

## Chapter 1. Community Plan Executive Summary

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### Pacific Proving Grounds North Overview

For nearly 50 years, the General Motors Desert Proving Grounds helped define the area surrounding the Phoenix-Mesa Gateway Airport as an industrial district at the fringe of the Mesa community. The ongoing transition of the Airport into a reliever airport for Sky Harbor and the closure of the GM Desert Proving Grounds have paved the way for new opportunities and a bold new vision for the Gateway Area as a regional employment center and sustainable destination that promotes a live, work, learn and recreate balance. An important component of the Gateway Area vision is providing for residential uses that are critical towards achieving a jobs-to-housing balance. The Pacific Proving Grounds North Community Plan responds to this need by offering a thoughtfully planned, market relative, and strategically located residential community that is also reflective of the City's goals for a more sustainable and livable approach to development in the Gateway Area.

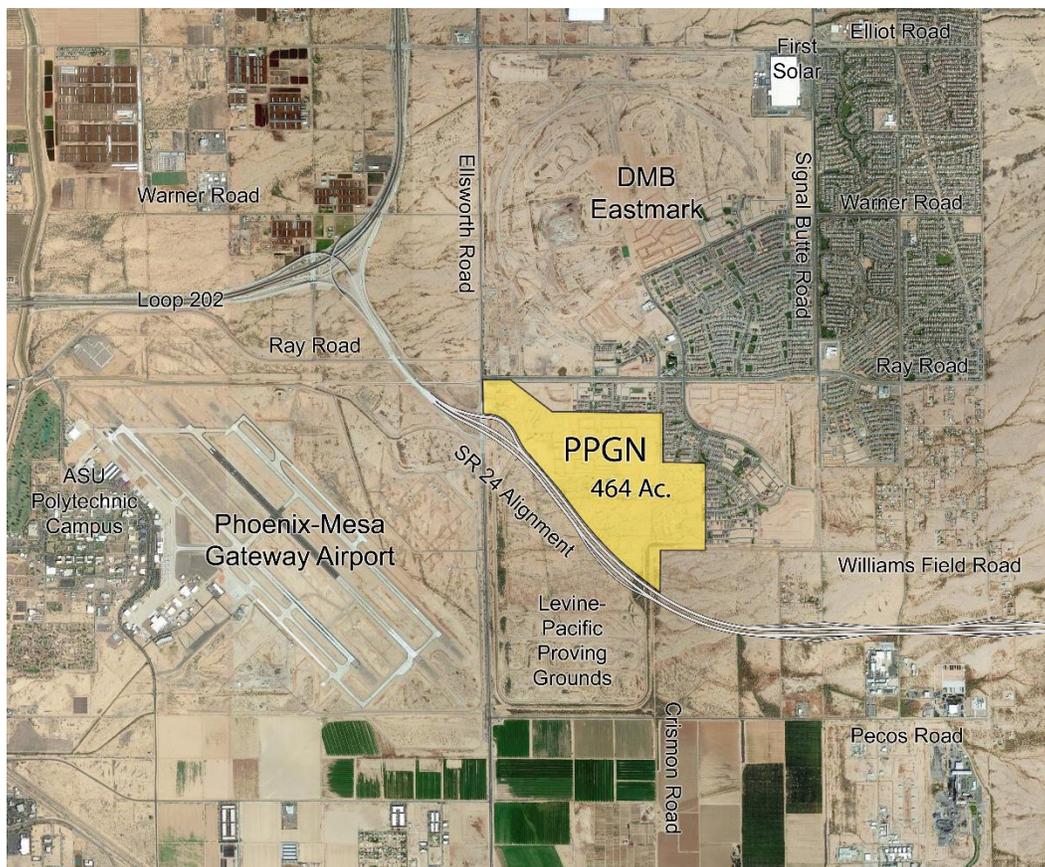
The Pacific Proving Grounds North Community Plan establishes the regulatory framework and design standards necessary to facilitate development of a master planned residential community on 464 acres within the growing Mesa Gateway Area of the City of Mesa. Pacific Proving Grounds North is being planned as a New Traditional Community that draws influence from modern smart growth principles as well as the timeless qualities of historic American neighborhoods. The community will be defined by four distinctive planning principles, which act as the structuring elements of the master plan. These include classic, formal tree-lined streets that double as important public places; compact, walkable neighborhoods united by interconnected paseos and sidewalks; purposeful architecture comprised of simple building forms and durable materials; and integrated parks and recreational amenities designed to contribute to the overall structure and social identity of the community. Residential living opportunities will be comprised of single-residence and multi-residence neighborhoods. In particular, single-residence homes will be more compact than historical auto-oriented suburban development, with residences designed to engage the street and foster a socially interactive community. Pacific Proving Grounds North will also offer locally oriented retail services during the early phases of development that will be designed with strong connections to the residential neighborhoods. Long term opportunities for regional serving retail and employment exist in the areas adjacent to the future SR24 Freeway.



On a more global level, Pacific Proving Grounds North responds to the broader public objectives of establishing the Phoenix-Mesa Gateway Airport and the Gateway Area as an employment hub and center of regional importance. Specifically, Pacific Proving Grounds North fulfills a recognized need for high quality residential environments within the Gateway Area that contribute to a sustainable jobs-to-housing balance. The community is well positioned to accommodate future residents that are drawn to the area for the emerging job and educational opportunities as well as proximity to regional assets such as the Phoenix-Mesa Gateway Airport. Pacific Proving Grounds North will also attract residents in its own right based on the quality of life within the community and will be viewed as an asset by future employers looking for a true live-work environment to call home.

## Context

Pacific Proving Grounds North encompasses 464 acres that were formerly part of the 5,000 acre GM Desert Proving Grounds property. The property is generally located east of Ellsworth Road, south of the Ray Road alignment and west of the Crismon Road alignment. The property is strategically situated near important transportation corridors including the Loop 202 Freeway and the future SR24 Freeway, which forms the southern boundary of Pacific Proving Grounds North. The City of Mesa's current efforts to construct the first mile of the SR24 Freeway from the Loop 202 to Ellsworth Road will serve as a catalyst for additional economic development opportunities in the area.



## Master Developer

Harvard Investments is the initial Master Developer for Pacific Proving Grounds North. Harvard Investments ([www.harvardinvestments.com](http://www.harvardinvestments.com)) is a real estate investment and development company with holdings focused in the Southwestern United States. Harvard is an arm of and owned by the Hill Companies ([www.hillcompanies.com](http://www.hillcompanies.com)), the oldest land development company in Canada, which has operated as a privately held company since its inception in 1903. The Hill Companies is well diversified with interests in real estate, radio broadcasting, insurance, oil & gas, and manufacturing. Harvard specializes in master planned residential development, and the marketing and sales of home sites. In the last fifteen years, Harvard has planned, engineered and developed more than 14,300 acres in Arizona. The senior management team of the company has over 90 years of combined experience in Arizona real estate investment and development, 70 years of which were accumulated working together at Harvard. The senior management includes Craig Krumwiede (President), Chris Cacheris (Vice President), Kathe Astrom (Vice President & CFO), and Tim Brislin (Vice President). Harvard has positive working relationships with the home building and commercial development communities, and has completed transactions with a majority of the top home builders in Arizona. Harvard combines experience, integrity and financial stability to create high quality, environmentally sensitive, and enjoyable communities. Harvard looks forward to bringing this expertise to the Pacific Proving Grounds North property.

## Community Plan

The land use plan for Pacific Proving Grounds North is designed as a flexible framework that can evolve over time as the area urbanizes. Land use classifications for Pacific Proving Grounds North accommodate a mix of detached and attached single residence, small lot single residence and multi-residence as well as complimentary commercial, and mixed-use development. Pacific Proving Grounds North is planned for a maximum residential yield of 3,500 dwelling units. The land use plan envisions commercial, multi-residence and higher density single residence uses in close proximity to key transportation corridors with contemporary single-residence neighborhoods comprising the balance of the community. Commercial areas will be physical and visually integrated with residential portions of the community and are planned to take advantage of arterial streets and future freeway interchange access. Commercial development opportunities within PPGN will contribute to the regional jobs to housing balance and will provide local employment opportunities for PPGN residents. The Pacific Proving Grounds North property has been divided into four distinct Development Units based on geographic and land use considerations, and anticipated project phasing. Development Units are assigned a residential unit cap as well as a maximum non-residential building area allocation. The Community Plan includes comprehensive design guidelines that address key community elements such as site design, building design, landscape and streetscapes. The Community Plan includes the planning processes and regulatory procedures that govern the future, more detailed levels of planning including future Development Unit Plans, Site Plans, and Subdivision Plans. Build out of Pacific Proving Grounds North is planned to take place over a ten to fifteen year period of time.

## Furthering the Mesa Gateway Strategic Development Plan Vision

Pacific Proving Grounds North is located within the study area of the Mesa Gateway Strategic Development Plan and is specifically located within the Mixed-Use Community District. As envisioned within the Strategic Plan, Pacific Proving Grounds North will contain a wide variety of land uses with an emphasis on residential living opportunities, commercial development and employment uses that are supportive of a synergistic relationship with the Airport. The Mixed-Use Community District is planned to be the primary area for residential development within the Gateway Area and should include low to high density residential development along with commercial, employment and recreational uses to provide a “complete community experience.” The Strategic Plan specifically states that “providing for residential use is critical to attaining the balance that is sought within the Mesa Gateway area amidst the employment, education, commercial and industrial uses found primarily within the other districts.” Further, the Strategic Plan places a strong emphasis on creating a sustainable community, which is defined as a community that is economically viable, responsive to context and location, and uses resources efficiently. The Pacific Proving Grounds North Community Plan is designed to respond to this vision by creating the structure for a master planned residential community in close proximity to jobs and regional transportation corridors that is built upon a framework of compact, connected and pedestrian friendly neighborhoods.

## Framework Districts

### MIXED USE COMMUNITY DISTRICT

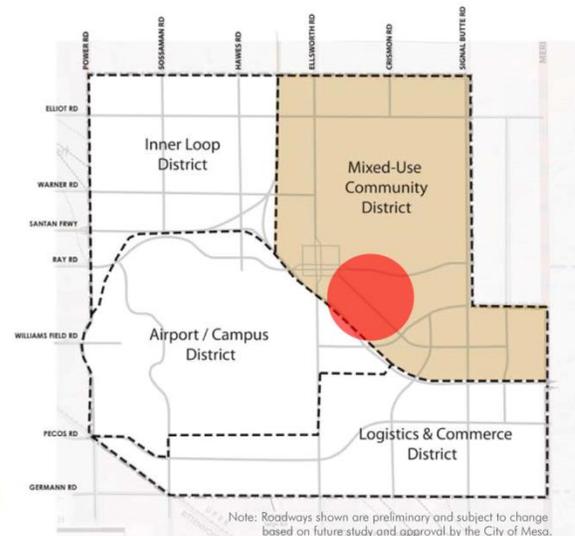
#### Focus

This district is envisioned to be the area that solidifies the goal to balance land uses and provide sustainability through the creation of a live/work/play community. It will contain the widest variety of land uses within the planning area, with ultimate development including low- to high-density residential, commercial, employment, civic, and recreational uses to provide a complete community experience. While the other districts allow for residential uses, this district will be the primary area for residential development. Providing for residential use is critical to attaining the balance that is sought within the Mesa Gateway area amidst the employment, education, commercial and industrial uses found primarily within the other districts. This district will also include walkable mixed-use “urban core” areas to provide focus and identity.

The boundaries of this district are existent or planned freeways that serve as a transition zone to the other districts. Development in this transitional area can take advantage of freeway frontage and access. Business park, light industrial, and other higher-intensity employment uses, as well as regional community commercial uses, are compatible with this designation. High-density residential will be integrated with commercial and employment uses in urban cores and other mixed-use development areas.

#### Form

Development will include a wide range of building forms that provide for activities ranging from light industrial to single-family residential, with an emphasis on walkable streetscapes and environments. The most intense development patterns are expected in urban cores at Ellsworth and Elliot Roads and Ellsworth and Ray Roads. Structures in these cores will generally be built to the right-of-way line and are expected, over time, to be as tall as allowable with respect to the flight activity generated from the airport. While development throughout the Mesa Gateway area will be cognizant



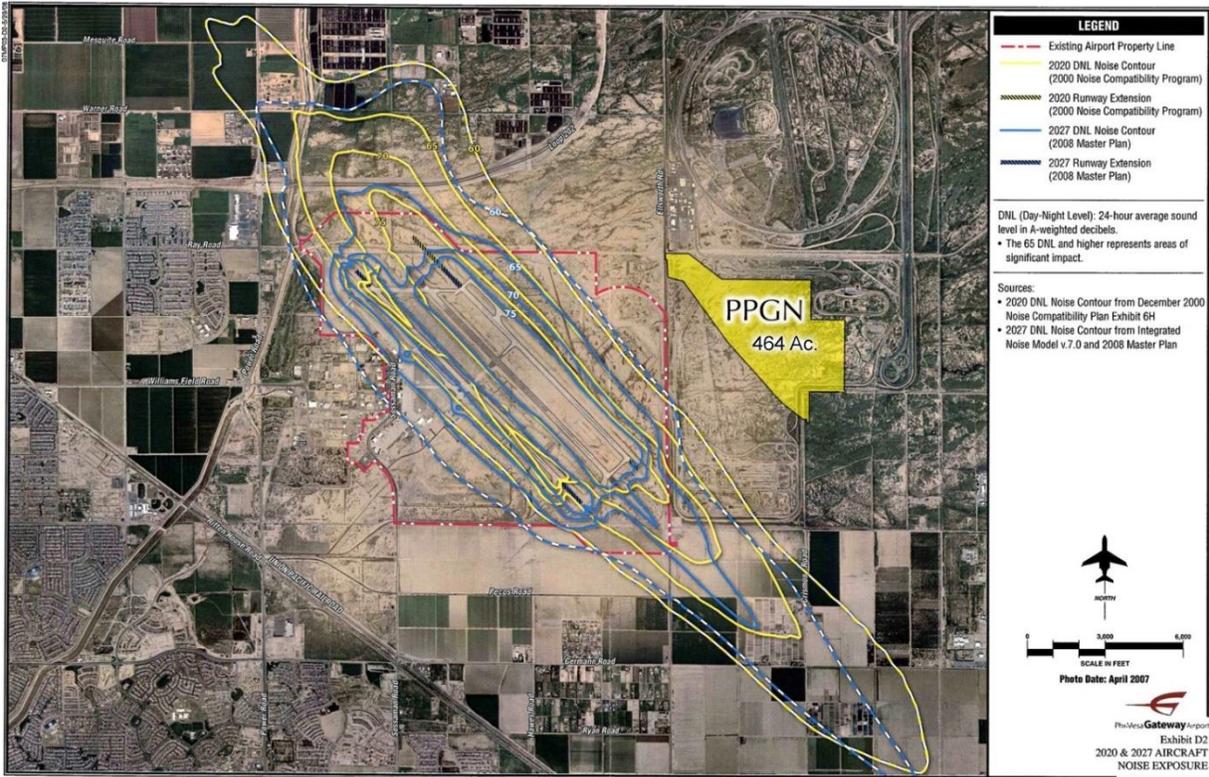
of the pedestrian, this area in particular will be designed to be especially pedestrian-friendly, with building entries, windows, and doors facing the street. Also within the western portion of this district, development adjacent to the freeways will be designed to be attractive when seen from the freeway as well as from the adjacent surface streets. This will create interest from the freeway on the part of those driving through. As development moves east, a transition to less intense development activity will be seen through increasingly less intense residential buildout to the planning area’s eastern boundary.

