



Planning and Zoning Board



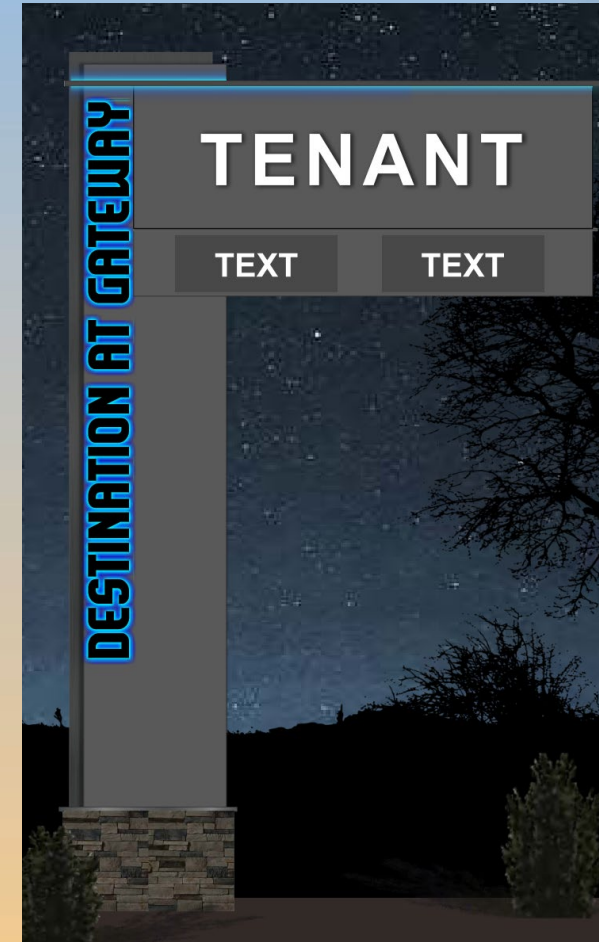
ZON25-00056

Destination at Gateway Freeway Landmark Monument



Request

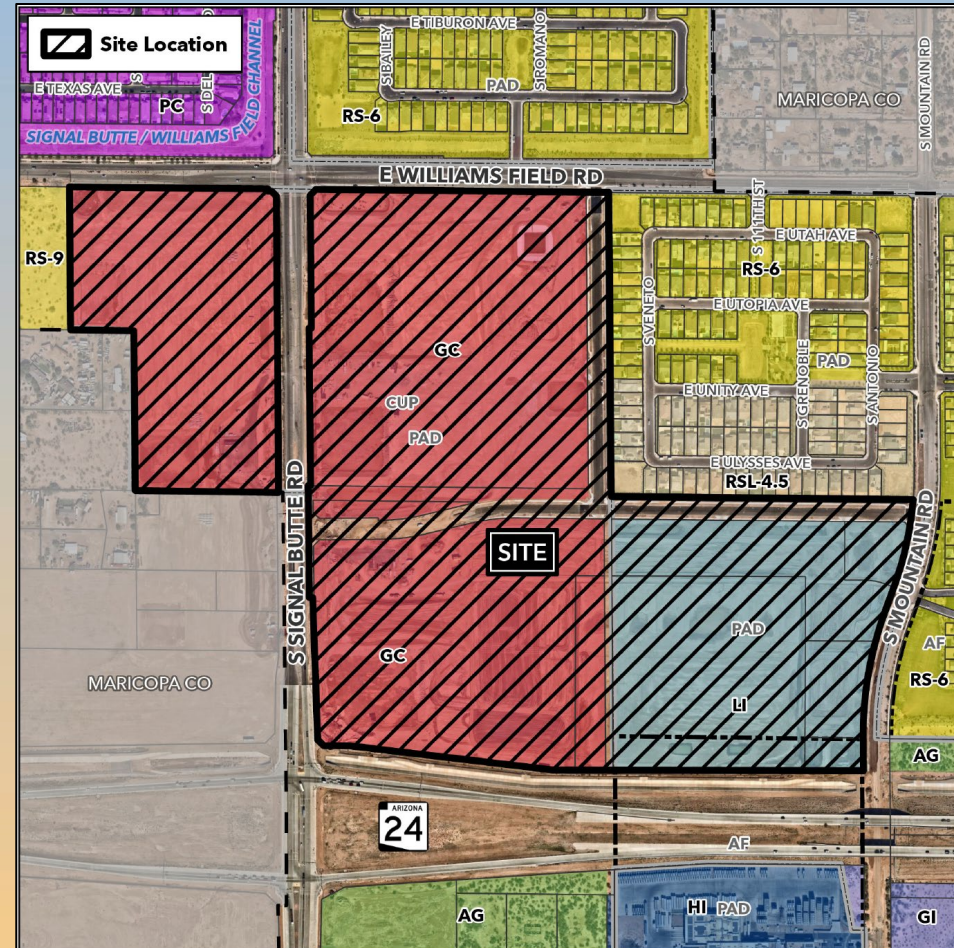
- Council Use Permit to allow for two (2) Freeway Landmark Monument (FLM) signs.





