



PLANNING DIVISION
STAFF REPORT

Design Review Board

April 9, 2024

CASE No.: DRB22-00780	PROJECT NAME: Gallery Park Freeway Landmark Monument
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Owner's Name:	POWER 202 MIXED-USE LLC
Applicant's Name:	Ralph Pew, Pew & Lake PLC
Location of Request:	Within the 4900 to 5200 blocks of South Power Road (east side) and within the 6800 to 7000 blocks of East Ray Road (north side). Located south of the Loop 202 SanTan freeway and east of Power Road.
Parcel No(s):	304-30-063, 304-30-072, 304-30-074, 304-30-073, 304-30-976, 304-30-977, 304-30-978, 304-30-975, 304-30-979, 304-30-980, 304-30-982, 304-30-983, 304-30-981, 304-30-984, 304-30-985, 304-30-986
Request:	Design Review. This request will allow for a Freeway Landmark Monument (FLM) within the Gallery Park commercial center.
Existing Zoning District:	Limited Commercial with a Planned Area Development Overlay (LC-PAD)
Council District:	6
Site Size:	42± acres
Proposed Use(s):	Mixed Use
Existing Use(s):	Mixed Use
P&Z Hearing Date(s):	April 9, 2024 / 4:00 p.m.
Staff Planner:	Sean Pesek, Senior Planner
Staff Recommendation:	APPROVAL with Conditions

HISTORY

On **May 20, 2019**, the property was annexed as a part of a larger 69± acre annexation and given the comparable zoning of Agriculture (AG) (Ord. No. 5508, Case No. ANX18-00502).

On **May 20, 2019**, the City Council approved a rezoning for 42± acres, including the project site, from Agricultural (AG) to Limited Commercial with a Planned Area Development Overlay (LC-PAD); a Council Use Permit; and an Initial Site Plan to develop the Gallery Park commercial center (Ord. No. 5509, Case No. ZON18- 00775).

On **December 10, 2019**, the City Council approved the Gallery Park Design Guidelines. The purpose of the design guidelines is to reinforce the high quality aspects of future development within Gallery Park (Case No. DRB19-00061).

On **October 7, 2020**, the Board of Adjustment approved a Special Use Permit (SUP) to allow for a Comprehensive Sign Plan (CSP) within Gallery Park. The CSP approved modifications to the size and number of attached wall signs, as well as the size of detached signs allowed per the City of Mesa Sign Ordinance (Case No. BOA20-00484).

On **July 08, 2021**, the City Council approved a modification to the previously approved Planned Area Development by expanding the PAD from 40± acres to 42± acres and a rezoning of 1± acre of the 42± acres from Agriculture (AG) to Limited Commercial with a Planned Area Development Overlay (LC-PAD) (Ord. 5634, Case No. ZON21-00069).

On **June 20, 2022**, the City Council approved a major site plan modification for 42± acres, including the project site, to allow for a 4-story dual brand hotel (Ord. No. 5707, Case No. ZON21-01285).

On **September 11, 2023**, the City Council approved a major site plan modification for 42± acres, including the project site, to allow for a bank with drive-thru ATM (Ord. No. 5809, Case No. ZON23-00282).

PROJECT DESCRIPTION

Background:

The applicant is requesting Design Review to allow for a Freeway Landmark Monument (FLM) sign within the northern portion of Gallery Park (Proposed Project). The project site is generally located north of Ray Road on the east side of Power Road and is approximately 42 acres in size. The Proposed Project consists of one, two-faced FLM sign with a maximum height of 75 feet and a total sign area of 1,526 square feet, including 560 square feet of electronic display. Per Section 11-43-7 of the Mesa Zoning Ordinance (MZO), a FLM is permitted with approval of a Council Use Permit (CUP).

Per Section VII.C.1 of the approved Freeway Landmark Monument Guidelines, before consideration of the CUP by the Planning and Zoning Board and City Council, the Design Review Board shall review the proposed FLM and make a recommendation to the City Council based on the specific design, materials, and architectural details.

The Gallery Park Design Guidelines were approved by the City Council on December 10, 2019. The purpose of the design guidelines is to facilitate high quality design within Gallery Park. While the approved design guidelines do not explicitly reference signage, the proposed FLM mirrors the contemporary architectural design and sophisticated colors and materials approved for the commercial center.

