

### **Narrative:**

Gallery Park is located on an approximate 40-acre parcel just west of the Phoenix-Mesa Gateway Airport. The site is bound on the north by Arizona SR 202, Ray Road on the south and Power Road on the west. This great confluence of major vehicular roadways provides enough exposure and access to make the project a perfect landing spot to a wide variety of uses.

Gallery Park is intended to look, work and feel like an urban neighborhood that blends professional businesses with hotels, boutique retail and dining establishments. The overall signage design concept combines a warm modern aesthetic with touches of classic, retro signage to produce a consistent collage of signs that tastefully inform, delight and stimulate visitors to the project while fitting in seamlessly with the built environment.

### **Comprehensive Sign Plan (CSP) Compatibility with Gallery Park Design Guidelines:**

With a deep appreciation for the importance of placemaking and a desire to create authenticity through thoughtful building design, VIVO Development Partners conceived Gallery Park. VIVO created Gallery Park's Design Guidelines to form an architectural design ethos that encourages artistic creativity, the use of authentic materials and establishes architectural directives that achieve an elevated design standard. The Comprehensive Sign Plan (CSP) and the corresponding signage designs, submitted herein by Trademark and VIVO, have been entirely conceived with Gallery Park's Design Guidelines in mind. The proposed signage follows the Warm Modern building style described in Design Guideline section 3.2.2 as, "a contemporary language of pure, abstract forms the starkness of which becomes balanced with the use of warm materials." The signage material palette in the CSP reinforces this Warm Modern building style, and the materials specified in the CSP were selected from the Materials section 3.3 of the approved Gallery Park Design Guidelines.

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

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

**Response:** Gallery Park is an exciting, prominent infill development with a variety of office, retail, restaurant, multi-family residential and hotel uses, all of which will be of great benefit to the City and surrounding Mesa Gateway area. These businesses residing within Gallery Park's mixed-use setting, form a collection of small- and large-scale buildings oriented along an internal network of pedestrian and vehicular circulation to create a desirable urban neighborhood character. The prominent scale of this development requires a Comprehensive Sign Plan that incorporates signage which will complement the scale of this development. Moreover, due to the planning configuration of this urban neighborhood character, many of the internal buildings will not have adequate street frontage to display their attached building signage. The additional monument and building signage are essential to adequately sign the development, and essential to the internal businesses' ability to advertise at street level along Gallery Park's major arterials.

**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.**

**Response:** Everything about Gallery Park is unique and separates it as an exciting and welcomed addition to the conventional development typical in the surrounding area. While most developments are comprised of only a couple of uses, Gallery Park is conceived to become a regional draw to the southeast valley by bringing together a mix of retail, restaurant, office, multi-family residential and hotel uses that together will serve as amenities to support the growing Mesa Gateway Airport district.

An elevated design standard composed by blending new with old, an established set of design elements and carefully selected authentic materials are memorialized in a set of design guidelines to produce a rich architectural palette which sets Gallery Park apart from the typical styles found in conventional developments.

Gallery Park's prominent site location on the Loop 202 San Tan freeway at the intersection of Power Road, positions the project to serve as a landmark for those traveling in and out of Mesa Gateway Airport as well as those visiting the ASU Polytechnic campus due south of the site. Such freeway presence, seldom afforded to those without a larger regional or national footprint, will enhance the project's brand awareness while promoting the unique mixed-use offering that can only be found at Gallery Park.

This landmark site location requires the physical scale of this development to be different than typical single-story development that predominates the area. As such, Gallery Park is approved for 75-foot building height and will accommodate multi-story office, hotel, and multi-family residential buildings to produce a density of use and synergy of activity that will attract southeast valley residents to experience.

Finally, art in the name, Gallery Park, becomes art in the place. Gallery Park's incorporation of art throughout its development may be its most distinguishing feature representing a clear variation from typical conventional development. Whether driving by on the freeway and catching glimpses of multi-story art murals or walking along a shaded pedestrian path and observing outdoor sculpture, art encounters are programmed throughout Gallery Park's lifestyle experience. Owners and tenants who call Gallery Park home each participate in the Art Program by sponsoring collections within their own space or commissioning pieces that become permanently installed as part of the outdoor art experience.

Altogether, Gallery Park's attention to placemaking, thoughtful building design, unique site location and prominent scale make it a fresh and welcomed destination for meaningful community interaction which will soon prove to be the southeast valley's most endearing mixed-use lifestyle center.

