



Board of Adjustment

Staff Report

CASE NUMBER: BA15-030 (PLN2015-00227)
LOCATION/ADDRESS: 5014 S. Signal Butte Road
3600 through 5200 blocks of South Ellsworth Road, east side between Elliot Road and Ray Road, and 3600 through 6000 blocks of South Signal Butte Road, west side between Elliot Road and Williams Field Road (approximately 3200 acres +/-).
COUNCIL DISTRICT: District 6
PLANNER: Lisa Davis
OWNER: DMB Mesa Proving Grounds, LLC
APPLICANT: Jill Hegardt, Vice President, Ertitlements, DMB

REQUEST: Requesting a Special Use Permit to modify a Comprehensive Sign Plan associated with the Eastmark Planned Community, located in the PC zoning district.

SUMMARY OF APPLICANT'S REQUEST

This request is for an amendment to the approved Comprehensive Sign Plan for the Eastmark Planned Community, BA13-010. The amendments include: 1.) Inclusion of the conditions of approval from BA13-010; 2.) A 24' tall Community Entry Monument Major sign; 3.) Addition of temporary community event signs and model home complex signs; and 4.) Clarification of the sign location map for the 3200-acre site.

STAFF RECOMMENDATION

Staff recommends approval of case BA15-030, *conditioned upon the following:*

1. *Compliance with the Eastmark Master Comprehensive Sign Plan 1st amendment dated June 17, 2015 except as may be modified by the conditions listed below.*
2. *Compliance with all requirements of BA13-010.*
3. *The maximum height allowed for the Community Entry Sign Major is 20' tall measured from the finished grade. The proposed sign shown in exhibit 2.5 shall be reduced from 24' to 20' maximum.*
4. *Compliance with all requirements of the Development Services Division with regard to the issuance of sign permits.*

CASE SITE: A portion of the former General Motors Proving Grounds, now referred to as "Eastmark"; zoned PC – Planned Community
NORTH: (Across Elliot Rd) – Mostly vacant with regional stormwater retention basins; Planned Industrial and Commercial Uses, zoned LI-Limited Industrial and LC-Limited Commercial
EAST: (Across Signal Butte Rd) – Single Residence subdivisions and Vacant, Planned Single Residence subdivisions; Zoned RSL-4.5, RS-6 PAD, RS-7 PAD and RS-9 PAD
SOUTH: (Across Ray Rd) - Vacant, Pacific Proving Grounds Planned Community; Zoned PC, Planned Community; and (across Williams Field Rd) – Vacant, zoned AG-Agriculture
WEST: (Across Ellsworth Rd) Mostly vacant desert with the PhoenixMesa Gateway Airport (and planned relocation site for new passenger terminal) to the southwest zoned LC - Limited Commercial, AG – Agriculture, LI – Limited Industrial, and Maricopa County Rural-43.

STAFF SUMMARY AND ANALYSIS:

The Comprehensive Sign Plan (CSP) for the 3,200 acre Eastmark Planned Community was approved by the Board of Adjustment on January 8, 2013 with 15 conditions of approval. Because of the relatively large scale of this development site, the applicant has determined that modifications to the original CSP are needed primarily to clarify and address sign growing pains for the Planned Community. A redlined version of the CSP has been provided to clearly identify the proposed amendments. The conditions of approval from BA13010 have been incorporated into the document and are identified by the yellow highlighting. Staff has reviewed these portions and has determined that they are consistent with the conditions of approval.

A 24' tall Community Entry Monument Major, exhibit 2.5, is also proposed with this amendment. It will be placed at Signal Butte Road and Point Twenty-Two Blvd. According to the applicant it will be set back a minimum of 50' from the property line adjacent to each arterial. This large sign is not consistent with other monument signs throughout the city. However, the Eastmark Planned Community is the largest development of this type in the city. At 3200 acres +/-, this is the largest planned community in Mesa. It is roughly 1¼ times the size of Dobson Ranch or Las Sendas (each about 1800 to 1900 acres), more than twice the size of Superstition Springs (roughly 1400 acres) and about 4.2 times as large as the Mountain Bridges development (760 acres +/-). The maximum height of the sign that staff will support is 20' high. This will be placed adjacent to the SRP transmission lines that exist adjacent to Signal Butte Road.

Two types of temporary signs are proposed to be added to the CSP Temporary Community Sponsored Event signs and Model Home Complex signs. As the development fills with residents and becomes more active and vibrant, the need to address Community Sponsored Event signs, section 2.11, is necessary. The applicant is proposing a maximum of five signs and has worked with staff to allow a maximum of 16 square feet in size and allowed to be placed 15 days in advance of an event. The second temporary sign added to the CSP is the Model Home Complex signs, section 3. It clearly identifies down to the sign on the door the types of signs allowed for each builder. Since there will be numerous builders establishing models within this project it is necessary to establish clear expectations for all model complexes.

The final piece of this amendment is the clarification of sign placement under Section 2. Language has been added to clarify that Exhibit 2.2 of the CSP is to be used in a general manner. This is to mitigate the concern that placement of signs or numbers must be as exactly indicated by the symbols on the exhibit.

FINDINGS:

- 1.1 The Eastmark Planned Community is largest master planned development in Mesa, consisting of approximately 3200 acres +/-.
- 1.2 The SRP Transmission line poles exist adjacent to Signal Butte Road.
- 1.3 The temporary Community Event Sign and model home complex signs specifications will establish expectations for the large development. This will result in significant reduction of sign clutter.
- 1.4 With the recommended conditions of approval, signs authorized by the EM CSP should further goals regarding the use of signs as established in Section 16 of the ECP, and of the goals of the Mesa Sign Ordinance.

ORDINANCE REQUIREMENTS:

**Zoning Ordinance, Section 11-41-6(F): Signs Permitted By Zoning District
PC District**

All attached and detached permanent signs in a PC District shall be as specified in the Community Plan, or by an adopted Comprehensive Sign Plan reviewed and approved in accordance with all requirements of Section 11-41-8(D)13.

Zoning Ordinance, Section 11-41-8 (D) – Supplemental Provisions:

13. A Comprehensive Sign Plan shall include the location, size, height, construction material, color, and type of illumination and orientation of all proposed signs, either permanent or temporary.

A Comprehensive Sign Plan containing elements which exceed the permitted height, area and number of signs specified in this Chapter may be approved by the Zoning Administrator/Board of Adjustment only upon a finding that:

- (a) The development site contains unique or unusual physical conditions, such as topography, proportion, size or relation to a public street that would limit or restrict normal sign visibility; or
- (b) The proposed or existing development exhibits unique characteristics of land use, architectural style, site location, physical scale, historical interest or other distinguishing features that represent a clear variation from conventional development; or
- (c) The proposed signage incorporates special design features such as logos, emblems, murals or statuary that are integrated with the building architecture.

The construction and placement of individual signs contained in the approved Comprehensive Sign Plan shall be subject to the issuance of sign permits in accordance with 11-19-8(E).



The heart & hub of the East Valley.

May 20, 2015

Mr. Gordon Sheffield
Zoning Administrator
City of Mesa Planning Department
55 N. Center Street
Mesa, AZ 85211

RE: *Eastmark – 1st Amendment to Master Comprehensive Sign Plan (Case #BA-13-010)*
(Administrative Review Request)

Dear Gordon,

DMB Mesa Proving Grounds, LLC, a Delaware limited liability company ("Owner" and "Master Developer") is the owner of approximately 3,100 acres located south of Elliot Road, north of Williams Field Road, east of Ellsworth Road and west of Signal Butte Road (the "Property"). DMB is submitting this application for an Administrative Review Request to allow an amendment to the Eastmark Master Comprehensive Sign Plan ("1st Amendment") which was approved by the Board of Adjustment on 1/8/2013. The proposed 1st Amendment proposes the following revisions: 1) incorporate previously approved conditions of approval into the document; 2) Modify Community Entry Monument signs to allow vertical sign with a height of twenty-four (24) feet at Signal Butte Road and Point Twenty-Two Boulevard; 3) Add new category of signs – Community Sponsored Event Signs; 4) Add model home complex signs as a temporary sign; 5) clarify that the Sign Location Exhibit 2.2 generally depicts locations of signs.

In accordance with the requirements of the Eastmark Community Plan and the City of Mesa, the following items are included with this application.

- Application Form
- Revised Master Comprehensive Sign Plan (1 redline and 3 non-redline)
- Project Narrative
- \$1,300 Filing Fee (\$1,250 plus 4% tech fee)

We appreciate your consideration of this request. Please contact me if you have any questions or need additional information.

Sincerely,

Jill Hegardt, AICP
Vice President

7600 East Doubletree Ranch Road #300
Scottsdale, Arizona, 85258

Phone: 480.367.7000
www.Eastmark.com



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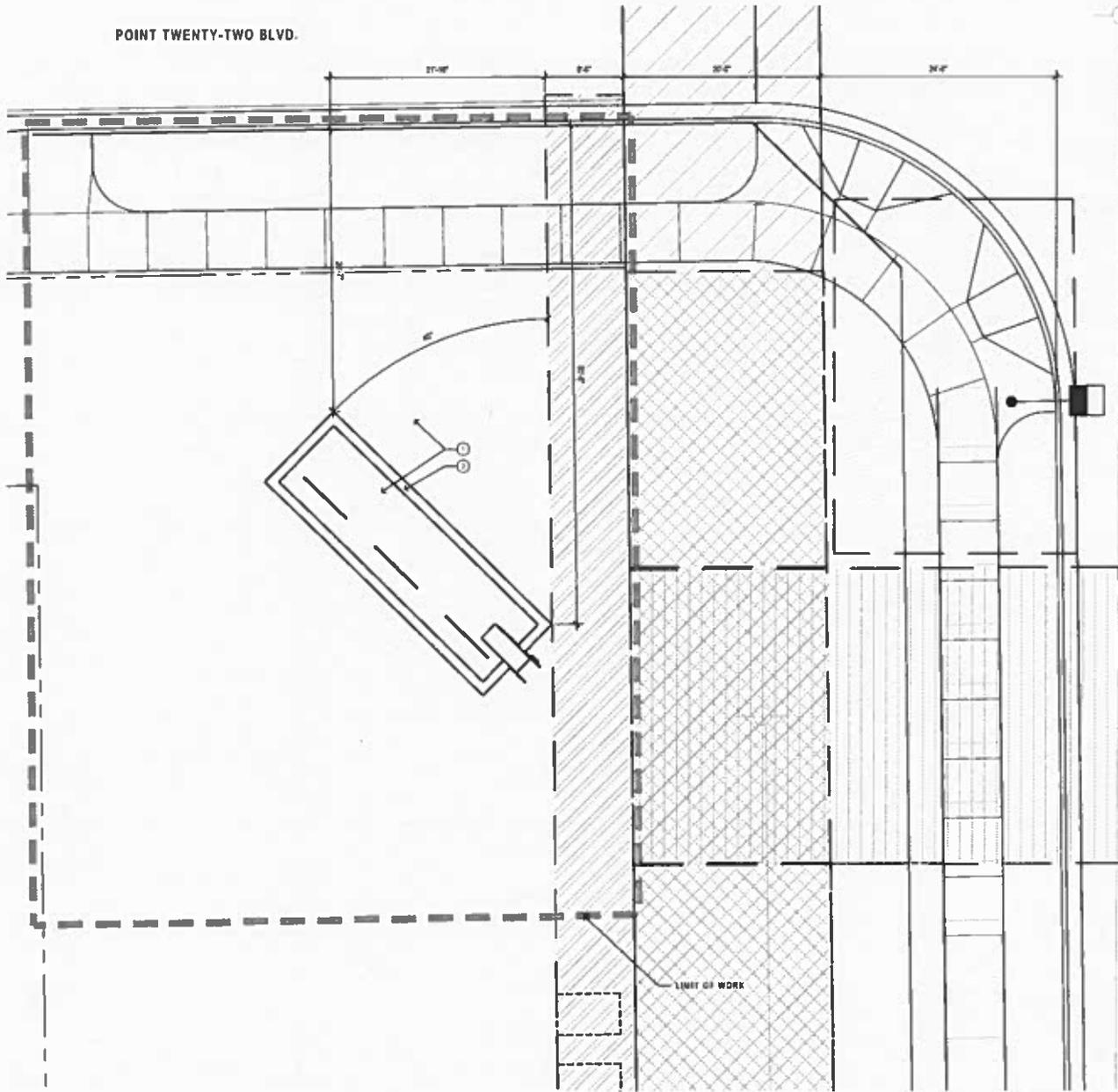


Point Twenty-Two and Signal Butte

Entry Monument
Conceptual Perspective date 06.22.15



POINT TWENTY-TWO BLVD.



