



Board of Adjustment



BOA24-00024

Sergio Solis, Planner I

February 7, 2024



Request

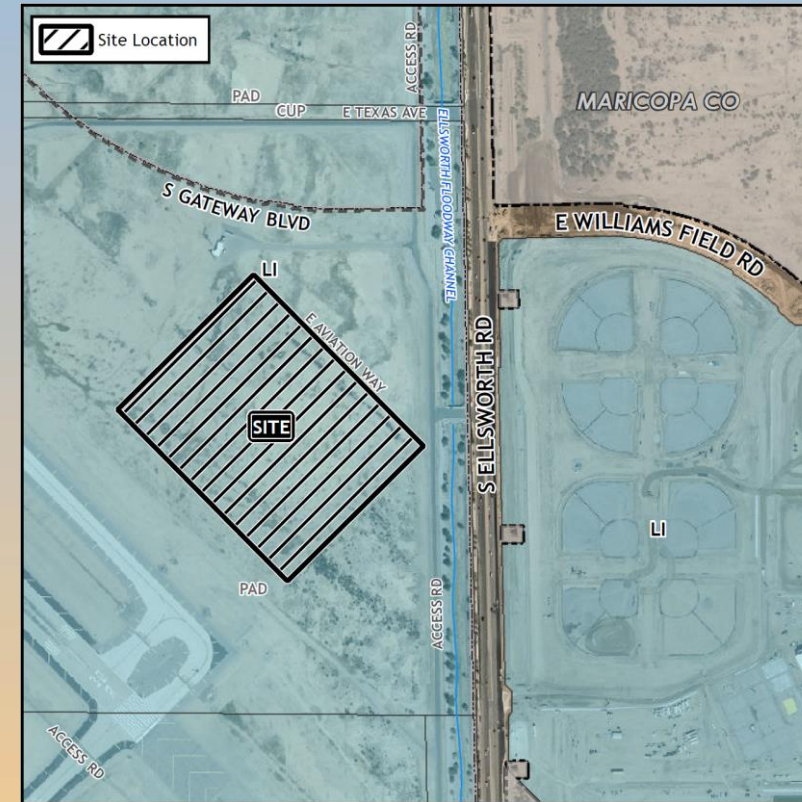
- Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP)





Location

- East side of Phoenix-Mesa Gateway Airport
- North of Pecos Road
- South of Williams Field Road / Gateway Blvd.
- West of Ellsworth Road





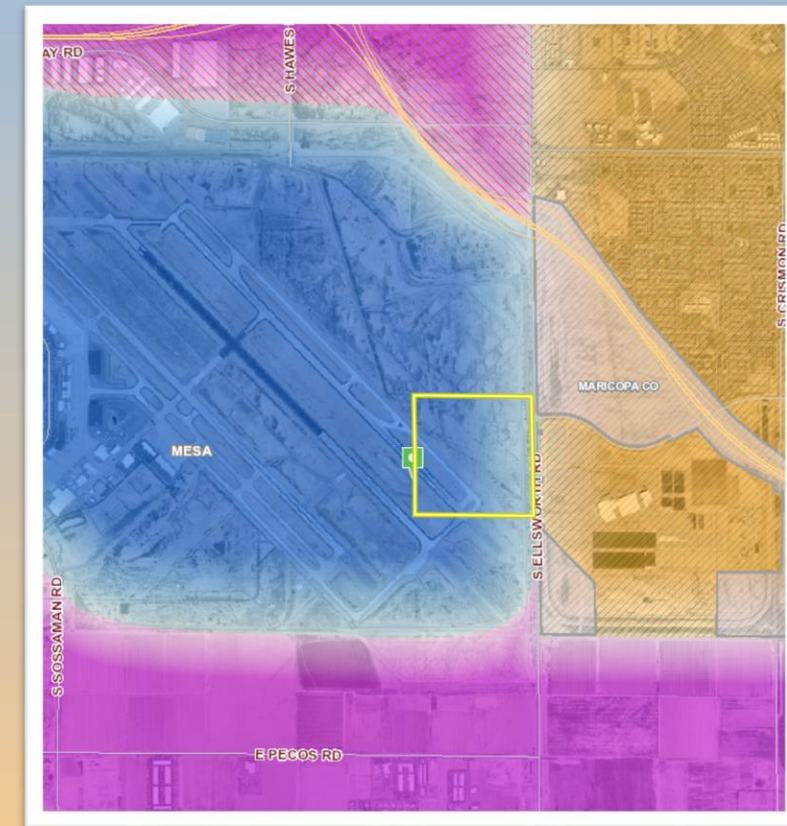
General Plan

Specialty - Airport

- Expected to maintain a campus feel and connection between buildings by having consistency in landscaping and signage
- High quality building design and materials