**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:** The same care and attention to detail given to Gallery Park's site planning and building design principles is applied to Gallery Park's Comprehensive Sign Plan and designs herein. Consistent with the design guidelines for Gallery Park, the overall signage design concept combines a warm modern aesthetic with touches of classic, retro signage to produce a consistent collage of signs that tastefully inform, delight and stimulate visitors to the project while fitting in seamlessly with the built

environment. The proposed signage is elevated in both materials and creative design and include a number of special features to achieve a classy modern and vintage aesthetic. Murals, exposed neon and exposed bulbs will be allowed in certain areas of Gallery Park, and for certain uses, as classic touches that are part of the overall warm modern signage aesthetic. The detached ground signs feature special materials and creative illumination elements including warm wood louvers on their faces or sides that filter the internal illumination to create both a lighting feature and continuity in the signage theme. The main entry ID is a true departure from the norm and offers an integrated design with multi-level planters, a project ID wall with an art niche opening and internal up lighting to illuminate the future art installation. A large freestanding set of letters at the Park arrival location feature routed faces that replicate leaves with internal RGB illumination that will allow the sign color to change for different seasonal events and create a strong sense of destination for visitors. Together with the unique mix of uses and building architecture, the proposed signage with incorporated special design features will form part of the rich composition of elements which will make Gallery Park a preferred destination and a long-lasting regional draw for the southeast valley.

**11-70-5E: Special Use Permit (SUP) required findings.**

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

***Response:***

The existing General Plan Character for the property is Mixed Use Activity District. The site is surrounded on the west and south by other commercially developed land and industrially developing properties to the east closer to the Mesa Gateway Airport “campus”. Mesa 2040 General Plan describes the Mixed Use Activity District Character Area as *“largescale (typically over 25 acres) community and regional activity areas that usually have a significant retail commercial component including shopping areas such as malls, power centers, or lifestyle centers that are designed and developed to attract customers from a large radius. These districts often include other uses such as office, entertainment and residential. The goal is to help these districts be strong and viable centers of commercial activity that attract people to unique shopping and entertainment experiences.”*

At 40 net acres, the site qualifies as a larger scale mixed-use development with a significant retail commercial component, entertainment opportunities, office, hotel and multi-family residential uses. Gallery Park meets the goals and implements the purpose and intent of the Mixed Use Activity character area, and approval of the proposed Comprehensive Sign Plan will advance the goals and objectives of the General Plan.

**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:*** As stated above, the existing General Plan Character for the property is Mixed Use Activity District. At 40 net acres, the site qualifies as a larger scale mixed-use development with a significant retail commercial component, entertainment opportunities, office, hotel and multi-family residential uses. Gallery Park meets the goals and implements the purpose and intent of the Mixed-Use Activity character area. The location, size, design, and operating characteristics of Gallery Park and the proposed

Comprehensive Sign Plan are consistent with the purposes of the district and conform with the General Plan.

**3. The proposed project will not be injurious or detrimental to the adjacent or surrounding properties in the area, nor will the proposed project or improvements be injurious or detrimental to the neighborhood or to the general welfare of the City.**

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

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

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

#### **Mesa Gateway Strategic Development Plan (Inner Loop District)**

The Mesa Gateway Strategic Development Framework Plan has identified and delineated the property as being located within the “Inner Loop District”. The character area contemplated and envisioned by the City of Mesa is the very type of development proposed by Gallery Park.

The Strategic Development Plan’s vision for this specific area of the City was a *“new vision [to] embrace a more integrated development pattern with more flexibility in locating land uses. This plan recognizes that a mix of uses in close proximity to each other is vital to creating livable and sustainable places that will grow well over time and retain their value.”* Gallery Park will attract customers and capture additional sales tax from outside the City, as Gilbert, Queen Creek and Chandler residents living in the vicinity will patronize the businesses and restaurants within the center. Approval of the proposed Comprehensive Sign Plan is critically important to maximizing Gallery Park’s ability to attract customers and capture additional sales tax revenue.

The following goals envisioned in Mesa’s Strategic Development Plan are fully met by the Gallery Park development and reinforced with this Comprehensive Sign Plan proposal:

- Greater intensification than typical suburban development.
- Freeway frontage will be devoted to employment and retail uses.
- High quality design of building and site plans will be adopted to set the standard for high-quality.
- Developments laid out with a high degree of connectivity.
- Designs will provide for human safety and comfort through shade and cooling strategies, solar orientation, and the deliberate use of materials to reduce solar radiation and the heat island effect.

Inner Loop District goals listed below are satisfied by GALLERY PARK and the CSP proposal:

- The District should provide a high-quality, mixed-use environment that is compatible with increasing over-flight activities associated with Phoenix-Mesa Gateway Airport operations.

- Over time, flexibility will be important as development should begin to transition to mixed uses, with concentrations of light industrial, office, and retail, with a possibility of higher-density residential uses in the future.
- Village centers will provide areas that attract pedestrians and are to be built at a scale comfortable for those traveling by foot or bike. They will include uses such as retail, offices, services, high-density mixed-use residential, and open spaces. They are to be urban areas designed for pedestrian circulation and transit networks. Future residential uses must demonstrate their ability to address the impacts of aircraft operations and not limit the development and expansion of Phoenix-Mesa Gateway Airport.