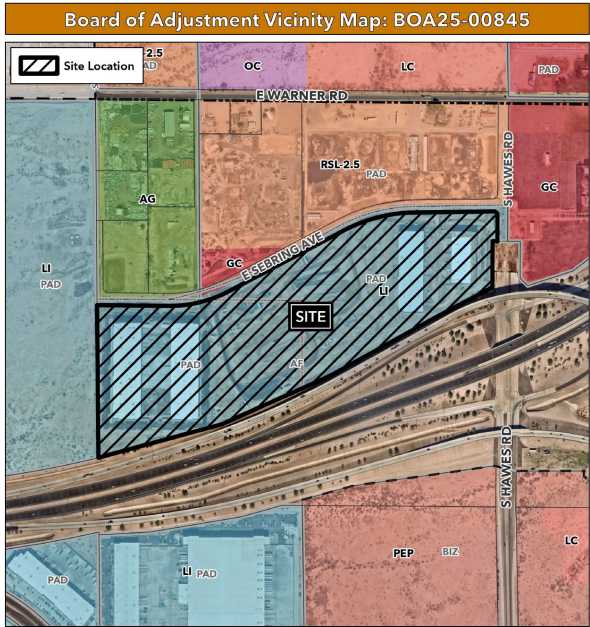




Board of Adjustment Report

Date	February 4, 2026		
Case No.	BOA25-00845		
Project Name	Gateway Interchange CSP		
Request	Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP)		
Project Location	Located approximately 735 feet south of the southwest corner of East Warner Road and South Hawes Road		
Parcel No(s)	304-30-024N		
Project Area	47± acres		
Council District	District 6		
Existing Zoning	Light Industrial with a Planned Area Development Overlay (LI-PAD)		
General Plan Designation	Industrial		
Applicant	Ana Jones / Trademark Visual, Inc.		
Owner	EASTGROUP PROPERTIES LP		
Staff Planner	Sergio Solis, Planner I		

Recommendation

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

Staff recommends approval with conditions.

Project Overview

Request:

The applicant is requesting a Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP) for an industrial development located in the Light Industrial with a Planned Area Development Overlay (LI-PAD) District. The proposed CSP will establish standards for signage materials and will allow a deviation to the detached signage standards.

Site Context

General Plan:

- The Placetype for the project site is Industrial and the Growth Strategy is Evolve.
- Light Industrial is a principal land use.

Zoning:

- The project site is zoned Light Industrial with a Planned Area Development Overlay (LI-PAD) District.

Surrounding Zoning & Use Activity:

Northwest LI-PAD Vacant	North AG, RSL-2.5-PAD and GC-PAD Vacant	Northeast GC-PAD Vacant
West LI-PAD Vacant	Project Site LI-PAD Industrial Development	East GC-PAD Vacant
Southwest (Across Loop 202 Freeway) LI-PAD Industrial Development	South (Across Loop 202 Freeway) LI-PAD Vacant	Southeast (Across Loop 202 Freeway) PEP-BIZ Vacant

Site History:

- **October 16, 2000:** City Council approved the annexation of 1,571± acres, including the Project Site, into the City of Mesa (Ordinance No. 3885; Case No. Z00-087).
- **February 9, 2022:** City Council approved a rezone on 24± acres, including the western portion of the Project Site, from Agricultural (AG) to Light Industrial with a Planned Area Development overlay (LI-PAD) and Site Plan Review for the development of seven (7) industrial buildings (Ordinance No. 5681; Case No. ZON21-00930).
- **February 9, 2022:** City Council approved a rezone on 25± acres, including the eastern portion of the Project Site, from Agricultural (AG) to Light Industrial with a Planned Area

Development overlay (LI-PAD) and Site Plan Review for the development of seven (7) industrial buildings (Ordinance No. 5680; Case No. ZON21-01133).

- **March 29, 2022:** The Planning Director's designee approved elevations and a landscape plan for an industrial development (Case No. DRB21-01057).
- **August 20, 2025:** The Planning Director's designee approved Minor Design Modifications to the approved building elevations (Case No. ADM25-00507).

Project/Request Details

Site Characteristics:

- **Location:** The Project Site is located approximately 735 feet south of the southwest corner of East Warner Road and South Hawes Road.
- **Access:** The Project Site is accessed by seven (7) ingress/egress drives adjacent to Sebring Avenue (Collector Street).
- **Street Frontage:** The Project Site has a street frontage of 2,719 feet (adjacent to Sebring Avenue).
- **Building Design:** The Project Site, which is currently under construction, is approved for seven (7) industrial buildings that will utilize aluminum storefronts and textured concrete materials.

