

Chapter 1. Community Plan Executive Summary

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.

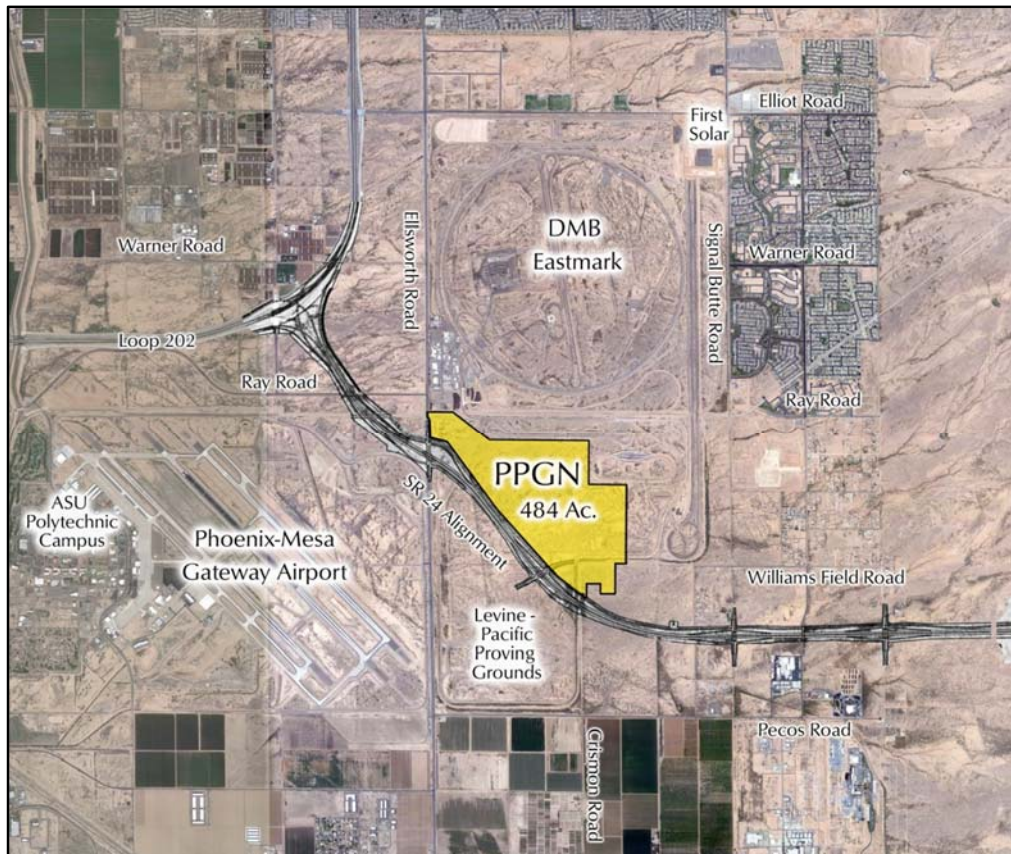
The Pacific Proving Grounds North Community Plan establishes the regulatory framework and design standards necessary to facilitate development of a master planned residential community on 484 acres within the growing Mesa Gateway Area of the City of Mesa. Pacific Proving Grounds North is being planned 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 484 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) 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), 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 five 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 Plats. 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

