



NAVONA MULTI-FAMILY RESIDENTIAL

Project Narrative

Project Name:

NAVONA MULTI-FAMILY RESIDENTIAL

Site Address:

10141 E Williams Field Rd, Mesa, AZ 85212

Applicant:

Signs of the Times Inc. on behalf of Toll Brothers (Owners of NAVONA)

General Plan & Planning Sub-Area

The Mesa 2050 General Plan Place type designation for this property is **Mixed Residential** with an **Evolve Growth Strategy**. The property is also located within the **Mesa Gateway Strategic Development Plan** area. The proposed signage supports the goals of both plans by creating a sense of place and clear site identification for residents, visitors, and emergency services, and supports the ability for people to live, work, and play within the area.

Zoning

The subject site is zoned **Planned Community (PC)** and is governed by **Development Unit 1 of the Avalon Crossing Community Plan** (Ord. 5523; Case Nos. ZON22-00338 & ADM22-00399). Multiple residence uses are permitted in this PC District and all permanent signage must be reviewed and approved through either a **Master Comprehensive Sign Plan** or an **Individual Comprehensive Sign Plan (CSP)**. At this time, no CSP has been approved for this site.

This application serves as an **Individual Comprehensive Sign Plan** for NAVONA Apartments within Avalon Crossing.

Proposed Signage

NAVONA Apartments proposes the following permanent signage for the site:

1. One (1) 8 ft tall Freestanding Monument Sign (originally approved under PMT24-16154)
2. One (1) 5 ft tall Freestanding Monument Sign
3. One (1) Entry Canopy Sign located above the Leasing Office

These signs will use premium aluminum construction with wood veneer finishes, LED illumination, and colors and materials that complement the architectural design of NAVONA and the Avalon Crossing Community Plan.

Sign Standards Table

Sign Type	Number of Signs	Max. Height	Max. Sign Area (SF)	Illumination	Materials
Freestanding Monument 1	1	8 ft	10.20 SF	LED	Aluminum, Acrylic, Wood
Freestanding Monument 2	1	5 ft	3.95 SF	LED	Aluminum, Acrylic, Wood
Entry Canopy Sign	1	16.32 ft (mounting height)	~8.5 SF	LED	Aluminum, Acrylic, Wood

Baseline Sign Standards

Attached and Detached Sign Allowances per Development:

Attached and Detached Sign Allowances per Development			
Max. Number of Permitted Signs (1)	Sign Area Calculation	Max. Height	Additional Requirements
2 signs per street front, attached or detached	1 sq. ft. of sign area per 5-lineal feet of street frontage up to a max. of 32 sq. ft.	8-feet detached	Illumination is allowed if the sign is adjacent to an arterial or collector street. (2)

The NAVONA Apartments signage uses MZO Table 11-43-3-B as a baseline for permanent detached sign standards.

Deviation:

All ground signs deviate from the base width requirement due to engineering requirements. ASA engineering allows for a single post design, not multiple posts. Therefore, the sign structures use one durable post, not a 75% or 33% base width per MZO Section 11-43-2-C.

Sign Locations

- 8 ft Monument: Main entry drive off E Williams Field Rd
- 5 ft Monument: Secondary entry off internal access road
- Entry Canopy Sign: Above the main Leasing Office entrance

A full sign location plan is included in the submitted CSP packet.

Required Findings for Special Use Permit (SUP)

(Per MZO Section 11-70-5(E))

1. **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 NAVONA signage complements the site's design and branding and aligns with the Mesa 2050 General Plan and the Mesa Gateway Strategic Development Plan.
2. **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 any other applicable City plan or policies.**
Response: The NAVONA site is zoned PC within Avalon Crossing. The location, size, design, and signage conform with the Community Plan standards.
3. **The proposed project will not be injurious or detrimental to the adjacent or surrounding properties in the area, nor will the proposed project or improvements be injurious or detrimental to the neighborhood or to the general welfare of the City.**
Response: The signage is appropriately scaled and will not negatively impact surrounding properties.
4. **Adequate public services, public facilities and public infrastructure are available to serve the proposed project.**
Response: The project has adequate services, utilities, and infrastructure. The signs do not impact public facilities or infrastructure.

Required Findings for Comprehensive Sign Plan (CSP)

(Per MZO Section 11-46-3(D))

1. **The development site contains unique or unusual physical conditions, such as topography, proportion, size, or relation to a public street that would limit or restrict normal sign visibility.**
Response: The site is within a large master-planned community with multiple access points, requiring clear monument signs for site visibility.

2. **The proposed or existing development exhibits unique characteristics of land use, architectural style, site location, physical scale, or distinguishing features that represent a clear variation from conventional development.**

Response: NAVONA's modern multi-family design and site scale require custom signage that integrates with the building architecture and branding.

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

Response: The signs use premium aluminum construction, wood veneer finishes, and LED illumination that match the building's architectural style and enhance the residential community character.

Conclusion

The wood veneer finish on the canopy sign has been updated to match the other sign sheets for consistency.

The proposed NAVONA Comprehensive Sign Plan:

- Complies with the Mesa Zoning Ordinance and Avalon Crossing Community Plan
- Establishes clear, cohesive signage standards for the development
- Reinforces the architectural design and creates a sense of place
- Supports site identification for residents, visitors, and public safety

We respectfully request approval of this Individual Comprehensive Sign Plan for NAVONA Apartments.

**Sincerely,
Signs of the Times Inc.
On behalf of Toll Brothers**