



City Council ZON25-00056

Mary Kopaskie-Brown, Planning Director

February 9, 2026
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Request

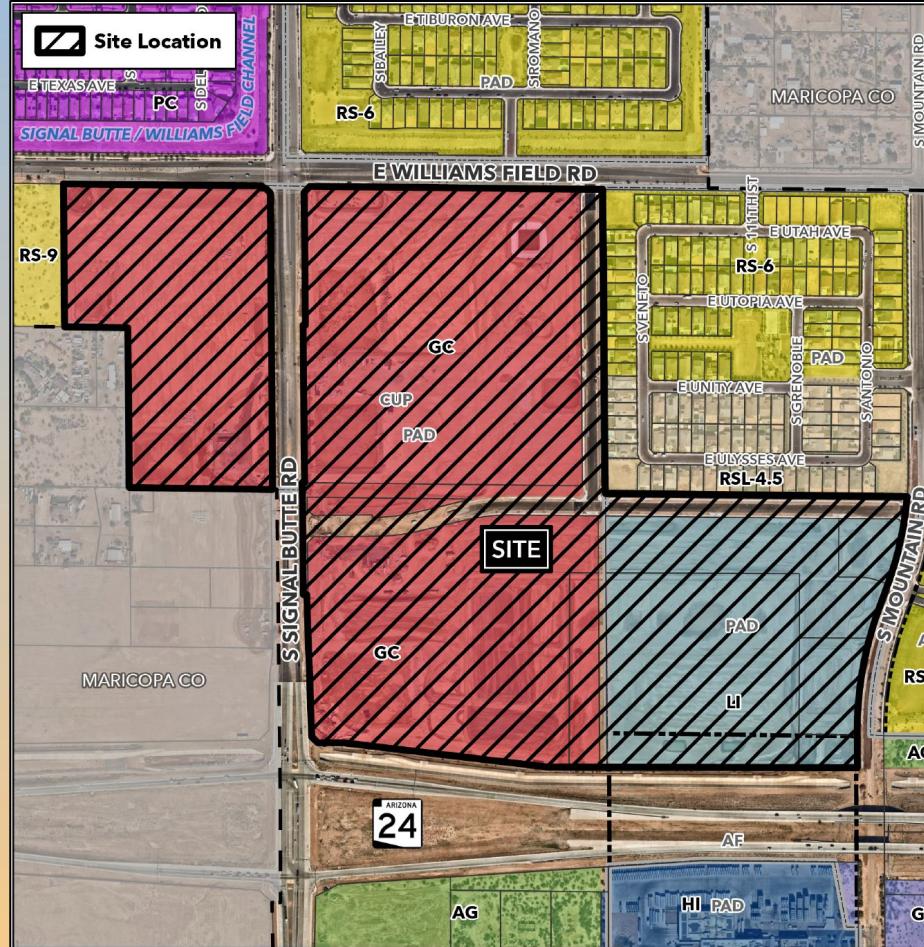
- Council Use Permit to allow for two (2) Freeway Landmark Monument (FLM) signs.





Location

- East of Signal Butte Road
- North of 24 Gateway Freeway
- West of Mountain Road
- Within Destination at Gateway commercial center





