



2631 N. 31 ST AVE. PHOENIX, AZ 85009

(602) 278-6286

Gulfstream at Phoenix-Mesa Gateway Airport
Special Use Permit\Comprehensive Sign Plan
Project Narrative

November 10, 2023

Phoenix-Mesa Gateway Airport (IWA or the Airport), located in Mesa, Arizona, is approximately 30 miles southeast of downtown Phoenix. Prior to its inception as IWA, the Airport served as a former United States Air Force (USAF) base known as Williams Air Force Base (AFB), which was later closed in September 1993.

Williams AFB was converted to civilian use in March 1994, and in 2008, the Airport was renamed the Phoenix-Mesa Gateway Airport. The Phoenix-Mesa Gateway Airport Authority (PMGAA) operates the Airport and is made up of elected officials from the cities and towns of Mesa, Phoenix, Gilbert, Queen Creek, Apache Junction, and the Gila River Indian Community. IWA now consists of approximately 3,040 acres and is classified by the Federal Aviation Administration (FAA) as a small hub commercial service airport.

Phoenix-Mesa Gateway Airport is served by five commercial airlines offering nonstop service to more than 60 domestic and international destinations. The Airport also boasts of approximately one thousand acres of aeronautical and non-aeronautical land available for development. SkyBridge Arizona is a 360-acre master development offering large parcels and airfield access, including the nation's first and only joint air cargo hub to house both U.S. and Mexican customs agents. SkyBridge is expected to contribute a projected total of \$3.8 billion to the gross regional product, and adding 6,400 direct jobs and 8,400 indirect jobs to the local economy. The Gateway East master development includes 400-acres of mixed-use non-aeronautical development opportunities strategically located adjacent to two highway systems.

Gateway hosts more than 40 companies and contributes \$1.8 billion annually to the Arizona economy. Gateway is also developing as an international aerospace center with aircraft maintenance, modification, testing, and pilot training. In addition to the area's skilled labor force, excellent year-round flying weather, three expansive runways averaging 10,000 feet, and access to international markets, Gateway's assets make it a prime location for global-minded companies. Gateway has been

designated as Foreign Trade Zone #221, as well as a Military Reuse Zone, offering aviation companies a significant financial edge in the global marketplace. For these reasons, dozens of aviation centric companies have chosen to locate at Phoenix-Mesa Gateway Airport including Textron Aviation (Citation, Caravan, Beechcraft and Hawker aircraft), Embraer, and Gulfstream Service Centers along with companies such as Able Aerospace Services, ATP, Top Aces, UND, and many others.

Gulfstream Aerospace Corporation is an American aircraft company and a wholly owned subsidiary of General Dynamics. Gulfstream designs, develops, manufactures, markets, and services business jet aircraft. Gulfstream currently offers routine inspections and maintenance for Gulfstream in-service aircraft, as well as AOG (Aircraft on Ground) support at Gateway Airport at 6253 S. Sossaman Road.

Gulfstream is currently constructing a maintenance, repair, and overhaul facility (MRO) at the Phoenix-Mesa Gateway Airport. When completed, the new facility will total 250,000 square feet and represents a \$70 million investment by Gulfstream. The Mesa service center will offer a broad range of services and add additional capacity for customers in the western United States. The facility at Gateway Airport will be Gulfstream's first MRO in Arizona and will feature a sustainable, modern design, in line with Gulfstream's sustainability goals.

"Gulfstream's arrival represents the single largest private investment in the history of Phoenix-Mesa Gateway Airport," said J. Brian O'Neill A.A.A.E, PMGAA Executive Director/CEO. "Gateway Airport has proven to be an ideal location for MRO facilities, and Gulfstream's announcement further validates our position as a global industry leader."

"This partnership will propel Greater Phoenix's thriving aerospace footprint and allow the region to become a blueprint for aerospace success," said Chris Camacho, President & CEO of the Greater Phoenix Economic Council. "We are proud to be among Gulfstream's partners in this innovative step forward."

