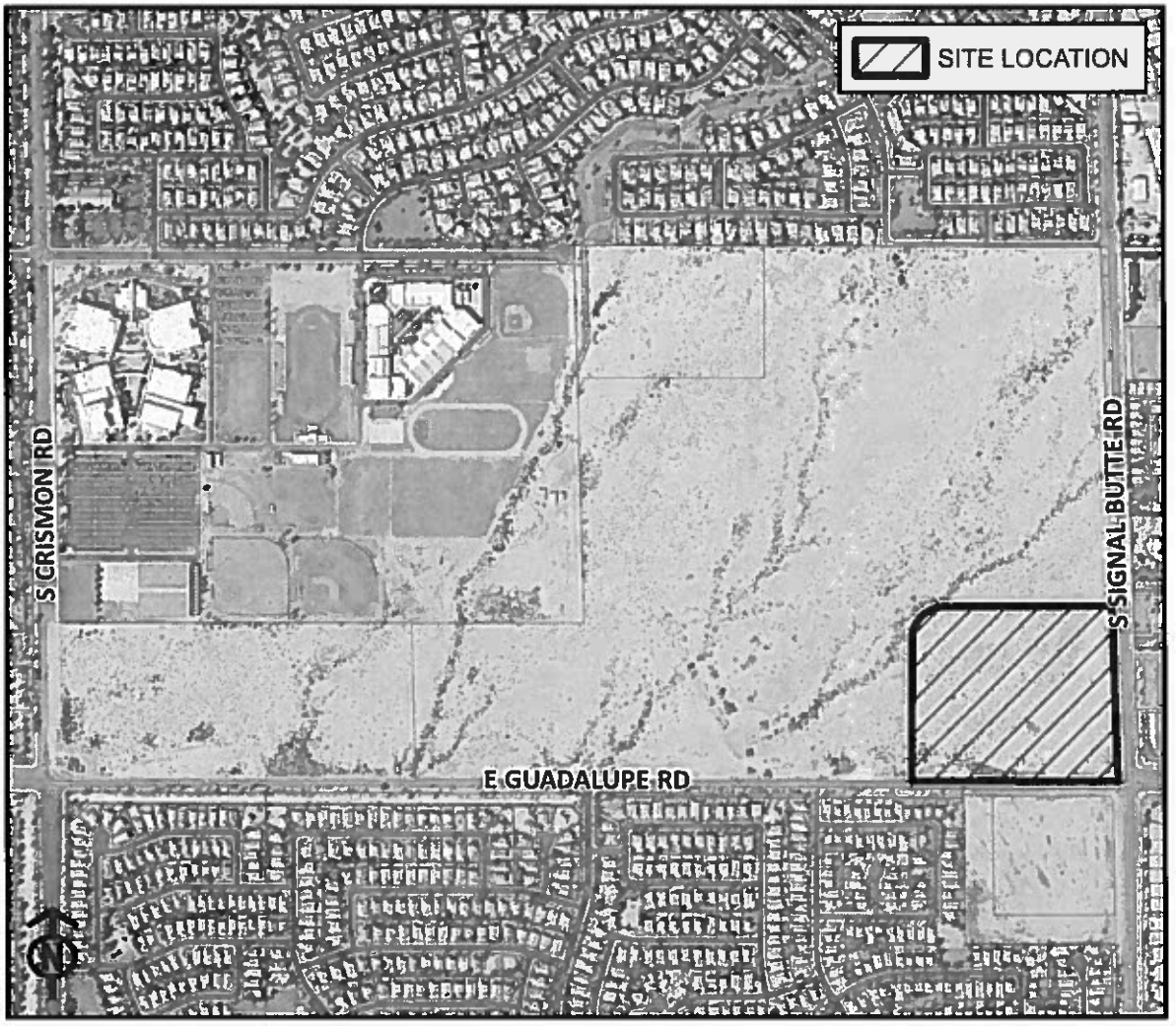
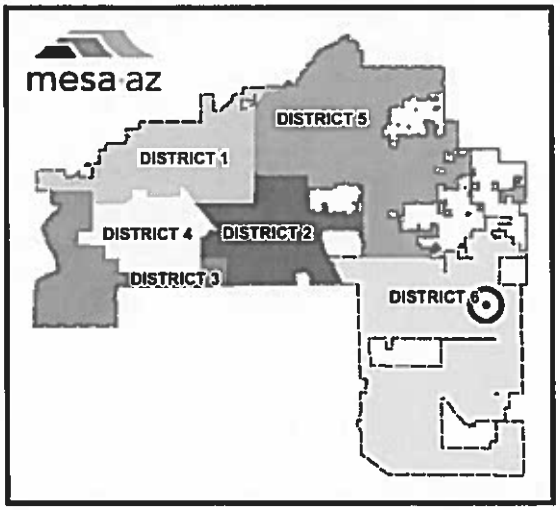




PLANNING AND ZONING VICINITY MAP

CASE:
GPMINOR14-012

PROJECT:
CRESCENT RIDGE

ADDRESS:
The 10600 to the 10800 blocks of East Guadalupe Road (north side)

REQUEST:
Minor General Plan Amendment to allow the development of local commercial center.

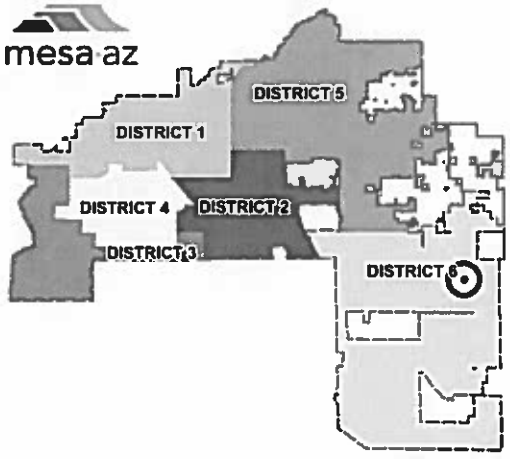
GPMINOR14-012 GPMINOR14-012 GPMINOR14-012 GPMINOR14-012

Planning and Zoning Board

mesa·az

GPMinor14-012
The 10000 to the 10800 blocks of East Guadalupe Road (north side)

Staff Planner: Lisa Davis
Staff Recommendation: Continuance to the July 18, 2014 hearing



PLANNING AND ZONING VICINITY MAP

CASE:
Z14-038

PROJECT:
CRESCENT RIDGE

ADDRESS:
The 10600 to the 10800 blocks of East Guadalupe Road (north side)

REQUEST:
Rezone from RM-2 PAD to LC, a Special Use Permit to allow for a service station, and Site Plan Review. This request will allow for the development of a commercial center. (PLN2014-00193)

Z14-038
Z14-038
Z14-038
Z14-038
Z14-038

Planning and Zoning Board

mesa·az

Z14-038
The 10000 to the 10800 blocks of East Guadalupe Road (north side)

Staff Planner: Lisa Davis
Staff Recommendation: Continuance to the July 18, 2014 hearing

mesa·az

Planning and Zoning Board

Case Information

CASE NUMBER:	**GPMinor 14-012** and **Z14-038** (PLN2014-00193)
LOCATION/ADDRESS:	The 10600 to the 10800 blocks of East Guadalupe Road (north side).
GENERAL VICINITY:	Located at the northwest corner of Signal Butte Road and Guadalupe Road.
GENERAL PLAN REQUEST:	Minor General Plan Amendment to adjust the boundaries of the existing Mesa 2025 General Plan Land Use designations from MDR 6-10 to CC (20± acres)
ZONING REQUEST:	Rezone from RM-2 PAD to LC, Special Use Permit and site plan for Crescent Ridge Commercial Center (20± acres)
PURPOSE:	This request will allow the development of a commercial center to include one big box retail user with attached shops, a gas canopy and with two drive through restaurants and one bank pad.
COUNCIL DISTRICT:	District 6
OWNER:	Paul Dugas, Desert Land Group, LLC
APPLICANT:	Ali Fakih, Sustainability Engineering Group
STAFF PLANNER:	Lisa Davis

SITE DATA

PARCEL NUMBER(S):	304-01-976A
PARCEL SIZE:	20± acres
EXISTING ZONING:	RM-2 PAD
GENERAL PLAN DESIGNATION:	Medium Density Residential 6-10 du/acre (MDR 6-10)
CURRENT LAND USE:	Vacant

STAFF RECOMMENDATION: Continuance to July 16, 2014
P&Z BOARD RECOMMENDATION: ☐ Approval with conditions. ☐ Denial
PROPOSITION 207 WAIVER SIGNED: ☒ Yes ☐ No

HISTORY/RELATED CASES

December 7, 1983:	Annexed into the City of Mesa (ordinance 1752)
July 16, 1984:	Comparable zoning approved from Maricopa County Rural-43 to City of Mesa AG, Z84-091
August 28, 2006:	City Council approved GPMinor06-03 to revise the Mesa 2025 General Plan designation from MDR 4-6 to MDR 6-10 and for Z06-45 and for rezoning of 175± acres from AG to R1-9 PAD, R1-6 PAD and R-2 PAD, ordinance 4589, for Desert Vista Development Master Plan.

GENERAL PLAN HISTORY

Mesa 1988 General Plan: Medium Density Residential 3-5 du/ac
Mesa 1996 General Plan: Medium Density Residential 2-5 du/ac
Mesa 2025 General Plan: Medium Density Residential 6-10 du/ac

SITE CONTEXT

NORTH: Vacant- zoned RM-2PAD
EAST: (across Signal Butte Road) Vacant–13.5 acres zoned LC and a church site zoned AG
SOUTH: (across Guadalupe Road) Existing single residences – zoned RS-6PAD (Santa Rita Ranch) and vacant 12.5 acres-zoned AG, Mesa 2025 land use designation is NC and MDR 4-6
WEST: Vacant- zoned RM-2PAD

GENERAL PLAN PROJECT DESCRIPTION

This proposal includes a Minor General Plan amendment to change the land use designation for the 20± acres at the northwest corner of Signal Butte Road and Guadalupe Road. The existing General Plan land use designation for the site is Medium Density Residential 6-10 du/ac. The applicant is requesting an amendment to Community Commercial to accommodate the development of a commercial center including a Big Box user. A Big Box is defined in the General Plan as a single-story building used for the display and sale of goods and merchandise to the general public, having a gross floor area (GFA) equal to or greater than one hundred thousand square feet (100,000 sq. ft.). No more than one Big Box retail user is permitted in a single location of Community Commercial designated areas.

PROJECT DESCRIPTION/ZONING AND SPECIAL USE PERMIT REQUEST

The 20± acres is zoned RM-2Pad and was part of the Desert Vista Development Master plan. The applicant is requesting a rezone to Limited Commercial (LC), a Special Use Permit for a service station and site plan approval for development of Crescent Ridge Commercial Center. The proposed commercial center includes Fry's Marketplace, 123,000 SF, 12,040 SF of attached shops indicating 5,000 SF of restaurant space. There are three pads, pads A, B and C, and the Fry's gas canopy on the site. According the zoning ordinance, the gas canopy is indicated as a service station and requires a Special Use Permit.

NEIGHBORHOOD PARTICIPATION

The applicant has provided a Citizen Participation Report that summarizes outreach efforts to inform neighboring property owners of the project, solicit feedback, and address any comments or concerns that may arise. The applicant held a neighborhood meeting on May 29, 2014. The neighborhood meeting notification included all property owners within 1,000 feet, registered neighborhoods and HOAs within 1 mile of the site. There were 17 citizens in attendance at the meeting. The Citizen Participation report summarizes the concerns/comments expressed at the meeting. Primarily, the discussion surrounded impact to traffic in the area. City of Mesa will require half street improvements along Guadalupe Road and Signal Butte Road adjacent to the site at the time of development. This includes curb, gutter, sidewalk, street lights, deceleration lanes and a signal relocation to accommodate the development.