Location

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





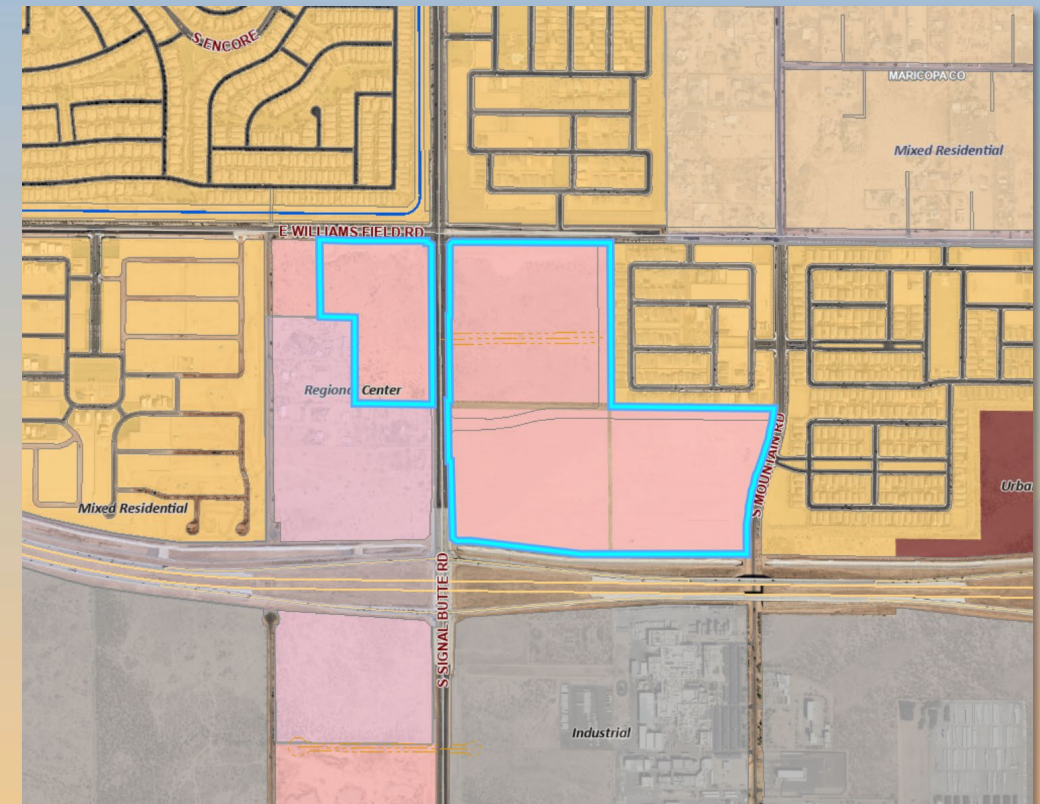
General Plan

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

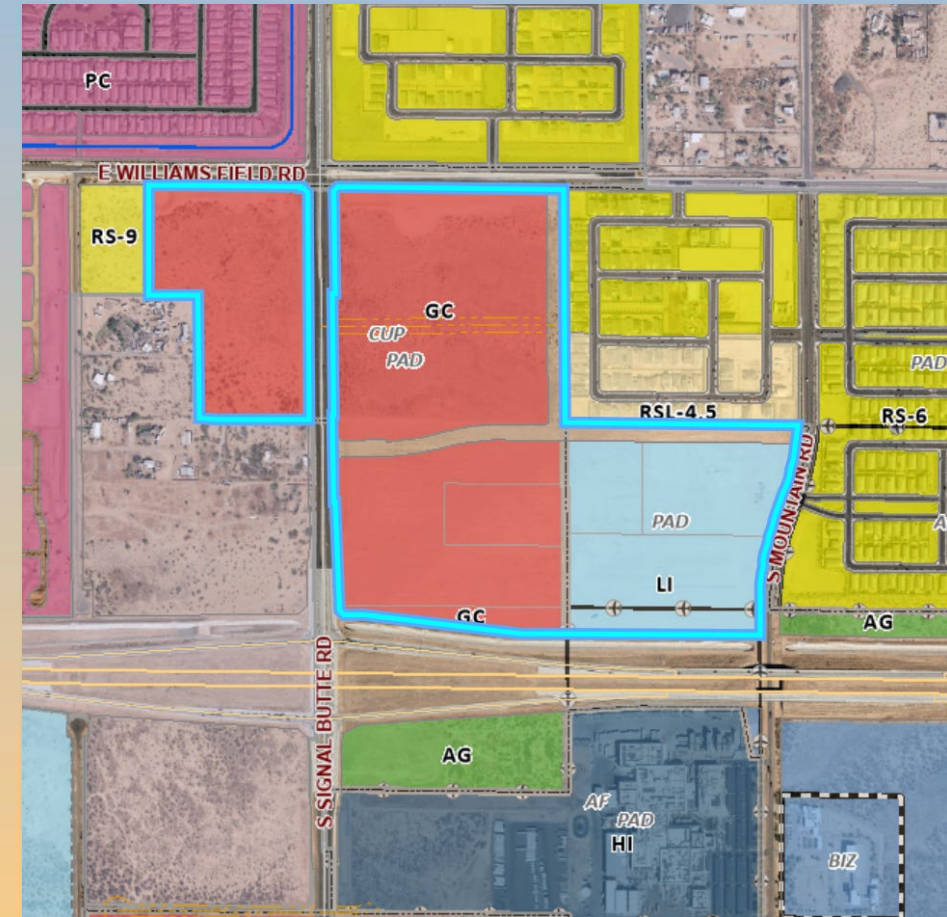