Gulfstream has also announced workforce development partnerships with Arizona State University and Chandler-Gilbert Community College, located adjacent to Phoenix-Mesa Gateway Airport. These partnerships will prepare tomorrow's workers and provide high-paying jobs in the fast-growing aerospace sector.

Gulfstream's new facility will serve as a hangar for maintenance, repair and overhauling of aircraft, but will also include ancillary customer areas, support offices, shop space, utility areas, etc. Additionally, it will feature a fueled aircraft storage hangar, exterior improvements including aircraft apron, fuel farm, HAZMAT storage, site lighting and security signage, entry road, employee and customer parking, AOA fencing, landscaping, and all ancillary structures.

Careful consideration was made by Gulfstream in the design, location, and sustainability of this new facility, and is aligned with Phoenix-Gateway's Master Plan and continued growth of the area. Given the technologically advanced nature of Gulfstream's operation, the design of their building is clean and modern. The design of their wall signage is a bright white signature logo against the blue building, giving suggestions of white clouds and blue sky. The proposed signage design will provide building identification and wayfinding, and will promote Gulfstream's lifestyle brand, while complementing the quality of the development as a whole.

Gulfstream is seeking a Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP) to fulfill their quality expectations through signage, as related to their branding, wayfinding, and business identification. Royal Sign Company is assisting Gulfstream through this process and is an Arizona registered sign contractor (ROC #25674 C-38). This package has been created in conjunction with Image Resource Group and Gulfstream Aerospace Corporation and is very reasonable, attractive and appropriate for the scope of the development.

The proposed Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP) is specifically to modify some of the development standards outlined in Mesa Zoning Ordinance for this project.

§11-43-3 D limits the total square footage of signage to a maximum of 160 square feet. We are seeking to deviate from this square footage due to the nature of the facility and its surroundings. Gulfstream's building has over +/-750 lineal feet of street frontage, +/-817.6' of building frontage, and is more than 225,000 square feet in size. The proposed wall signage is scaled appropriately for the building, which at its closest point is 532 linear feet from S. Ellsworth Road. The proposed ground signs are one monument sign and two traffic directional signs, both tastefully scaled. Surrounding areas are zoned Industrial or Light Industrial.

Regarding the monument ground sign, Mesa Zoning Ordinance §11-43-2 C. 2.a states that "the sign copy should not exceed a horizontal-to-vertical ratio of two to one (2:1)". We are requesting a deviation from the ordinance to allow for a sign copy ratio of 4.41 to 1 for the main monument business identification sign. This deviation would allow Gulfstream's logo to be readable and maintain an attractive proportion and scale to the monument itself. The proposed deviation will only modify the detached signage standards for this project.

We are also seeking approval to deviate from the existing Williams Gateway Airport Comprehensive Sign Plan, dated May 7, 1996, which stipulates that all ground signs identifying fixed base operators are required to have a masonry base. The proposed bases in this SUP/CSP are of aluminum construction, painted in a tasteful and upscale automotive finish resembling brushed aluminum.

Approval of the SUP is consistent with the policies of the General Plan and all other applicable City plans and/or policies. 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, the Phoenix-Gateway's Master Plan, and with any other applicable City plans or policies. The proposed project will not be injurious or detrimental to the adjacent or surrounding properties, or will the proposed project and improvements be injurious or detrimental to the neighborhood or to the general welfare of the City. In fact, we believe approval of the SUP and CSP will only further elevate the sophisticated and technologically advanced nature and look of the facility, the Airport, the City of Mesa, and its surroundings. Adequate public service, public facilities, and public infrastructure are available to serve the proposed project.

We respectfully ask for your consideration in approving the SUP and CSP for Gulfstream Aerospace Corporation at Phoenix-Mesa Gateway Airport.

Sincerely,

A handwritten signature in black ink, appearing to read 'Elizabeth Pappas', with a long horizontal flourish extending to the right.

Elizabeth (Liz) Pappas

Project Manager

liz@royalsign.net