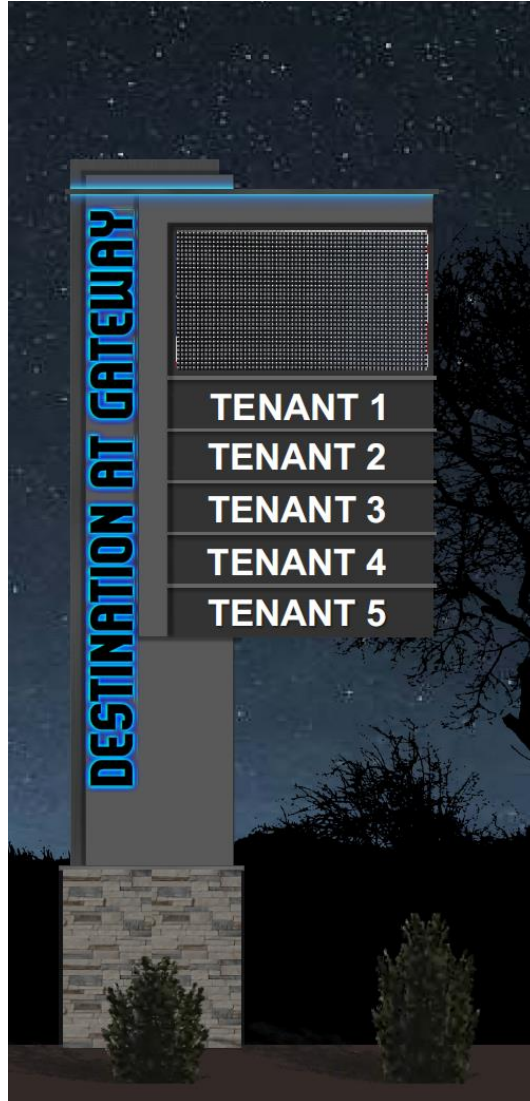


**DESTINATION AT GATEWAY  
FREEWAY LANDMARK MONUMENT  
PROJECT NARRATIVE**



**Submitted to:**

City of Mesa  
Planning Division  
55 North Center Street  
Mesa, AZ 85201

**September 29, 2025**

## Introduction

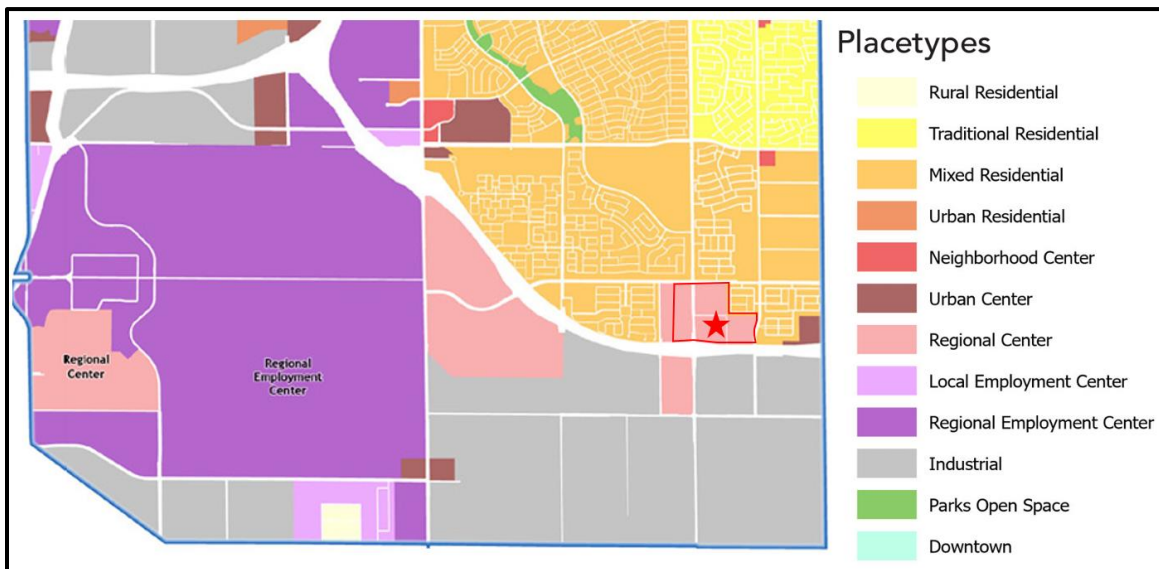
Pew & Lake, on behalf of BCB Group Investments, Deborah I Berge and Diversified Partners, LLC, hereby submits this project narrative and related documents in support of a Freeway Landmark Monument application for Destination at Gateway, a commercial development south of Williams Field Road and north of State Route 24, and east of Mountain Boulevard. The approximate boundaries of the property are shown below