Mesa Gateway Strategic Development Plan

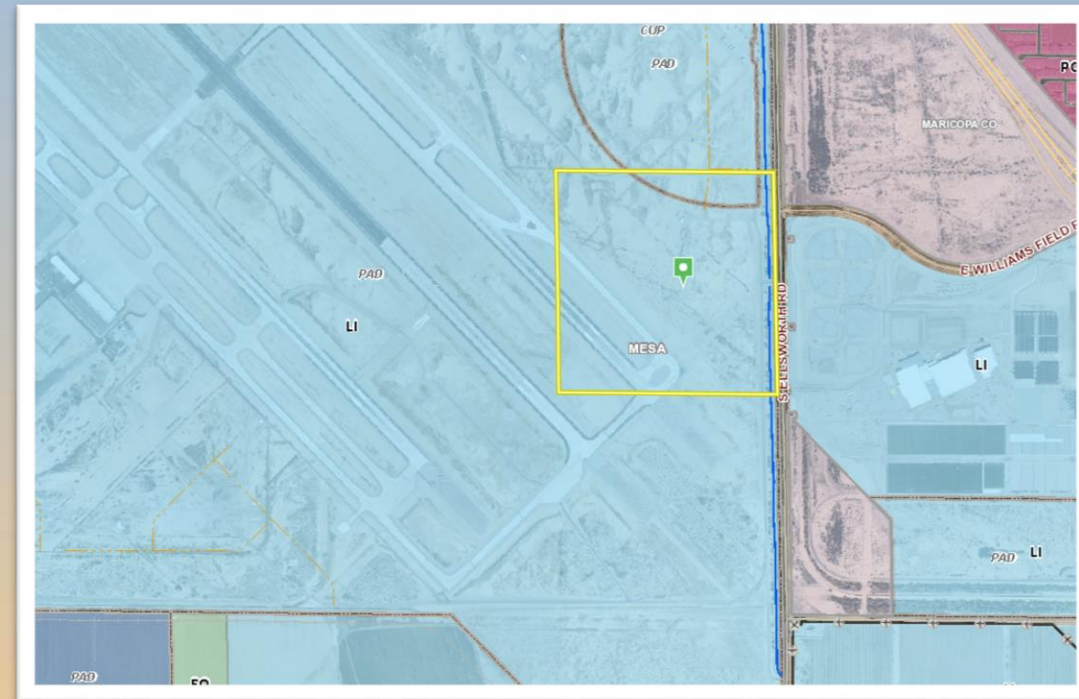
- Airport District
- Mixed-use with educational, research and development functions
- Support the traveling public





Zoning

- Light Industrial with a Planned Area Development Overlay (PAD-LI).





Site Plan

- Monument sign
- Directional signs
- Attached signage on northeast and southwest elevations

Exterior Plot Plan

Plot Plan Symbols

A Entrance Monument	5762 SF
B Channel Letters	666.72 SF
C Channel Letters	666.72 SF
D Directional Sign	175 SF
E Directional Sign	175 SF