Pacific Proving Grounds North will include a variety of single residence homes at varying densities as well as opportunities for attached single residence homes and multi-residence apartment homes. The residential neighborhoods will be complimented by retail centers and employment uses that are visually integrated and physically connected to the community. Further, Pacific Proving Grounds North will also include a strong pedestrian connectivity system that maximizes mobility and provides linkages to integrated and accessible open spaces and community centers within walking distance. The creation of a seamless transition between differing land uses is a primary planning goal. The Pacific Proving Grounds North Community Plan establishes the broad framework for the community; however, future more detailed Development Unit Plans will provide specificity with regard to all aspects of community planning including design guidelines and sustainability measures. Sustainability guidelines will include implementation strategies as well as discussion regarding development form and building types.

Pacific Proving Grounds North complies with the Mesa Gateway Strategic Development Plan and fulfills a recognized need for high quality residential environments within the Gateway Area that contribute to a sustainable jobs-to-housing balance, and, as a multi-faceted residential community is entirely consistent with the spirit of the Mixed Use Community District as set forth within the Strategic Plan. The Strategic Plan is a major guiding force for development in the Gateway Area and will remain an important reference tool as planning and development moves forward within Pacific Proving Grounds North.

### **Airport Compatibility**

Pacific Proving Grounds North and the Phoenix-Mesa Gateway Airport have a reciprocal relationship where both have the ability to support and enhance each other. Development of a residential community in proximity to a growing airport brings with it unique development considerations. The land use plan for Pacific Proving Grounds North takes into account the Airport's operations and land use policies. The Airport's established overflight areas, noise considerations and FAA height limitations will influence development. Harvard Investments has established a good working relationship with the Airport and, as development progresses, will continue to collaborate with the Airport on important land planning issues. The Pacific Proving Grounds North Community Plan includes a comprehensive Airport Compatibility plan that addresses aviation easements, public disclosure and specific noise abatement construction techniques. All development within Pacific Proving Grounds North will fully comply with the airport compatibility measures set forth within the Community Plan. The goal is to create a community that embraces its relationship with the Phoenix-Mesa Gateway Airport and is thoughtfully designed to support airport operations.



## Summary

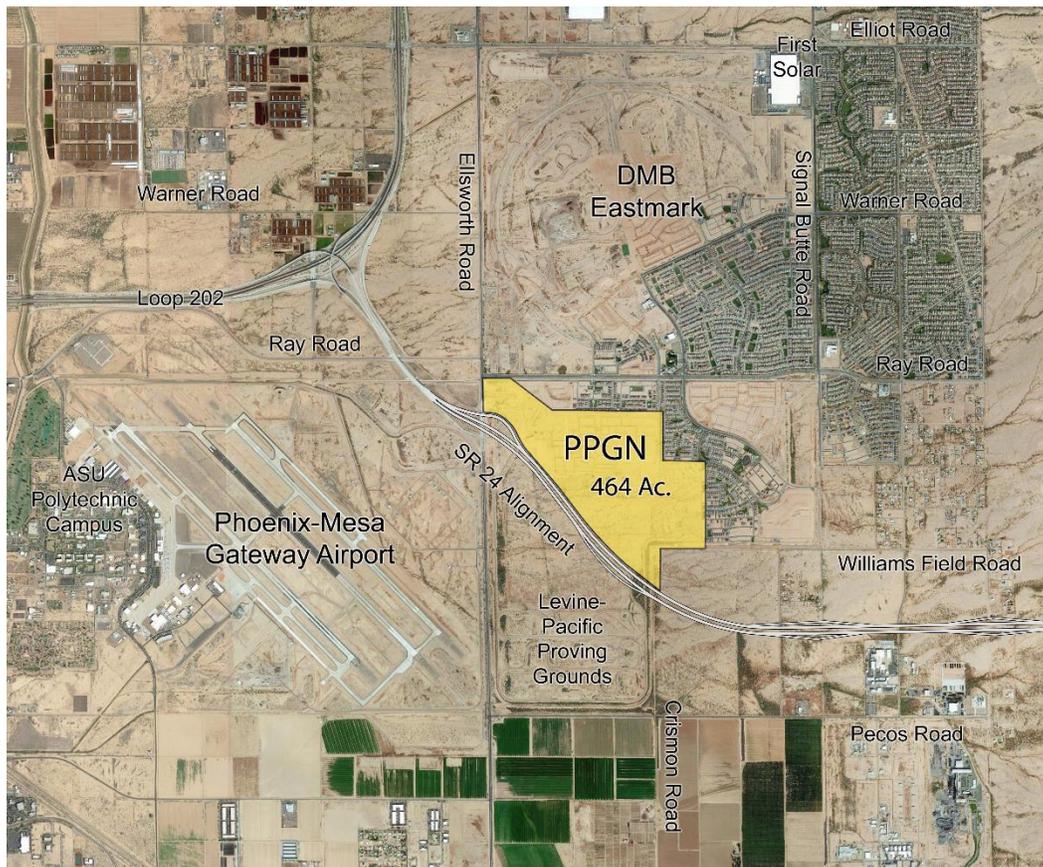
The Community Plan for Pacific Proving Grounds North establishes a comprehensive yet flexible regulatory framework that is intended to govern the project through all phases of development. The Community Plan has been crafted to specifically comply with all applicable City of Mesa plans and policies, including; the City of Mesa General Plan, the Pacific Proving General Plan amendment as approved in 2008, the Mesa Gateway Strategic Development Plan, the Phoenix-Mesa Gateway Airport Master Plan and the City of Mesa’s Planned Community District ordinance. Through the collaborative effort of the Master Developer, design team, homebuilding community and, most importantly, the City of Mesa, Pacific Proving Grounds North will become a high quality, timeless community that is uniquely adapted to its surroundings and will be a positive addition to the City of Mesa and the Gateway Area.



## Chapter 2. Site & Context

### 2.1. Regional Context.

Pacific Proving Grounds North (“PPGN”) is comprised of the northern 464 acres of the total 1,800 acres that Pacific Proving LLC purchased from General Motors in 2004. PPGN was part of the former GM Desert Proving Grounds facility. (See **Figure 1**, Local Vicinity Map) The PPGN property is located in the southeastern portion of the City of Mesa planning area and is generally bounded by Ellsworth Road to the west, the Williams Gateway Freeway alignment (SR 24) to the south, Signal Butte Road to the east and the Powerline Floodway Channel and Ray Road alignment to the north.

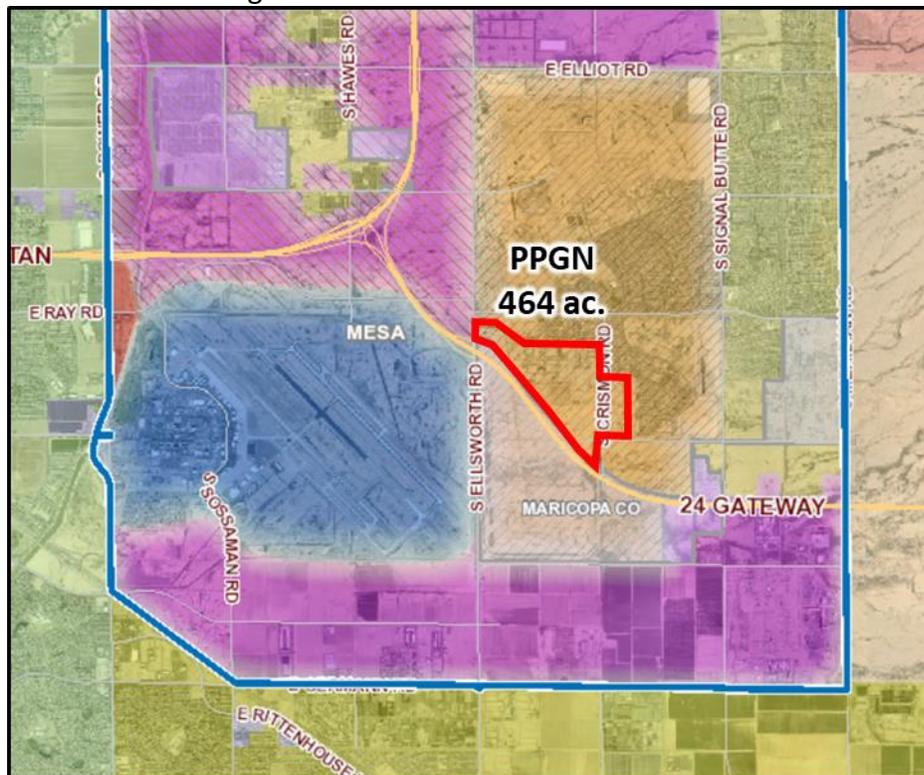


**Figure 2.1**, Local Vicinity Map

The Phoenix-Mesa Gateway Airport, which is a significant contextual influence, is located immediately to the west along with the Arizona State University Polytechnic Campus. The largely residential DMB Mesa Proving Grounds project is located to the immediate north and east.

## 2.2. Historical Context.

The General Plan designation for PPGN is Mixed Use Community (“MUC”) and is designated as predominately single family residential based on the underlying land use plan that was approved as part of the MUC General Plan approval in 2008 (Major GPA 08-02). (See **Figure 2, City of Mesa Vicinity Map – General Plan**) The entire 1,800 acre Pacific Proving LLC property was the subject of major General Plan amendment applications filed with the City of Mesa in 2006 and 2008. The 2006 General Plan approval established a land use framework for the Pacific Proving property that included single family residential, mixed use, business park, commercial and light industrial land use designations. In 2008, Pacific Proving LLC elected to take advantage of the City of Mesa’s newly created MUC land use designation, which was designed to facilitate development of large scale master planned communities through a planning framework that could adapt to evolving land use and economic development goals as well as market conditions. The 2008 General Plan approval for the entire Pacific Proving property to MUC coincided with the approval of a General Plan amendment and rezoning for DMB’s Mesa Proving Grounds project to the immediate north. The PPGN property is currently located in unincorporated Maricopa County and zoned Rural-43 with a Special Use Permit for the GM Proving Grounds.



**Figure 2.2, City of Mesa Vicinity Map – General Plan**

### **2.3. Cultural Resources.**

Harvard Investments engaged an archeological consultant to perform a cultural resources survey and assessment of the PPGN property. The survey results showed the property is impacted by two archeological sites that were recorded in previous studies, as well as ten distinct artifact scatter areas that are eligible for additional investigation pursuant to the National Register of Historic Places criteria. Data recovery and recordation will be coordinated with the appropriate agencies and the City of Mesa prior to site development. Harvard's consultant will prepare a cultural resource mitigation plan to guide any necessary data recovery effort as well as to address any additional mitigation that may be needed based on the results of the initial data recovery effort and any other new findings that may be encountered during site development. Harvard Investments will ensure compliance with Arizona state statutes governing cultural resources.

### **2.4. Community Facilities.**

#### **2.4(a) Schools.**

PPGN is located within the Queen Creek School District. The Master Developer will work closely with the Queen Creek School District to determine the school districts needs and to develop a strategy to ensure high quality educational opportunities for the students who live in the community. Coordination with the school district will include potential school site(s) and the projected types of school(s). School choice alternatives, such as public charter schools, may also be explored to increase educational opportunities for community residents. Consistent with the overall vision for PPGN as a compact, connected and pedestrian friendly community with a strong emphasis on parks and open space, integration of school facilities within the parks and open space system will be strongly encouraged.

#### **2.4(b) Fire and Police.**

The City of Mesa evaluated the service standards for public safety facilities as part of the Mesa Gateway Strategic Development Plan. With regard to fire service, the Gateway Area and PPGN property are currently served by three existing fire stations located at 1) Gateway Airport (Station 215), 2) 2430 S. Ellsworth Road (Station 212) and 3) Signal Butte and Elliot Roads (Station 219). Additional fire stations are planned in the immediate area at 80<sup>th</sup> Street and Elliot, Williams Field and Elliot, Pecos and Mountain, and Ray and Crismon. The City has acquired property for the 80<sup>th</sup> Street and Elliot, and Pecos and Mountain stations. The stations planned at Williams Field and Elliot, and Ray and Crismon are currently planned for sites within the DMB Eastmark project. The Master Developer for PPGN will coordinate with the City of Mesa as development moves forward to evaluate the need for any additional fire service facilities.

With regard to police service, the Gateway Area and PPGN property are currently served by two police stations located at Gateway Airport, and Baseline and Ellsworth Roads. Additional police facilities are planned on the east side of Gateway Airport in conjunction with the fire station to be located at Williams Field and Ellsworth. As development move forward within PPGN, the Master Developer will coordinate with the City of Mesa to evaluate the need for any additional police service facilities.

