



May 7, 2025

City of Mesa
Development Services
Planning Department
55 N. Center Street
Mesa, Arizona 85201

Project Narrative

We are requesting a Special Use Permit to create a new Comprehensive Sign Plan for XNRGY, which is building a new state-of-the-art manufacturing facility and U.S. Headquarters within Gateway East at the Phoenix-Mesa Gateway Airport. The site address is 9019 East Technology Ave in Mesa, located west of Ellsworth Road, north of Williams Field Drive and is zoned for Light Industrial. The new XNRGY facility is a 1-story factory with a 2-story Class A Corporate Office Building, where they will build sustainable HVAC climate and air treatment systems within a combined gross square floor area of 275,000 square feet of space with a building frontage of 1,107 feet.

This CSP has been developed for XNRGY to direct the fabrication and installation of the highest quality signs consistent with the architectural nature of the project. This CSP will apply to both attached and detached signage for this development, however only the attached signage seeks to deviate from the Mesa Zoning Ordinance. The detached signage falls within code, but with this CSP we are requesting to deviate from the design standards for single tenant monument signage that was set in the original Williams Gateway Airport CSP, which this property would fall under. The main goal of this CSP is to modify two of the development standards outlined in the Mesa Zoning Ordinance under section 11-43-3-3-D-1 as it applies to attached signage, which are the Maximum Aggregate Sign Area Calculation and the Maximum Area Per Sign.

Within this CSP for attached signage are two types of identification signage for XNRGY. On the North elevation we have already permitted a set of halo-illuminated reverse pan channel lettering that we are incorporating into this CSP (permit number PMT-01731). We also propose two logo signs on the East and South elevations which seek to deviate from the sign code. The following tables illustrate the ways in which the attached signage proposes to deviate from the Mesa Zoning Ordinance.

MZO Table 11-43-3-D-1: Standard Attached Sign Allowances Per Occupancy in LI District			
Front Foot of Building Occupancy (1)	Max. Number of Permitted Signs	Max. Aggregate Sign Area Calculation	Max. Area Per Sign
250 Feet or More	5 signs, plus one additional sign for every additional 50-feet of occupancy up to a max. of 7 signs	80% of linear front foot of occupancy up to a max. of 500 Sq. Ft.	160 Sq. Ft.



Comprehensive Sign Plan Attached Sign Allowances Per Occupancy			
Front Foot of Building Occupancy (1)	Max Number of Permitted Signs	Max Aggregate Sign Area Calculation	Max. Area Per Sign
250 Feet or More	5 signs, plus one additional sign for every additional 50-feet of occupancy up to a max. of 7 signs	80% of linear front foot of occupancy	300 Sq. Ft
Proposed			
East Elevation Length: 1107'	3 attached signs	80% of linear front foot of occupancy (East elevation) is 885'. 707.68 Sq. Ft. in total sign area is proposed	North Elevation Sign: 117.8 Sq. Ft. East Elevation Sign: 294.94 Sq. Ft. South Elevation Sign: 294.94 Sq. Ft.

(1) If an occupancy(s) has more than one exterior wall, the longest wall is used to calculate the sign allowance.

The two proposed logo signs on the East and South Elevations will each be 17' in height, 17.16' in length and 294.94 sq. ft. in area per sign. As referenced in the above table, the combined total proposed aggregate sign area for this project is 701.24 sq. ft. § 11-43-3-3-D-1 of the MZO states that the maximum sign area for a business occupancy with a front foot of 250' or greater is limited to 80% of the linear foot of the occupancy or a maximum of 500 sq. ft. While the total aggregate sign area proposed in the CSP exceeds this limitation by 207.68 sq. ft., the total aggregate sign area is actually only 64% of the 1,107' occupancy frontage. As shown in the table above, we are requesting to exceed the Maximum Aggregate Sign Area Calculation of 500 sq. ft. while staying below 80% of the linear front foot of the occupancy.

MZO Section 11-43-3-3-D-1 also limits the maximum sign area of any one sign to 160 sq. ft. As shown in the table above, both the East and South elevation signs exceed this standard by 134.94 sq. ft. XNRGY's building has approximately 1,107 linear feet of building frontage, and is 275,000 sq. ft. in size. The proposed signage within this CSP is scaled appropriately for the mass of the structure, and careful consideration has been taken in determining the locations of each sign in order to complement the architectural features of the building rather than obscure or conflict with the unique design elements of the facade. The building is also currently set back from Ellsworth



Road, the major arterial street which allows access to the property, by approximately 925 feet. The surrounding areas of this property are at present undeveloped and also zoned for Industrial or Light Industrial use.

As previously mentioned, the third aspect of our request pertains to the design of detached signage for this project. Per the Williams Gateway Airport CSP, any single user detached signage must include a masonry base feature constructed of CMU and faced with sandstone. Our request is to deviate from this standard as well, in favor of a more modern monument sign that was designed to coordinate with the architecture of the XNRGY building and project in mind. The monument sign will feature a double sided 6' tall, 3.58' wide internally illuminated sign cabinet with an upper section for the tenant identification, with a reveal separating the bottom section giving the appearance of a separate base. The bottom section will feature the WGA logo and the address numerals. The XNRGY logo will be routed from the panel faces and backed in acrylic with a transparent vinyl overlay for the logo. There are also tasteful sidewells that will wash light up the sides of the cabinet for a sleek elegant look. In all other aspects, the proposed detached monument sign will follow all guidelines of the MZO.

We believe that our request for a new allowance for a Maximum Sign Area from 160 sq. ft. to 300 sq. ft., and to calculate the Maximum Aggregate Sign Area from 80% of the actual length of the longest elevation is justified to accommodate the increased viewing distance from nearby major roadways. The proposed signage in this CSP are reasonable and appropriate for the size of the project, and are not intrusive or adverse to the adjacent or surrounding properties.

The approval of the SUP is consistent with the guidelines and policies of the General Plan, the Mesa Gateway Strategic Development Plan and all other applicable city plans 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 and any other City plan or policies. The proposed project is not injurious or detrimental to any adjacent or surrounding properties, neighborhood or to the general welfare of the City. Adequate public services, public facilities and public infrastructure are available to serve this project. It is our firm belief that the approval of this SUP and CSP will only enhance the advanced and technologically sophisticated reputation of this facility, the Airport, and the City of Mesa and its surroundings.

In our best efforts to meet the expectations of our clients and their goals, we respectfully ask for your consideration in approving the Special Use Permit and Comprehensive Sign Plan for XNRGY at Gateway East at the Phoenix-Mesa Gateway Airport.