GENERAL PLAN

The purpose of the Land Use Element of the Mesa 2025 General Plan is to guide future growth and development in the City. The basic vision of the Mesa 2025 General Plan is "to provide for a prosperous and economically balanced community, to address the need for future housing and employment opportunities, and to support Mesa as a sustainable community in the 21st century."

Chapter 2 of the General Plan speaks directly to Land Use goals, objectives and policies. This plan envisions a future development pattern that balances residential and employment oriented land uses with economic enhancement opportunities. The proposal to rezone this property to Limited Commercial (LC) expands the available uses permitted for the property in an effort to drive development.
Within the General Plan there are several goals, objectives and policies established to provide this basic vision. The goals and related objectives and policies applicable to this request are as follows:

Goal LU-1: Develop a land use pattern throughout the City that creates orderly municipal growth, achieves compatibility with surrounding communities and is consistent with the General Plan.

- **Objective LU-1.1:** Create the most advantageous economic and environmental balance of build-out land uses based on community and regional characteristics.
  - **Policy LU-1.1a:** Continue to evaluate the appropriate mix of land uses to achieve the desired mix of residential, employment, and public uses.
- **Objective LU-1.2:** Encourage urban growth in a planned, orderly manner with high quality development and sustainable urban development patterns.
  - **Policy LU-1.2b** Update the planning-related ordinances and programs to implement the General Plan and to encourage creative and innovative design in constructing subdivisions that promote both sustainability and a sense of community.

Goal LU-4: Provide for an adequate supply of commercial acreage and space that provides increasing levels of annual sales tax to the City.

- **ObjectiveLU-4.2:** Encourage the development of commercial type uses that support a fiscally sound community.
  - **Policy LU-4.2b:** Attract land uses that generate revenue to the City, while maintaining a balance of other community needs such as housing, open space, and public facilities.

Existing General Plan Designation:
Medium Density Residential 6-10, MDR 6-10 (6.0-10.0 du/ac)
Identifies locations where urban density detached or attached single family residential including townhouse and patio home developments is desirable. The target density for these areas is 6.5 du/ac for detached products and 8.0 du/ac for attached products. Appropriate locations offer direct collector or arterial road access, connections to potable water and sanitary sewer, and proximity to public safety services. The provision of park and open space (15 percent of net area excluding street system) is encouraged to provide opportunities for recreation and non-vehicular pedestrian connections like pathways, trails, etc. Other uses permitted in this category may include Office and limited Neighborhood Commercial of less than 10 acres, where deemed appropriate by the City.

Proposed General Plan Designation:
Community Commercial, CC
Identifies retail and service-oriented businesses that serve the larger surrounding residential trade area within a one to two mile radius. Typical users include, but are not limited to, grocery store and additional large anchored tenant shopping centers with additional drug stores, fast food chains, smaller hardware/building materials stores, convenience/gas stations, and larger restaurants/cafes. Other compatible uses include larger administrative/professional offices including medical services, finance, insurance and real estate. No more than one Big Box retail user is permitted in a single location of Community Commercial designated areas. Community Commercial areas are located on, and with direct access to an arterial.

STAFF ANALYSIS – GENERAL PLAN AMENDMENT

The applicant is proposing a Minor General Plan Amendment, GPMinor 14-012, to change the General Plan land use designation from Medium Density Residential 6-10, (MDR 6-10) to Community Commercial (CC). The intent is to provide a compatible land use designation for the requested zoning district.

This intersection currently has a total of 30 acres designated for commercial uses, of which only five acres is currently developed. One of the issues that has been identified in the update to the General Plan has been the over development of commercial property which has left many centers underutilized and struggling. There is sufficient commercial space at this intersection today to allow for a grocery store, which we understand is needed in this area. Currently, the closest grocery stores for this large residential area are at Baseline and Crismon and at US 60 and Signal Butte.

Given that there are other available properties at this intersection to provide the needed development, and given that we do not want to continue the practice of overbuilding commercial properties that cannot be sustained into the future, there needs to be a compelling reason to amend the General Plan to add additional commercial property at this corner.

Considering the general plan change for this property at the same time the site plan for this property and the surrounding residential property gives us the opportunity to work with the developers to create a new commercial site that Is planned in way to meet today's design objectives and integrate with the newly developing residential neighborhood. If this can be done successfully, it creates a reason to consider and approve this request.

Approval of this 20 acre request for additional commercial land use will bring the total area at this intersection designated for commercial uses to 50. This is probably more commercial space than can be accommodated. Therefore, if this request is approved and built, we should expect that some of the other area designated for commercial activities will be changed to other uses.

STAFF ANALYSIS-REZONING

This request is for rezoning, site plan and Special Use Permit for a large commercial center with a big box user. Access to the site is provided primarily from the adjacent arterial streets, Signal Butte and Guadalupe Roads. At the north side of the site there is a proposed connection with the future 172± acre residential project. There is an application proposing a Minor General Plan Amendment and rezoning for the 172± acre site, Z14-037, surrounding this commercial center. The residential project, Z14-037, is scheduled to be heard by the

Planning and Zoning Board on July 16, 2014. (A copy of the latest site plan for the residential development is attached for reference. Staff is still working with the applicant on this project so the site plan may change.) Currently the vacant area surrounding the 20± site is zoned RM-2PAD as part of the Desert Vista residential project approved in 2006.

Currently at the northeast corner of Signal Butte and Guadalupe Road, across Signal Butte, is a primarily vacant LC zoned site, 20± acres, with an approved site plan for a commercial center. Five acres has developed at the most eastern portion of the site as a self-storage facility. At the southwest corner of Signal Butte Road and Guadalupe Road is a vacant 12.5 acre site currently zoned AG but indicated as Neighborhood Commercial (NC) and MDR 4-6 on the Mesa 2025 General Plan land use designation. With the added commercial designation at this corner, the southwest corner could potentially become multi-family in the future. One mile to the north at Baseline and Signal Butte, there is a large commercial development. To the south there are no commercial centers currently existing for over 5 miles.

Overall considerations

The first point of review and consideration is the big picture – is this site being uniquely designed to integrate with the residential development to provide a connection and focus for development of the neighborhood. In reviewing the opportunities on this property, staff believes the development of this property could accomplish a much better integration if the big box were located along the north property line to face Guadalupe. This would then allow for shops on the east side of the big box and street connections both to the north and west. The applicant has explained that the Fry's development requirements do not allow orientation of the store in this manner.

Given the required orientation of the store, it becomes much more challenging to develop the site to meet the desired goal of having a commercial development that integrates with the neighborhood. To try and accomplish this goal, staff has focused on the nature of the connection between the parking lot and the neighborhood and on the pedestrian connection to the front of the Fry's store. The goal with the design of the street connection with the residential neighborhood has been to have the drive aisle continue to feel and look like part of the street system to carry the residents to an activity location. The current site plan attempts to do this by limiting the connections to the parking field to the west of the drive aisle, providing a larger landscape node incorporating the pedestrian walkway, and introducing a small outdoor seating with the proposed restaurant at Pad C. In staff's opinion, this still does not successfully accomplish the overall design objective.

The pedestrian connection in front of the Fry's store provides the other opportunity to connect the commercial space with the residential neighborhood. While the connection has been shown, no significant detail is provided on either this plan or the plan for the residential development to show how this will really function. Greater detail is needed to evaluate this condition.

Specific considerations

The site is proposed to have a 123,000 SF Fry's Marketplace with 12,040 SF of shops attached to the south. Within the shops the applicant is proposing to lease approximately 5,000 SF of restaurant. An outdoor seating patio has been indicated on the most southern end of the shops. This could also serve the adjacent proposed 1,056 homes on the 172± acre project. There are three pads proposed as well as a gas canopy with 9 fuel dispensers. The gas canopy requires the Special Use Permit. Two of the pads, B and C, are indicated as

drive through and have indicated area to provide covered drive-throughs with landscape adjacent. Pad C has also incorporated an outdoor seating area.

Compliance for the site with the foundation base landscape requirements of Section 11-33-5 will be further addressed at the Design Review Application. At Pad C of the site plan, staff is concerned with the conflicts between vehicular traffic and pedestrian traffic. The driveway access from Signal Butte into the site at the south side of Pad C along with the adjacent pedestrian walkway appears to be irregular. This could cause unnecessary conflict. The dumpster is also indicated adjacent to Signal Butte Road and should be relocated to a less visible location. At the exit of the drive-through of the bank site, Pad A, should incorporate mitigation to keep vehicles from entering. Staff would suggest simply widening the planter to narrow the most western drive aisle. This would keep vehicles from trying to enter the exit drive aisles. Staff would like to work with the applicant prior to Design Review application to resolve these concerns. There will be some minor modifications to the site plan to address these issues.

The landscape plan and grading and drainage plans have not been updated to be consistent with the most recent site plan layout. These plans do indicate the intent of the design. These elements will be further reviewed through the Design Review Application.

Elevations provided are preliminary in nature and will require Design Review and approval for the overall development. The preliminary elevations do indicate the craftsman style architecture that is consistent with the proposed entry elevations for the future surrounding residential project. A portion of the proposed residential entry feature and theme wall are shown at the bottom of the elevation page. There are two identifiable entries at the building for the Fry's Marketplace. However, staff would like to see more variation in the roof line behind so that there is not such a sense of the "big box" behind. The colors depicted are monochromatic although there are a variety of materials proposed for the project. A shaded pedestrian walkway at the north side of the front elevation will also need to be investigated. These will be further reviewed as the project goes to the Design Review application.

The Fry's Marketplace is the Big Box user that will establish the overall character for the center. As part of the Design Review application, a Crescent Ridge Commercial Center design guidelines should be established. This will further reinforce the quality project and tie to the surrounding residential project that is intended with this corner. It should address architectural style, colors, materials and landscape material and layout to be utilized for the overall center.

The final part of this request is a **Special Use Permit** for the service station in the Limited Commercial zoning district.

FINDINGS

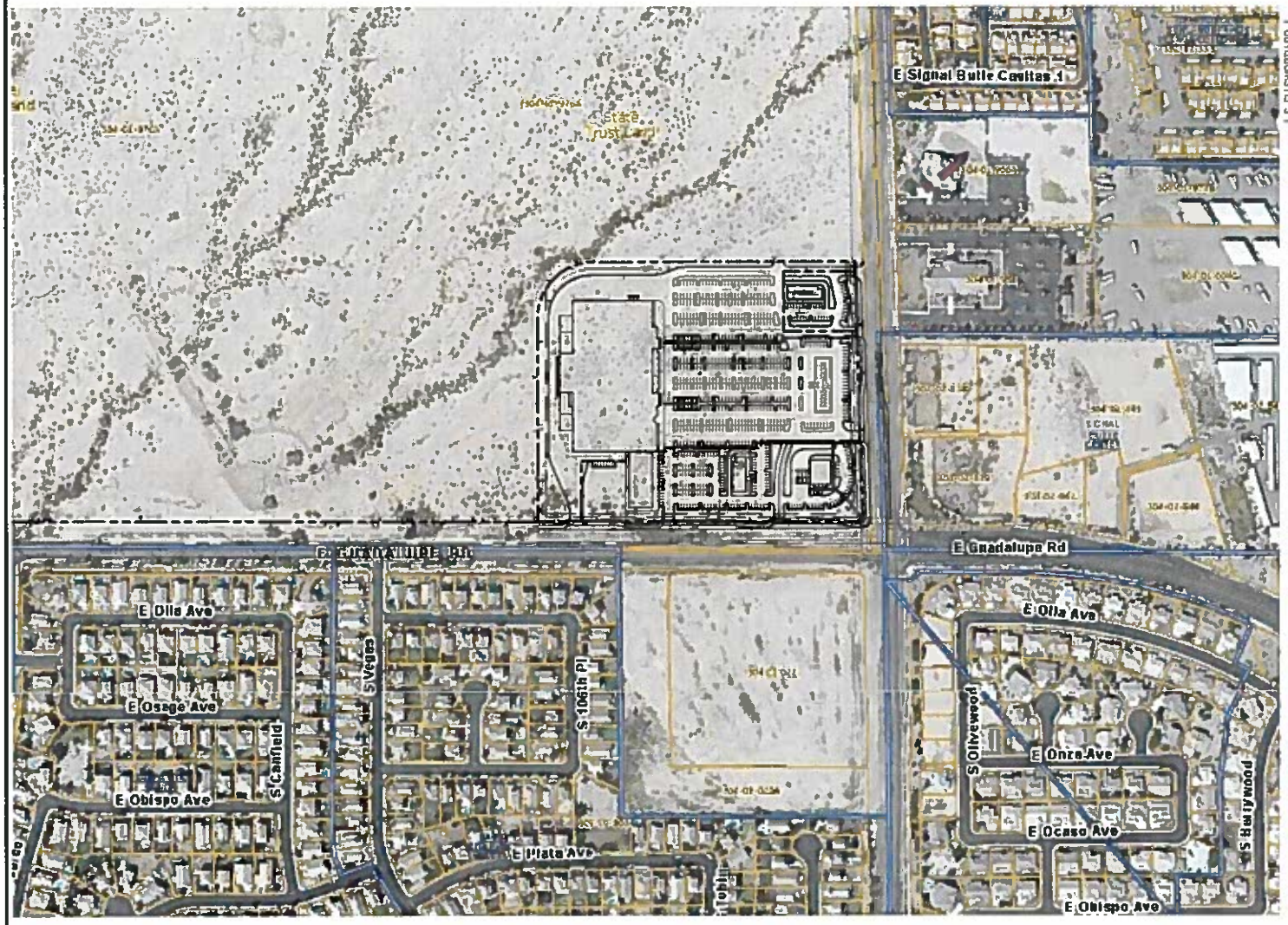
- A Special Use Permit (SUP) is required for the operation of all fueling stations manned or unmanned within the City of Mesa. This SUP would allow the operation of 9 fuel dispensers (18 pumps). The proposed fueling station is compatible with the surrounding area, which is comprised of primarily residential projects and will provide a service to those individuals living in the area.
- Approval of this project will advance the goals and objectives of and is consistent with the policies of the General Plan.
- The proposed project will not be injurious or detrimental to the adjacent or surrounding properties in the area.