- Mixed Use Community District





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

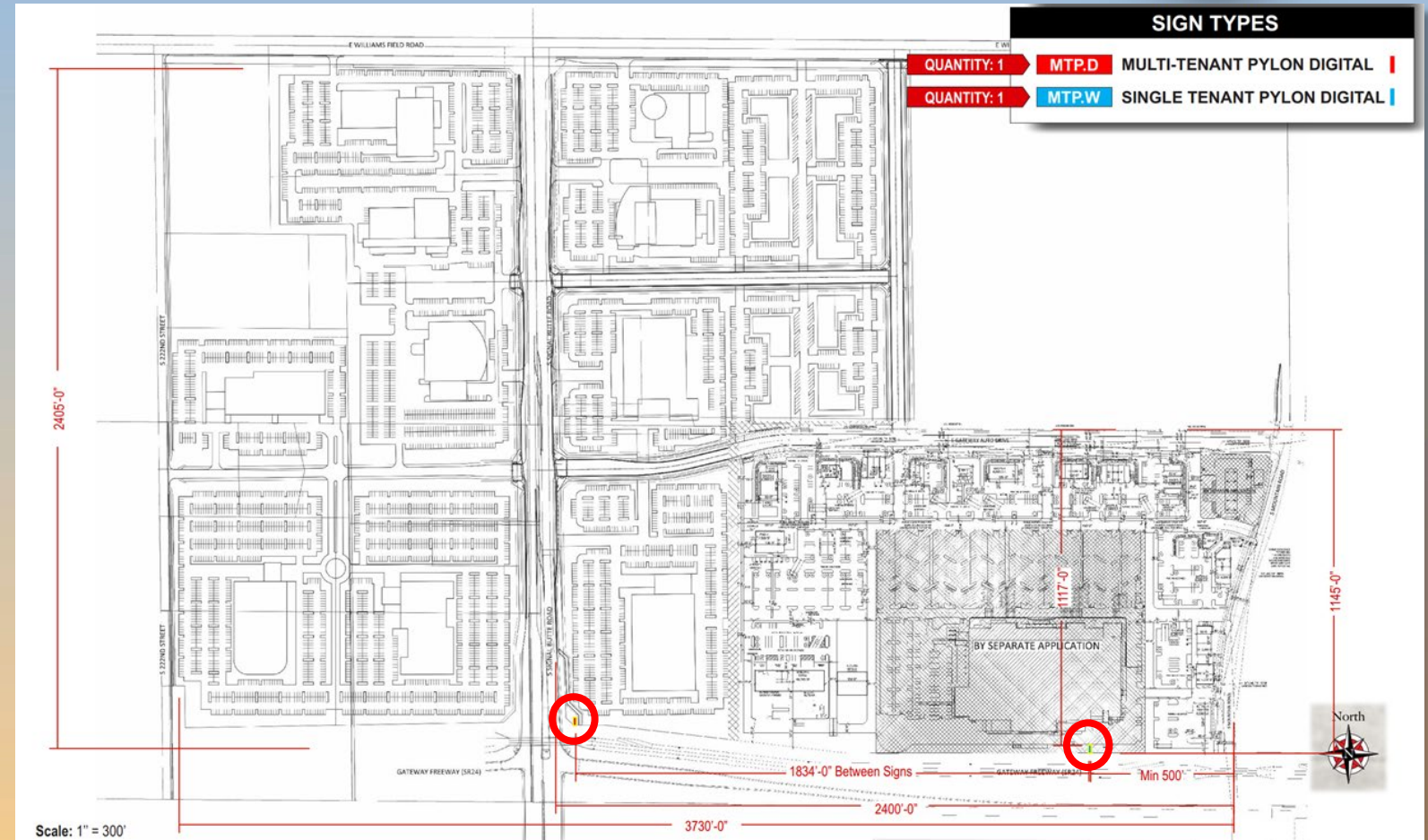


Looking north from 24 Gateway Freeway (Mountain Road)