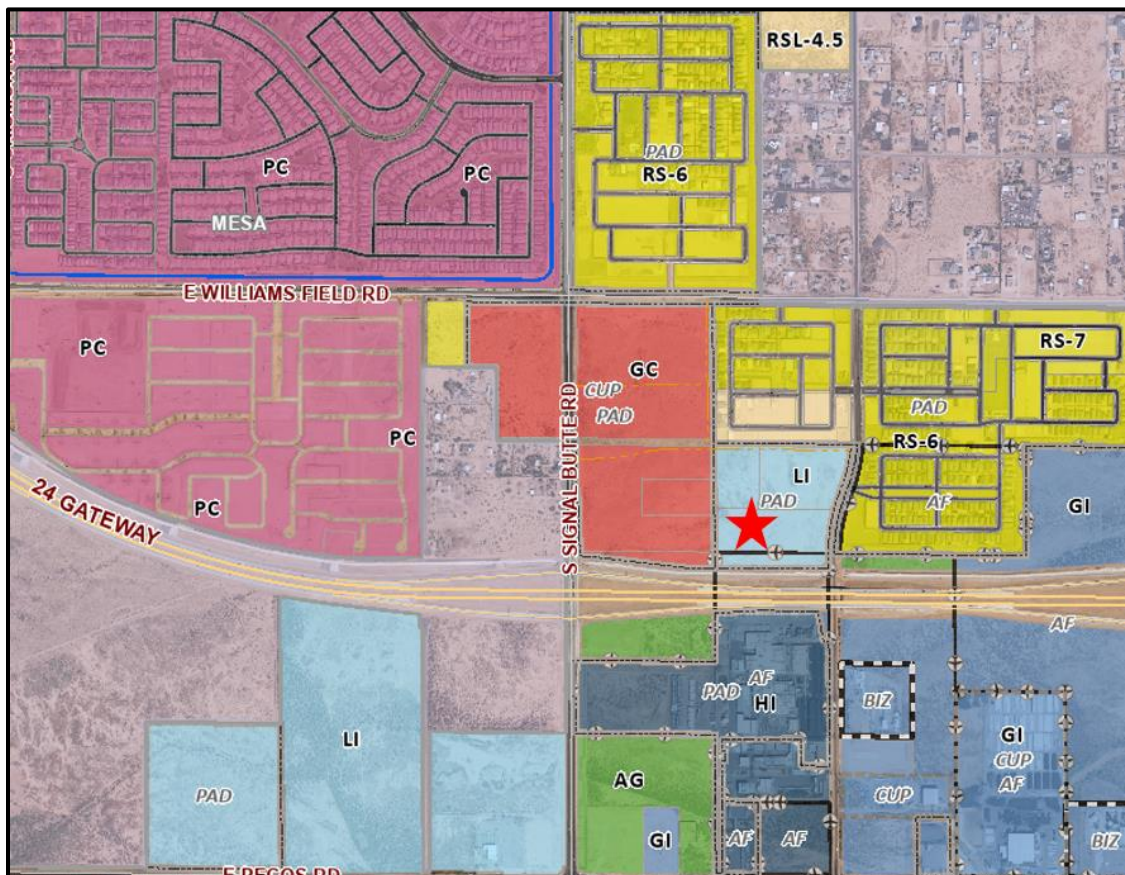
## Existing General Plan and Zoning Classification

As shown on the next page, the Property is zoned for General Commercial (GC) and Light Industrial (LI) uses and has a General Plan 2050 Placetype of *Regional Center*. It is important to note that in 2024, a Planned Area Development (PAD) overlay and a Conditional Use Permit (Case ZON22-0026) were approved to allow large-format commercial and retail uses in the LI zoning district.

