

B. The Eastmark Great Park

Modeled after Phoenix’s Historic Encanto Park, downtown Tempe’s Beach Park and Scottsdale’s Indian Bend Wash, the Eastmark Great Park will be a social and recreational center for the Eastmark community and the East Valley. The park will be designed to accommodate a wide range of functions likely including: pastoral strolls through rolling natural landscapes, sports competitions on open green fields, families picnicking and playing in fountains, and adults enjoying a night out watching movies in the park, attending a concert or just hanging out on the terrace. DU 3/4 will contain the north half of the Eastmark Great Park generally located within the area between Eastmark Parkway and Inspirian Parkway. This portion of the park will likely be a linear expression stretching from Point Twenty-two Boulevard as shown on **Exhibit 1.4 – DU 3/4 Mix of Uses**, in the south to “Warner North,” connecting schools with shared ball fields, civic uses and community amenities. This portion will also likely include an irrigation lake and multi-use path which will be connected to the adjacent neighborhoods. The Great Park and its description herein shall be developed consistent with the GPMP and the CP.

1. Edge Treatment

The Eastmark Great Park will be designed to collaborate and share with surrounding uses. The exact boundary of the park will generally be visually unclear. The Eastmark Great Park proper will be a public park, but it will likely spill into adjacent private places of worship, community centers, private amenities and schools who will be encouraged to share their parking and grounds with the Eastmark Great Park. It may reach into residential enclaves and commercial centers connecting them together. Walls and fences simply defining the perimeter of the Eastmark Great Park or adjacent parcels are not permitted. Walls and fences may however be necessary for safety and security reasons throughout the Eastmark Great Park as well as in and around adjacent parcels, but they should be designed as part of the landscape or as echoes of the adjacent architecture.

2. Phasing, Evolution and Design Diversity

The Eastmark Great Park will be designed in phases to grow organically over time. It will begin with a framework that will allow for additions and renovations over many generations. Even the initial framework will be implemented in phases. The Eastmark Great Park will not be a single homogenous design nor a monoculture of landscape planting. Rather, it will provide diverse experiences for the users of the park with landscape ranging from manicured gardens to wild unkempt riparian forests. Likewise, architecture may range from simple utilitarian or agrarian structures to the high art of architectural follies to the formality found in structures of great civic pride.



3. Uses

The Eastmark Great Park will hopefully be home to all sorts of regional events and celebrations. To accommodate these, the park will need to be designed so that large portions of the park might be fenced-off, enclosed or secured. The nature of these celebrations would include events that may require an entry fee or security for things like fireworks and concerts and events that allow for the consumption of alcohol. The design of the Eastmark Great Park will also require the incorporation of staging, checkpoints, temporary restroom and food facilities and temporary emergency stations to accommodate these special events. This should not suggest however that all or even most events in the Eastmark Great Park would be large. The park should also be designed to accommodate all manner of street vendors, encouraging the ice cream cart on game days, the glow stick stand on movie night, Santa hat sales during the holiday festival of lights and other such activities. The park design should also encourage small business and grass root events such as Tia Chi classes, painting classes and dance classes offered for a fee. For special events, street closures, partial street closures or lane and parking restrictions along the Eastmark Great Park should be anticipated.





#### 4. Parking

Parking for the Eastmark Great Park will be handled in a number of ways, but the intent is to maximize the open space and recreational uses in the park while not creating parking problems for guests. On-street parking will be encouraged along Eastmark Parkway and Inspirian Parkway where they provide easy access to the park or its associated adjacent uses. Parking lots will be provided outside of the Eastmark Great Park proper in adjacent uses such as places of worship and schools. Whenever possible, shared parking arrangements will be worked out/encouraged with these organizations to provide many diverse and efficient parking options. Quasi-public uses (such as community or commercial centers) adjacent to or in close proximity to the park will also likely share parking with these uses as well as provide additional parking themselves. The intent of these parking solutions is to park the regular event guest adequately while encouraging most guests to walk to the park or use public transit to get to an event. For large regional events, the intent is not to provide ample parking for all guests. It is anticipated for these events that guest may have to be bussed in from many locations, with most local residents walking to the event or using public transit (much like events in downtown Tempe). Temporary traffic blockades may be required during these events to discourage parking and traffic on local streets in the neighborhoods.

5. Lighting

Lighting in the Eastmark Great Park will vary dramatically from brightly lit ball fields to dark unlighted riparian bosques. The main pedestrian and bicycle pathway(s) through the Eastmark Great Park will be illuminated at night with pedestrian level lighting. The nighttime parking lots and the perimeter streets (Eastmark Parkway and Inspirian Parkway) will also be illuminated. Some of the ball fields may also be lighted for nighttime play and for use as nighttime event and concert venues. Similarly, some of the sports courts are anticipated to be illuminated for nighttime play. Sports court and field lighting may require shielding on the light fixtures. On adjacent sites such as places of worship and schools, lighting is expected, but yard lights should be discouraged unless lighting only an area that is screened from view from other areas by architecture or dense vegetation. In areas with a lot of activity, lighting can be used as a form of entertainment to add to the activity at night. In these areas, colored lighting, lights strung across patios and walkways, up lighting of buildings and trees, moonlighting down through trees or with pattern filters, all might be used. In contrast, large areas of the Great Park may be completely unlit.



6. Signage

Many of the uses and locations in the Eastmark Great Park will require signage to identify and direct. Because of the social importance of many of these elements of the Eastmark Great Park, signage while appropriate to its setting may be large and colorful or simple and pastoral. This will help to give clarity to designations for social gatherings. Naming signage may be free standing in the landscape or attached to buildings, fences or walls. Signage in the form of banners on streetlights and poles, electronic message signs and temporary freestanding signs are anticipated to advertise events in the Eastmark Great Park. Signage for major destinations and events in and around the Eastmark Great Park may also be placed at the perimeter of Eastmark along the major circulation routes. This signage is likely required to ensure the viability of amenities buried in the heart of the community away from regional traffic routes. In addition to these signage types, an Eastmark standard Community Directional – Minor (see MCSP) may be used along all major circulation routes to direct guest to key elements of the Eastmark Great Park and its surrounding associated uses. Private signs placed in the public ROW and in public easements are permitted by the CP, but require an encroachment permit from the City of Mesa. As a place that is intended for regional use, clear way finding through the community and from regional traffic routes is essential.