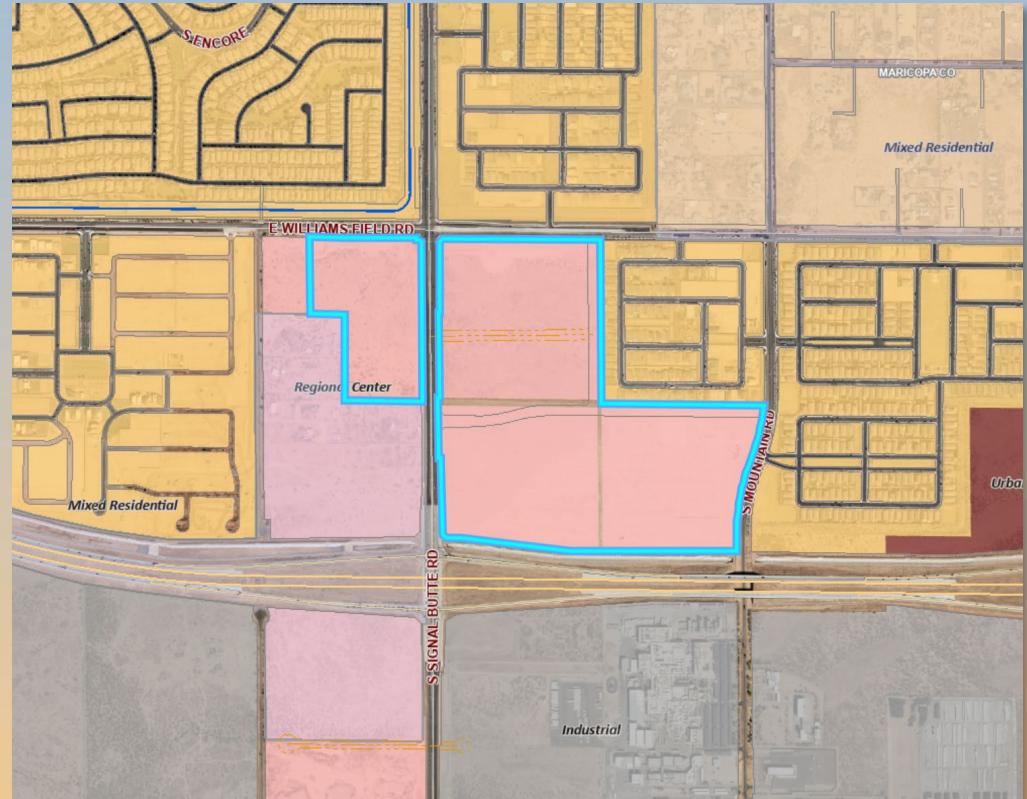
General Plan

Regional Center Placetype

- Regional Centers are the major retail, cultural, recreational, and entertainment destinations in Mesa
- FLM's will facilitate development within Destination at Gateway and attract customers