Sign Type Color Codes

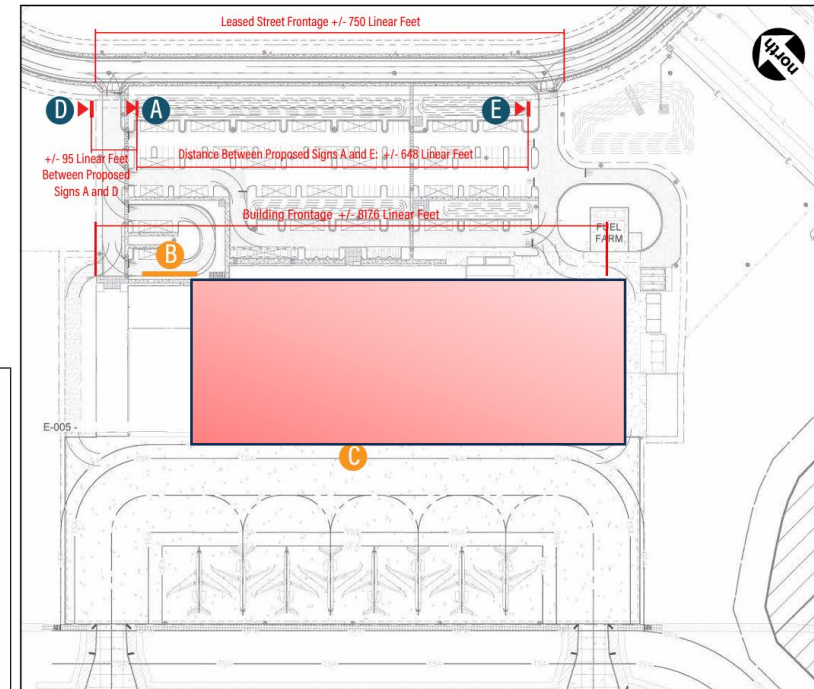
- Ground Sign
- Wall Sign

Proposed detached signage complies with:

§11-43-2 C.1.c: Freestanding signs must be a minimum of seventy-five (75) feet apart when located on the same parcel or Group C-0-1 Development site.

§11-43-3D3: Multiple Signs: 1-foot of sign height per 20 lineal feet of street frontage 12' max height:
750 lineal feet/20=37.5, max. height=12'
Sign A: 7'-9&5/8" in height
Sign B: 6' in height
Sign C: 6' in height

§11-43-3D3: Multiple Signs: 1 sq. ft. of sign area per lineal foot of street frontage, max area per sign 80 sq. ft.
750 lineal feet of frontage = 750 sq. ft. max.
Sign A: 5762 SF
Sign D: 175 SF
Sign E: 175 SF

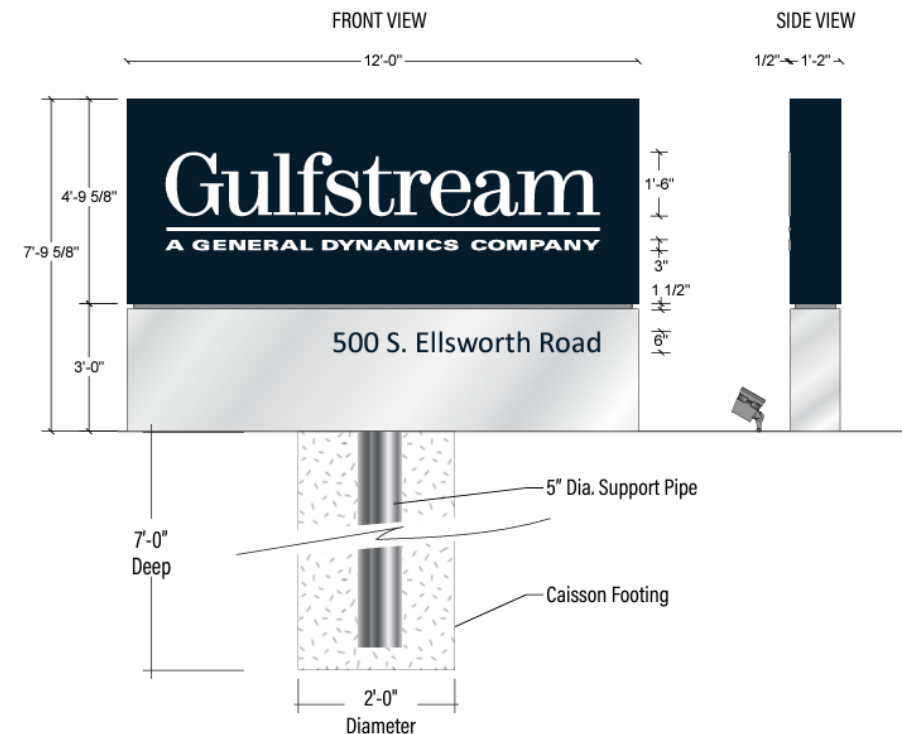




Sign Plan – Freestanding Sign

- Proposed monument sign with aluminum construction base
- Proposed 4.41 to 1 horizontal-to-vertical ratio

