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Project Theme

The theming of Hawes Crossing is designed to respect the history and historical uses of the land while clearly indicating a progressive character by taking material and aesthetic cues from the history and incorporating them into contemporary designs. Exhibit K, Project Theming is illustrative of the types of entry features, theme walls, materials, and style the various elements of the public areas will follow. The conceptual theming elements contain metals such as stainless steel and aluminum while painted materials primarily use the color white as a nod to the dairy uses. The theme of Milk and Metal encapsulates the materials and colors associated with the traditional use of the land while creating a contemporary palette that will allow Hawes Crossing to have a cohesive overall theme while allowing smaller development and neighborhoods within Hawes Crossing to create their own identity.



Coordinated and thoughtfully designed community theming elements add to the aesthetic of the community but also serve to set the tone for builders, identify neighborhoods within the community, and create a sense of place to set Hawes Crossing apart from the surrounding areas of the City.



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Walls, Gates, and Entry

- Compliance with Exhibits K1, K2, K3, K4, K5, and K6 from the Hawes Crossing Narrative which is on file with the City of Mesa Planning Department, related to theming designs illustrating the potential character, materials, massing, and theming for walls, gates, and Entries.
- Monumentation, theming elements, and signage will be used in concert in entry features for each of the major entrances to Hawes Crossing and land use areas to create a sense of arrival and place while identifying and differentiating the neighborhoods within Hawes Crossing. A contemporary and harmonious application of materials is encouraged for the theming elements within Hawes Crossing. Materials that are required for the theming elements in Hawes Crossing are steel, raw or painted white or neutral colors, masonry units, concrete, with a variety of finishes and aggregate sizes, and smooth stucco with white or neutral paint colors that complement the landscape environment that is envisioned within Hawes Crossing. All theming elements will require submission, review and permitting through the City of Mesa building and zoning review.
- Lots backing on to open space tracts internal to the residential areas are encouraged to use partial or full view fencing in lieu of solid walls to further expand the open feel of these neighborhood open space areas.

Non-Residential Design Guidelines

Purpose

These architecture criteria have been established to ensure that individual commercial and office environments meet or exceed the level of architectural quality and image for development within Hawes Crossing and conform to the design standards and vision.

Vision Architectural Character

- All projects in Hawes Crossing are required to have a sense of substance, permanence, sophistication, while paying homage to the traditional values of the Hawes Crossing vision.
- Continuity of architecture throughout each site is required resulting in a clear overall project design concept that is compatible with the Hawes Crossing Master Plan theme, quality objectives and the scale and use of the site.
- All project design concepts shall be compatible with their surroundings. Consideration shall be given to the character of the adjacent neighborhood and projects, climate and solar orientation.
- All buildings, structures, and improvements on the site including but not limited to main and satellite buildings, parking structures, ancillary structures, site furnishings screen and landscape walls and pedestrian plazas are required to be integrated into the overall Hawes Crossing community design concept.
- Design elements such as form, massing, detailing, colors and materials that appear arbitrary or are inconsistent with the project design concept are not acceptable.
- Retail, resort and hotel project designs may be either contemporary or traditional; however, they shall conform to Hawes Crossing community vision.
- Houses of worship, schools and other public and quasi-public projects typically serve as neighborhood focuses and are symbolically significant in the life of the community. They

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may either be contemporary or traditional; however, particular emphasis shall be focused on conformance to Hawes Crossing design philosophy.

- Substations, pumping plants and other utility and service facilities shall be designed to blend into their settings. These installations shall be as non-intrusive as possible through the use of neighborhood appropriate architectural design, materials, colors, and screening. All machinery, ancillary equipment, service connections, communication devices and any other site improvements shall meet the same standards as all other development in Hawes Crossing. Perimeter walls shall match neighborhood wall design.
- Community walls shall be designed to complement both a traditional and modern aesthetic

Height of Buildings and Structures

- The maximum total building height including but not limited to roof-mounted equipment screens, elevators, penthouses, and skylights, shall not exceed the City of Mesa Standards unless specifically modified in the Hawes Crossing Zoning Ordinance. More restrictive height limits may exist at certain locations subject to specific zoning requirements and adjacent sensitive uses, including but not limited to residential neighborhoods.

Building Massing and Form

- Building massing and form shall be appropriate for the project design philosophy, the building type, and the location of the site.
- All buildings are to be designed to be viewed from any angle.
- Large, flat, unarticulated building masses and elevations are not permitted. Fenestration and other elevation treatments are required on all elevations.
- Fenestration shall be designed to complement a building's massing consistent with the project design philosophy. Mullion patterns should provide scale and modulation that enhance the overall building design.
- Building columns shall be appropriately proportioned to provide a sense of stability and elegance consistent with the project design philosophy and the neighborhood design criteria.
- Greater articulation of the elevations is required where portions of the building are highly visible, adjacent to sensitive land uses or facing pedestrian areas.
- Human scale elements such as (but not limited to) cornices, pilasters, arcades, trellises, shading devices, additional surface details, and transparent ground floor glazing are required at pedestrian-oriented locations.

Building Entries

- Primary building entries should be obvious, inviting, appropriately scaled for the building, and consistent with the project design philosophy.
- Primary building entries shall be emphasized by design features such as columns, overhangs, recesses and roof forms that are integrated into the overall building design.
- Site and building features that create a sense of place shall be integrated into every primary building entry.

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Building Materials and Finishes

All exterior colors and materials shall conform to neighborhood color palette, be compatible with the project design philosophy and present a durable quality appearance.

