

GATEWAY AUTO MALL

DESIGN GUIDELINES



HORNE

Bowman



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architecture + planning



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1.0 Project Vision

The following chapter will include:

- 1.1. Introduction
- 1.2. Vision Board
- 1.3. Project Overview

1.1 Introduction



The Gateway Auto Mall is a landmark development strategically located at the intersection of AZ State Route 24 (Gateway Freeway) and Signal Butte Road in the City of Mesa, Arizona. This mixed-use project is composed of two distinct districts—the Auto Mall District and the Commercial District—that combine to create a dynamic and innovative environment. The design of the Gateway Auto Mall focuses on blending high-quality automotive sales with a vibrant and engaging retail experience, all within a cohesive development framework.

The design guidelines set forth in this document aim to establish a consistent and visually appealing character across both districts, ensuring a seamless integration of modern architectural elements with the natural desert landscape. The guidelines emphasize the importance of creating functional and aesthetically pleasing spaces that enhance the customer experience, foster pedestrian activity at the retail district, and reflect the traditions of Mesa’s design vernacular.

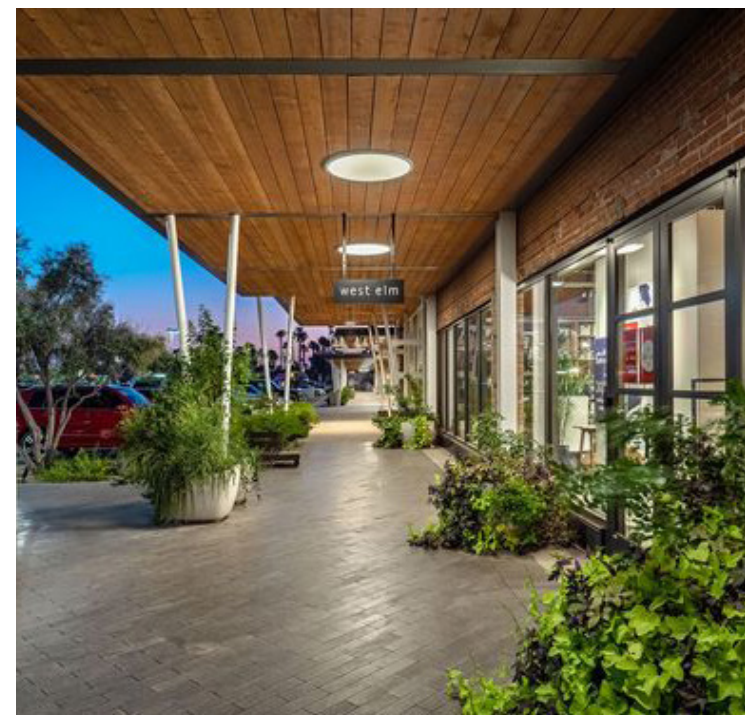
Through thoughtful consideration of landscaping, hardscape materials, site amenities, and furnishings, the Gateway Auto Mall will create an inviting and contemporary atmosphere that caters to both the automotive and retail sectors. These guidelines will serve as a comprehensive framework to guide the development’s design and implementation, ensuring that Gateway Auto Mall becomes a prominent and enduring destination in the region.

These Design Guidelines were developed to ensure that the Gateway Auto Mall achieves a visually appealing result through standards for color schemes, materials, and landscaping while complying with local zoning laws, building codes, and environmental regulations.



1.2 Vision

Gateway Auto Mall is strategically located at the intersection of AZ State Route 24 (Gateway Freeway) and Signal Butte Road in the City of Mesa, AZ. This development includes the Auto Mall District and the Commercial District, offering a dynamic environment that balances high-quality automotive sales experiences with vibrant retail spaces.



1.3 Project Overview

The Gateway Auto Mall, located at the intersection of AZ State Route 24 and Signal Butte Road in Mesa, Arizona, is a mixed-use development designed to serve both automotive dealerships and retail businesses. Split into two distinct districts—the Auto Mall District and the Commercial District—the development balances high-quality automotive sales with vibrant retail spaces. Each district is designed to meet its unique functional needs while maintaining a cohesive and modern aesthetic throughout the site.

These design guidelines provide a comprehensive framework for creating a unified, visually appealing environment that supports both districts. The Auto Mall District focuses on vehicle displays, service areas, and customer amenities, while the Commercial District encourages pedestrian activity with outdoor seating, courtyards, and shaded walkways. Together, these districts create an inviting, sustainable destination that enhances the experience for visitors and businesses alike.



1.3.1 Auto Mall District

The Auto Mall District is located north of the channel that splits the property from east to west. The district is currently comprised of four parcels of land and is nearly forty acres in size. Additionally, there is another twenty-seven acres of land that is currently in unincorporated Maricopa County that could potentially be annexed into the City of Mesa and would be included as part of this district.

Site Breakdown

All proposed building SF is conceptual in nature and subject to change. Pads may be combined, split and reconfigured for greater flexibility based on individual dealer needs and requirements.

PAD A: 5.33 AC - Conceptual Dealership consisting of 32K SF of building space

PAD B: 5.24 AC - Conceptual Dealership consisting of 28K SF of building space

PAD C: 10.16 AC - Proposed Hyundai Dealership consisting of 54K SF of building space

PAD D: 19.03 AC - Conceptual Dealership consisting of 107K SF of building space; potential to be split into two dealerships

Future Dealership Area - The future dealership area is not shown below and requires annexation to the City of Mesa. The total area is approximately 27.06 AC.

1.3.2 Commercial District

The Commercial District is located on the NW and NE corner of Signal Butte Road and Pecos Road. The plan as shown is conceptual in nature and subject to change pending end users and the formal development process. What is shown is for illustrative purposes only. Final building PADS area and location is subject to change.

Site Breakdown

West Site Area: 4.03 AC

East Site Area: 12.54 AC

See Section 2.5 District / Pad Plan for district boundaries.

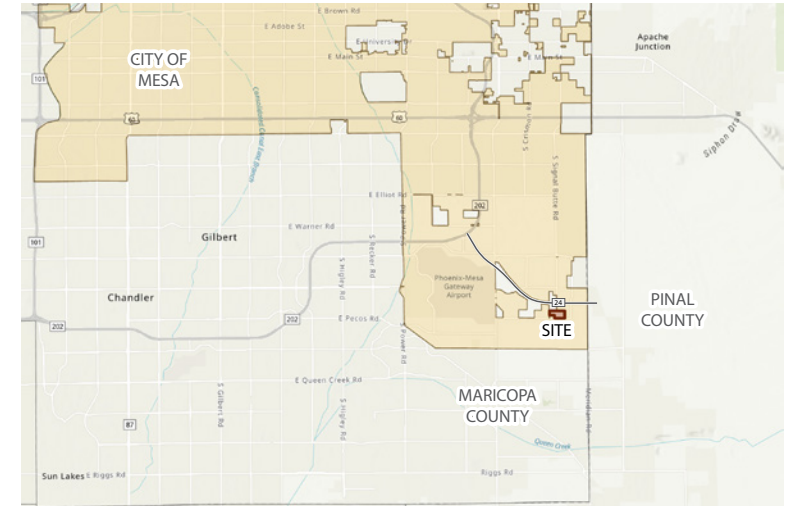
2.0 Site Information

The following chapter will include:

- 2.1. Vicinity Map
- 2.2. Illustrative Site Plan
- 2.3. Vehicular Circulation Exhibit
- 2.4. Pedestrian Circulation Exhibit
- 2.5. District / Pad Plan Exhibit (w/ lot area calculations)

2.1 Vicinity Map

The site is located on an approximate 60-acre parcel just east of the Phoenix-Mesa Gateway Airport. The site is bound on the north by State Route 24, East Pecos Road on the south and 222nd St. on the west. This significant convergence of primary freeways and roads offers ideal visibility and accessibility, making it a perfect location to attract a diverse range of customers.



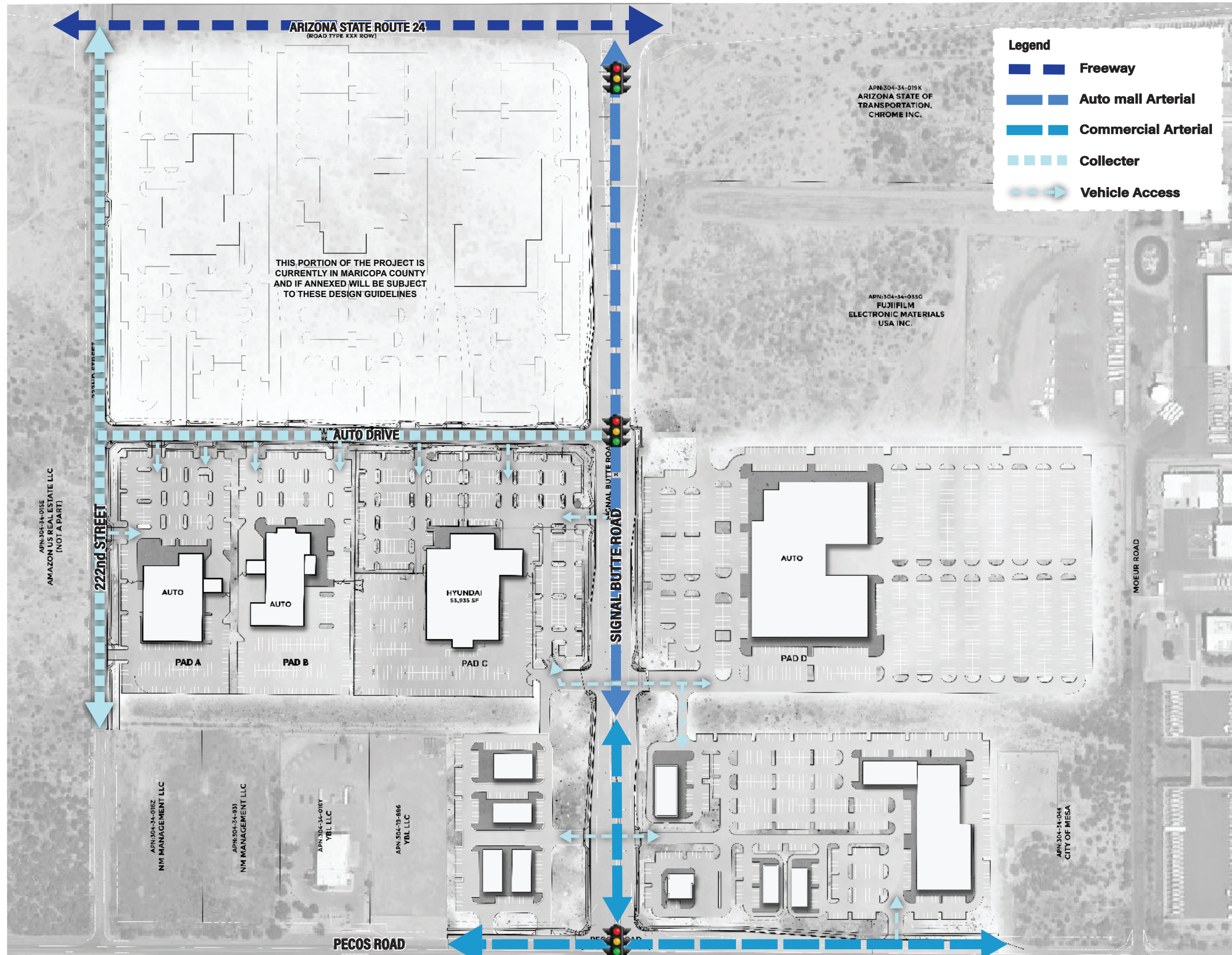
Regional Map



2.2 Illustrative Site Plan



2.3 Vehicular Circulation

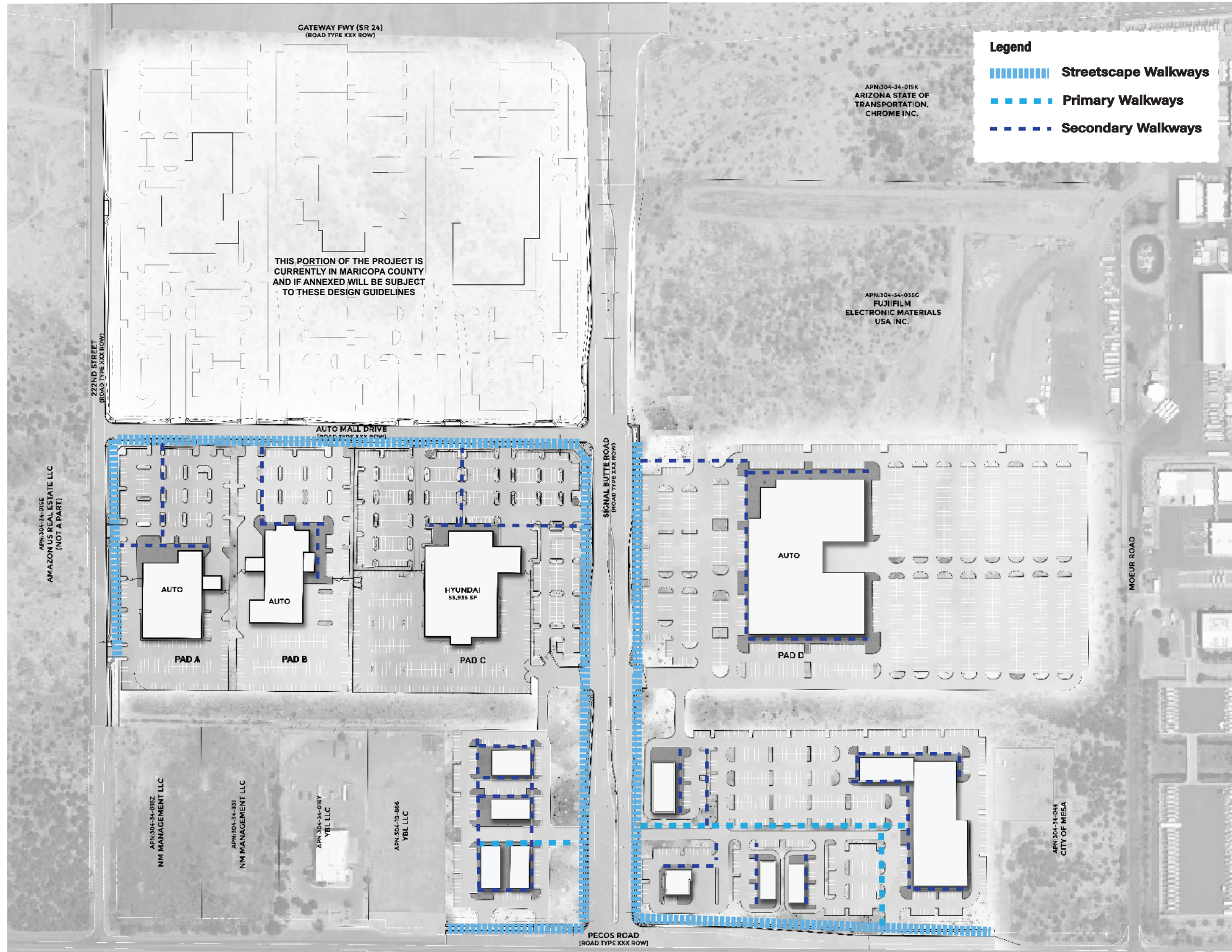


Vehicular circulation within the Gateway Auto Mall is designed to prioritize safety, efficiency, and ease of access for both the Auto Mall District and the Commercial District. The layout ensures smooth traffic flow throughout the site, with clearly defined routes for customers, service vehicles, and delivery trucks. Entrances and exits are strategically placed to allow easy access from surrounding roads, particularly AZ State Route 24, Signal Butte Road, and Pecos Road minimizing congestion at key intersections.

In the Auto Mall District, vehicle display areas are prominently positioned near primary circulation routes, maximizing visibility while maintaining clear, unobstructed paths for customer and service vehicles. Service drop-off areas are carefully located to facilitate quick and easy access without disrupting other vehicular traffic. The Commercial District is designed with drive aisles and ample parking areas that allow for smooth circulation and easy navigation between shops and restaurants. Shared access points between the two districts further enhance connectivity and minimize potential traffic conflicts.

See Section 5.6 Streetscapes for treatments of the collector, arterial, and freeway frontages.

2.4 Pedestrian Circulation



Pedestrian circulation in the Gateway Auto Mall is focused on creating a safe, comfortable, and accessible environment for visitors moving within the Commercial District and within individual dealerships of the Auto Mall District. The design emphasizes clearly marked walkways, shaded paths, and pedestrian-friendly crossings that connect key areas of the development. Ample sidewalks and designated pedestrian zones encourage foot traffic and support the overall walk-ability of the site.

In the Commercial District, walkways link outdoor seating areas, courtyards, and retail storefronts, promoting a vibrant and active pedestrian experience. Shaded paths and gathering spaces enhance comfort, while well-lit, visually clear routes ensure safety for visitors at all times of day. In the Auto Mall District, pedestrian movement is seamlessly integrated with vehicle display areas, allowing for easy access to both service zones and sales areas without interrupting traffic flow. The overall circulation design fosters a balance between pedestrian comfort and vehicular efficiency across the entire site.

