

## COUNCIL MINUTES

October 9, 2025

The City Council of the City of Mesa met in the Study Session room at City Hall, 20 East Main Street, on October 9, 2025, at 7:31 a.m.

### COUNCIL PRESENT

Mark Freeman  
Scott Somers  
Rich Adams  
Jennifer Duff  
Alicia Goforth  
Francisco Heredia  
Julie Spilsbury

### COUNCIL ABSENT

None

### OFFICERS PRESENT

Scott Butler  
Holly Moseley  
Jim Smith

Mayor Freeman conducted a roll call.

### 1. Review and discuss items on the agenda for the October 20, 2025, Regular Council meeting.

All of the items on the agenda were reviewed among Council and staff and the following was noted:

Conflict of interest: None

Items removed from the consent agenda: None

In response to a request from Councilmember Spilsbury regarding agenda Item 5-a, **(Approving the purchase of real property and improvements and an air rights parcel owned by the Maricopa County Community College District located at 145 and 165 North Centennial Way and authorizing the City Manager to enter into the documents necessary for the purchase.)**, on the Regular Council Meeting agenda, Assistant City Engineer Marc Ahlstrom introduced Real Estate Manager Lisa Davis and displayed a PowerPoint presentation. **(See Attachment 1)**

Ms. Davis discussed the proposal to purchase two buildings from the Maricopa County Community College District (MCCCD), located east of Center Street and south of University Drive, near the Mesa Convention Center and Delta Hotel. She explained that the 145 North Centennial Way property is situated on the fourth floor above a City-owned parking garage; the building was constructed in 1990 and consists of two units with a total of 33,000 square feet and includes approximately 18,000 square feet of air rights for potential future development. She confirmed that a third-party appraisal valued the property at \$4.08 million. She described the property located at 165 North Centennial Way as a two-story structure built in the 1980s with an appraised value of \$650,000. She explained that the low appraised value is due to significant deferred maintenance needs estimated at \$2.7 million and confirmed that the plan is to demolish the

building, add low-water landscaping, and preserve the site for potential future redevelopment. She stated that staff recommend purchasing both properties for a combined total of \$4.73 million. (See Pages 2 through 7 of Attachment 1)

City Manager Scott Butler expressed his appreciation for the ongoing collaboration with the MCCCCD and noted that the district approached the City when the properties were identified as excess. He highlighted the sites' strategic location near the Delta Hotel, Mesa Convention Center, and library, emphasizing their importance in guiding future redevelopment. He explained that relocating staff to the new facility would help the City of Mesa (COM) avoid costly repairs of aging buildings, such as 55 North Center, which is slated for redevelopment in partnership with Arizona State University (ASU). He added that this purchase is a key component of the City's broader long-term facilities plan.

In response to a question from Councilmember Spilsbury, Ms. Davis stated that the building will be completely vacant once the Veterans Affairs lease concludes at the end of November.

Councilmember Duff discussed the City's broader vision for the downtown area and emphasized the importance of the Arts and Innovation District as a key component of future development and transformation. She explained that the district extends from Main Street to University Drive, between Center and Centennial, and includes the Mesa Arts Center. She noted that acquiring this property would allow the City to strategically guide redevelopment, particularly as new ASU facilities and private investments come online.

Discussion ensued regarding the property value and proposed use of the buildings.

In response to a question from Councilmember Goforth, Assistant Director of the Office of Management and Budget Samuel Schultz confirmed that the funds for the property acquisition will come from the proceeds of the sale of the property located at 5950 E. Adobe Road, along with interest earned from investing those proceeds.

Additional discussion ensued regarding the surrounding properties.

Ms. Davis stated that if Council grants approval on November 20<sup>th</sup>, the City will enter escrow on November 21<sup>st</sup>. She explained that the 90-day feasibility period would allow time for environmental testing and surveys, with the anticipated closing occurring in January or February 2026.

Councilmember Duff added that the property includes a small garden area that was funded through a Mesa Leadership project and is used by the Veterans Center as a quiet outdoor space for reflection, featuring benches and plants. She requested that any dedicated elements such as memorial stones or markers be relocated if the Veterans Center moves.

Mayor Freeman thanked staff for the presentation.

Responding to a request from Councilmember Duff regarding agenda Item 6-a, **(ZON24-00892 "Hawes Village 5" 60.8± acres located at the northeast corner of East Warner Road and South Hawes Road.)**, on the Regular Council Meeting agenda, Principal Planner Evan Balmer displayed a PowerPoint presentation. **(See Attachment 2)**

Mr. Balmer explained that the proposed request includes rezoning approximately 18 acres from RSL-2.5 with a Planned Area Development (PAD) overlay to General Commercial with a PAD overlay and rezoning another 18 acres from General Commercial with a PAD overlay to RSL-2.5

with a PAD overlay. He explained that the purpose of the rezoning is to relocate the General Commercial zoning from the current location adjacent to State Route 24 to the corner of Warner and Hawes Roads, creating a more viable commercial site. He pointed out that the request includes approval of a second PAD overlay with project-specific deviations, a Council Use Permit to allow attached single-residence units within a General Commercial zoning district, and a Specific Plan approval, functioning as a preliminary plat within the Hawes Crossing PAD to accommodate 342 single-residence units. He added that the project site is located at the northeast corner of Warner and Hawes Roads and will be considered Village 5 within the Hawes Crossing development, which consists of a total of eight villages. (See Pages 2 and 3 of Attachment 2)

Mr. Balmer advised that when the project returns to Council for action on November 3<sup>rd</sup>, the request will include a major General Plan amendment to shift the commercial zoning to the west side of the site. He confirmed that the amendment would change the land use designation from Urban Center to Urban Residential, as the RSL-2.5 zoning district and single-residence uses are not supported under the Urban Center designation and would align with surrounding development on the west side of Hawes Road. He noted that while the existing zoning designations, RSL-2.5 PAD and General Commercial PAD, will remain, their locations within the site will be adjusted, and a second Planned Area Development (PAD) overlay will be added to allow project-specific deviations. He pointed out that the 36-acre site is currently vacant. (See Pages 4 through 6 of Attachment 2)

Mr. Balmer presented the site plan for 342 single-residence units that consist of three product types: attached single-residence units near the commercial area, alley-loaded homes in the central and northeast portions, and 126 detached casita-style homes. He confirmed the development meets the requirements of the Hawes Crossing PAD, Ordinance No. 5567, by providing varied lot sizes, floor plans, and housing options. He continued by explaining that the second PAD overlay includes deviations for garage dimensions, increased wall height, and adjustments to lot width, depth, and coverage to accommodate the attached single-residence product within the commercial area. (See Pages 7 through 10 of Attachment 2)

Mr. Balmer highlighted the eight acres of common area and open space and a one-acre central park with a pool, basketball court, and other recreational amenities. He summarized the proposed changes to the Hawes Crossing Master Plan to slightly relocate certain park and open-space areas. He reviewed the requests for alternative compliance for certain building design standards, particularly for Spanish-style elevations, which use fewer materials and windows but include additional decorative details such as wrought iron features. (See Pages 11 through 15 of Attachment 2)

Mr. Balmer stated that citizen participation requirements were met, with no public attendance or opposition received and the Planning and Zoning (P&Z) Board recommended approval with the following conditions and four modifications prior to Council consideration: Relocate Merit Drive eastward to separate residential lots from State Route 24, reconfigure lots to move homes farther from the freeway, add a five-foot landscape buffer and an eight-foot theme wall along the east property line, and update all site plans and documents accordingly. He confirmed that the applicant has made these revisions, and staff recommends approval with conditions consistent with the P&Z Board's recommendation. (See Pages 16 through 19 of Attachment 2)

In response to a question from Councilmember Spilsbury, Mr. Balmer confirmed that the development provides sufficient parking and listed the number of spaces by type.

Responding to a question from Councilmember Duff, Mr. Balmer explained that the RSL-2.5 PAD parcels on the west side have pre-approved development plans, while the southwest corner also has pre-approved residential, and the site along Warner Road currently contains an old farmhouse and has no submitted development plans.

In response to a question from Councilmember Heredia, Mr. Balmer verified that commercial and residential ratios are monitored by staff and emphasized that the general commercial area along Warner Road and State Route 24 is being preserved. He said the development involves relocating commercial space rather than eliminating it, maintaining the mixed-use vision established when Hawes Crossing was approved.

Responding to a question from Councilmember Goforth, Mr. Balmer said that Hawes Crossing does not have structured timing milestones; however, commercial parcels cannot be reduced below minimum sizes necessary for viable development.

Mayor Freeman thanked staff for the presentation.

2-a. Hear a presentation, discuss, and receive an update on citywide branding efforts.

Communications Director Ana Pereira introduced Economic Development Director Jaye O'Donnell and displayed a PowerPoint presentation. **(See Attachment 3)**

Ms. Pereira noted that at the spring Strategic Planning meeting, Council emphasized the need for a unified city brand. She explained that although the COM has experienced unprecedented growth and transformation, outdated negative stereotypes persist and do not reflect the current identity or direction. She shared that the current branding lacks a cohesive, consistent, and modern identity, both visually and in messaging, and pointed out that an internal survey revealed that more than 40 different logos are in use, many of which do not align with the City's official colors or design elements. She emphasized the importance of establishing a unified brand framework that reflects progress, supports investment, and fosters community pride. (See Pages 2 through 6 of Attachment 3)

Ms. O'Donnell provided examples of past branding efforts and discussed the value of research, stakeholder engagement, and clear messaging to guide the development of an overarching brand framework that reflects Mesa's trajectory, supports economic growth, builds civic pride, and provides consistent tools for all departments. She confirmed that since brand updates do not occur frequently, they are critical to maintaining a fresh and accurate image, especially as communities evolve over time. She noted that the intent is not to do away with current logos or signage but to improve on how branding is created going forward, being more intentional in how the City promotes itself to site selectors, brokers, and developers. (See Pages 7 and 8 of Attachment 3)

Discussion ensued regarding preservation of the current logo and color palette.