- Exterior materials shall be consistently applied throughout a project.
- Stark, garish, and highly reflective colors and materials are not permitted. Sharp contrasts between colors are discouraged. Light reflectivity values (LRV) for primary and secondary colors in excess of 50% are not permitted. Hawes Crossing will consider higher LRV for trim, mullions, and miscellaneous metal where compatible with the neighborhood color palette and project design.
- Use of wood on any exposed exterior surface is strongly discouraged due to environmental conditions including extremely low humidity, high ambient summer temperatures and intense solar radiation.
- All field-applied colors require field approval prior to application.

Glazing Requirements

- The use of tinted and/or moderately reflective high-performance glazing coordinated with the project color material palette is acceptable. Lightly tinted or clear glass is also permitted.
- Highly reflective mirrored glass, opaque-appearing dark colored glass, black glass, or gold reflective glass is not allowed.
- Glazing in pedestrian areas should appear transparent from the exterior.
- Monolithic glazing may be used in special applications as an accent to the overall design but should not be used as a dominant design theme. "Glass Boxes" are not permitted except as secondary forms subject to Hawes Crossing approval.

Roof Criteria

- Flat roofing systems shall be effectively screened on all sides by the building parapet. The parapet height shall equal or exceed the height of the highest point of a flat roof.
- All built-up roofing systems, associated roof elements, and roof-mounted equipment and components shall be uniformly finished in a neutral beige or light gray color.
- All roofs and associated equipment within a project shall be the same color.
- Sloped, curved or other roof forms may be used if they are expressed as a design element, consistently applied, and are compatible with the project and Hawes Crossing design philosophy.
- Non-traditional or special purpose roof systems (i.e., tensile structures) are acceptable so long as they are well integrated into a project's design and compatible with the Hawes Crossing design philosophy.
- Asphalt composition shingles are not permitted.
- Exterior downspouts are not permitted. All rain water leaders shall be concealed and connected directly to the site storm drainage system.

Non-Residential Architectural Treatment of Buildings.

- Buildings will be designed to contribute to the larger spatial composition and identity of the overall development.

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- Brand buildings or formulaic “stand-alone” solutions that have no regard to context are strongly discouraged.
- Buildings should have a clear architectural relationship with one another, employing common high-quality building materials or architectural elements, while creating diversity and interest.
- Building design should be flexible to accommodate resource efficient change over time and permit reuse by other tenants. Highly specialized buildings suitable for only one tenant are discouraged.
- Buildings should be appropriately scaled to create pedestrian friendly and inviting public spaces.
- Building entries should be carefully placed in conjunction with the overall pedestrian pathway system.
- Building elevations should employ awnings, canopies, recesses or arcades to provide shade and shelter, and create architectural interest across the length of the building.
- Retail buildings should include transparent storefronts and display windows to create visual interest.
- Small-scaled retail is encouraged along the face or side of larger retail structures to promote diversity and promote a pedestrian scale.
- Vary exterior building walls in depth and/or direction. Building walls shall exhibit offsets, recesses, or projections with significant depth, or a repeated pattern of offsets, recesses, or projections of smaller depth in a well-integrated composition.
- Provide architectural interest at the skyline and accentuate appropriate building elements. Vary building height so that a significant portion of the building has a noticeable change in height; or roof forms are varied over different portions of the building through changes in pitch, plane, and orientation.

Mixed Use Design Guidelines and Standards for Vertically Mixed Uses

- Non-residential uses, particularly retail and service-related businesses, shall be oriented towards the street and pedestrian areas in order to activate the streetscape and further encourage pedestrian activity.
- Ground floor non-residential uses shall use glazing, patios, and other methods to create ground floor transparency for a minimum of 75% of their frontage. Sides and rear of buildings with ground floor non-residential uses shall incorporate as much ground floor transparency as possible, particularly along pedestrian routes.
- Residential units are encouraged to be located above the ground floor but when located on the ground floor (no residential units are permitted on the ground floor within 200 feet of Elliot Road in the Elliot Road Corridor) shall be placed internal to the buildings behind non-residential uses, with the exception of single-family attached.

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- Ground floor residential uses at the front of buildings are limited to lobbies, entrances for multiple units, and other public or semi-public uses and shall be allowed per ground floor mix of use standards herein and must provide transparency from the a street perspective through glazing open space or other methods for their entire frontage.
- Pedestrian activity shall be encouraged in vertically mixed-use projects by locating urban plazas, patios, courtyards, water features, pedestrian seating, gathering areas, public art, sidewalks, paths and walkways in the front and sides of buildings as well as between parking areas and main entrances to non-residential uses.
- Non-residential uses are permitted on any floor subject to residential codes, covenants, and restrictions

LANDSCAPING

1. Landscaping areas shall consist of a blend of lush and desert appropriate plant materials from the Approved Plant Palette and landscaping along the sidewalks that are adjacent to major streets or pedestrian corridors shall be arranged in patterns with an emphasis on shade and color.
2. To achieve a unified landscaped environment that is appropriate and successful for the desert climate, all development shall comply with the 'Approved Plant Palette' shown on Exhibit Q from the Hawes Crossing Narrative which is on file with the City of Mesa Planning Department.
3. A landscape plan prepared by a landscape professional such as a registered landscape architect or a qualified arborist is required for all Specific Plans, site plans and subdivision plats.

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1.1.1. Office Prototypes



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1.1.2. Commercial Prototypes



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1.1.3. Mixed-Use Prototypes



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1.1.4. Industrial Prototypes