- Keynotes**
- LANDSCAPE AREA - SEE PLANTING PLAN LA.1
 - ENTRY MONUMENT - SEE DETAIL 1, SHEET LA.1 AND ATTACHED PLANS PER TRADEMARK INC.

SIGNAL BUTTE ROAD

Easement Legend

- SRP 30' Clear Pave Easement (No Trees, low groundcover SRP list)
- SRP 20' Power Line Easement (No Trees, low groundcover SRP list)
- SRP 8' Easement (No Trees)
- SRP 30'/40' Clear Setup Easement (No Trees, low groundcover SRP list)
- City of Mesa 36' Street Light Easement (No Trees)

Call before you dig
1-800-STAKE-IT

Call before you dig
1-800-227-2600



key map



EASTMARK DEVELOPMENT UNIT 7 (NORTH)
Entry Monument - Signal Butte and Point 22
5014 S. Signal Butte Road, Mesa AZ
layout plan



Sheet No. 04.17.15
Scale 1" = 5'-0"
Date 04.17.15
Project No. 41-000-12

Sheet No. **LA2.1**
Sheet 4 of 19



Master Comprehensive Sign Plan 1st Amendment

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28 December 2012
~~Revised: March 18, May 20, 2015~~ June 17, 2015

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Design Team:

JRC Design
4634 North 44th Street
Phoenix AZ 85018
602.224.5100
www.jrcdesign.com

Anderson Baron
88 South San Marco Place
Suite 101
Chandler AZ 85225
480.699.7956
www.andersonbaron.com

Sieb
3605 North Seventh Avenue
Phoenix Arizona 85013
480.317.0272
www.sieb.com

Espiritu Loci Incorporated
6625 N Scottsdale Road
Antibes Building Suite E
Scottsdale AZ 85250
480.481.9100
www.espirituloci.com

MASTER COMPREHENSIVE SIGN PLAN

Section 1 Master Comprehensive Sign Plan

The Community Plan (CP) for Eastmark (formerly the Mesa Proving Grounds) identifies the generalized vision and the development parameter for the project. Signage criteria are outlined in Section 16 of the CP and it recognizes that signage is a major component of the urban streetscape. Its presence in the community can be an artful, playful, elegant, vibrant, iconic addition. In congested urban areas signage has to fight for attention while at the same time "communicating" with an urban audience.

The vision for signage at Eastmark includes:

- Varied size and lighting to complement LUGs
- Residential scaled in LUGs E and V
- Larger, bolder and more dynamic in urban areas where there is more competition for attention
- More vertical elements to accent urban form
- Signage for pedestrians in addition to the auto scaled signage
 - o Shingles
 - o Banners
 - o Directional
- Intense signage with large, bold and dynamic designs to add to the energy of the urban cores, LUGs GU and UC, and entertainment districts, LUGs CS and R
- No signage restrictions for ground level retail and quasi-retail signage

Section 16, among other things, identifies the ability to prepare master comprehensive sign plans, including DU and individual comprehensive sign plans. These plans are reviewed and approved by the City Zoning Administrator. A master comprehensive sign plan shall be required prior to the approval of a DU comprehensive sign plan. In accordance with Section 16.3 of the CP, this Master Comprehensive Sign Plan (MCSP) ~~is being submitted~~ ^{was approved} by the City of Mesa Board of Adjustment on January 8, 2013. ~~This 1st Amendment provides additional signage criteria for Community Entry Monuments, additional sign categories for community oriented signs and additional information for signs for model home complexes and internal directionals. Additionally, stipulations approved as part of the Board of Adjustment approval have also been incorporated into this 1st Amendment ("1st Amendment").~~

~~Eastmark is in its early stages of development and~~ (this MCSP is intended to set the overall signage theme for community signage. Additionally, ~~early signs will be~~ ^{are} necessary to provide identity and branding for Eastmark and to provide marketing awareness and way finding for potential owners. This MCSP will identify the general character for project signage and will also serve as the guide and plan for the Phase 1 marketing signs.

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1.1 Connectivity and Integrity

Signage at Eastmark is an integral part of how the community expresses its connectivity and place within the larger region. As such the MCSP works to bridge the gap between the build environment at Eastmark and the

Our Emotional Story

Eastmark is a vibrant, multi-use development that will create a sense of community and place. It will be a place where people can live, work, play, and learn. The development will be designed to be walkable, bikeable, and transit-oriented. It will be a place where people can connect with each other and with the community. The development will be a place where people can live their lives and make their dreams come true.

Eastmark is a place where people can live their lives and make their dreams come true. It is a place where people can connect with each other and with the community. It is a place where people can live their lives and make their dreams come true.

MASTER COMPREHENSIVE SIGN PLAN

marketing messages about Eastmark. Signage, especially in the early days of the community, is a physical manifestation of the Eastmark Story; representative of not only what is present, but also of what is to come. As such the signage materials are grounded in the forms and materials of the civic structures and street furniture at Eastmark. The "message" of the signage comes from Eastmark's marketing collateral, colors, imagery and typeface – expressing modern living, innovation, and urban vibrancy.

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1.2 Sign Character

A. Materials

The basic materials for signs at Eastmark are selected to complement and accent the civic structures and street furniture of the community. The basic materials include:

- colored, sandblasted and/or slump block matching the community privacy walls, retaining walls and building walls
- rusted steel in either natural or painted forms matching the park structures, utility equipment, street light poles and traffic sign poles
- raw steel in either natural or painted forms matching the community building and civic structures
- aluminum in brushed or anodized finishes in either natural or painted elements to contrast the steel elements, express modern design and match the streetlight arms and LED fixtures in the community

(see Exhibit 1.1 – Materials)

Exhibit 1.1 – Materials



Rusticated Steel finish



Raw Steel finish



Anodized Aluminum finish



Trenwith "Mesastone", sandblasted finish field masonry



Desert Yellow, Mesastone stripe

B. Forms

The forms for signs at Eastmark accentuate and complement the forms of the existing and future community improvements. The signage, whether permanent or more temporary in nature, uses these forms to extend the built condition to the streetscape experience.

- Accentuated verticality (to express the urbanity of a hub)
- Angled cut to pole tops (matching street poles and community center roof form)
- Use of horizontal block forms (to express a strong foundation)
- Use of "green screen" or organic wall elements (contrast of built and natural world)
- Use of asymmetrical balance (contemporary design forms)

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C. Colors

The use of color from Eastmark's marketing collateral expresses a vibrant and connected lifestyle at the hub of a region. It also is an expression of integrity from story and vision to built reality. Signage colors will generally match or complement the major marketing brand colors chosen for the Eastmark Community. Brighter colors such as "sherbet" are used to contrast the surroundings and focus attention. The use of these colors is typically on signage that expresses something about community life. Traditional colors that complement the built environment are typically used on signage for way finding where visitors are typically on the lookout for information otherwise they blend into their settings.

See Exhibit 1.2 - Color

Exhibit 1.2 - Color

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Primary Logo Colors		C 0 M 10 Y 100 K 0		C 38 M 29 Y 20 K 58
		PMS 109 U	PMS Cool Grey 10 U	

Secondary Colors		C 0 M 52 Y 100 K 0		C 28 M 0 Y 92 K 0		C 38 M 0 Y 62 K 0	
		PMS 144 U		PMS 382 U		PMS 383 U	
		C 89 M 0 Y 20 K 0		C 5 M 70 Y 97 K 20			
		PMS 3125 U		PMS 471 U			PMS 467 U
		C 33 M 1 Y 49 K 4		C 7 M 27 Y 55 K 22			
		PMS 577 U		PMS 465 U			PMS 425 U

Accent Colors		C 51 M 5 Y 98 K 23		C 0 M 27 Y 100 K 0		C 0 M 0 Y 100 K 0	
		PMS 377 U		PMS 124 U		PMS 1663 U	
		C 20 M 12 Y 100 K 48		C 5 M 96 Y 76 K 21			
		PMS 392 U		PMS 1805 U			PMS 246 U
		C 100 M 4 Y 14 K 18		C 0 M 0 Y 20 K 0			
		PMS 314 U		20% Yellow			PMS 565 U
		C 100 M 43 Y 12 K 56					
	PMS 302 U						

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D. Imagery

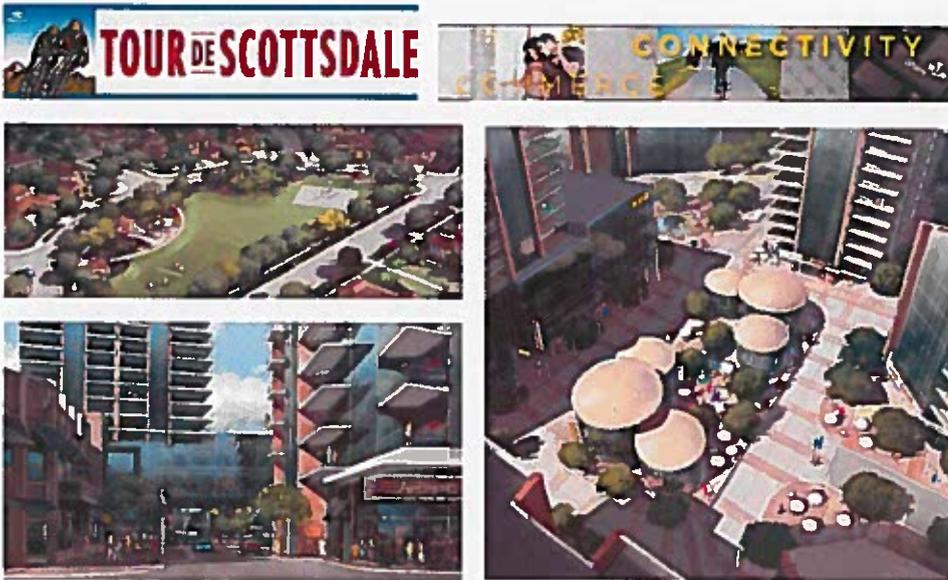
Imagery selected to match or complement Eastmark's marketing collateral expresses the character of community life. Typical imagery can include photos, artistic renderings, graphic portraits, murals, and/or graphic abstractions. Such imagery shall not market an individual product, tenant or owner, but rather express the typical character of community life, settings and/or events. (see Exhibits 1.3 and 1.4 – Imagery)

Exhibit 1.3 – Imagery



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Exhibit 1.4 – Imagery



E. Typefaces

Typefaces for signage complement Eastmark's marketing collateral so the built form is a reflection of the story and vision. Identification and directional information is delivered in clean and concise layouts and typefaces. Typefaces are easy to read and do not interfere with word recognition. Type may also be used in conjunction with imagery to create a mural-like expression. When type is used this way, like images, it should not market an individual product, tenant or owner. (see Exhibit 1.5 – Typefaces)

F. Signs in Public Utility and Facility Easement (PUFE)

Placement of any sign, except streetscape banners, within a PUFE, requires the review and approval of an encroachment permit into the PUFE by the City Engineer prior to placement of a sign on property. A Master Encroachment Permit may be submitted to cover multiple signs.

G. Permits

All signs in excess of six (6) square feet, except streetscape banners, shall require review and issuance of a sign permit before the sign is erected or placed.

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Exhibit 1.5 – Typefaces

Directional font - Clearview Highway (2-W)

ABCDEFGHIJKLMNOPQRSTUVWXYZ 12345667890
abcdefghijklmnopqrstuvwxyz

Project font - Futura Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ 12345667890
abcdefghijklmnopqrstuvwxyz

Futura Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ12345667890
abcdefghijklmnopqrstuvwxyz

Futura Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 12345667890
abcdefghijklmnopqrstuvwxyz

1.3 Purpose

The primary purpose of the Community Signage is way finding, placemaking and expressing the character of community life at Eastmark.