## **2.4(c) Parks and Open Space.**

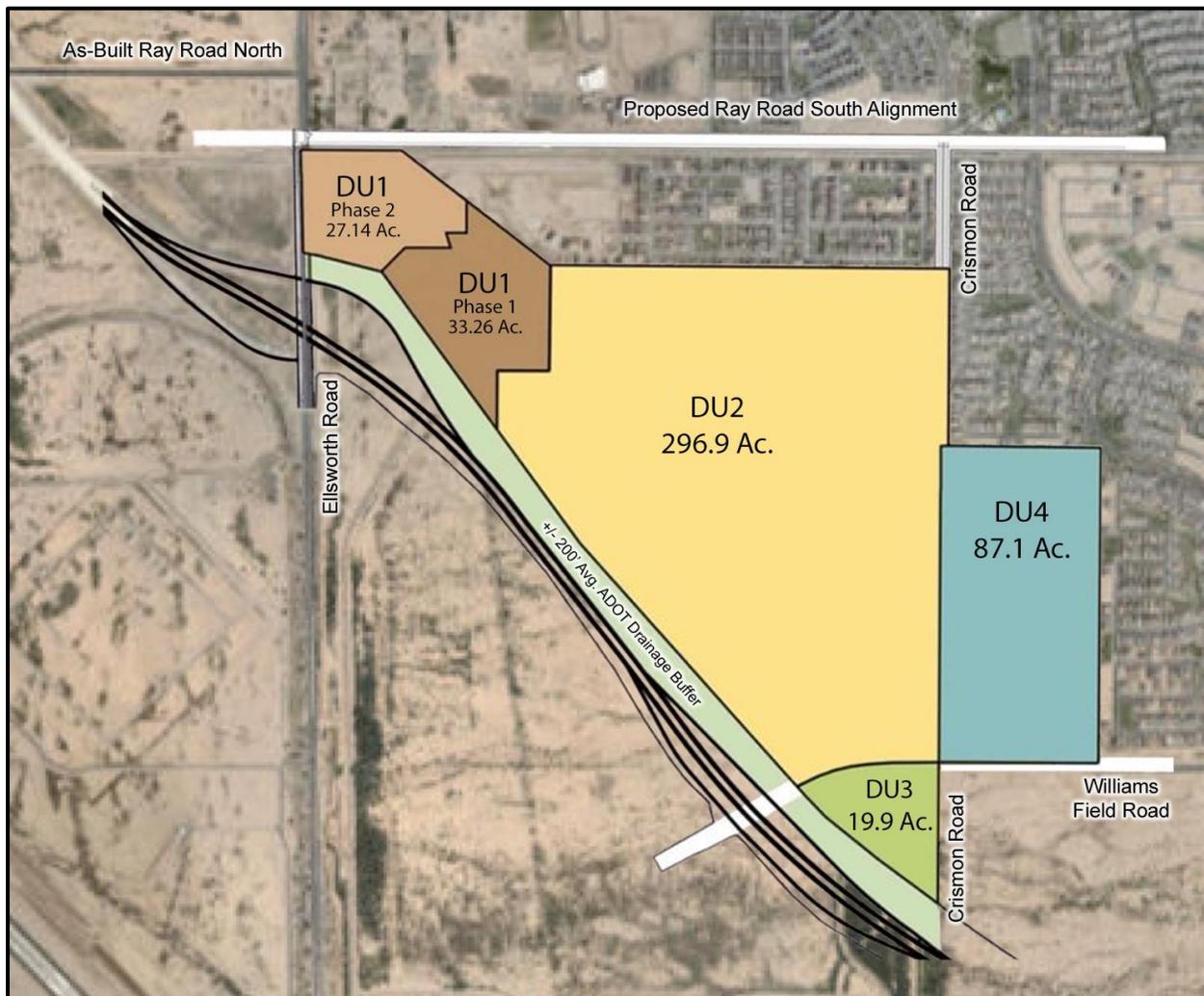
One of the core planning principles that is a basis for overall planning and design within PPGN is the integration of parks and open space throughout the community. PPGN will include a comprehensive network of parks and open spaces as well as on and off street trail systems to ensure connectivity and recreational opportunities throughout the community. At build out, PPGN is planned to include approximately 65 acres of parks and open space facilities.

The City of Mesa General Plan encourages developers to provide community facilities and amenities within their projects and includes goals of developing and maintaining "... recreation facilities to meet resident and visitor needs with high quality design and maintenance standards that create community pride and economic vitality, while serving all user skill levels and demographic interests." The General Plan encourages park facilities to be developed at a rate of approximately 8.5 acres of parks and open space per 1,000 residents, which is a fairly suburban standard. At build out, PPGN will be home to between 3,600 to 8,400 residents depending on developed densities, resulting in demand for approximately 31 to 71 acres of parks and open space facilities. The planned 65 acres of parks and open space within PPGN, not taking into consideration any future City of Mesa parks facilities that serve the area, meet the goals of the General Plan and will serve the recreational needs of community residents. Parks and Open Space is discussed more fully in Chapter 10.

## Chapter 5. Development Unit Plan Framework

### 5.1. Development Unit Plan Overview.

PPGN has been divided into four distinct Development Units (“DU”) that are based on development character and project phasing. While a comprehensive and cohesive community character will be established for the project as a whole, each DU will also incorporate individual attributes that foster a unique personality for that DU. As more detailed planning occurs at the DUP level, specific character and design themes will be further developed and articulated.



### 5.2. Development Unit Character Descriptions.

**5.2(a) Development Unit 1 (“DU1”).** 60.4 acres. DU1 is the gateway to the PPGN community and will provide primary access during the early phases of development. The development character for DU1 will be defined by a strong mix of uses including a significant retail component and the highest density residential opportunities within PPGN. The development framework for DU1 provides significant dwelling

unit and non-residential building area allocation to allow the opportunity for a transition to a more intense urban environment over time as the area matures. Non-residential development will be encouraged to strategically incorporate pedestrian friendly, “main street” design characteristics that are balanced with the needs of specific users. Specific land uses allowed within DU1 are retail, employment, high density residential and medium high density residential. Retail and mixed-use development opportunities are planned to take advantage of visibility and access to regional transportation corridors, including Ellsworth Road and the future SR24 Freeway. The primary entrance drive into DU1 has been designed to provide the best possible access into the site given the constraints imposed by close proximity to the SR24 Freeway interchange to the south and Ray Road to the north. Higher density residential development within DU1 will be thoughtfully integrated with the planned non-residential uses. Development within DU1 will also extend and enhance the community-wide network of pedestrian corridors and open spaces.

**5.2(b) Development Unit 2 (“DU2”).** 296.9 acres. DU2 is the primary location for single residence neighborhoods within PPGN. DU2 will be comprised of a variety of moderate density and compact single residence homes, a community recreation center, a planned elementary school and local serving retail. Predominant land uses within DU2 include single residence, neighborhood retail and community facilities. Opportunities also exist for higher density attached single residence and multi-residence land uses.

Neighborhoods within PPGN are planned to be compact, connected and pedestrian friendly. Each neighborhood will be planned around a focal park and will include a system of pedestrian pathways and community open spaces that are interconnected to other neighborhoods and destinations within PPGN. Strong emphasis will be placed on creating an active streetscape with homes and outdoors spaces oriented towards the public realm to foster a socially interactive community. The community recreation center is planned as the social and activity heart of PPGN and will include both indoor and outdoor amenities located within a seven to ten acre park setting. A portion of the community recreation center will be developed with the first phase of residential housing and will then evolve as the community matures. DU2 is anticipated to accommodate a neighborhood retail center at Williams Field and Crismon Roads. The retail center will be carefully integrated, both visually and physically, with the surrounding neighborhoods to encourage easy and informal access to the retail center for residents. The development framework for DU2 allows the opportunity for higher density housing to materialize near the retail center or larger community park areas.

**5.3(b) Development Unit 3 (“DU3”).** 19.9 acres. DU3, located at the southwest corner of the Crismon and Williams Field Road alignments, is planned to develop with moderate density, compact single residence homes, with the option to develop multi-residence development at a higher density. DU3 offers the ability for limited neighborhood-scale and other non-residential uses; however, given the limited vehicular accessibility along on both street frontages, including along the Williams Field Road alignment to the north at the SR 24 interchange due to Arizona Department of Transportation access control areas and a future regional drainage channel extension, and along Crismon Road due to its future elevated crossing overtop SR 24, it is anticipated DU3 will develop with residential uses. Connections from DU3 to future development in the area will be considered as site plans are developed. Integration of DU3 with the balance of Cadence will be accomplished through pedestrian connections via sidewalks and vehicular access along Crismon Road.

**5.4(b) Development Unit 4 (“DU4”).** 87.1 acres. DU4 is located at the northeast intersection of Crismon and Williams Field Roads and continues the planning concept established for DU2. DU4 will provide for a variety of single residence housing, including moderate density and compact residential, oriented towards a central passive park. The entry to DU4 off Crismon Road will mirror the entry to neighboring DU2, thus providing a strong visual, physical and thematic connection between these two development units. The development framework for DU4 accommodates a neighborhood retail center on the corner of Crismon and Williams Field Roads. As with the retail center in DU2, the DU4 neighborhood retail center will be thoughtfully integrated with the surrounding residential neighborhoods.

### **5.3. Land Use Budget.**

The Land Use Budget (“LUB”) for PPGN sets forth the minimum and maximum amount of residential dwelling units and non-residential square feet that may be developed within each Development Unit and within the project as a whole. The LUB also establishes the allowable mix of Land Use Groups within each Development Unit. Land Use Budget Transfers between DUs are allowed as outlined in Chapter 5.3(a) below. In addition to the LUB governing each DU, a specific allocation of residential dwelling units and non-residential gross floor area to development parcels within each DU (“Development Parcel Allocation”) will initially occur at the time of DUP approval and may be subsequently modified and administered as set forth below in Chapter 5.4.

Land Use Budget						
Development Unit	Acres	Residential Dwelling Units		Gross Floor Area Non-Residential <sup>1</sup>		Maximum Percentage of Allowable Land Use Groups <sup>2</sup>
		Minimum	Maximum	Minimum <sup>6</sup>	Maximum	
DU 1	60.4	300	700	350,000 <sup>6</sup>	550,000 <sup>5</sup>	CR and/or CRSL: 20% <sup>3</sup> CMR: 65% <sup>4</sup> CC: 65% CMU: 100% <sup>5</sup>
DU 2	296.9	750	2,200	50,000	125,000	CR and/or CRSL: 95% CMR: 20% CC: 20% CMU: 20%
DU 3	19.9	0	350	0	325,000	CRSL: 100% CMR: 100% CC: 100% CMU: 100%
DU 4	87.1	200	600	50,000	125,000	CR or CRSL: 95% CMR: 25% CC: 25% CMU: 25%
<b>TOTAL</b>	<b>464.3</b>	<b>1,250</b>	<b>3,850</b>	<b>450,000</b>	<b>1,125,000</b>	

<sup>1</sup> Schools, recreation facilities, churches, community centers, and other similar uses count towards the non-residential allocations.

<sup>2</sup> Maximum percentage of the gross land area within a Development Unit that may be developed under a specific Land Use Group.

<sup>3</sup> Maximum aggregate percentage of CR, CRSL & CMR cannot be more than 65%.

<sup>4</sup> Minimum of 35% of CMU LUG is required and shall be primarily located within the western portion of DU1.

<sup>5</sup> Multi-residence development that is part of a Mixed-Use Development counts towards the total Gross Floor Area requirement for up to a maximum of 30% of the required Gross Floor Area.

<sup>6</sup> The Minimum Gross Floor Area for Non-Residential development does not have to be satisfied with the initial phases of development within a DU (see Chapter 3.8(c)(6)).

**5.3(a) Land Use Budget Transfers Between Development Units.** Land Use Budget allocations for each DU may be transferred between DU’s in response to market and development conditions. A Land Use Budget Transfer may not modify the total minimum and/or maximum residential dwelling units or non-residential gross floor area for the overall PPGN community. Such a modification is a Major Community Plan Amendment and must follow the procedures outlined in Chapter 3.6(b). A Land Use Budget Transfer request must be accompanied by information demonstrating that the transfer will not overburden the transportation systems, utility infrastructure and community facilities within the DU to which the intensity or density is being transferred.

**5.3(a)(i) Major Land Use Budget Transfers.** A Major Land Use Budget Transfer must be reviewed and approved by the City of Mesa Planning and Zoning Board and follows the same procedures for a Community Plan Major Amendment outlined in Chapter 3.6(b). The following Land Use Budget Transfers are considered Major Land Use Budget Transfers.

- a. Any transfer of intensity or density that increases or decreases the approved number of residential dwelling units or non-residential square footage within a DU by more than 20 percent; or
- b. Any transfer that requires the upsizing of any water or wastewater infrastructure as determined by the City Engineer; or
- c. Any transfer that requires a major street system modification as determined by the City Traffic Engineer; or
- d. Any transfer resulting in a substantial change to the established character of a DU as determined by the Planning Director.

**5.3(a)(ii) Minor Land Use Budget Transfer.** A Minor Land Use Budget Transfer is any transfer that does not qualify as a Major Land Use Budget Transfer. Minor Land Use Budget Transfers are reviewed and approved administratively by the Planning Director pursuant to the Community Plan Minor Amendment procedures in Chapter 3.6(c).

**5.4. Development Parcel Allocation.** The LUB for PPGN establishes the minimum and maximum residential units and non-residential gross floor area for each DU within PPGN. Each DU within PPGN; however, will be further subdivided into smaller development parcels that correspond to individual development projects. If a DU is further subdivided into more than one development parcel, then the LUB for that DU must be fully allocated among each newly created development parcel through a Development Parcel Allocation. Development Parcel Allocations are administered following the provisions outlined below.

