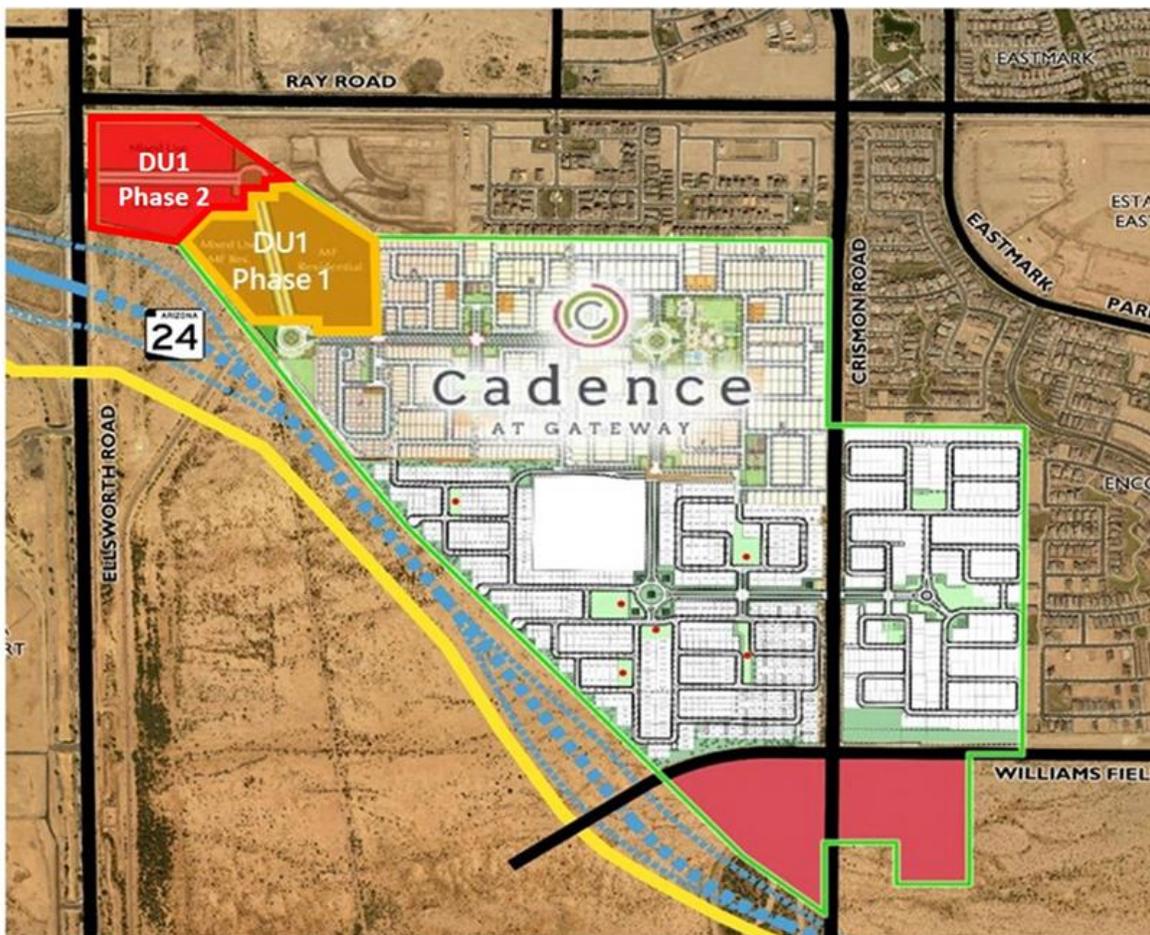


INTRODUCTION. Harvard Investments (“Harvard”) is the master developer of Cadence at Gateway (“Cadence”), an approximately 464-acre mixed-use, master-planned community generally located south of Ray Road, east of Ellsworth Road, north of the future SR24 freeway alignment, and west of Crismon Road. This application requests approval of a Special Use Permit for an Individual Comprehensive Sign Plan (“CSP”) for Development Unit 1 Phase 2 (“DU 1 Phase 2”), comprised of the approximate 18.7 acres generally located at the southeast corner of Ray and Ellsworth Roads, north and south of Cadence Parkway (shown below). DU 1 Phase 2 is strategically located at a strong commercial location within the overall trade area, immediately east of Ellsworth Road and south of Ray Road and less than one-quarter mile from the SR24 interchange.