Gateway Strategic Development Plan

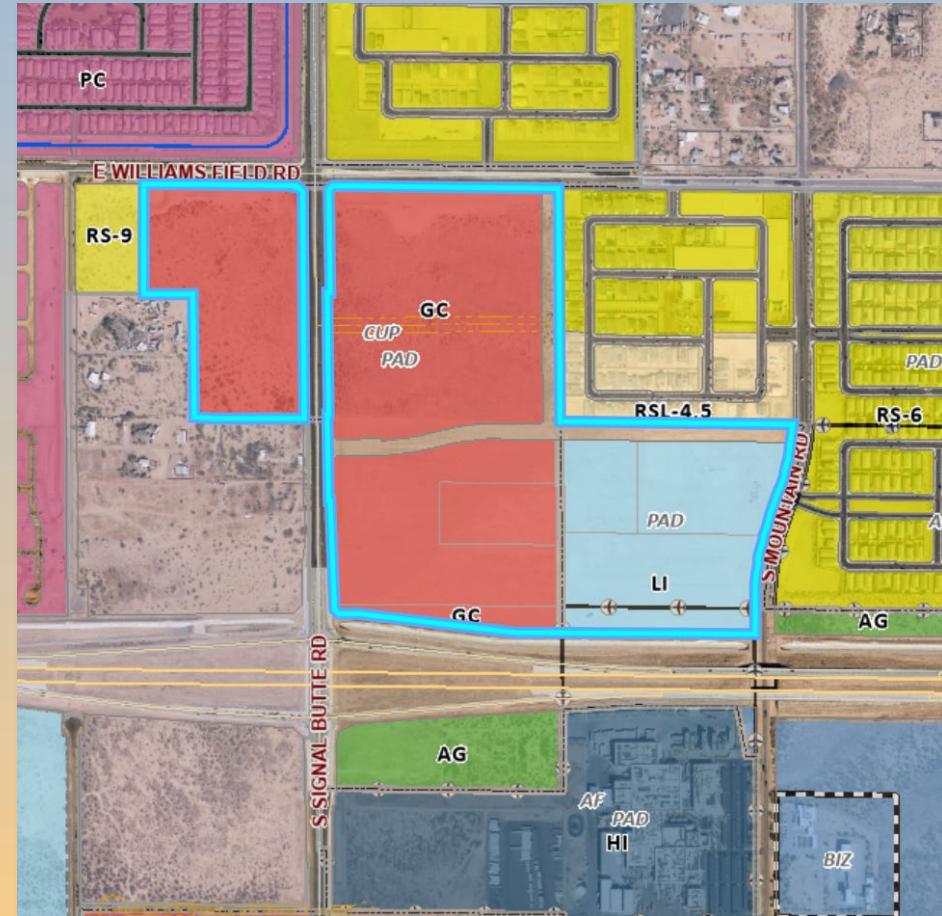
- Mixed Use Community District





Zoning

- General Commercial with a Planned Area Development overlay (GC-PAD)
- Light Industrial with a Planned Area Development overlay (LI-PAD)





Site Photo



Looking north from 24 Gateway Freeway offramp (Signal Butte)