## City of Mesa 2050 General Plan Map



## Mesa Zoning Map



## Relationship to Surrounding Properties

	<b>General Plan 2050 Placetype</b>	<b>Zoning Classification</b>	<b>Existing Use</b>
North	Mixed Residential	RSL-4.5	Tapestry at Destination Residential, Vacant Property
South	Regional Center/Industrial	Heavy Industrial	SR24, FujiFilm and ADOT
East	Mixed Residential	RS-6	Mountain Road, Destination at Gateway Residential Subdivision
West	Regional Center	General Commercial	Vacant Property, Signal Butte Road and County Property
<b>Project Site</b>	<b>Regional Center</b>	<b>General Commercial (GC) and Light Industrial (LI) PAD, with a CUP to allow Large format Commercial Uses</b>	<b>Vacant</b>

## Request

This request is for a Freeway Landmark Monument sign program that will be applicable to the property, as shown in the attached sign package. When approved, this request will allow for the development of eye-catching signage for the exciting Destination at Gateway commercial development consistent with the approved zoning.

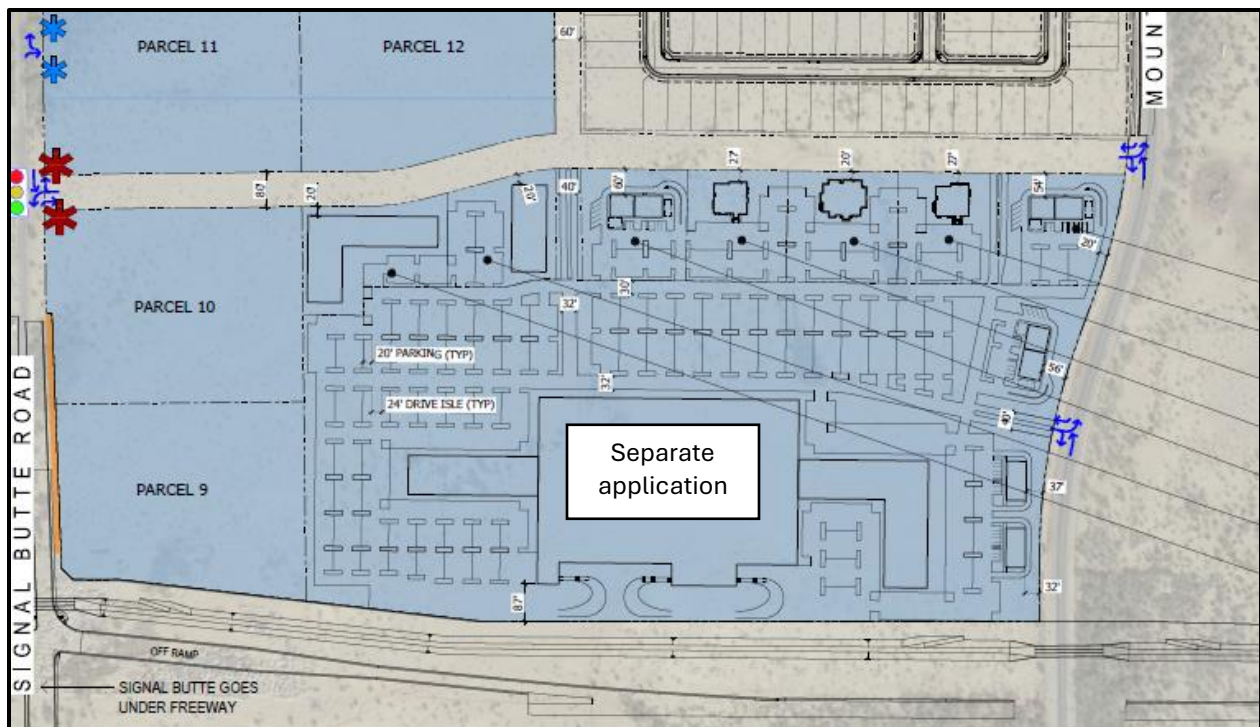
## Zoning History

- From 1990 to 2018, various portions of the property were annexed into the City of Mesa, purchased and assembled by the property owner, and had various zoning designations placed on the property.
- In 2018, the City Council approved a Master Planned Development called Destination at Gateway. The plans included residential development of various densities, and retail opportunities on the arterial and collector corners.