Ms. O'Donnell continued by saying that a unified brand can effectively serve multiple audiences through tailored messaging and design. She provided examples of different marketing styles and noted that the unified approach demonstrates how the COM can maintain one cohesive brand while adapting tone and messaging to connect effectively with different audiences. (See Page 9 of Attachment 3)

Ms. Pereira outlined the proposed approach for developing a unified and modern brand, noting that the process will be collaborative, research-driven, and implemented in phases. She explained that the effort will begin with a discovery phase to gather community input and assess the COM's current identity, followed by brand identity development, testing and refinement, and the creation of comprehensive brand guidelines. She added that while most of the work will be done internally, an external facilitator may be engaged during the discovery phase to ensure open and unbiased stakeholder feedback with the end goal to establish a cohesive, professional brand system that accurately reflects Mesa's identity and growth. (See Pages 10 through 12 of Attachment 3)

Additional discussion ensued regarding the importance of establishing the right branding for the City of Mesa to ensure consistency, recognition, and alignment with the City's long-term vision and identity.

Mayor Freeman thanked staff for the presentation.

2-b. Hear a presentation, discuss, and provide direction on locations for Entryway Monumentation in the City of Mesa.

Planning Director Mary Kopaskie-Brown introduced Assistant Planning Director Rachel Phillips and Senior Planner Sean Pesek, and displayed a PowerPoint presentation. **(See Attachment 4)**

Ms. Kopaskie-Brown stated that the proposed initiative supports Council's strategic priority to promote placemaking and quality development citywide. She explained that the effort represents a long-range planning opportunity to identify and advance future placemaking projects throughout the COM. She added that the project is in its early stages, and staff are seeking Council's feedback to help shape the plan and develop an implementation strategy.

Ms. Phillips explained that the proposed initiative focuses on developing an entryway monumentation plan intended to create a sense of arrival to the COM, its districts, and neighborhoods. She stated that the plan aims to elevate the City's image, support economic development, and create memorable first impressions that encourage private investment. She reviewed the locations of existing welcome signs and district markers, noting the absence of a cohesive citywide identity. She added that a comparative analysis with neighboring municipalities underscoring the importance of establishing a consistent design language for monumentation. (See Pages 3 through 6 of Attachment 4)

Ms. Phillips outlined the project's scope and approach, explaining that it will begin with establishing a hierarchy of signage to ensure a consistent design language while accommodating various scales and typologies. She noted that gateway monuments will serve as iconic entry points into the COM, supported by smaller entryway monuments at key access points, district monuments highlighting economic and cultural hubs, and community monuments reinforcing branding within parks and civic spaces. She mentioned the considerations for site selection and emphasized that branding and design standards are central to the initiative. She stated signage will be designed to be timeless, durable, and maintainable while featuring consistent fonts, high-contrast legibility, and adaptable landscaping suited to each location. She also reviewed the proposed operations and maintenance plan, which would define departmental responsibilities, establish dedicated funding, and standardize components to streamline future repairs and replacements. (See Pages 7 through 11 of Attachment 4)

Ms. Phillips discussed the phased implementation plan for the entryway monument initiative,

beginning with priority gateway signs at key locations. She explained that cost estimates will include design, construction, and long-term operations and maintenance. She noted that the sequence of improvements will be coordinated with the Capital Improvement Program (CIP) and leveraged to pursue potential public and private partnership opportunities. (See Page 12 of Attachment 4)

Ms. Phillips announced that the initial phase proposes one high-visibility sign per Council district and reviewed the proposed sites for major entryways into each Council district. She reviewed concept designs which illustrated vertical and horizontal variations that maintain timeless, neutral aesthetics and allow for customizable branding components, such as COM logos, that could be updated or removed in the future. (See Pages 13 through 18 of Attachment 4)

Additional discussion ensued regarding the importance of maintaining consistency across the COM.

Ms. Phillips confirmed that preliminary site recommendations will be presented to the Council for approval prior to moving forward, and she pointed out that the designs could be adjusted based on traffic volume, visibility, and corridor significance.

(At 9:37 a.m., Mayor Freeman excused Councilmember Heredia from the remainder of the meeting.)

Mayor Freeman suggested engaging local architects for the monument designs and considering collaboration with Arizona State University for potential solar integration systems.

Mayor Freeman thanked staff for the presentation.

3. Current events summary including meetings and conferences attended.

Mayor Freeman and Councilmembers highlighted the events, meetings, and conferences recently attended.

4. Scheduling of meetings.

City Manager Scott Butler stated that the schedule of meetings is as follows:

Monday, October 20, 2025, 5:15 p.m. – Study Session

Monday, October 20, 2025, 5:45 p.m. – Regular

5. Adjournment.

Without objection, the Study Session adjourned at 9:53 a.m.



Mark A. Freeman  
MARK FREEMAN, MAYOR

ATTEST:

Holly Moseley  
HOLLY MOSELEY, CITY CLERK

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Study Session of the City Council of Mesa, Arizona, held on the 9<sup>th</sup> of October 2025. I further certify that the meeting was duly called and held and that a quorum was present.

Holly Moseley  
HOLLY MOSELEY, CITY CLERK

sr  
(Attachments – 4)



# Purchase of MCCD buildings 145 and 165 N Centennial Way

City Council Study Session October 9, 2025

Marc Ahlstrom, Assistant City Engineer

Lisa Davis, Real Estate Manager

Location:  
South of University  
Drive and East of  
Center Street

2 buildings

145 N Centennial  
Way  
4<sup>th</sup> floor Unit 2 & Unit 3  
condominium- City  
owned parking garage

# 165 N Centennial Way

## 2-story structure- on street parking

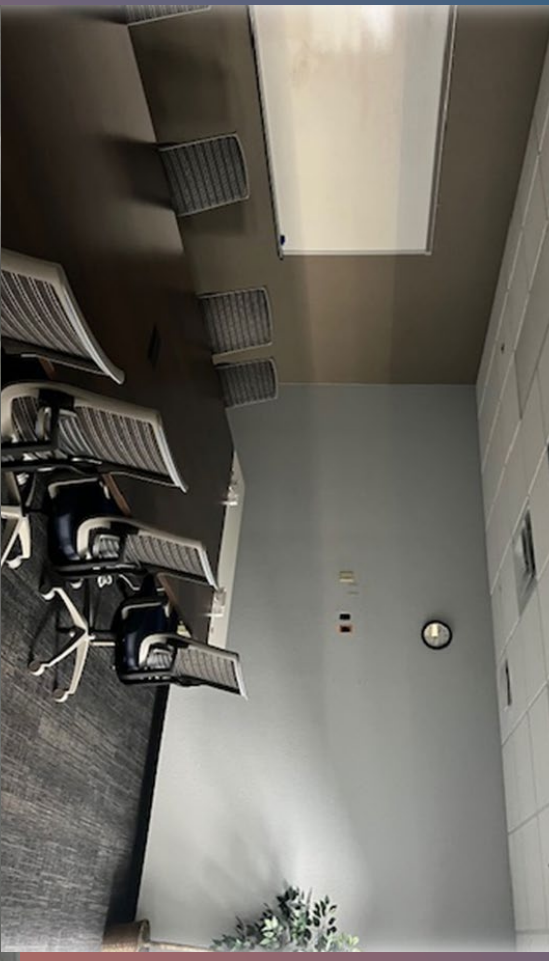


# 45 N Centennial Way

- 4<sup>th</sup> floor condominium building-Unit 2 and Unit 3
- Appraised at \$4,080,000
- Unit 2
  - Constructed in 1990
  - 32,641 square feet
  - Roof mounted A/C replaced 5 years ago
- Unit 3
  - 18,048 square feet air rights parcel



# 145 N Centennial Way- interior

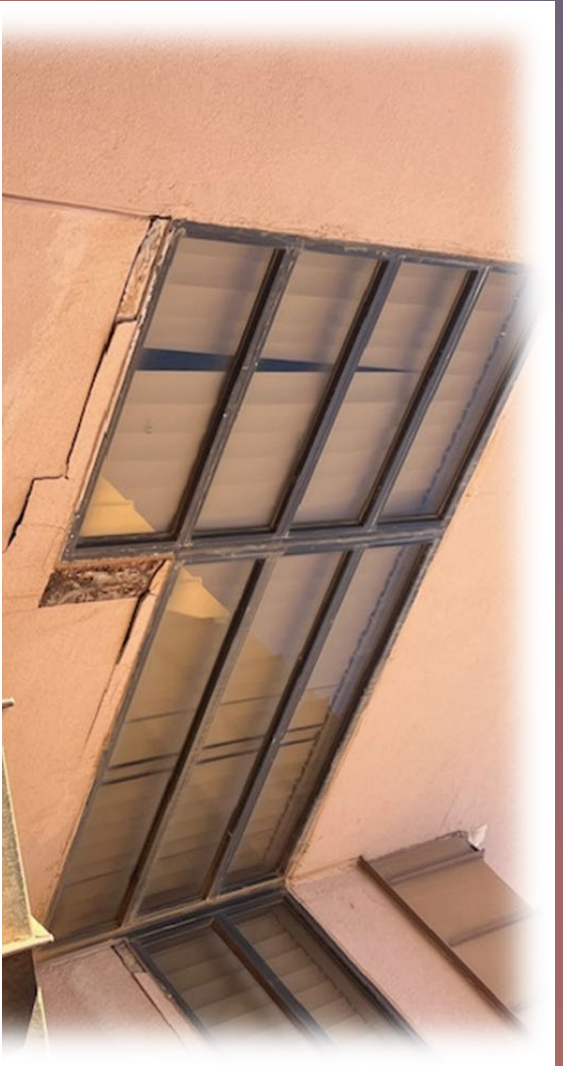




# 165 N Centennial Way

- 2-story structure
- Constructed in 1986
- Lot size 19,896 square feet
- Building size 20,990 square feet
- Appraised at \$650,000
- Deferred Maintenance List of repairs \$2,688,242
- Demolish replace with temporary low water use landscape
- Future redevelopment site

