the MZO:
  - **Section 11-43-7-F(1)a.** – The maximum sign area of a Freeway Landmark Monument is determined by the following ratio: maximum one (1) square foot of total sign area per two (2) lineal feet of freeway or arterial frontage, whichever is greater.
    - Given the 2,400 linear feet of frontage for the project site, the allowed sign area is 1,200 square feet. One of the signs is 1,084.42sq.ft. and the other is 1,230.26sq.ft. Combined, there is a total sign area of 2,314.68sq.ft., which is below the 2,400sq.ft. of sign area allowed for the development.
  - **Section 11-43-7-G(1)a** - No portion of a Freeway Landmark Monument may be placed within 2,000 feet of another Freeway Landmark Monument with the distance measured from the nearest edge of the Freeway Landmark Monument face to the nearest edge of the nearest Freeway Landmark Monument face on the same side of the freeway.
    - The proposed signs are 1,834 linear feet apart. The distance is slightly reduced to ensure that the minimum distance from the nearest residential zoning district is maintained.

**Citizen Participation**

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The applicant conducted a Citizen Participation process, notifying surrounding property owners, HOAs, and registered neighbors.

**Required Notification:**

- Property owners within 1,000 feet, HOAs within ½ mile, and registered neighborhoods within one mile of the subject site were notified of the public meeting.
- Staff has not received any comments from residents regarding the Proposed Project.

**Conditions of Approval**

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Staff recommends **approval** of the Design Guidelines subject to the following conditions:

1. Compliance with the final sign plan submitted.

2. Compliance with all requirements of Case No. ZON25-00056.
3. Compliance with all requirements of DA22-00031.
4. Compliance with all applicable City development codes and regulations.

## **Exhibits**

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Exhibit 1 – Vicinity Map

Exhibit 2 – Project Narrative

Exhibit 3 – Sign Plan

Exhibit 4 – Destination at Gateway Design Guidelines

Exhibit 5 – Power Point Presentation