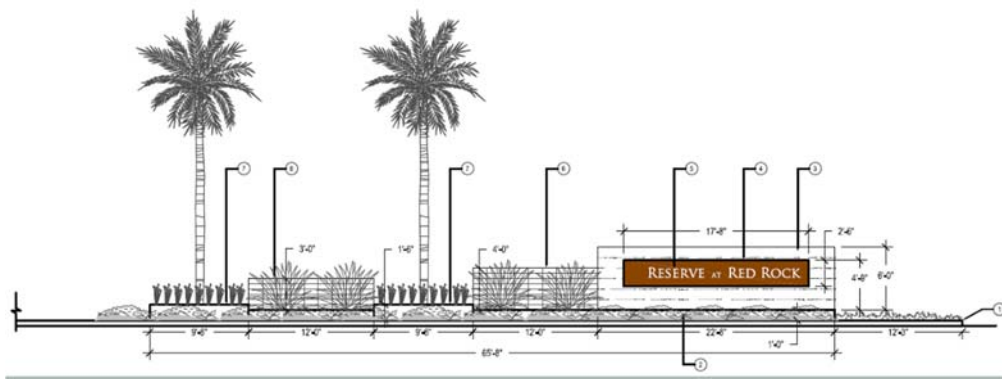
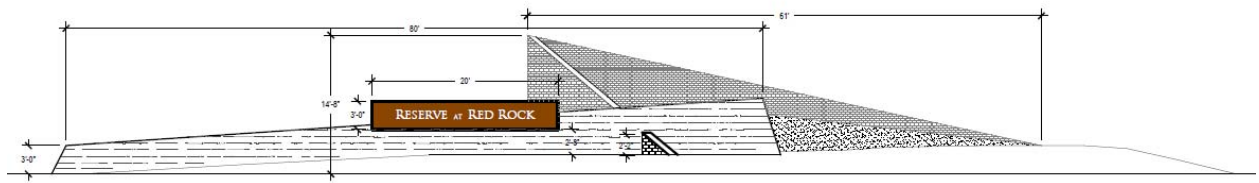


# Reserve at Red Rock

## Special Use Permit – Comprehensive Sign Plan NWC Recker Road & Thomas Road

### Project Narrative



April 13, 2020

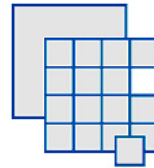
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## I. Introduction

Pew & Lake, PLC, on behalf of Blandford Homes, is pleased to submit this narrative and related exhibits in support of a Comprehensive Sign Plan Special Use Permit for Reserve at Red Rock, a proposed single-family residential community located on the approximately 132-acres at the northwest corner of Recker Road and Thomas Road. The Property, currently owned by the City of Mesa ("City"), was placed up for bid through a public auction process on March 2019, and Blandford Homes (Desert Vista 100, LLC) was the highest bidder. Blandford Homes has been working with the City on a concurrent General Plan, Rezoning/PAD, preliminary plat, and site plan review application to develop a residential Conceptual Development Plan that is representative of the high-quality resort style communities Blandford Homes is known for. In association with the land use requests, this Comprehensive Sign Plan is being submitted for approval of the sign elements for the development's entry signage and monumentation.

The Property consists of three contiguous parcels (APNs 141-39-001N, 141-39-001P, and 141-39-001M), as illustrated on the aerial map in Figure 1 below.

**Figure 1 – Aerial Map**





## II. Description

In association with the submitted PAD for Reserve at Red Rock, a Special Use Permit is being requested to accommodate modifications to Mesa Zoning Ordinance Section 11-43-10 for the subdivision entry and monument signs. The intent behind the zoning requirements for a Comprehensive Sign Plan is to provide for the establishment of signage criteria that are tailored to a specific development or location, and which may vary from specific Sign Ordinance provisions. The intent is to provide for flexible sign criteria that promote superior design through architectural integration of the site, buildings, and signs. This narrative and the submitted drawings demonstrate the superior design in the proposed signage, which comply with the applicable criteria for Special Use Permits.

