



Justification/Compatibility Statement Cadence Individual Master Comprehensive Sign Plan

On behalf of GTIS Partners and Harvard Investments, RVi Planning + Landscape Architecture is pleased to submit this request for a Special Use Permit for an individual Comprehensive Sign Plan within the Cadence community. Per Section 4.7 of the Cadence at Gateway Development Unit 1 Phase 1 and Chapter 15 of the Cadence CP, review and approval of separate comprehensive sign plans is required for specific development projects. This application will be for a Special Use Permit (SUP) for an individual Comprehensive Sign Plan for the Tavallo @ Cadence development. This request applies specifically to the multi-family parcel (APN 313-25-005B) as part of the overall Cadence Master Plan. The subject site is a 17± acres multi-family development within the Cadence at Gateway Planned Community District per case ZON19-00848 in 2020.

Cadence at Gateway is an approximately 484 acre planned community located in a portion of the former GM Proving Grounds property. The Community Plan (CP) for Cadence was adopted in 2012 and established the regulatory framework and design standards to facilitate its development as a New Traditional Community.

Included within this package are the following materials to further support this amendment request:

- Justification/compatibility statement
- Site plan
- Proposed signage elevation
- Citizen participation form

Proposed Multi-family Signage

The proposed primary monumentation signage on the site is calculated at 7'-8" by 2'-0" (15.33 SF) on the "Tavallo" signage and 11" x 8'9" (8.02 SF) for the "At Cadence" signage for a total signage area of 23.35 SF. The total signage provided for the multi-family parcel is approximately 23.35 sq. ft for each of the two signs. The maximum height of the signage provided is 8'. The street frontage of the proposed development is approximately 971 linear feet.

As permitted by the City of Mesa Zoning Ordinance per section 11-43-3-B, the max number of permitted signs are two signs per street front at the rate of 1 sq. ft. of sign area per 5-lineal feet of street frontage up to a max. of 32 sq. ft. This development proposes a total of two signs at 23.35 sq. ft. of sign area which is compliant with the City of Mesa Zoning Ordinance.

Justification/Compatibility Statements

As required by the Board of Adjustment approval process, a justification and compatibility statement must be provided. Justification is provided via responses as outlined below in accordance with the Cadence Development Unit 1 – Phase 1 plan (Section 4.7), Section 11-70-5 and 11-46-3, the overall Cadence Community Plan Requirements (Section 15).

Development Unit 1 – Phase 1 plan (Section 4.7)

Community signage within Cadence is an important component of the overall community theme and identity and relates to all aspects of the built environment. As with all aspects of design throughout Cadence, the design character of Community Signage shall reflect the New Traditional vision of the overall community theme, which reflects a modern planning ideal that draws influence from complicated and timeless American neighborhoods.

- Sign colors must compliment both the adjacent buildings and surrounding site design.
Response: All proposed signs are complimentary with the overall signage design theme within the Cadence Community. The prior Cadence Master Comprehensive Sign Plan provided signage criteria and design compatible with the overall community. The proposed signs per this application are consistent with this approval per the submitted reference documentation.

- Signs should provide simple, understandable color contrasts between base materials and letter fonts to promote readability.

Response: The provided signs are complimentary to both the Cadence Master Comprehensive Sign Plan and the built multi-family community. All colors, materials, and lettering is consistent with the overall approved Design Standards of the Cadence community.

- Signs must be scaled to fit appropriately on the surface or wall in which it is intended. Scale and proportion is important to allow successful readability while not over powering a street scene or building design.

Response: The signs are proportionally appropriate to the site and comply with the base City of Mesa Zoning Ordinance. The proposed signs have been oriented in a way that compliments the primary entryway and views around the primary entry.

- Signs may be internally or externally lighted.

Response: Back lit letter lighting has been provided on the proposed sign consistent with the approved overall Master Plan.

- Sign lighting must be manageable via hour control.

Response: All proposed lighting will have a master control and timing system.

- The use of exposed neon is limited to commercial uses and must be approved as part of a Comprehensive Sign Plan.

Response: Neon lighting is not proposed within this development.

- Sources of signage light must not be visible except where lighting is an integral part of the signage design, and only as approved as part of a Comprehensive Sign Plan.

Response: The proposed signage light is limited to the lettering of the sign and has been carefully incorporated into the signage design. Any additional ground mounted lighting will be shielded appropriately as required by the City of Mesa Zoning Ordinance.

- Reverse pan channel sign lighting is allowed provided the light source is hidden and evenly distributed.

Response: As described previously, all proposed lettering halo back lit lighting is hidden and evenly distributed throughout the overall sign.

- Signs shall be unique and well designed to reflect the outstanding nature of the Cadence community.

Response: The proposed signs are consistent with the overall theme of the Cadence community and have been branded according to the signage elevations approved in the Master Comprehensive Signage plan. The proposed sign is clearly distinguishable as a part of the community and contributes to the design quality of the overall Cadence neighborhood.

11-70-5: - Special Use Permit Compliance Statements

A SUP shall only be granted if the approving body determines that the project as submitted or modified conforms to all of the following criteria. If it is determined that it is not possible to make all of the required findings, the application shall be denied. The specific basis for denial shall be established in the record.

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: Signage is a critical element to any development site. At the time of approval of this Sign Plan, it was unknown how the site would be developed and where the signage would be placed. The proposed signage is compliant with the City of Mesa Signage code and does not propose any deviations. As such, we believe that the proposed signage is consistent with the General Plan and City of Mesa's plan and policies.