- In 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. This new designation was placed on the property in anticipation of the expansion of the State Route 24 Freeway, and the expected influx of residents into this part of the City.
- In June of 2024, the City Council approved a Planned Area Development (PAD) on the 125-acre property to allow for the development of General Commercial and Light Industrial Uses, in addition to a Council Use Permit to allow large-format retail in the Light Industrial Zoning District. The Conceptual Site Plan provided in the PAD zoning case is shown below and provided a basic outline of the ultimate development of the Property. A Development Agreement was also approved by the Council that limited many of the more intense uses that are typically allowed in the Light Industrial zoning district.

*Approved Conceptual Site Plan*



- In May of 2025 the City administratively approved the Design Guidelines for the Destination at Gateway development, which established the overall vision and design aesthetic for the entire development.
- In June of 2025, the City administratively approved the Site Plan for the 167,00 square foot large format retailer at this location. In August of 2025, the Mesa

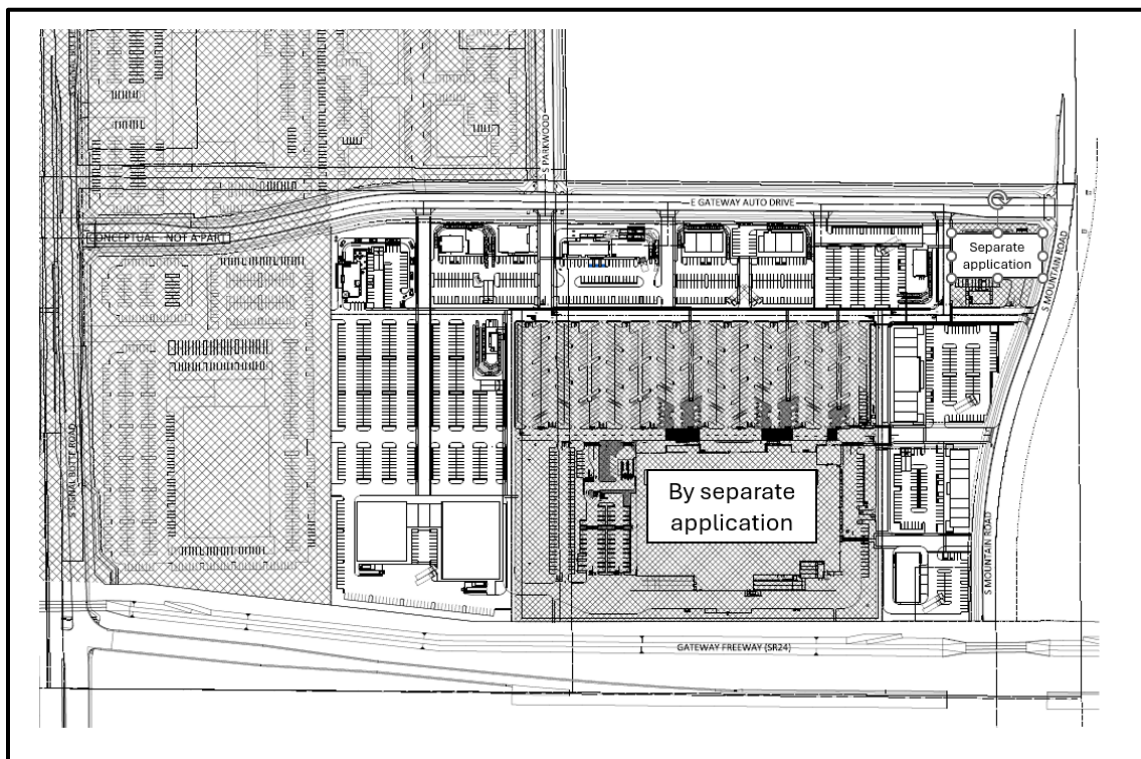
Planning & Zoning Board approved the Site Plan and a Special Use Permit for the related Fuel Center.