Site Photo

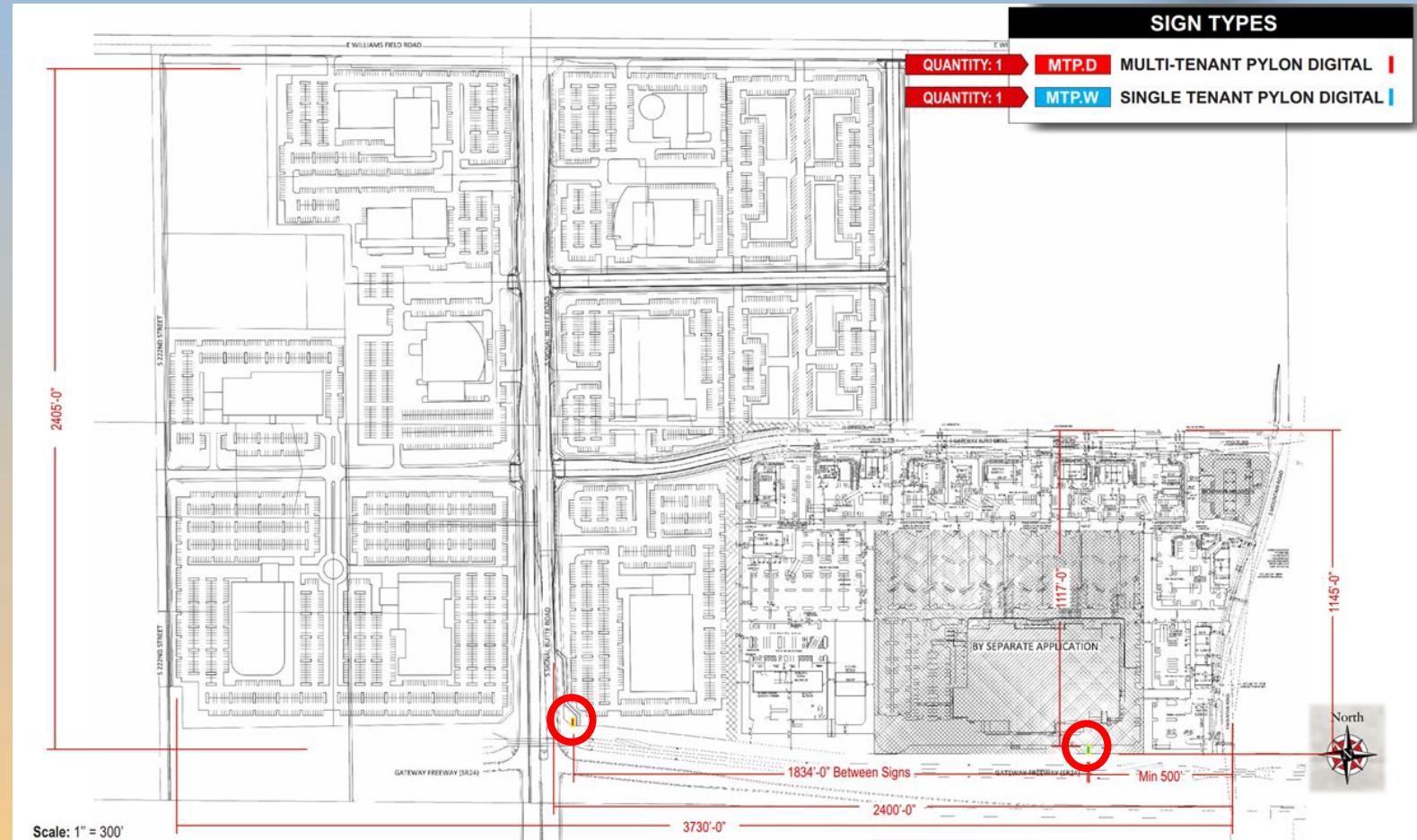


Looking north from 24 Gateway Freeway (Mountain Road)