# 165 N Centennial Way



## Recommendation:

1. Approval of Purchase  
Total \$4,730,000 for  
145 and 165 N Centennial Way

## Questions

Thank you





# City Council

## ZON24-00892

Mary Kopaskie-Brown, Planning Director

October 20, 2025  
1



# Request

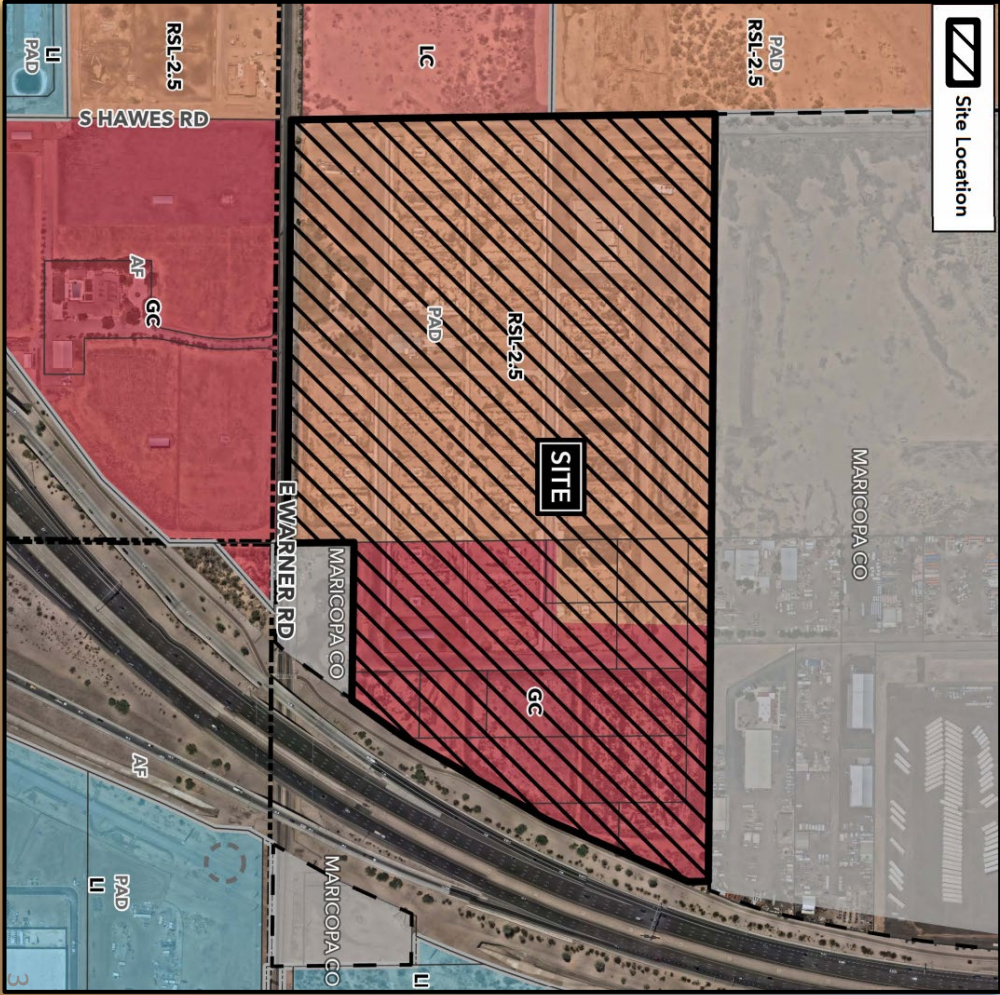
- Rezone 18+ acres from RSL-2.5-PAD to GC-PAD
- Rezone 18+ acres from GC-PAD to RSL-2.5-PAD
- Establish a second PAD overlay on the entire 60.8+ acres
- Council Use Permit
- Specific Plan approval
- To allow for a new 342-unit single residence development





# Location

- NEC of Warner Road and Hawes Road
- Hawes Crossing Village 5
- Hawes Crossing Village 5 commercial crosses over to the SEC of Warner Road and Hawes Road





# Mesa 2050 General Plan

## Existing General Plan Placetype:

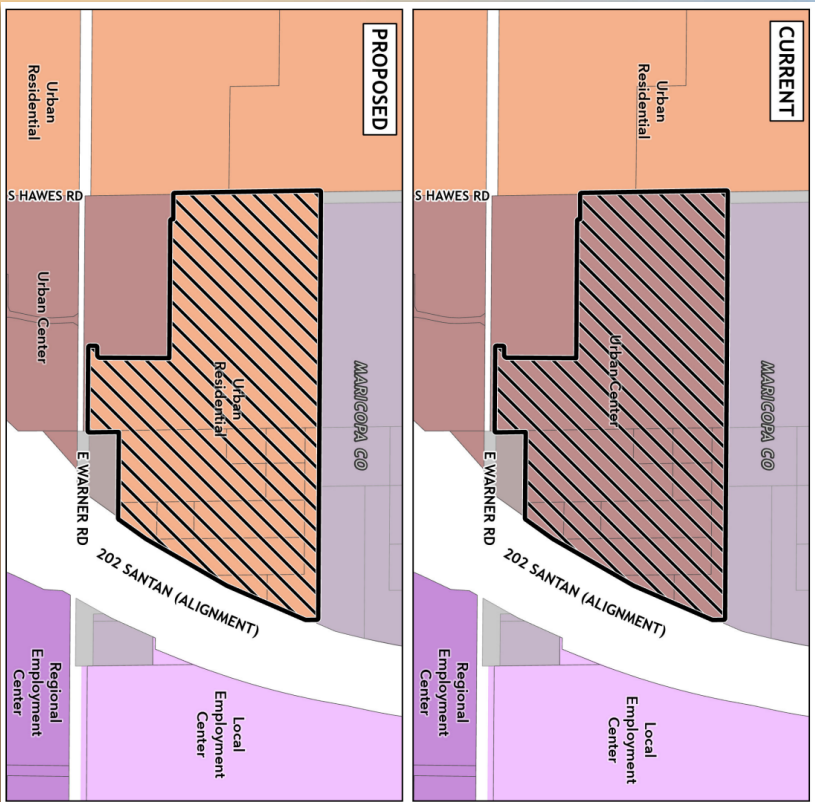
### - Urban Center

- RSL-2.5 not a supported zoning district
- Single residence not a supported land use

## Proposed General Plan Placetype:

### - Urban Residential

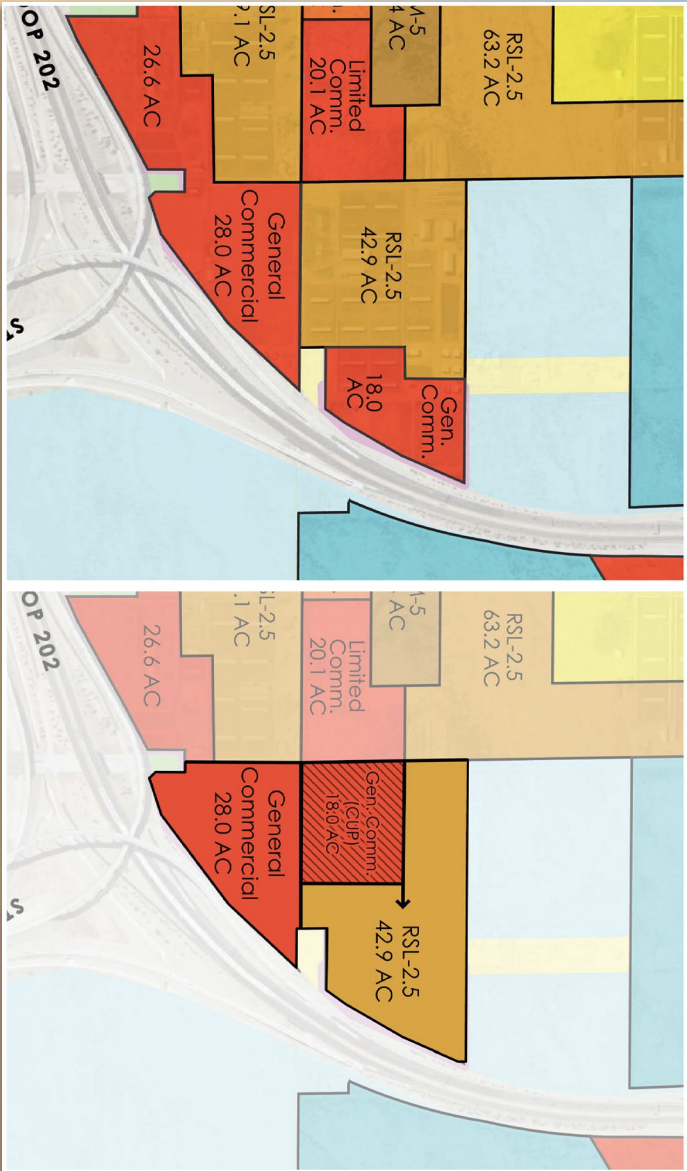
- RSL-2.5 and GC are listed as allowed zoning districts
- Single residence is listed as a primary land use
- Multiple commercial uses are listed as primary land uses

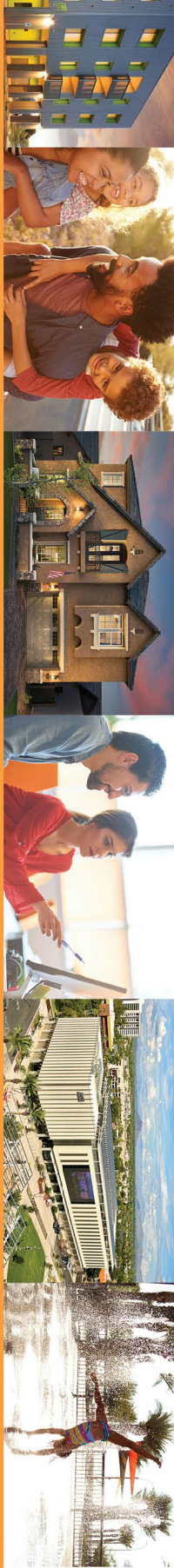




# Zoning

- Existing: RSL-2.5-PAD and GC-PAD
- Proposed: RSL-2.5-PAD-PAD & GC-PAD-PAD





# Site Photo



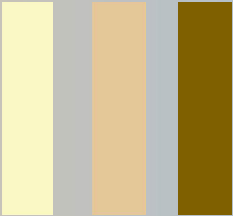
Looking north from Warner Road



# Specific Plan

342 single family lots

- (72) 22' x 68'
- (144) 30' x 97'
- (126) 45' x 86'



Variety of lot widths, floor plan offerings, and elevations - compliant with Ord. No. 5567.