With the approval of the preceding applications by Planning staff, Planning & Zoning Board and City Council, the vision for this Property as a hub of retail and commercial activity has been established by the City.

## The Proposed Development

As shown on the proposed Site Plan, the property will be a destination shopping center, anchored by a large-format commercial user. There will be inline retail shops on the Mountain Road and Gateway Auto Drive frontages, which will be punctuated by drive-thru uses. Signal Butte Road will have car dealerships on both sides of the street. All of the street frontages will be thematically landscaped, and there will be an abundance of parking. A set of Design Guidelines has been approved by the City and governs the entire project so that as individual users develop on the retail parcels, a cohesive theme will be established.

It is important to note that the large-format anchor and fuel center have been approved on those areas designated below as “By separate application.” This application is a request for two FLM’s, with one of the FLM’s dedicated to the large commercial user. All building-mounted and site signage will be applied for separately.



The balance of the 125-acre property will be site planned as users become available, and those plans will be evaluated against an approved Conceptual Site Plan, as well as the adopted design guidelines for the Destination at Gateway project. This FLM sign package has been designed for maximum visibility and excitement and to create visual interest along State Route 24, with the first phase of development.

## Compliance with MZO Section 11-43-7: Freeway Landmark Monuments (FLM)

Shown below are the FLM requirements outlined in Section 11-43-7 of the Mesa Zoning Ordinance. The required standard is shown, and the manner in which the proposed FLM's meet the ordinance is shown in the righthand column. Where a deviation is requested, it is shown in red text.

	Required Standard	Destination at Gateway
<b>Eligibility Requirements (11-43-7-C)</b>		
<i>Zoning District</i>	Must be zoned Limited Commercial (LC), General Commercial (GC), Planned Employment Park (PEP), Light Industrial (LI), or General Industrial (GI)	<b>The site is zoned GC and LI with a CUP to allow commercial uses in the LI zoning district.</b>
<i>Minimum Site Area</i>	The development site must be at least thirty (30) contiguous acres in size.	<b>The overall development site is 125 acres</b>
<i>Frontage</i>	The development site must have frontage on a freeway and an intersecting arterial street.	<b>The development site is located on State Route 24 and Signal Butte Road.</b>
<b>Number, Sign Area and Height (11-43-7-F)</b>		
<i>Maximum Number</i>	a) Eligible development sites are allowed a maximum of one (1) Freeway Landmark Monument, except as set forth in Subsection (b) below.	<b>See below.</b>
	b) Eligible development sites with more than 2,000 linear feet of freeway frontage and that are 60 contiguous	<b>The development site is more than 60 acres in size, and has approximately 2,400 linear feet of frontage</b>