Comprehensive Sign Plan (CSP):

The applicant is requesting a CSP for the industrial development known as Gateway Interchange. The proposed CSP will establish the usage of aluminum cabinet frames and stamped concrete (wood grain form) as predominant construction materials for detached/freestanding signs.

The proposed CSP will also allow for one (1) modification to the Sign Ordinance to allow a permanent freestanding sign structure to exceed the maximum horizontal-to-vertical ratio.

Table 1 compares the Mesa Zoning Ordinance (MZO) design standards for permanent signs and sign structures and the proposed CSP modification:

Development Standard	MZO Allowance	CSP Proposed
Detached Permanent and Freestanding Signs: Horizontal-to-Vertical Ratio – MZO §11-43-2(C)(2)(a)	Sign copy should not exceed a horizontal-to-vertical ratio of two to one (2:1).	Sign copy should not exceed a horizontal-to-vertical ratio of 3.55:1

The proposed horizontal-to-vertical ratio is appropriate for the scale and configuration of the site and facilitates clear visibility and wayfinding throughout the industrial development.

The proposed CSP does not request any modifications to the Sign Code for attached signage; all attached signs will comply with the MZO.

Special Use Permit:

Per MZO Section 11-46-3(A), a CSP must be approved in conjunction with an SUP. Per MZO Section 11-70-5(E), the Board of Adjustment shall also find the following criteria are met for approval of a SUP:

1. **Consistency with the General Plan and other Plan/Policies:** The proposed CSP is consistent with the Industrial 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.
2. **Zoning District Intent:** The proposed CSP is consistent with the location, design and operating characteristics and conforms to the goals and purposes of the LI District designation on the Project Site.
3. **Project Impact:** There will be no injurious or detrimental impact to surrounding properties with the proposed signage and will only encourage harmonious growth for the surrounding area. The proposed signs will not be overbearing in size, and will not flash, blink, animate or emit any noise.
4. **Adequate Public Facilities:** The City of Mesa utilities and public infrastructure are available to serve the proposed project.

CSP Review Criteria – MZO Section 11-46-3:

The Board of Adjustment may approve a CSP containing elements which exceed the permitted height, area, and number of signs specified in the Sign Ordinance if the comprehensive sign plan conforms to the required findings in 11-70-5 of the Zoning Ordinance and upon a finding of at least one of three required criteria. For the requested CSP, of the three possible required findings, the following were met:

- **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 proposed Comprehensive Sign Plan (CSP) is designed to provide visually appealing detached signage for a 47±-acre industrial development currently under construction. The CSP utilizes high-quality materials consistent with the approved building elevations, which will result in an integrated industrial development with a singular, cohesive design.

- **The proposed signage incorporates special design features such as lighting, materials and craftsmanship, murals, or statuary that reinforce or are integrated with the building architecture.**

The proposed signage uses quality materials, finishes, and craftsmanship to complement the industrial development.

Required Notification

The applicant provided letters to surrounding property owners within 500 feet of the project site, notifying them of the public hearing.

Staff has not received any public comments regarding the proposed project.

Conditions of Approval

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

1. Compliance with the final documents as submitted with this application.
2. Compliance with all requirements of Planning and Zoning Case No. ZON21-00930.
3. Compliance with all requirements of Planning and Zoning Case No. ZON21-01133.
4. Compliance with all requirements of Design Review Case No. DRB21-01057, and subsequent approvals.
5. Compliance with all applicable City development codes and regulations.
6. Compliance with all requirements of the Development Services Department regarding the issuance of building permits.

Section 11-70-5 of the MZO allows for a revocation process if any condition, stipulation, or term of the approval of the SUP has been violated. In addition to the conditions of approval above, approval of the SUP is conditioned on the information provided by the applicant at the public hearing and in the application (including any accompanying narrative and other supplemental materials) not being false or materially misleading at the time of approval.

Exhibits

Exhibit 1 – Vicinity Map

Exhibit 2 – Project Narrative

Exhibit 3 – Site Plan

Exhibit 4 – Comprehensive Sign Plan

Exhibit 5 – Power Point Presentation