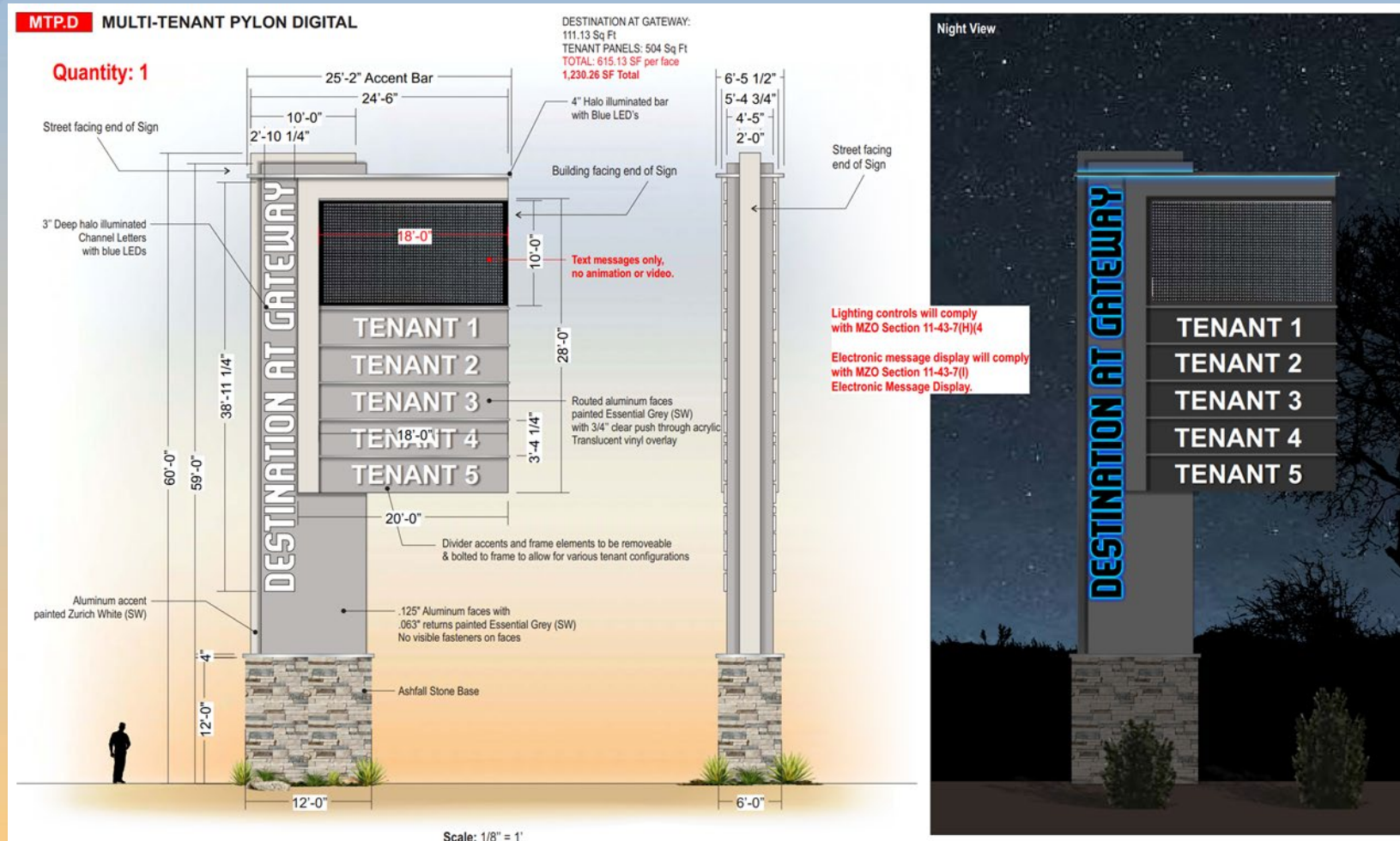
Site Plan

- 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



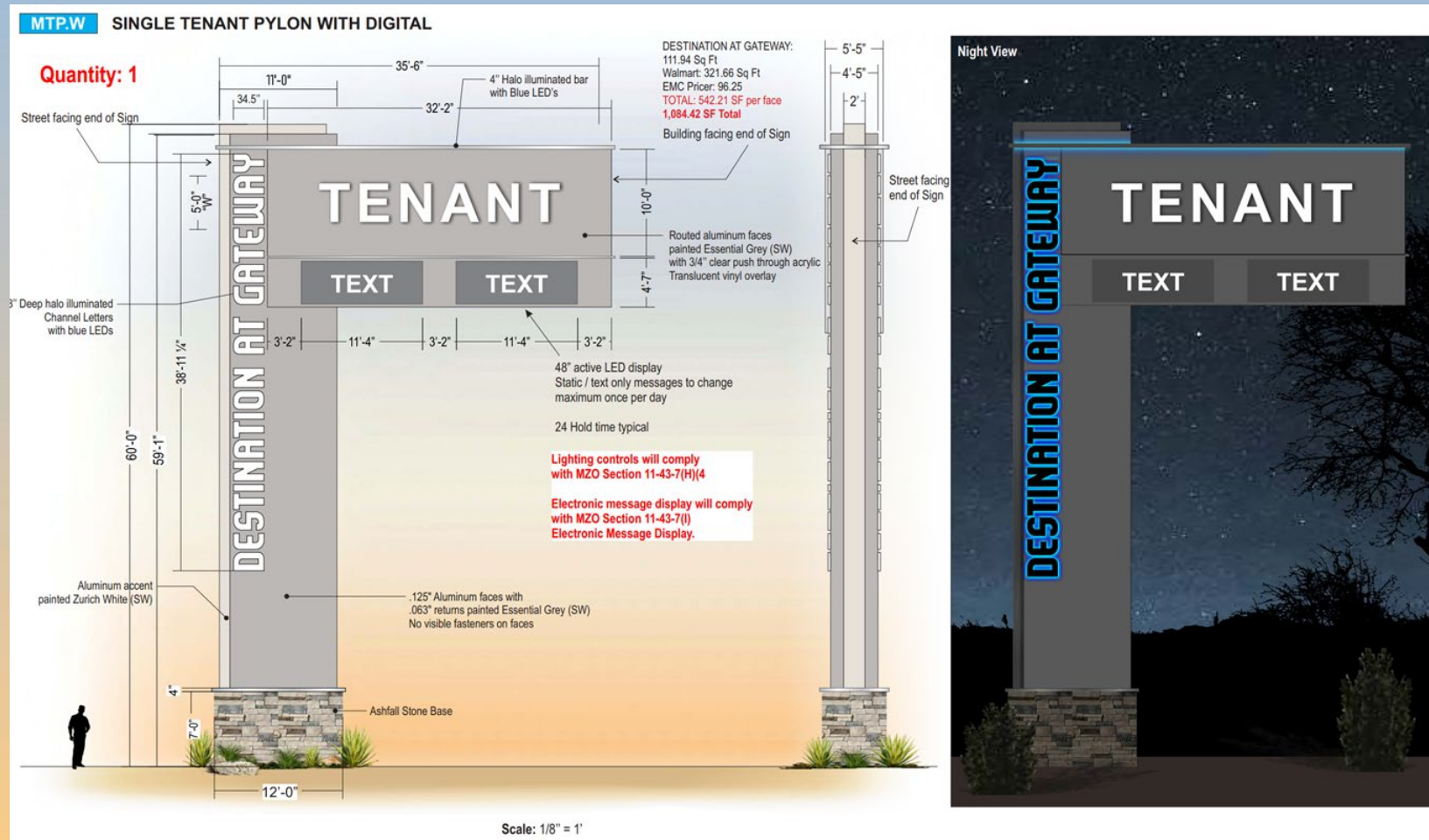


Elevations (Signal Butte)





Elevations (Mountain)

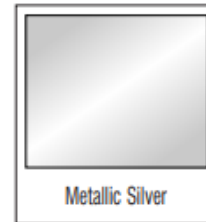
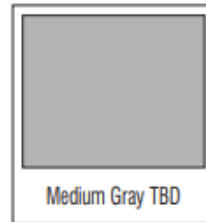
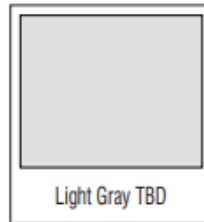
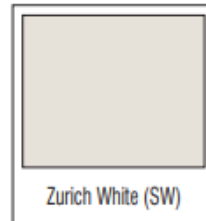
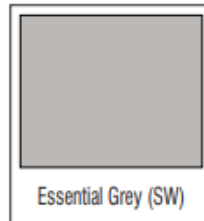
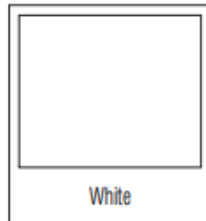




Color & Materials

Sign Colors and Materials

COLOR & MATERIAL SCHEDULE



Destination at Gateway Design Guidelines Colors and Materials



"CHARDONNAY"



"ASHFALL"

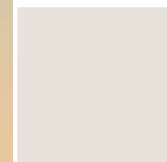


"WHEATON"



"MIXED SHALE"

Primary Colors:



Zurich White (SW)



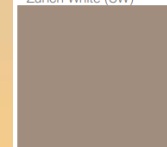
Pavestone (SW)



Essential Gray (SW)



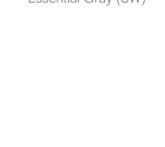
Northwood Brown (BM)



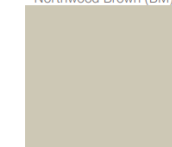
Dry Dock (SW)



Cabot Trail (BM)