**5.4(a) Initial Development Parcel Allocation.** The initial Development Parcel Allocation of the LUB for a DU occurs at the time of DUP approval. The Master Developer is responsible for the initial Development Parcel Allocation and must fully assign the minimum and maximum residential units and non-residential gross floor area (“Units”) from the LUB for a specific DU to one or more development parcels at the time of DUP approval. Upon the Master Developer’s discretion at the time of the initial Development Parcel Allocation, the Master Developer may assign Units to a Reserved Units category, which consists of unallocated Units that are being held for future allocation. All Units in the Reserved Units category are under the control of the Master Developer and are administered following the provisions in Chapter 5.4(f). In no case shall the initial Development Parcel Allocation to the development parcels be less than the minimum required Units for that DU as established by the

LUB. In no case shall the aggregate of the Reserved Units and the Units allocated to development parcels exceed the maximum for the DU as established by the LUB.

**5.4(b) Subdivision of Development Parcels.** After approval of the initial Development Parcel Allocation, a development parcel (“Primary Parcel”) within a DU may be further subdivided into additional development parcels (“Successor Parcels”). Upon the creation of Successor Parcels, the Development Parcel Allocation for the Primary Parcel must be modified to allocate Units to the newly created Successor Parcels. The original Development Parcel Allocation for the Primary Parcel must be fully allocated to the newly created Successor Parcels. Development parcels may continue to be subdivided as development occurs; however, the Development Parcel Allocation must be re-allocated with each subdivision. A Development Parcel Allocation that occurs as a result of the subdivision of development parcels shall be processed as part of a subdivision plat or lot split application. Development Parcel Allocations may also be specified for subareas within a development parcel prior to the actual subdivision of the parcel. This designation of development allocation shall be processed as a DUP Minor Amendment following the procedures in Chapter 3.7(b)(v)(2), except that Letters of Notification are not required. The Development Parcel Allocation must be officially recorded pursuant to the Development Parcel Allocation tracking provisions in Chapter 5.4(d).

**5.4(c) Transfers of Development Parcel Allocations.**

**5.4(c)(i) *Transfers by the Master Developer.*** The Master Developer may transfer the Development Parcel Allocation for a development parcel under its ownership or control, or a Development Parcel Allocation being held in the Reserved Units category, to another development parcel under its ownership or control, to a development parcel owned or controlled by another entity. Transfers may only occur within the same DU. A transfer that moves Units between DU’s must follow the Land Use Budget Transfer process outlined in Chapter 5.3(a) above. Transfers of Development Parcel Allocations shall be processed as a DUP Minor Amendment following the procedures in Chapter 3.7(b)(v)(2), except that Letters of Notification are not required unless: (1) the transfer increases the Units allocated to a development parcel by more than 10% or (2) it is otherwise determined by the Planning Director that the transfer will have a significant impact upon immediately adjacent properties. Upon the transfer of a Development Parcel Allocation, the Master Developer shall provide the City of Mesa with a revised Development Parcel Allocation exhibit as required in Chapter 5.4(d). A Development Parcel Allocation transfer shall be reviewed and approved based on the following criteria:

1. The transfer is consistent with the approved DUP, and
2. The transfer does not negatively affect the minimum development levels for the DU as required by the LUB, and

3. The transfer does not negatively affect the requirements of the LUG for the development parcels.

**5.4(c)(ii) *Transfers by Property Owners Other than the Master Developer.***

Property owners may transfer unused Development Parcel Allocations for development parcels under their ownership or control, either:

1. To the Master Developer, if the Master Developer still exists at the time of the proposed transfer, or
2. To another development parcel provided that the Master Developer or Successor Entity has granted written approval of the proposed modification.

Transfers may only occur within the same DU. Transfers that move Units between DU's must follow the Land Use Budget Transfer process outlined in Chapter 5.3(a) above. Transfers of Development Parcel Allocations shall be processed as a DUP Minor Amendment following the procedures in Chapter 3.7(b)(v)(2), except that Letters of Notification are not required unless: (1) the transfer increases the Units allocated to a development parcel by more than 10% or (2) it is otherwise determined by the Planning Director that the transfer will have a significant impact upon immediately adjacent properties. A proposed transfer of a Development Parcel Allocation by a property owner other than the Master Developer shall be reviewed and approved by the Planning Director based on the following criteria:

1. The transfer is consistent with the approved DUP.
2. The transfer does not negatively affect the minimum development levels for the DU as required by the LUB.
3. The transfer does not negatively affect the requirements of the LUG for the development parcels.

Upon the transfer of a Development Parcel Allocation, the property owner shall provide the City of Mesa with a revised Development Parcel Allocation exhibit as required in Chapter 5.4(d). Transfers not approved by the Planning Director shall not receive building permits for development that is dependent upon the transfer of Units.

**5.4(d) Development Parcel Allocation Tracking.** A record of the Development Parcel Allocations for all DUs within PPGN must be kept and recorded as Appendix 19.4 of the PPGN Community Plan. The Master Developer shall prepare the initial Development Parcel Allocation exhibit as required in Chapter 5.4(a). After the initial Development Parcel Allocation, the City shall maintain the Development Parcel Allocation Tracking exhibit. An amended Development Parcel Allocation exhibit shall be prepared by the applicant in a form acceptable to the City for any subsequent

modification to the initial Development Parcel Allocation that results from site plans or the subdivision of a development parcel (pursuant to Chapter 5.4(b)) or approved transfers of Development Parcel Allocations (pursuant to Chapter 5.4(c)). An example Development Parcel Allocation exhibit and spreadsheet are contained in Appendix 19.4.

Additionally, each site plan or subdivision plat submitted to the City of Mesa for review and approval must include the following Development Parcel Allocation information.

**Site Plans:**

1. Overall approved Development Parcel Allocation for that development parcel;
2. Amount previously designated for use pursuant to an approved and unexpired site plan (if any);
3. Amount to be designated for use in conjunction with the proposed site plan; and
4. Amount of any unused allocation remaining after approval of the proposed site plan.

**Subdivision Plats:**

1. Overall approved Development Parcel Allocation for that development parcel;
2. Amount previously designated for use pursuant to an approved and unexpired preliminary plat and/or an approved and recorded final plat (if any);
3. Amount to be designated for use in conjunction with the proposed subdivision plat; and
4. Amount of any unused allocation remaining after approval of the proposed subdivision plat.

**5.4(e) Unused Development Parcel Allocations.**

- 5.4(e)(i) *Unused Units for Non-Single Residence Parcels.*** Upon build-out of a non-single residence development parcel, unused Development Parcel Allocations (“Unused Units”) run with and remain allocated to that specific development parcel for future use unless transferred according to the procedures in Chapter 5.4(d).

Non-single residence parcels include development parcels with non-residential land uses as well as lots, parcels or tracts within a single residence subdivision that are designated for non-residential development (i.e. schools, community centers, and parks), and multi-residence parcels.

**5.4(e)(ii) *Unused Units for Single Residence Parcels.*** At the time a final plat is released by the City for recording within a single residence development parcel, any Unused Units allocated to that development parcel shall be allocated as follows:

1. If the Master Developer still exists, shall automatically transfer back to the Master Developer and be placed in the Reserved Units category for the associated DU following the procedures in Chapter 5.4 (f)(i), or
2. If the Master Developer no longer exists, may be transferred to another development parcel following the procedures in Chapter 5.4(c)(ii), or Shall expire and the City shall remove the Unused Units from the Development Parcel Allocation tracking exhibit and LUB.

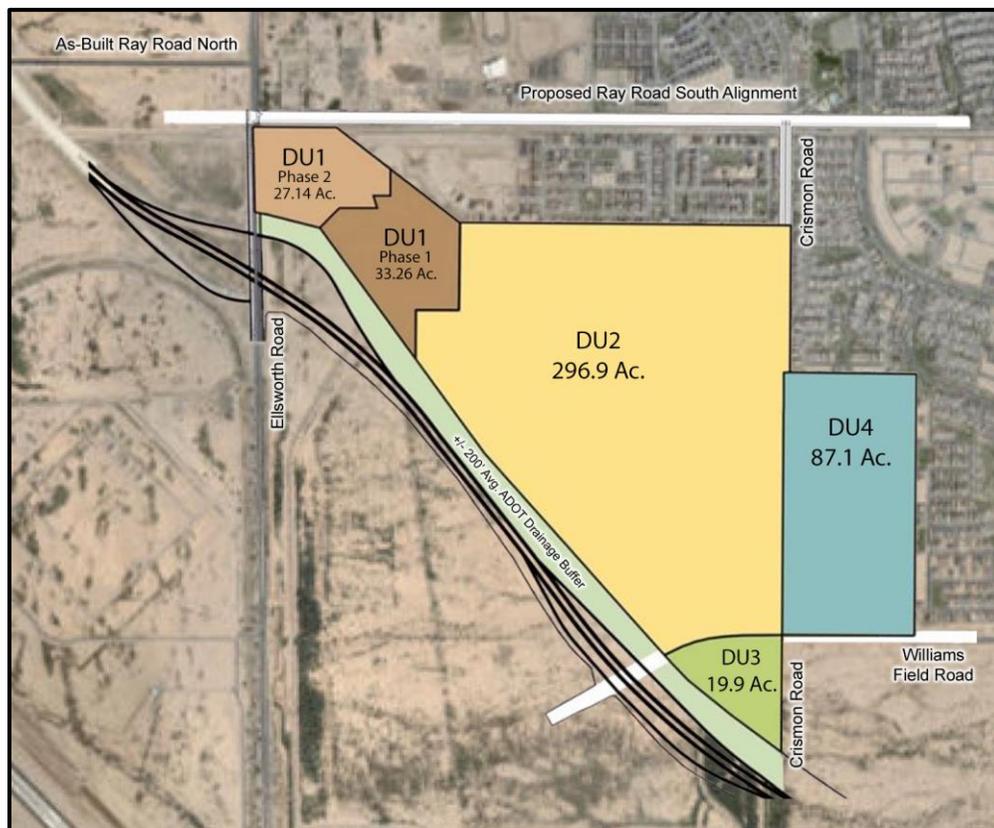
**5.4(f) Reserved Units.**

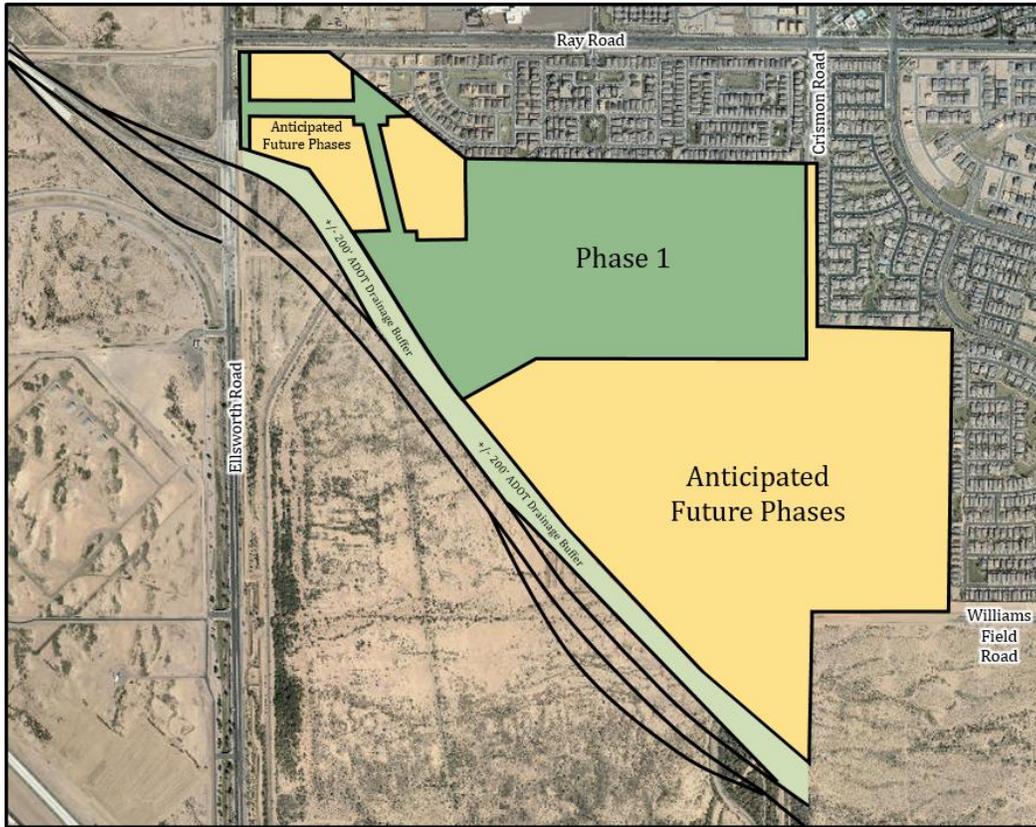
**5.4(f)(i) *Allocation of Reserved Units.*** The Development Parcel Allocation for a DU may include Reserved Units, which are unallocated Units that are being held for future allocation. The Master Developer controls all Reserved Units. Reserved Units may be transferred to a development parcel by the Master Developer following the procedures in Chapter 5.4(c)(i). Such transfers may allocate Units to a development parcel in conjunction with an immediately planned development project, or to a specific development parcel to be held for future use.

**5.4(f)(ii) *Expiration of Reserved Units.*** At such time that the Master Developer's role within PPGN terminates as outlined in Chapter 3.5, any single residence Reserved Units shall expire and non-single residence Reserved Units must be allocated to a development parcel following the transfer provisions in Chapter 5.4(c)(i). Upon expiration of any single residence Reserved Units, the Master Developer shall amend the Development Parcel Allocation and LUB exhibits to reflect the expiration of the Reserved Units. An amendment to the LUB to reflect a reduction in the overall allowed Units within a DU shall be processed as a Community Plan Minor Amendment pursuant to Chapter 3.6(c).