The proposed walkway network follows a hierarchical structure to establish clear connectivity throughout the site based on:

- Streetscape Walkways
- Primary Walkways
- Secondary Walkways

2.4 Pedestrian Circulation

Streetscape Walkways

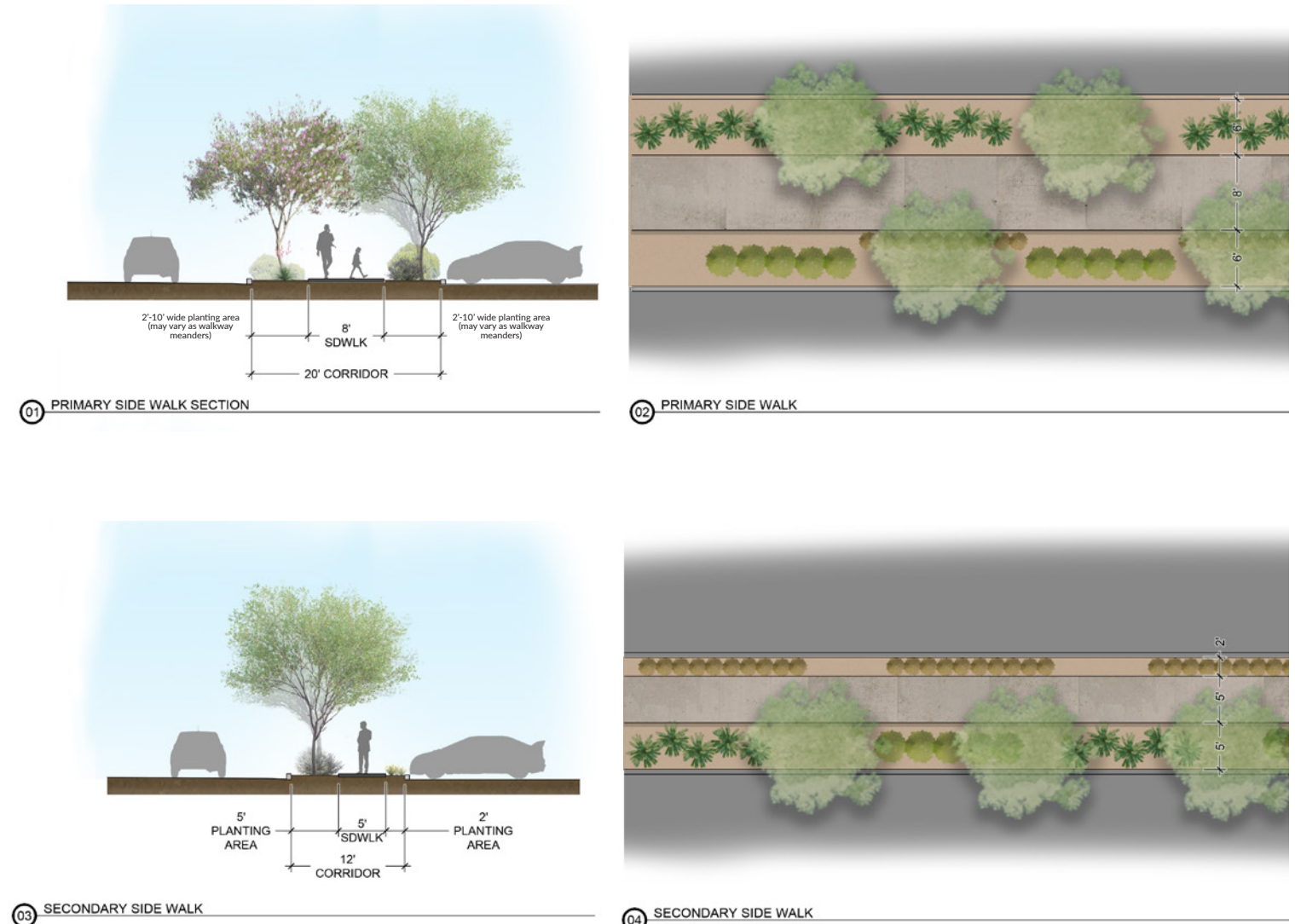
Streetscape Walkways are the primary pedestrian routes along roadways (Pecos Rd., Signal Butte Rd. Auto Mall Dr. and 222nd St.), forming the top tier of the pedestrian network. These walkways provide the main pedestrian connection between sites along the street network. They provide a strong visual identity and enhance pedestrian experience with consistent paving materials, and the opportunity for alternative compliance pedestrian nodes (defined in streetscape section), and ample shading.

- **Material:** Grey broom-finish concrete with intermittent textured concrete (etched, sand blasted, exposed aggregate, colored, or similar) in designated areas to provide texture and visual interest. Where these walkways cross roadways or drive aisles, they shall incorporate etched concrete or a contrasting paving finish such as concrete pavers or colored and stamped concrete to enhance pedestrian visibility and safety. Such specialty paving alternatives are intended for private property only and shall not be included in public R.O.Ws.
- **Width:** A continuous minimum width of 8 feet to accommodate high pedestrian traffic.
- **Amenities:** Public seating, trash receptacles, and gathering spaces shall be incorporated at a minimum of every 500 feet to encourage rest and social interaction.
- **Shading:** A minimum of 50% coverage provided by trees, shade structures, or architectural elements. Shade can be cumulative as measured from 10am-3pm on the summer solstice.
- The Streetscape Walkways adjacent to the Auto Mall District may incorporate additional alternative compliance measures such as pedestrian nodes at a greater occurrence than the 1/500 linear feet noted above. For each additional node providing seating area for up to 4 persons the overall walkway shading requirement may be reduced by 20%.
- **Landscape Integration:** These walkways will be lined with trees and structural cacti vegetation, selected based on their ability to provide a consistent look and feel while complementing the site's overall landscape strategy.

Primary Walkways

Primary Walkways provide direct, high-use pedestrian connections between key destinations such as retail storefronts, building entries, plazas, and communal gathering spaces. They are designed for both functionality and pedestrian comfort.

- **Material:** Grey broom-finish concrete to maintain consistency with the overall pedestrian network.
- **Width:** A minimum of 8' to allow comfortable two-way pedestrian traffic. The 8'-wide primary walkway may meander within the 20'-wide corridor. But, a minimum of 2'-width shall be provided except in areas where adjacent pedestrian connections are made. Total width of combined planting area within the 20'-wide corridor shall be 12'.
- **Shading:** A minimum of 50% shade coverage provided by landscaped elements along the path. Shade can be cumulative as measured from 10am-3pm on the summer solstice.
- **Pedestrian Crossings:** Where these walkways cross drive aisles or parking lot circulation routes, they shall use contrasting paving materials, texture, or color to differentiate them from vehicular areas and enhance pedestrian safety.

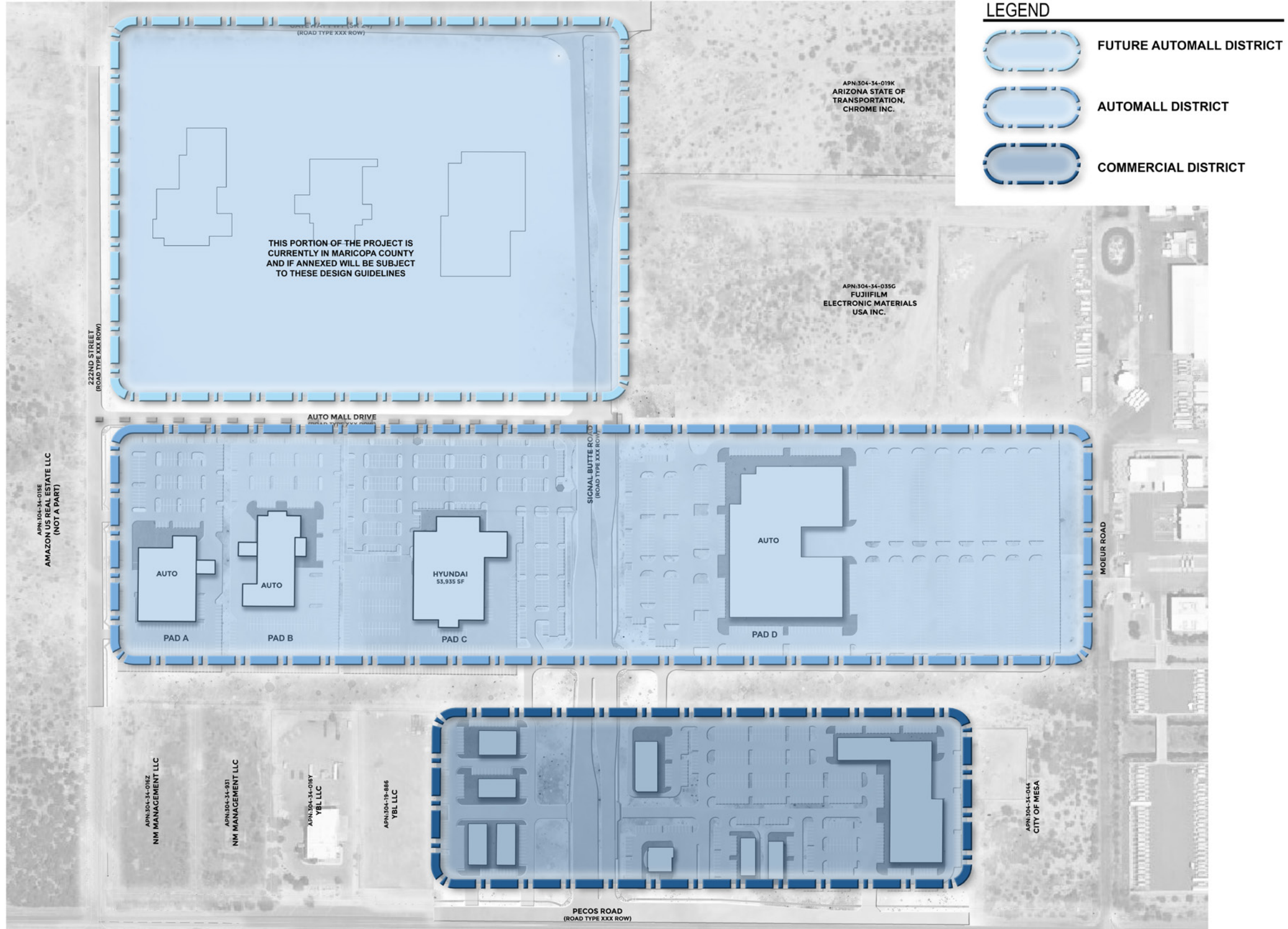


Secondary Walkways

Secondary Walkways are localized pathways that provide access to individual businesses, parking areas, and service entrances while maintaining a cohesive pedestrian experience throughout the site.

- **Material:** Grey broom-finish concrete to ensure visual continuity with Primary Walkways.
- **Width:** The 5'-wide secondary walkway may meander within the 12'-wide corridor. Total width of combined planting area within the 12'-wide corridor shall be 7'.
- **Shading:** A minimum of 50% shade coverage, achieved through trees or adjacent building overhangs. Shade can be cumulative as measured from 10am-3pm on the summer solstice.
- **Crosswalk Differentiation:** Where these walkways cross drive aisles, they shall be visually distinct from the roadway through the use of textured or colored paving materials.

2.5 District/Pad Plan



LEGEND

- FUTURE AUTOMALL DISTRICT
- AUTOMALL DISTRICT
- COMMERCIAL DISTRICT



3.0 Architectural Design Guidelines- Auto Mall District

The following chapter will include:

3. ARCHITECTURAL DESIGN GUIDELINES-AUTO MALL DISTRICT

- 3.1 Vision and Styles
- 3.2 Materials and Colors
- 3.3 Design Elements and Requirements
- 3.4 Key Architectural Considerations

3.1 Auto Mall District Vision and Styles

The Gateway Auto Mall District will present an architectural character that creates a forward-looking development catering to the tastes of today's consumer. This will be achieved through attention to scale, building placement and quality materials.

Auto dealership architecture will feature brand-forward design, relying on the cutting-edge look of today's top car manufacturers with no particular emphasis on any one style. Given the importance of allowing auto makers to present an entire design ethos in their showroom designs, it will be important to give generous latitude to established brand elements.

A survey of recent auto dealerships throughout the country reveals many common elements that make this building type among the most contemporary in commercial environments.

Some common elements found in dealership design are:

- Boldness
- Simplicity
- High Visibility
- Void of Historical Reference
- Focus on Product (Vehicles)
- Brand-Forward Design

Dealership buildings appeal to a public fascination with automobiles and the excitement of motorized travel.



3.2 Auto Mall District Materials and Colors

The Gateway Auto Mall District will allow for a wide range of materials and colors that support the overall vision and style of the individual dealerships.

Materials which support the contemporary style of dealerships are listed below. Materials not listed here will be considered on a case by case basis.

Material Choices which are encouraged for dealerships include:

- Stucco
- Panelized Metal or Aluminum Panels (ACM)
- Painted or Natural Metal Surfaces
- Textured or Ribbed Metal
- Integral Colored Masonry
- Stone Veneer-Natural or Synthetic
- Painted Masonry (in non-public areas)
- Glass-Clear, Tinted or Frosted
- Storefront Systems
- Metal Accents

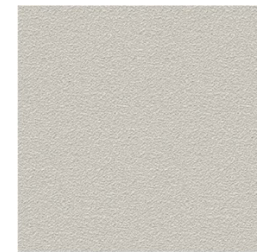
Each dealership is required to provide at least two different wall surface materials in addition to glass at windows and storefronts. If the design does not have the minimum number of varied wall materials, dealerships are allowed to propose an alternative design substitution from the following list for compliance.

Alternative Compliance Substitutions:

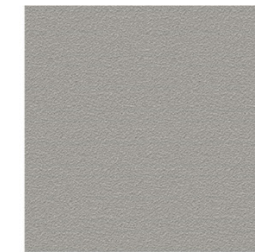
- Freestanding Shade Elements
- Landscaped Pots in Exterior Public Areas.
- Specialty Paving at Building Entries
- Specialty Paving at Dealer Driveway Entries
- Other Creative Solutions to Enhance the Public Realm

Brand colors common to individual auto makers are expected and encouraged to promote brand recognition. Material colors should present a balance between warm and cool neutrals to avoid a monolithic appearance. Examples of acceptable brand accents include high gloss metals in chrome, silver, black and white as well as custom colors that are specific to an automaker or dealer identity.

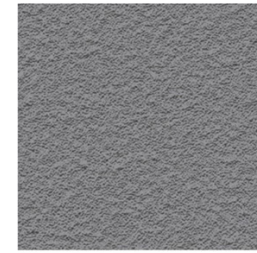
Images shown are representative materials and colors only and are not intended to be regulated standards.



Warm White Stucco
Medium Texture



Medium Grey Stucco
Medium Texture



Cool Grey Stucco
Medium Texture



Charcoal Grey Stucco
Medium Texture



Integral Colored Block
Pebble
Honed or Split Face



Integral Colored Block
Charcoal
Honed or Split Face



Painted CMU Masonry
Neutral Colors



Stone Veneer
Buff Limestone Honed/Smooth



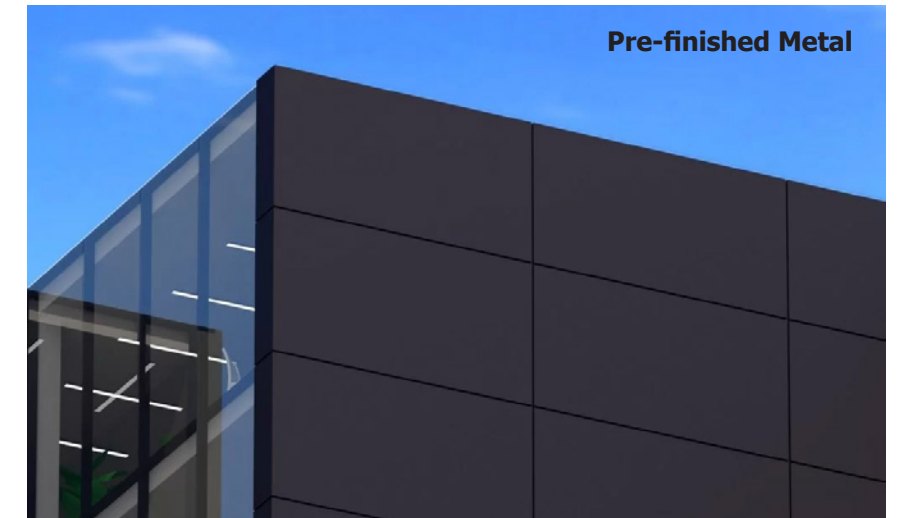
Storefront Metal
Clear Anodized



Storefront Metal
Dark Bronze Anodized



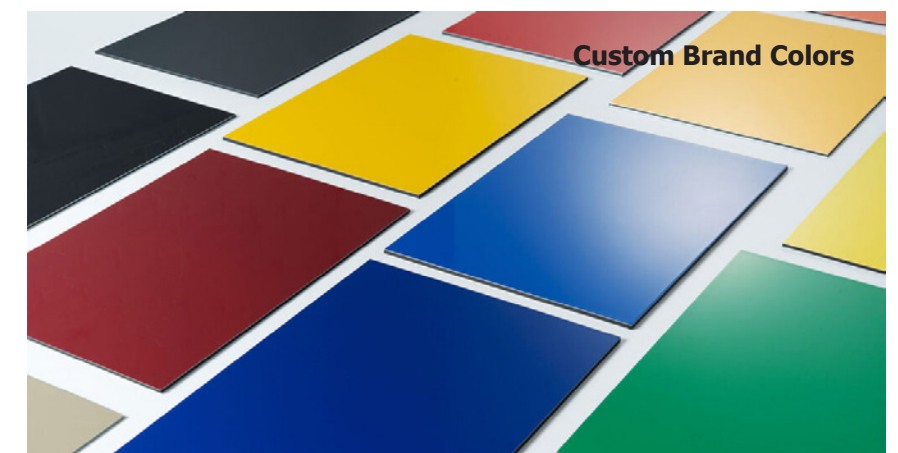
Storefront Glass
Clear or Tinted



Pre-finished Metal



ACM Panels



Custom Brand Colors



Textured Metal



High Gloss Metals

3.3 Auto Mall District Design Elements

The Gateway Auto Mall District is expertly focused on featuring brand and products. This will result in mostly contemporary presentations from which several major design elements arise.

TRANSPARENCY

Transparency is a necessary component of showroom design, acting as a kiosk for product placement and making an inviting statement to buyers. This need for high visibility requires that showroom glass should not be darkened or otherwise obscured by arcades, canopies or other overhead elements, allowing customers full visual access to the product displays.

STRONG, IDENTIFIABLE BUILDING ENTRIES

Additionally, these showrooms have strong entry identification to aid with orientation. Brand elements and strong signage placement state the purpose of the building and create an unmistakable destination. A strong entry will contrast with the surrounding wall surfaces and create a noticeable change in scale, mass, material or color.

VARIED PARAPET HEIGHTS

Dealership Service and Administration areas are typically housed in separate or adjoining buildings which allow for a play of varying parapet heights with the main showroom building.

FINISHED SOFFITS

Overhangs and covered walkways should have a finished appearance from beneath through either complimentary color and/or material compatibility with adjacent wall surfaces.

MASS/VOID

Buildings will present a large-scale play of mass and void forms, resulting in designs that are simple, identifiable and clean.

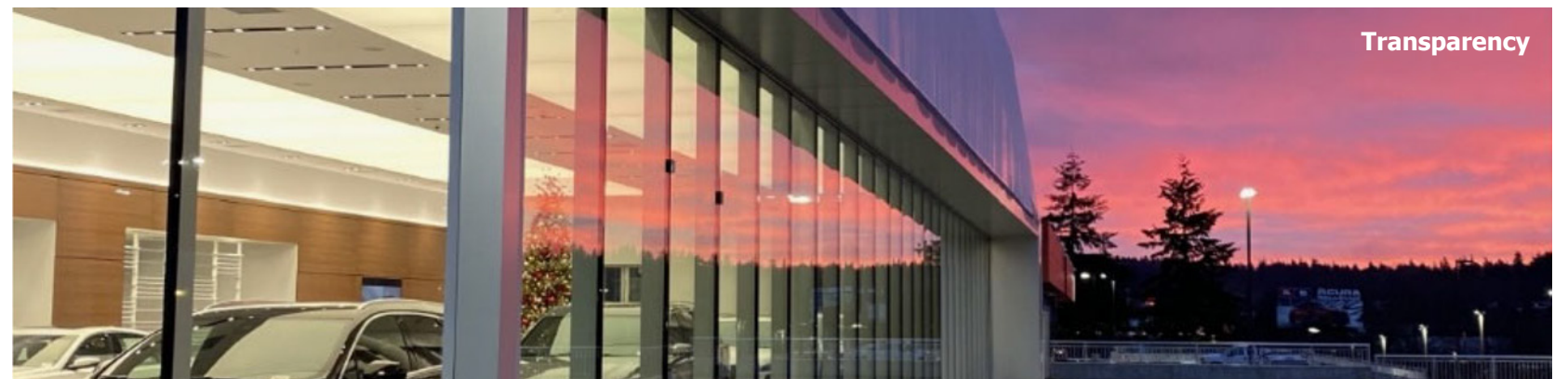
Required Building Elements

- High Transparency Showrooms
- Strong, Identifiable Building Entries
- Varied Parapet Heights
- Finished Soffits
- Mass/Void Interplay of forms

Each dealership is required to provide at least three of these elements. In the event a dealership cannot meet one these required elements, they are allowed to propose an alternative solutions for compliance.