A. Way Finding

Way finding signage will be placed in locations similar to other core regions in the valley such as Downtown Scottsdale and Downtown Tempe. These signs will effectively direct visitors to key areas and destinations within the community. (see See Exhibit 2.12 and 2.13- Community Directional, Exhibit 2.17 – Neighborhood Park Identification Monument, Exhibit 2.19 – Civic Center – Identification Monument and Exhibit 2.20 – Civic Center – Way Finding / Directional). Additionally, way-finding signage, such as directionals for temporary uses including model home complexes are also included.



B. Placemaking

Signage may be used to accentuate placemaking. At key locations, entries or designations, signage may take on a sculptural character. These may be in simple traditional forms when needed to anchor a place or complex, abstract forms when needed to accentuate the vibrancy of a place. (see See Exhibits 2.3, 2.4, and 2.5 – Community Entry Monument and Exhibit 2.21 – Typical Civic Center – Iconic Monument)

C. Expressing Character of Community Life

Signage at Eastmark may be used to express the character of community life. Community life is an elusive but vital quality to Eastmark. Seasonal events, regularly programmed activities and the joy of daily life can easily go un-noticed. Signage throughout the community can be used to bring these elements to the forefront. These same elements are

MASTER COMPREHENSIVE SIGN PLAN

powerful tools in attracting and retaining knowledge workers and business – a key goal of the Eastmark community as expressed in the CP. (See Exhibits 2.9, 2.10 and 2.11 – Urban Marketing Directional, Exhibit 2.22 – Typical Streetscape Banners and Exhibit 2.23 – Typical Construction Screening)

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Section 2 Overall DU Comprehensive Sign Plan

Because of the unique urban land use characteristics and architectural styles of Eastmark, the CP allows. DU Comprehensive Sign Plans containing elements which exceed the permitted height, area and number of signs specified in City Code may be approved by the Zoning Administrator / Board of Adjustments.

In Section 16.4 of the CP, the creation of DU Comprehensive Sign Plans is anticipated. This MCSP includes an Overall DU Comprehensive Sign Plan to serve as a base level for all DU Comprehensive Sign Plans (DUCSP). The Overall DU Comprehensive Sign Plan shall provide designs and locations that are appropriate for signage on a project or community wide level. Individual DUCSP's may refine and alter the Overall DU Comprehensive Sign Plan or if they like, they may simply adopt it for the Development Unit (DU) if appropriate to the character of the DU as described in the Development Unit Plan (DUP).

According to the CP, in order to express the urban lifestyle early in the life of the community, to define community districts in ways that form the foundation of cohesive quality design and to provide vertical expressions of the future built forms of Eastmark, community wide signage in temporary and permanent forms will be necessary early in the development of the community. These are likely to include but shall not be limited to:

- Tall community banners, signs and accents at key corners
- Dynamic horizontal detached signs at entrances
- Screen walls and fences with urban graphic displays of the urban lifestyle, events and future development
- Street light banners announcing the future district character and urban lifestyle

This Overall DU Comprehensive Sign Plan includes graphic examples and general information about the sign type, location size, height and orientation for just such Community and Marketing Signage.

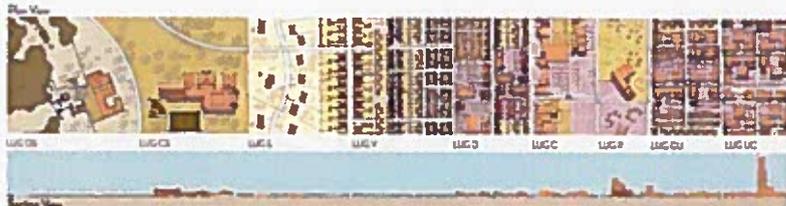
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2.1 Eastmark's Vision

Eastmark is positioned and entitled to become the heart and hub of the East Valley, a center of regional importance. Adjacent to the Phoenix-Mesa Gateway Airport and ASU Polytechnic, surrounded by freeways, the community will grow into a regional center. This is entitled through the CP to include uses from "near town" neighborhoods to dense urban blocks. As expressed in the CP, Eastmark is designed to evolve over time. What may start as a simple home already has permission to include a home business and an additional residence. What may start as a neighborhood commercial center already has permission to grow to include parking structures, plazas and high-rise buildings. Generally more intense uses are located in the western half of the project anchored by the easy access to the new terminal via Ellsworth. Less intense uses are generally located in the east half of the project transitioning to the residential neighborhoods east of community along Signal Butte.

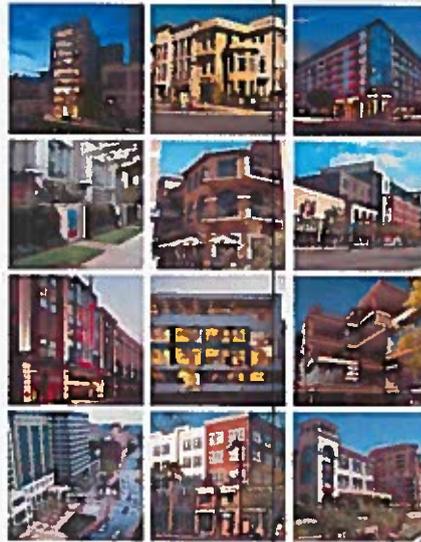


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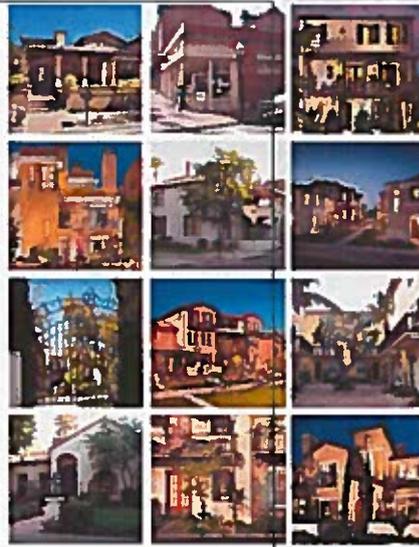
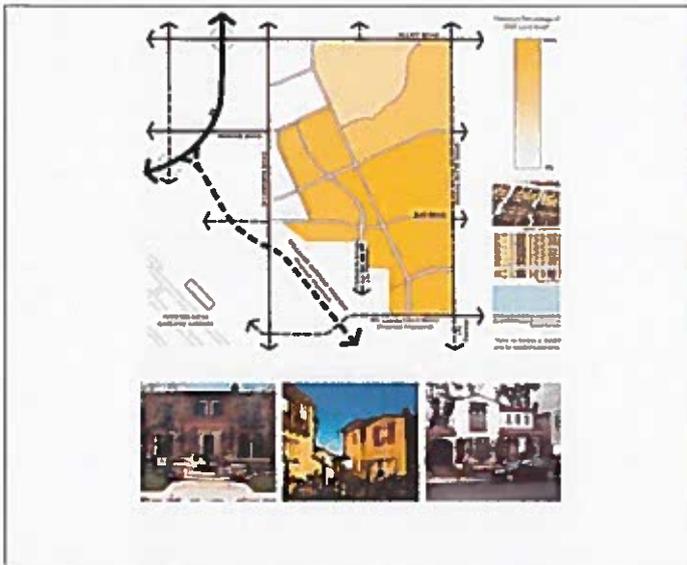


Urban Core Land Use Group

Village Land Use Group



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Eastmark is also a place securely anchored in the Sonoran Desert and will express its unique setting in the world through design and built elements.

The challenge is to create community signage that suggests what the future of the community will be on opening day. The site, previously home to GM's hot weather proving grounds, is surrounded by development, but itself appears to be a large open area. Currently nothing visually suggests that this will become a regional core.

Signage must identify this place as:

- A major regional core – the heart and hub of the East Valley
 - A prime location for commercial and economic growth
 - A vibrant community life
 - An urban setting – density and traffic
- (see Exhibit 2.1 – Typical Community Signs)

To accomplish this, as outlined in the approved CP, signage will likely need to include:

- Tall community banners, signs and accents at key corners
- Dynamic horizontal detached signs at entrances
- Screen walls and fences with urban graphic displays of the urban lifestyle, events and future development
- Street light banners announcing the future district character and urban lifestyle [\(see Exhibit 2.1 – Typical Community Signs\)](#)

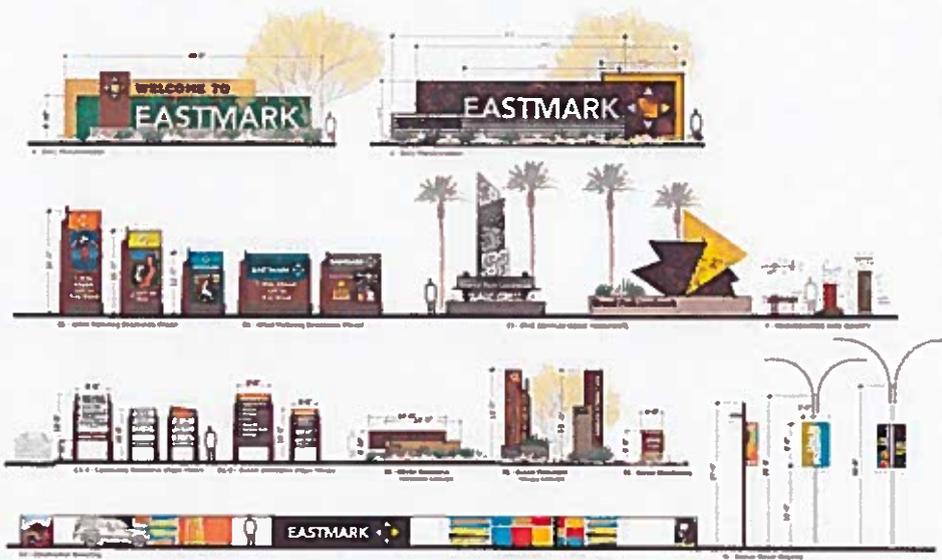


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(see Exhibit 2.1—Typical Community Signs)

Exhibit 2.1 – Typical Community Signs



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2.2 Sign Locations

Community signage in Eastmark is located to facilitate the purposes outlined in Section 1 – way finding, placemaking and expressing the character of community life. Signage is also located to be LUG appropriate with more intense/urban signage in the western half of the community and small scale, less frequent signage as the community transitions to its residential neighbors to the east. In all locations signage has been scaled appropriately to its context while expressing the future vision for the area. (see [Exhibit 2.2 – Sign Locations](#)). Note that Exhibit 2.2 generally depicts locations of various signs. Unless noted specifically in the text contained herein, these are generalized and conceptual locations and quantities. Different locations and additional signs are allowed. Exhibit 2.2 should not be utilized as a definitive description of sign locations and quantities but rather as a conceptual guide.

A. Community Entry Monuments

Community Entry Monuments are located at key entries to the community. These iconic markers are placed close to the street to express a mixed-use, urban context.

B. Urban Marketing Directionals

Urban Marketing Directionals are located primarily along the perimeter of the project to express the vision of the project, the character of community life, suggest a setting appropriate for corporate headquarters, and direct visitors to the marketing trails for all of the various home builders, new uses and amenities included in the community. Along Ellsworth and Elliot these are typically placed just outside of the right-of-way and may be major Urban Marketing Directionals or a cluster of one to three of the minor signs. Along Signal Butte, minor Urban Marketing Directionals may be used like Community Entry Monuments on key corners. Because of the existing right-of-way, floodway and power line easements along Signal Butte, space for these signs is limited; these signs will typically be located in the eight foot PUFFE located between the right-of-way and the power line easement.

C. Community Directionals

Community Directionals are located primarily along roadways when approaching intersections to help with way finding. These signs are located as close to back of curb as possible, typically two feet from back of curb in the parkway between the roadway and the sidewalk. These signs can also be located in the raised medians. Major Community Directionals are typically located along arterial or district streets with larger traffic volumes moving at faster speeds. Minor Community Directionals are used on district and local streets in areas where traffic is slower or a smaller scale sign is more appropriate to the context.