On September 10, 2012, the City of Mesa (“City”) approved the Pacific Proving Grounds North Community Plan (“PPGN CP”) for Cadence. The PPGN CP represents the first level of planning and regulation that established the overall project vision, regulatory framework, development controls, land use budget, and general design guidelines.

On October 9, 2019, the City approved a Development Unit Plan (“DUP”) for Development Unit (“DU”) 1 Phase 2, which predominantly designated DU 1 Phase 2 as the Community Commercial land use group, with a limited amount of Community Residence, Community Multi-Residence, and Community Residential Small Lot land use groups allowed. DUPs represent the second level of planning and establish a more detailed planning framework that is specific to each DU or phase of a DU.

On March 25, 2020, the City approved the DU 1 Phase 2 Site Plan application utilizing the Community Commercial land use group, which established the lot layout, building placement, general design themes and development parcel allocation. Site Plans represent the final level of planning for non-residence development. Individual commercial development projects will follow the City’s Board of Adjustment procedures, upon separate approval from the Cadence Design Review Committee, prior to start of construction.

DU 1 PHASE 2 – SPECIAL USE PERMIT for a COMPREHENSIVE SIGN PLAN. Pursuant to Section 15.3 of the PPGN CP, an Individual Comprehensive Sign Plan may be established to allow for flexible sign criteria tailored to a specific development project with standards appropriate to the unique character of the development. This CSP is intended to integrate the design of the signs for DU 1 Phase 2 with the design of the planned buildings, into a unified architectural statement; and provide a means for defining common sign regulations for a multi-building and multi-tenant project. The signage proposed within this CSP is also designed to maintain design consistency with the established design themes within the Cadence community and to complement the existing entry monument signage along Ellsworth Road that was previously approved and constructed with the first phase of development within Cadence.

DU 1 Phase 2 represents the gateway into the Cadence community. DU 1 Phase 2 is planned as two development parcels (the North Parcel and the South Parcel) located along Cadence Parkway with frontage on Ellsworth and Ray Roads. The Site Plan is planned to include more than 120,000 square-feet of commercial/retail, employment, restaurant, and/or service uses, including opportunities for two anchor users, numerous freestanding pads, and restaurants with drive-thrus, all of which are integrated into the overall site design. While not included as part of the DU 1 Phase 2 Site Plan application, a convenience market with accessory fuel sales (“Gas Station”) planned at the northwest corner of the North Parcel is included with this CSP to ensure design continuity for the signage within DU 1 Phase 2.

Multi-tenant monument signs are planned along the primary and secondary road frontages and entries along Ellsworth Road, Ray Road, and Cadence Parkway, including three along Ellsworth Road, two along Ray Road, and two along Cadence Parkway (one on the North Parcel, one on the South Parcel). The Gas Station is planned to include one monument sign along Ellsworth Road. The multi-tenant and Gas Station monument signs have been designed using the same type of materials, colors, and illumination to provide for uniform regulation and orderly and consistent development.

This CSP proposes a 3 FT increase (48 FT) in the maximum *aggregate* height of the monument signs along Ellsworth Road (900 FT Ellsworth Road Frontage / (1 FT of Aggregate Sign Height / 20 FT of Frontage)) = 45 FT Maximum Aggregate Sign Height). These monument signs comply with the *individual* maximum height, as well as the sign area and spacing requirements in the Mesa Zoning Ordinance.

The monument signs along both Ray Road and Cadence Parkway comply with the aggregate and individual sign height, area, and spacing requirements in the Mesa Zoning Ordinance as does the other signage in the CSP as a whole.

Please find below a breakdown of the signage per street frontage for multiple signs (calculated as 1-foot of *aggregate* sign height per 20-lineal feet of street frontage for multiple signs and 1-foot of *aggregate* sign height per 10-lineal feet of street frontage for one sign):

STREET	FRONTAGE LENGTH	MZO REQ.	MAX. HGT. ALLOWED	PROPOSED AGGREGATE HGT.
Ellsworth Road	900 FT	1 FT / 20 FT (multiple signs)	45 FT	48 FT (B1.3, 1.4, 1.5, + 2.2)
Ray Road	779 FT		38 FT	24 FT (B1.2 + 1.8)
Cadence Parkway (North Parcel)	1,329 FT	1 FT / 10 FT (one sign)	132 FT	12 FT (B1.6)
Cadence Parkway (South Parcel)	1,329 FT		132 FT	12 FT (B1.7)

Attached building tenant identification signs may be provided as individual buildings, freestanding pads, etc. develop. The number and area of these signs will comply with the Mesa Zoning Ordinance. Individual sign permits will be requested for each building tenant identification sign. Harvard intends for these signs, as well as the above multi-tenant and Gas Station monument signs, to be consistently designed and to incorporate a higher level of design, materials, and quality of craftsmanship.

