

# PROJECT NARRATIVE OUTLINE FOR SPECIAL USE PERMIT



To whom it may concern,

The purpose of this project narrative is to provide background information needed to apply for a Temporary Use Permit through the City of Mesa with the intent of hosting Mesa Cars & Coffee (The event), a free public car show cruise-in, in the parking lot of Dana Park (1822 S. Val Vista Dr. Mesa, AZ 85204) once (1x) per month on the 3<sup>rd</sup> Saturday 7am-10am from September thru April, with a total not exceeding eight (8x) events per calendar year.

Mesa Cars & Coffee has become a favorite morning gathering place for local car enthusiasts in The East Valley now for years, as well as a great place for families and others looking to enjoy a fun place to make memories at. Arizona Car Shows, LLC has successfully held car shows in Mesa since 2019 with no public disruption, and even previously held a Special Use Permit at another location from 2021-2023 for this same event. The approval of this SUP will enable the event to support our community further by ensuring the approval of the operation dates in advance, with accompanying special event license approval per event date.

The event is held at Dana Park, located between U.S. 60 and Baseline Rd on the West side of Val Vista Dr, in a 70-acre shopping center parking lot which is clear of any residential property to the east and west by over 900ft. The event does not significantly alter the property as vehicles use the parking lot as intended during the event. Cones, caution tape, and stationary vehicles acting as mitigation barriers are utilized to create the perimeter and control traffic for the event. Local business sponsors support the event to provide a community-engaging activity for the public. A small section of spaces is used for their booth tents (10'x10') in one corner of the site. The total number of tents is typically only 3-10 total. Temporary trash cans are utilized to prevent litter from attendees, with large dumpsters onsite for final disposal. Restroom use is granted from several nearby locations on the property.

Please review the information as provided in the application and kindly reply if there is anything additional needed or any further questions.

Thank you,

Matt Jackson

Founder/ Event Manager

[www.MesaCarsAndCoffee.com](http://www.MesaCarsAndCoffee.com)