D. Builder Directional Signs

Builder Directional Signs may be located in the same type of location as the Community Directionals (see above). These signs may be located along a marketing trail through the community to guide visitors efficiently to Homebuilder's individual sales centers. Homebuilders may also provide individual signage at their model complex, but not along the marketing trail. Like Community Directionals, major Builder Directionals are typically located along arterial or district streets with larger traffic volumes moving at faster speeds. Minor Builder Directionals are used on district and local streets in areas where traffic is slower or a smaller scale sign is more appropriate to the context.

E. Civic Center Signs

Civic Center Signs are located to direct visitors to and around civic and semi-civic uses such especially in proximity to the Great Park and entertainment cores. These signs are placed to mark destinations, parking and to assist with way finding between civic and semi-civic uses. These signs are typically very close to the roadway so they are easy to read and spot for visitors who may be in the community for the first time looking for the location of their event or activity. Iconic Monument forms of these signs may be located to attract attention and create iconic placemaking destinations. (see [Exhibit 2.1B – Typical Civic Center – Sign Locations](#))

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F. Park Identification Monuments

Park Identification Monuments are located in neighborhood parks or to designate key areas within the Great Park. These signs are often located where entry drives to the parcels intersect the neighborhood parks or where the street with the park's name meets the park. These signs are placed for viewing from both arriving automobiles and pedestrians. When possible these signs are located close to the major "hang out" area or structure in the park. There is typically at least one sign per neighborhood park. Within the Great Park these signs may be placed in the same location as Civic Center Signs would be, or they can be located for viewing from both automotive and pedestrian traffic.

G. Streetscape Banners

Streetscape Banners may be located on arterial, district or local streets attached to street light poles throughout the community.

H. Construction Screening

Construction Screening may be located on any fencing erected in the community at construction sites or to screen construction sites, materials or activities. Construction Screening may also be located on fencing erected to enclose special events or activities.

I. Temporary Community Sponsored Event Signs

Temporary Community Event Signs may be located along major roadways including arterial or district streets throughout the community as defined in Section 2.11.

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Exhibit 2.2 – Sign Locations (Generalized)

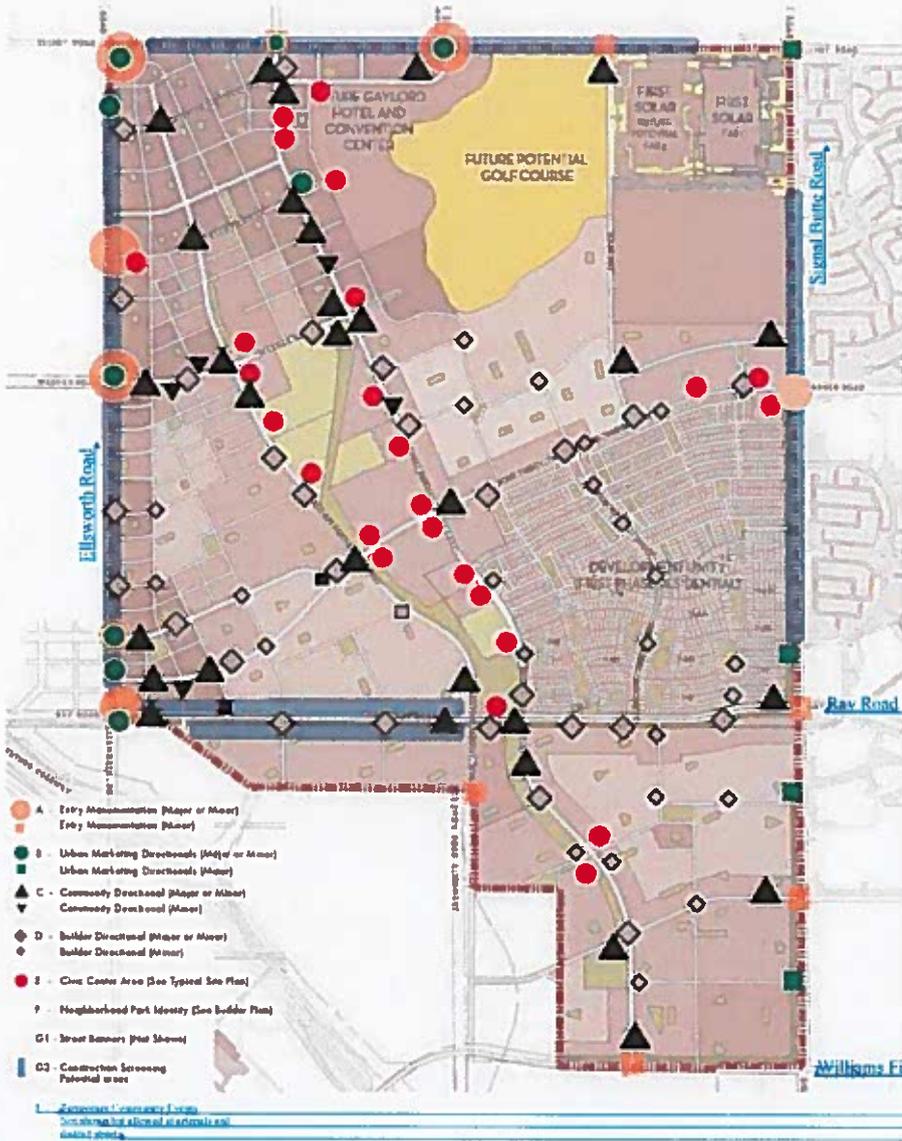
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Elliot Road

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2.3 Community Entry Monuments

Community Entry Monuments are permanent development signs located at key entries to the community. These signs, as directed by the CP are dynamic horizontal and vertical detached signs at entries with accents at key corners. They are designed to express a mixed-use urban context rather than a rural retreat. To do this, these iconic markers are placed close to the street in an old Arizona, Sonoran Desert and/or hardscape setting (see Exhibit 2.6 – Community Entry Monument – Typical Landscape). These signs are appropriately scaled to add weight to their street side setting while impressing but not dominating the pedestrian experience. The major Community Entry Monuments typically may have a strong horizontal masonry base with layered walls behind them or be vertical expressions set in a solid masonry base. ~~These signs may include some vertical accents in the built form, surrounding architecture or landscape.~~ The minor Community Entry Monuments are typically either half-sized versions of the major sign or they take the same form as the Civic Center – Identification Monuments (see Exhibit 2.19) without the street address. The message of these signs (major and minor) is typically very simple including the Eastmark name, logo and often some statement of welcome. These signs are not used to advertise individual tenants or products. Sign designs provided below are typical of the sign character; actual signs may match or complement the typical designs (see Exhibits 2.3, 2.4, ~~and 2.5 and 2.6~~ - Community Entry Monument).

A single Major Community Entry Monument (one chosen from either Exhibits 2.3, 2.4 or 2.5 of the EMCSP) may only be placed at the locations listed as "A" on Exhibit 2.2 (page 136 of EMCSP) and only where the "A" location also coincides with the intersection of two arterial streets, such as Ellsworth and Warner Roads, or Elliot and Signal Butte Roads. Arterial street intersections without the "A" demarcation shall not be allowed as a location of Community Entry Monument (major or minor). The only location that the sign depicted on Exhibit 2.5 can be located is at Signal Butte and Point Twenty Two.

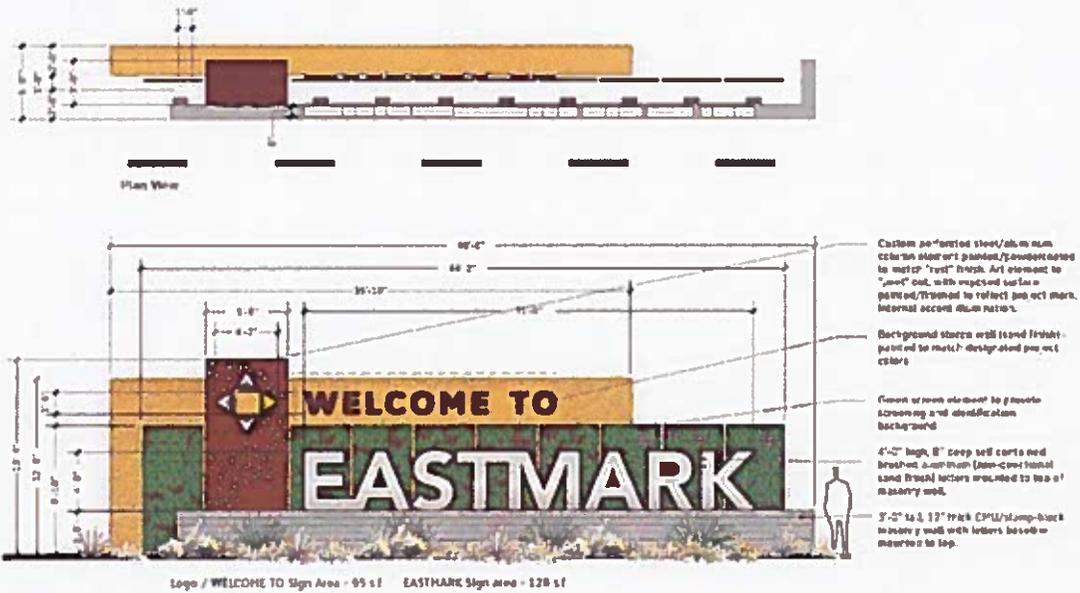
A single Minor Community Entry Monument (Exhibit 2.6 of the EMCSP) may be used at any site labeled "A" on Exhibit 2.2 of the EMCSP. When placed at an arterial street intersection, the Minor Community Entry Monument shall be substituted in place of a Major Community Entry Monument.

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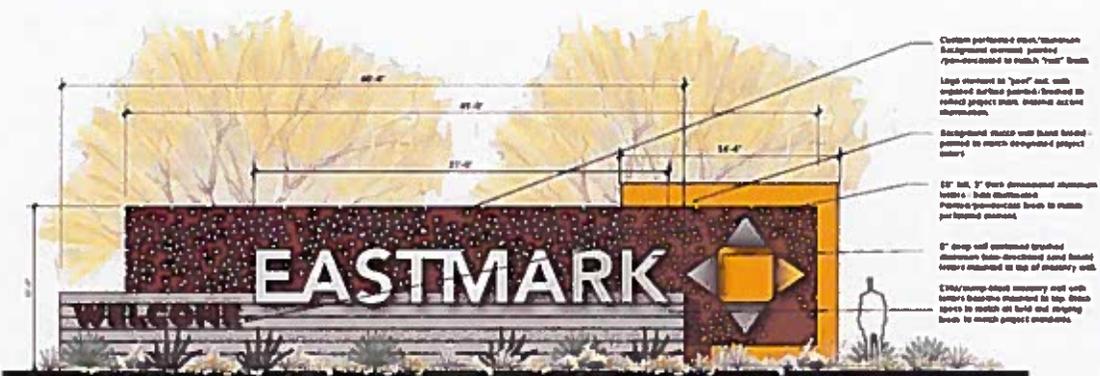
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Exhibit 2.3 - Community Entry Monument - Major (Development Signs)



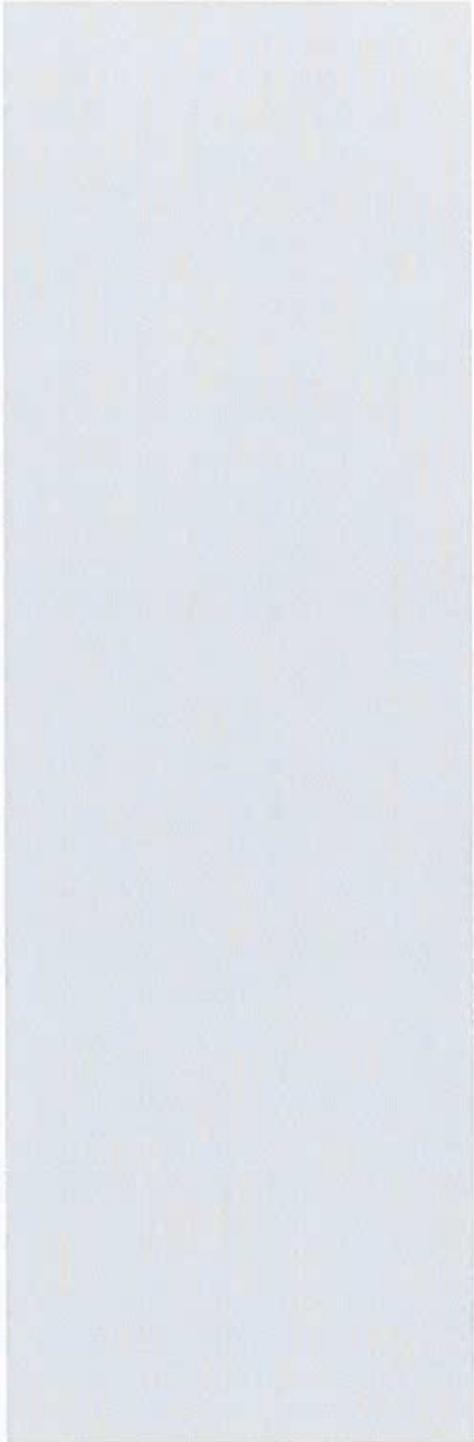
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Exhibit 2.4 – Community Entry Monument – Major (Development Signs)