# Planned Area Development

Development Standards		MZO Required	PAD Proposed
<u>Minimum Dimensions for Residential Enclosed Garages</u> –			<b>Alley Loaded:</b>
MZO Section 11-32-4.F.2	20 feet wide by 22 feet long	19’4” wide by 19’6” long	
- Double-Car Garage		Townhomes:	
		21’0” wide by 19’6” long	
<u>Fences and Freestanding Walls</u> –			
<u>Maximum Height</u> - Side and Rear Yards	Maximum of 6 feet		<b>Maximum of 8-foot-tall theme wall along the eastern property line</b>
<u>MZO Section 11-30-4(A)(1)(b)</u>			



# Planned Area Development

Attached Single Residence Product

Development Standards		MZO Required		PAD Proposed	
Minimum Lot Area –					
MZO Section 11-6-3.A		5,000 square feet		1,496 square feet	
Minimum Lot Width –					
MZO Section 11-6-3.A		50 feet		22 feet	
Minimum Lot Depth –					
MZO Section 11-6-3.A		100 feet		68 feet	
Maximum Lot Coverage –					
MZO Section 11-6-3.A		80%		88%	



# Planned Area Development

Attached Single Residence Product

Development Standards		MZO Required	PAD Proposed
Minimum Building Setback –			
MZO Section 11-6-3.A			
- Front and Street-Facing Side		20 feet	10 feet
- Interior Side and Rear			Interior Side: 0 feet
Adjacent to RS Districts:		50 feet	Exterior Side: 5 feet
			Rear: 5 feet
			Interior Side: 0 feet
Adjacent to Non-Residential Districts:		30 feet	Exterior Side: 5 feet
			Rear: 5 feet



# Landscape Plan

- 8± acres of common areas and open space (19% of the total acreage)
- 1± acres of park area (15.6% of provided open space)
- Multiple amenities provided





# Open Space

## 1-acre Neighborhood Park

- Shaded playground
- Community pool
- Two sport courts
- Butterfly garden
- Shaded ramada

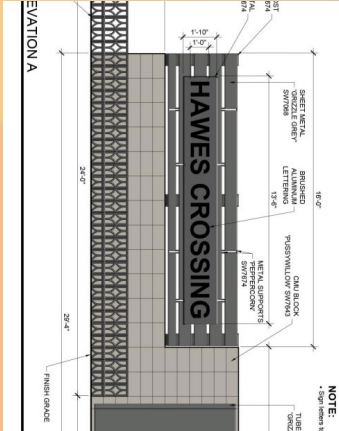
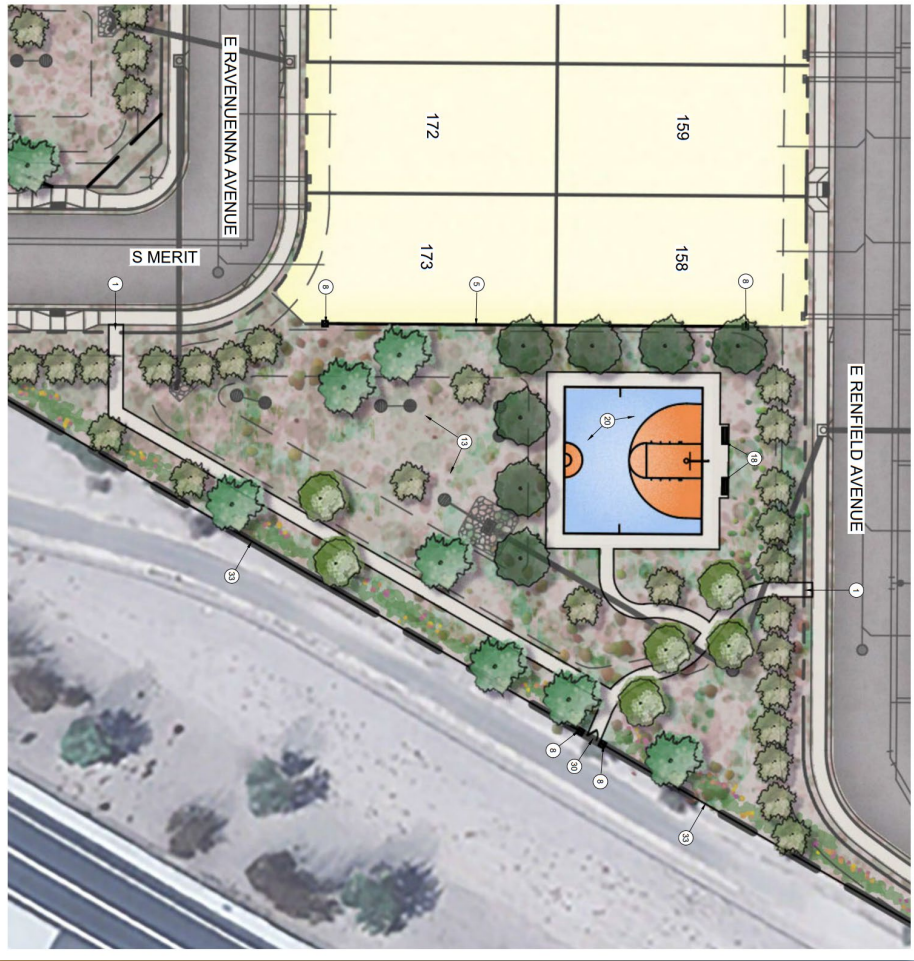
## Additional Open Space

- Sport court
- Dog park
- Open turf area
- Monument signage





# Open Space Areas





# Master Plan Updates

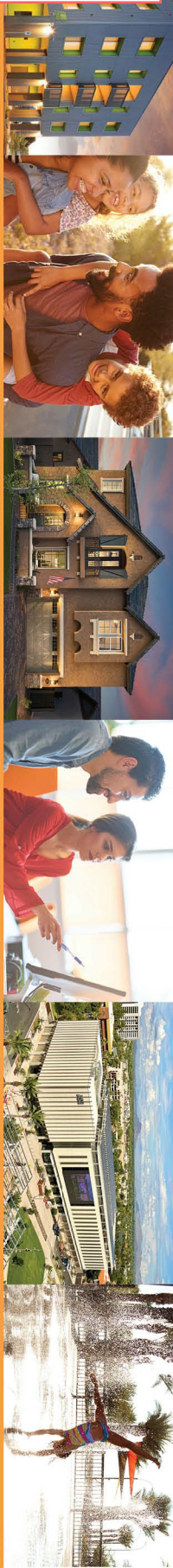
The updates below are part of the Specific Plan and are proposed changes to the Hawes Crossing Master Plan

- Exhibit D - General Plan
- Exhibit F – Proposed Zoning
- Exhibit N – Open Space Master Plan
- Exhibit O – Trails Master Plan
- Exhibit R – Master Street Plan
- Exhibit S – Street Sections



# Alternative Compliance

- Section 11-5-3.B.3 requires a portico, awning, recess, or stoop measuring at least four (4) by four (4) feet
  - Requesting 2'-6" for plan 2020 Spanish Colonial
- MZO Section 11-5-3(B)(6)(b): Dwellings on corner lots shall include windows on 10% of the area of the street-facing façade
  - Requesting 6% window coverage for 17 plans
- MZO Section 11-5-3(B)(7)(a): Buildings must contain at least two primary materials – with each material covering at least 15% of the front facade
  - Requesting one primary material (stucco) for the Spanish elevations



# Citizen Participation

- Notified property owners within 1000 feet, HOAs and registered neighborhoods on June 23, 2025
- Neighborhood meeting was held on October 29, 2024 – No residents attended the meeting
- No correspondence received by staff



**CITY OF MESA**  
**PUBLIC NOTICE**  
**ZONING HEARING**  
**PLANNING & ZONING BOARD**  
57 EAST FIRST STREET  
MESA, ARIZONA

**TIME: 4:00 PM DATE: September 24, 2025**  
**CASE: ZON24-00892**

Request: Rezone 18± acres from Small Lot Residence-2.5 with a Planned Area Development Overlay (RSL-2.5-PAD) to General Commercial with a Planned Area Development Overlay (GC-PAD), Rezone 18± acres from GC-PAD to RSL-2.5-PAD, Rezone to establish a second PAD Overlay on the entire 60.8± acres, Council Use Permit and Specific Plan approval for a 343-unit single residence development and future commercial development. (District 6)

Applicant: PEW & LAKE PLC  
Phone: (480) 461-4670  
Planning Division (480) 644-2385  
Posting date: 6/20/25

September 8, 2025 at 12:29 PM  
+33.335852, -111.648804  
20150-20220 E. Wainet Rd  
Mesa AZ 85212  
United States



# Findings

- ✓ Complies with Chapters 22 & 69 of the MZO for PAD & Site Plan Review
- ✓ Complies with Section 11-31-31 & 11-70-6 of the MZO for CUP
- ✓ Complies with Criteria in Subdivision Regulations Section 9-6-2