CONCLUSIONS:
This intersection already has sufficient area designated for commercial activities to meet the needs of the surround neighborhoods. The request for the General Plan amendment should only be approved if the accompanying site plan demonstrates a unique, high-quality development that will help to establish a strong neighborhood identity. The site plan submitted with this request has not yet demonstrated the needed strong connections to the neighborhood or the design standards that will be used throughout the project. Therefore, staff is recommending a continuance of this case to allow the applicant to further refine this proposal to meet these objectives.

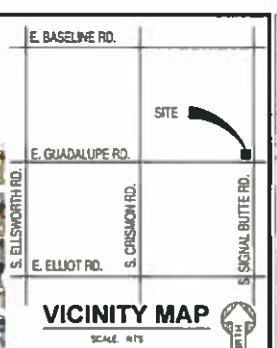
Should the Board find that the applicant has provided a site plan that sufficiently addresses the needs for this development and recommends approval of the general plan amendment, staff would recommend including the following conditions of approval to accompany the rezoning, Special Use Permit, and site plan:

CONDITIONS OF APPROVAL:
1. Compliance with the basic development as described in the project narrative and as shown on the site plan, landscape plan, and building elevations except as otherwise conditioned.
2. Compliance with all requirements of Design Review approval.
3. Compliance with all City development codes and regulations.
4. All street improvements, street frontage landscaping, and perimeter theme walls to be installed with the first phase of development.
5. **Revisions to site plan at Pad C and Pad A for better vehicular and pedestrian circulation as discussed in staff report. Final approval shall be required by the Planning Director prior to Design Review approval.**
6. **Pedestrian and vehicular connections with the residential project to the north and west shall be coordinated to ensure appropriate connections.**
7. **Design Guidelines for the Crescent Ridge Commercial Center architectural style, colors, materials and landscape materials and layout shall be reviewed and approved by the Planning Director prior to the approval of the Design Review approval for any portion of the site.**

CONTEXT MAP
CRESCENT RIDGE SHOPPING CENTER
NWC S SIGNAL BUTTE RD AND E GUADALUPE RD, MESA, AZ



CONTEXT PLAN
SCALE 1" = 150'



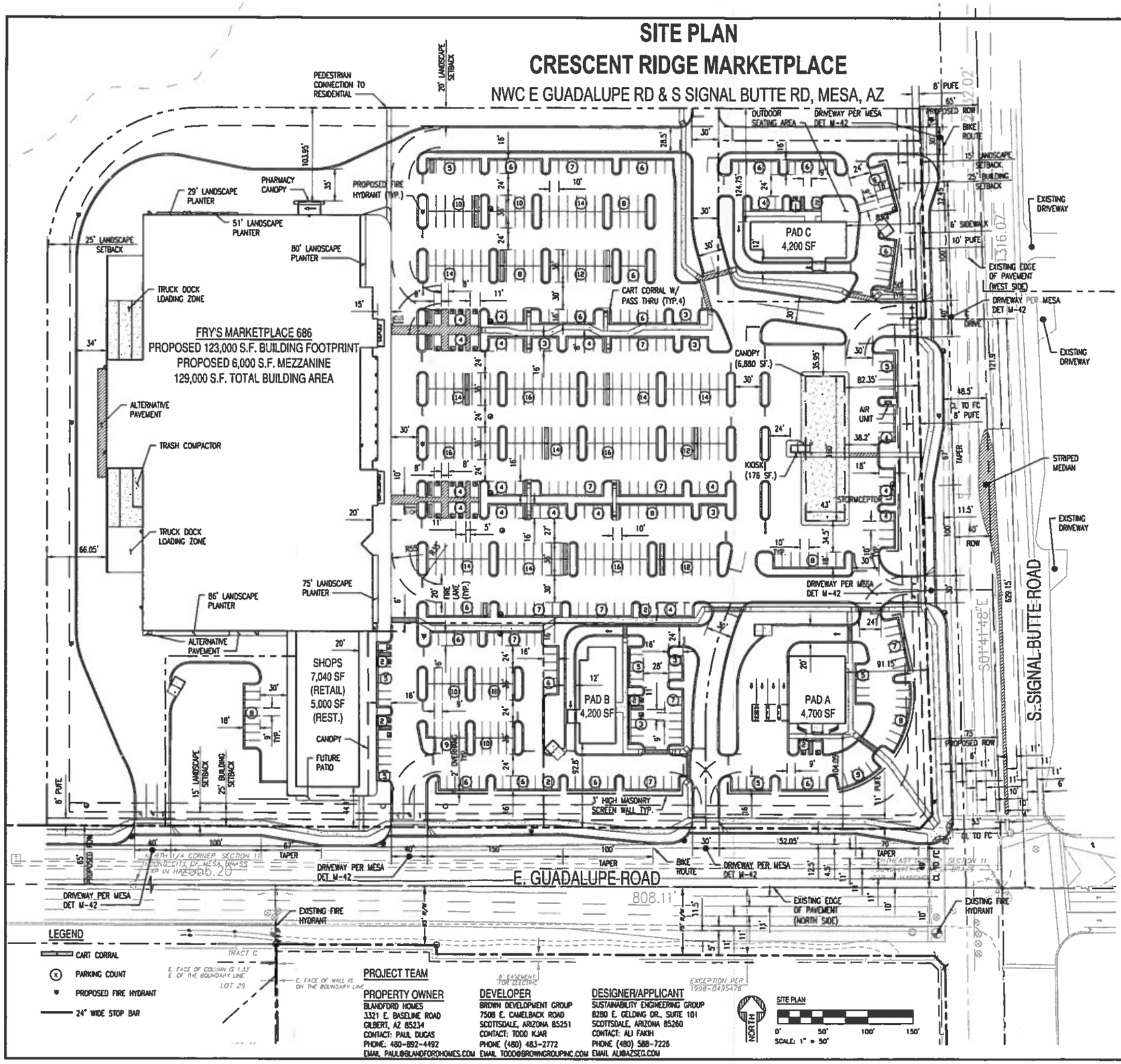
VICINITY MAP
SCALE: NTS

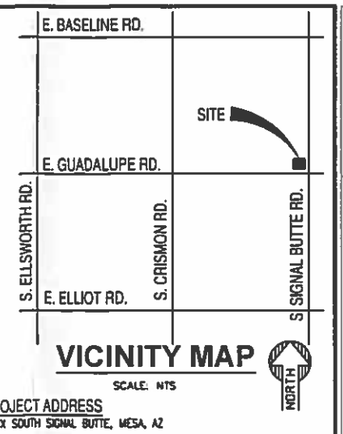
SEG SUSTAINABILITY ENGINEERING GROUP

PROJECT: CRESCENT RIDGE SHOPPING CENTER
LOCATION: NWC E GUADALUPE RD & S SIGNAL BUTTE RD MESA, AZ
DATE: 03-28-2014
140186
CONTEXT PLAN
EXHIBIT A

THIS DRAWING IS AN INSTRUMENT OF SERVICE AND THE PROPERTY OF SUSTAINABILITY ENGINEERING GROUP, AND SHALL REMAIN THEIR PROPERTY. THE USE OF THIS DRAWING SHALL BE RESTRICTED TO THE ORIGINAL SITE FOR WHICH IT IS PREPARED AND PUBLICATION THEREOF IS EXPRESSLY LIMITED TO SUCH USE

SITE PLAN
CRESCENT RIDGE MARKETPLACE
NWC E GUADALUPE RD & S SIGNAL BUTTE RD, MESA, AZ





VICINITY MAP
SCALE: NTS

PROJECT ADDRESS
XXXX SOUTH SIGNAL BUTTE, MESA, AZ

GENERAL INFORMATION

USE:	NEW MARKETPLACE – RETAIL
CONSTRUCTION TYPE:	STORE– II-A SPRINKLERED CANOPY– II-B SPRINKLERED KIOSK– II-B SPRINKLERED
OCCUPANCY:	M-CANOPY, KIOSK & STORE
HEIGHT (STORE):	30FT.
HEIGHT (CANOPY):	20FT.-6IN.
HEIGHT (KIOSK):	13FT.-6IN.
A.P.N.:	304-01-976A
EXISTING ZONING:	RM-2
PROPOSED ZONING:	LC
EXISTING GENERAL PLAN:	MDR 6-10
PROPOSED GENERAL PLAN:	CC
LOT AREA	766,043.68 S.F / 17.59 AC (NET) 893851.20 S.F. / 20.52 AC (GROSS)
TOTAL BUILDING AREA:	161,196 S.F.
TOTAL LOT COVERAGE:	21.04% (F.A.R.)
ADJACENT ZONING:	SOUTH – GUADALUPE ROAD EAST – SIGNAL BUTTE ROAD NORTH – RM-2 WEST – RM-2
REQUIRED SETBACKS:	SOUTH & EAST: 15 FT. NORTH & WEST: 25 FT.
PROPOSED SETBACKS:	NORTH: 103.95 FT. (MARKETPLACE) NORTH: 124.75 FT. (PAD C) EAST: 85.40 FT. (PAD C) EAST: 82.35 FT. (FUEL CENTER) EAST: 91.15 FT. (PAD A) WEST: 66.05 FT. (MARKETPLACE) SOUTH: 104.05 FT. (PAD A) SOUTH: 92.8 FT. (PAD B) SOUTH: 44.1 FT. (SHOPS)

LEGAL DESCRIPTION

THE SOUTHEAST QUARTER AND THE SOUTH HALF OF THE SOUTHWEST QUARTER OF SECTION 2, TOWNSHIP ONE SOUTH, RANGE SEVEN EAST OF THE GILA AND SALT RIVER BASE AND MERIDIAN, MARICOPA COUNTY, ARIZONA.