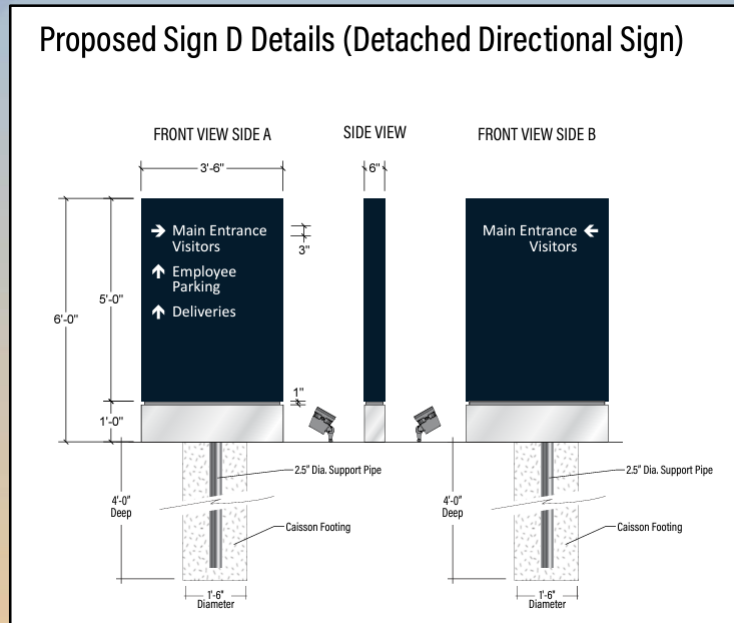
Proposed Sign A Details (Primary Monument Sign)





Sign Plan – Directional Signs

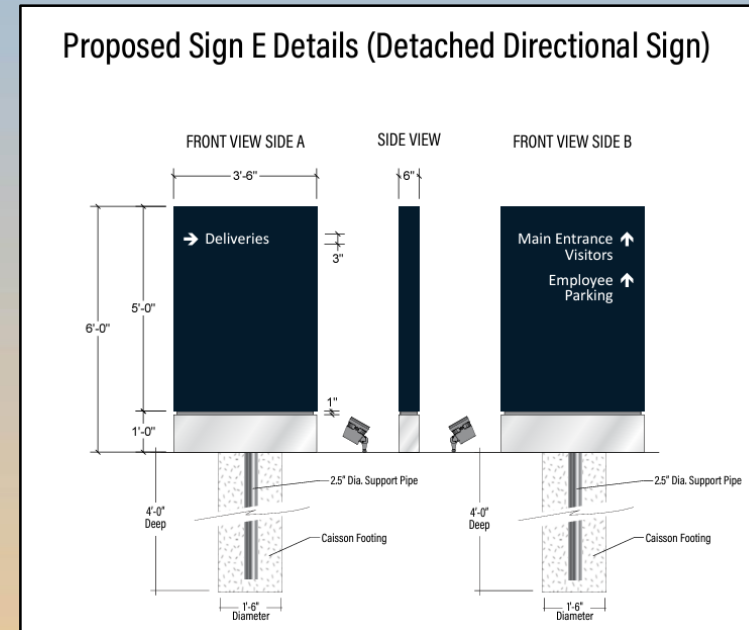
Proposed Sign D Details (Detached Directional Sign)



D	DETACHED WAYFINDING DIRECTIONAL GROUND SIGN	Scale: N.T.S.	Sign Area 17.5 sf
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Looking south towards the site

Proposed Sign E Details (Detached Directional Sign)

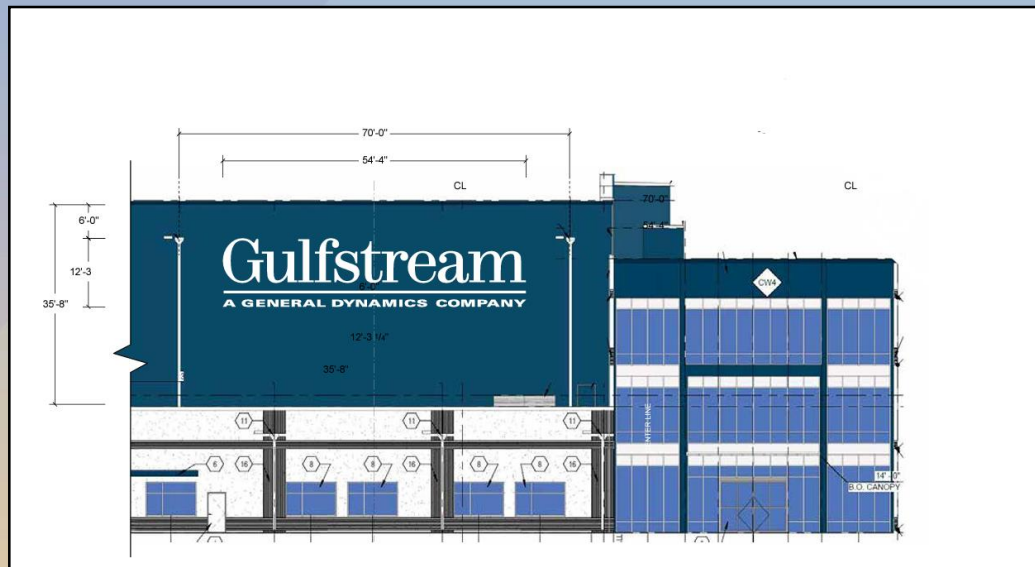


E	DETACHED WAYFINDING DIRECTIONAL GROUND SIGN	Scale: N.T.S.	Sign Area 17.5 sf
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Looking north towards the site