## *Staff recommends Approval with Conditions*

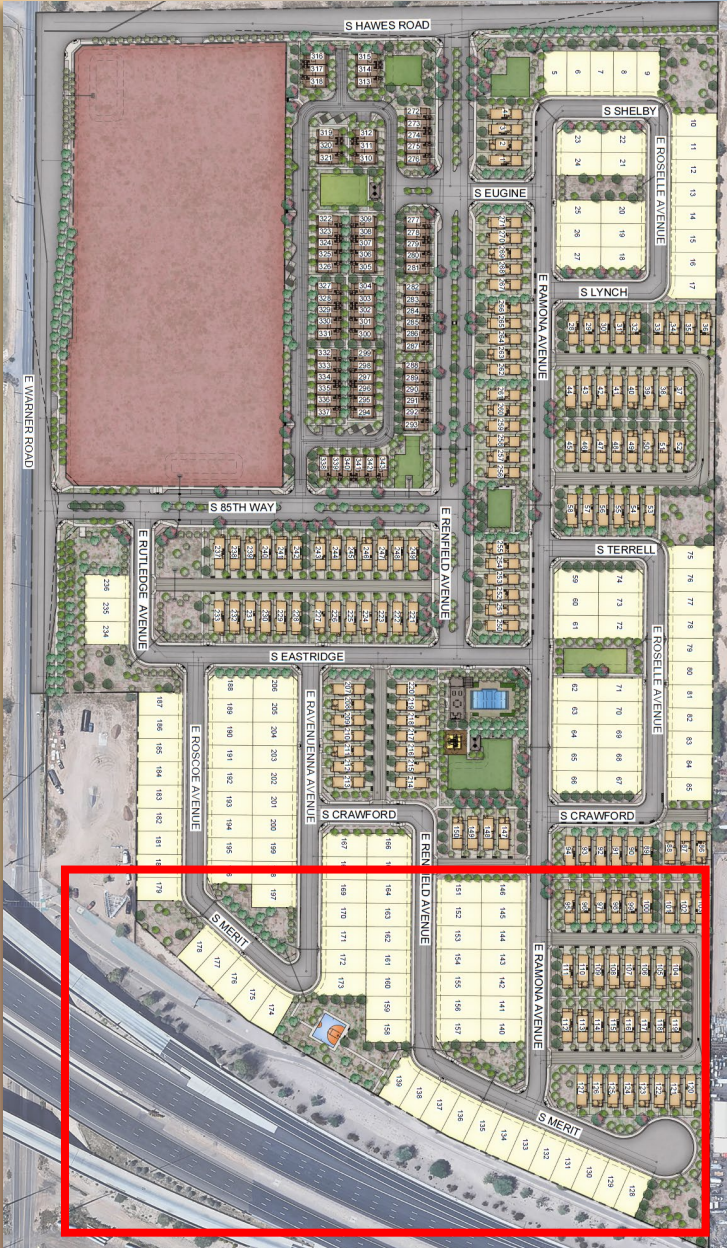
*Planning and Zoning Board recommends Approval with Conditions (5-0) subject to the following changes being made prior to the case going before City Council:*

- *Relocate Merit to the east such that no lots are adjacent to the private wall.*
- *Move lots 128-139 and 174-178 to the west side of Merit.*
- *Provide five feet of landscaping adjacent to the east perimeter wall.*
- *Provide an 8-foot-tall theme wall along the eastern property line.*





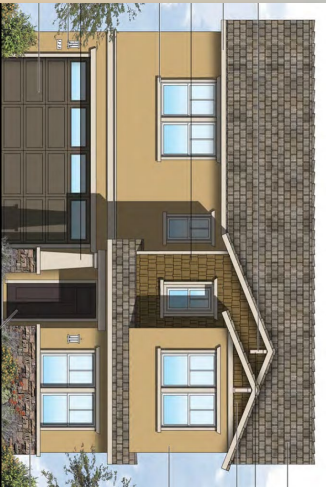
# Planning and Zoning City Council





# Casita Residential Product

- Two-story product
- Typical Lot Size:  
3,870 SF
- Multiple floor plans
- 9 elevations

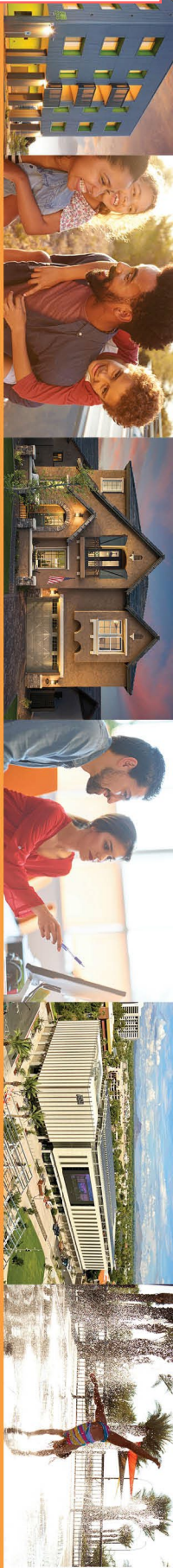




# Alley-Load Residential Product

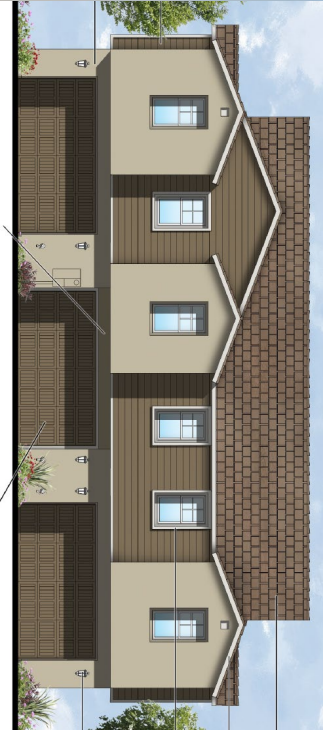
- Two-story product
- Typical lot size: 2,910 SF
- Multiple floor plans
- 9 elevations





# Townhome Residential Product

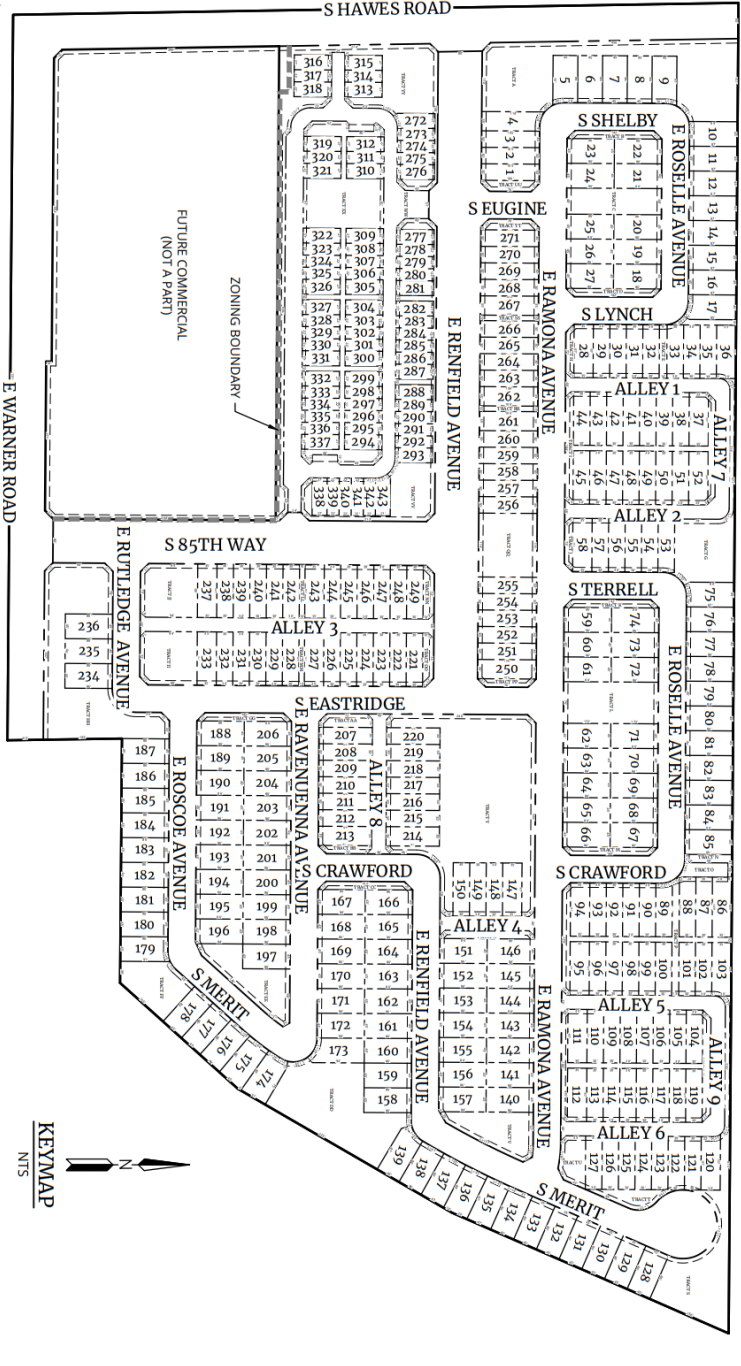
- Two-story product
- Typical lot size: 1,496 SF
- Multiple floor plans
- 4 elevations





# Preliminary Plat

- Allow for a 342 individually platted lots and 51 dedicated tracts
- Tracts will serve a variety of purposes – drainage, private streets, open space, and public utilities



# Mesa Branding Plan Overview

Ana Pereira, Director of Communications  
Jaye O'Donnell, Economic Development Director



mesa.az

September 18, 2025

# Opportunity

- The Problem: Mesa lacks a cohesive, modern brand identity.