PARKING REVIEW

FRY'S MARKETPLACE:	129,000 S.F.
FRY'S KIOSK:	176 S.F.
TOTAL AREA:	129,176 S.F.
PARKING REQUIREMENT:	1/375 S.F.
PARKING REQUIRED:	345 SPACES
TOTAL PARKING PROVIDED:	426 SPACES (3.30/1000)
SHOPS:	12,040 S.F.
PARKING REQUIREMENT (RETAIL):	1/375 S.F. (7,040)
PARKING REQUIRED:	19 SPACES
PARKING REQUIREMENT (REST.):	1/100 S.F. (5,000)
PARKING REQUIRED:	50 SPACES
TOTAL PARKING PROVIDED:	86 SPACES
PAD A:	4,700 S.F.
PARKING REQUIREMENT:	1/375 S.F.
PARKING REQUIRED:	13 SPACES
TOTAL PARKING PROVIDED:	38 SPACES
PAD B:	4,200 S.F.
PARKING REQUIREMENT:	1/100 S.F.
PARKING REQUIRED:	42 SPACES
TOTAL PARKING PROVIDED:	45 SPACES
PAD C:	4,200 S.F.
PARKING REQUIREMENT:	1/100 S.F.
PARKING REQUIRED:	42 SPACES
TOTAL PARKING PROVIDED:	31 SPACES
TOTAL PARKING REQUIRED:	511
TOTAL PARKING PROVIDED:	626 (122.5%) (3.88/1000)
TOTAL ACCESSIBLE PARKING REQUIRED:	13 PARKING SPACES
TOTAL ACCESSIBLE PARKING PROVIDED:	25 PARKING SPACES

PROJECT TEAM

PROPERTY OWNER	DEVELOPER	DESIGNER/APPLICANT
BLANDFORD HOMES	BROWN DEVELOPMENT GROUP	SUSTAINABILITY ENGINEERING GROUP
3321 E. BASELINE ROAD	7508 E. CAMELBACK ROAD	8280 E. GELDING DR., SUITE 101
GILBERT, AZ 85234	SCOTTSDALE, ARIZONA 85251	SCOTTSDALE, ARIZONA 85260
CONTACT: PAUL DUGAS	CONTACT: TODD KJAR	CONTACT: ALI FAKIH
PHONE: 480-892-4492	PHONE (480) 483-2772	PHONE (480) 588-7226
EMAIL: PAUL@BLANDFORDHOMES.COM	EMAIL: TODD@BROWNGROUPINC.COM	EMAIL: ALI@AZSEG.COM

SEG SUSTAINABILITY ENGINEERING GROUP
8280 E GELDING DR #101, SCOTTSDALE, ARIZONA 85260
WWW.AZSEG.COM TEL: 480.588.7226

BROWN DEVELOPMENT GROUP, INC
7508 E Camelback Rd
Scottsdale, AZ 85251
Office: 480.483.2772
Fax: 480.483.7171

PROJECT: CRESCENT RIDGE MARKETPLACE
LOCATION: NWC E GUADALUPE RD & S SIGNAL BUTTE RD MESA, AZ

DRAWN
DESIGNED
CHECKED
PROJ. MGR.

DATE: 06-04-2014

ISSUED FOR: MINOR GENERAL PLAN AMENDMENT, REZONING, SITE PLAN REVIEW,

REVISION NO.:	DATE:
1	
2	
3	
4	

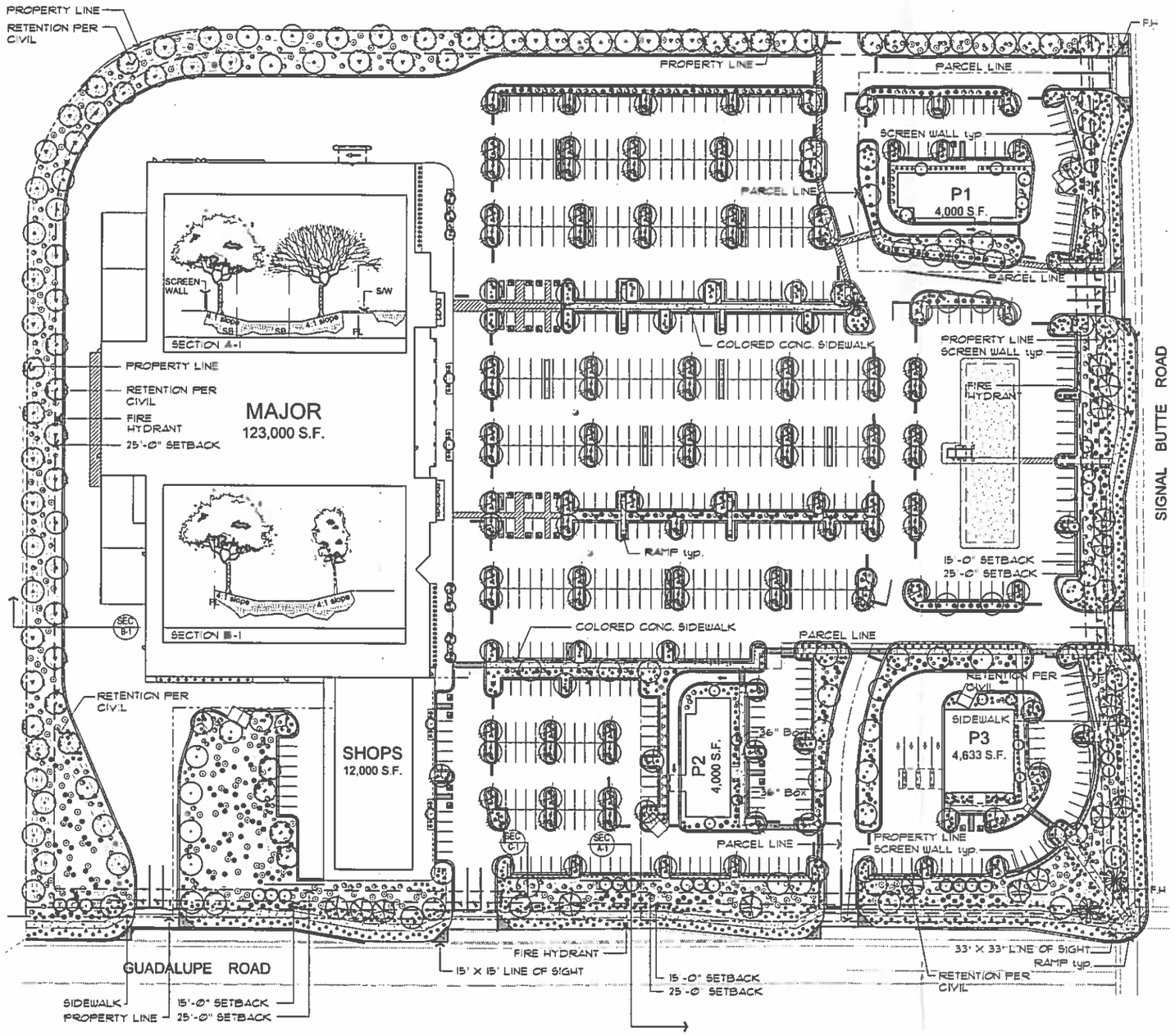
JOB NO.: 140186

SHEET TITLE: SITE PLAN

SHEET NO.: SP-1

THIS DRAWING IS AN INSTRUMENT OF SERVICE AND THE PROPERTY OF SUSTAINABILITY ENGINEERING GROUP, AND SHALL REMAIN THEIR PROPERTY. THE USE OF THIS DRAWING SHALL BE RESTRICTED TO THE ORIGINAL SITE FOR WHICH IT IS PREPARED AND PUBLICATION THEREOF IS EXPRESSLY LIMITED TO SUCH USE.

PS14-016



LANDSCAPE LEGEND

ALL TREES TO MEET OR EXCEED A.N.A. SPECIFICATIONS
(U.O.N. - UNLESS OTHERWISE NOTED) All tree caliper required at time of planting

TREES	SIZE / CLPR / HT.	QTY.
Ulmus parvifolia Evergreen Elm	24" Box 36" Box low breaking stand.	68 21
Pinus eldarica Mondel Pine	24" Box stand.	37
Acacia farnesiana Sweet Acacia	24" Box stand.	16
Acacia salicina Willow Acacia	24" Box stand.	25
Quercus virginiana 'Heritage' Southern Live Oak	24" Box stand.	117
Caesalpinia mexicana Mexican Bird of Paradise	24" Box 36" Box multi.	43 6
Phoenix dactylifera Date Palm	18' Trunl Feet straight trunk diamond cut, matching	3
Acacia stenophylla Shoestring Acacia	24" Box stand	15

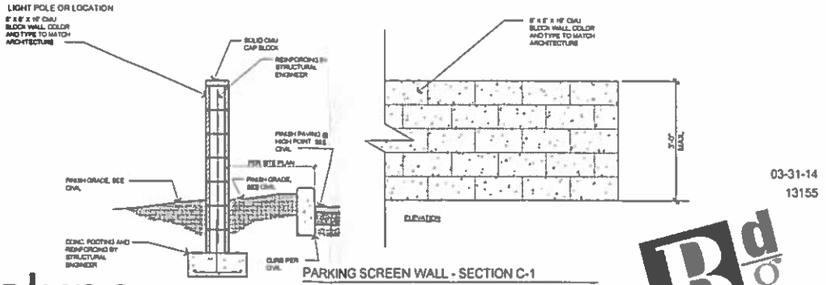
SHRUBS / ACCENTS / VINES	SIZE	QTY
Tecoma stans " Orange Jubilee" Orange Jubilee	5 Gallon	197
Bougainvillea 'Torch Glow' Torch Glow Bougainvillea	5 Gallon	102
Leucophyllum frutescens Texas Sage	5 Gallon	298
Eremophila maculata 'Valentine' Valentine Bush	5 Gallon	76
Ruellia peninsularis Desert Ruellia	5 Gallon	00
Hesperaloe parviflora Red Yucca	5 Gallon	620
Hesperaloe funifera Giant Red Yucca	5 Gallon	288
Dasylirion wheeleri Desert Spoon	5 Gallon	85
Agave geminiflora Twin Flower Agave	5 Gallon	60
GROUNDCOVERS	**SIZE**	**QTY**
Lantana montevidensis Trailing Lantana 'Purple & Gold mound'	1 Gallon 50/50 mix	511
Convolvulus cneorum Bush Morning Glory	1 Gallon	310
Decomposed Granite-Express Gold 1/2" Minus 2" min thickness in all landscape areas Submit samples to Landscape Architect		

CITY OF MESA LANDSCAPE GENERAL NOTES:

1. ALL LANDSCAPE AREAS TO RECEIVE 2" LAYER DECOMPOSED GRANITE.
2. ALL LANDSCAPE AREA TO BE WATERED BY UNDERGROUND AUTOMATIC IRRIGATION SYSTEM.
3. THE HEIGHTS AND CALIPERS SHALL COMPLY WITH "ARIZONA NURSERY ASSOCIATION SPECIFICATIONS" FOR THAT SIZE AND TYPE OF TREE.
4. REQUIRED TREES AND SHRUBS SHALL BE PROVIDED PER THE SITE CALCULATIONS.
5. REQUIRED SHRUBS SHALL HAVE A MATURE GROWTH HEIGHT OF 18" AT LEAST 50% OF REQUIRED SHRUBS SHALL BE 5 GALLON SIZE.
6. PLANT MATERIAL SHALL BE CALCULATED BASED ON A LINEAR MODULE OF THE ABOVE CALCULATIONS. TREES AND SHRUBS MAY BE CLUSTERED.
7. 10% OF TOTAL TREES IN PARKING SHALL BE 36" BOX OR LARGER.
8. 1 TREES AND 3 SHRUBS FOR EVERY 15' PARKING ISLAND PARKING SHALL BE INSTALLED AT EACH END OF ROW OF STALL AND IN BETWEEN FOR MAXIMUM OF EIGHT CONTIGUOUS PARKING SPACES.
9. INSTALLATION OF THE FOUNDATION LANDSCAPING SHALL MEET THE CALCULATIONS PROVIDED.
10. THE BACKFLOW PREVENTION ASSEMBLY SHALL BE TESTED AND APPROVED BY A CERTIFIED TECHNICIAN DESIGNATED IN THE CURRENT CITY OF MESA. LIST THE APPROVED INSPECTORS PRIOR TO THE REQUEST FOR FINAL INSPECTION.
11. THE REQUIRED BACKFLOW PREVENTION ASSEMBLY SHALL BE MANUFACTURER AND MODEL NUMBER DESIGNATED IN THE CURRENT CITY OF MESA LIST OF APPROVED BACKFLOW PREVENTION ASSEMBLIES.
12. ALL WORK WILL BE DONE UNDER SEPARATE PERMIT FOR SIGNS.
13. ALL LANDSCAPING INSTALLED WITH THIS PROJECT TO BE MAINTAINED BY OWNERS ASSOCIATION OR OWNER'S ASSOCIATION OF COMMERCIAL SUBDIVISION OR MANAGEMENT COMPANY IF COMMERCIAL RENTALS.
14. ALL TREES AND SHRUBS LOCATED IN LINE-OF-SIGHT WILL BE MAINTAINED TO A CLEAR AREA BETWEEN OF 3' TO 7'.
15. RIP-RAP MUST BE OF NATURAL MATERIALS MATCHING D.G. COLORS. CONCRETE OR CURB MUST BE COLORED TO MATCH D.G. COLOR.
16. TREES SHALL BE PLANTED AT LEAST 20' AWAY FROM ANY STREET LIGHT POLE OR LOCATION. SHRUBS SHALL BE PLANTED AT LEAST 7' AWAY FROM ANY STREET LIGHT POLE OR LOCATION.