## Chapter 6. Conceptual Phasing

The development of PPGN is expected to take place over a ten to fifteen year period. The conceptual phasing for PPGN is based on initial development plans, but is subject to change based on market conditions. Individual DUs may be developed concurrently if the appropriate infrastructure is in place. Development is anticipated to begin in the north central portion of PPGN with DU2, which contains the primary residential neighborhoods. DU2 is the largest DU within PPGN and will likely develop in multiple phases. As part of the first phase of development for DU2, infrastructure will be installed through DU1 (the main collector road, sewer main, and water main) from the main project entry on Ellsworth Road to serve DU2 and the other future phases. The need and location of secondary access into the community will be coordinated with the City of Mesa during the initial phases of development. A portion of the community recreation center, including the community recreation center building and outdoor activity areas, will also be developed with the first phase of development. Development will then continue to the east with DU4. DU4 includes a continuation of residential land uses and the pedestrian and open space systems initiated in DU2. The mixed uses in DU1, including commercial and high density residential, as well as the commercial and/or residential uses in DU2, DU3, and DU4 will be developed as market demand dictates and infrastructure is available. Infrastructure phasing, including roads, drainage, sewer and water, will occur based upon the initial PPGN infrastructure master plan reports. These reports will be refined as each Development Unit Plans is approved with consideration given to the location, progression, and intensity of actual development.





## Chapter 10. Parks & Open Space

### 10.1. Parks and Open Space Overview.

The parks and open space system within PPGN is designed as the social nucleus of the community and reinforces neighborhood structure and community identity by providing important activity centers and gathering spots that are connected by a comprehensive system of pedestrian linkages. A primary goal in developing the parks and open space system within PPGN is to provide every resident convenient, walkable access to a park, open space area or off-street trail or paseo. Every neighborhood will contain a park as a focal point with resident serving amenities and direct pedestrian linkages to the larger trail and open space system. The parks and open space network will contain both passive and active recreational facilities that contribute to a logical hierarchy of open spaces and provide a diversity of spatial experiences for PPGN residents. Importantly, homes within individual neighborhoods will be oriented towards parks and open space areas. This will expand the public realm such that parks and open spaces become a natural extension of private open space areas and integral to the social structure of each neighborhood.

The parks and open space system within PPGN contains seven main elements:

1. Community Recreation Park.
2. Community Activity Park.
3. Neighborhood Parks.
4. Focal Parks.
5. Pocket Parks.
6. Community Plazas.
7. Trail and Paseo Network.

(See **Figure 10.1**, Master Parks and Open Space Plan)





Figure 10.1, Master Parks and Open Space Plan

## 10.2. Community Recreation Park.

The Community Recreation Park is the centrally located community park that will fulfill a role as the social heart of the community. The 7.5 acre Community Recreation Park is centrally located within DU2 and will be constructed in phases beginning with the first phase of development. The Community Recreation Park is strategically placed at the terminus of two community collector roads and will act as a visual anchor and strong community identifier. The Community Recreation Park will be accessible through several pedestrian linkages, residential streets, and linear park and paseo trails. The Community Recreation Park facilities are specifically for the use of PPGN residents and will be maintained long term by the master homeowner's association. A signature element of the Community Recreation Park is the community recreation and event center building. This facility will include a community lounge and meeting room, homeowner's association office, fitness facility and multi-purpose events room. A swimming pool

complex will be surrounded by shade structures and formal landscaping. The Community Recreation Park will also include areas for programmed recreational activities such as basketball and volleyball courts along with large open turf areas that can be used for community and sporting events. Group and party ramadas will be provided adjacent to the event and open lawn areas. The Community Recreation Park will include onsite parking adjacent to the buildings and parallel parking on the perimeter of the park. (See **Figures 10.2 & 10.3**, Community Recreation Park Concept)



*Figure 10.2, Community Recreation Park Concept*

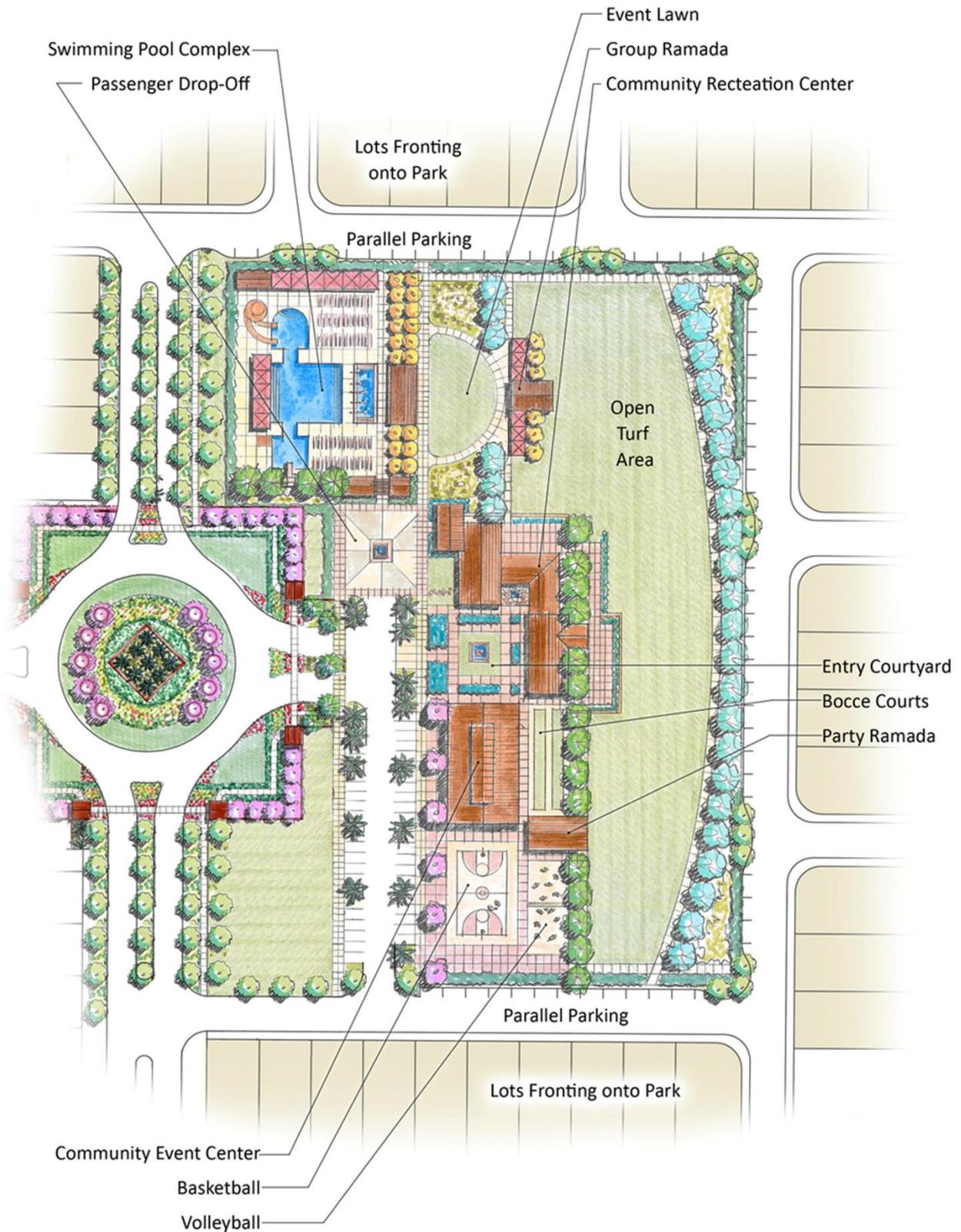


Figure 10.3, Community Recreation Park Concept

### 10.3. Community Activity Park.

The Community Activity Park is planned to be developed in coordination with a neighborhood school, the combination of which will act as a unifying element for the community. The approximately 6.5 acre Community Activity Park is located adjacent to the proposed elementary school site in the southern portion of DU2. The Community Activity Park is placed on the view terminus of the main community collector from Crismon Road and will be accessible through pedestrian linkages, residential streets, and linear park and paseo trails. The Community Activity Park will include large athletic fields and sports courts as the main recreational elements that will be sufficiently sized to accommodate programmed sports activities. The athletic fields and sport courts are designed specifically for use by PPGN residents, and also may be used in conjunction with the elementary school park facilities. Ramadas and or shade structures will be provided as a compliment to the recreation areas. The Community Activity Park will include onsite parking adjacent to the elementary school and parallel parking on the perimeter of the park. (See Figure 10.4, Community Activity Park Concept)

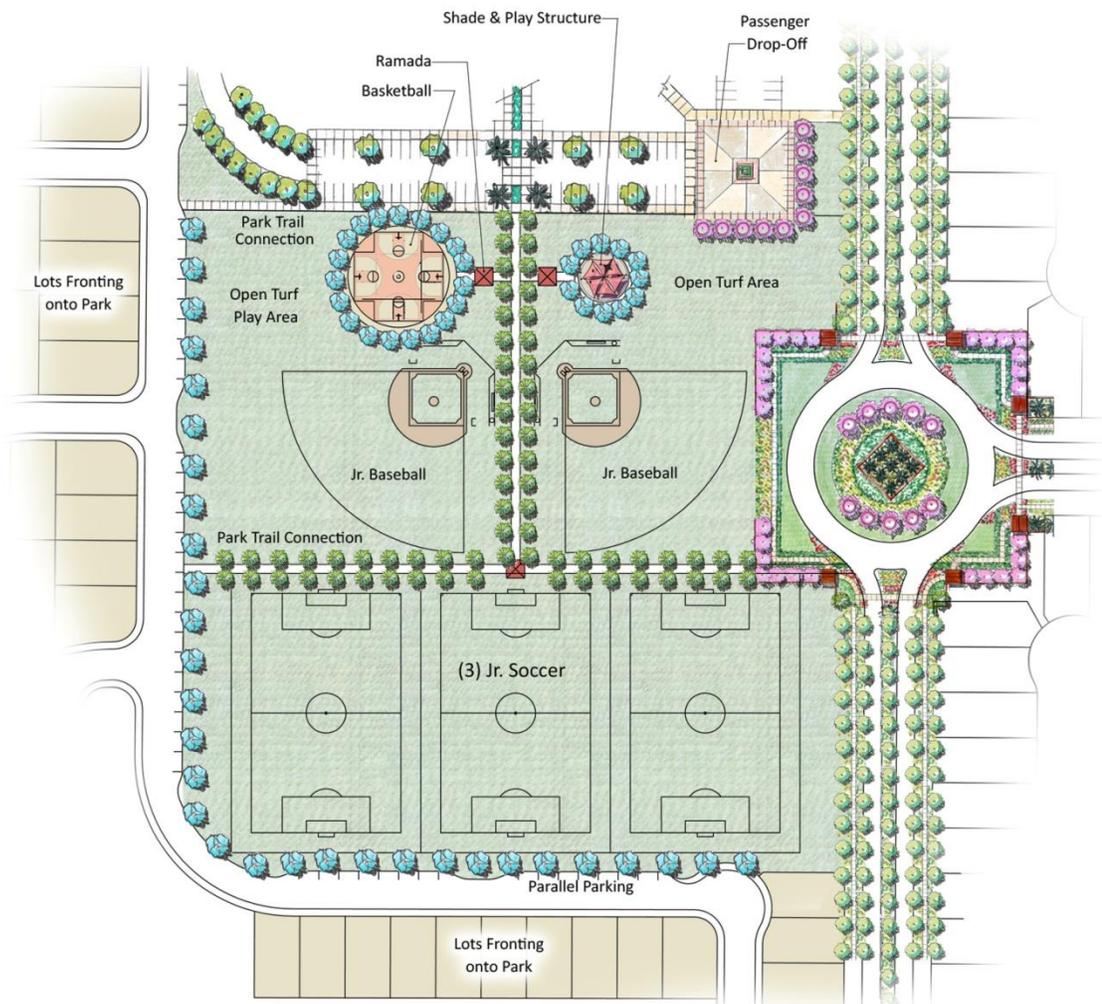


Figure 10.4, Community Activity Park Concept

#### 10.4. Neighborhood Parks.

Several one to four acre Neighborhood Parks are planned throughout the PPGN community and will act as a neighborhood gathering spot and social center. The Neighborhood Parks will generally be placed on the view terminus of the neighborhood entries and local streets and will act as a strong identification element for each neighborhood. The Neighborhood Parks will be directly accessible through pedestrian linkages, residential streets, and linear park and paseo trails. Importantly, residential homes will be designed and sited to front onto the Neighborhood Parks so that the parks become a natural extension of private open space areas and integral to the social structure of each neighborhood. All Neighborhood Parks will include passive open spaces, and may include other amenities such as ramadas, shade structures, playground areas, open turf play areas and sport courts. Larger Neighborhood Parks will include parallel parking on the street at the perimeter of the park. Smaller Neighborhood Parks that are located in close proximity to adjacent residential will not include dedicated parking areas. (See Figures 10.5 and 10.6, Neighborhood Park Concept)



Figure 10.5, Neighborhood Park Concept



Figure 10.6, Neighborhood Park Concept

**10.5. Focal Park.**

Two Focal Parks are located within the PPGN community on the view terminus of the community collector. The Focal Parks are generally passive open space areas that will serve an important role as signature community identification elements. The Focal Parks will be accessible through pedestrian linkages, community streets, and linear park and paseo trails. Focal Parks will have passive landscaped open spaces, and may include a street side trail. (See Figure 10.7, Focal Park Concept)