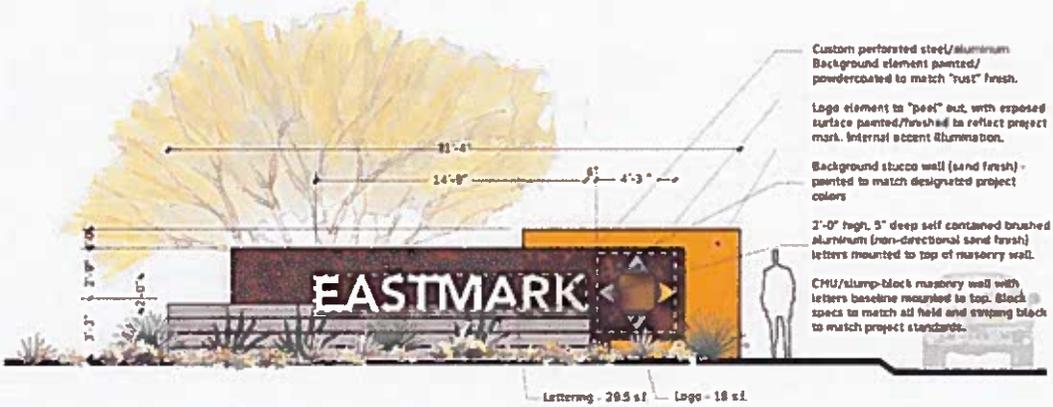
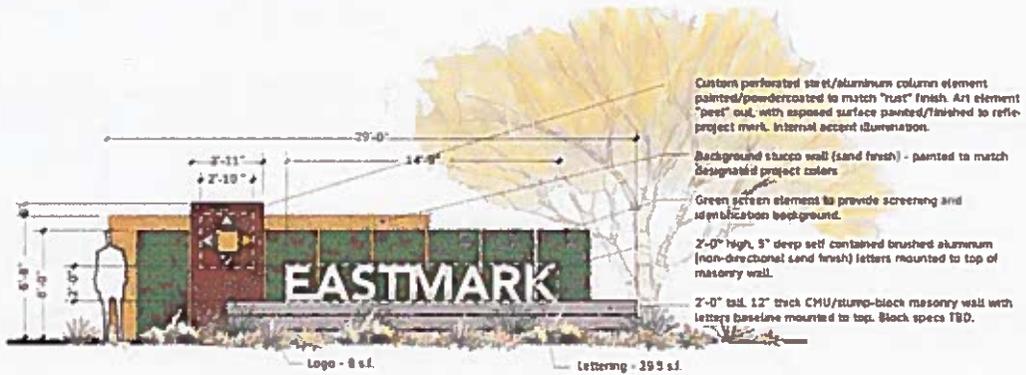


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Exhibit 2.5-4 - Community Entry Monument - Minor (Development Signs)
(also see Exhibit 2.22 - Civic Center - Identification Monuments)

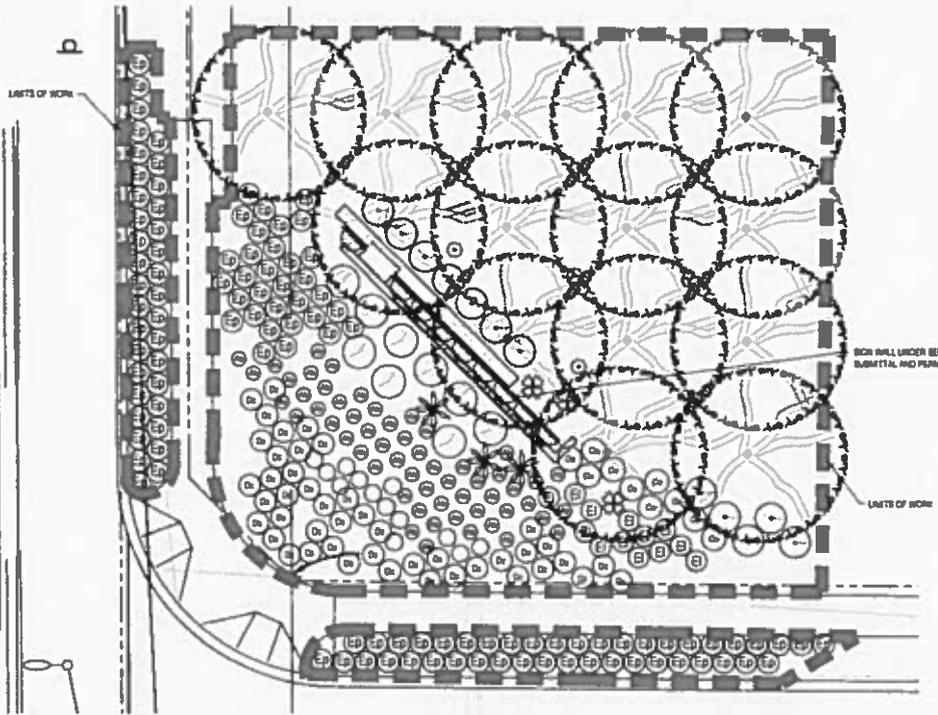


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Exhibit 2.6-Z- Community Entry Monument - Typical Landscape Plan



PLANT WATER-USE KEY

Plant Name	Size	Qty	Plant Name	Size	Qty
Trees			Decorative		
Parsonsia spicata	12' in	14	Blue hydrangea	1 gal	10
Small Malva			Blue Day Glor	1 gal	10
			Stemless flowering Crabapple	1 gal	10
			Blueberry Bush	1 gal	10
			Cardinalis	1 gal	10
Extra Large Shrubs			Large Leaf Agave	1 gal	10
Engelmann's Red Oak	1 gal	1			
Engelmann's			Blue hydrangea	1 gal	10
Stemless flowering Crabapple	1 gal	10	Large Leaf Agave	1 gal	10
Blueberry Bush	1 gal	10	Blue hydrangea	1 gal	10
Large Shrubs			Blue hydrangea	1 gal	10
Large Malva	1 gal	10	Blue hydrangea	1 gal	10
Small Shrubs			Blue hydrangea	1 gal	10
Blue hydrangea	1 gal	10	Blue hydrangea	1 gal	10
Blue hydrangea	1 gal	10	Blue hydrangea	1 gal	10

Note: All trees shall comply with the latest amended edition of the "Indiana Nursery Association - Recommended Tree Specifications" and include PMS/MSL planting notes.



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Exhibit 2.7-B - Community Entry Monument - Typical Landscape Character

Trees



Desert Museum

Shrubs



Bougainvillea California Gold

Accents



Saguaro



Silver Cassia



Organ Pipe



Gold Star



Large Leaf Agave



Turpentine Bush

Groundcovers



Gopher Plant



Outback Sunrise



Sierra Gold Dalea



Hacienda Creeper



Aloe

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2.4 Urban Marketing Directionals

As directed by the CP, Urban Marketing Directionals are designed to be tall community banners, signs and accents at key corners. Urban Marketing Directionals are permanent development signs designed to express the vision of the project, the character of community life, suggest a setting appropriate for new corporate headquarters, and direct visitors to the marketing trails for all of the various home builders, new uses and amenities included in the community. These signs will typically be located in wide open areas in the early development of the community. They are scaled so that visitors to the property can easily imagine the intensity and character of the future uses. They are also scaled appropriately to the future uses so that these signs complement the growth that occurs around them.

These signs are also used to bridge between the community's marketing collateral materials and the built environment [see Section 1.2 – Sign Character]. The colors for the sign portions of these urban directionals take their colors and design from the community's marketing. The major structural elements of the urban directional including the solid masonry base and the rusted steel uprights and green screen are taken from other built element of the community.

A major component of the Urban Marketing Directionals is a large image panel used to express the character of community life and future development at Eastmark. These image panels are not considered signs as they do not advertise individual uses, products or tenants. These images panels may include images like those shown in Section 1.2 D. - Images of this document.

The sign portions of these Urban Marketing Directionals may be used to identify the community with the Eastmark name and logo, major places or amenities within the community, major community events and to provide way finding directions to visitors (see examples provided in Exhibits ~~2.8~~, 2.9, 2.10, 2.11 and 2.11-12 – Urban Marketing Directional). These multi-purpose signs may be reused so that the same base sign remains on the site and is repurposed. In addition to directionals, project identification and community life marketing, these signs also be used as construction and future development signs; announcing new projects and grand openings.

These signs may be freestanding in the existing landscape, or are typically surrounded by the streetscape landscape. When compared to the typical streetscape landscape, the only landscape adjustment surrounding the Urban Marketing Directional is a break in the street trees and a concentration of flowering understory plants.

Urban Marketing Directionals are located primarily for automobile traffic and are located primarily along the perimeter of the project, typically just outside of the right-of-way. Along Elliot and Ellsworth in key locations these may be major Urban Marketing Directionals. Major Urban Marketing Directionals are typically a cluster of three of the signs blades including one twenty (20) foot tall sign blade, one sixteen (16) foot tall sign and one twelve (12) foot tall sign. At the other locations along the perimeter of the community and along Signal Butte, minor Urban Marketing Directionals may be used on key corners and along the roadway. Minor Urban Marketing Directionals are typically a cluster of one or two of the signs blades including one twenty (20) foot tall sign blade or sixteen (16) foot tall sign and one twelve (12) foot tall sign. Because of the existing right-of-way, floodway and power line easements along Signal Butte, space for these signs is limited; these signs will typically be located in the eight foot PUFE located between the right-of-way and the power line easement.

A maximum of twenty (20) Urban Directional Marketing Signs (Exhibits 2.9 through 2.12, inclusive, of the EMCSP) may be placed at Major "B" locations as depicted on Exhibit 2.2 of the EMCSP, of which no more than three (3) Urban Marketing Directional Signs may be used as a cluster (that is, the signs are relatively close to one another and the long horizontal axis of each sign appears to be on the same alignment) at a single location.

Urban Marketing Directional signs greater than 16 feet in height shall only be placed at locations depicted as major "B" locations on Exhibit 2.2 of the EMCSP. No more than four (4) Urban Marketing Directional signs greater than 16 feet

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high may be utilized, and no more than one such sign greater than sixteen (16) feet high may be placed per such location. Minor "B" locations as depicted on Exhibit 2.2 of the EMCSP are limited to one Urban Marketing Directional Sign per location, and a maximum sign height of 12 feet.

Because Urban Marketing Directionals may be used only as long as the marketing purpose is valid, an administrative use permit shall be obtained through the City of Mesa granted prior to the placement of such sign. The initial request for an Administrative Use Permit shall be valid for five (5) years, expiring on December 31. The Administrative Use Permit may be renewed after the initial issuance for periods of 2 years at a time. When 7.5% of the available land area for Eastmark (measured in acres) has been developed, or when 90% of the number of residential units designated as detached single residences have been issued building permits, whichever occurs first, then such Administrative Use Permit shall not be renewed. Fees for the Administrative Use Permit shall be based on the adopted fee schedule in place at the time of issuance of the permit.

Sign designs provided below are typical of the sign character; actual signs may match or complement the typical designs (see Exhibits 2.8, 2.9, 2.10, 2.11 and 2.12 – Urban Marketing Directional).