CITY OF MESA LANDSCAPE CALCULATIONS:

LOCATION	TREES REQUIRED	TREES FURNISHED	SHRUBS REQUIRED	SHRUBS FURNISHED
NORTH 929' +-90'				
1 TREE / PER 25 L.F.				
2 SHRUBS / PER 25 L.F.	37	37	76	76
EAST 731' +-90'				
Signal Butte Road				
1 TREE / PER 25 L.F.				
2 SHRUBS / PER 25 L.F.	29	29	58	107
SOUTH 889' +-90'				
Guadalupe Road				
1 TREE / PER 25 L.F.				
2 SHRUBS / PER 25 L.F.	35	35	70	180
WEST 793'+-90'				
1 TREE / PER 25 L.F.				
2 SHRUBS / PER 25 L.F.	32	32	64	72
PARKING LOT				
1 TREE / PER 15' ISLAND				
3 SHRUBS / PER 15' ISLAND	140	140	420	420
FOUNDATION PLANTING				
1 TREE / PER 50 L.F.	22	22	N/A	N/A
TOTAL REQRD/FRNSHD	295	295	688	835
SIZE REQRD/FURNISHED				
TREES 36" BOX MIN 10%	27	27		
24" BOX MIN 50%	262	324		
15 GAL	0	0		
5 GAL	0	0		
TOTAL TREES	295	351		
SHRUBS 15 GAL or Larger			N/A	0
5 GAL			N/A	1,634
1 GAL			N/A	843
POT/FLAT			N/A	0
Existing				
TOTAL SHRUBS				2,477



PARKING SCREEN WALL - SECTION C-1
NOT TO SCALE

03-31-14
13155

N.W.C. Signal Butte & Guadalupe

Proposed Neighborhood Shopping Center

Mesa, Arizona

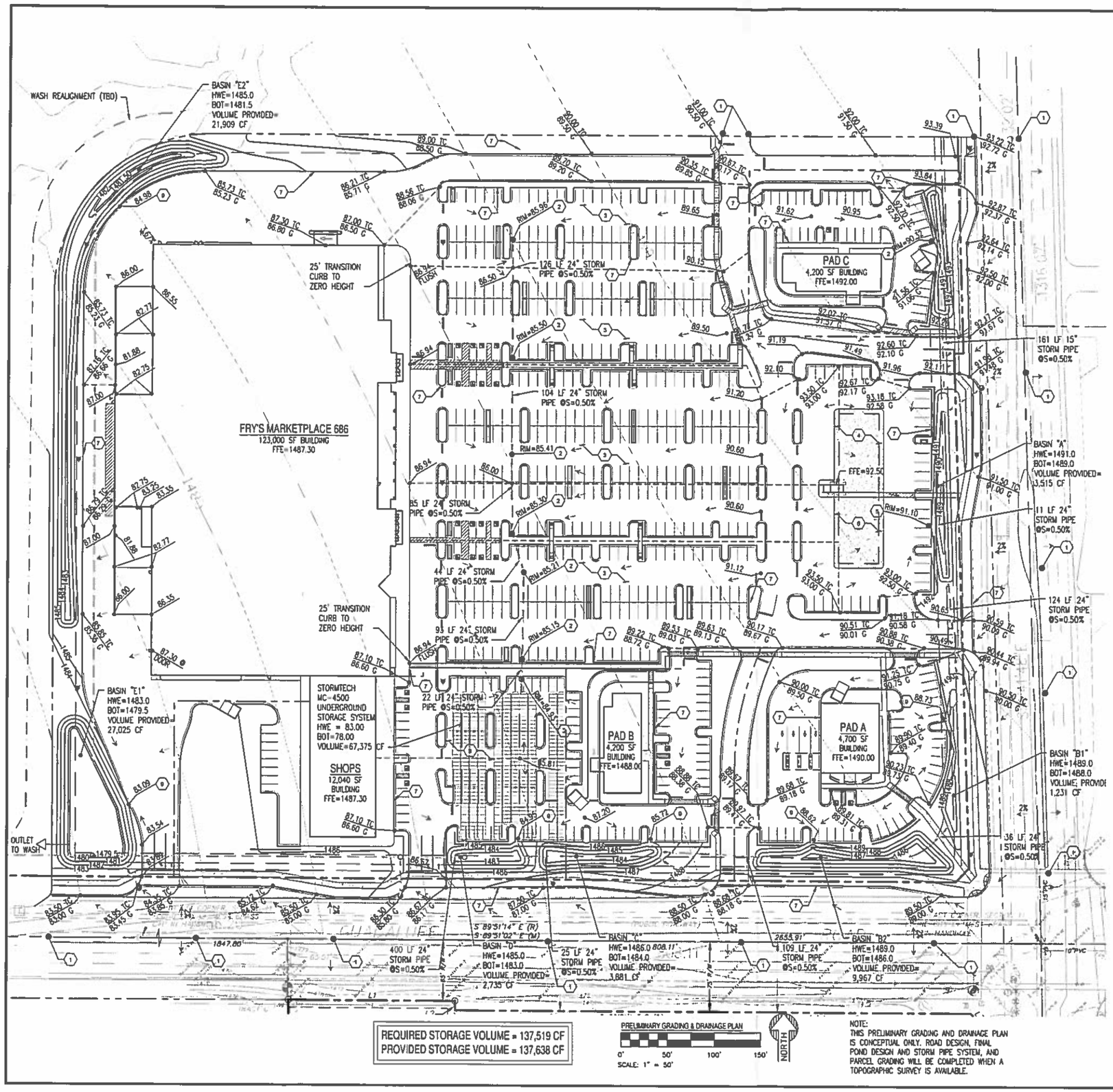
CONCEPTUAL LANDSCAPE PLAN

Brown Group, Inc.

SCALE: 1" = 50'

LASKIN & ASSOCIATES, INC.
LANDSCAPE ARCHITECTS
67 E. Weldon Ave.
Suite 230
Phoenix, Arizona 85012
p (602) 840-7771
f (602) 840-8021
www.laskinassoc.com

Butler Design Group, Inc
architects & planners



NOTE:
THIS PRELIMINARY GRADING AND DRAINAGE PLAN IS CONCEPTUAL ONLY. ROAD DESIGN, FINAL POND DESIGN AND STORM PIPE SYSTEM, AND PARCEL GRADING WILL BE COMPLETED WHEN A TOPOGRAPHIC SURVEY IS AVAILABLE.

LEGEND

- XX.XX TC / XX.XX G — TOP OF CURB ELEVATION / GUTTER ELEVATION
- XX.XX — PAVEMENT ELEVATION
- → DRAINAGE ARROW
- RIDGE LINE
- PROPERTY LINE
- SAWCUT LINE
- CONCRETE CURB & GUTTER

CONSTRUCTION NOTES

1. MATCH EXISTING GRADE, CONTRACTOR TO VERIFY IN FIELD ALL GRADES PRIOR TO ANY CONSTRUCTION ACTIVITIES AND TO CONTACT ENGINEER IN CASE OF ANY DISCREPANCIES.
2. INSTALL ROUND NYLOPLAST 18" DRAIN BASIN
3. CONSTRUCT ASPHALT PAVEMENT SECTION PER GEOTECH RECOMMENDATION.
4. CONSTRUCT CONCRETE PAD, REFER TO ARCHITECTURAL PLANS FOR DETAIL
5. STORMCEPTOR
6. 2% MAXIMUM CROSS SLOPE ACROSS FUEL CENTER'S CONCRETE PAD
7. CONSTRUCT 6" CURB/GUTTER PER M.A.G. STANDARD DETAIL 220 TYPE A
8. SCREEN WALL (TYP.) REFER TO DETAIL 3 SHEET C2.20.
9. 2' CURB OPENING

GRADING NOTES:

1. THE CONTRACTOR IS RESPONSIBLE FOR HIS OWN ESTIMATE OF EARTHWORK QUANTITIES.
2. PROPOSED SPOT ELEVATIONS SHOWN REPRESENT FINISHED PAVING, SIDEWALK, SLAB, GUTTER FLOWLINE, OR GROUND ELEVATION. ADJUSTMENT TO SUBGRADE IS THE CONTRACTOR'S RESPONSIBILITY.
3. SPOT ELEVATIONS SHALL TAKE PRECEDENCE OVER CONTOURS AND SLOPES SHOWN.
4. THE CONTRACTOR SHALL NOTIFY THE ENGINEER OF SPOT ELEVATIONS WHICH DO NOT APPEAR TO BE CONSISTENT WITH THE CONTOURS AND SLOPES. SPOT ELEVATIONS AND SPECIFIC PROFILE DESIGN SHALL BE USED FOR SETTING ELEVATIONS OF CURB AND GUTTER AND UTILITIES.
5. ALL DISTURBED AREAS THAT ARE UNSURFACED OR ARE NOT DESIGNATED AS LANDSCAPE AREAS ARE TO BE STABILIZED.
6. IF STRIPPED MATERIALS CONSISTING OF VEGETATION AND ORGANIC MATERIALS ARE STOCKPILED ON THE SITE, THESE MATERIALS MAY BE PLACED TO A HEIGHT OF FIVE FEET. SILT FENCE SHALL BE PLACED AROUND THE BASE OF THE STOCKPILE AND THE STOCKPILE SHALL BE SEEDED WITH NATIVE SEED MIX IMMEDIATELY AFTER STRIPING OPERATIONS ARE COMPLETE.
7. IF APPLICABLE, LIME TREATED SUBGRADE MATERIAL SHOULD MEET ARIZONA HIGHWAY DEPARTMENT SPECIFICATIONS. A SPECIFIC MIX DESIGN SHOULD BE PREPARED BY THE GEOTECHNICAL CONSULTANT.
8. ALL UTILITIES (MANHOLES, VALVE COVERS, CLEANOUTS, VAULTS, BOXES, ETC.) SHALL BE ADJUSTED TO PROPOSED GRADE PRIOR TO PLACEMENT OF THE FINAL LIFT OF ASPHALT.
9. ALL EARTH MOVING AND PLACEMENT OPERATIONS SHALL BE IN CONFORMANCE WITH THE RECOMMENDATIONS IDENTIFIED IN THE SOILS REPORT. THE CONTRACTOR SHALL HAVE A SIGNED AND SEALED COPY OF THE SOILS REPORT ON THE SITE AT ALL TIMES.
10. SUBGRADE WITHIN ASPHALT PARKING AREAS SHALL BE CONSTRUCTED TO WITHIN 0.10 FEET OF THE DESIGN SUBGRADE ELEVATION. HOWEVER, ON THE FINISHED ASPHALT SURFACE, THE CONTRACTOR SHALL MAINTAIN POSITIVE DRAINAGE IN ALL PAVEMENT AREAS AND ALONG ALL CURBS. ALL CURBS SHALL BE BUILT IN ACCORDANCE TO THE PLAN. CURBS OR PAVEMENT AREAS WHICH DO NOT PROVIDE PROPER DRAINAGE MUST BE REMOVED AND REPLACED AT THE CONTRACTOR'S EXPENSE.
11. WHERE NEW CURB AND GUTTER IS BEING CONSTRUCTED ADJACENT TO EXISTING ASPHALT, THE FOLLOWING SHALL APPLY: PRIOR TO PLACEMENT OF ANY CONCRETE THE CONTRACTOR SHALL HAVE A LICENSED SURVEYOR VERIFY GRADE AND CROSS SLOPE OF THE CURB AND GUTTER FORMS. THE CONTRACTOR SHALL SUBMIT THE SLOPES AND GRADES TO THE ENGINEER FOR APPROVAL PRIOR TO PLACEMENT OF CONCRETE. THE CONTRACTOR SHALL NOTIFY THE ENGINEER IMMEDIATELY OF ANY SECTION WHICH DOES NOT CONFORM TO THE DESIGN OR THE TYPICAL SECTION. THE CONTRACTOR SHALL BE SOLELY RESPONSIBLE FOR CURB AND GUTTER POURED WITHOUT APPROVAL OF THE ENGINEER.
12. VERIFY REQUIRED SPOT ELEVATIONS/GRADING IN THE VICINITY OF THE BUILDING WITH THE ARCHITECTURAL PLANS.
13. SITE GRADING SHALL BE PERFORMED TO PROVIDE POSITIVE DRAINAGE AWAY FROM BUILDING AT ALL TIMES TO ENSURE NO STANDING WATER.
14. PROVIDE THICKENED PAVEMENT TRANSITION AROUND STRUCTURES AND AT OPEN EDGE OF PAVEMENT SECTION.
15. UNDERDRAINS MAY BE ADDED, IF DETERMINED NECESSARY BY THE ENGINEER OR CONSTRUCTION MANAGER, AFTER SUBGRADE IS ROUGH GRADED.
16. UNLESS OTHERWISE INDICATED AT A SPECIFIC LOCATION, ALL FINISHED GRADES ARE TO CONFORM TO AND MATCH EXISTING GRADES.
17. THE CONTRACTOR SHALL PRESERVE EXISTING VEGETATION WHERE POSSIBLE AND/OR AS NOTED ON DRAWINGS.
18. THE CONTRACTOR IS ADVISED THAT ALL EXCAVATION IS CONSIDERED UNCLASSIFIED AND THAT HE SHALL BE RESPONSIBLE FOR ALL MEANS, METHODS, AND MATERIALS OF CONSTRUCTION TO COMPLETE THE PROJECT AS DESIGNED. ADDITIONALLY, THE CONTRACTOR SHALL BE RESPONSIBLE FOR THE OFF-SITE DISPOSAL OF ANY AND ALL EXCESS OR UNSUITABLE MATERIAL AND THE IMPORTATION OF ANY BORROW MATERIAL NECESSARY TO COMPLETE THE JOB.

Call at least two full working days before you begin excavation. ARIZONA 811 Arizona Blue Stake, Inc. Dial 8-1-1 or 1-800-STAKE-IT (782-5348) In Maricopa County (602) 263-1100

SEG SUSTAINABILITY ENGINEERING GROUP
8280 E GELDING DR #101, SCOTTSDALE, ARIZONA 85260
WWW.AZSEG.COM TEL. 480.588.7226

BROWN DEVELOPMENT GROUP, INC
7508 E Camelback Rd
Scottsdale, AZ. 85251
Office: 480.483.2772
Fax: 480.483.7171

PROJECT: CRESCENT RIDGE MARKETPLACE
LOCATION: NWC E GUADALUPE RD & S SIGNAL BUTTE RD MESA, AZ

DRAWN
DESIGNED
CHECKED
PROJ. MGR

DATE: 05-13-2014

ISSUED FOR: REZONING, SITE PLAN REVIEW, MINOR GENERAL PLAN AMENDMENT

REVISION NO.:	DATE
1	
2	
3	
4	

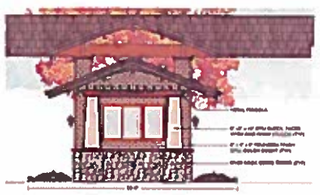
JOB NO. 140186

SHEET TITLE: PRELIMINARY GRADING & DRAINAGE PLAN

SHEET NO. C3.00

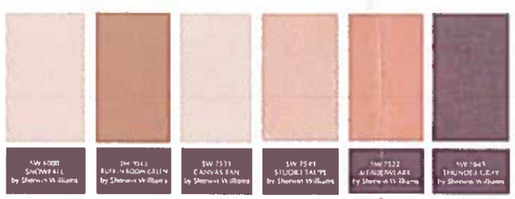
THIS DRAWING IS AN INSTRUMENT OF SERVICE AND THE PROPERTY OF SUSTAINABILITY ENGINEERING GROUP, AND SHALL REMAIN THEIR PROPERTY. THE USE OF THIS DRAWING SHALL BE RESTRICTED TO THE ORIGINAL SITE FOR WHICH IT IS PREPARED AND PUBLICATION THEREOF IS EXPRESSLY LIMITED TO SUCH USE.

P514-016



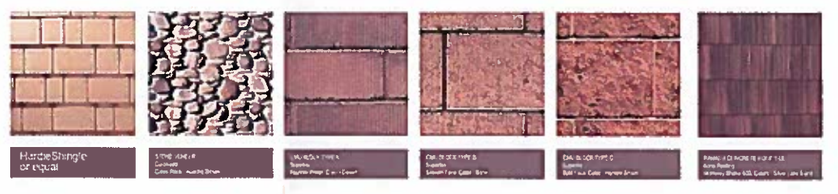
1 ENTRY MONUMENTATION ELEVATION
NTS Crescent Ridge color/material palette

1 PRIMARY THEME WALL
Crescent Ridge color/material palette



Paint Colors

Light Fixtures



Crescent Ridge color/material palette

BROWN GROUP, INC

Elevation Character

N.W.C. Signal Butte & Guadalupe

Proposed Neighborhood Shopping Center

Mesa, Arizona

13155 06.04.14

Butler Design Group, Inc
architects & planners

APPROVED PLANS
CITY COUNCIL
DATE: 8/28/06
WITH STIPS: YES ☒ NO ☐

PRELIMINARY PLAT
FOR
DESERT VISTA
CASE #: -

A PROPOSED SUBDIVISION LOCATED IN A PORTION OF SECTION 2, T-1-S, R-7-E, OF THE GILA AND SALT RIVER BASE AND MERIDIAN MARICOPA COUNTY, ARIZONA

SITE DATA (TOTAL)

PARCEL A

PARCEL B

PARCEL C

PARCEL D

PARCEL E

ENGINEER

OWNER/
DEVELOPER

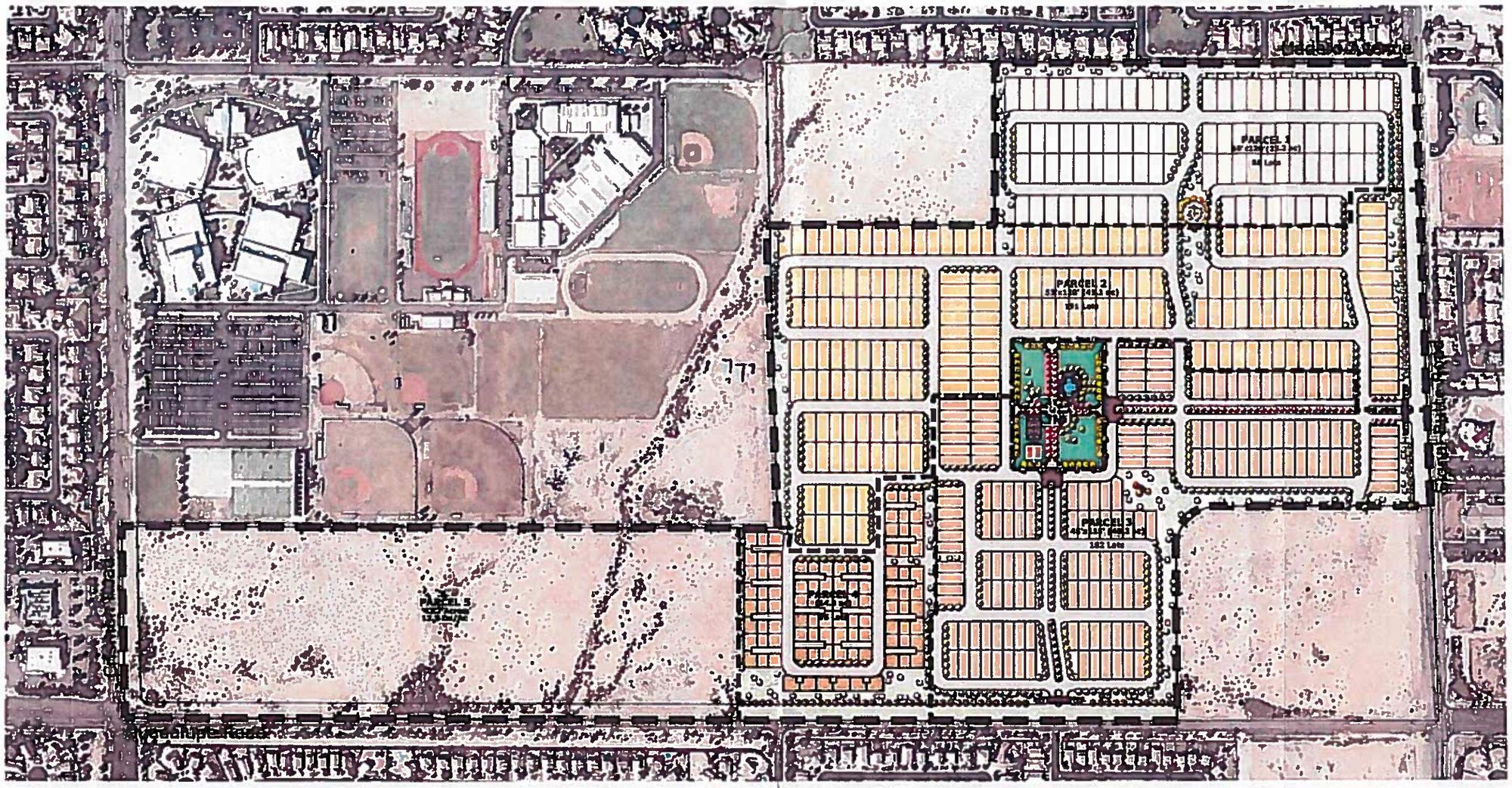
PRELIMINARY
8-02-06

Modero Ave

Signal Butte Road

Guadalupe Road

Desert Vista Residential
Approved in 2006
Zoning is currently in place



VICINITY MAP

PROJECT TEAM

DEVELOPER:
DESERT LAND GROUP, LLC
3321 E. BASELINE ROAD
GILBERT, AZ 85234
TEL: (480)-892-4492
FAX: (480)-892-5106
CONTACT: PAUL DUGAS

CONSULTANT:
EPS GROUP, INC.
2045 S. VINEYARD, SUITE 101
MESA, AZ 85210
TEL: (480)-503-2250
FAX: (480)-503-2258
CONTACT: JOSH HANNON