White

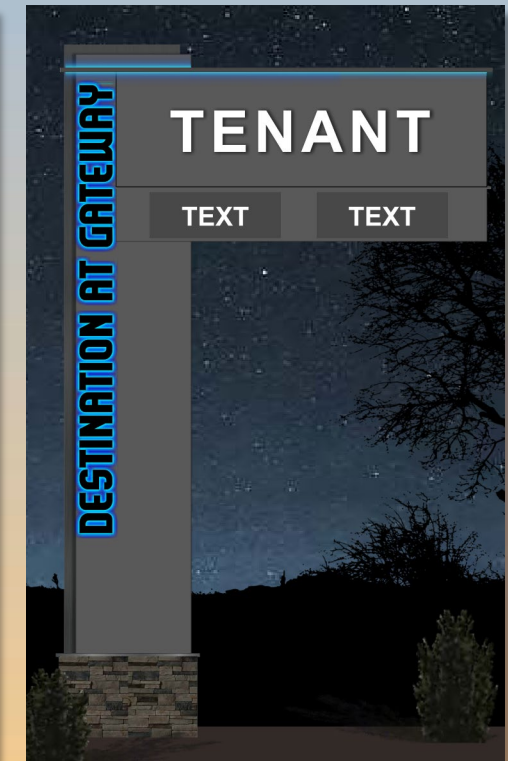


Aesthetic White



Freeway Landmark Deviations

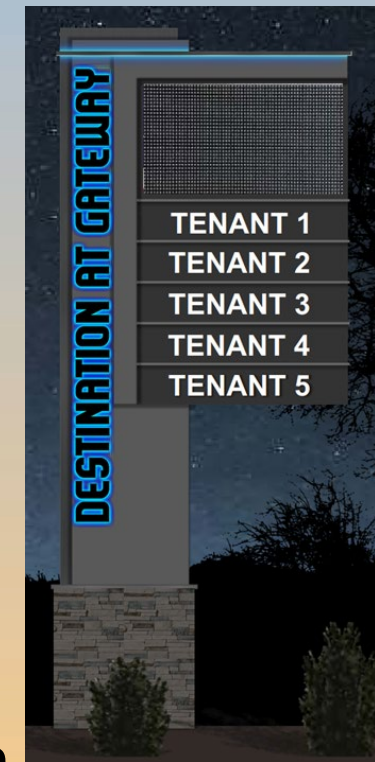
- Maximum Sign Area
 - MZO – maximum 750 square feet of sign area
 - MZO – double faced signs
 - Multi-tenant FLM – 615 square feet per sign face (1230 square feet total)
 - Single-tenant FLM – 542 square feet per sign face (1084 square feet total)