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Exhibit 2.10 - Urban Marketing Directional - Major (Development Signs)

~~Exhibit 2.9-10 - Urban Marketing Directional - Major (Development Signs)~~

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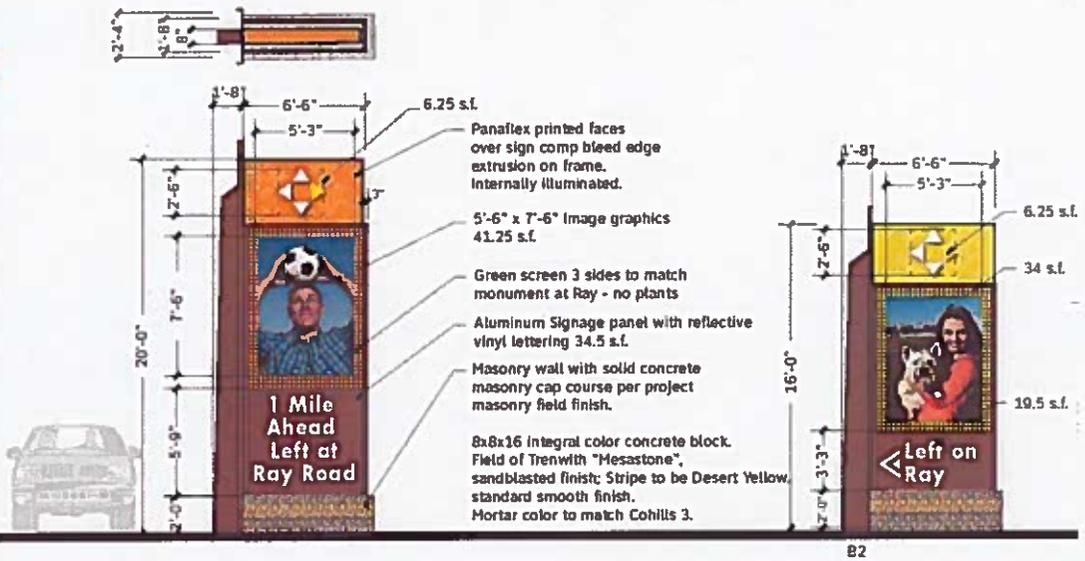
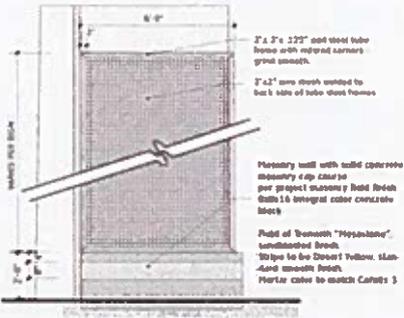
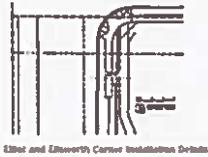
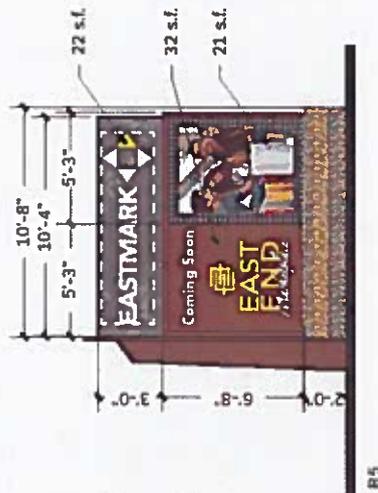
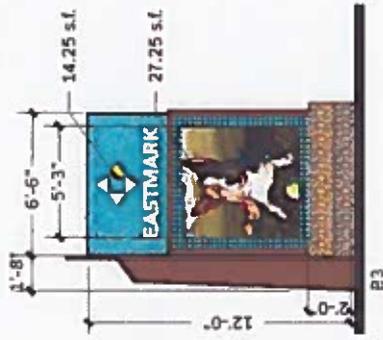


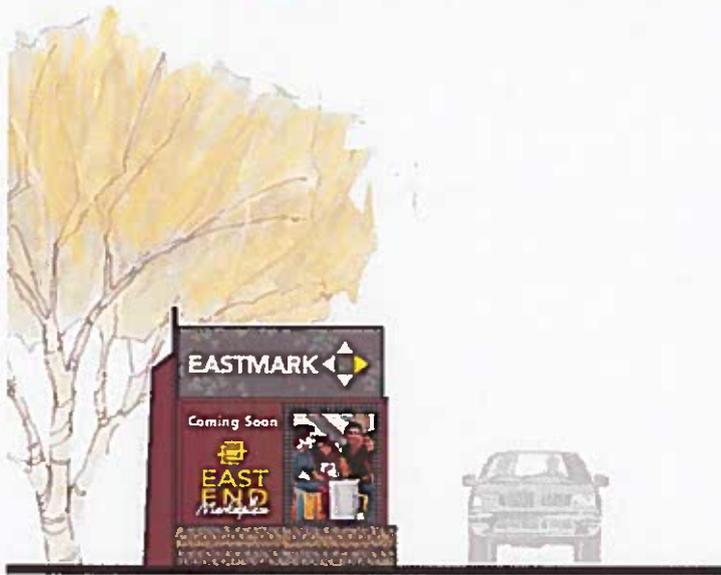
Exhibit 2.10.11 - Urban Marketing Directional - Major (Development Signs)

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Exhibit 2.11-12 - Urban Marketing Directional - Minor (Development Signs)



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2.5 Community Directionals

Community Directionals are permanent directional signs designed to assist with way finding through the community. These signs are scaled so that visitors to the property can read them from an automobile and find their way to major community destinations. To assist with way finding these signs also typically include the name of the up-coming intersecting street. Similarly these signs may include a top blade that identifies the district of Eastmark in which the sign is located. In addition to way finding, these signs may be used to temporary advertise major community events with a temporary panel added to the top of the sign. (See Exhibits 2.12-13 and 2.13-14 – Community Directional)

These signs are made of simple metal panels, each showing the way to a major community destination, attached to rusted uprights.

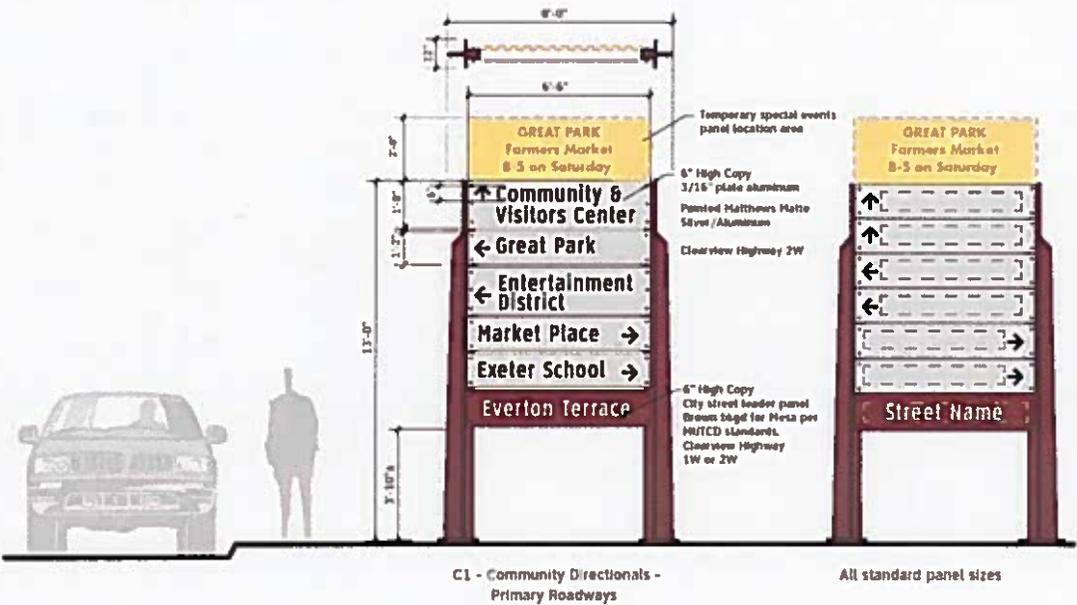
These signs are typically freestanding in the streetscape landscape, and are located between street trees so there is no major visual break or variation in the streetscape where a sign is located.

Community Directionals are located primarily along roadways when approaching intersections to help with way finding. These signs are located as close to back of curb as possible, typically two feet from back of curb in the parkway between the roadway and the sidewalk. These signs can also be located in the raised medians. Major Community Directionals are typically located along arterial or district streets with larger traffic volumes moving at faster speeds. Minor Community Directionals are used on district and local streets in areas where traffic is slower or a smaller scale sign is more appropriate to the context.

Sign designs provided below are typical of the sign character; actual signs may match or complement the typical designs (see Exhibits 2.12-13 and 2.13-14 – Community Directional).

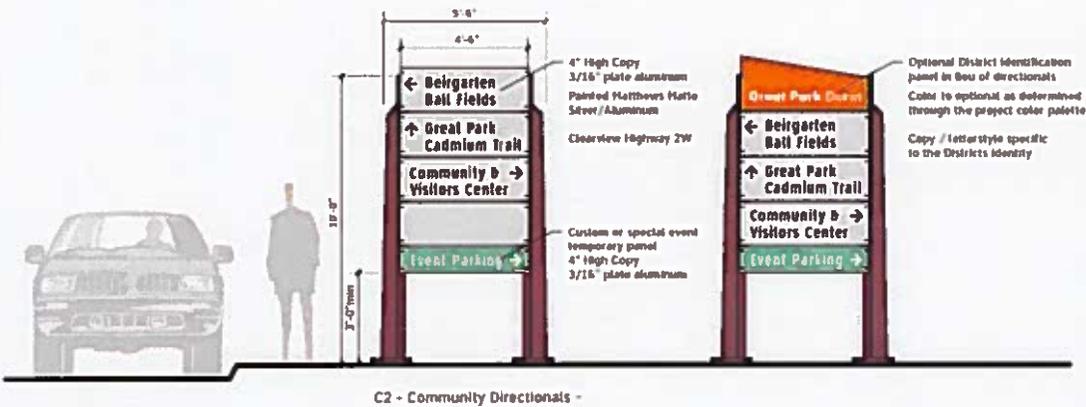
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Exhibit 2-12-13 - Community Directional - Major



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Exhibit 2.13-14 - Community Directional - Minor



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2.6 Builder Directional

Builder Directionals are temporary subdivision directional signs designed to assist with way finding along marketing trails through the community guiding visitors efficiently to various homebuilders' model home sales complexes (see Exhibit 2.145 – Builder Directional Paths). These signs are scaled so that visitors to the property can read them from an automobile and find their. In addition to way finding, these signs typically include a top panel which includes the Eastmark name and logo to designate these builders as part of the Eastmark community. (see Exhibits 2.16-16 and 2.16-17 – Builder Directional)

These signs are made of simple metal panels, each showing the way to a homebuilder's model home sales complex, attached to rusted uprights.

These signs are typically freestanding in the streetscape landscape, and are located between street trees so there is no major visual break or variation in the streetscape where a sign is located.

Builder Directionals are located primarily along roadways when approaching intersections to help with way finding. These signs are located as close to back of curb as possible, typically two feet from back of curb in the parkway between the roadway and the sidewalk. In temporary conditions when only a half street is used for traffic, these signs can also be located in the raised medians. Major Builder Directionals are typically located along arterial or district streets with larger traffic volumes moving at faster speeds. Minor Builder Directionals are used on district and local streets in areas where traffic is slower or a smaller scale sign is more appropriate to the context. Sign locations may change as model home locations change and locations shown on Exhibit 2.15 are conceptual.

