



Board of Adjustment Report

Date	April 1, 2026		
Case No.	BOA25-00058		
Project Name	Destination at Gateway CSP		
Request	Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP)		
Project Location	Located at the southeast and southwest corners of East Williams Field Road and South Signal Butte Road.		
Parcel No(s)	304-37-047G 304-34-203C 304-34-035H 304-3-7047J 304-3-4203F 304-34-203L 304-34-203G 304-34-203H 304-34-203K 312-07-962D 304-3-4203J 304-37-047H		
Project Area	125± acres		
Council District	District 6		
Existing Zoning	General Commercial with a Planned Area Development Overlay (GC-PAD), and Light Industrial with a Planned Area Development Overlay (LI-PAD)		
General Plan Designation	Regional Center		

Applicant	Sean Lake, Pew & Lake, P.L.C.
Owner	BCB Group Investments, LLC
Staff Planner	Kellie Rorex, Senior Planner

Recommendation

Staff finds that the requested Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP) meets the review criteria outlined in MZO Section 11-46-3 and the required findings for a Special Use Permit (SUP) in 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 Auto Mall and Large Commercial Development known as Destination at Gateway (Proposed Project). The specific request, per the submitted sign plan and project narrative, is to allow nine (9) signs to exceed the permitted height within the LI and GC zoning districts, to allow the horizontal to vertical ratio of sign copy to exceed a 2:1 ratio for one (1) proposed sign, and to exempt wayfinding signage from detached sign separation requirements. The remainder of the detached signs, as shown on the submitted site plan, will meet all Sign Code requirements. The proposed CSP is only for detached signage within Destination at Gateway, attached building signage will comply with current code.

Site Context

General Plan:

- The Placetype for the project site is Regional Center and the Growth Strategy is Evolve.
- Regional Centers are the major retail, cultural, recreational, and entertainment destinations in Mesa. They feature major retailers, national chains, specialty shops, and a wide range of services and amenities that draw consumers from across the City and greater metropolitan area.
- The Proposed Project is to facilitate the development of Destination at Gateway, an approved development that includes an auto mall, large commercial development, and multiple residences.

Zoning:

- The project site is zoned General Commercial with a Planned Area Development Overlay and Light Industrial with a Planned Area Development Overlay (GC-PAD & LI-PAD)
- The Destination at Gateway development is a permitted use in the GC-PAD and LI-PAD zoning districts.

Surrounding Zoning & Use Activity:

<p>Northwest (Across Williams Field Road) PC Single Residence</p>	<p>North (Across Williams Field Road) RS-6-PAD Single Residence</p>	<p>Northeast (Across Williams Field Road) RS-6-PAD Single Residence</p>
<p>West RU-43 (Maricopa County) & RS-9 Vacant</p>	<p>Project Site GC-PAD-CUP and LI-PAD Vacant</p>	<p>East RS-6-PAD & RSL 4.5 Single Residence</p>
<p>Southwest (Across 24 Gateway Freeway) RU-43 (Maricopa County) Vacant</p>	<p>South (Across 24 Gateway Freeway) RU-43 (Maricopa County) & HI Vacant/Industrial</p>	<p>Southeast (Across 24 Gateway Freeway) GI Vacant</p>

Site History:

- **April 16, 1990:** The City of Mesa’s City Council annexed 626± acres of land, including a portion of the subject property on the east side of Signal Butte Road (Ord. No. 2514).
- **June 4, 1990:** The City Council approved a rezoning of recently annexed lands from County Rural (RU-43) to Agriculture (AG) (Case No. Z90-025; Ord. No. 2529).
- **April 4, 2005:** The City Council approved a rezoning of a 10± acre parcel, 304-34-203A, from Agriculture (AG) to M-2 (Now General Industrial [GI]) (Case No. Z05-024; Ord. No. 4371).
- **July 12, 2006:** The City Council approved a rezoning of a 11± acre parcel, 304-34-203B, from Agriculture (AG) to M-1 PAD (now Light Industrial with a Planned Area Development Overlay [LI-PAD]) (Case No. Z06-046, Ord. No. 4575).
- **July 18, 2018:** The City Council annexed a portion of the property located on the west side of Signal Butte (27± acres) and established comparable zoning of Agriculture (AG) on the property (Case No. ANX17-00253; Ord. No. 5448).
- **June 18, 2018:** The City Council approved a Minor General Plan Amendment to change the land use designation on the property from Employment to Neighborhood and rezoned the property from Agriculture (AG) and General Industrial with a Council Use Permit (GI-CUP) to Multiple Residence-2 with a Planned Area Development overlay (RM-2-PAD), Small Lot Residential-4.5 with a Planned Area Development overlay (RSL-4.5-PAD), Single Residence-6 with a Planned Area Development overlay (RS-6-PAD), Single Residence-7 with a Planned Area Development overlay (RS-7-PAD), and Single Residence-9 with a Planned Area Development overlay (RS-9-PAD), and General Commercial with a Planned Area Development overlay and with a Council Use Permit (GC-PAD-CUP) to allow for the development of a master planned community called Destination at Gateway (Case No. ZON18-00142, Resolution No. 11171; Case No. ZON17-00247, Ord. No. 5450).
- **April 15, 2019:** The City Council approved modifications to the Destination at Gateway PAD. (Case No. ZON18-00933; Ord. No. 5501).