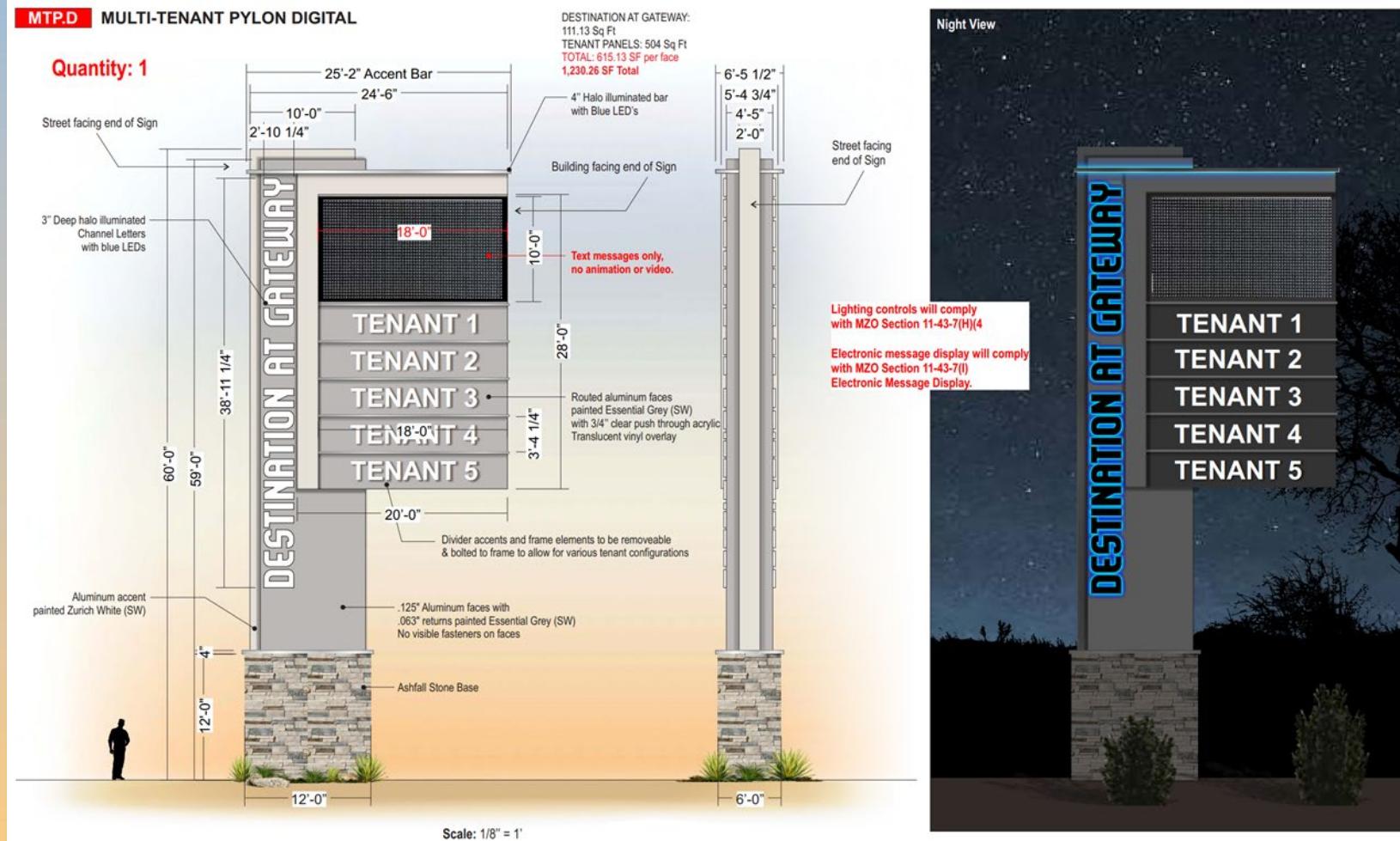
Site Plan

- One FLM sign at the corner of Signal Butte and the 24 Gateway Freeway offramp
- One FLM sign 500+ feet from Mountain Road and 24 Gateway Freeway





Elevations (Signal Butte)





Elevations (Mountain)

MTP.W SINGLE TENANT PYLON WITH DIGITAL

Quantity: 1

Street facing end of Sign

3' Deep halo illuminated Channel Letters with blue LEDs

11'-0" 34.5" 35'-6" 32'-2" 4" Halo illuminated bar with Blue LED's

DESTINATION AT GATEWAY: 111.94 Sq Ft Walmart: 321.66 Sq Ft EMC Pricer: 96.25 TOTAL: 542.21 SF per face 1,084.42 SF Total

Building facing end of Sign

5'-5" 4'-5" 2' 10'-0" 4'-7"

Routed aluminum faces painted Essential Grey (SW) with 3/4" clear push through acrylic Translucent vinyl overlay

59'-1" 60'-0" 38'-11 1/2" 3'-2" 11'-4" 3'-2" 11'-4" 3'-2"

48" active LED display Static / text only messages to change maximum once per day

24 Hold time typical

Lighting controls will comply with MZO Section 11-43-7(H)(4)

Electronic message display will comply with MZO Section 11-43-7(I) Electronic Message Display.

Aluminum accent painted Zurich White (SW)