	acres or more in size are allowed a maximum of two (2) Freeway Landmark Monuments	along State Route 24. For this reason, we are requesting two (2) FLM's
<i>Sign Area</i>	a) The maximum sign area of a Freeway Landmark Monument is determined by the following ratio: maximum one (1) square foot of total sign area per two (2) lineal feet of freeway or arterial frontage, whichever is greater.	<b>With 2,400 linear feet of frontage, the allowed sign area is 1,200 square feet. One of the signs has 1,084.42 s.f. of sign area, and the other has 1,230.26 s.f. Combined, there is a total sign area of 2,314.68, which is below the 2,400 s.f. of sign area allowed for the development.</b>
	b) In no instance may the maximum sign area exceed 750 square feet.	<b>The proposed sign faces do not exceed 750 square feet.</b>
<i>Maximum Height</i>	The maximum height of a Freeway Landmark Monument, including any support structures, attachments, and embellishments, shall not exceed sixty (60) feet, unless a modification to the maximum height is granted as set forth in Section 11-43-7(J)(I) and Subsection c. below.	<b>The proposed signs are 60-feet tall.</b>
<b>Spacing Requirements (11-43-7-G)</b>		
<i>From other FLM's</i>	a) No portion of a Freeway Landmark Monument may be placed within 2,000 feet of another Freeway Landmark Monument distance measured from the nearest edge of the Freeway Landmark Monument face to the	<b>The proposed signs are 1,834 linear feet apart. The distance is slightly reduced to ensure that the minimum distance from the nearest residential zoning district is maintained.</b>



	nearest edge of the nearest Freeway Landmark Monument face on the same side of the freeway.	
	b) No more than three (3) Freeway Landmark Monuments are permitted on one (1) side of the freeway within one (1) lineal mile of freeway frontage.	<b>There are no FLM's within one mile of either of the proposed FLM's.</b>
<i>From Billboards</i>	No portion of a Freeway Landmark Monument may be placed within 1,000 feet of a Billboard, including Billboards located on adjacent properties or in neighboring jurisdictions	<b>There are no billboards within 1,000 feet of either of the proposed FLM's.</b>
<i>From closest Residential Zoning District</i>	No portion of a Freeway Landmark Monument may be placed within 500 feet of a Residential Zoning District (RS, RSL, or RM) or residential use	<b>The signs are placed over 500- feet from the nearest residential zoning district.</b>
<i>Setback Requirements:</i>		
<i>Setback from Freeway:</i>		
<i>Minimum</i>	0-feet	<b>Proposed: 0-feet</b>
<i>Maximum</i>	250-feet	<b>n/a</b>
<i>Encroachment into ROW</i>	Not allowed	<b>Not proposed</b>
<b>Design Standards (11-43-7-H)</b>		
<i>Architectural Compatibility</i>	Must complement the development site's primary architecture by incorporating design elements from the development site, such as, materials, form, texture, color, and finish.	<b>The Ashfall stone base and grey metal panels are in compliance with Section 3.3.6 of the Destination at Gateway Design Guidelines, pertaining to acceptable colors and materials.</b>
<i>Materials</i>	Shall be constructed with low maintenance, architectural-grade surfacing materials such	<b>The signs have been designed with durable stone bases, and metal</b>

	as metal, masonry, ceramic tile, glass or stucco.	<b>background surfacing material.</b>
<i>Project Identification</i>	The project or destination name should be clearly visible and located towards the topmost visible portion of the Freeway Landmark Monument or located vertically along the side of the Freeway Landmark Monument.	<b>The Destination at Gateway name is clearly visible and is located vertically along the side of the FLM.</b>
<i>Lighting Controls</i>		
<i>Exposed Lighting</i>	Allowed	<b>There are small bands of neon lighting on the top of the FLMS that will be the same color as the backlighting of the Destination at Gateway lettering.</b>
<i>Internal Illumination</i>	Internally illuminated signs shall have opaque backgrounds so that only the sign copy is illuminated	<b>The “tenant” portions of the signs have opaque grey backgrounds that will allow only the sign copy to be illuminated.</b>
	Where a background is integral to the design of a corporate image or registered trademark, the background is to be colored to mute the amount of illumination.	<b>Understood.</b>
<i>Nighttime Illumination</i>	Nighttime illumination is limited to the sign copy or sign message.	<b>Will comply.</b>
	Illumination must be extinguished in nighttime hours (from 11:00 p.m. until sunrise).	<b>Will comply.</b>
<b>Electronic Message Display (11-43-7-I)</b>		<b>The signs will comply with the entirety of the Section as shown below.</b>
<i>Copy change</i>	Copy may not change more than once every eight (8) seconds.	<b>Will comply.</b>

