

March 18, 2019

Lisa Davis
City of Mesa
55 N Center Street
Mesa, Arizona 85201

Re: Comprehensive Sign Plan for The Point at Eastmark – Justification and Compatibility Statement

Dear Lisa:

This narrative is to outline Evergreen's request to submit a Comprehensive Sign Plan with the City of Mesa for the upcoming shopping center, The Point at Eastmark. Our intent of the CSP is to create a cohesive sign package for all the buildings and monument signs within the Center that conforms with Section 16, Sign Standards, from the Eastmark Community Plan. After working closely with the Eastmark Design Review Committee, we have created a document that meets the sign standards for our site, which is located in the LUG D – District zoning designation.

While a Comprehensive Sign Plan isn't required for our commercial center, we felt it would be a useful document to facilitate signage requests and sign permit-processing for our retail tenants.

The result of our efforts is a Comprehensive Sign Plan that abides by the maximum building signage allowances cited in the Eastmark Community Plan, while also meeting the Design Standards in Section 11-43-2, as well as Section 11-43-2.C, with respect to minimum spacing distances between detached monument signs (from the last CSP version we discussed, one of the signs along Signal Butte Road was shifted north to meet this requirement).

Please do not hesitate to let me know if you have any questions, or if you would like any further clarifications on our Comprehensive Sign Plan. We look forward to continuing our work together with the Eastmark Design Review Committee and the City of Mesa to create a vibrant, place-making Mixed-Use Neighborhood Shopping Center.

Sincerely,



Cameron Miller
Evergreen Devco, Inc.

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Evergreen