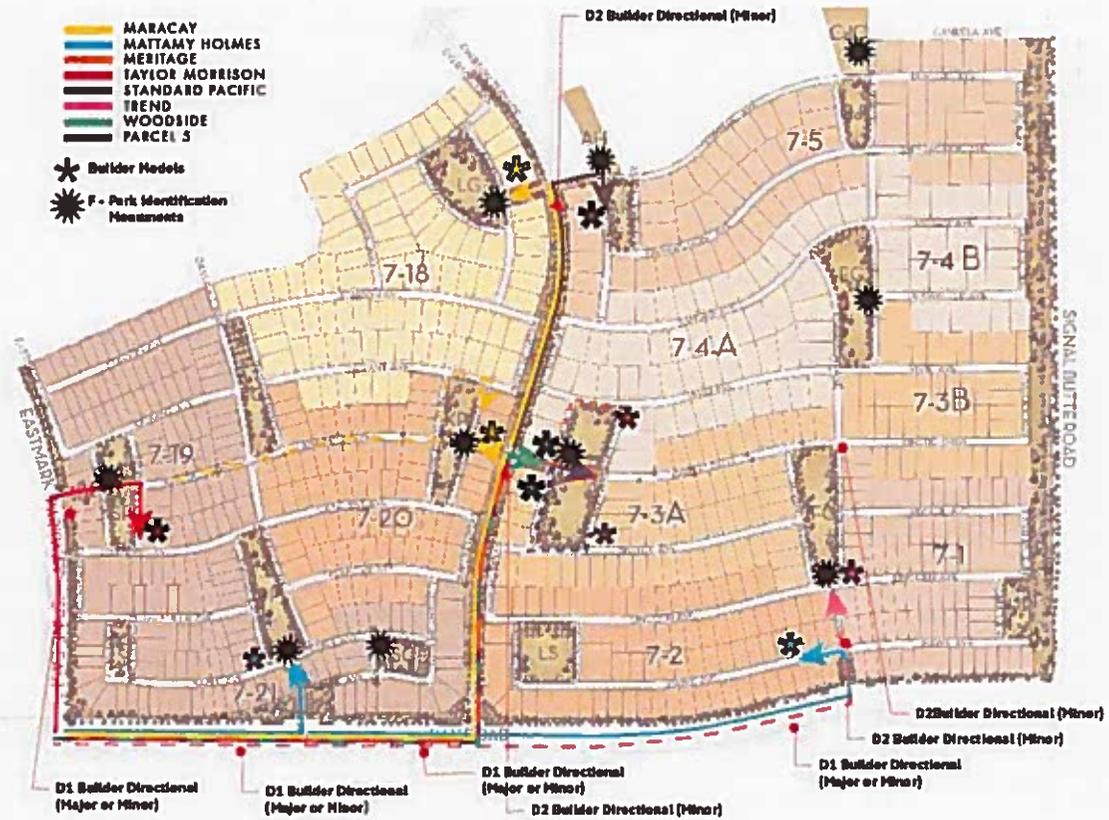
Because Builder Directions may be used only as long as the marketing purpose is valid, An Administrative use permit shall be obtained through the City of Mesa granted prior to the placement of such sign. The initial request issuance of the Administrative Use Permit shall be valid for five (5) years, expiring on December 31st. The Administrative Use Permit may be renewed after the initial issuance for periods of two (2) years at a time. Administrative Use Permits for Builder Directional Signs shall not be renewed when 25% of the available land area for Eastmark (measured in acres) has been developed, or when 90% of the number of residential units designated as detached single residences have been issued building permits, whichever occurs first. Fees for the Administrative Use Permit shall be based on the adopted fee schedule in place at the time of the issuance of the permit.

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Sign designs provided below are typical of the sign character; actual signs may match or complement the typical designs (see Exhibits 2.16-16 and 2.16-17 – Builder Directional).

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Exhibit 2-14-15 - Typical Builder Directional Paths (Subdivision Directional Sign)



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Exhibit 2.16-17 - Builder Directional - Minor (Subdivision Directional Sign)



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2.7 Neighborhood Park Identification Monuments

Like street signs name streets, Neighborhood Park Identification Monuments name neighborhood parks. These signs may also be used to designate key areas within the Great Park. These simple signs may only be used for placemaking to name the park.

Park Identification Monuments are located in neighborhood parks or in the Great Park when used designate key areas within the Great Park. These signs are often located where entry drives to the parcels intersect the neighborhood parks or where the street with the park's name meets the park (see Exhibit 2.14-15 Typical Builder Directional Paths). These signs are placed for viewing from both arriving automobiles and pedestrians. When possible these signs are located close to the major "hang out" area or structure in the park. There is typically at least one sign per neighborhood park. Within the Great Park these signs may be placed in the same location as Civic Center Signs would be, or they can be located for viewing from both automotive and pedestrian traffic.

These signs are typically freestanding in the park landscape but may also be incorporated into a larger park structure or wall elements.

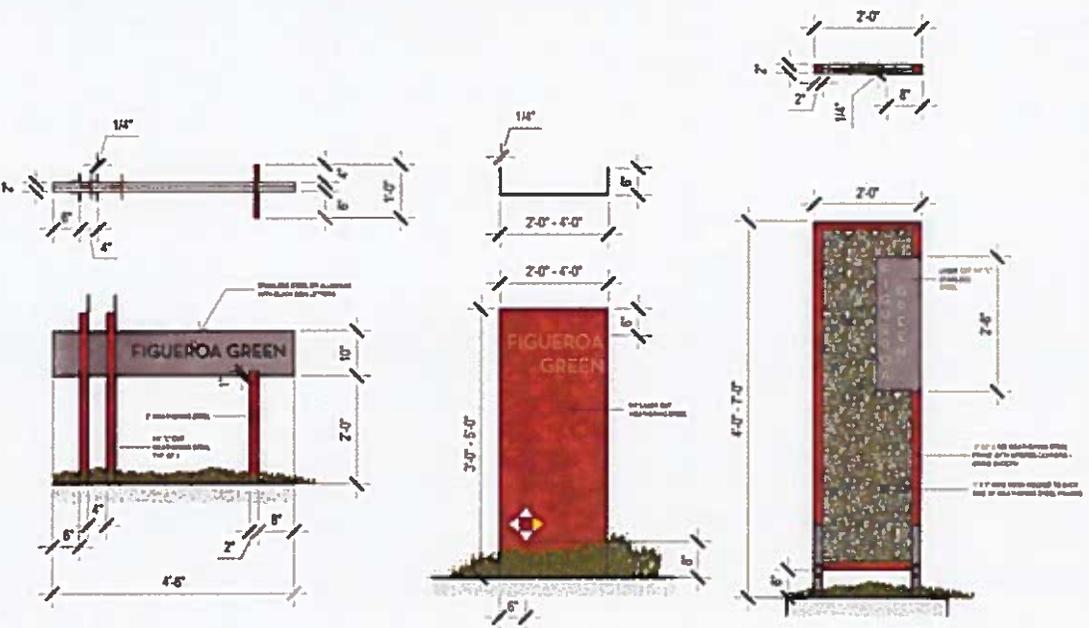
All elevations and proposed placement of permanent signs used to identify parks, civic spaces, or civic building and facilities shall be reviewed and approved by the Planning Director prior to submitting an application for a sign permit. Sections 2.7 and 2.8 of the EMCSP are considered appropriate designs and shall be used to evaluate the size, elevation and design of each sign. Context and proximity to residential areas shall also be used in the evaluation where small scale signs are typical for areas in the immediate proximity of single residence detached homes, and larger or more iconic monuments typically reserved for areas with civic or commercial character; and suitable transitional sizes between small and large for neighborhoods sites with transitional or mixed-use characters.

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Sign designs provided below are typical of the sign character; actual signs may match or complement the typical designs (see Exhibits 2.17-18 – Neighborhood Park Identification Monument).

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Exhibit 2.171B - Neighborhood Park Identification Monument (Detached Sign)



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2.8 Civic Center Area Signs

At the heart of Eastmark is the public Great Park and its many associated civic and semi-civic uses. The park, the entertainment districts and surrounding uses are anticipated to draw a vast number of visitors to the site, many of whom will be unfamiliar with the layout of the place. Civic Center Area Signs are designed to unite these various uses, some private and some public, as one large Great Park experience. To do this, while individual sites with individual signs permitted, the following sign designs are proposed for use on these facilities. Individual facilities and sites may also submit individually with their own sign plans or submit individual signs that are within the approved sign allowances but differ from the designs presented here.

Civic Center Area signs are all typically metal structures with masonry bases but, take on three different characters: Identification Monument, Way Finding/Directional and Iconic Monument.

All elevations and proposed placement of permanent signs used to identify parks, civic spaces, or civic buildings and facilities shall be reviewed and approved by the Planning Director prior to submitting an application for a sign permit. Sections 2.7 and 2.8 of the EMCSP are considered appropriate designs and shall be used to evaluate the size, evaluation, and design of each sign. Context and proximity to residential areas shall also be used in the evaluation, where small scale signs are typical for areas in the immediate proximity of single residence detached homes, and larger or more iconic monuments typically reserved for areas with civic or commercial character and suitable transitional sizes between small and large for neighborhood sites with transitional or mixed-use characters.

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A. Identification Monuments

Identification Monuments are permanent detached signs, designed to mark civic and semi-civic destinations such as community centers, schools, fire stations, libraries, churches, non-profit organizations, museums, concert halls, entertainment districts, etc. These monuments may also be used to for major Great Park destinations such as the lake, aquatic center, sports core, great lawn, event pavilion. These places may be named for sponsors or in honor of individuals and these name may be included on the sign as well (i.e. the Herberger Concert Pavilion, the Boeing Green, the Goldwater Preparatory Academy).

These signs typically are not located within the right-of-way but, very close to the roadway so they are easy to read and spot for visitors who may be in the community for the first time looking for the location of their event or activity. These signs may be horizontal or vertical expressions freestanding in the landscape (see Exhibit 2.19-20 – Civic Center – Identification Monument). These signs may also incorporate building or site addresses or elements of the Eastmark name or logo.

B. Way Finding / Directional Signs

Way Finding / Directional signs are permanent detached signs, designed to the same destinations as Identification Monuments. Unlike Identification Monuments, Way Finding / Directional signs are typically located at secondary or parking entrances. These sign types also include directional signage on the various faces of the box to direct visitors to the site as well as those leaving to the site to other sites. On a temporary basis these signs may also be used for directing visitors to homebuilders' model home sales complexes like a very small builder directional sign. This will encourage builders to make the civic elements part of the marketing trail at Eastmark and emphasize their importance in the community.

These signs typically are not located within the right-of-way but, very close to the roadway so they are easy to read and spot for visitors who may be in the community for the first time looking for the location of their event or activity. These signs are typically short blocky expressions freestanding in the landscape (see Exhibit 2.20-21 – Civic Center – Way

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Finding / Directional). These signs may also incorporate building or site addresses or elements of the Eastmark name or logo.

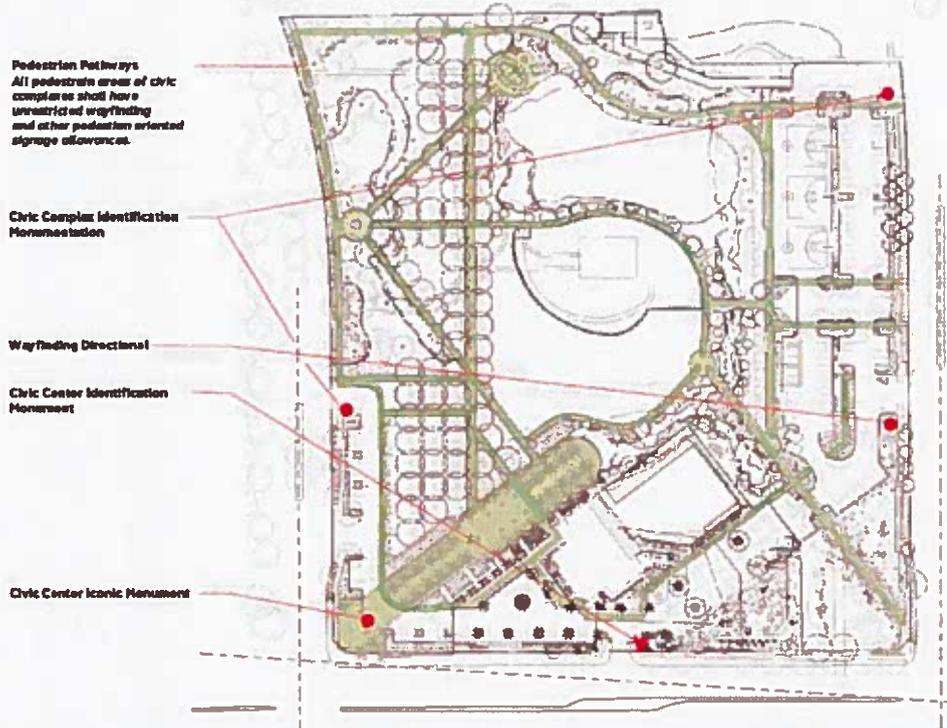
C. Iconic Monuments

Iconic Monuments are designed to attract attention and create iconic placemaking destinations. The form of these signs may vary dramatically. These signs assist with way finding by creating strong visual destinations and meeting places. As such, the location of these signs may vary from close to roadways at key corners to settings deep within the park or entertainment district. These freestanding signs can be placed in park-like landscapes or urban plazas and are typically sited to be a visual focal point. (see Exhibit 2.21-22 – Typical Civic Center – Iconic Monument).