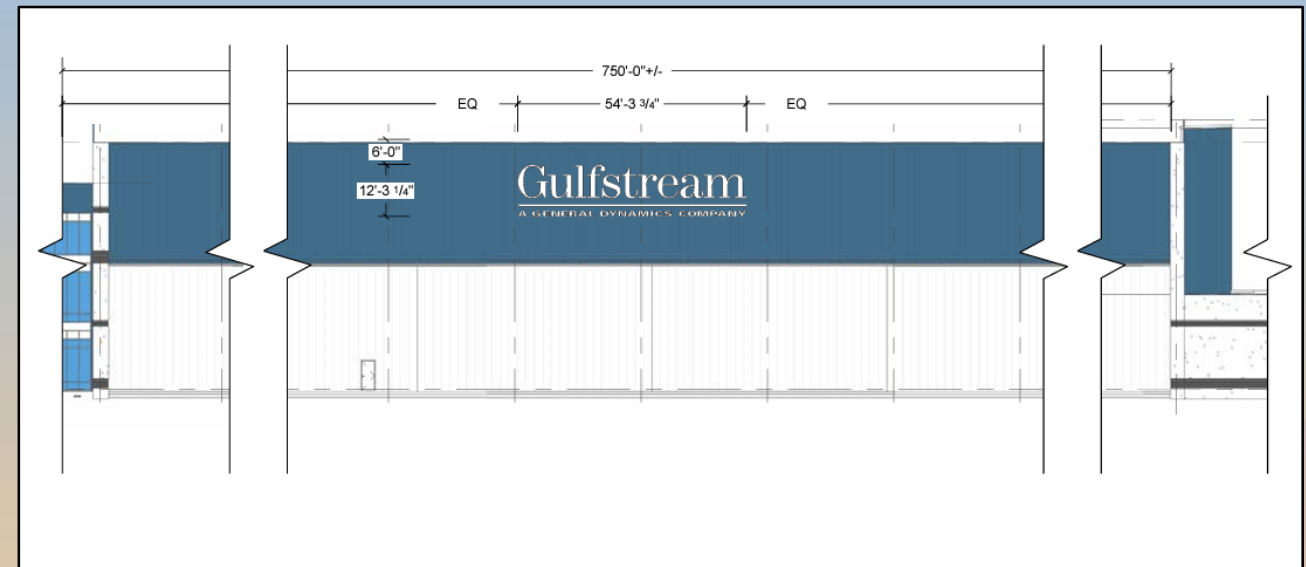
Sign Plan – Attached Wall Signs



INTERNALLY ILLUMINATED FACE LIT
PAN CHANNEL LETTER DISPLAY Scale: N.T.S. Sign Area 666.72 sf

Northeast building elevation
(street side/landside)

666.72 square feet



INTERNALLY ILLUMINATED FACE LIT
PAN CHANNEL LETTER DISPLAY Scale: N.T.S. Sign Area 666.72 sf

Southwest building elevation
(tarmac/airside)

666.72 square feet



Approval Criteria

Section 11-46-3.D CSP Criteria

- ✓ The site contains unique or unusual physical conditions that would limit or restrict normal sign visibility.
- ✓ The development exhibits unique characteristics of land use, that represent a clear variation from conventional development.
- ✓ The proposed signage incorporates special design features that reinforce or are integrated with the building architecture.



Approval Criteria

Section 11-70-5 SUP Criteria

- ✓ Project will advance the goals and objectives of the General Plan and other City plan and/or policies;
- ✓ Location, size, design, and operating characteristics are consistent with the purposes of the district where it is located and conform with the General Plan and any other applicable City plan or policies;
- ✓ Project will not be injurious or detrimental to the surrounding properties, the neighborhood, or to the general welfare of the City; and
- ✓ Adequate public services, public facilities and public infrastructure are available.



Citizen Participation

- Notified property owners within 500 feet
- Staff has not been contacted by any property owners





Findings

- ✓ Complies with the Mesa 2040 General Plan
- ✓ Meets the CSP criteria of Section 11-46-3.D of the MZO
- ✓ Meets the SUP findings of Section 11-70-5.E of the MZO

Staff recommends Approval with Conditions



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