

# TRADEMARK

Date: July 21, 2025

Prepared For: City of Mesa - Planning Department - 55 N. Center St. - Mesa, AZ 85201

Project: Gateway Interchange

Location: 8019-8341 E. Sebring Ave., Mesa, AZ 85212

Description: Comprehensive Sign Plan

## **Narrative:**

Gateway Interchange is being developed as a multi-tenant industrial center. The property is located at the Northwest corner of the Santan Loop 202 Freeway and Hawes Road in Mesa, AZ. The site will be developed in two phases, with phase 1 including four (4) multi-tenant industrial buildings. Phase 2 includes three (3) additional multi-tenant industrial buildings. The property is surrounded by a combination of existing and planned industrial, residential, and mixed-use development, and enhances the vitality and economic base of the area.

All tenant signs within Gateway Interchange must be compatible with the standards outlined in this Comprehensive Sign Plan. The purpose of the sign standards is to ensure an attractive environment and to protect the interests of the surrounding neighborhoods, ownership, and tenants within the development. Conformance will be strictly enforced, and any installed non-conforming or unapproved signs will be brought into conformance at the sole expense of the tenant. Before designing signs, all tenants will receive a copy of these signage standards. Sign plans submitted to the owner's representative for approval must conform to these standards. The owner's representative may administer and interpret the criteria as it applies to signage designs. All signs must be approved in writing by the owner's representative prior to application to the City of Mesa for permitting.

Where this Comprehensive Sign Plan does not provide criteria, the City of Mesa Development Services Department Sign Code will have precedence.

Conformance: The Comprehensive Sign Plan (CSP) and the corresponding signage designs, submitted herein by Trademark and Gateway Interchange, comply with all stated sign ordinances in Title-11: Article-5.

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The primary purpose for the Comprehensive Sign Plan is to ensure consistency and quality throughout the development for the owner and all current, future, and prospective tenants.

SUP Review Criteria 11-70-5:

1. 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:

*Response: This request for a Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP) is consistent with the designated General Plan Character Area with the Evolve growth strategy. Gateway Interchange meets the goals and implements the purpose and intent of the Industrial & Mixed Use Activity character area, and approval of the proposed Comprehensive Sign Plan will advance the goals and objectives of the General Plan.*

2. 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;

*Response: Gateway Interchange meets the goals and implements the purpose and intent of the Mixed-Use Activity character area. The location, size, design, and operating characteristics of Gateway Interchange and the proposed Comprehensive Sign Plan are consistent with the purposes of the district and conform with the General Plan.*

3. The proposed project will not be injurious or detrimental to the adjacent or surrounding properties in the area of the proposed project or improvements in the neighborhood or to the general welfare of the City; and

*Response: This project will not have any detrimental effect to the surrounding properties or neighborhoods. Instead, it will provide a vibrant new development that will bring additional value to the area.*

d. Adequate public services, public facilities and public infrastructure are available to serve the proposed project.

*Response: All the above items will be in place for this project.*

Per MZO Section 11-46-3(D): *The proposed signage incorporates special design features such as tasteful lighting, higher end materials and craftsmanship, and formed concrete that integrates with the building architecture.*

**TABLE 1 DEVELOPMENT STANDARDS:**

All tenant signage proposed is per standard code for attached signs. 11-43-3-D-1

Development Standard	MZO Requirements	Applicant Proposal	Staff Recommendation
<p>P1: Multi-Tenant Monument Sign.</p> <p>Mesa Sign code: 11-43-2-C &amp; 11-43-D</p>	<p>12' tall max 80 sq ft sign area</p> <p>The sign copy should not exceed a horizontal-to-vertical ratio of two to one (2:1)</p>	<p>We are in conformance with standard code</p>	
<p>P2 Project ID monument Sign</p> <p>Mesa Sign code: 11-43-2-C &amp; 11-43-D</p>	<p>12' tall max 80 sq ft sign area</p> <p>The sign copy should not exceed a horizontal-to-vertical ratio of two to one (2:1)</p>	<p>We are in conformance on the size and sq ft.</p> <p><b>Deviation:</b> Sign copy does exceed a horizontal-to-vertical ratio of (2:1). 3' tall x 2 = 6'. Our copy is at 10' 8". This was done for aesthetic design and readability.</p>	
<p>P3: Vehicular Directional Sign.</p>	<p>3' tall max 6 sq ft sign area</p>	<p>We are in conformance with standard code</p>	