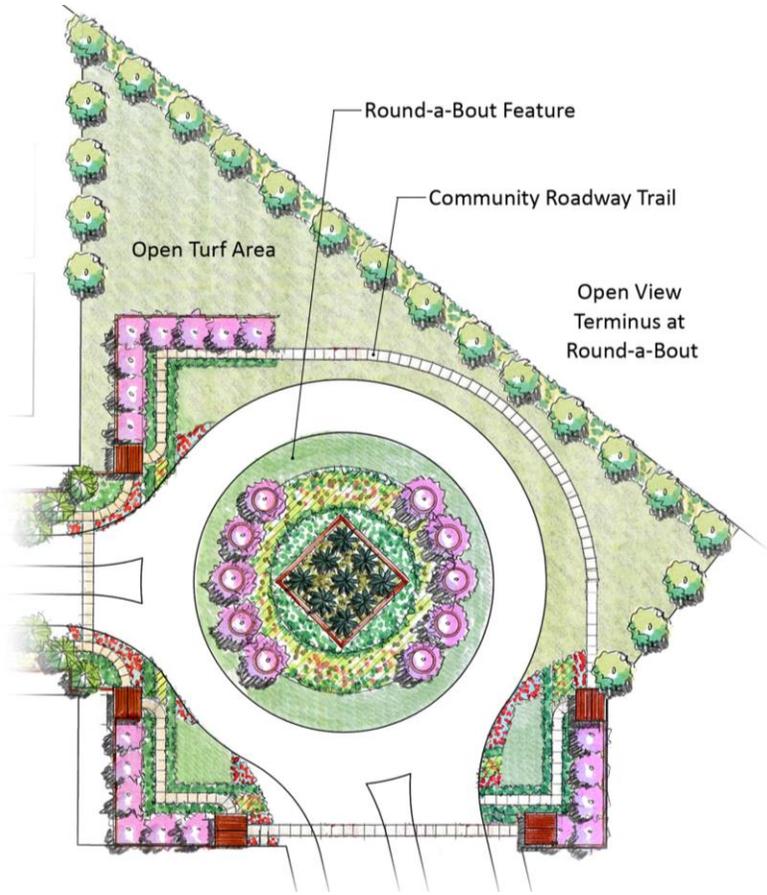


Figure 10.7, Focal Park Concepts



### 10.6. Pocket Parks.

Several small Pocket Parks will be located throughout the PPGN community and will function as intimate neighborhood open space areas. Pocket Parks will be placed on the view terminus of secondary neighborhood entries or adjacent to linear parks and paseos. The Pocket Parks will be accessible through pedestrian linkages, residential streets, and linear park and paseo trails. All pocket parks will have passive open spaces, and may include open turf areas and desert planting. (See Figure 10.8, Pocket Park Concept)



Figure 10.8, Pocket Park Concept

### 10.7. Community Plazas.

Non-residential areas within PPGN will be designed to include appropriately scaled plazas and open space areas that will serve as both formal and informal community gathering spots. Community Plazas will be both active and passive and may include elements such as seating areas and shade, outdoor dining amenities, water elements and gardens, or simple hardscape. Community Plazas will be designed to contribute to an active streetscape. (See Figure 10.9, Community Plaza Concepts)

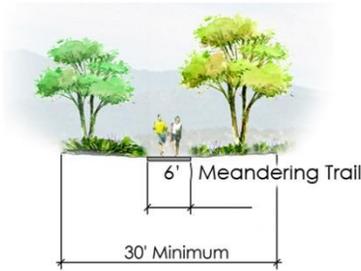


*Figure 10.9, Community Plaza Concepts*

### **10.8. Pedestrian Sidewalk, Trail and Paseo System.**

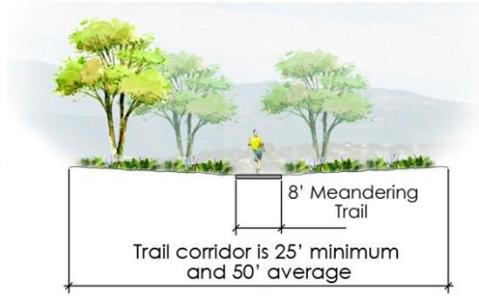
A continuous system of landscaped on-street sidewalks, and off-street trails and paseos will provide interconnectivity throughout the community and will extend and enrich the community-wide parks and open space system. A comprehensive on-street sidewalk system is planned along all community streets. An extensive system of off-street pedestrian and bicycle trails and paseos will be directly connected to the on-street sidewalk system to ensure comprehensive and uninterrupted connectivity throughout the community. This pedestrian sidewalk, trail and paseo system is designed to promote walkability and provide an amenity for each neighborhood while forging strong links with surrounding neighborhoods. The PPGN community will contain five different types of sidewalks and trails. They include: Paseo Trails, the Freeway Paseo Trail, Park Trails, Internal Street Sidewalks, and Perimeter Road Sidewalks. **(See Figure 10.10, Pedestrian Sidewalks, Trails and Paseos)**

## Community Paseo Trail



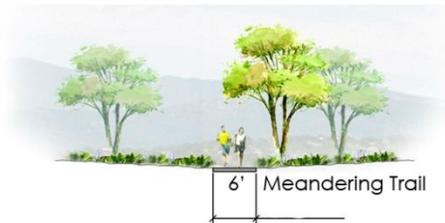
The Community Paseo Trail will serve as off street, non-vehicular connections through the community. This trail system serves to physically and visually tie the various neighborhoods and Development Units together while also providing regional open space connectivity. The internal paseo trail network will be designed to provide safe and convenient connections between open spaces and land uses.

## Freeway Paseo



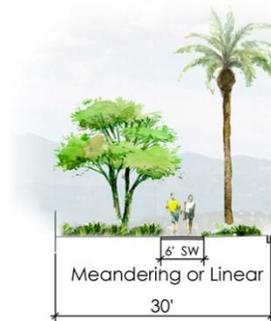
Freeway Paseo Trails will predominately serve as a passive open space buffer trail. This trail system serves to physically tie the freeway adjacent neighborhoods together while also providing regional open space connectivity. The Freeway Paseo trail network will be designed to provide safe and convenient connections between open spaces and land uses.

## Community Park Trails



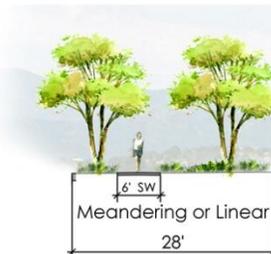
Meandering Community Park Trails work directly with all of the Community Park designs. This trail system serves to physically tie the park system to the adjacent neighborhoods and paseo trail connectivity. Park trails will be designed to provide safe and convenient connections between open spaces and land uses.

## Internal Road Trail



The Internal Roadway Trails connect all community neighborhoods and land uses along the Community Collector Roads. All Parks, paseos, and neighborhoods can be accessed by the linear pathways. The trails will be placed between formal landscape areas to provide shade in a safe pedestrian environment.

## Perimeter Road Trail



Perimeter Road Trails connect to nearby communities and meander along major arterial or collector roadways. This trail system may connect to neighborhoods and paseo trails adjacent to the major roadways.

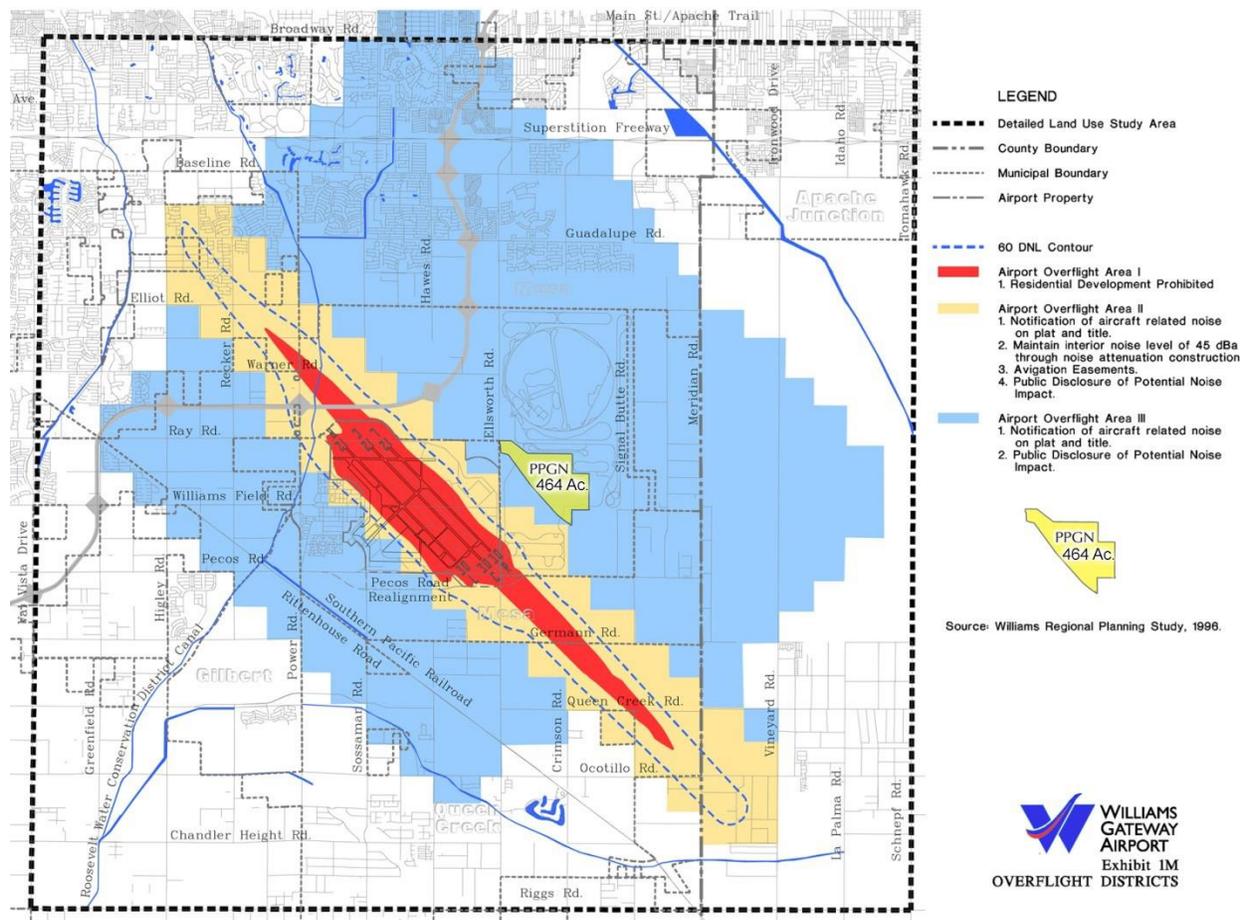
Figure 10.10, Pedestrian Sidewalks, Trails and Paseos

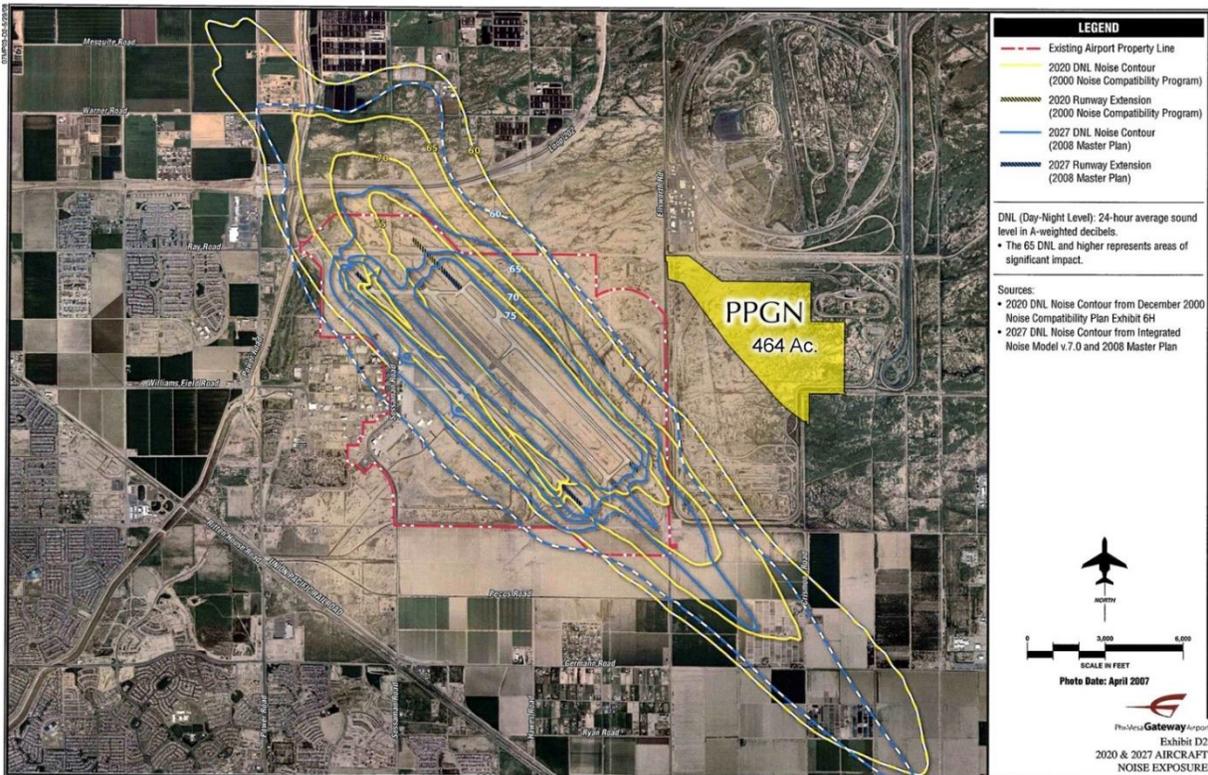
## Chapter 11. Airport Compatibility Standards

The Phoenix–Mesa Gateway Airport is a prominent contextual feature that both guides and limits development within PPGN. Development of PPGN is specifically intended to compliment and support the current and planned operations at the Airport.

The PPGN property falls within the “territory in the vicinity of an airport” as established pursuant to ARS 24-8486, Public Airport Disclosure. Development of PPGN will comply with Title 14 of the Code of Federal Regulations, Part 77, Objects Affecting Navigable Airspace, which regulates heights and building encroachments into regulated airspace as well as the requirements set forth within the Phoenix-Mesa Gateway Airport Master Plan.

Further, within the 1999 FAR Part 150 Noise Compatibility Study, the Phoenix-Mesa Gateway Airport established recommended overflight districts that proscribe compatibility standards for development. The PPGN site falls within Airport Overflight Area III. There are no land use restrictions within Airport Overflight Area III. Further, PPGN is located outside the 2020 and 2027 DNL Noise Contours as outlined within the Phoenix-Mesa Gateway Airport Master Plan.