This Special Use Permit application has been prepared pursuant to Section 11-70-5(E) of the Mesa Zoning Ordinance, which requires that the Board of Adjustment shall find:

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 plans or policies.

The Mesa 2040 General Plan (“General Plan”) character area designation for the DU 1 Phase 2 is Mixed Use Activity District. Pursuant to Chapter 7 of the General Plan, the Mixed Use Activity District is designated for large-scale community and regional activity areas. Uses may include a mix of retail, entertainment, and offices. Approval of the CSP will advance the goals and objectives of the General Plan by accommodating a customized sign plan for the planned commercial/retail, employment, restaurant, and/or service uses within DU 1 Phase 2.

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 to the General Plan and any other applicable City plans or policies.

The location, size, and design of the proposed signage is consistent with the existing Planned Community zoning and Community Commercial land use group, and also conforms with the Mixed Use Activity District character area of the General Plan. The proposed signage, which includes similar materials for sign structures, faces, and architectural style, as well as complementary colors, complements the planned architectural character of the area and the established design themes within the Cadence community. All signs are strategically located to be sufficiently visible and readable for their function. The locations of the attached building tenant signs, multi-tenant monument signs, and Gas Station monument signs are properly and appropriately located relative to traffic movement and access points, site features, planned buildings, and orientation relative to distances and viewing angles.

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 general welfare of the City.

The proposed CSP will not be injurious or detrimental to the adjacent or surrounding properties, nor to the general welfare of the City. The design, placement, quantity, and size respect the existing and planned context and character of the area.

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

This SUP has no impact on public services, public facilities, or public infrastructure. Adequate public services, public facilities, and public infrastructure are available to serve DU 1 Phase 2.

Additionally, this Special Use Permit application has been prepared pursuant to Section 11-46-3(D) of the Mesa Zoning Ordinance, which requires the following findings:

1. The development size contains unique or unusual physical characteristics, such as topography, proportion, size, or relation to a public street that would limit or restrict normal sign visibility.

DU 1 Phase 2 is bounded by Ellsworth Road, which is a major north-south thoroughfare in the area connecting to both Queen Creek to the south and the SR24, and planned to carry a sizable amount of traffic. Usage of this frontage for marketing and project identification must be maximized given that the east portions of the North and South Parcels have limited visibility from Ellsworth Road (at final build out). Based on the roadway classification and anticipated traffic volume, speed of traffic, and visibility, increased signage is necessary for proper visibility, legibility, and identification.

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.

DU 1 Phase 2 is strategically located at a strong commercial location within the overall trade area, immediately east of Ellsworth Road and south of Ray Road and less than one-quarter mile from the SR24 interchange. Accordingly, DU 1 Phase 2 is positioned to attract and retain high-caliber retail and restaurant offerings, along with opportunities for employment uses, hospitality, and other neighborhood service and convenience uses. This circumstance heightens the importance of signage along Ellsworth Road, as this signage must provide for proper signage for all of DU 1 Phase 2. This CSP proposes a very minor increase in maximum aggregate height for the multi-tenant and Gas Station monument signs along Ellsworth Road, which is the most visible and critical marketing corridor for DU 1 Phase 2. These monument signs comply with the individual height requirement—no other modifications to the Mesa Zoning Ordinance are proposed with this CSP.

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

The proposed monument signs and attached building signage are planned to complement the architecture, location, and orientation of the buildings to be developed on the site as well as to complement the existing signage and established design themes within Cadence. The monument signs incorporate numerous colors and materials, reveals and score lines, trim details and accents, and varying height and depth, creating a superior quality of design beyond the current standards of the Mesa Zoning Ordinance. Additionally, the monument signs have been strategically designed to place the “heavier” concrete pavers with larger grain textures at the bottom of the sign and the “lighter” materials with smaller more refined textures toward the middle and top, reinforcing the form of the monument signs. This CSP creates a uniform sign package for DU 1 Phase 2 related to materials, lighting, design, and other features of the individual signs. All signage is compatible with the style and character of the planned improvements within DU 1 Phase 2 and are well-related to each other in terms of location and spacing. This CSP ensures that the signage within DU 1 Phase 2 incorporates a higher level of design, materials, and quality of craftsmanship envisioned for and established within Cadence.