DEVELOPMENT DATA

LOCATION:	NWC SIGNAL BUTTE / GUADALUPE ROADS
A.P.N.:	304-01-976A (A PORTION THERE OF)
RELATED CASE NOS.	ANNEX-1752, Z84-091, GP MINOR 04-004, GP MINOR 06-003, Z06-045
EXISTING GENERAL PLAN	NC, HDR 15+, MDR 6-10, MDR 4-6
PROPOSED GENERAL PLAN	HDR 15+, MDR 6-10, MDR 4-6
EXISTING ZONING	AG, RS-6, RS-9, RM-2
PROPOSED ZONING	RSL-2.5, RSL-4.5, RS-6, RS-7
CURRENT LAND USE	VACANT DESERT, UNDEVELOPED
PARK	4.0 ACRES
NEW RESIDENTIAL AREA	128.8 ACRES (INCLUDING PARK)
REMAINING PARCEL 2	43.7 ACRES
TOTAL GROSS AREA	172.5 ACRES
TOTAL NO. UNITS	537
RESIDENTIAL DENSITY	4.17 DU/AC (537/128.8)

Crescent Ridge Residential
Draft site plan
Z14-037
July 16, 2014 meeting

13-316

Desert Land Group, LLC | Crescent Ridge

Mesa, Arizona | Illustrative Master Plan

PS-0.01
04.10.2014

EPS GROUP

BROWN GROUP, INC.
CRESCENT RIDGE
COMMERCIAL DEVELOPMENT

Minor General Plan Amendment, Rezoning, Special Use Permit and Site Plan Approval

---

Project Narrative

Northwest Corner | Signal Butte and Guadalupe Roads

SUBMITTED TO:
CITY OF MESA PLANNING DIVISION
DEVELOPMENT AND SUSTAINABILITY DEPARTMENT
Mesa, Arizona

APPLICANT:
SUSTAINABILITY ENGINEERING GROUP

Prepared: April, 2014
Resubmitted: May 2014

8280 E. Gelding Dr., Suite 101
Scottsdale, AZ 85260
Sustainability Engineering Group info@azSEG.com 480.588.7226 www.azSEG.com

1. INTRODUCTION & PURPOSE OF THE REQUESTS:

A retail shopping center is proposed at the northwest corner of S. Signal Butte Road and E. Guadalupe Road in Mesa, AZ. The development includes a Fry's grocery store, Fry's fuel center, and additional retail such as a bank, restaurants with drive-thru service (2), and shops. This parcel contains 17.59 undeveloped acres. This project is part of an overall parcel containing approximately 158.8 acres (according to the Maricopa County Assessors maps), Assessor's Parcel Number for the property is: 304-01-976A. On behalf of the Brown Group, Inc., we are submitting this request to obtain:

1) A Minor General Plan Amendment, amending the City of Mesa General Plan Land Use Map from Medium Density Residential (MDR 6-10) to Community Commercial (CC),
2) Rezoning of the property from Multi-family residential (RM-2) to Limited Commercial (LC) zoning , thereby allowing the development of a grocer anchored shopping center
3) A Special Use Permit to allow the development of a fuel center, and
4) Site Plan approval

A Design Review Board application is anticipated that will cover grading and drainage, landscaping, building elevations, colors and materials, and signage.

Any Minor General Plan Amendment and Rezoning considerations of the remainder of the property will be sought under separate submittal by others. This remaining property is proposed to be developed for residential use and vehicular and pedestrian connectivity between the two parcels is planned.

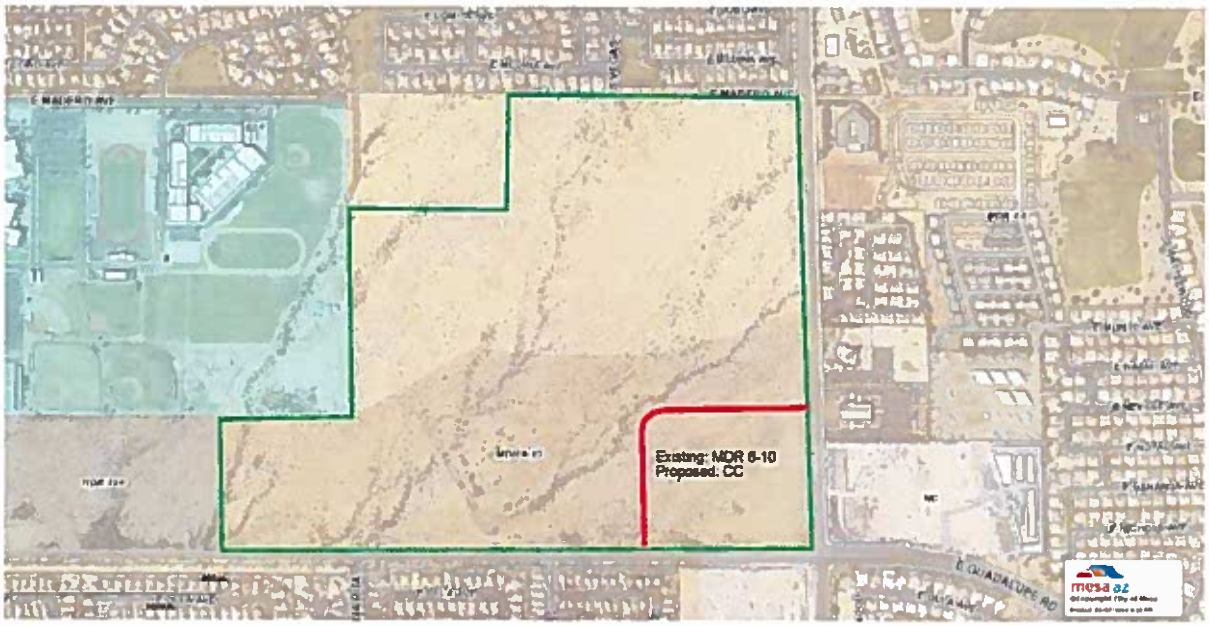
2. ADJACENT LAND USE – CONTEXT:

The parcel is bound by Signal Butte Road to the east and Guadalupe Road to the south and is currently undeveloped. Onsite and adjacent land use designations, zoning, and existing uses are as follows:

	GP Land Use Des.	Zoning	Land Use
Onsite	MDR 6-10	RM-2 PAD	Undeveloped
North	MDR 6-10	RM-2 PAD	Undeveloped (remainder of property)
South	NC & MDR 4-6	AG	Guadalupe Road, then Undeveloped (Walgreen's property)
South	MDR 4-6	RS-6 PAD	Guadalupe Road, then Single residence homes (Santa Rita Ranch)
East	MDR 4-6 / NC	AG / LC	Signal Butte Road, then a church and undeveloped commercial property
West	MDR 6-10	RM-2 PAD	Undeveloped (remainder of property)

3. CITY OF MESA 2025 GENERAL PLAN

The City of Mesa 2025 General Plan provides a vision for generalized desired future land use for the City of Mesa. According to the Land Use Plan, Figure 2-6 of the General Plan, the parcel is envisioned to be a Medium Density Residential use, currently designates as MDR6-10. The following graphic illustrates the onsite and surrounding General Plan Land Use designations:



The onsite land use designation is defined by the General Plan as follows:

> <u>Medium Density Residential 6-10, MDR 6-10 (6.0-10.0 du/ac)</u>
> Identifies locations where urban density detached or attached single-family residential including townhouse, and patio home is desirable. The target density for these areas is 6.5 du/ac for detached products and 8.0 du/ac for attached products. Appropriate locations offer collector or arterial road access, connections to potable water and sanitary sewer, and proximity to public safety services. The provision of park and open space (15 percent of net area excluding street system) is encouraged to provide opportunities for recreation and non-vehicular pedestrian connections like pathways, trails, etc. Other uses permitted in this category may include Office and limited Neighborhood Commercial of less than 10 acres, where deemed appropriate by the City.

The proposed commercial development of this property will require a Minor General Plan amendment to Community Commercial. There are three primary reasons underlying this request:

1) The MDR 6-10 land use designation does not permit commercial development since it is intended for residence land uses.
2) The total acreage of the parcel exceeds 10 acres. As noted above, Neighborhood Commercial uses may be permitted. However, Neighborhood Commercial is typically suited for smaller parcels of 5-10 acres and smaller building sizes than the proposed Fry's store. 10+ acres is more suitable for Community Commercial and supports larger format uses that serve a larger area.
3) The proposed Fry's Food and Drug Store exceeds 100,000SF in size and is not permitted within the existing MDR 6-10 designation. A Neighborhood Commercial designation which prohibits Big Box stores over 100,000SF would not be appropriate. The Community Commercial designation specifically identifies grocery stores and single large tenant anchors as suitable uses within this land use category.

For reference, the proposed Community Commercial land use designation is defined by the General Plan as follows:

> Community Commercial, CC
> Identifies retail and service-oriented businesses that serve the larger surrounding residential trade area within a one to two mile radius. Typical users include, but are not limited to, grocery store and additional large anchored tenant shopping centers with additional drug stores, fast food chains, smaller hardware/building materials stores, convenience/gas stations, and larger restaurants/cafes. Other compatible uses include larger administrative/professional offices including medical services, finance, insurance and real estate. No more than one Big Box retail user is permitted in a single location of Community Commercial designated areas. Community Commercial areas are located on, and with direct access to an arterial.

4. JUSTIFICATION FOR THE REQUEST

Within the General Plan there are several goals, objectives and policies established to provide this basic vision. While evaluating this proposed Minor General Plan Amendment, the following goals and related objectives and policies are applicable to this request:

Goal LU-1: *Develop a land use pattern throughout the City that creates orderly municipal growth, achieves compatibility with surrounding communities and is consistent with the General Plan.*

> ***Objective LU-1.1:*** *Create the most advantageous economic and environmental balance of build-out land uses based on community and regional characteristics.*
>
> > ***Policy LU-1.1a:*** *Continue to evaluate the appropriate mix of land uses to achieve the desired mix of residential, employment, and public uses.*

Objective LU-1.2: *Encourage urban growth in a planned, orderly manner with high quality development and sustainable urban development patterns.*

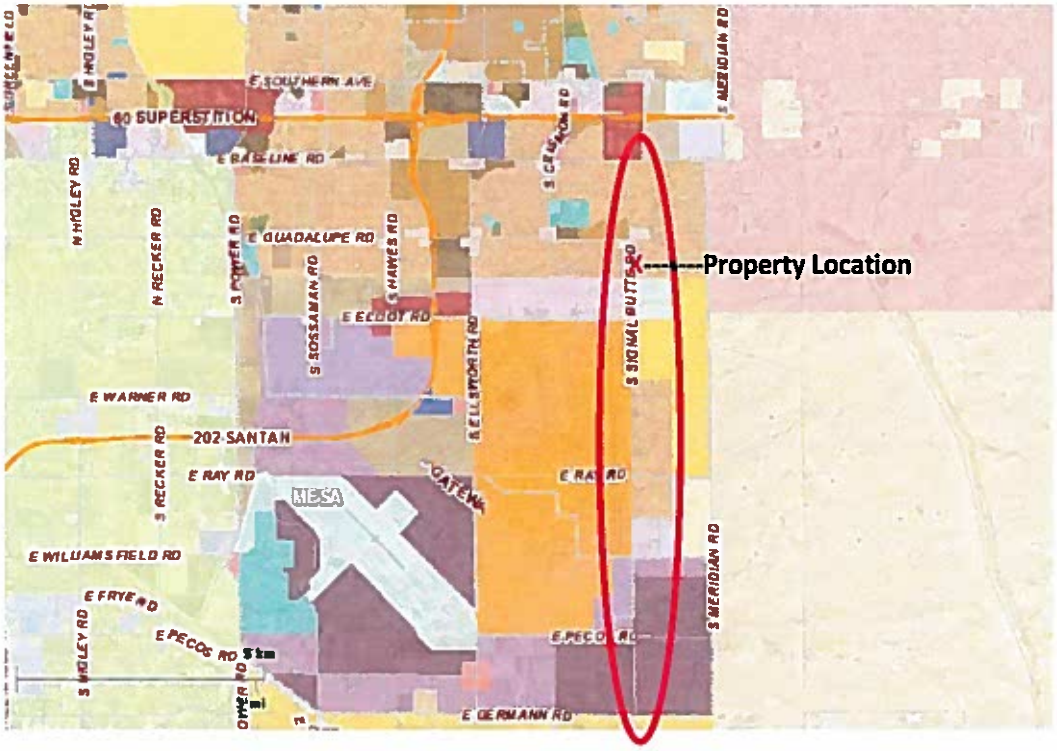
> ***Policy LU-1.2b*** *Update the planning-related ordinances and programs to implement the General Plan and to encourage creative and innovative design in constructing subdivisions that promote both sustainability and a sense of community.*