General Plan Character Area Designation and Goals:

The General Plan Character area designation on the property is Mixed Use Activity District with a Community sub-type. Per Chapter 7 of the General Plan, the Mixed Use Activity District is a large-scale (typically over 25 acres) community and regional activity area that usually has a significant retail commercial component including shopping areas such as malls, power centers, or lifestyle centers that are designed and developed to attract customers from a large radius. These districts often include other uses such as office, entertainment, and residential. LC zoning is listed as a primary zoning district in the Community Sub-type. Staff reviewed the proposed project and determined it is consistent with the criteria for review outlined in Chapter 15 (pg. 15-1) of the Mesa 2040 General Plan.

Mesa Gateway Strategic Development Plan:

The site is also located within the Mesa Gateway Strategic Development Plan, and specifically located within the Inner Loop District of the Plan. Per the Strategic Plan, the focus of the Inner Loop District is to provide a high-quality, mixed-use environment that is compatible with increasing over-flight activities associated with the Phoenix-Mesa Gateway Airport operations.

Overall, the Proposed Project conforms to the Mesa Gateway Strategic Development Plan, as well as the goals of the Mixed Use Activity character designation envisioned in the General Plan.

Zoning District Designations:

The project site is currently zoned LC-PAD. Per Section 11-43-7(C) of the MZO, a FLM is allowed in the LC district subject to approval of a CUP. The CUP (Case No. ZON22-00779) will be heard before the Planning and Zoning Board on April 10, 2024, for recommendation to the City Council.

Surrounding Zoning Designations and Existing Use Activity:

Northwest Loop 202 SanTan Freeway	North Loop 202 SanTan Freeway	Northeast Loop 202 SanTan Freeway
West (Across Power Road) Town of Gilbert Commercial	Project Site LC-PAD Commercial	East (Across RWCD Canal) LI-PAD Light Industrial
Southwest (Across Power Road) Town of Gilbert Commercial	South (Across Ray Road) LC Commercial	Southeast (Across Ray Road) LC-PAD Hotel

Compatibility with Surrounding Land Uses:

The project site is partially developed and adjacent to properties zoned commercial and developed with commercial uses to the west and south. The Roosevelt Water Conservation District (RWCD) canal abuts the subject site to the east. The 202 freeway abuts the project site to the north. The Proposed Project is compatible with the surrounding developments.

Compliance with the approved Freeway Landmark Monument Guidelines (Resolution No. 8700):

In 2006, the Mesa City Council approved guidelines to facilitate the construction of well-designed, appropriately sited, and aesthetically pleasing freeway signage within its jurisdiction (Resolution No. 8700). Through the requested CUP (Case No. ZON22-00779), the applicant is requesting modifications to certain standards relating to size, separation from existing FLMS, and use of electronic display.

Site Plan and General Site Development Standards:

The Proposed Project consists of one, two-faced freeway landmark monument sign with a maximum height of 75 feet and a total sign area of 1,526 square feet, including 560 square feet devoted to electronic display. The sign is set back from the northern property line by 30 feet and is approximately 300 feet east of Power Road.

Design Review:

Per Section VII.C.3 of the approved FLM guidelines, the Design Review Board shall conduct a work study session for initial review of the FLM design. Upon completion of the work study session and revision of the plans (if required), a public meeting is held for consideration and recommendation to the City Council.

The proposed FLM is comprised of a painted aluminum accent frame and concrete base. The main sign cabinet is inset approximately 6 inches from the accent frame and will hold the illuminated tenant panels and the electronic message center. The center logo is designed with slats made from synthetic wood, with the Gallery Park logo laser cut in the middle. The proposed tenant panels, wood reveals, center icon, and channel letters will be illuminated with LED.

Neighborhood Participation Plan and Public Comments:

The applicant completed a Citizen Participation process, which included mailing letters to property owners within 1,000 feet of the site, and registered neighborhoods, and Homeowners Associations within one mile of the site.

A virtual neighborhood meeting was held on August 2, 2023. A summary of the neighborhood meeting is provided on pages three and four of the Citizen Participation Report.

Staff has not been contacted by interested parties regarding this request and provide the Board with any new information during the scheduled Design Review Board meeting.

Staff Recommendation:

Staff finds that the Proposed Project is consistent with the Mesa 2040 General Plan and Mesa Gateway Strategic Development Plan and meets the requirements of the approved Freeway Landmark Monument Guidelines (Resolution No. 8700).

Staff recommends approval of the request with the following **Conditions of Approval:**

1. Compliance with final sign detail submitted.
2. Compliance with all requirements of Case No. ZON22-00779.

Exhibits:

Exhibit 1 – Staff Report

Exhibit 2 – Vicinity Map

Exhibit 3 – Project Narrative

Exhibit 4 – Sign Package

Exhibit 5 – Landscape Plan

Exhibit 6 – Citizen Participation Plan

Exhibit 7 – Citizen Participation Report

Exhibit 8 – PowerPoint Presentation