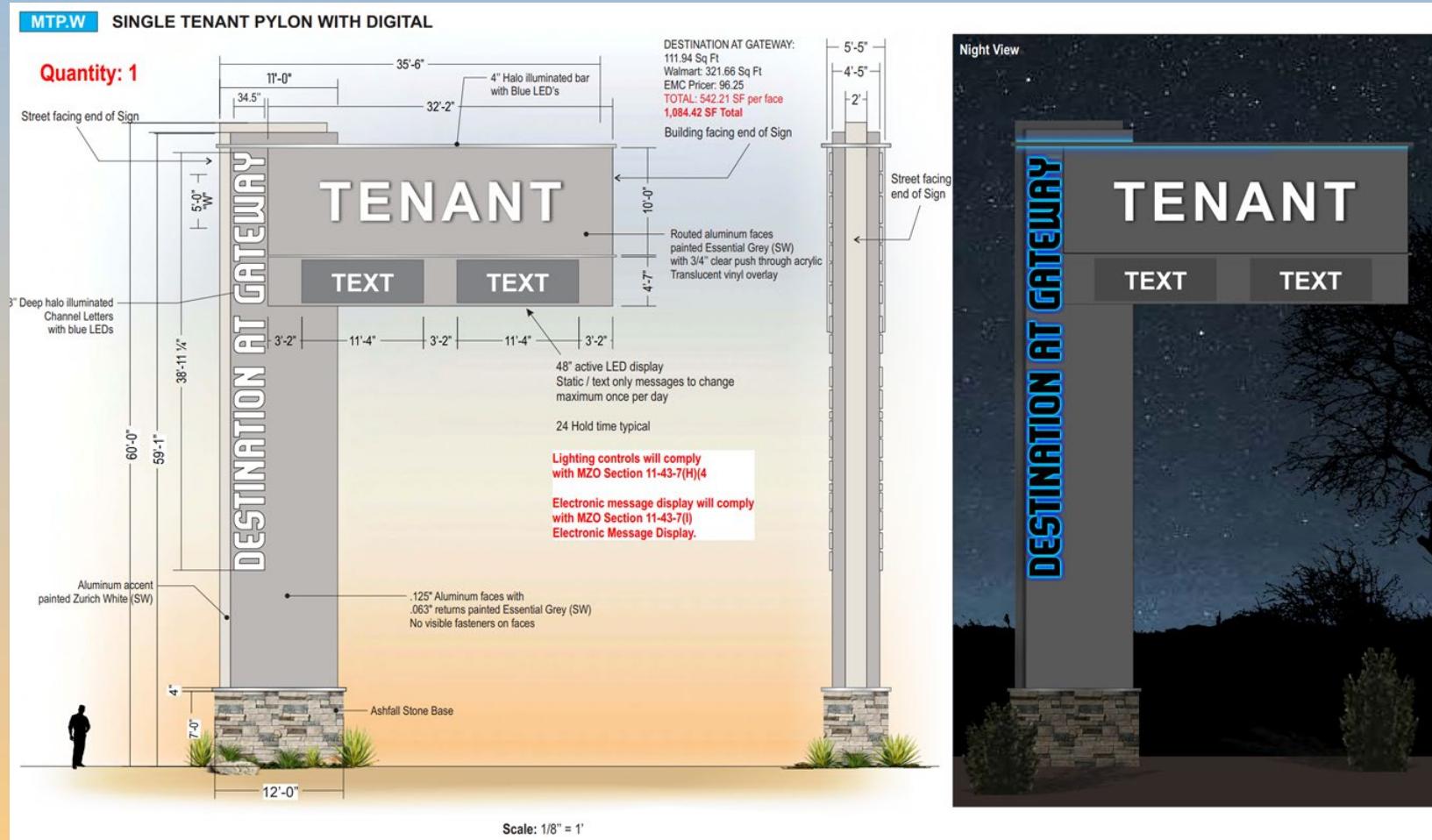
.125" Aluminum faces with .063" returns painted Essential Grey (SW) No visible fasteners on faces

Ashfall Stone Base

7'-0" 12'-0"

Scale: 1/8" = 1'

Night View

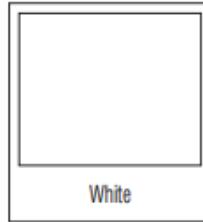




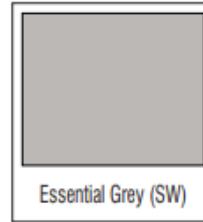
Color & Materials

Sign Colors and Materials

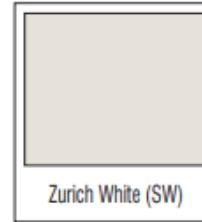
COLOR & MATERIAL SCHEDULE



White



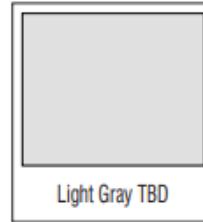
Essential Grey (SW)



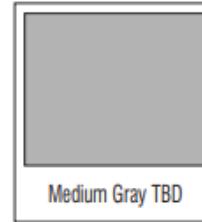
Zurich White (SW)



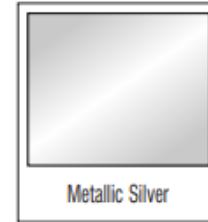
Ashfall Stone



Light Gray TBD



Medium Gray TBD



Metallic Silver

Destination at Gateway Design Guidelines Colors and Materials



'CHARDONNAY'



''ASHFALL''



''WHEATON''



''MIXED SHALE''

Primary Colors:



Zurich White (SW)



Pavestone (SW)



Essential Gray (SW)



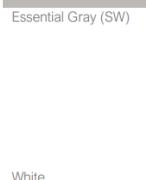
Northwood Brown (BM)



Dry Dock (SW)



Cabot Trail (BM)