Alternative Compliance Substitutions:

- Freestanding Shade Elements
- Landscaped Pots in Exterior Public Areas.
- Specialty Paving at Building Entries
- Specialty Paving at Dealer Driveway Entries
- Other Creative Solutions to Enhance the Public Realm



3.4 Auto Mall District Key Considerations

Auto Mall Dealerships will be tasked with addressing the following key elements when dealing with building/site relationships:

- Siting, Orientation and Circulation
- Screening of Mechanical
- Screening of Service Areas
- Lighting

SITING, ORIENTATION AND CIRCULATION

Dealership buildings should be generally grouped toward the site interior, utilizing their frontage for the display of vehicles for sale. Service functions and buildings should be generally toward the rear of the property, given secondary emphasis to the showroom functions though easily located by service customers. Service intake should be placed in a circulation path that does not inhibit other on-site circulation by pedestrian or car.

SCREENING OF MECHANICAL

Rooftop mechanical units shall be fully shielded by building parapets or with architecturally compatible screens set behind the main parapet. Ground mounted mechanical equipment shall be screened with architectural elements and/or strategically placed landscaping if visible from the public realm. Consideration for access should be given to all screening if the equipment is serviced by a utility entity.

SCREENING OF SERVICE AREAS

Back-of-House Operations such as vehicle prep, service and wash bays should be located in areas not visible from the public right-of-way. Careful consideration should be given to the means of screening through the use of architecturally compatible walls/fencing and vegetation.

LIGHTING

Lighting for Dealerships shall be done with energy efficient fixtures, in conformance with city and state guidelines for height, light output, shielding and dark sky ordinance. Auto sales lot lighting will be controlled by individual dealerships and conform to code.

Accent and pedestrian-scaled lighting is encouraged throughout. Preference is given to well designed, simple and discrete fixture types for wall mounted or canopy mounted fixtures. All lighting shall be shielded to combat glare or unnecessary leakage onto adjacent properties. Wall pack style area lighting will be allowed on the non-public (service) sides of buildings that are not visible from adjacent rights-of-way. Pedestrian scaled lighting and lighted bollards are optional, but encouraged for after-dusk operations and safety.



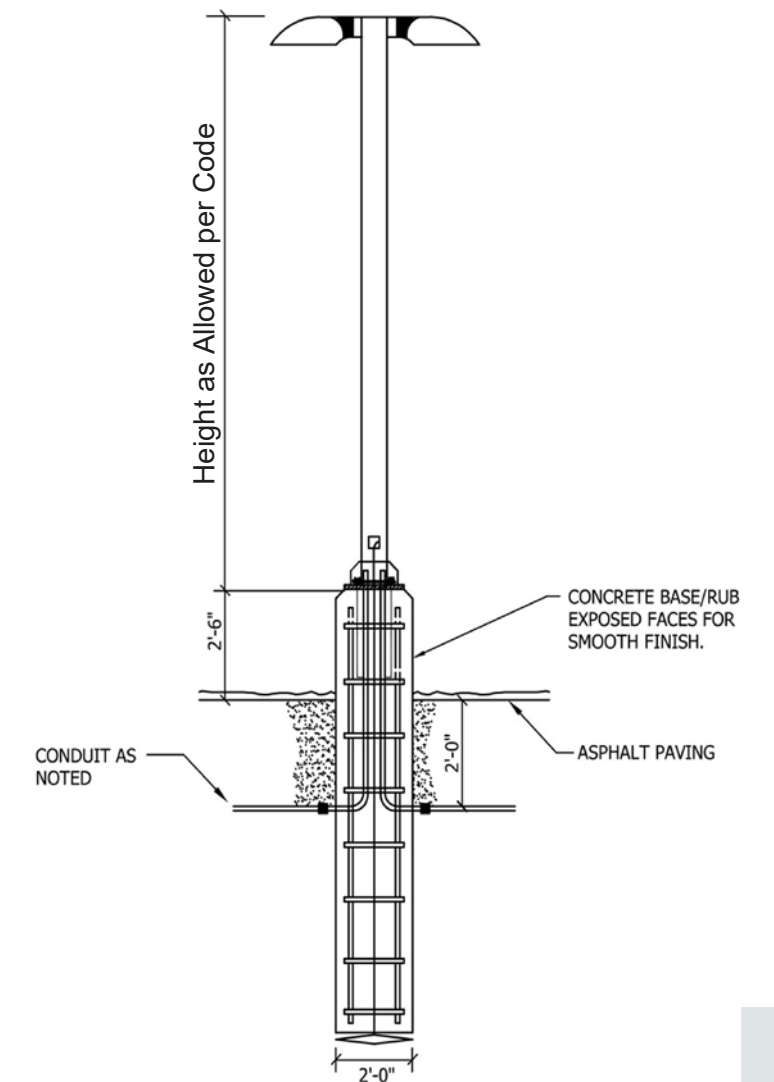
Ground Mechanical Screen



Rooftop Mechanical Screen



Bollard Lighting Examples



Typical Pole Light Detail

4.0 Architectural Design Guidelines- Commercial District

The following chapter will include:

4. ARCHITECTURAL DESIGN GUIDELINES-COMMERCIAL DISTRICT

- 4.1 Vision and Style
- 4.2 Materials and Colors
- 4.3 Design Elements and Requirements
- 4.4 Key Architectural Considerations

4.1 Commercial District Vision and Style

The Gateway Commercial District will project a sophisticated, yet family friendly character appropriate for the emerging retail market and progressive tastes of the post-millennial shopper, restaurant goer and personal services seeker.

The name given to this design idiom is Desert Contemporary, blending a desire for geometric purity with the warmth and raw character of materials commonly found in the southwestern US. Primarily, this environment will be achieved through attention to scale, building placement and quality materials. It is a design ideal that does not rely on added ornamentation or historical references to make good architecture.



4.2 Commercial District Materials and Colors

The Gateway Commercial District will allow for a wide range of materials and colors that support the overall vision and style of the retail environment. The palette chosen for the Commercial District features high quality materials in a mostly neutral color range, with accents derived from earthier colors.

Each commercial building facade is required to provide at least three (3) distinct and different wall surface materials to create visual interest and variety which allow for unique combinations that reduce conformity.

-Primary Materials shall be one (1) dominant wall treatment that does not constitute more than fifty percent (50%) of any facade.

-Secondary Materials shall conform to a rule of two (2) materials that combined do not constitute more than fifty percent (50%) of any facade. Glass and Glazing Systems may be considered a secondary material if used as a thoughtful counterpoint to building massing and implemented on at least two sides of a building.

-Accent Materials and Trim may be used as follows: no more than twenty percent (20%) of any facade for a major tenant; no more than five percent (5%) of any facade for retail shops and pads.

Primary Materials (see examples at right)

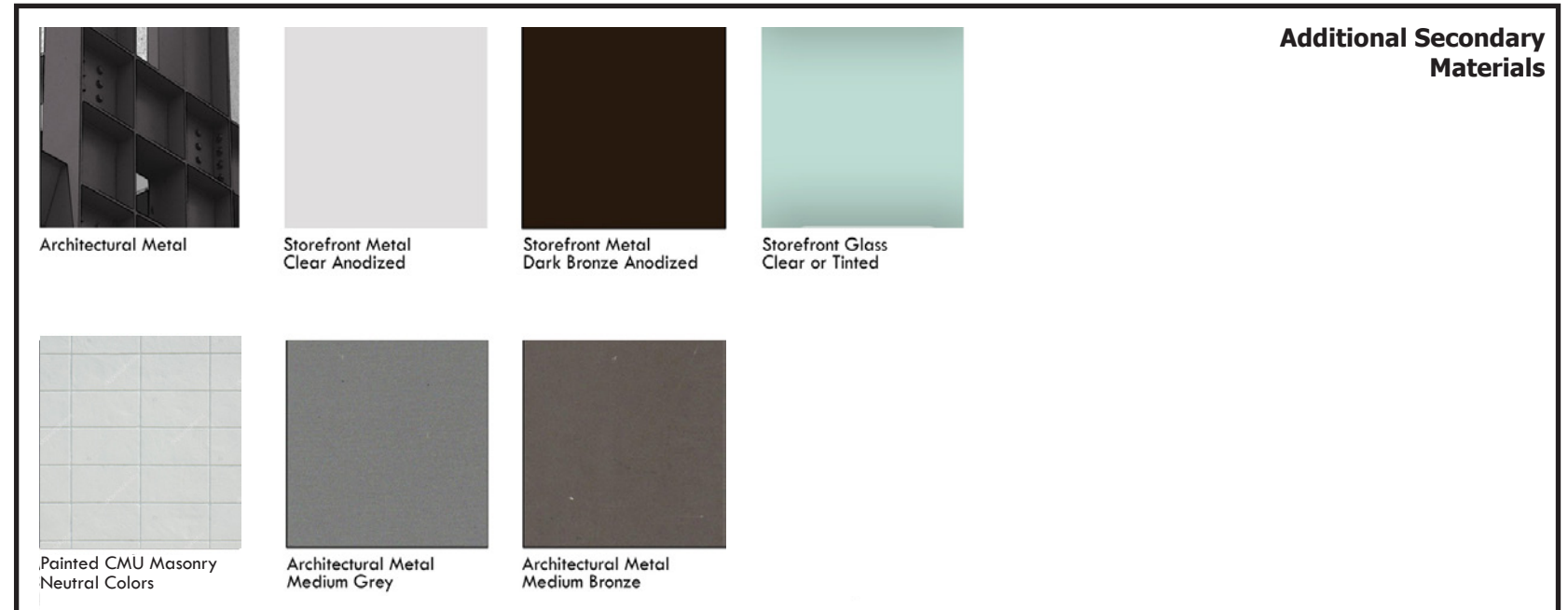
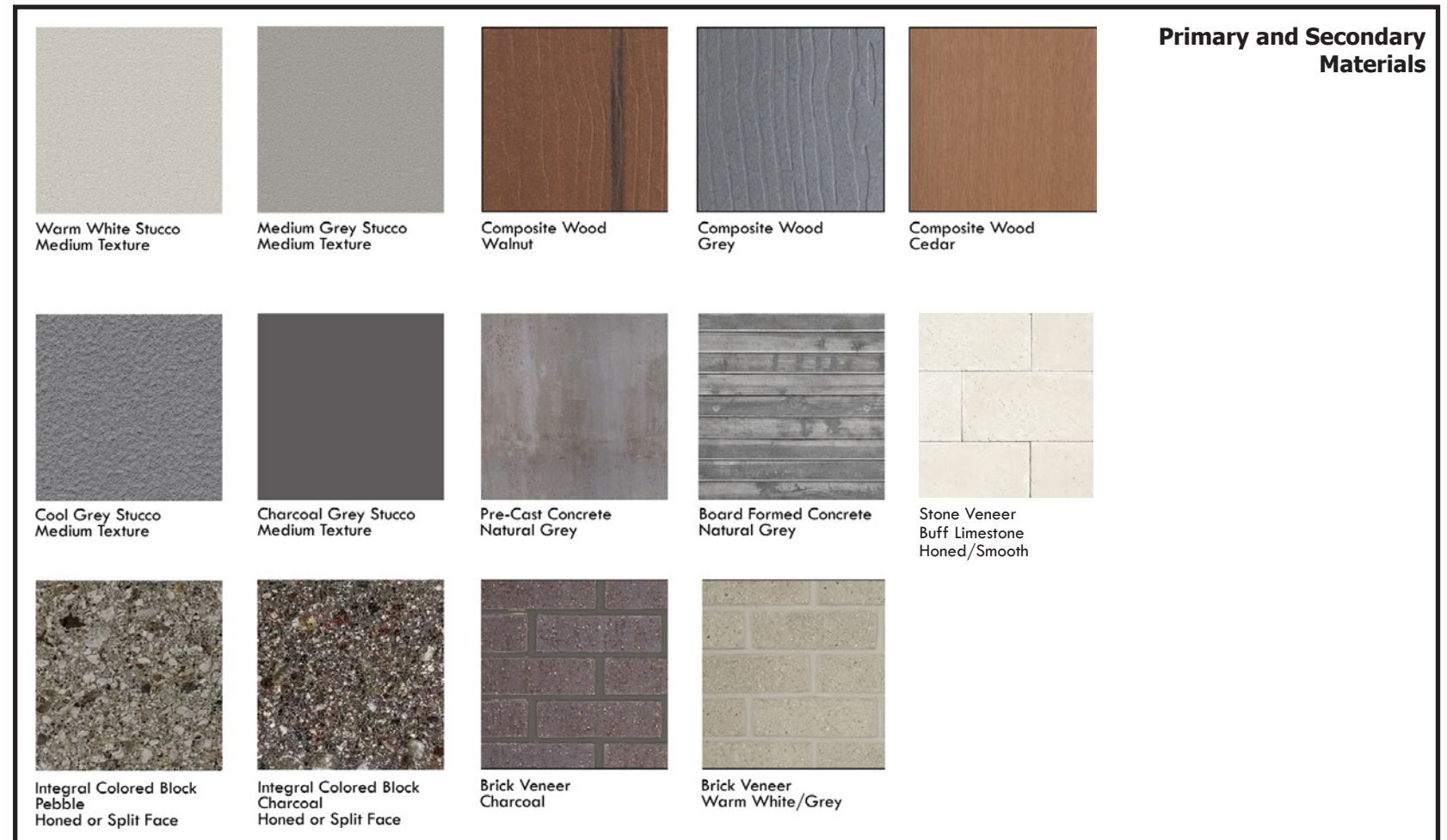
- Stucco Finishes-Natural or Synthetic
- Integral Colored Concrete Block-Honed or Split Face Finishes
- Brick Veneers-Modular Sizes in Running or Stacked Bond
- Stone Veneers - Natural or Synthetic-Honed or Rustic Finish in Modular Patterns
- Composite Wood Veneers
- Concrete Finishes - Pre-cast or Board Formed

Secondary Materials (see examples at right)

- Stucco Finishes-Natural or Synthetic
- Integral Colored Concrete Block-Honed or Split Face Finishes
- Brick Veneers-Modular Sizes in Running or Stacked Bond
- Stone Veneers - Natural or Synthetic-Honed or Rustic Finish in Modular Patterns
- Composite Wood Veneers
- Concrete Finishes - Pre-cast or Board Formed
- Painted or Natural Metal Surfaces
- Painted Masonry (in non-public areas)
- Glass-Storefront Systems with Anodized Frames. Glass can be Clear, Tinted or Frosted

Accents/Trim (see examples at right)

- Pre-Finished Metals
- Natural Metals-Galvanized, Rust or Zinc Coated
- Corporate Colors - Allowed for Major Tenants and Pad Uses only, per the discretion and approval of the Planning Director.



4.2 Commercial District Materials and Colors (cont'd)

Alternative Compliance Substitutions for Materials and Colors

Material and Color palettes included herein are not intended to curb the design creativity of any application. However, applicants are expected to fully comply with the standards for Primary Materials in order to maintain an elemental connectivity between individual buildings throughout the commercial zones.

Requests for material or color substitutions for the Secondary Materials tier may be accepted for any application and shall be subject to the discretion of the Planning Director. Substitutions may be considered valid if the proposal:

- Presents a creative and compatible material or color that complements the established palette
- Does not modify the number or percentages of the requirements
- The proposed substitution is for the Secondary Materials tier and does not cover more than twenty-five percent (25%) of any facade
- Would not be distracting or out of character with the baseline palette
- Does not present any long term maintenance issue or safety concern for the public



4.3 Commercial District Design Elements

The Gateway Commercial District buildings are required to provide a combination of the items outlined below to accomplish the goals of identity, orientation and pedestrian comfort.

Required Building Elements

- Layering
- Shade Features
- Varied Parapet Heights
- Identifiable Entry Features
- Finished Soffits

LAYERING

Building facades shall feature overlapping geometric forms in contrasting Primary and Secondary materials to create interest and variation along the facade. Vertical and horizontal elements in the surface of the building envelope shall be used to modulate spaces adjacent to the building and create an interesting pedestrian experience.

No public-facing portion of a building shall have more than fifty (50) feet of un-modulated facade. Layering is required to be asymmetric in application to reduce any monolithic appearance. Offsets of twelve (12) inches or greater are required between piers and storefront glass; also between vertical mass elements of contrasting color or finish.

SHADE FEATURES

Pedestrian walkways adjacent to storefronts and any exterior window shall feature shade elements (cantilevered, cable-suspended or colonnaded) which integrate with the building design. Shade features shall generally be situated between eight (8) feet and sixteen (16) feet above floor line and are intended as direct pedestrian shade. Six (6) to eight (8) feet of shade depth measured from storefront or window is encouraged, with five (5) feet being the minimum. Shade features can be continuous or intermittent, but any glazing which faces the most impactful solar exposures (east, south and west) shall have shade protection.

Freestanding shade structures are encouraged where outdoor activity like dining patios may be desired. They shall be designed as a compliment to the main building architecture. See following page for examples.

VARIED PARAPET HEIGHTS

Buildings are required to have parapets of varying heights with vertical offsets of a minimum twenty-four (24) inches (or 1/10th of the height of the adjacent facade, whichever is greater) accompanied with horizontal offsets as described above. Taller parapets must create a visual return onto the roof of at least three (3) feet to give the appearance of mass.

No public-facing portion of a building should have more than fifty (50) feet of un-varied parapet.

IDENTIFIABLE ENTRY FEATURES

Major Tenants and Single-User Pad Buildings shall create strong entry features working in combination with well-designed signage to create a sense of arrival and counterpoint to the main body of the building. Strategies such as larger areas of glazing, protruding or unique shade features, changes in massing (positive or negative space) and changes of material will create memorable entries and aid in wayfinding.



4.3 Commercial District Design Elements (cont'd)

FINISHED SOFFITS

As differentiated from required shade features, the definition for soffits in this document is any overhead plane visible from the public areas. Soffits can be as shallow as a twelve (12) inch deep lintel over a doorway, up to a ten (10) foot cantilevered building overhang. Where highly visible, soffits are expected to be treated as design elements, finished in materials complimentary to the building palette. Soffits can be finished in composite wood, smooth stucco or pre-finished metal.