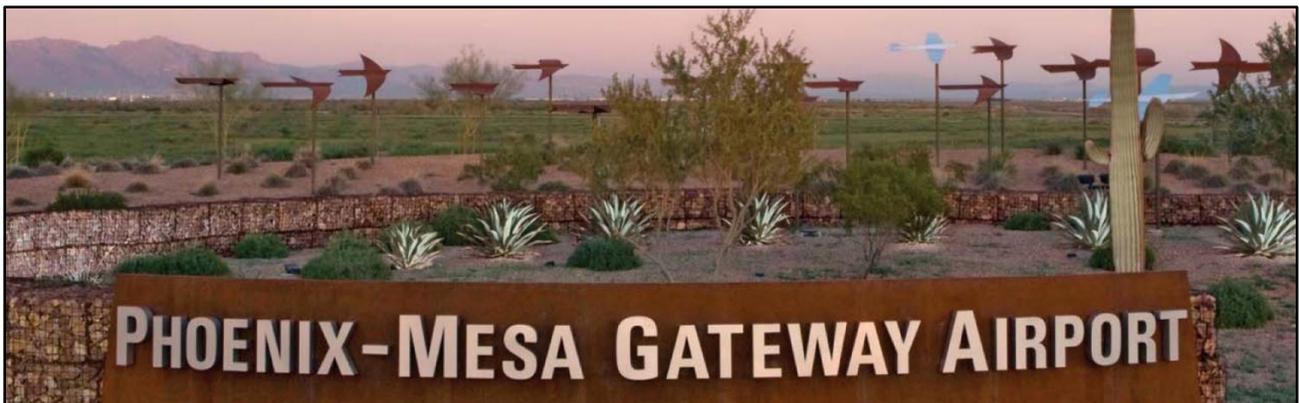




PPGN shall comply with the following Airport Compatibility Standards:

1. Compliance with the Supplementary Provisions for Airport Overflight Area III as outlined in the Mesa Zoning Ordinance. These standards are incorporated into the PPGN Community Plan and represent the Airport Overflight Area standards for all development within PPGN.
2. Dedication of an aviation easement for the entire PPGN Community Plan project area at the time of the first Development Unit Plan approval. The aviation easement shall be executed for the benefit of the City of Mesa and Phoenix-Mesa Gateway Airport in the form included in Appendix 19.2
3. Written notification to all buyers disclosing potential noise impacts resulting from Phoenix-Mesa Gateway Airport operations and notice that the property is within one mile of an airport, and including:
  - a. Acknowledgment form signed by buyer at the execution of a purchase contract, which discloses proximity to the Phoenix-Mesa Gateway Airport, and
  - b. Notice of proximity to the Phoenix-Mesa Gateway Airport in the future Covenants, Conditions and Restrictions.

4. The following industry standards and construction techniques shall be used for all residential development within PPGN:
- a. Exterior wall insulation equal to or greater than a value of R-13 where adjacent to livable areas.
  - b. Ceiling insulation equal to or greater than a value of R-30 over livable areas.
  - c. All exterior doors exiting from livable areas shall be solid core or insulated, with weather tight gaskets and thresholds, or gasketed glass.
  - d. All exterior windows adjacent to livable areas shall be double glazed / dual paned.
  - e. All sole plates of exterior walls adjacent to livable areas shall be caulked or sealed at the floor line.



## Chapter 15. Sign Regulations

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### 15.1. Purpose and Applicability.

Signage is an important component of the overall community theming and identity. Signage plays a vital role in communicating to the residents and visitors within PPGN, both at the pedestrian level and to those travelling along roadway corridors. The following regulations establish the procedures for the review and approval of all signs within PPGN.

The signage standards and criteria as set forth within the Mesa Zoning Ordinance are the base sign standards and criteria for use within PPGN except as modified within this Chapter or through an approved comprehensive sign plan. If this Chapter is silent on a signage regulation, then the Mesa Zoning Ordinance regulation controls except as may be modified through an approved comprehensive sign plan as well as through additional signage criteria and design guidelines developed at the time of DUP approval. All permanent signage within PPGN shall be reviewed and approved as part of a Master Comprehensive Sign Plan or Individual Comprehensive Sign Plan as discussed below in Chapter 16.2 and Chapter 16.3. Certain temporary signs are subject to approval of a Temporary Comprehensive Sign Plan as discussed in Chapter 16.4(c).

### 15.2. Master Comprehensive Sign Plans.

A Master Comprehensive Sign plan is intended to create a cohesive and flexible foundation for community-wide signage within PPGN that is appropriate to the character of the overall community, provides adequate identification and information, provides a good visual environment, promotes traffic safety and is regulated to the extent reasonably necessary.

**15.2(a) Review and Approval.** A Master Comprehensive Sign Plan shall be reviewed and approved by the Zoning Administrator or Board of Adjustment in conjunction with the granting of a Special Use Permit (“SUP”) to establish the regulations for all permanent community-wide signage, such as overall project monumentation and identification, entry monumentation, directional signage, and other permanent signage of a community-wide nature. A Master Comprehensive Sign Plan must contain all of the following information for each proposed sign:

1. Sign Type (attached, wall mounted, monument, awning, etc.)
2. Sign Area.
3. Height and Length.
4. Location.
5. Color and Materials.
6. Lighting, Electronics, or Animation.

**15.2(a)(i) Review Criteria.** 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.
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.
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.
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.
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.
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.

### 15.3. Individual Comprehensive Sign Plans.

An Individual Comprehensive Sign plan is intended to establish flexible signage criteria tailored to a specific development project with standards appropriate to the unique character of the development.

**15.3(a) Review and Approval.** An Individual Comprehensive Sign Plan shall be reviewed and approved by the Zoning Administrator or Board of Adjustment in conjunction with the granting of a Special Use Permit (“SUP”) to establish the regulations for all permanent signs. An Individual Comprehensive Sign Plan may be submitted at or after the time of Site Plan and Design Review or Subdivision Plat review and must contain all of the following information for each proposed sign:

1. Sign Type (attached, wall mounted, monument, awning, etc.)
2. Sign Area.
3. Height and Length.
4. Location.
5. Color and Materials.
6. Lighting, Electronics, or Animation.

**15.3(a)(i) Review Criteria.** An Individual 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.
2. **Quantity.** The number of signs that may be approved shall be no greater than that required to provide 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.
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.

- 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.
- 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.
- 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.

**15.4. Temporary Signs.**

The Temporary Sign regulations are intended to provide flexibility for signage that is specific to land uses and events of a limited duration. Certain temporary signs are allowed by right subject and do not require a sign permit while others are subject to approval of a Temporary Use Temporary Comprehensive Sign Plan.

**15.4(a) Temporary Signs Allowed by Right.**

**15.4(a)(i) Real Estate Signs.** Real Estate Signs that conform to the following requirements are allowed by right and not subject to the issuance of a sign permit by the City of Mesa. Alternate Real Estate Signs may be approved through the Temporary Comprehensive Sign Plan process outlined in Chapter 15.4(c).

- 1. Signs pertaining only to the lease, sale, or rental of the land or buildings upon which such signs are displayed are permitted in all LUGs.
  - a. One non-illuminated sign per street building, lot or parcel in conformance with the following schedule:

Parcel Size	Max. Area	Max. Height	Min. Setback from Prop. Lines
Less than 1.0 ac.	6 sq. ft.	6 ft.	None
1.0 ac. To 10.0 ac.	12 sq. ft.	6 ft.	10 ft.
More than 10.0 ac.	24 sq. ft.	8 ft.	10 ft.

- b. Real estate signs shall be removed within 10 days after the lease, sale, or rental of the property or building has been accomplished.

- c. Portable real estate signs shall not exceed 6 square feet in area or 4 feet in height.
- 2. Open house directional signs intended to direct traffic to a residence for lease, sale, or rental are permitted in all LUGs.
  - a. Three non-illuminated signs per each home or group of homes in a subdivision for sale.
  - b. No such sign shall exceed six square feet in area.
  - c. Signs shall only be displayed while a salesperson is on duty at the home for sale.
  - d. Signs shall not be located in the public right-of-way or be placed so as to create a traffic hazard.
  - e. The display of such signs for subdivision sales is permitted but not in addition to weekend subdivision directional signs as specified in Chapter 16(e).

**15.4(a)(ii) Contractor Signs.** Contractor Signs that conform to the following requirements are allowed by right and not subject to the issuance of a sign permit by the City of Mesa. Alternate Contractor Signs may be approved through the Temporary Comprehensive Sign Plan process outlined in Chapter 16.4(c).

- 1. Signs designating the contractors engaged in the construction or repair of the development upon which such signs are displayed are permitted in all LUGs.
- 2. One non-illuminated sign per development project, not exceeding eight square feet in area and six feet in height.
- 3. Signs shall not be placed closer than ten feet to the public right-of-way.

**15.4(a)(iii) Political and Campaign Signs.** Political and Campaign Signs must conform to the requirements of the Mesa Sign Ordinance as contained within the Mesa Zoning Ordinance.

**15.4(a)(iv) Subdivision Weekend Directional Signs.** Subdivision Weekend Directional Signs are allowed pursuant to the requirements within the Mesa Zoning Ordinance.

**15.4(b) Temporary Signs Subject to Approval of an Administrative or Temporary Use Permit.**

**15.4(b)(i) Grand Opening Signs.** Canvas signs, banners, advertising flags, pennants, streamers, garlands, whirly-gigs, and similar devices intended to advertise the initial opening of a new business, new occupancy, or new proprietor or management are allowed subject to approval of a Temporary Use Permit by

the City of Mesa and shall only be valid for a maximum period of 30 consecutive days.

**15.4(b)(ii) Temporary Use Signs.** Signs intended to support, promote, identify, or advertise a Temporary Use, as permitted within individual LUGs pursuant to Chapters 8, 9 and 10, are permitted in accordance with the following:

1. Must be approved as part of the Temporary Use Permit required for the Temporary Use.
2. Must be located entirely upon the property authorized for the Temporary Use.
3. May not be displayed prior to or after the dates of the Temporary Use as specified in the Temporary Use Permit.
4. Permitted in addition to signage otherwise permitted by this Chapter.
5. May include balloons, banners, flags, and portable signs as approved as part of the Temporary Use Permit.

**15.4(b)(iii) Portable Signs.** Portable signs that advertise a specific business are allowed within the CC and CMX LUGs subject to the following annual conditions:

1. Approval of an Administrative Use Permit from the City of Mesa Planning Director or designee subject to the applicable fee. The Administrative Use Permit shall be valid for one year from the date of issue. As part of the application process, the Planning Director shall designate to the business owner the approved location for the placement of the portable sign.
2. A business owner shall apply to the Planning Director for renewal of the Administrative Use Permit within 30 days of the expiration date of the current use permit. The Planning Director shall renew the use permit provided that, on the date of application, the business owner is in compliance with all applicable signage regulations pertaining to portable signs.
3. A portable sign may be located on private property or within the public right-of-way, provided the sign does not interfere with pedestrian movement or wheelchair access to, through and around the site or obstruct ADA access. A minimum access width of 5 feet shall be maintained along all sidewalks and building entrances accessible to the public. If a portable sign is located within the public right of way, the business owner shall be required to obtain an encroachment permit from the City Engineer.
4. A portable sign shall not encroach into required off-street parking areas, and may not be arranged so as to create site distance conflicts or other traffic hazards.
5. A portable sign shall be utilized only during the regular hours of operation of the business or special event, and shall be removed during non-business hours.

6. A portable sign shall be professionally made and constructed of durable, weather-resistant materials such as aluminum, plastic, or wood finished surfaces and shall be maintained in good condition throughout the term of the use permit.
7. At the time of application, and for any renewals, a use permit application for a portable sign shall require submission of a Certificate of Insurance, which complies with the following criteria:
  - a. Public liability insurance in an amount not less than \$1,000,000.00 for injuries to each person, and in an amount not less than \$1,000,000.00 for any one occurrence.
  - b. Property damage insurance in an amount not less than \$1,000,000.00 for damage to the property of each person on account of any one occurrence.
  - c. Said policies shall name the City of Mesa as additional insured and shall constitute primary insurance for the city, its officers, agents and employees, so that any other policies held by the city shall not contribute to any loss under this insurance.
  - d. Policies shall provide for 30 days prior written notice to the city of cancellation or material changes.

**15.4(c) Temporary Signs Subject to a Temporary Comprehensive Sign Plan.** A Temporary Comprehensive Sign Plan is required for all temporary signs that relate to existing or future development projects within PPGN, or are of a community-wide nature such as community banners, street light banners, temporary directional signage, subdivision signs, and homebuilder signs. A Temporary Comprehensive Sign Plan must be reviewed and approved by the Zoning Administrator or Board of Adjustment in conjunction with the granting of a Special Use Permit (“SUP”) to establish the regulations for all proposed temporary signage. The following sign types require approval of a Temporary Comprehensive Sign Plan:

**15.4(c)(i) *Development Signs.*** Development signs are signs pertaining only to the proposed development of the property on which such signs are located. Development signs may include graphic temporary screen walls or fence banners that promote the proposed development.

**15.4(c)(ii) *Real Estate Signs.*** Real Estate Signs are permitted by right as outlined in Chapter 15.4(a)(i); however, alternate Real Estate Signs may be approved through a Temporary Comprehensive Sign Plan.

**15.4(c)(iii) *Contractor Signs.*** Contractor Signage are permitted by right as outlined in Chapter 15.4(a)(ii); however, alternate Contractor Signs may be approved through a Temporary Comprehensive Sign Plan.

**15.4(c)(iv) *Subdivision Signs.***

1. Subdivision Signs. Subdivision Signs are signs pertaining to the sale of lots, tracts, or homes within a recorded subdivision that are located on the site of such subdivision.
2. Subdivision Directional Signs. Subdivision Directional Signs are signs located beyond the boundary of the subdivision that provide directional information to the subdivision location.
3. Subdivision Weekend Directional Signs. Subdivision Weekend Directional Signs are allowed pursuant to the requirements of the Mesa Zoning Ordinance. No Temporary Comprehensive Sign Plan is required.