<i>Message animation Prohibited</i>	Animation, video, flashing, blinking, or moving lights are prohibited.	<b>Will comply.</b>
	In the transition between copy, there shall not be any sense of movement from one message to the next. No continuous, traveling or scrolling displays are allowed.	<b>Will comply.</b>
<b>Electronic Message Display Lighting Controls</b>		
<i>Automatic Dimming.</i>	Electronic message displays must include automatic lighting control technology to dim, control, and vary the intensity of the display based on ambient light conditions (e.g. evening and nighttime) through a photoelectric sensor that detects ambient light levels and automatically adjusts the display intensity to ensure compliance with the maximum nit levels in this Section 11-437(1).	<b>Will comply.</b>
<i>Evening Illumination.</i>	The intensity of the electronic message display lighting shall not exceed 300 nits in full white mode in evening hours (from sunset until 11:00 p.m.).	<b>Will comply.</b>
<i>Nighttime Illumination.</i>	Illumination of electronic message displays must be extinguished in nighttime hours (from 11:00 p.m. until sunrise).	<b>Will comply.</b>
<i>Certification.</i>	The applicant must provide written certification from the sign manufacturer that the sign's light intensity has	<b>Will comply.</b>

	been factory pre-set not to exceed the limits specified above, and the intensity level is protected from end-user manipulation by password-protected software or other method.	
<b>Modifications to Development Standards: Findings (11-43-7-J)</b>	The City Council may approve modifications or alternatives to the development standards in this Section upon finding:	<b>See justification statement below.</b>
<i>Site Characteristics</i>	The development site contains unique or unusual physical conditions, such as topography, proportion, size, or relation the freeway that would limit or restrict visibility;	
<i>Design</i>	The proposed or existing development exhibits unique characteristics of land use, architectural style, development site location, physical scale, historical interest or other distinguishing features that represent a clear variation from conventional development; and	
	Such modifications or alternatives are consistent with the intent of these Freeway Landmark Monument provisions and will result in conditions that are commensurate with or superior to the development standards contained in this Section.	
<b>Maintenance (11-43-7-K)</b>		
	All Freeway Landmark Monuments must be	<b>The Developer agrees to maintain the signs in</b>



	maintained according to this Section 11-43-7(K).	<b>accordance with this entire Section. It is with these requirements in mind that the signs have been designed with durable materials</b>
	It is unlawful for a Freeway Landmark Monument to remain in a damaged or deteriorated condition that constitutes a danger or hazard to public safety or a visual blight.	<b>Understood.</b>
	All Freeway Landmark Monuments must be maintained to the following standards of structural repair and visual appearance:	<b>Understood.</b>
	a) All structural and nonstructural components must be positioned and secured in accordance with approved plans for the Freeway Landmark Monument;	<b>Understood.</b>
	b) Any deteriorated, damaged, or weakened components must be promptly repaired or replaced;	<b>Understood.</b>
	c) All copy and painted surfaces of a Freeway Landmark Monument must be free of chipping, peeling, rusting or other oxidation of metals, and fading of colors;	<b>Understood.</b>
	d) Freeway Landmark Monuments must be maintained in working order; and	<b>Understood.</b>
	e) If a permit is required per <u>Title 4</u> of the Mesa	<b>Understood.</b>

	City Code for any Freeway Landmark Monument maintenance or repair activities, the permit must be obtained prior to commencing work and all work must be done in accordance with permit requirements.	
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## Justification for Modification Requests

As shown in the preceding table, we are requesting two modifications: 1) a slight reduction in the spacing requirement between two FLM's, and 2) a slight increase in the allowed sign area for one of the FLM's.