Alternative Compliance Substitutions for Design Elements

The commercial district design elements included herein are not intended to curb the design creativity of any application. However, applicant designs are expected to comply with the minimum dimensions for key elements described herein. Requests for Alternative Compliance that meet the overall intent of these guidelines shall be subject to the discretion of the Planning Director. Substitutions may be considered valid if the proposal is shown to meet at least three of the following criteria:

- Is deemed a necessary variance due to unique or restrictive site conditions, unique building functionality or other constraining conditions not present elsewhere in the project.
- Presents a creative and compatible method of design
- Does not modify the number or percentages of the requirements
- Would not be distracting or out of character with the context of the adjacent development
- Does not present any long term maintenance issue or safety concern for the public

Examples of legitimate design trade-offs include:

- Providing a free-standing shade element or equivalent additional tree shade on site if minimum building shade dimensions cannot be met
- Providing an enhanced or freestanding entry element or elements if minimal facade modulations cannot be met
- Providing extra arcade depth (greater than eight (8) feet) or overhang where surfaces exceed the minimums for modulation either horizontal or vertical



Freestanding Shade Examples



Enhanced Entry Example

4.4 Commercial District Key Considerations

Commercial development will be tasked with addressing the following key determinants when dealing with building/site relationships:

- Building Siting, Orientation and Circulation
- Screening - Parking, Trash and Mechanical
- Lighting
- Drive-Thru Uses

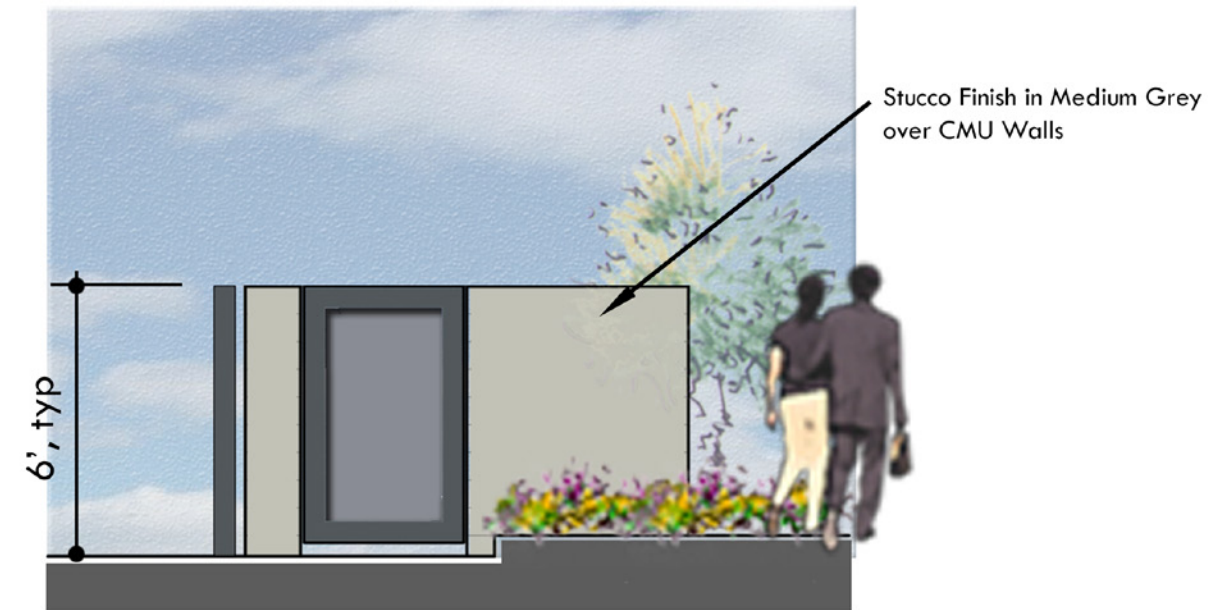
BUILDING SITING, ORIENTATION AND CIRCULATION

Employ these basic planning principals when master planning retail areas:

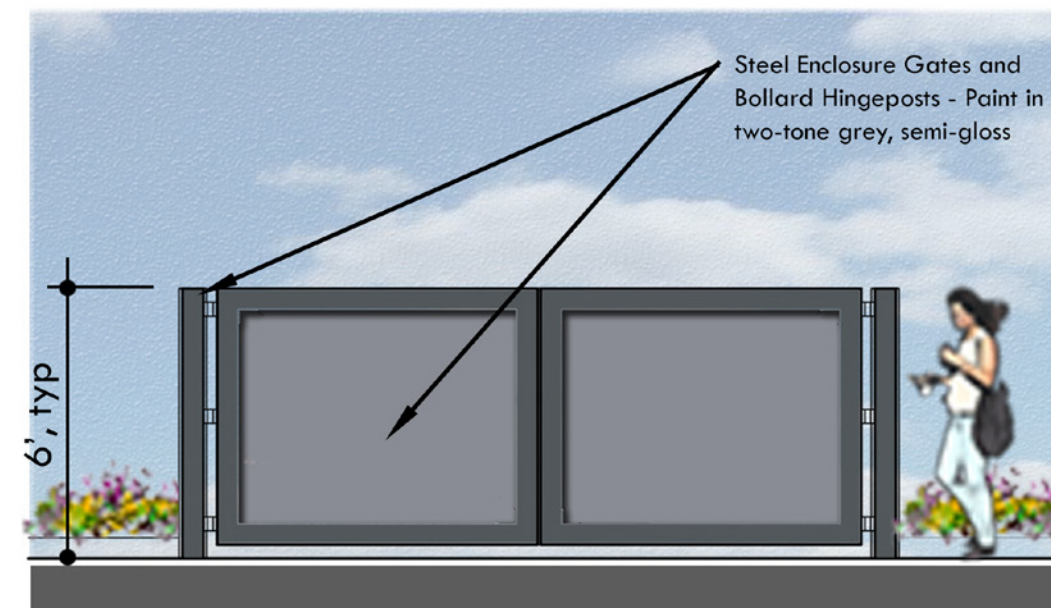
- Group in-line retail and majors are oriented toward the site interior, allowing for pads and other standalone uses to inhabit the frontages.
- Where possible, keep traffic flow for pads away from the main parking areas, decreasing auto congestion and conflicts.
- Provide clear, usable paths for pedestrians in parking lots, with sidewalks a minimum of 5 feet in width.
- Separate pedestrian movements from auto traffic wherever possible to create a safe, walkable environment.
- Pad building parapet heights shall be generally lower in profile (20 feet to 30 feet), with in-line retail and majors allowed more height (20 feet to 40 feet) to increase visibility and aid in patron orientation. Towers and other architectural features are exempt from these limits for up to fifteen percent (15%) of the overall roof area.
- Create identifiable building entries through strategies such as additional height, larger glass areas, piers and well-placed signage for the purpose of creating hierarchy and recognizable markers.

SCREENING

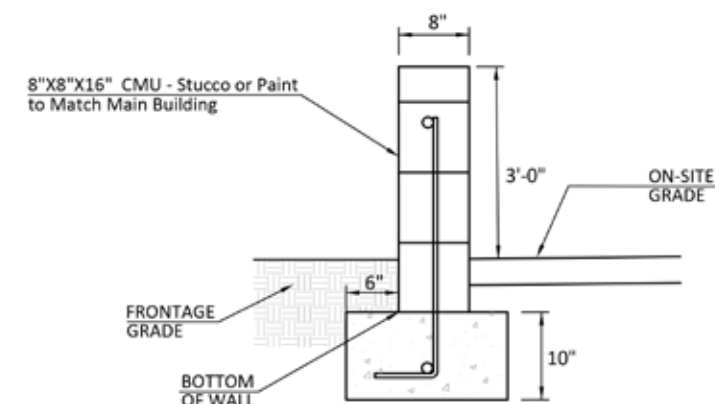
- Parking lots will be screened from the right-of-way with architecturally compatible walls in combination with berms and landscaping which complement the overall theme. See site wall detail herein for reference.
- Parking screen walls shall be a minimum of 36" above parking lot grade and have a combination of at least two materials including stained or integral colored CMU and stucco. Walls shall be designed with minimum twenty-four (24) inch offsets and no un-modulated sections exceeding forty (40) feet in length.
- Service and trash areas for shops and pads shall be primarily located facing away from the right-of-way and major entries in architecturally compatible enclosures with architectural metal gates. An example is shown herein.
- Rooftop mechanical units shall be fully shielded by building parapets or with architecturally compatible screens set behind the main parapet.
- Ground mounted mechanical equipment shall be screened with architectural elements and/or strategically placed landscaping if visible in the public realm. Consideration for access should be given to all screening if the equipment is serviced by a utility entity. Some examples of screening methods are shown herein.



Trash Enclosure -Side View



Trash Enclosure -Gate Design



Parking Lot Screen Walls



Ground Mechanical Screen

4.4 Commercial District Key Considerations (cont'd)

LIGHTING

- Lighting for general purpose shall be done with energy efficient fixtures, in conformance with city and state guidelines for height, light output, shielding and dark sky ordinance.
- Pole lighting for parking areas in the retail areas will be a consistent color, height and output, with cast concrete bases.
- Accent and pedestrian-scaled lighting is encouraged throughout. Preference is given to well designed, simple and discrete fixture types for wall mounted or canopy mounted fixtures. Lighted bollards are encouraged.
- All lighting shall be shielded to combat glare or unnecessary leakage onto adjacent properties. Wall pack style area lighting will be allowed on the non-public (service) sides of buildings that are not visible from adjacent rights-of-way.
- Uplighting that conforms to dark sky ordinance requirements is allowed in limited areas, but not required.



Sconce Light Examples



Pendant Example



Bollard Light Example



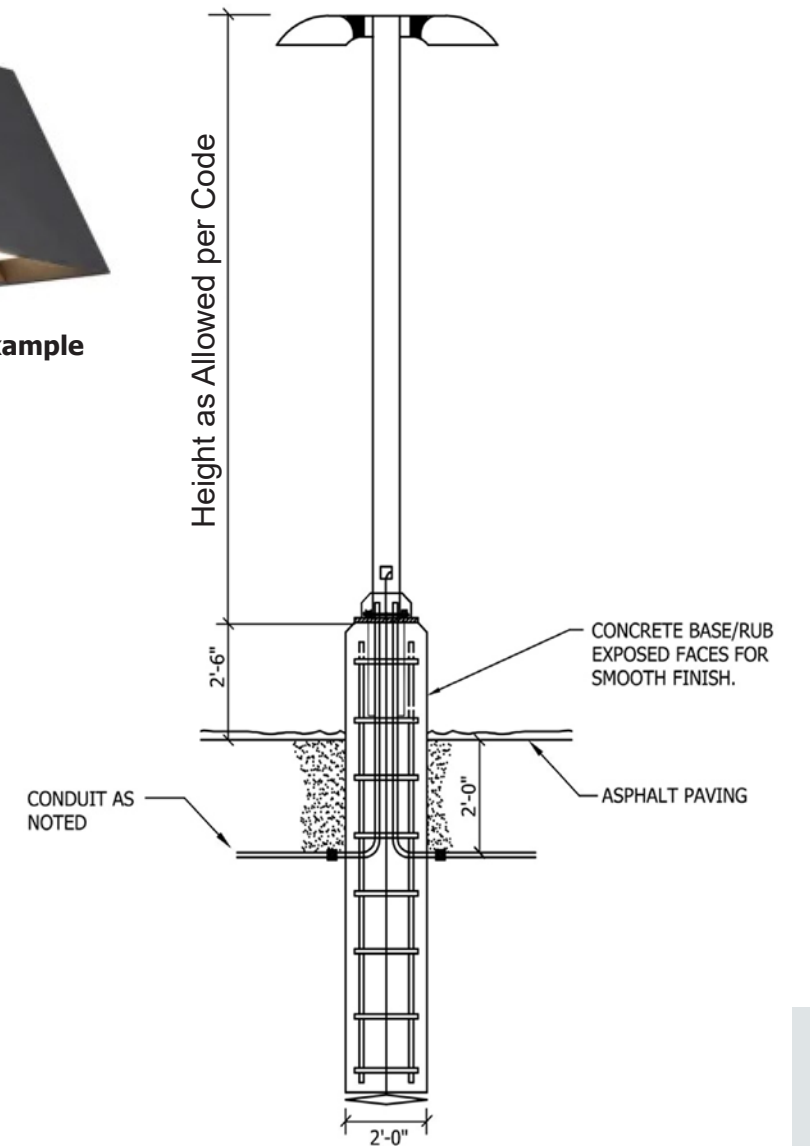
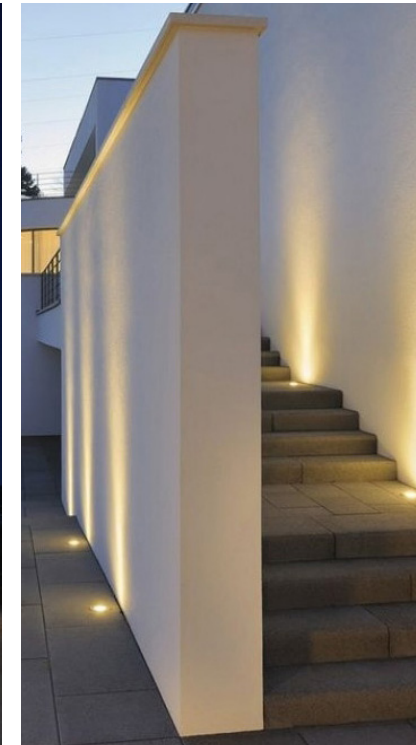
Wall Pack Example



Accent Lighting Examples



Uplighting Example



Typical Pole Light Detail

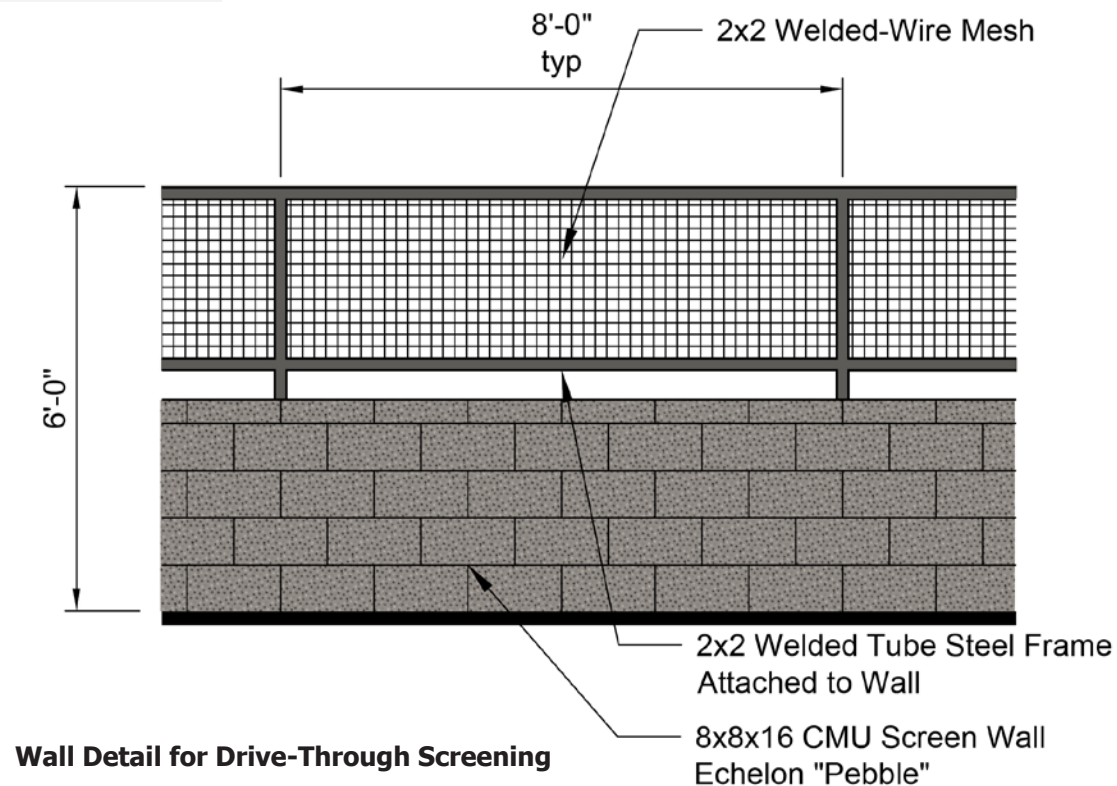
4.4 Commercial District Key Considerations (cont'd)

DRIVE THRU USES

In recognition and support of Mesa Zoning Ordinance 11-31-18 addressing the impact of drive-through uses in the commercial environment, these requirements are intended to meet or exceed the language of the ordinance in a manner that adds to the visual aesthetic of the project by encouraging creative screening techniques.

Uses that employ drive through (cueing) lanes (including pick up and ATM/teller window lanes):

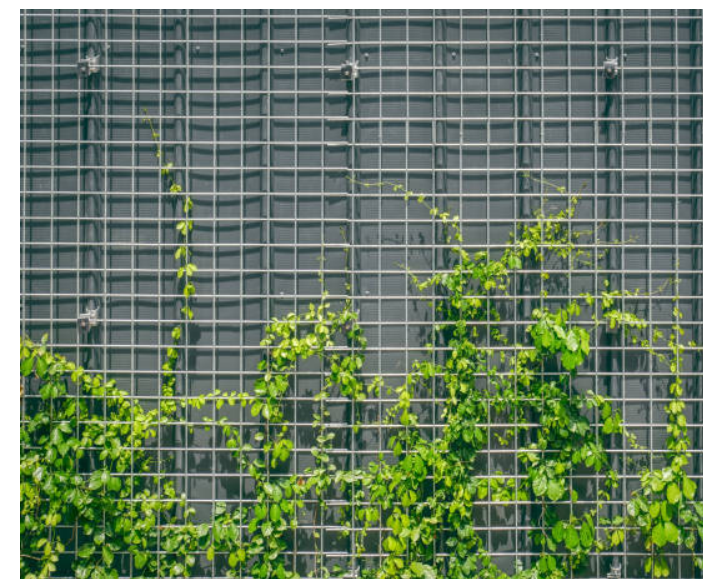
- Must provide a minimum two (2) foot wide foundation base between any building wall and the associated lane of service.
- Along the pick-up side of the building provide an awning or architecturally compatible weather protection of at least three (3) feet in depth over the service window and for a total of fifty percent (50%) of the building length.
- Cueing lanes and pickup windows are discouraged from being parallel to arterial roadways.
- Where it is not physically possible, lanes and windows placed parallel to arterial roadways must be screened with a minimum six (6) foot high combination of the standard three (3) foot high CMU/Stucco wall topped by a three (3) foot decorative screen and/or living trellis feature. This combination must extend the full length of the cueing lane that parallels the roadway, and return for a minimum of twenty (20) feet of the cueing lane if it turns perpendicular to the roadway. The wall and screen combination shall be designed with minimum twenty-four (24) inch offsets and no un-modulated sections exceeding 40 feet in length.
- The screen sections may be decorative slats in wood or composite material; metal panels with decorative cut-outs or perforations; or living walls composed of green-screen or welded wire mesh (2 x 2 inch grid, maximum) in steel frames. For metal cut-out screens, patterning must be abstract and a minimum fifty percent (50%) opaque, no lettering or logos. If the living wall option is chosen, the applicant shall use a plant species suitable to our climate and that provides dense coverage.
- All sections of the ordinance requiring additional landscape material at cueing lanes parallel to roadways are also in force under these guidelines.