White



Aesthetic White



Freeway Landmark Deviations

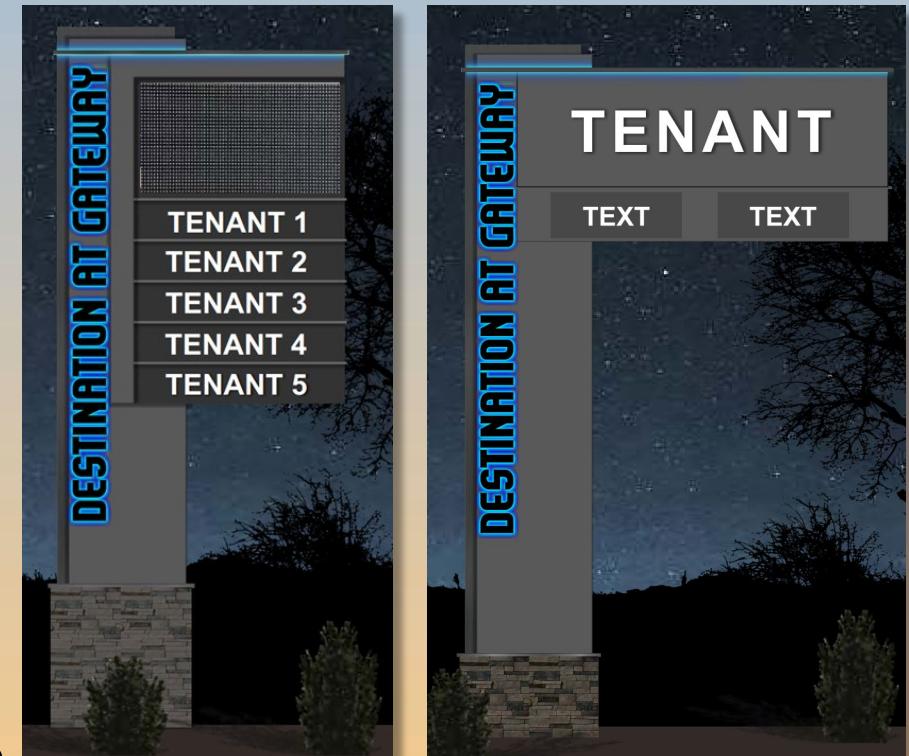
- Maximum Sign Area
 - MZO – maximum 750 square feet of sign area
 - MZO – double faced signs
 - Multi-tenant FLM – 615 square feet per sign face (1230 square feet total)
 - Single-tenant FLM – 542 square feet per sign face (1084 square feet total)
 - Design and scale consistent with the Destination at Gateway Design Guidelines





Freeway Landmark Deviations (cont.)

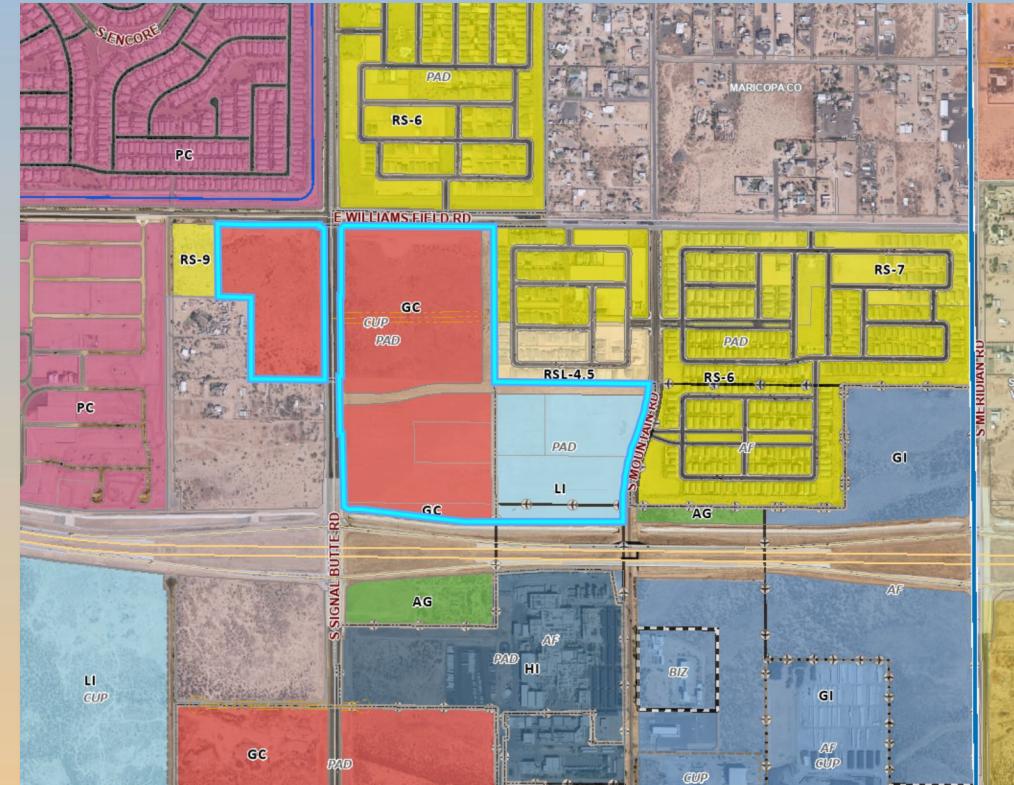
- Separation Requirements
 - MZO – 2,000 foot minimum separation between FLM's
 - Proposed separation – 1,834 linear feet
 - MZO – 500 feet of separation between a residential use and a FLM
 - Proposed separation from residential – 500 feet.
 - Property size, scale, and frontage permits two FLM's. To maintain residential separation the reduction in FLM separation is requested.





