

Narrative:

Avalon Development plans to build a retail center, named Avalon Ranch, on 12.04 acres of land located at the Southeast corner of Power Road and Elliot Road in the City of Mesa, Arizona. Avalon Ranch is designed as a unique retail development offering a variety of shopping, dining, and fitness experiences. The overall site design concept results in an integrated shopping environment that enhances the surrounding residential and light industrial/commercial developments.

All tenant signs within Avalon Ranch must be compatible with the standards outlined in this Comprehensive Sign Plan. The purpose of the sign standards is to ensure an attractive environment and to protect the interests of the surrounding neighborhood, owner, and tenants within the development. Conformance will be strictly enforced, and any installed non-conforming or unapproved signs will be brought into conformance at the sole expense of the tenant. Before designing signs, all tenants will receive a copy of these signage standards. Tenants may only utilize space on monument signage included within this CSP, instead of constructing additional monument signs. Sign plans submitted to the owner's representative for approval must conform to these standards. The owner's representative may administer and interpret the criteria as it applies to signage designs. All signs must be approved in writing by the owner's representative prior to application to the City of Mesa for permitting.

Where this Comprehensive Sign Plan does not provide criteria, the City of Mesa Development Services Department Sign Code will have precedence.

Conformance:

The Comprehensive Sign Plan (CSP) and the corresponding signage designs, submitted herein by Trademark and Avalon Development, comply with all stated sign ordinances in Title-11: Article-5. The primary purpose for the Comprehensive Sign Plan is to ensure consistency and quality throughout the development for the owner and all current, future, and prospective tenants.

Comprehensive Sign Plan (CSP) Compatibility with Avalon Ranch's Architectural Design:

With a deep appreciation for the importance of placemaking and a desire to create authenticity through thoughtful building design, Avalon Development conceived Avalon Ranch. Avalon Development created Avalon Ranch to form an architectural design that utilizes authentic materials and established architectural directives to achieve an elevated design standard. The Comprehensive Sign Plan (CSP) and the corresponding signage designs, submitted herein by Trademark and Avalon Development, have been entirely conceived with Avalon Ranch's architectural design in mind. The proposed signage designs follow the warm modern building style presented on the approved elevations with a material palette that reinforces this building style. The materials specified in the CSP were selected from the approved Avalon Ranch design palette.

11-46-3 Comprehensive Sign Plan (CSP) required findings:

3. The proposed signage incorporates special design features such as lighting, materials and craftsmanship, murals, or statuaries that reinforce or are integrated with the building architecture.

Response: The same care and attention to detail given to Avalon Ranch's site planning and building design principles is applied to Avalon Ranch's Comprehensive Sign Plan and designs herein. Consistent with the design guidelines for Avalon Ranch, the overall signage design combines a warm modern aesthetic with touches modern materials to produce a consistent collage of signs that tastefully inform, delight, and stimulate visitors to the project while fitting in seamlessly with the built environment. The proposed signage is elevated in both materials and creative design and includes a number of special features to achieve an elevated aesthetic.

SUP Review Criteria 11-70-5:

a. Approval of the proposed project will advance the goals and objectives of and is consistent with the policies of the General Plan and any other applicable City plan and/or policies:

Response: The Mesa 2040 General Plan Character Area designations on the subject site are Mixed Use Activity and Employment. This request for a Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP) is consistent with the designated General Plan Character Areas. Avalon Ranch meets the goals and implements the purpose and intent of the Mixed Use Activity character area, and approval of the proposed Comprehensive Sign Plan will advance the goals and objectives of the General Plan.

b. The location, size, design, and operating characteristics of the proposed project are consistent with the purposes of the district where it is located and conform with the General Plan and with any other applicable City plan or policies;

Response: Avalon Ranch meets the goals and implements the purpose and intent of the Mixed-Use Activity character area. The location, size, design, and operating characteristics of Avalon Ranch and the proposed Comprehensive Sign Plan are consistent with the purposes of the district and conform with the General Plan.

c. The proposed project will not be injurious or detrimental to the adjacent or surrounding properties in the area of the proposed project or improvements in the neighborhood or to the general welfare of the City; and

Response: This project will not have any detrimental effect to the surrounding properties or neighborhoods. Instead, it will provide a vibrant new development that will bring additional value to the area.

d. Adequate public services, public facilities and public infrastructure are available to serve the proposed project.

Response: All the above items will be in place for this project.