



## **THE POINT AT EASTMARK**

### **Project Narrative**

4/30/2018

## **I Introduction**

The Point at Eastmark is a “planned commercial” development, to be located on the northwest corner of Signal Butte and Point Twenty-Two Boulevard. The development of this location is intended to help bolster the intended infrastructure of the Eastmark community, ultimately becoming an additional asset for the community.

Consisting of approximately 14.5 acres, the overall development is planned to consist of an Anchor Retail, three multi-tenant buildings, five retail facilities and a convenience store / fuel service station.

The zoning for the project is LC according to the Community's Zoning Ordinances. The site is also located within the LUG D-District of the Eastmark development Guidelines.

The intent of this document is to set forth and establish a Master Preliminary Development Plan and Master Development Guideline predicated on the understanding and enforcement of Eastmark's master planning. This proposal will be a supplement and amendment of the overall guidelines as set forth. All provisions of the original Eastmark Ordinance must still be complied with, whereas all development is required to make necessary submittals and obtain all approvals as required by the community, beyond those outlined in this document.

As detailed within this Guideline, the project's Master Architects have established a design standard using a desert color Palette and a variety of textures. Aesthetic harmony will be maintained throughout the property by the repeated use of selected design elements that reflect the Eastmark prescribed culture. Using earth tone colors, native stone, and native desert plants, mindful aesthetics and careful selections of authorized material and color pallet. All use of landscaping, shade structures, accent walls and signage, a unity of design elements and color will be strictly enforced.

## **II Philosophy**

### **HISTORY**

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The Point at Eastmark is to be established and representative of the culture intended to thrive within the area. Our goal is to maintain the “sense of community” by encouraging local pedestrian traffic and interaction via pedestrian pathways to and from the site. The landscaping will be situated to enhance the local landscape theme and character within the Eastmark region. Eastmark has an established development intent to help bolster and encourage residents to support and remain local to the community, this development will become one of those amenities vital to the appeal of those residents.

### **SITE CONFIGURATION/ORIENTATION**

The overall site configuration is situated to allow for natural navigation throughout the site. The buildings are located to encourage pedestrian travel and offer diversity and individual identity for customers to associate with yet offer a cohesive and cognizant development. Special attention was put into creating a vast network of decorative walkways throughout the center engage walkability from the adjacent residential communities within Eastmark. The setbacks allow for wide landscape corridors along street frontages, thus further enhancing the community experience within the Eastmark community. While using authorized materials and landscaping, the “buffer” will offer the public and private separation desired. Ingress and Egress is provided via three locations along Signal Butte Road and two locations along Point Twenty-Two Boulevard, all five strategically located, allowing unencumbered access to and from the site respectively. The site planning for this project has been reviewed in compliance with Section 7 Land Use Groups within the Eastmark Design Guidelines and is in compliance with LUG-D District guidelines.

### **WALLS**

Accent seat walls and screen walls will blend with the architectural features provided throughout the development and adjacent uses.

### **PATHWAYS**

A trail system and general public access is located in various locations on and around the development, thus encouraging bike-friendly and pedestrian access. Extra attention was also put towards how the adjacent pocket park and disc golf park connections would be made to the site. View fences are being added into the existing wall separating the center from the green space to bolster those connections. The northern access gate is also being moved from its current connection point in order to bolster its integration into the center and avoid entry to the rear-loading area of the grocer.

### **BUILDING DESIGN – COLOR, TEXTURE, SHADE SHADOW**

The development is designed and intended to meet the demands of the leasing community and will be compatible with the intended use of natural native materials, earth tone colors and native desert plantings. Colors and textures will complement the natural desert based palette reflective



in the adjacent land and mountain ranges. The use of shades structures will be used not only for accents, but will function to allow for the play of shadows and light for interest and contrast. Materials used throughout focus on more natural materials such as concrete, masonry, stone and concrete to allow for a textural earth tone coloration. Detail and patterns used throughout help to underline the character and enhancements of the development, further creating a look and identity consistent with the Eastmark culture.