Citizen Participation

- Notified property owners within 1000 feet, HOAs and registered neighborhoods
- Applicant held one (1) neighborhood meeting
 - 1 attendee
- Staff has not received any comments

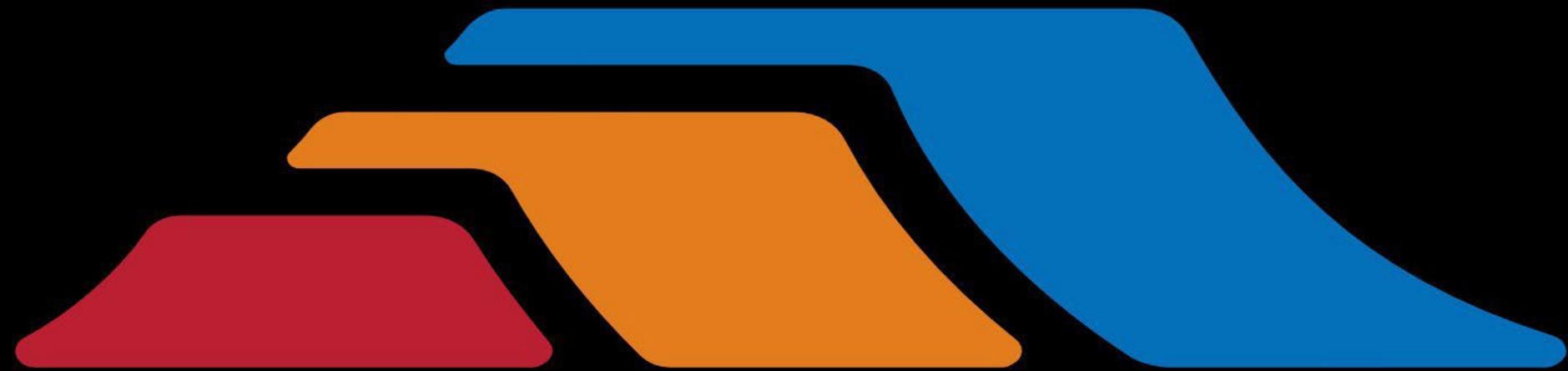




Findings

- ✓ Complies with the 2050 Mesa General Plan
- ✓ Complies with the Destination at Gateway Design Guidelines
- ✓ Complies with the review criteria for a FLM in MZO Section 11-43-7
- ✓ Complies with Chapter 70 of the MZO for a CUP

*Staff recommends Approval with Conditions
Planning and Zoning Board recommends Approval with Conditions (6-0)*



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