Sign locations shown below are typical of a civic site; actual location may vary based on the specific site plan (see Exhibit 2.18-19 – Typical Civic Center – Sign Locations). Sign designs provided below are typical of the sign character; actual signs may match or complement the typical designs (see Exhibit 2.19-20 – Civic Center – Identification Monument, Exhibit 2.20-21 – Civic Center – Way Finding / Directional, and Exhibit 2.21-22 – Typical Civic Center – Iconic Monument).

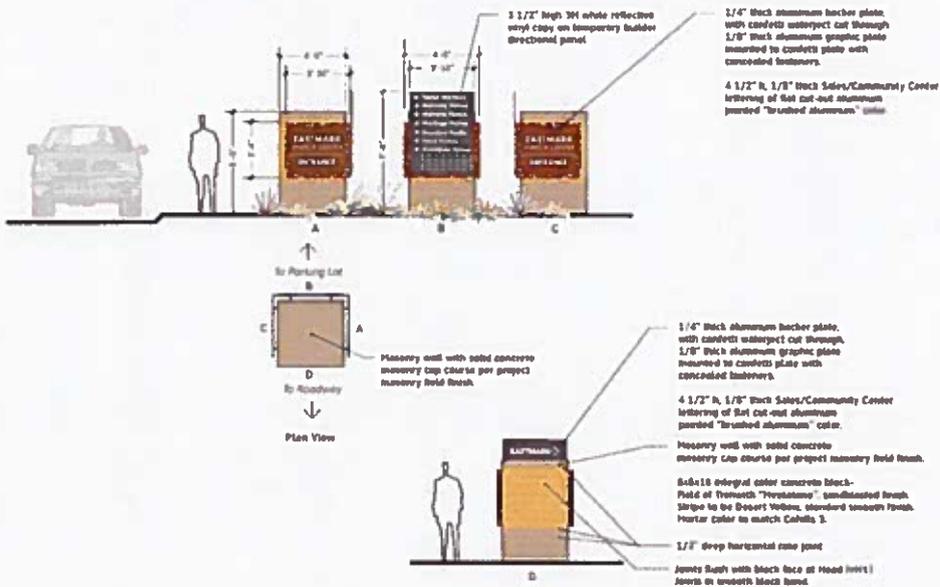
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Exhibit 2.18-19 - Typical Civic Center - Sign Locations



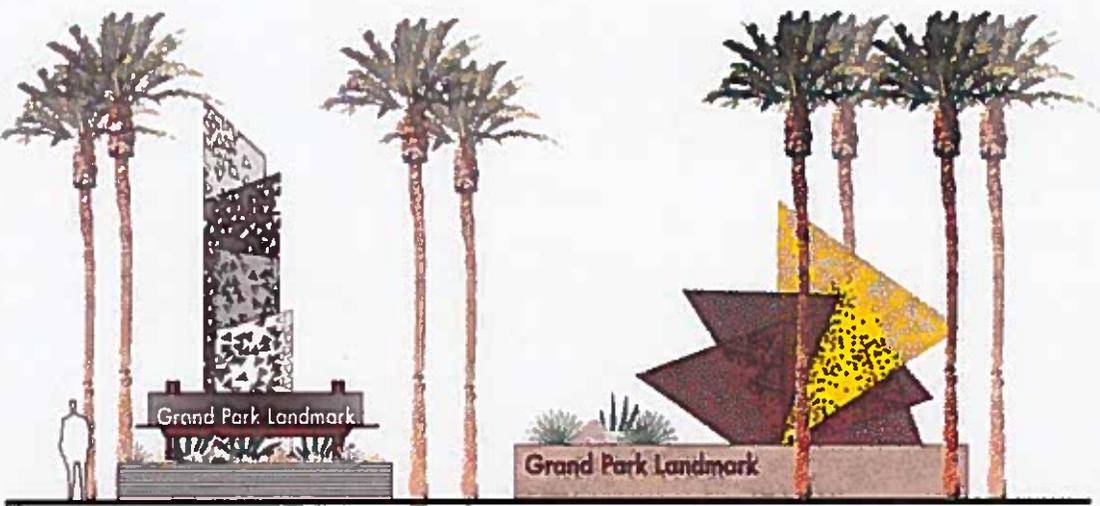
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Exhibit 2.20-21 - Civic Center - Way Finding / Directional (Detached Sign)



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Exhibit 2.31-22 - Typical Civic Center - Iconic Monument (Detached Sign)



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2.9 Streetscape Banners

As directed by the CP, Streetscape Banners are designed to announce the future district character and urban lifestyle. These graphics are used to express the character of community life at Eastmark. These banners are not allowed to advertise individual tenants, products or builders, but may advertise community events and celebrate life in the community. These banners may change seasonally and may express different messages along different streets or in different districts.

These graphics must be installed with breakaway arms to accommodate wind loads on the graphic elements. Such brackets and arms may be temporary installations, but must aesthetically match or complement the color of the pole.



Source: <http://www.brittenbanners.com>

Streetscape Banners may be located on arterial, district or local streets attached to street light poles throughout the community except that Streetscape Banners may not be displayed on street light poles or other devices that are adjacent to or within 150-feet of the following arterial streets: Elliot Road, Ellsworth Road, Ray Road (limited to those portions of Ray Road where the Eastmark development site exists on only one side of this street), Crismon Road (limited to those portions of Crismon Road where the Eastmark development site exists on only one side of this street), and Williams Field Road. Banners do not have to run the entire length of a street but may be installed in limited segments (on Ray Road adjacent to the Great Park for example). These graphics may include marketing images, the Eastmark name and logo. Future submissions may address additional banners along the perimeter arterials, along Elliot Road from the Loop 202 freeway to the site and from the new Phoenix-Mesa Gateway Airport terminal to the site, but these additional banners are not permitted at this time.

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Designs provided below are typical of the banner character; actual banners may match or complement the typical designs (see Exhibit 2.22-23 – Typical Streetscape Banners).

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Exhibit 2.22-23 - Typical Streetscape Banners



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2.10 Construction Screening

As directed by the CP, Construction Screening is designed to be urban graphic displays of the urban lifestyle, events and future development. These graphics are used to express the character of community life at Eastmark and screen construction activity and storage. These screens are not allowed to advertise individual tenants, products, contractors or builders, but may advertise community events and celebrate life in the community. These screens may change seasonally and may express different messages along different streets or in different districts. The use of the Eastmark name and full logo shall be limited to one instance per quarter mile per street frontage.

Construction Screening may be located on any fencing erected in the community at construction sites or to screen construction sites, materials or activities. Construction Screening may also be located on fencing erected to enclose special events or activities.

Because Construction Screening may be used only as long as the marketing purpose is valid, an Administrative Use Permit shall be obtained through the City of Mesa granted prior to the placement of such sign. The initial request issuance of the Administrative Use Permit shall be valid for five (5) years, expiring on December 31. The Administrative Use Permit may be renewed after the initial issuance for periods of two (2) years at a time. Fees for the Administrative Use Permit shall be based on the adopted fee schedule in place at the time of the issuance of the permit.

The material used for Construction Screening (Exhibit 2.24 of the EMCSP), based on a submitted sample, shall be reviewed and approved by the Planning Director before installation. The material shall be reviewed with the intent that the screening material should be as opaque as is feasible for a fabric material.

Construction Screening (Exhibit 2.24 of the EMCSP), shall be maintained in good repair. Any rips, tears or other evidence of excessive wear, including excessive fading of the graphics, shall be repaired, or replaced within 30-days of written notice being given by the City of Mesa staff.

Designs provided below are typical of the screen character; actual screens may match or complement the typical designs (see Exhibit 2.23-24 – Typical Construction Screening).

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MASTER COMPREHENSIVE SIGN PLAN

Exhibit 2.33-24 - Typical Construction Screening



MASTER COMPREHENSIVE SIGN PLAN

2.11 Temporary Community Sponsored Event Signs

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As contemplated by the CP, to create vibrant, active, social great urban streets, temporary signage shall be used throughout the community in the character expressed in Exhibit 1.6.12: Typical Sign Character of the CP (note this reference refers to the CP).

Temporary Community Event Signs are intended to provide notice and way finding for community events, festivals or other such activities taking place within Eastmark and/or which are sponsored by the Eastmark Residential Association. Such events include but are not limited to annual holiday events and celebrations, festivals, or annual community-wide garage sales, farmer's markets or art festivals. These signs are scaled so that visitors to the community can see them from an automobile and find their way to major community destination.

These signs may be in the form of a banner or may be made of simple metal or wood panels, each showing the way to the community destination.

These signs are typically freestanding in the streetscape landscape and may be mounted into the ground or be an A-frame or portable sign.

Temporary Community Event signs are located primarily along major roadways and along intersections to help with way finding. These signs are located as close to back of curb as possible, typically two (2) feet from back of curb in the parkway between the roadway and sidewalk. Temporary signs are not permitted to block building entrances, sidewalk clear routes or sight distance areas. Permits for temporary signs must include the location where they may be set up.

Signs cannot exceed five (5) feet in height with a maximum of ~~twenty-four (24)~~ sixteen (16) square feet in area. Maximum number of signs shall be five (5) per event and must be removed within forty-eight (48) hours from the completion of the event. Additionally, signs may not be located more than ~~fifteen (15)~~ twenty (20) days prior to the event.

Signs designs provided below at Exhibit 2.25 are typical of the sign character.

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MASTER COMPREHENSIVE SIGN PLAN

Exhibit 2.25 – Temporary Community Event Sign



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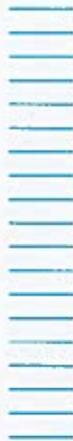
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MASTER COMPREHENSIVE SIGN PLAN



~~Section 3~~ Section 3 Temporary Signage

As contemplated by the CP, to create vibrant, active, social great urban streets, temporary signage shall be used throughout the community in the character expressed in Exhibit 16.12 – Typical Sign Character of the CP. ~~(note this reference refers to the CP).~~

~~Specifications for these Temporary Signs are not included in the MCSP at this time however, the Master Developer will submit to the City Zoning Administrator an addendum to this MCSP to gain formal approval for the Temporary Signs permitted in Section 16 of the CP. Temporary signage described as "permitted" in the CP (in whole or in part) may not be permitted until such addendum is submitted and approved by the City Zoning Administrator.~~

~~The EMCSP shall be used as the governing document for all requests for temporary signs related to the Eastmark Planned Community. No other temporary signs other than those authorized by the EMCSP shall be allowed.~~

~~Certain temporary signs are allowed as noted below:~~

~~3.1 Temporary Model Home Complex Sign~~

~~§~~

~~Model Home complexes are temporary and are typically set up to provide a place for potential residents to view houses. They are typically set up to be enclosed within a "trap fence" area. Temporary signs for model include the following: (1) Signs detached identifying the model home name or identifying model home or number (6 square feet or less); (2) Restroom markers & directional (6 square feet or less); (3) Detached parking lot entry signs (max 36" in height); (4) Door signs (maximum letter height of two (2) inches); and (5) Non-illuminated Awning signs can include with builder logos with sign area not to exceed thirty (30) percent of the area of the awning. Small directional and restroom markers are typically found in these areas. As long as signs are less than six (6) square feet in sign sizes, no sign permits for these signs are required. Larger signs require a permit.~~

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MASTER COMPREHENSIVE SIGN PLAN

3.2 Other Temporary Signs

~~Other temporary signs allowed in the Eastmark Community Plan are also permitted. Designs provided below are typically of the character and size. (See Exhibit _____)~~

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