The reduction in the spacing requirement is due to the fact that even though there is over a half-mile of frontage along the freeway, the easternmost sign has to be shifted west to ensure compliance with the required 500-foot separation distance from the nearest residential district, the Destination at Gateway residential community that is just northeast of the proposed location of the FLM. If strict compliance with the 2,000-foot separation distance was met, the westernmost FLM would be located in the middle of Signal Butte Road. Instead, the sign has been pulled into the site, and placed as close to Signal Butte as possible, while still clearing right-of-way in the area.

The second modification requested is a slight increase in the allowable amount of sign area. The FLM that is dedicated to the large format commercial user is under the allowed sign area. The westernmost FLM is slightly larger than the allowed sign area, to accommodate more tenant/user names. This sign is closest to the area planned for the auto dealerships, who will each need their name on the sign. It is worth noting that the combined area of both signs is less than the total allowed on the site.

We believe that these minimal modifications are justified because the signs are consistent with the intent of the FLM ordinance and because the signs are well designed, of quality materials and are commensurate with the size and scale of the overall development.

## Compliance with Council Use Permit Approval Criteria (Section 11-70-6-D)

As outlined in Section 11-70-6-D of the Mesa Zoning Ordinance, A CUP shall only be granted if the City Council determines that the project as submitted or modified conforms to all of the following criteria. Shown below, in italics, is each of the criteria, and the manner in which this project complies is shown in bold text.

1. *Approval of the proposed project will advance the goals and objectives of and is consistent with the policies of the General Plan and any other applicable City plan and/or policies:*

**RESPONSE:** The typical land uses envisioned in the Regional Center placetype include retail, personal services, eating and drinking establishments, and convenience services. Regional Centers are intended to include major retail, national chains, specialty shops and a range of services that will draw consumers from the greater metro area. Regional Centers are also developed with a common design theme and feature a large scale of development.

Destination at Gateway implements each of these ideas, with its planned variety of automotive and retail users. At buildout, the development will contain a large format commercial user, auto dealerships, small inline retailers and convenience and sit-down restaurants. The approved Destination at Gateway Design Guidelines ensure a common design theme, and the proposed signage will create a sense of arrival to the development and ensure safe wayfinding to the property. The prominence, size and scale of the FLM's combine to create a gateway into the development that lies near the boundary between the City of Mesa and Pinal County.

2. *The location, size, design, and operating characteristics of the proposed FLM's are consistent with the purposes of the district where it is located and conform with the General Plan and with any other applicable City plan or policies;*

**RESPONSE:** Destination at Gateway has 2,400 linear feet of frontage on State Route 24, and will ultimately border both sides of Signal Butte between the freeway and Williams Field Road. At nearly 125-acres, this site is large enough to support the proposed location, size, design, and operation of the FLM signs proposed in this application. The signs are appropriate in scale and size to the large commercial uses, and unique design themes of the project. The proposed design is compliant with both the approved zoning and Design Guidelines.

3. *The proposed project will not be injurious or detrimental to the adjacent or surrounding properties in the area of the proposed project or improvements in the neighborhood or to the general welfare of the City; and*

**RESPONSE:** The size of the development and related signage are appropriate and reasonable for a property that is at a prominent intersection of an arterial

and freeway. The two signs are placed as far apart as possible and comply with the setback from residential uses. The City requirement to dim the signs after 11:00 p.m. will ensure safe travel along State Route 24 and mitigate any perceived light trespass into the nearest residential neighborhood. Finally, the signs will be located on the property to allow clear vision through site visibility triangle and will not pose any unreasonable impacts on traffic patterns on the arterial roadways.

4. *Adequate public services, public facilities and public infrastructure are available to serve the proposed project.*

**RESPONSE:** The FLM signs will be located adjacent to the Destination at Gateway development that is currently under construction. At the time the signage will be erected, all public services and infrastructure will be in place. The signs will be located outside the public right-of-way and will not conflict with utility or right-of-way improvements.

## Conclusion

The proposed FLM sign program proposed at this location is consistent with the vision that has been established for this property in the recently approved entitlement applications. The Developer is eager to execute the vision for this destination retail center, and looks forward to working with the City of Mesa to do so.