Horizontal Slats Example



Decorative Metal Screen Examples



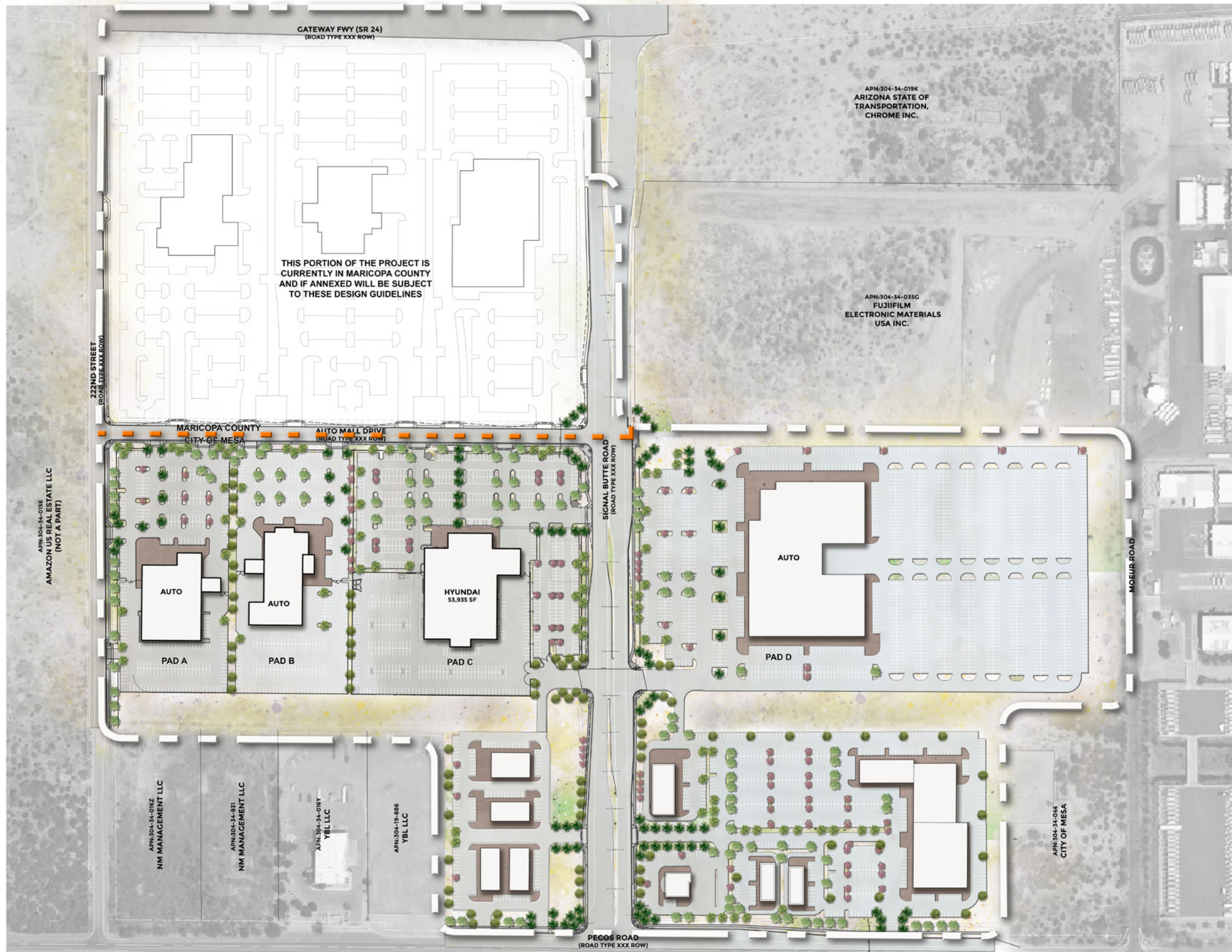
Green-Screen Mesh Example

5.0 Landscape Design Guidelines

The following chapter will include:

- 5.1. Rendered Landscape Plan
- 5.2. Introduction
- 5.3. Landscape Objectives & Character
- 5.4. Landscape Zones
- 5.5. Plant palette
- 5.6. Streetscapes
- 5.7. Hardscape Objectives and Character
- 5.8. Walls, Screens, and Paving
- 5.9. Site Amenities
- 5.10. Site Furnishings
- 5.11. Signage & Monumentation

5.1 Conceptual Landscape Plan



NOTE: BUILDING FOOTPRINTS SHOWN IN THE AUTO MALL DISTRICT AND THE COMMERCIAL DISTRICT ARE FOR PLANNING PURPOSES ONLY AND ARE SUBJECT TO CHANGE. ALL DEVELOPMENT IN THESE GUIDELINES ARE SUBJECT TO CITY OF MESA DEVELOPMENT PROCESSES AND REQUIREMENTS.

5.2 Introduction

Gateway Auto Mall is strategically located at the intersection of AZ State Route 24 (Gateway Freeway) and Signal Butte Road in the City of Mesa, AZ. This development includes the Auto Dealership District and the Commercial District, offering a dynamic environment that balances high-quality automotive sales experiences with vibrant retail spaces. The landscape design guidelines outlined in this document aim to create a cohesive yet distinctive landscape character across both districts, enhancing the overall visual appeal and functionality of the Gateway Auto Mall.

The following outlines the Landscape Design Guidelines for both Districts of the Gateway Auto Mall:

- **Utilize Masses of Desert-Adapted Plants:**

Emphasize year-round color, texture, and pattern across both districts, ensuring the landscape is suitable for the East Valley Sonoran Desert environment and visually engaging.

- **Highlight Key Areas with Landmark Species:**

Incorporate, iconic tree and accent species in each landscape zone (see Landscape Zone Exhibit section 5.4) to serve as visual identifiers enhance the distinctive spaces.

- **Use Vertical Elements to Define Entrances:**

In the Auto Dealership District, Date Palms or similar tall trees should be used to mark entrances, drawing attention to key points of interest (see top right image).

- **Enhance Key Pedestrian Spaces with Upgraded Paving:**

In the Commercial District, the design should focus on installing paving materials in key area to create inviting spaces for customers.

- **Increase Walk-ability with Shaded Pathways:**

Ensure that tee shaded paths/sidewalks are integrated into the landscape design of the Commercial District, promoting walk-ability and customer comfort. Primary circulation paths shall be shaded with trees and/or structures.

- **Use Distinctive Planting Palettes:**

Apply unique planting palettes to differentiate the Auto Dealership District from the Commercial District, while maintaining an overall cohesive aesthetic.



5.3 Landscape Objectives & Character

The Gateway Auto Mall consists of two distinct districts: the Auto Dealership District and the Commercial District. While both districts share overarching landscape objectives that ensure a cohesive visual identity, the landscape design should also accommodate the unique functional and aesthetic needs of each district. The landscape plans should align with the approved master landscaping, site plans, grading, drainage, and utility plans for the overall project. The guidelines below apply to both districts, with specific requirements outlined where applicable.

General Landscape Requirements for Both Districts (Auto Mall and Commercial):

- **Consistency:** The landscape design across both districts should create a unified, visually appealing environment that maintains coherence with the overall Gateway Auto Mall theme.
- **Screening:** Plant materials should be appropriately sized and spaced to screen electrical transformers and other utilities visible from eye level along roads, drives, and parking lots (utility access requirements permitting). Compliance with utility company standards for required clearances is essential.
- **Plant Standards:** All plant materials should conform to the standards set by the Arizona Nurseryman Association, ensuring high-quality and sustainable landscaping. Plant species should be predominately selected from the AZ Department of Water Resources Phoenix Active Management Area Low Water Use Plant List. Consideration of future cultivars and new water requirement data should be given for species and cultivars not on the list as of publication of these guidelines.
- **Finishing Ground Cover Treatment:** The specified granite color should be ½” screened Apache Brown decorative rock as manufactured by Pioneer Sand and Gravel or approved equal. Finishing treatment may change in size and color in distinct areas to emphasize importance of focus attention but must be approved by the Gateway Auto Mall authorized representatives. Each developed lot should match the size and color of finishing treatments of adjacent lots unless an alternative is approved in writing.
- **Irrigation System:** The irrigation systems should include ET based scheduling capabilities and be maintained and adjusted on a seasonal basis (4 times per year). All tree should be watered via separate irrigation valves by means of deep root water systems (or approved equal) with infrequent and deep irrigation once established to maximize root stability, long-term tree health, and water savings.

Auto Mall District Specifics:

- **Visibility of Vehicle Displays:** The landscape should prioritize clear visibility for vehicle displays while ensuring a well-maintained, attractive perimeter that reflects the dealership’s quality and branding.
- **Artificial Turf:** Artificial turf may be utilized in display areas, provided it meets criteria for natural appearance, UV resistance, and durability and is of a natural appearance with such as a multi color (green and brown) thatch blend.
- **Hardscape Features:** Low-profile planting and hardscape features should be used to maintain clear sight lines for vehicle displays, contributing to a polished, professional appearance.

Auto Mall District Alternative Compliance:

In instances where the auto dealerships do not provide the tree canopy covered typically required per the zoning code; applicants may demonstrate compliance via an Alternative Landscape Plan (ALP) as defined in Section 11-33-7.

Proposed alternatives shall clearly detail the modification(s) and demonstrate how such modifications enhance: Innovative Design, Native Vegetation, Plant Variety, Naturalist Design, Compatibility with Surrounding Uses, Water Efficiency, Storm Water Management, Site-Specific Attributes, Tree-Substitution, Plant Viability and Longevity, or Overhead Utility Line Easements. The following alternative solutions are examples of what could be proposed (but are not an exhaustive list):

- Freestanding Pedestrian Shade Elements
- Landscaped Pots in Exterior Public Areas.
- Enhanced Specialty Paving at Building Entries
- Specialty Paving at Dealer Driveway Entries
- Other Creative Solutions to Enhance the Public Realm

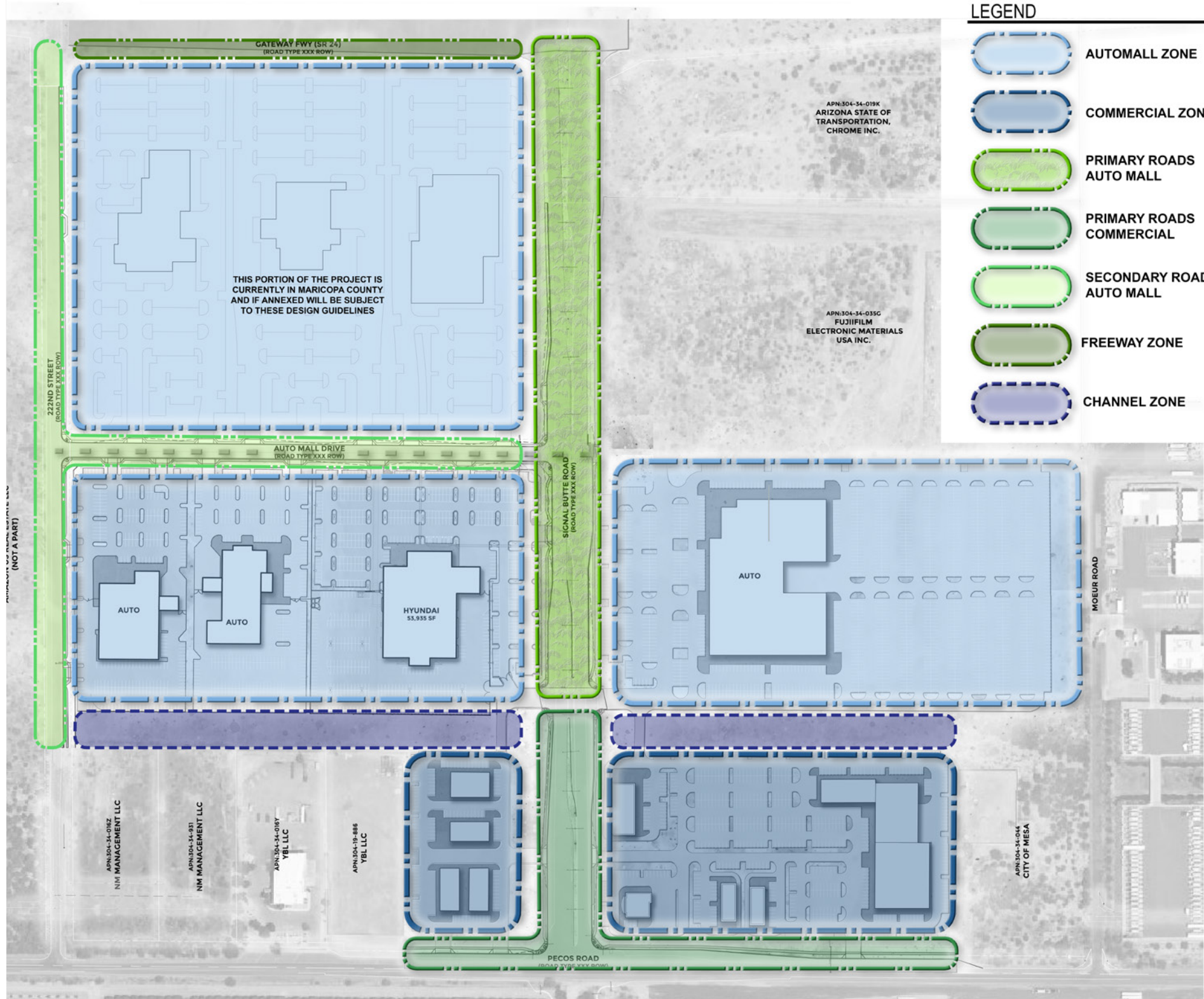


Commercial District Specifics:

- **Pedestrian Engagement:** The landscape should be designed to encourage pedestrian activity, creating comfortable, shaded areas for customers to walk.
- **Shade and Comfort:** Emphasis should be placed on planting trees and denser vegetation to create shaded walkways and outdoor seating/gathering areas where appropriate near retail entrances, enhancing the overall customer experience.



5.4 Landscape Zones



Streetscape Primary (Arterial) Roads: The landscaping along primary roads should serve as the main visual corridor for the Gateway Auto Mall. It should feature a cohesive planting scheme that reinforces the identity of the development, with an emphasis on creating a strong, unified appearance. Trees should be used to provide shade for pedestrian and create a sense of place with the additional of accents to define the roadway, while also offering a visually appealing transition between the Auto Dealership and Commercial Districts.

Streetscape Secondary (Collector) Roads: Secondary roads should have a more subdued landscaping approach compared to primary roads, focusing on continuity and supporting the overall aesthetic without overwhelming it. The landscape should use smaller trees and shrubs to maintain clear sight lines for traffic, while still contributing to the overall greenery and visual coherence of the development.

Freeway Zone: If annexed, this section will apply to the northern Auto Mall District dealership lots. Given the elevation difference of the freeway to the project site, the landscape along the frontage is less critical for visibility. The primary focus should be on planting trees that provide a vertical element visible from the freeway, helping to define the Gateway Auto Mall's presence. Other landscape elements should be minimal, with an emphasis on low-maintenance solutions that support the overall aesthetic without requiring extensive attention.

Auto Mall Zone: Landscaping within the dealership zones should prioritize visibility of vehicle displays while still providing a polished, professional appearance. The use of low-profile planting and strategic hardscape features should ensure that the landscape complements the dealership's brand and supports the functionality of the vehicle display areas. Screening of utility elements should be subtle and not detract from the focus on the vehicles.

Commercial Zone: The commercial zone should have a pedestrian-friendly landscape that encourages customer interaction and engagement. Shade trees, seating areas, and inviting planting schemes should be used to create comfortable, attractive spaces that enhance the shopping experience. The landscape should also guide circulation and provide clear, pleasant pathways between different retail areas.

Channel Zone: The primary objective of the Channel Zone is one of regional drainage conveyance. To that end plant pallet selections shall adhere to safety and screening from adjacent parcels focusing on when north/south view axis and corridors intersect or terminate at the channel zone.

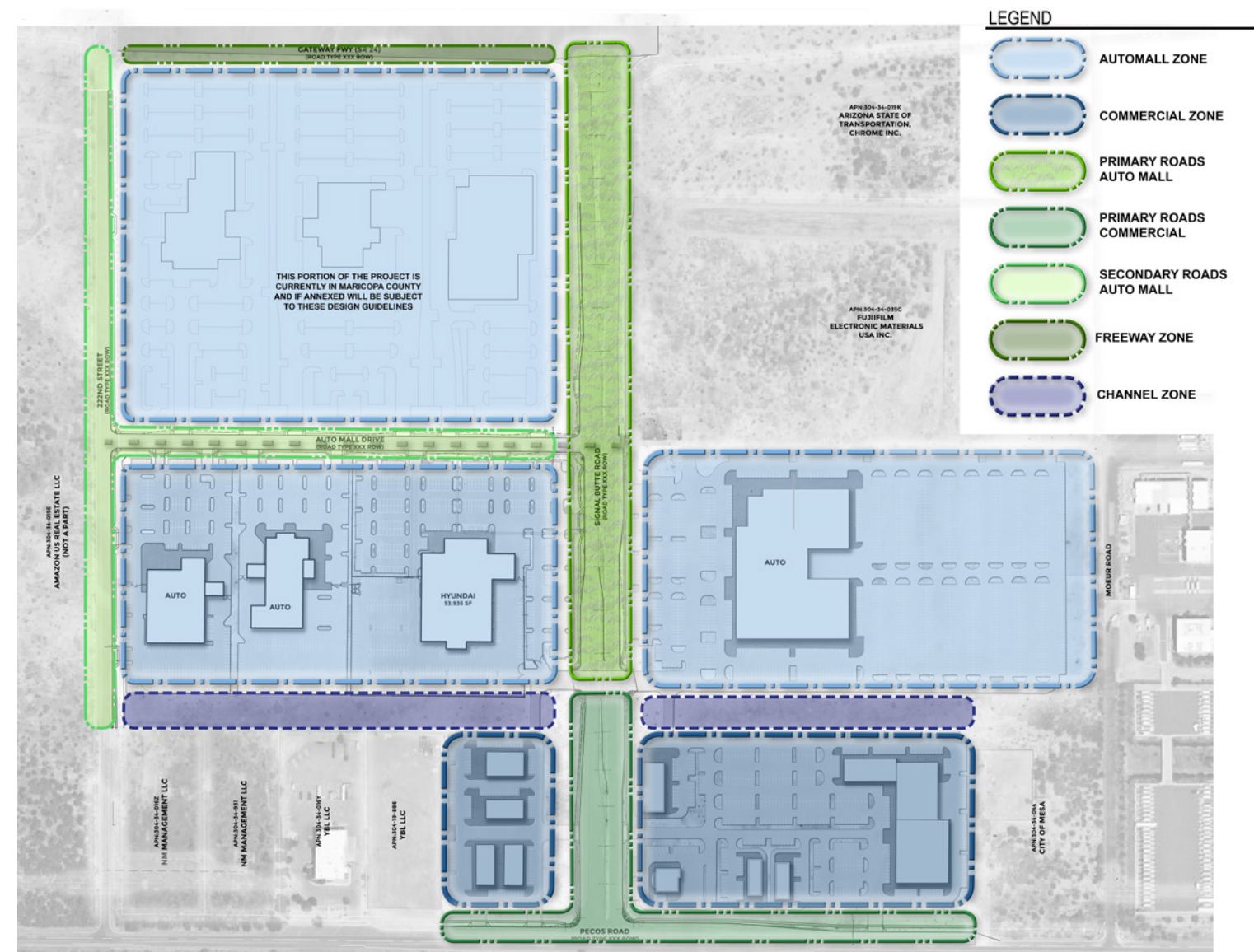
5.5 Plant Palette

The Gateway Auto Mall encompasses two distinct districts: the Auto Dealership District (A) and the Commercial District (C)—each with its own unique landscape needs. Within these districts, the landscape is further divided into four Landscape Zones: Streetscape-Primary Roads (P), Streetscape-Secondary Roads (S), Freeway Frontage (F), and the Drainage Channel (D).