# Opportunity



# Opportunity

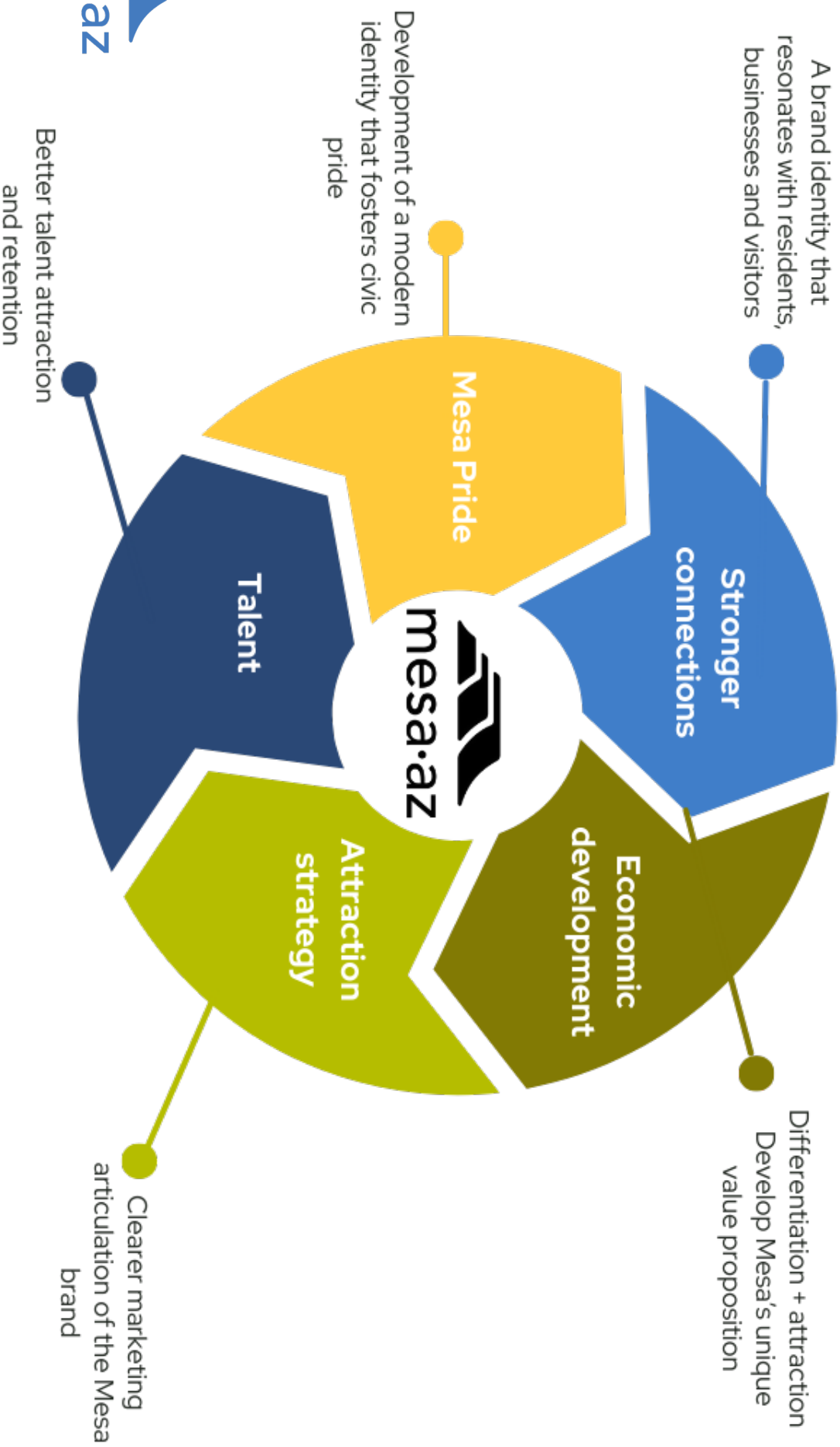
- The Problem: Mesa lacks a cohesive, modern brand identity.
- The Solution: Develop a unified communications framework that reflects Mesa's direction and supports growth, investment, and community pride.



# Goals & Objectives

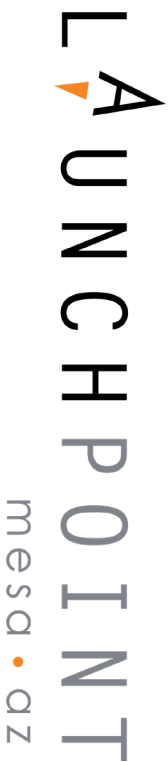
- Shift perception and fix reputation issues
- Increase brand value and recognition
- Unify messaging and identity
- Support long-term economic growth

# Anticipated Benefits



# Brand Development in Mesa

- Mesa OED brand development examples:
  - LaunchPoint
  - Mesa Business Builder
  - Falcon District
  - Asian District
- More to Mesa (Mesa’s retail campaign)
- Mesa OED’ brand refresh



**FALCON DISTRICT**  
Aerospace Manufacturing Technology



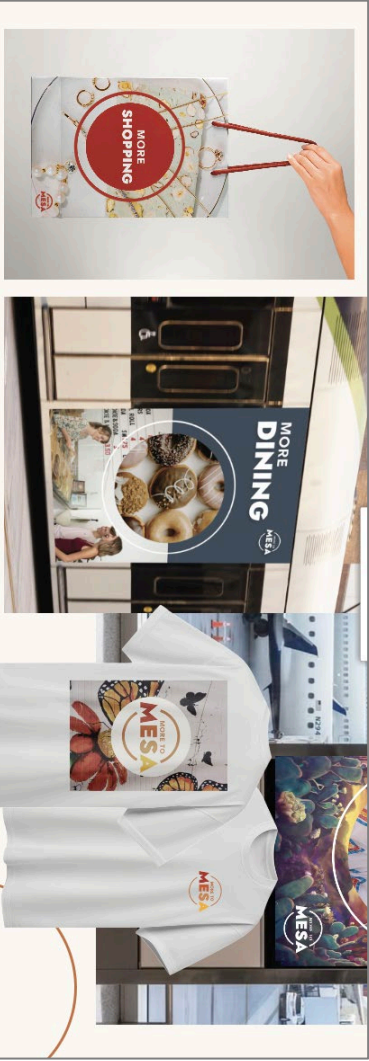
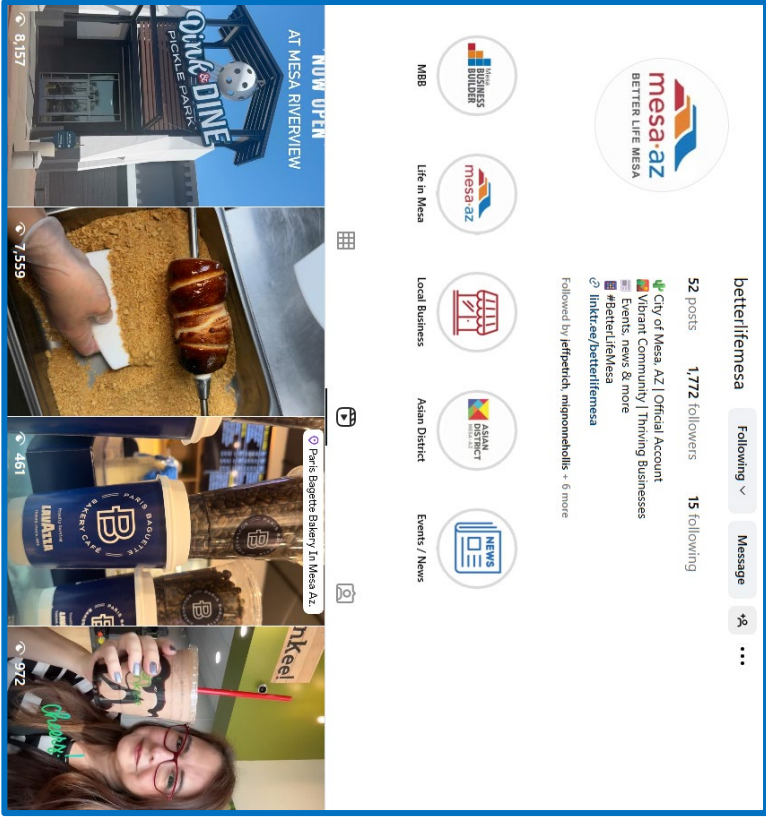
# Brand Refresh

- Mesa’s OED Aerospace and Defense Industry Profile Brochure Refreshed



# One Brand: Multiple Audiences

## Treatments for B2C and B2B

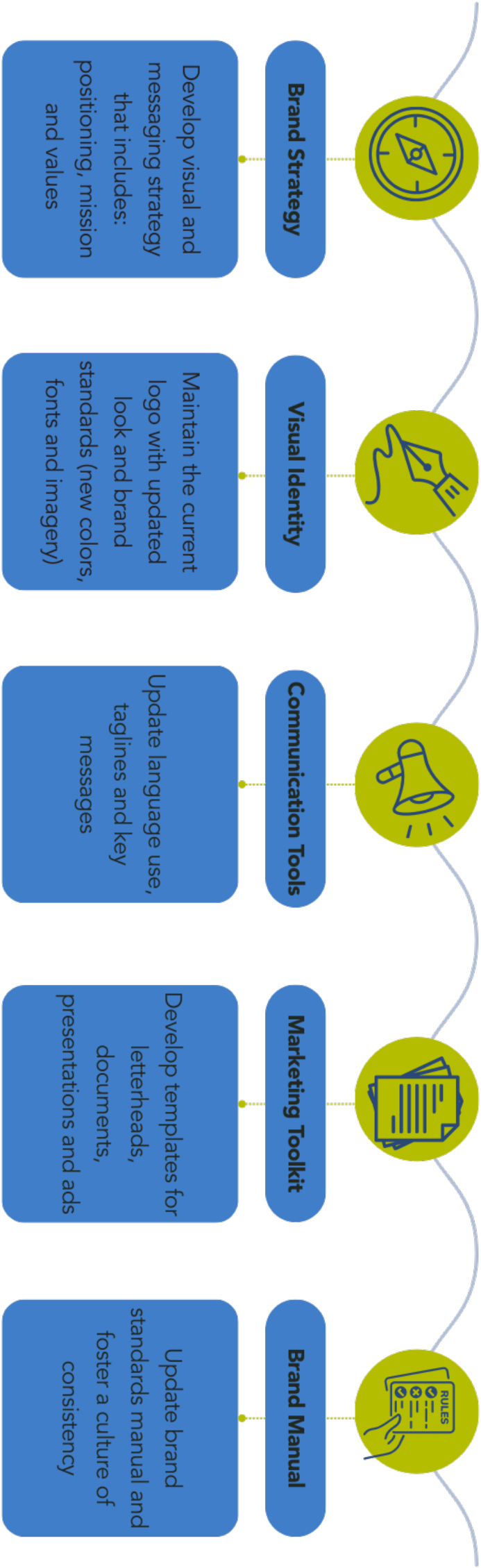


# Our Approach

Collaborative, research-driven, phased process:

1. Discovery - surveys, input, baseline
2. Brand Identity Development - purpose, values, voice
3. Testing & Refinement - feedback + adjustments
4. Guidelines & Assets - standards + tools
5. Internal Alignment - training + integration
6. Launch & Evaluation - rollout + monitoring

# Deliverables



# The End Result

By the end of this process, Mesa will have:

- A modern and professional brand system that conveys a clear and compelling Mesa brand
- A brand toolkit with clear messaging and visual guidance
- A long-term strategy for brand health



# Next Steps

- Direction from council...