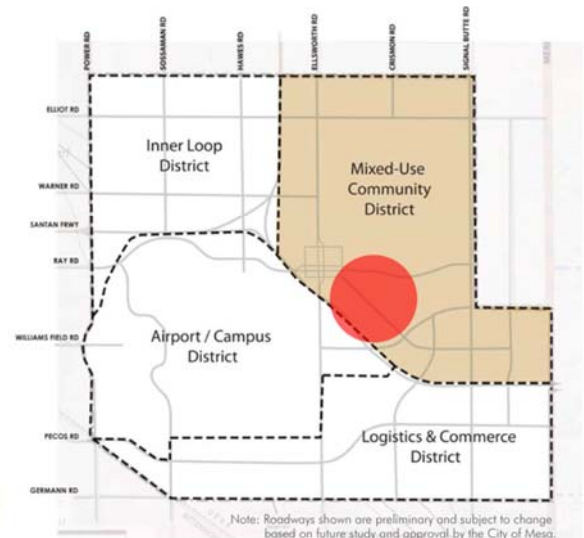
Focus

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



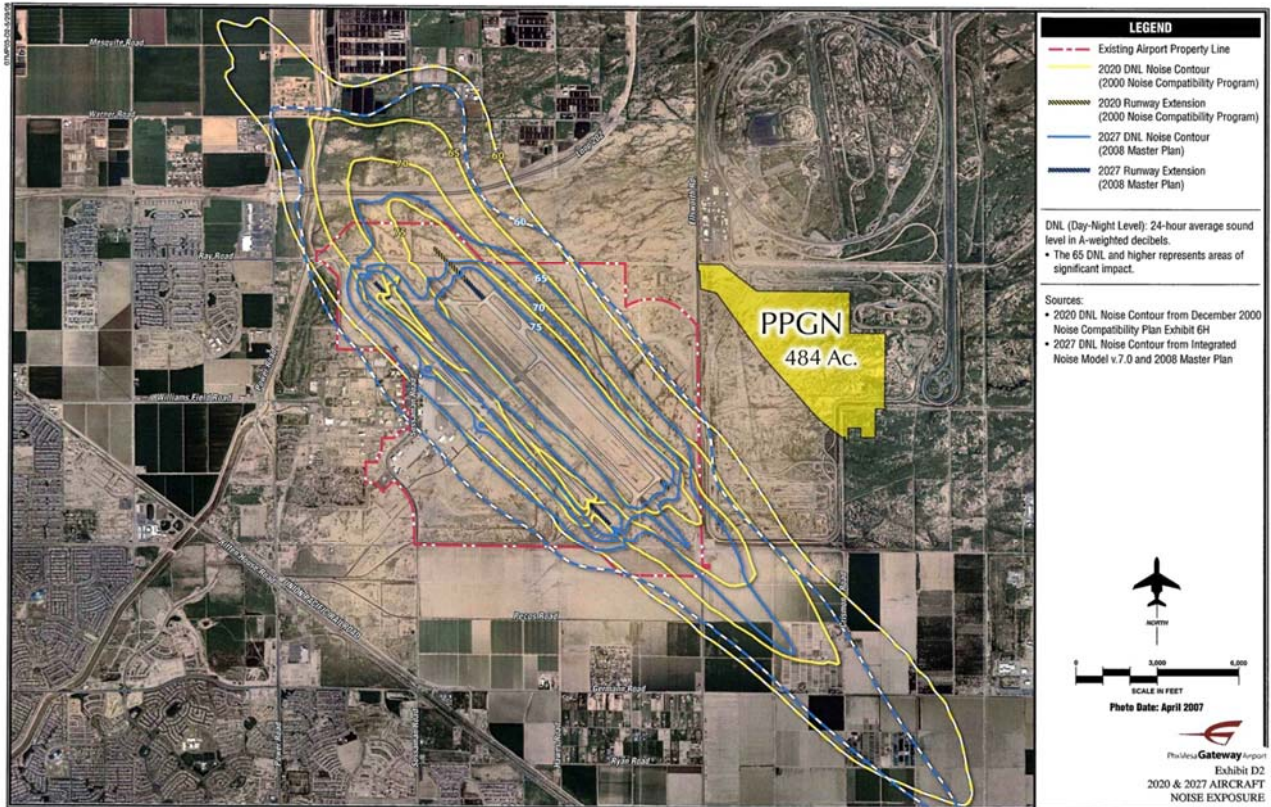
of the pedestrian, this area in particular will be designed to be especially pedestrian-friendly, with building entries, windows, and doors facing the street. Also within the western portion of this district, development adjacent to the freeways will be designed to be attractive when seen from the freeway 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.