The plant palette selected for these districts and zones is designed to create a cohesive, visually appealing environment that complements the functional requirements of each area while reflecting the overall identity of the Gateway Auto Mall. The palette emphasizes the use of low-water use and desert-adapted species that thrive in the local climate, ensuring sustainability and low maintenance across the site. The following plant species are intended to be the predominant but not the exclusive species used. Additional plants not identified herein should be selected from the AZ Department of Water Resources Phoenix Active

Management Area Low Water Use Plant List. Consideration of future cultivars and new water requirement data should be given for species and cultivars not on the list as of publication of these guidelines.

In the Auto Dealership District, the plant selections are tailored to maintain clear sight lines for vehicle displays while providing a polished and professional backdrop. In contrast, the Commercial District's plant palette focuses on enhancing the pedestrian experience with shade-providing trees, inviting greenery, and vibrant plantings that encourage customer engagement.



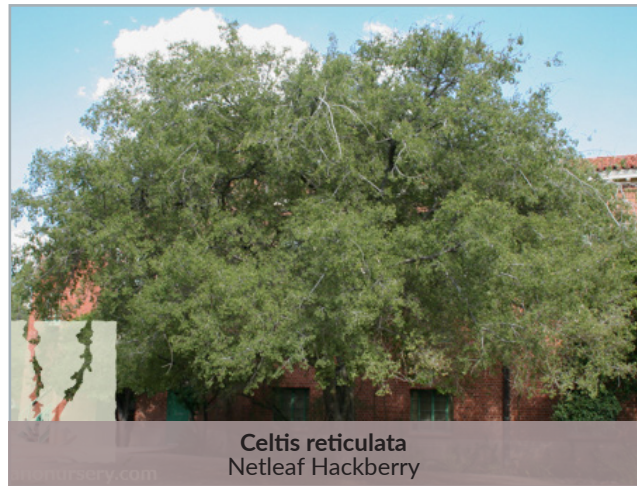
Each of the four landscape zones within these districts has specific planting guidelines:

- Streetscape - Primary Roads:**
 Feature trees and shrubs that establish a strong visual corridor and create a unified appearance throughout the Gateway Auto Mall.
- Streetscape - Secondary Roads:**
 Use smaller trees and shrubs to support clear sight lines and maintain the overall landscape theme.
- Freeway Frontage:**
 Focus primarily on trees that offer vertical elements visible from the elevated freeway, with minimal additional landscaping.
- Channel:**
 Utilize hardy, low-maintenance, low-growing plantings (none taller than 4') that stabilize the areas not otherwise receiving rock/rip rap and which blend seamlessly with the surrounding landscape. The primary objective of the channel and plant palette herein is the regional conveyance of drainage and incidental maintenance of drainage improvements.

Plant Palette - Trees



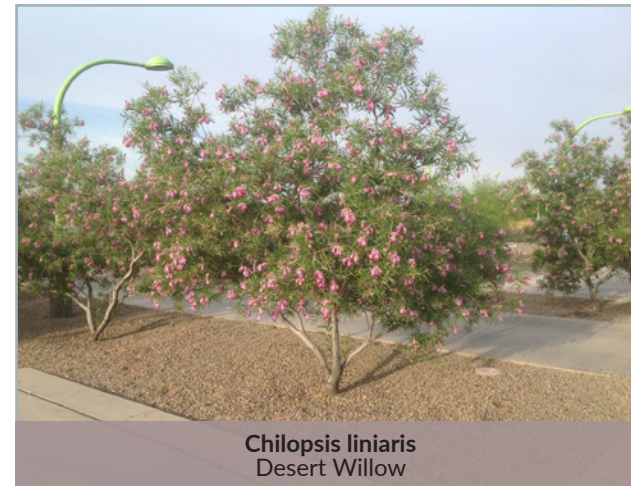
Acacia aneura
Mulga Tree



Celtis reticulata
Netleaf Hackberry



Cercis mexicana
Mexican Redbud



Chilopsis linariis
Desert Willow



Cordia boissieri
Texas Olive



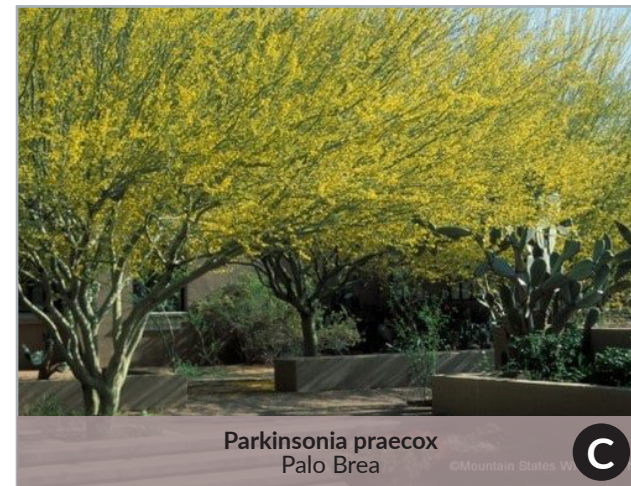
Eucalyptus papuana
Ghost Gum Eucalyptus



Fraxinus velutina 'Fan Tex'
Fan Tex Ash



Olneya tesota
Iron Wood Tree



Parkinsonia praecox
Palo Brea



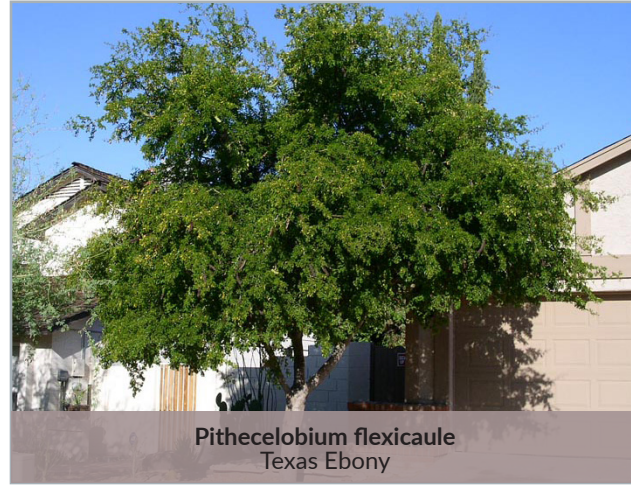
Parkinsonia florida
Blue Palo Verde



Phoenix dactylifera
Date Palm



Pistacia chinensis 'Red Push'
Chinese Pistache Red Push



Pithecelobium flexicaule
Texas Ebony



Prosopis glandulosa 'AZT'
Thornless Honey Mesquite



Vitex agnus-castus
Chaste Tree

C "C" Indicates plant species that will only be used in the Commercial District Zones (will NOT be used in the Auto Mall District Zones).

LM "LM" Indicates plant species that are Landmark Species that should be considered at Major Entries (Auto Mall and Commercial Districts).

Plant Palette - Shrubs



Caesalpinia pulcherrima
Red Bird Of Paradise



Callistemon viminalis 'Little John'
Little John Weeping Bottlebrush



Dodonaea viscosa 'Purpurea'
Purple Hopseed Bush



Eremophila maculata 'Valentine'
Valentine Spotted Emu Bush



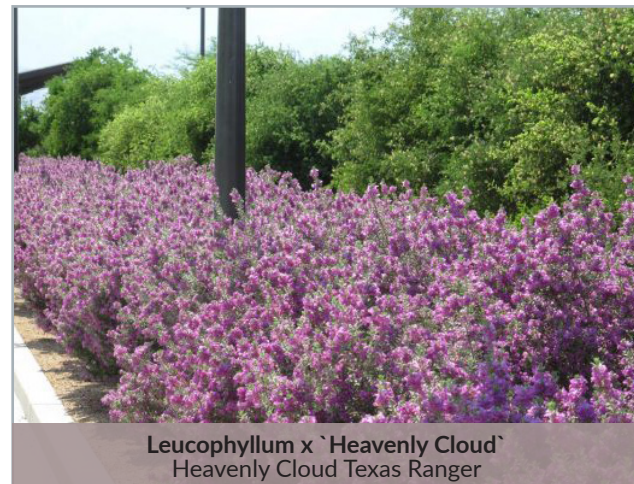
Leucophyllum frutescens 'Compacta'
Compact Texas Sage



Leucophyllum frutescens 'Green Cloud'
Green Cloud Texas Ranger



Leucophyllum langmaniae 'Rio Bravo'
Rio Bravo Texas Ranger



Leucophyllum x 'Heavenly Cloud'
Heavenly Cloud Texas Ranger



Myrtus communis 'Compacta'
Dwarf Myrtle



Nerium oleander 'Petite'
Petite Oleanders



Raphiolepis indica
Indian Hawthorn



Salvia x 'Trident' TM
Trident Sage



Senna artemisioides
Cassia




Sphaeralcea ambigua
Desert Globemallow



Tecoma sp.
Yellow Bells and Tecoma species

 "C" Indicates plant species that will only be used in the Commercial District Zones (will NOT be used in the Auto Mall District Zones).

 "LM" Indicates plant species that are Landmark Species that should be considered at Major Entries (Auto Mall and Commercial Districts).

Plant Palette - Accents



Agave americana 'Marginata'
Variegated Century Plant



Agave angustifolia 'Marginata'
Pacific Agave



LM *Agave weberii*
Webers Agave



Dasylirion longissimum
Toothless Desert Spoon



LM *Dasylirion wheeleri*
Desert Spoon



Euphorbia tirucalii
Sticks-A-Fire



Fouquieria splendens
Ocotillo



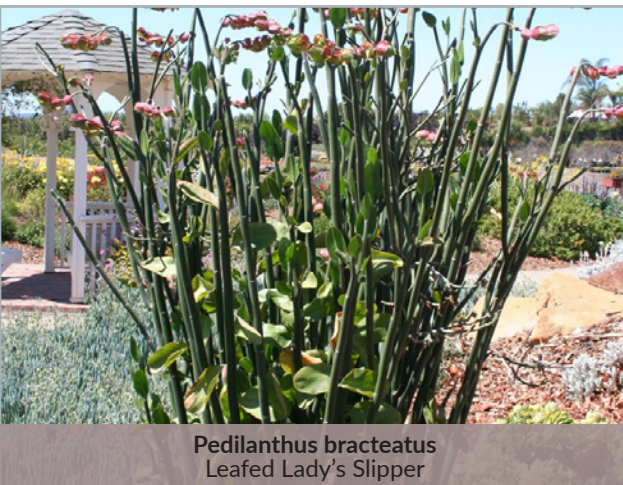
Hesperaloe funifera
Giant Hesperaloe (varius cutlivars/varieties)



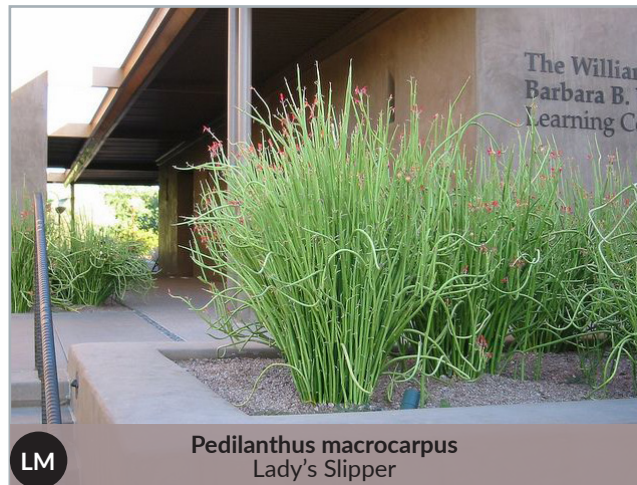
Hesperaloe parviflora
Hesperaloes (varius cutlivars/varieties)



Nolina microcarpa
Arizona Bear Grass



Pedilanthus bracteatus
Leafed Lady's Slipper



LM *Pedilanthus macrocarpus*
Lady's Slipper



Yucca rigida
Blue Yucca



Yucca rupicola
Twisted Leaf Yucca



LM *Carnegiea gigantea*
Saguaro

C "C" Indicates plant species that will only be used in the Commercial District Zones (will NOT be used in the Auto Mall District Zones).

LM "LM" Indicates plant species that are Landmark Species that should be considered at Major Entries (Auto Mall and Commercial Districts).

Plant Palette - Ornamental Grasses



Plant Palette - Groundcovers



Acacia redolens 'Desert Carpet'
Prostrate Acacia Desert Carpet



Bougainvillea 'Barbara Karst'
Barbara Karst Bougainvillea



Calylophus hartwegii
Hartweg's Sundrops



Dalea capitata
Lemon Dalea



Dalea greggii
Trailing Indigo Bush



Eremophila glabra 'Mingenew Gold'
Outback Sunrise Emu Bush



Lantana montevidensis
Purple Trailing Lantana



Lantana montevidensis 'Alba'
White Trailing Lantana



Lantana camera 'Irene'
Irene Trailing Lantana



Lanata x 'New Gold'
New Gold Trailing Lantana



Rosmarinus officinalis
Trailing Rosemary



Teucrium chamaedrys 'Prostratum'
Prostrate Germander



Verbena rigida
Sandpaper Verbena

C "C" Indicates plant species that will only be used in the Commercial District Zones (will NOT be used in the Auto Mall District Zones).

LM "LM" Indicates plant species that are Landmark Species that should be considered at Major Entries (Auto Mall and Commercial Districts).

5.6 Streetscapes

The streetscape design within the Gateway Auto Mall serves as a critical framework for the overall aesthetic, functionality, and identity of the site. The hierarchy of streetscapes ensures a cohesive, yet adaptable approach to landscape and pedestrian integration while maintaining visibility into the Auto Mall District and supporting a pedestrian-friendly Commercial District.

The streetscape hierarchy is structured into three levels, each responding to its function and adjacent land use.

- **Arterial Streetscapes (Auto Mall and Commercial District Frontages) - Pecos and Signal Butte Roads**
- **Collector Streetscapes - Auto Mall Drive and 222nd Street**
- **Freeway Streetscape - AZ State Route 24**

Arterial Streetscapes define the key entry corridors into the Gateway Auto Mall and serve as the most visually prominent streetscapes within the development. These corridors are designed to establish a welcoming, high-quality environment that sets the tone for the overall site.

Collector Streetscapes serve as connectors between the Arterial Streetscapes and individual parcels. They are designed to support both pedestrian and vehicular circulation while integrating landscape elements that enhance comfort and wayfinding.

The Freeway Streetscape serves as a buffer between the State Route 24 and the areas that may potential be annexed into the City at a future date. The difference in elevation between the eventual build out of the freeway and the adjacent development of the Auto Mall District will preclude any screening. The area will therefore function and a landscape strip with the same level of planting 1 tree / 30 linear feet as the Arterial streetscape. This area may also include drainage and future freeway monument signage (under separate permit).

Arterial Streetscapes Design Standards:

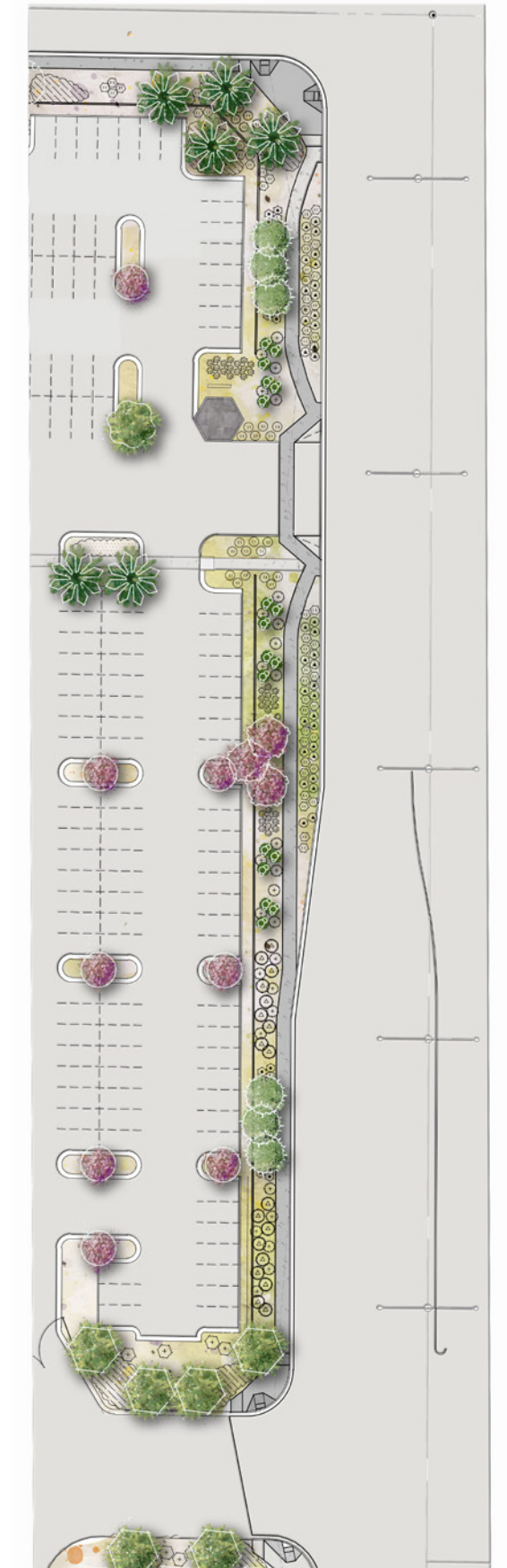
- **Tree Canopy:** Shade trees with large canopies (24'+ dia.) minimum install size of 48" box (or equivalent) planted at 1 per 25 linear feet plus 6 shrubs per 25 linear feet; with opportunities for alternative compliance via an Alternative Landscape Plan (ALP) using cacti such as Saguaro (minimum install 12' ht.) and Ocotillo (minimum install 10' ht.) as substitutions per the approved equivalent reductions.
- **Live Plant Coverage:** A minimum of 50% coverage, with reductions to 30% permitted when employing at least four or the seven alternative compliance solutions (see list below).
- **Pedestrian Experience:**
 1. Wide, continuous sidewalks (8' minimum) with shaded pedestrian nodes minimum of every 500 feet.
 2. Decorative elements such as enhanced paving, public seating, and integrated shade structures.
 3. Street furniture, bins, and bollards to create a refined urban edge.