# City Council

## October 9, 2025



# Entryway Monumentation Plan

Mary Kopaskie-Brown, Planning Director

Rachel Phillips, Assistant Planning Director

Sean Pesek, Senior Planner

Noah Bulson, Planner I



# Plan Purpose & Goals

The Entryway Monumentation Plan is a placemaking initiative designed to:

- Create a sense of arrival into the city, districts, and neighborhoods
- Elevate the city's image and perceived value
- Support economic development and tourism through memorable first impressions
- Establish a clear, cohesive brand, and identity for Mesa
- Guide private investment with a consistent design language



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- ## 24 Entryway Signs

# Existing District Sign

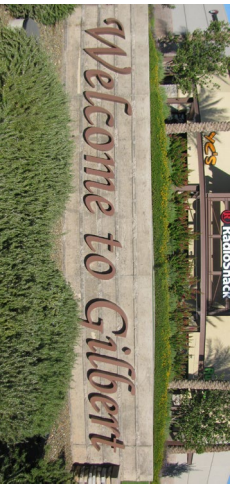
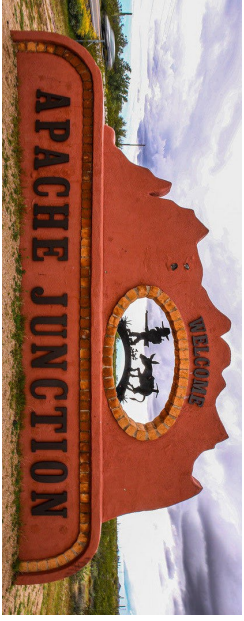
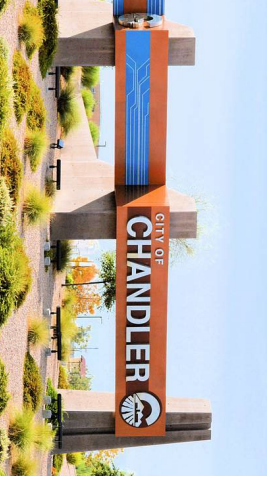
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## 6 District Monuments

- Falcon Field
- Fiesta District
- Asian District
- Elliot Road Tech Corridor

# Surrounding Cities



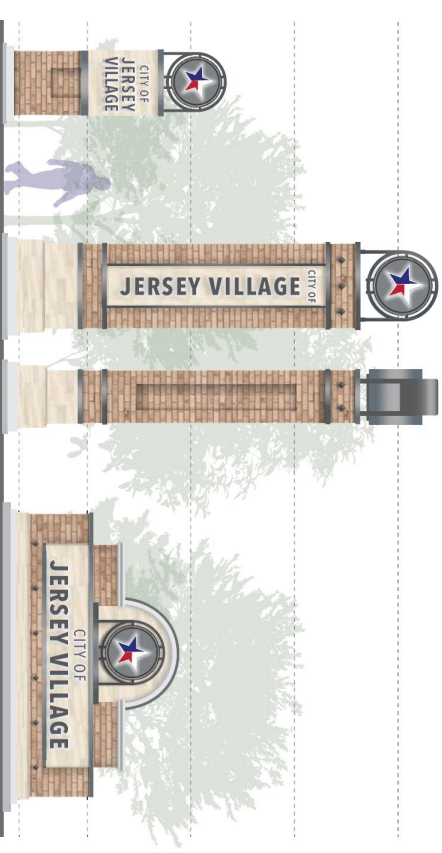
# Plan Scope

- Sign Family / Hierarchy
- Siting & Location
- Branding & Design Standards
- Operations & Maintenance
- Phasing & Budget

# Sign Family / Hierarchy

Develop sign family / hierarchy with a consistent design language

- Gateway Monuments - Define major city entrances with bold, iconic design
- Entryway Monuments - Mark key access points and welcome travelers
- District Monuments - Highlight economic hubs, cultural areas, and special destinations
- Community Monuments - Reinforce city brand within neighborhood centers, parks, and civic spaces



# Siting & Location

- Site Selection (citywide)
  - Geographic balance
  - Traffic volume - Average Daily Trips (ADT)
  - Context and proximity to destinations
  - Existing signage & visual cluster (competes vs. complements)
- Location Analysis (site specific)
  - Sight lines and approach geometry
  - Constructability (ROW availability, access, utility conflicts)
  - Electric and O&M access
  - Area based on sign type

# Branding & Design Standards

- Branding and design that provides a timeless identity – (endures rebranding)
- Materials that are durable, easily maintained, and easy to source for replacement
- Lighting design and system that can be maintained by city staff, has a close and dedicated power supply, and components that are easily sourced
- Designed for legibility - sized for speed context; high contrast; uncluttered faces
- Landscaping that is designed based on location and context
- Design standards that can be used in private development

# Operations & Maintenance

- Asset Management
  - Clearly define responsibilities across departments
  - Establish inspection schedules
- Dedicated Funding
  - Ongoing O&M budget to cover routine maintenance
  - Include contingency funds for unforeseen repairs (e.g., vandalism, vehicle strikes, weather damage)
  - Explore partnerships to offset costs
- Design for Maintainability
  - Require detailed shop drawings and material specifications to ensure consistent repair/replacement
  - Standardize components where possible to streamline procurement

# Phasing & Budget

- Phased Implementation
  - Prioritize gateway monumentation in early phases
- Cost Estimates
  - Account for design and construction costs
  - Include O&M projections for long-term sustainability
- Sequencing of improvements
  - Coordinate with planned infrastructure projects (e.g., roadway, transit, utility upgrades)
  - Leverage opportunities for public-private partnerships in economic hubs

# Phase I: Primary

## Gateway Monuments

- Goal: deliver one highly visible primary gateway monument per Council District to anchor the system
- Coordinate with City Departments, ADOT, MCDOT, SRP, etc.
- Finalize exact locations after survey, utilities potholing, and ROW confirmation

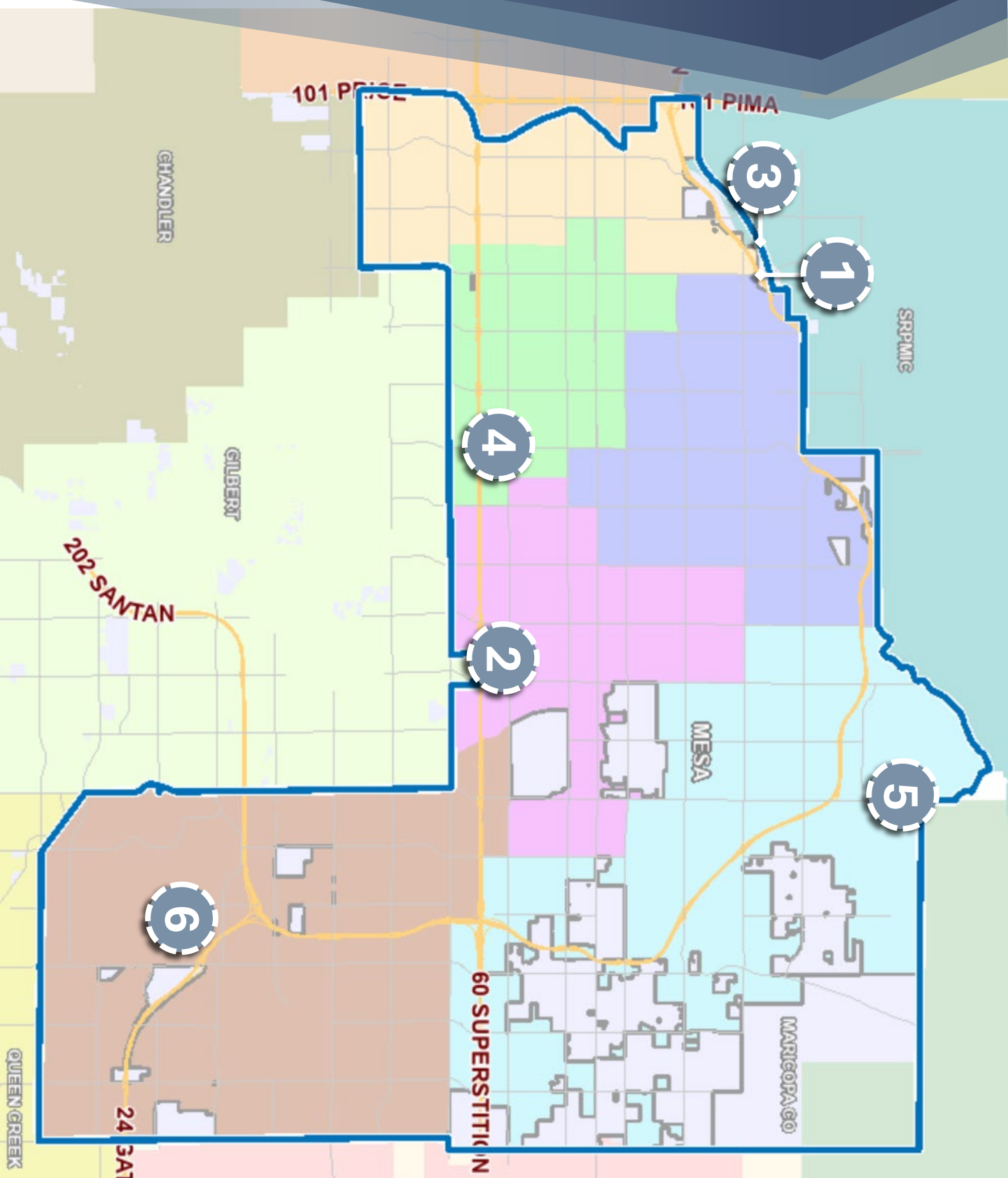


# Phase I: Site Selection Criteria

- Geographic Balance
- Traffic Volume
- Visibility & Approach Geometry (median vs. edge placement)
- ROW Availability (encroachments or acquisition needed)
- Context & Proximity to Destinations (highly traveled or most likely route to other areas)
- Proximity to Existing Entryway and District Monumentation
- Volume of Commercial Signage

# Major Entryways

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1 Country Club & 202 Red Mtn Frwy