- **July 8, 2020:** The City Council approved a Minor General Plan Amendment to change the land use designation on the property from Neighborhood to Mixed-use Activity (Case No. ZON20-00129; Res. No. 11544).
- **June 17, 2024:** The City Council approved a rezone from Agriculture (AG), Light Industrial with a Planned Area Development overlay (LI-PAD), General Commercial with a Planned Area Development overlay and Council Use Permit (GC-PAD-CUP), and General Industrial (GI) to General Commercial with a Planned Area Development overlay and Council Use Permit (GC-PAD-CUP), and Light Industrial with a Planned Area Development overlay and Council Use Permit (LI-PAD-CUP) to allow for the future development of an auto mall, large commercial development, and a multiple residence development (Case No. ZON22-00267; Ord. No. 5857).
- **May 13, 2025:** The Design Review Board recommended approval of the Destination at Gateway Design Guidelines to Planning Director (Case No. DRB24-00766).
- **May 29, 2025:** The Planning Director approved the Destination at Gateway Design Guidelines (Case No. DRB24-00766).
- **June 9, 2025:** The Planning Director approved the site plan for a large format retail user as part of the Destination at Gateway development (Case No. ZON24-00593).
- **August 27, 2025:** The Planning and Zoning Board approved a Site Plan Review and Special Use Permit (SUP) for a service station (Case No. ZON24-00859).
- **February 9, 2026:** City Council approved a Council Use Permit to allow for two freeway landmark monument signs at Destination at Gateway (Case No. ZON25-00056, Res. No. 12472).

Project/Request Details

Site Characteristics:

The project site is located at the southeast and southwest corners of East Williams Field Road and South Signal Butte Road. The project site is approved for an auto mall and large group commercial development on 125± acres. Destination at Gateway has approved design guidelines with specific building materials and colors which the proposed detached signs will utilize.

Comprehensive Sign Plan (CSP):

The applicant is requesting a CSP to allow modifications from the Sign Ordinance to accommodate signage specific to the development. The requested modifications include increases to the maximum height for nine (9) detached signs and a deviation to the horizontal-to-vertical ratio of sign copy to exceed the 2:1 ratio. The request also proposes that wayfinding signage be exempt from the detached sign separation requirement of 75 feet (MZO Section 11-43-2(C)). Wayfinding signage is typically less than six (6) square feet and therefore not included in CSPs; however, due to the size of the site and the nature of the development, larger wayfinding signage is proposed and included in this CSP. The separation requirement for detached monument signs is intended to limit excessive sign area, not wayfinding signage.

Table 1 compares the Mesa Zoning Ordinance (MZO) standards and the proposed CSP modifications per Section 11-43 of the MZO.

Development Standards	MZO Allowance	CSP Proposed
<u>Detached Signage Height - 11-43-3.D.3</u>	12-foot	5 signs at 14 feet 4 signs at 20 feet
<u>Detached Signage Design Guidelines – 11-43-2.B</u>	The sign copy should not exceed a horizontal-to-vertical ratio of two to one (2:1).	Exceeds 2:1 Ratio for main entry monument sign only (as shown in the CSP)
<u>Detached Signage Design Guidelines – 11-43-2.C</u>	No detached permanent sign is allowed within seventy-five (75) feet of any other detached permanent sign on the same parcel or Group C-O-I Development site.	Wayfinding signs do not apply

Approval Criteria - Section 11-46-3(D):

Per Section 11-46-3(D) of the MZO, the Board of Adjustment must find at least one of the following criteria are met in order to approve a CSP.

- Unique or Unusual Physical Conditions:** The project site is 125± acres, has over 4,500 feet of frontage along two major arterials (Signal Butte Road and Williams Field Road), and is bordered by the 24 Gateway Freeway to the south. The approved site plan limits the visibility of some commercial tenants and buildings. The proposed CSP would provide visibility of the commercial development for both vehicular and pedestrian traffic and help with wayfinding across the development.
- Unique Characteristics of Land Use, Architectural Style, Site Location or other Distinguishing Features:** The Destination at Gateway development has approved design guidelines ensuring quality and complimentary site design. The proposed CSP exhibits distinguishing features, colors and materials found within the design guidelines which represents a clear variation from conventional development.
- Incorporation of Special Design Features:** The proposed CSP includes design standards such as materials, colors, and forms consistent with the Destination at Gateway Design Guidelines.

Special Use Permit:

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

- Advance the Goals and Objectives of and Consistency with the General Plan and other Plan/Policies:** The proposed CSP is consistent with the Regional Employment

Center 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. **Consistency with the Zoning District Purposes:** The proposed CSP is consistent with the location, design and operating characteristics and conforms to the goals and purposes of the GC and LI zoning designations on the project site.
3. **Project Impact:** The proposed signage is not expected to create any injurious or detrimental impacts to surrounding properties and will support cohesive and harmonious development within the area. The signs are appropriately scaled and designed to avoid being overbearing, and will not include flashing, blinking, animation, or noise. In addition, the site design and sign placement have been carefully considered to minimize visibility and potential impacts to nearby residential uses. No signs are directly oriented toward residential development without separation by an arterial or collector street, and the overall placement, height, and illumination of the signage help ensure that residential areas are not adversely affected.
4. **Adequate Public Facilities:** The developer is currently installing infrastructure in the area and services will be available to serve the proposed project once construction is complete.

Required Notification

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

As of writing this report, staff has not been contacted 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 sign plan as submitted.
2. Compliance with the Mesa Zoning Ordinance, including all applicable City development codes and regulations.
3. Compliance with all requirements of the Development Services Department regarding the issuance of building permits.
4. Any sign components that become deteriorated, damaged, or weakened shall be promptly repaired or replaced.
5. Prior to submitting a sign permit provide a letter from ADOT regarding the placement of project signs on Signal Butte Road, adjacent to ADOT ROW.
6. All signage to be reviewed and approved through a separate sign permit application.

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 – Sign Plan

Exhibit 4 – Power Point Presentation