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 with any other applicable City plan or policies;

Response: The proposed signage is consistent with the overall theme of the Cadence Master Comprehensive Signage Plan which includes colors, materials, and fonts. Additionally, the

proposed signage size is scaled appropriate for this site and is consistent with the general signage characteristics of the Cadence Community. The proposed signage contains 2 signs to be developed at the entryway which is consistent with many of the single family subdivisions and multi-family developments across the City of Mesa.

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; and

Response: The proposed signage will be reviewed and permitted as required through the City of Mesa in compliance with all codes and regulations.

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

Response: The current multi-family development has site plan approval which included approval to all civil infrastructure plans as required by the City of Mesa.

11-46-3: - Comprehensive Sign Plans Compliance Statement

The Zoning Administrator Hearing Officer or the Board of Adjustment may approve a comprehensive sign plan containing elements which exceed the permitted height, area, and number of signs specified in this Sign Ordinance if the comprehensive sign plan conforms to the required findings in 11-70-5 of the Zoning Ordinance and upon a finding that:

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; or

Response: The Cadence Comprehensive Signage Plan was originally approved in 2018. At the time, no signage was proposed for the multi-family parcel there was no site plan approval at that time. Since receiving site plan approval, the proposed development desires to have entry monument signage in accordance with the City of Mesa zoning code regulations. However, since there is an existing Master Comprehensive Signage Plan for the Cadence Community, staff has recommended that the pathway for the multi-family entry signage is to go back to the Board of Adjustments for approval of the signage additions as the proposed signage locations or design was not accommodated within the original approval.

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

Response: The proposed site is part of a larger Master Planned Community that requires to be carefully coordinated and planned. As such, a Master Comprehensive Signage Plan was created to guide development in an organized manner throughout all phases of development. The

proposed site signage is being requested to be in conformance with all previously approved design standards as outlined within the Comprehensive Sign Plan.

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

Response: All proposed signage contains materials consistent with the existing and future signage throughout the Cadence Community as shown by the provided imagery. The proposed signage reinforces the Cadence branding throughout the community and contributes to the aesthetics of the community. All signage is consistent in scale and location and does not seek any deviations to the base signage code within the City of Mesa Zoning Ordinance.

Pacific Proving Grounds (AKA) Cadence Master Sign Plan Compliance

Per the approved Comprehensive Sign Master Plan, section 15.2(a)(i) Review Criteria provides specific details for future development to comply with. Because of the unique nature of land use styles and architectural characteristics within PPGN, a Master Comprehensive Sign Plan may contain signage standards and criteria that exceed the permitted height, area and number of signs specified in the Mesa Zoning Ordinance based on the following criteria:

1. Placement. All signs shall be placed where they are sufficiently visible and readable for their function. Factors to be considered shall include the purpose of the sign, its location relative to traffic movement and access points, site features, structures, and sign orientation relative to viewing distances and viewing angles.

Response: The proposed signage are placed at the primary entryway of the overall development. This area is common for signage identification and will be placed out of all sight visibility triangles and outside any conflict areas.

2. Quantity. The number of signs that may be approved shall be no greater than that required to provide reasonable project identification and entry signs, internal circulation and directional information to destinations and development sub-areas, and business identification. Factors to be considered shall include the size of the development, the number of development sub-areas, and the division or integration of sign functions.

Response: The proposed CSP will include 2 signs to signify the development which is consistent with many multi-family developments throughout the City of Mesa. Both signs will straddle the primary entryway and are not proposed anywhere else on the site.

3. Size. All signs shall be no larger than necessary for visibility and readability unless unique land use or architectural considerations exist. Factors to be considered in determining appropriate size shall include topography, volume of traffic, speed of traffic, visibility range, proximity to adjacent uses, amount of sign copy, placement of display (location and height), lettering style and the presence of distractive influences.

Response: The proposed signage size is consistent with the permitted allowance per the City of Mesa Zoning Ordinance. This signage will be oriented appropriately at the primary entryway to ensure visibility. The lettering of the signage will be appropriately sized to capture the speed and volume of traffic within what is permitted by the Mesa Zoning Ordinance.

4. Materials. Sign materials shall be compatible with architectural and/or natural features of the project. This may be accomplished through similarity of materials for sign structures and faces, the use of complementary colors, similarity of architectural style, or the use of a consistent lettering style or copy.

Response: All proposed signage material will be consistent in design and materials with the approved Cadence Master Comprehensive Sign Plan, including lettering and architectural style.

5. Context. The design of all signs should respect the context of the surrounding area and the character established by existing signage. Items to be considered include, but are not limited to, lettering style, sign placement, and architectural style.

Response: The proposed signage follows the approved character of the surrounding area and is in compliance with the Cadence Master Comprehensive Sign Plan. Additionally, a letter from the master developer has been provided to reiterate this compliance.

6. Sign Illumination and Brightness. Signs, when illuminated, shall conform to the Mesa Lighting and Electrical Code, and shall conform to the brightness standards specified in the Mesa Sign Ordinance.

Response: The proposed signage illumination will include back lit lettering and ground lighting consistent with primary entryway signage throughout the City of Mesa. All ground lighting will be shielded consistent with the City of Mesa zoning ordinance.

Conclusion

The purpose of this request relates receiving approval of an individual comprehensive sign plan to include the multi-family signage as proposed on this site within the Cadence Community. The proposed project is seeking to provide two entryway signs into the community consistent with the signage regulations within the City of Mesa. The proposed Master Comprehensive Sign Plan has been updated accordingly to ensure all proposed signage is consistent with the existing Master CSP, the Cadence Community and the City of Mesa's Zoning Ordinance.