2 Higley & US 60

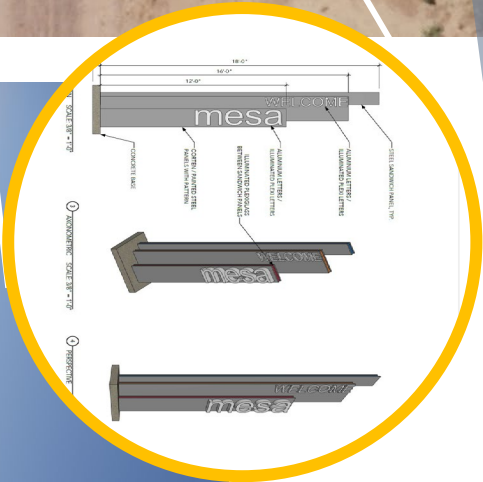
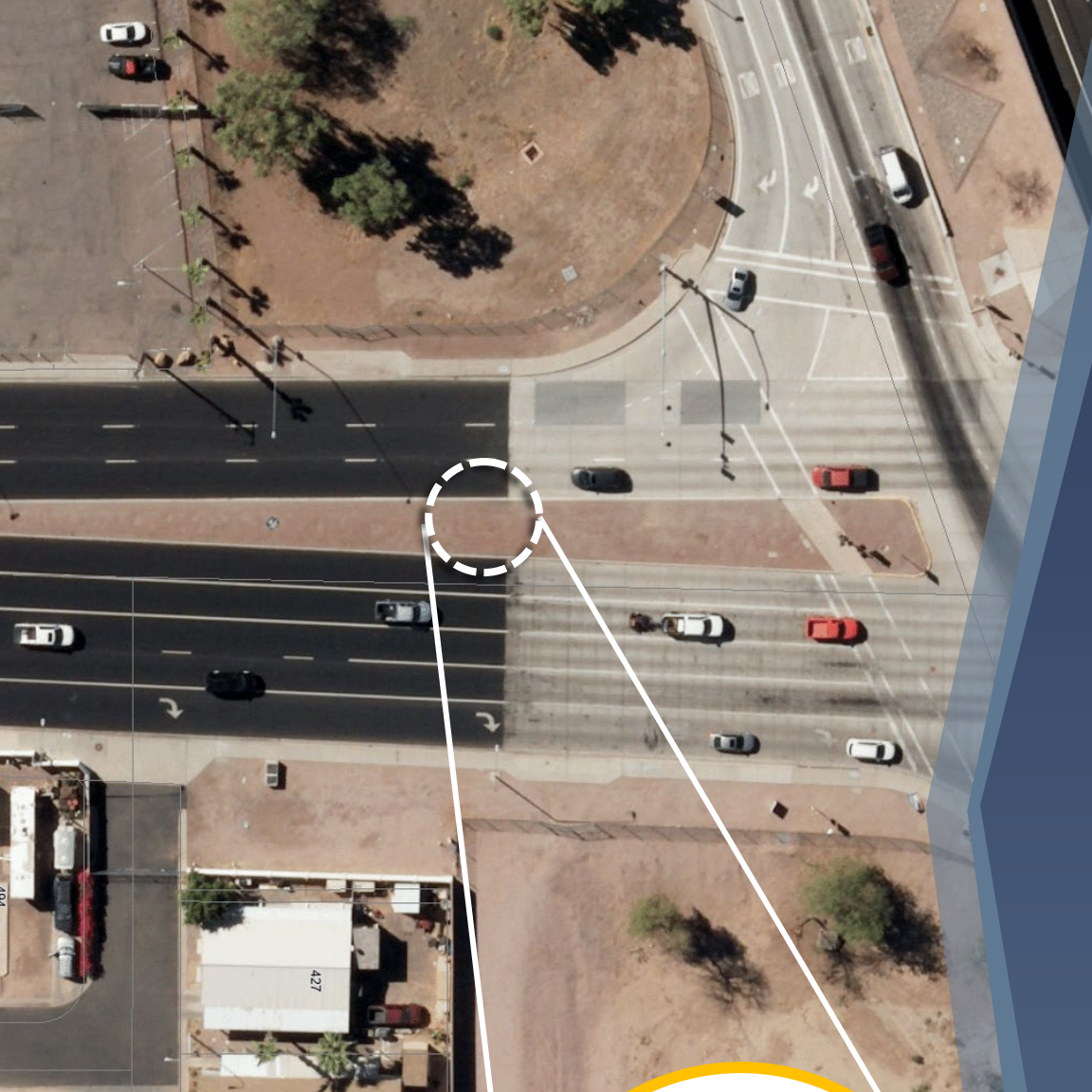
3 McKellips & 202 Red Mtn Frwy

4 Gilbert & US 60

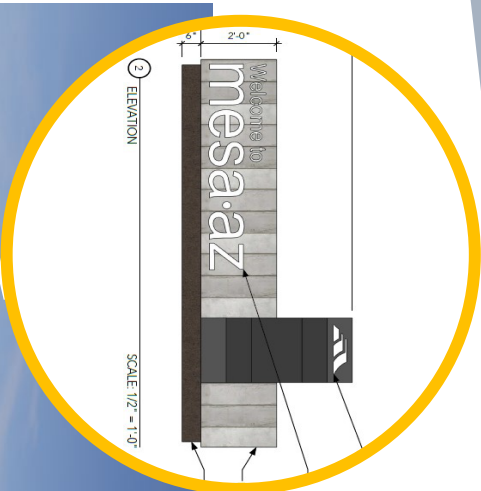
5 Power & Salt River

6 Ellsworth and Route 24

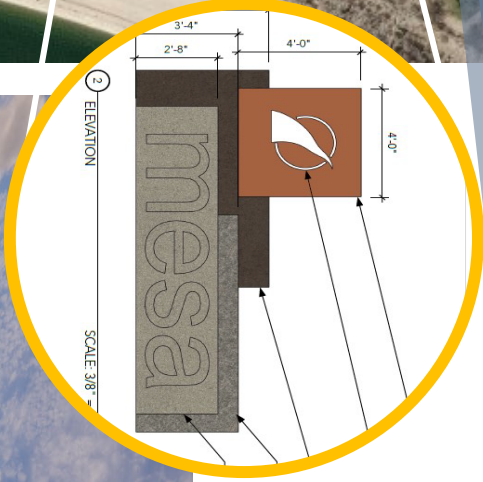
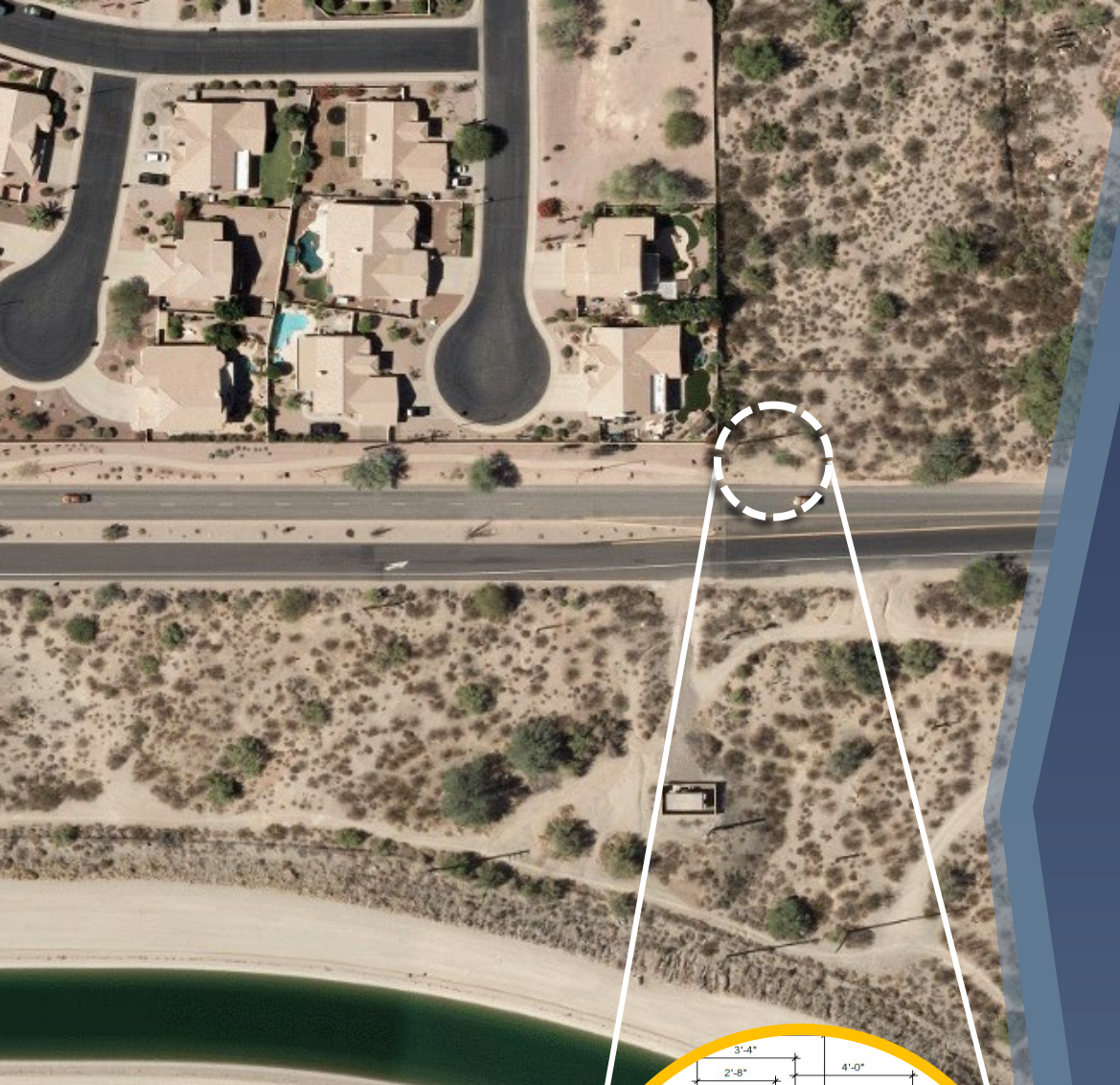
# District 1: Country Club & Loop 202



# District 3: McKellips & Loop 202



# District 5: Power & Salt River



# Next Steps

- Initiate Entryway Monumentation Plan
- Confirm consensus on Phase I Gateway Monument locations
- Conduct site feasibility analysis and prepare cost estimates for 6 Gateway Monuments



# Questions



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