**15.4(c)(v) Community Theming Banners and Streetlight Banners.** Banners, street light signs, and holiday decorations that are part of a DU-wide or community-wide theming program and that advertise community, cultural, social or recreational events, denote districts within PPGN, celebrate events, activities or accomplishments are allowed on private property, or within or over public or private right-of-way, subject to approval of a Temporary Comprehensive Sign Plan. Such banners or signs shall not advertise merchandise or services for sale. Sponsorship information shall be limited to 30% coverage.

#### **15.5. Exceptions to Sign Regulations and Signs Not Requiring a Permit.**

**15.5(a) Exceptions to Sign Regulations.** The provisions of this Chapter and the Mesa Zoning Ordinance shall not apply to the following signs, which are excepted signs and do not require permitting by the City of Mesa.

1. Flags, pennants, or insignia of any nation, state, county, city, or other political unit, or any church or religious organization.
2. Works of fine art, statuary, sculpture, or depictions of persons, places, or events noncommercial in nature and not used for purposes of commercial identification.
3. Temporary decorations, displays, banners, canvas signs, advertising flags, pennants, streamers, garlands, whirly-gigs, and other similar devices that promote traditional patriotic, religious, or local holidays; community festivals; community and recreational events; and Special Events. Said signs may be displayed 30 calendar days prior to the event and 10 calendar days after the event. Such banners or signs shall not advertise merchandise or services for sale. Sponsorship information is limited to 30% coverage.
4. Temporary signs for events of a general Citywide or community-wide civic or public benefit.
5. Signs not discernable beyond the boundaries of the lot or parcel upon which they are located, or from any public right-of-way.
6. The placement and maintenance of official traffic, fire, and police signs, signals, and devices and markings of the State of Arizona and the City of Mesa or other authorized public agency, and the posting of notices as required by law.

7. Non-illuminated directional or informational signs of a noncommercial public or quasi-public nature, including street, building, or suite numbers which do not exceed 6 square feet in height.
8. Signs displayed during recognized holidays as identification of temporary sales areas for trees, pumpkins, and other similar holiday items, provided such signs are displayed on within thirty days prior to the recognized holiday and removed immediately thereafter.
9. Messages painted directly on, or adhesive vinyl film affixed to, the exterior of existing mineral glass windows or other glazing. The message may cover a maximum of 30% of the surface area of the glass.
10. Menu signs.
11. Signs which have been designated a historic landmark by the City of Mesa.

**15.5(b) Permits Not Required.** Sign permits are not required for the following signs provided that such signs are subject to all other provisions of this Chapter and the Mesa Zoning Ordinance and do not include any electric.

1. Any sign less than six square feet in area and not otherwise prohibited by this Chapter.
2. Non-Permanent signs less than thirty-two square feet in area and specifically permitted by this Chapter.
3. Standard sign maintenance (as defined in the Mesa Zoning Ordinance).
4. Relocation as required by the City.
5. Window signs that cover a maximum of 30% of the surface area of the glass.

#### **15.6. Prohibited Signs.**

The following signs and conditions are prohibited:

1. Vehicle Signs. Vehicle signs that are displayed for the purpose of exhibiting commercial advertising, identifying an on-site business, or supplying directional information to an off-site business, by means of any of the following:
  - a. The absence of a current, lawful license plate affixed to the vehicle on which the sign is displayed; or
  - b. The vehicle being inoperable as defined in the Mesa City Code; or
  - c. The vehicle on which the sign is displayed is not parked in a lawful or authorized location, or is on blocks or other supports, or is parked in a manner that is distinct or different from the pre-determined parking area design; or
  - d. The vehicle on which the sign is displayed is not used for business activities associated with the product(s) or service(s) designated by the vehicle sign for two consecutive business days; or
  - e. The vehicle on which the sign is displayed is a part, section, or element of an outdoor display by a dealership or business of

transportation vehicles such as motor vehicle, recreational vehicle, watercraft, manufactured home, motorcycle, or utility trailer.

2. Off-site signs (billboards).
3. Signs displayed in a location prohibited by this Chapter.
4. Signs placed so as to prevent or inhibit free ingress to or egress from any door, window, or any exit way required by the City of Mesa.
5. Signs placed in a location which obstructs the view of any traffic sign, signal, or other traffic-control sign, or of a vehicle operator entering, exiting, or traveling upon the public right-of-way.
6. Signs that by way of shape, color, or position may be confused with any authorized traffic- control or public directional sign.
7. Signs within the public right-of-way except as specifically allowed by this Chapter or the Mesa Zoning Ordinance.

## Chapter 16. Street Systems

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As discussed in Chapter 4, Community Vision, the street systems within PPGN are a core component of the overall planning framework and are integral to establishing PPGN as a New Traditional Community. The street systems within PPGN will be designed to function as efficient movement corridors that also fulfill a role as an important component of the overall community design and contribute to shaping the sense of place and social life of the community. In order to promote the desired streetscape throughout PPGN, this Chapter sets forth the overall vision for the PPGN street systems as well as defines street cross sections and right-of-way standards that support the desired formal, pedestrian friendly environment this is a key design characteristic of the overall community.

### 16.1. Great Streets Vision.

The overall connectivity network within PPGN, which includes the streets, pedestrian walkways and trails, and bicycle circulation systems, will be built upon many of the recognized elements of “Great Streets.” The “Great Streets” concept recognizes that streets are an important public place and should be designed to provide equal access to all modes of transportation. A “Great Street” can be divided into three realms, the Street Realm, Pedestrian Realm, and Private Realm as discussed below.

1. **Street Realm.** The street realm generally accommodates non-pedestrian modes of transportation and is comprised of the vehicular travel lanes as well as bicycle lanes, public transit facilities, on-street parking areas, median areas and pedestrian cross walks.
2. **Pedestrian Realm.** The pedestrian realm is comprised of the areas generally back of curb and oriented towards pedestrian use. The pedestrian realm includes elements such as sidewalks, street trees and landscaping, lighting, bike racks, transit shelters and signage.
3. **Private Realm.** The private realm includes private land uses and buildings, off-street parking areas, and other private elements such sidewalk dining, and street facing open space areas.

Each realm is an important component of the overall streetscape and should be given equal design consideration. The following are key design elements of “Great Streets” that will be incorporated into the street design within PPGN.

1. Connected, gridded street system.
2. Balance among various modes of transportation.
3. Sidewalks separated from vehicular traffic by landscaping or curbs.
4. Street trees and landscape buffers.
5. Shaded pedestrian amenities, including street furniture.

6. Visually narrowed street through the use of street trees and buildings oriented towards the street.
7. Strategic, but limited use of cul-de-sacs designed to foster connectivity.
8. Appropriate intensity lighting for both vehicular and pedestrian users.
9. Parking on the street where appropriate.
10. Off-street parking areas generally oriented away from the street unless operational needs demand otherwise.
11. Diversity of land use along the streetscape.
12. Continuity between land uses.
13. Private land uses that engage the street.
14. Appropriate directional and wayfinding signage.
15. Use of architectural features that contribute towards a unique sense of place.

### 16.2. PPGN's Great Streets.

The "Great Streets" concept has been refined for use within PPGN. The street system within PPGN will be both formal and simple, providing uncomplicated access to the various land uses and establishing a strong backbone for landscaping throughout the community. Streets will be visually narrowed through the use of classic, formal tree-lined streets and other design elements such as landscape buffering and medians. A signature feature of the PPGN street system is a network of focal roundabouts that will act as both a formal terminus for each internal roadway segment and as an important community identity element. The roundabouts will be complimented by adjacent parks that are positioned to accent these special community features and identify recreational nodes.

Neighborhood planning will be closely coordinated with the streetscape design to promote an active, lively street scene that is complimented by homes and buildings oriented towards the street with public places such as porches, patios and courtyards designed to enliven the front yard experience. Non-residential areas will include design elements such as shaded sidewalks, outdoor seating and dining, buffer areas for protection from vehicles, and distinctive and functional design elements that create interesting places along the streets. Parking areas will be visually minimized and located to the side or behind buildings where possible.

The streets within PPGN will also be designed to extend and enrich the open space system and network of pedestrian pathways throughout the community. A comprehensive on-street sidewalk system is planned that will be interconnected to off-street pedestrian trails and paseos. Pedestrian pathways will be designed to promote walkability and provide an amenity for each neighborhood while forging strong links with surrounding neighborhoods. The trail and paseo system will include direct linkages to the on-street connectivity system, resulting in a highly accessible and connected community designed to serve the varying needs of all residents and users. Pedestrian pathways are more fully discussed within Chapter 10, Parks and Open Space Systems.

DU1 will incorporate a primary pedestrian oriented street as a central design element to create a walkable, pedestrian friendly environment with shops, offices and higher density housing. The primary pedestrian oriented street will incorporate buildings developed close to the street frontage, a pedestrian friendly sidewalk area, and on-street parking. The primary pedestrian oriented street may be developed as either a public street or private drive. A specific cross section and design guidelines for the primary pedestrian oriented street will be included within the DUP for DU1.

The result will be a highly connected community that fosters thoughtful integration of land uses through a multi-modal connectivity network that balances the needs of competing modes of transportation by welcoming and encouraging walking, jogging, and biking as primary modes of transportation in addition to traditional automotive travel.

### **16.3. PPGN Roadway Classifications and Right of Way Standards.**

PPGN's roadway system is comprised of three main roadway classifications, 1) Arterials, 2) Community Collectors, and 3) Local Streets. The hierarchy of internal streets gives structure to the overall community and is designed to provide efficient vehicular circulation to the perimeter regional transportation corridors, including Ellsworth, Crismon and Williams Field Roads, and the future SR24 freeway. Multiple connections to the perimeter arterial streets will be established to promote an even distribution of traffic that minimizes impacts on individual neighborhoods and adjacent communities (see Exhibit 16.1, Transportation Plan).

In order to implement the PPGN Great Streets concept, street cross sections have been designed specifically for use within PPGN as shown in Exhibit 16.2, Community Street Cross Sections. These cross sections comply with the City of Mesa design standards and right-of-way width requirements. In certain locations throughout the community, the medians and roundabout islands within the Community Collector may be located within a private tract to facilitate unique landscape treatment. In such instances, a PUF overlay will be established over the private tract. The utilization of private tracts for medians and roundabout islands represents a modification of the City of Mesa Design and Engineering Standards and, therefore, is subject to approval pursuant to the procedures outlined in Chapter 3.12(c). The City of Mesa Design and

Engineering Standards are the default standards for all aspects of street design unless modified pursuant to Chapter 3.12(c).

*Exhibit 16.1, Transportation Plan*



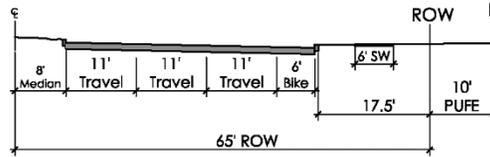
#### 16.4. Master Traffic Impact Analysis.

As part of the PPGN Community Plan, a Master Traffic Impact Analysis (“Master TIA”) has been submitted for review and approval. The Master TIA analyzes entire PPGN development based on maximum allowable densities and estimates traffic generation and traffic distribution as well as establishes lane configurations and traffic control needs both internal to PPGN and at adjacent intersections and roadways. Pursuant to the DUP

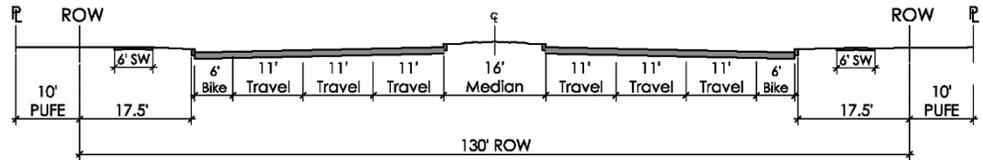
Administration procedures outlined in Chapter 3.7, an update to the Master TIA will be prepared with each DUP. Further, updates to the Master TIA may be required if significant changes are made to the land uses and assumptions utilized to prepare the Master TIA. The Master TIA is included as Appendix 19.5.

Exhibit 16.2, Community Street Cross Sections

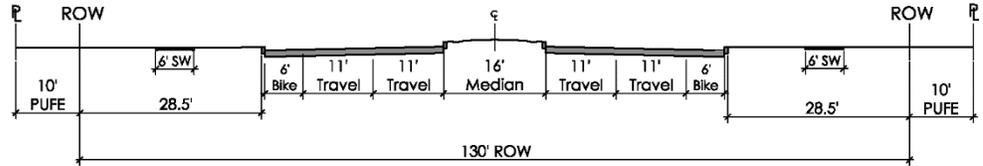
**A1**  
Arterial Roadway  
1/2 Street (3 Lane)  
Ellsworth Road



**A2**  
Arterial Roadway  
(6 Lane)  
Williams Field Road

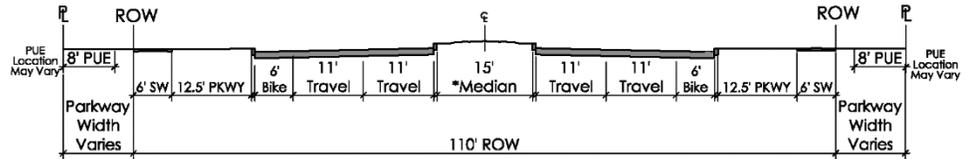


**B**  
Arterial Roadway  
(4 Lane)  
Crismon Road



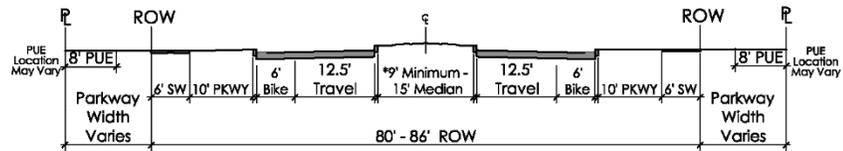
**C**  
Community Collector  
(4 Lane)

\*Medians may be located within a private tract with a PUFE in certain locations upon review and approval by the Engineering Department.



**D**  
Community Collector Road &  
Neighborhood Entry (2 Lane)

\*Medians may be located within a private tract with a PUFE in certain locations upon review and approval by the Engineering Department.



**E1**  
Local Street  
\*On Street Parking Allowed