The proposed requirements provided below and drawings submitted with this application shall replace, and modify where applicable, the City regulations for Subdivision Entry Signs:

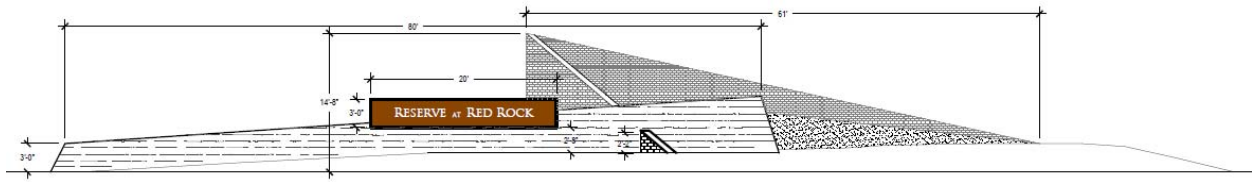
1. No more than two (2) entries to the Reserve at Red Rock community and the Thomas Road and Recker Road intersection corner may display a sign, as follows:
  - a. Each community entry is limited to either:
    - (i) Two (2) wall-mounted, single face signs; one (1) on each side of the entry; or
    - (ii) One (1) double-faced monument sign located in a center island median that is oriented so the long axis is perpendicular to the intersecting street consistent with the drawings submitted with this application.
  - b. At the northwest corner of Thomas Road and Recker Road, one (1) community monument sign is permitted.
2. Each sign shall not exceed sixty (60) square feet of sign area.
3. Signs shall be located on private property, and not within the public right-of-way (Section 11-43-10.A.4). Since the roadways planned for Reserve at Red Rock are private, signs will be permitted in the entry landscape medians after consideration of required sight distance.
4. To maintain consistency with the unique architecture and building form, the sign copy is horizontal in nature and therefore can exceed the typical horizontal-to-vertical ratio of 2:1 in accordance with the drawings submitted with this request (modifying Section 11-43-3 and 11-43-2.C.2.a).
5. The height of all signage shall not exceed fifteen (15) feet in height as measured from the top of the adjacent curb, subject to the incorporation of embellishments as provided in the submitted architectural monument sign drawings (modifying Section 11-43-2.d).
6. The two community entry signs and the corner community monument sign described in the above item number 1 may be illuminated only by the use of backlit halo lighting, downcast exterior illumination, and/or external low voltage accent uplights. Interior illumination through a translucent panel is prohibited. Accent uplights shall be low voltage and provide a shielded light source. The uplights shall not directly illuminate

beyond the sign, monument or associated wall structure. Lighting installation shall comply with the City of Mesa lighting and electric code.

7. Signs shall consist of low-maintenance materials, such as metal, concrete or block.
8. For any differences between these standards and the signage drawings submitted with this request, the least restrictive shall be interpreted to prevail.

The proposed signs are consistent with the Design Standards for permanent signs as outlined in the Mesa Sign Ordinance. The signage design is unique, artistic and will incorporate the high-quality design features associated with the architectural character and theming of the Reserve at Red Rock community, as outlined in the PAD for the Property. The proposed community entries and monument sign structures are composed of a tastefully colored board-form concrete material with a slump block accent structure, which are integrated into the surrounding style of the natural landscape materials, hardscape, and topography. The submitted plans indicate that the sign panels will be of colored metal material or similar materials of the same quality. Signage letters will be made of raised metal material suitable to the scale of the signage and for legibility from vehicles on the adjacent streets. The below imagery represents the conceptual design of the community entries and community monument sign.





In support for the above sign criteria, the Property contains a variety of natural features that pose constraints to development, such as the floodplain and jurisdictional delineated wash that crosses through the middle of the site at an irregular angle. Further, the site has sloping conditions, and in many places, shallow bedrock, which present additional limitations to development of structures onsite. Nonetheless, the design of the entry signage embraces the site's natural features and works with the limitations to provide a distinct and quality design that will benefit the community.

### III. Conclusion

Reserve at Red Rock is envisioned as a high level gated resort-lifestyle residential community that is designed with awareness and appreciation for the unique site conditions and surrounding area. Blandford Homes has established itself as a high-quality builder that is known for its thoughtful craftsmanship, superior design, and its attention to detail. These qualities are incorporated into the entry sign and monument plans, which will create an essential component of the Reserve at Red Rock's design character.