Collector Streetscapes Design Standards:

- **Tree Canopy:** Shade trees with medium canopies (15'-25' dia.) minimum install size of 36" box (or equivalent) planted at 1 per 25 linear feet plus 6 shrubs per 25 linear feet, with structural cacti substitutions permitted adjacent to the Auto Mall District to achieve alternative compliance.
- **Live Plant Coverage:** 50% minimum coverage required, with alternative compliance solutions via an Alternative Landscape Plan (ALP) available to lower the requirement to 30% adjacent to the Auto Mall District.
- **Pedestrian Experience:**
 1. Walkways (8' wide) adjacent to landscape setback areas and/or a landscaped corridor, ensuring a comfortable pedestrian scale.
 2. Enhanced pedestrian crossings with specialty paving, texture, and color differentiation at key intersections where higher pedestrian traffic is expected. Such specialty paving alternatives are intended for private property only and shall not be included in public R.O.Ws.

Streetscape Type	Function	Tree Canopy & Planting	Pedestrian Experience
Arterial Streetscapes	Major perimeter roads defining the site's identity	Large canopy shade trees (1 / 25'), 50% plant coverage (with alternate compliance reductions via ALP)	8' walkways, pedestrian nodes every 500', decorative elements
Collector Streetscapes	Minor perimeter roads which connect the site to Arterial Roads	Medium canopy shade trees (1 / 25'), 50% plant coverage (with alternate compliance reductions via ALP)	8' walkways adjacent to a landscape setback

01 SIGNAL BUTTE ROAD-AUTOMALL DISTRICT



5.6 Streetscapes (cont'd)

Alternative Solutions for Landscape Enhancements via Alternative Landscape Plan (ALP)

To allow flexibility while maintaining a high standard of design, alternative compliance solutions may be employed in the Auto Mall District and selectively within the Commercial District, subject to approval by the planning director.

Commercial District Streetscape Modifications:

- The above-referenced alternative compliance solutions may be used in the Commercial District Streetscape to address on-site compliance alternatives when approved by the Planning Director.
- Special consideration will be given to integrated gathering spaces, enhanced pedestrian connectivity, and shading strategies that reinforce the retail environment.

Auto Mall District Streetscape Modifications:

To enhance site visibility and achieve a higher overall design aesthetic, we propose flexible adjustments to landscape planting requirements. These adjustments will allow for a reduction in required tree planting and live plant material while incorporating native cacti and alternative shrub planting.

Streetscape Trees:

Additional native cacti like Saguaro and Ocotillo can be used for tree reductions. The current City of Mesa requirement of 1 tree per 25 linear feet can be reduced by providing these cacti in excess of the allowable 10% and 30% reduction limits based on the quantities below and the addition of 2 alternative compliance solutions.

- Each 12' ht. Saguaro beyond the 10% limit equates to a 0.5 tree reduction equivalent
- Each 10' ht. Ocotillo beyond the 30% limit equates to a 0.25 tree equivalent

Landscape plans must detail the location and quantity of these cacti and alternative compliance solutions and be reviewed by City staff.

Plant Material Coverage:

The live plant material coverage requirement can be reduced from 50% to 30% to maintain visibility into the auto dealerships sites with the inclusion of alternative compliance solutions. This flexible approach ensures visibility and design creativity while maintaining ecological and aesthetic standards. A minimum number of 4 of the 7 alternative compliance mechanisms listed below must be employed to reduce from 50% to 30% coverage adjacent to the Auto Mall District. The

alternative compliance mechanism of pedestrian nodes identified in section 2.4 Pedestrian Circulation may also be employed as a mechanism for reduction of plant material. The reduction may not drop below 30% total coverage.

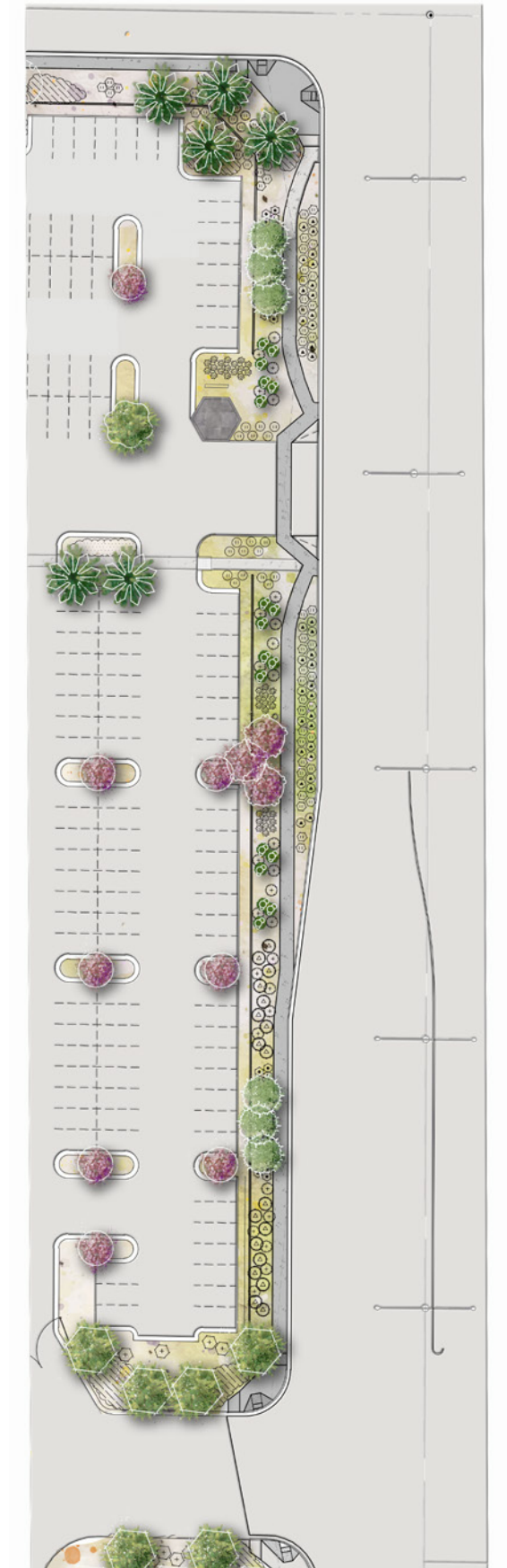
Approved solutions include:

- Additional landscaped pots/planters in exterior public areas.
- Specialty paving in at least 30% of pedestrian walkways/areas.
- Custom exterior seating or shade elements to enhance pedestrian comfort.
- Decorative paneling or screening (metal, mosaic tile, or similar).
- Public artwork integrated into the streetscape.
- Enhanced streetscape components (e.g., site furniture, bins & bollards, tree grates).
- Other creative solutions to improve the public realm while maintaining visibility.
- Enhanced entryway(s), structural elements, up-sized trees and accents at installation, accent materials, specialty lighting

Alternative Compliance:

Alternative Compliance Solutions can include:

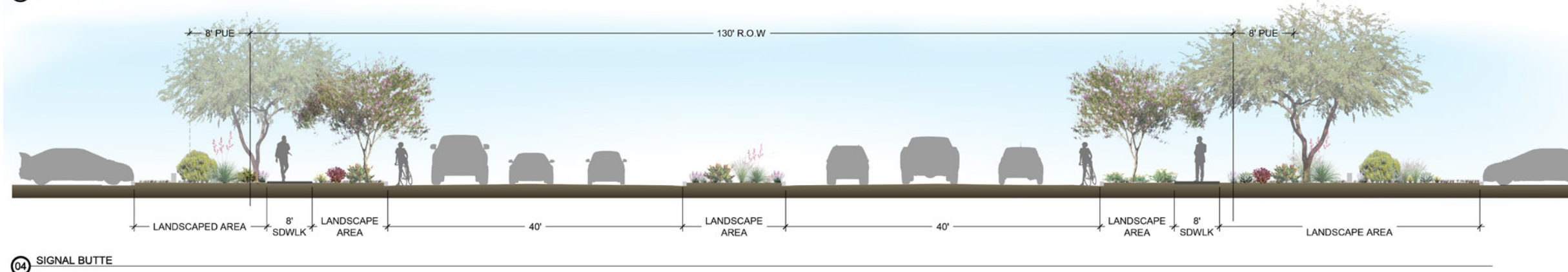
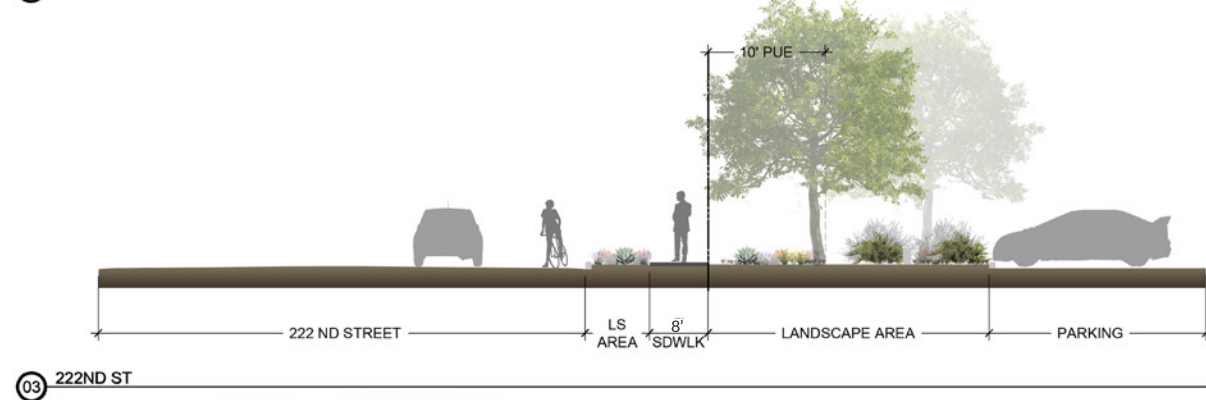
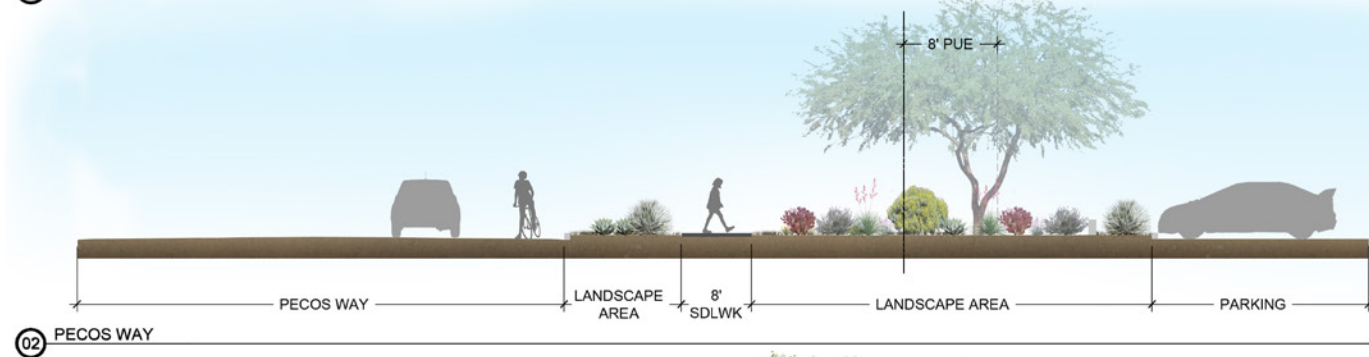
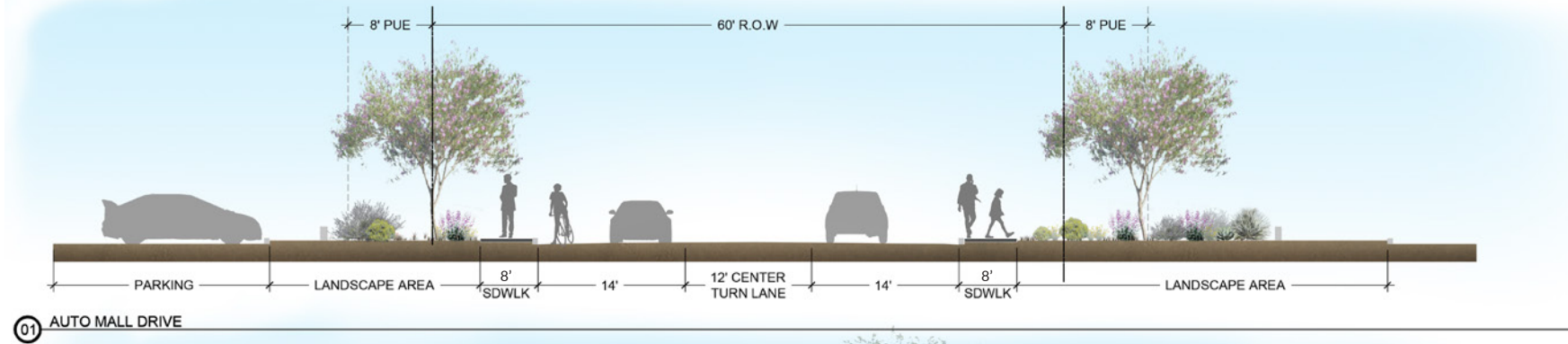
- Additional landscaped pots/planters in exterior public areas
- Specialty paving in a minimum of 30% of pedestrian walkways/ areas
- Custom exterior seating or shade elements
- Decorative paneling/screening (metal, mosaic tile, etc)
- Exterior artwork
- Enhanced streetscape components (site furniture, bins & bollards, tree grates)
- Other creative solutions to enhance the public realm



5.6 Streetscapes (cont'd)

STREET SECTIONS

05 SECTION KEY MAP

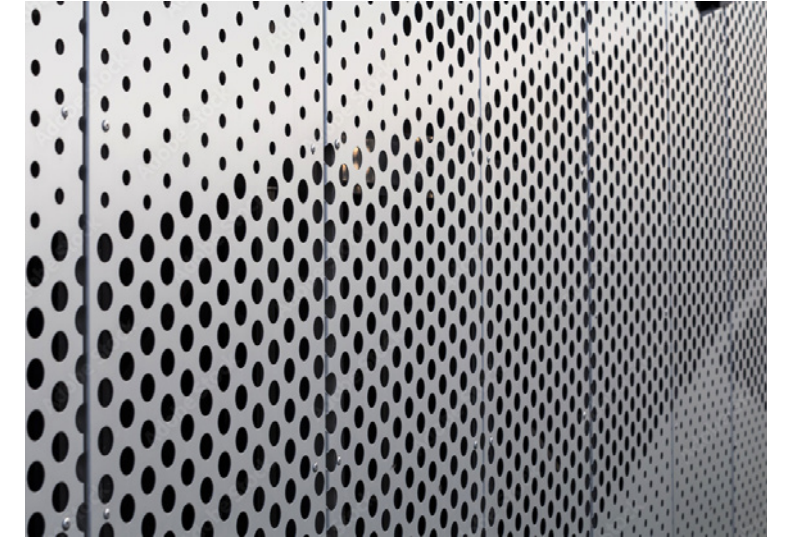


5.7 Hardscape Objectives & Character

The hardscape within the Gateway Auto Mall reflects the distinct identity of both the Auto Dealership District and the Commercial District, while also providing a cohesive visual language across the entire development. Drawing inspiration from the surrounding desert environment and the modern architectural elements of the Gateway Auto Mall, the hardscape design balances durability, functionality, and aesthetic appeal.

The selection of hardscape materials and finishes will define the look, feel, and character of each district and its associated landscape zones, ensuring that the materials used enhance both the pedestrian experience and the overall visual impact of the Gateway Auto Mall. The guidelines provided in this section are intended to establish a consistent and timeless character for the development while allowing flexibility to address the specific needs of each zone.

- **Material Selection:** Hardscape materials should:
 - Be a blend of natural and contemporary elements
 - Reflect the modern yet enduring character of the Gateway Auto Mall
 - Create a strong, unified foundation, while allowing for district-specific variations through the use of the following:
 - Textured/colored concrete
 - Textured and integral color block and pavers
 - Painted EIFS and stucco
 - Painted/powder coated metal w
- **Color Palette:** Colors should be neutral and natural, harmonizing with the desert landscape and built environment and provide a cohesive look across all landscape zones through the use of:
 - Earth tones, grays, and muted shades (dominant colors)
 - Deeper and rich tones/hues at key locations (accent colors)
- **Textures and Finishes:**
 - Acceptable concrete finishes which compliment the architectural style of the development include:
 - Sandblasted
 - Exposed aggregate
 - Smooth or salt finish
 - Stamped patterns
 - Acceptable Metal finishes which ensure longevity and maintain a clean appearance include:
 - Natural
 - Powder-coated
 - Treated to prevent rust and wear



5.7 Hardscape Objectives & Character (cont'd)

- **Design Patterns:** Paver patterns should be used to express a contemporary aesthetic that aligns with the Gateway Auto Mall's modern design language and be consistent within each district while allowing subtle variations to distinguish between the zones. These may include:

- Linear patterns
- Rectilinear patterns
- Geometric patterns

- **Shade Structures:**

Man-made shade structures may be incorporated in key areas to enhance comfort for visitors and create visually appealing gathering spaces. These may include:

- Shade sails
- Ramadas
- Trellises
- Building extensions/architectural awnings

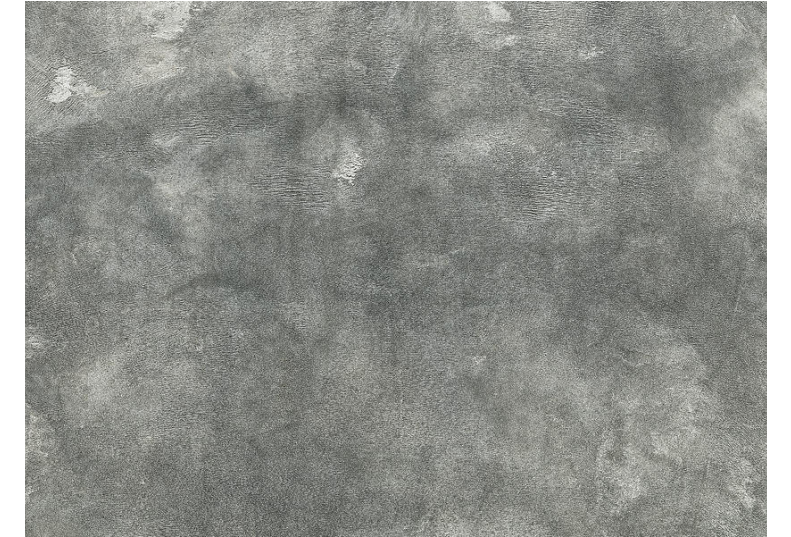
These structures should be designed to complement the overall hardscape character and provide functional shading.