 - Design and scale consistent with the Destination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





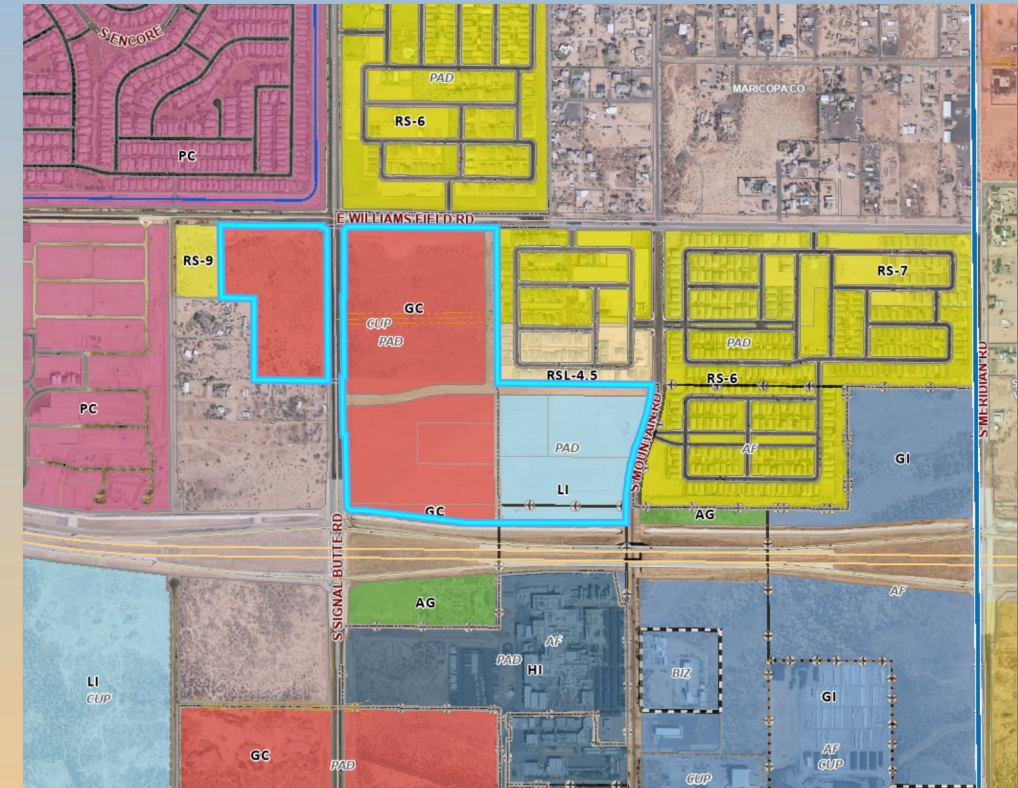
Freeway Landmark Deviations (cont.)

- 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.





- 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 & Zoning Board