- **Sustainability:**

Where practical, consider using locally sourced materials to support sustainable practices and reduce the environmental footprint of the development. Materials should be prioritized to be:

- Durable
- Low-maintenance
- High longevity
- Low heat gain / high albedo

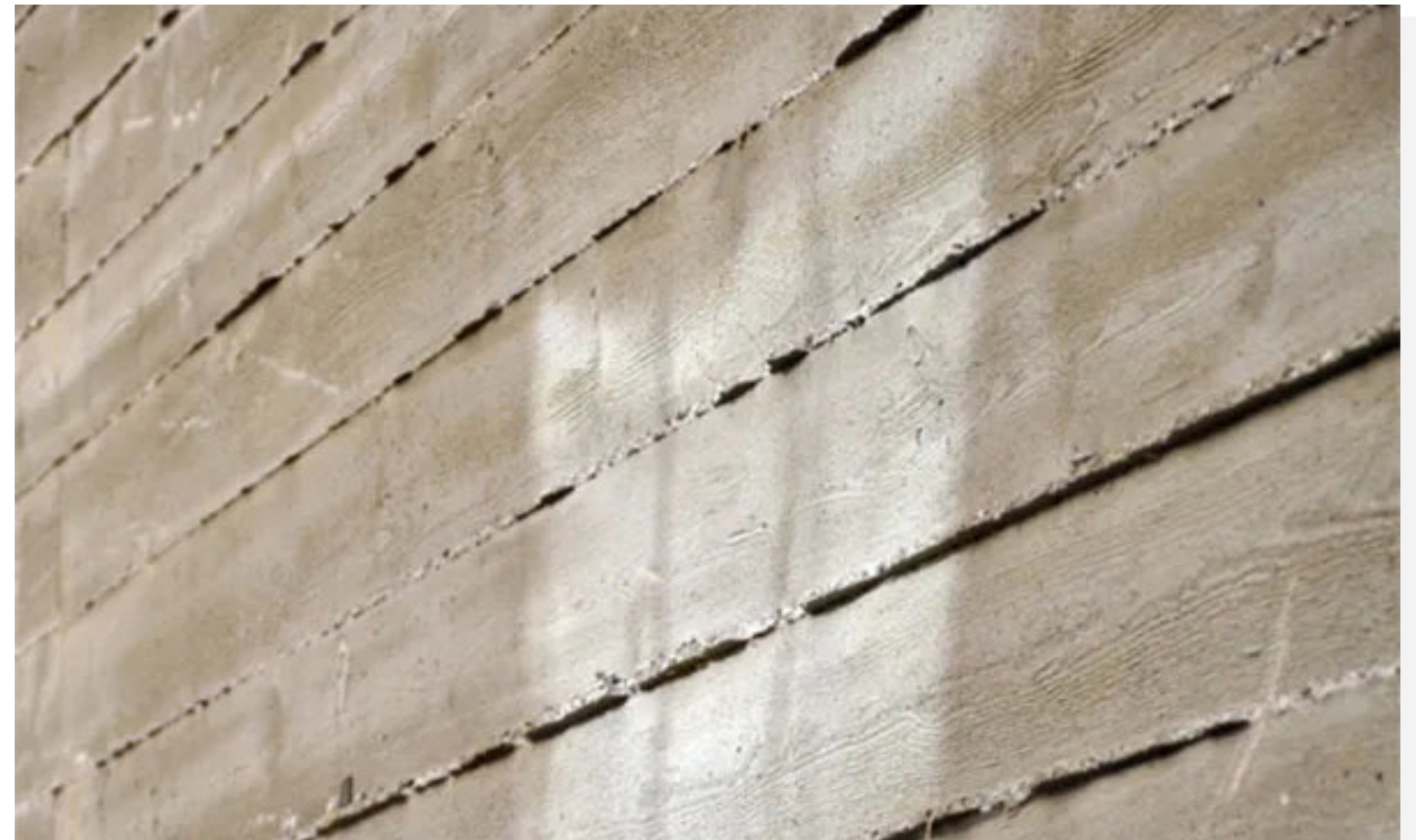
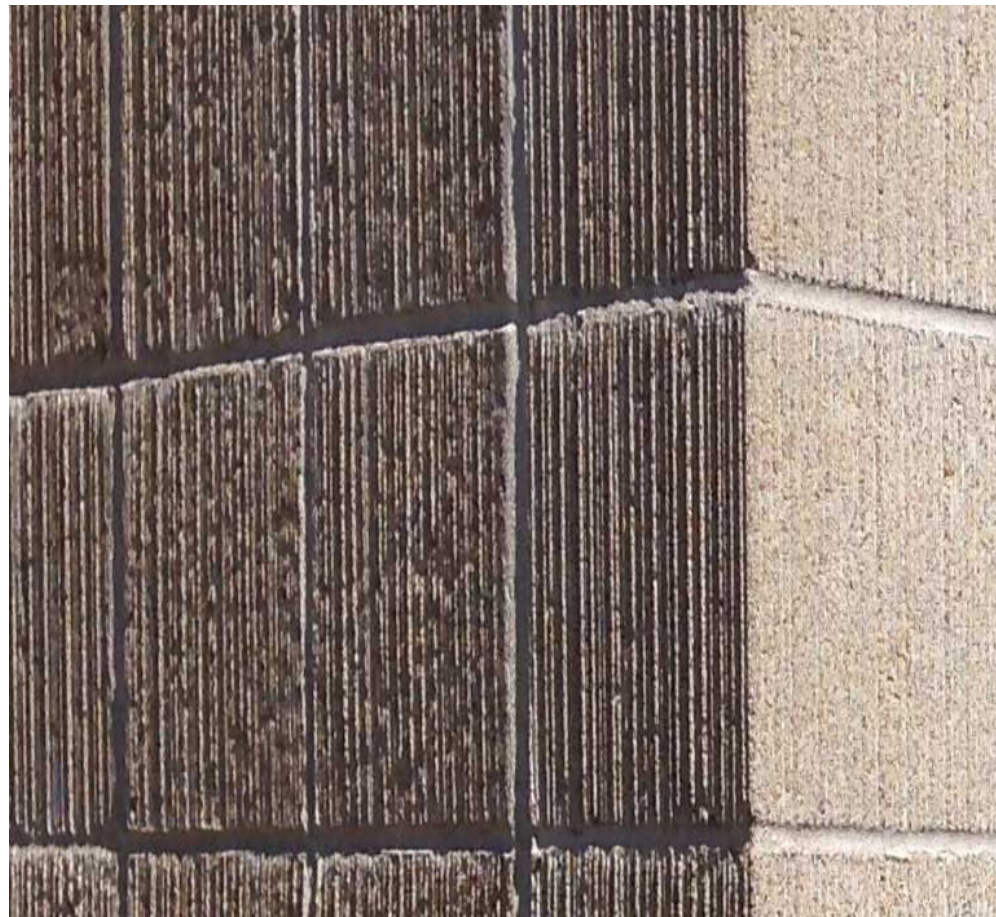
By adhering to these guidelines, the hardscape design within the Gateway Auto Mall will create a unified and inviting environment that meets the needs of both districts while contributing to the overall character of the development.



5.8.1 Walls & Screens

The selection of hardscape materials for walls and screens within the Gateway Auto Mall will define the material character and contribute to the cohesive aesthetic across all phases of development. These elements should complement adjacent buildings and maintain a consistent design language throughout both the Auto Dealership and Commercial Districts. To achieve a timeless and authentic sense of place, walls and screens should incorporate neutral hues, ranging from soft creams to warm charcoals, that harmonize with the surrounding landscape and architectural styles.

- **Concrete:**
Examples include board form, sloppy board form, sandblasted, acid washed, exposed aggregate, and smooth form with exposed ties.
- **CMU/Blocks:**
Examples include split face, raked, ground, vertical-stack bond, and integral color blocks.
- **Metal:**
Examples include powder-coated, perforated, or laser-cut metal.
- **Seat Walls:**
Examples include cast-in-place, masonry, and prefabricated seat walls with integral color.



5.8.2 Paving

The paving materials used throughout the Gateway Auto Mall should reinforce the modern yet enduring character of the development while ensuring durability and ease of maintenance. The paving design should contribute to the overall pedestrian experience, guiding movement and enhancing the visual appeal of both the Auto Dealership and Commercial Districts. A consistent palette of neutral and natural colors should be used across all zones to maintain a unified appearance.

- **Concrete:**
Examples include exposed aggregate, integral color, stained, and stamped patterned concrete.
- **Pavers:**
Examples include concrete pavers with textured surfaces, rectilinear shapes, neutral and natural color mixes, and porous paving where appropriate.



5.9 Site Amenities

The Gateway Auto Mall features a thoughtfully designed array of site amenities that enhance both the customer experience and the overall functionality of the development. These amenities are carefully tailored to the distinct needs of the Auto Dealership District and the Commercial District, while reflecting the modern and sleek character of the Gateway Auto Mall, all within the context of Mesa's rich design traditions.



5.9.1. Auto mall District

The Auto Dealership District focuses on providing a premium experience for customers while supporting the operational needs of the dealerships. Site amenities in this district include:

- **Vehicle Display Areas:**

Hardscape elements, textures and materials will reflect the corporate design of the dealership architecture and national brand standards at each dealership to enhance the visibility and attractiveness of vehicle displays.

- **Perimeter Landscape Zones:**

The perimeter landscaping incorporates site amenities such as pedestrian walkways, perimeter low wall, signage, and lighting to enhance safety and accessibility while maintaining visibility into the dealership parcels and the sleek, modern aesthetic of the district. Display elements and possible seating locations may be incorporated into and around various entry areas.

- **Foundation Plantings:**

Foundation planting for the auto dealerships will not be required. Such areas can be augmented by commiserate areas in other locations on the auto dealership sites and/or through the use of alternative compliance solutions via a Alternative Landscape Plan (ALP).



- **Alternative Compliance:** Alternative Compliance Solutions for reduced or eliminated foundation planting will require a Alternative Landscape Plan (ALP) and may can include, but not be limited to:
 - Additional landscaped pots/planters in exterior pubic areas
 - Specialty paving in a minimum of 30% of pedestrian walkways/ areas
 - Custom exterior seating or shade elements
 - Decorative paneling/screening (metal, mosaic tile, etc)
 - Exterior artwork
 - Enhanced streetscape components (site furniture, bins & bollards, tree grates)
 - Other creative solutions to enhance the public realm

5.9.2. Commercial District

The Commercial District is designed to encourage leisurely shopping, dining, and social interaction. Site amenities in this district include:

- **Outdoor Courtyard, Seating Areas with Shade:**

Strategically placed seating areas provide comfortable, shaded spots for customers to relax, eat, or socialize. These areas are integrated with the surrounding shops and restaurants, contributing to the overall vibrancy of the district. Courtyards are designed as inviting gathering spaces, featuring modern furniture, soft landscaping, and elements like water features or art installations that reflect the character of Mesa.

- Minimum of one (1) outdoor shaded seating area per pad
- Each shaded seating area should provide minimum seating for four persons (combined or separately) equaling 100 square feet
- Outdoor shaded seating areas may be combined so long as pedestrian access is maintained by all pads utilizing said area
- Shade may be provided by trees and/or overhead structures/sails
- Minimum of 75% of outdoor tables should be shaded by means other than table umbrellas (shade can be cumulative as measured from 10am-3pm)
- Shaded outdoor eating areas may be shared so long as pedestrian access is maintained by all pads utilizing said area

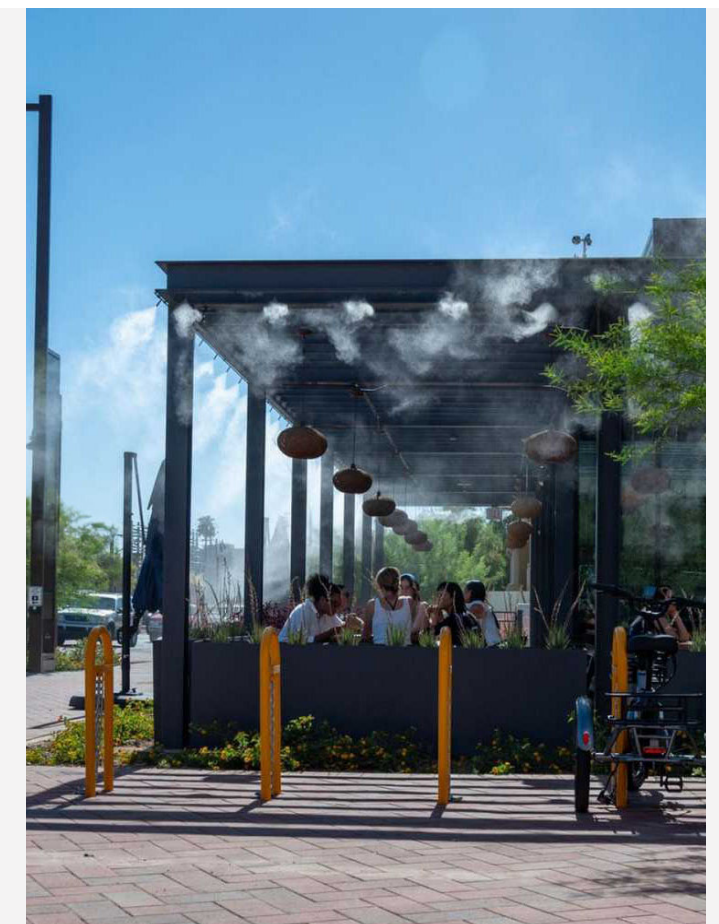
- **Walkable Routes:**

Easily navigable pathways connect the various shops and amenities, featuring well-lit and tree-shaded, safe, and aesthetically pleasing routes that promote pedestrian activity throughout the district.

- 75% of the pedestrian pathways connecting parking areas to commercial pads and pads to each other shall be shaded through some portion of the day as measured between 10am-3pm summer solstice. The shade coverage can be calculated as cumulative.

Design Considerations:

- The site amenities across both districts should reflect the modern and sleek design language of the Gateway Auto Mall while honoring the traditions of Mesa's design vernacular.
- Materials and finishes should be consistent with the overall character of the development, utilizing a mix of contemporary elements with subtle nods to Mesa's historical context.
- Sustainability should be a key consideration in the selection of materials and the design of amenities, with a focus on durability, low maintenance, and environmental responsibility. By incorporating these site amenities, the Gateway Auto Mall will create a dynamic, user-friendly environment that enhances both the commercial success of the development and the satisfaction of its visitors.



5.10 Site Furnishings

The site furnishings at Gateway Auto Mall are designed to enhance the welcoming atmosphere of the development, providing comfort, convenience, and a sense of place for visitors. These furnishings are carefully selected to encourage a variety of social interactions, from intimate gatherings to family shopping experiences, and even quiet moments of solitude. The design and materials of the site furnishings contribute to the overall aesthetic while offering functional support for both the Auto Dealership and Commercial Districts.

Selected Site Furnishing Examples:

- **Benches/Seating**

Various styles, materials, and configurations that align with the development's design principles.

- **Planters/Pots:**

Decorative and functional planters that add greenery and enhance the overall landscape design.

- **Bins and Bollards:**

Essential for maintaining cleanliness and safety throughout the development, designed to blend seamlessly with other site furnishings.

- **Screens/Trellises:**

Used to create visual interest, provide shade, and support climbing plants, adding texture and depth to the outdoor spaces.

- **Tree Grates:**

Integrated into the streetscape to protect tree roots while contributing to the overall aesthetic.

By adhering to these guidelines, the site furnishings at Gateway Auto Mall will create a consistent, inviting environment that enhances the visitor experience while supporting the overall design vision of the development.

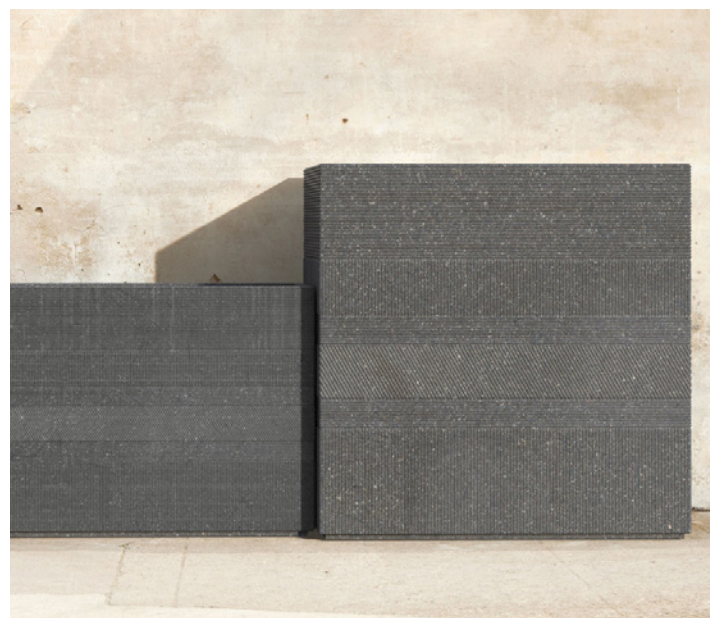


Streetscape Consistency:

All site furnishings within the streetscape should follow a consistent design language, creating a repetitive pattern that enhances the cohesive look and feel of the development.

Design Flexibility:

The furnishings depicted in these guidelines are intended to communicate the general aesthetic and quality standards for the Gateway Auto Mall. However, alternative manufacturers, models and designs of similar quality may be submitted for consideration, subject to approval by Gateway Auto Mall Management.



5.11 Signage & Monumentation

In a master planned commercial district, signs are crucial for adding value and creating a distinct sense of place. Monument signs, freeway landmark monuments, commercial signs, and building signs all contribute in different but complementary ways. Signs serve not only as essential tools for wayfinding and identification but also as key elements that enhance the overall aesthetic and functional experience of the district.

The Gateway Auto Mall will feature the following sign types:

- Monument Signs
- Freeway Landmark Monuments
- Multi-tenant Commercial Signs
- Dealership Signs
- Building Signs

(The portion of the site currently in the County would be required to be annexed prior to the ability of having a Freeway Landmark sign on this site because it currently does not have freeway frontage.)

All signage is required to meet the standards set forth in the City of Mesa code of ordinances. Additionally, a City approved Comprehensive Sign Plan is required for submittal to and approval by the City. Lot Owners and tenants will be able to refer to the Comprehensive Sign Plan or sign related questions such as types, designs, placement and size, approval requirements and prohibited signs. Sign permits will be required for all Signs.

Collectively, these various types of signs contribute to a cohesive and vibrant sense of place in a master planned commercial district. They help create a well-organized and attractive environment that enhances the user experience, supports local businesses, and fosters a strong community identity. By integrating aesthetic design with practical functionality, signs play an indispensable role in the success and appeal of commercial districts.



Thank you

Please reach out with any questions.



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