Goal LU-4: *Provide for adequate supply of commercial acreage and space that provides increasing levels of annual sales tax to the City.*

> ***Objective LU-4.2:*** *Encourage the development of commercial type uses that support a fiscally sound community.*
>
> > ***Policy LU-4.2b*** *Attract land uses that generate revenue to the City, while maintaining a balance of other community needs such as housing, open space, and public facilities.*

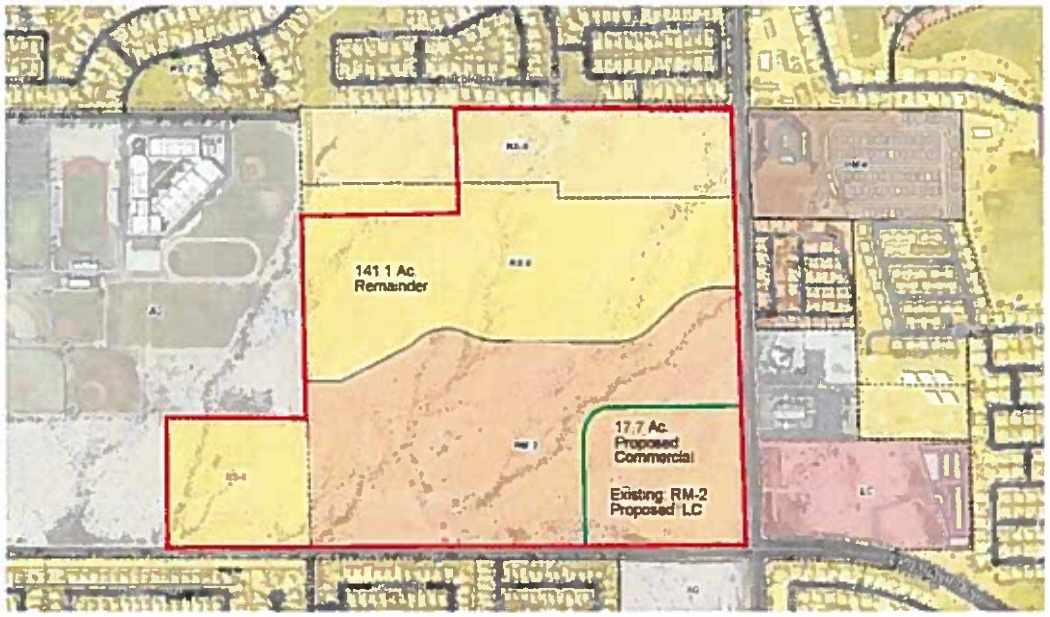
RESPONSE:

Signal Butte Road is a major transportation corridor that provides access to several large subdivisions surrounding this property and to its south. This parcel is located within the large formerly State Trust land located north of Guadalupe Road and the remainder of the property is anticipated to develop with hundreds of new single family homes. Existing subdivisions surround this site to the north, west, south, and east. Located further south along Signal Butte Road is Bella Via, Eastmark, and a recently approved project referred to as Signal Butte 105. Cumulatively, these projects have well over 2000 homes and there are currently no other commercial corners south of Baseline Road providing services to these communities. Staff and the Planning and Zoning Board have both discussed this problem in recent meetings and public hearings, noting the lack of commercial services in the area. Existing and future residents of these projects currently have to drive 3 to 4 miles north on Signal Butte Road to reach basic services at Baseline Road. The proposed grocery store will provide necessary and more convenient, commercial services to thousands of Mesa residents. The following aerial with General Plan designations illustrates the lack of commercial on Signal Butte Road:



5. REZONING REQUEST: LIMITED COMMERCIAL (LC) ZONING DISTRICT

We are requesting to rezone the proposed commercial portion of the property from RM-2 to LC. The following graphic illustrates the parcel and surrounding zoning districts



Per Table 2.2 in the Land Use section of the General Plan: Correlation Between Land Use and Zoning of the General Plan, the LC zoning district is identified as a compatible zoning district within the proposed Community Commercial land use designation. The purpose of the LC zoning district specifically cites grocery stores as an intended use, and its purpose is more clearly explained as follows in this excerpt from the Mesa Zoning Ordinance, Chapter 6 (Commercial and Mixed Use Districts):

> *"to provide areas for indoor retail, entertainment and service-oriented businesses that serve the surrounding residential trade area within a one-to-ten-mile radius. Typical uses include, but are not limited to, grocery store and additional large-format store anchored tenant shopping center with additional drug stores, fast-food restaurants, hardware and building supply stores, gas stations with convenience stores, and restaurants and cafes".*

The proposed 123,000SF grocery store is considered a large-format building. Therefore, the LC zoning district is appropriate for this project.

6. SPECIAL USE PERMIT – FUEL CENTER

Also proposed is a Fry's fueling center with a 176 SF kiosk that is subject to approval of a Special Use Permit. To ensure compatibility with the surrounding neighborhood, Section 11-70-5E stipulates approval shall be based on the following required findings:

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

2. *The location, size, design, and operating characteristics of the proposed project are consistent with the purposes of the district where it is located and conform with the General Plan and to any other applicable City plan or policies.*

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

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

RESPONSE:

The Zoning change being sought allows a fuel center by Special Use Permit. This project is a typical fuel center with a small kiosk and associated canopy, tanks, and dispensers. The use and operation is consistent with, and similar to, existing similarly developed sites in the surrounding area.

This project will provide no unusual or detrimental impacts on public health, safety, or welfare. Noise will be minimal, which is consistent with the use. No smoke, dust, vibration or odor issues are anticipated for this use. Odors associated with fueling operations are eliminated through the use of Stage I and II Vapor Recovery techniques. Lighting will be directed away from surrounding areas and meet code requirements.

Typical safety guidelines and techniques associated with fuel center operations will be implemented to minimize risk of hazards to persons.

This project is located in a well-developed area of the City. All public services, facilities, and infrastructure are available to serve this project.

7. SITE PLAN APPROVAL - PROJECT CONSISTENCY WITH CITY REQUIREMENTS

The City of Mesa has established design principles to ensure the goal of enhancing the built and natural environments while mitigating project impacts of adjacent development.

Site layout has been designed in accordance with the Development Standards for commercial and mixed use districts, Chapter 6, and General Site Development Standards, Chapter 30, of the Mesa Zoning Ordinance. Pedestrian connectivity for the surrounding residential developments are improved with proposed public access walks along both Signal Butte Road and Guadalupe Road, as-well-as internal connectivity from the public walks through the parking field to the buildings. These pedestrian connections will be enhanced with shade/landscaping and alternate paving treatments in some locations to provide a comfortable, and safe connection point for people arriving at the site on either foot or bicycle. Future transit service by Valley Metro is anticipated on both arterials and we anticipate considering those future transit stops and pedestrian needs while developing the site plan.

Three access drives are proposed on each of the two streets with deceleration lanes anticipated to be provided off the public roadways for each entrance, except where property distance constraints prohibit their use. The deceleration lanes will help to mitigate interruptions to traffic flow along each arterial for the anticipated traffic trips expected with this project. The public roads will also undergo pavement widening improvements as a result of this development's required off-site improvements. The widening of Signal Butte Road will include a raised center median. However, the design of the median will be modified from the City of Mesa standard detail M-46.03.02 to allow the incorporation of a dedicated left turn stacking lane for safe access to the project. The design of the parking field provides for safe maneuvering and efficient circulation of vehicles and conforms to emergency access requirements.

The design of the buildings takes queues from the building design standards, ensuring compatibility not only with the standards but also with the surrounding neighborhood. Roof-top mechanical equipment is screened from public view. Additional architectural review of this project will be provided through a future Design Review Board application.

The proposed building and landscape setbacks will provide a visual buffer for potential residents to the west and north, subsequently screening from view the rear of the building and loading areas. Along the south and east boundaries, a combination of softscape and hardscape materials will be used to create an overall pedestrian-level experience. The plant palette will incorporate indigenous and low water use plant material. Trees and shrubs will be carefully selected and designed to complement the architecture, blend with the surrounding environment and relate to the adjacent uses.

8. GENERAL HEALTH, WELFARE, and SAFETY

This project will provide no unusual or detrimental impacts on public health, safety, or welfare. Noise will be minimal, which is consistent with the use. No smoke, dust, vibration or odor issues are anticipated for this use. Lighting will provide for necessary onsite security while also being directed away from surrounding areas and meeting code requirements.

No unusual traffic volumes or characteristics are anticipated and the adjacent arterials are sufficient to handle all traffic demands commonly associated with grocery store and fueling facility.

9. CONCLUSION

The proposed Minor General Plan Amendment, Rezoning, Special Use Permit and Site Plan Approval requests are consistent with the vision of the Mesa 2025 General Plan of providing goods, services, and sales tax revenues to the residents of the City of Mesa. The proposed grocery store and retail development will provide much needed commercial services to the residents of several communities along Signal Butte Road that are currently underserved with the lack of commercial development along this corridor. The property's site plan has been designed to conform with all development standards of the Mesa Zoning Ordinance while providing adequate buffering to adjacent residents.

BROWN GROUP, INC.

CRESCENT RIDGE

COMMERCIAL DEVELOPMENT

Minor General Plan Amendment, Rezoning, Special Use Permit and Site Plan Approval

---

Final Citizen Participation Report

Northwest Corner | Signal Butte and Guadalupe Roads

SUBMITTED TO:
CITY OF MESA PLANNING DIVISION
DEVELOPMENT AND SUSTAINABILITY DEPARTMENT
Mesa, Arizona

APPLICANT:
SUSTAINABILITY ENGINEERING GROUP

Prepared: June 4, 2014

Case No.: PS14-016 (PLN2014-00105)

8280 E. Gelding Dr., Suite 101
Scottsdale, AZ 85260

PURPOSE

The purpose of this Citizen Participation Report is to document the results of the implementation of the Citizen Participation Plan for the proposed Crescent Ridge Commercial Development locate at the NWC of Signal Butte Road and Guadalupe Road. This report provides evidence that citizens, property owners, neighborhood associates, agencies, and interested parties in the vicinity of the site have had adequate opportunity to learn about and comment of the proposed plans and actions addressed in the application. Comments, sign-in lists, and other materials are attached:

CONTACT

All questions and/or comments related to this proposal should be directed to:

Ali Fakih
Sustainability Engineering Group
8280 E. Gelding Dr.
Suite 101
Scottsdale, AZ 85260
(480) 588-7226
ali@azseg.com

PRE-APPLICATION MEETING

The pre-application meeting with City of Mesa planning staff was held on March 17th, 2014. Staff reviewed the application, provided initial comments, and recommended that adjacent residents, HOA's and nearby registered neighborhoods be contacted.

ACTION PLAN

• INITIAL NOTIFICATION

In order to provide effective citizen participation in regards to this application, the following actions have been taken to provide adequate opportunity to adjacent landowners or any other potentially affected individuals, agencies, or organizations to learn of and address any and all real or perceived impacts these requests may have on individuals, properties, or the community:

A. A contact list has been created for all entities in the area potentially affected by this development which includes:
    1) All registered neighborhood associations within 1 mile of the project
    2) All Homeowners Associations within 1 mile of the project
    3) Neighboring landowners within 1000 feet of the project.
B. A notification letter has been created that provides a description of the project, including a site plan with vicinity map. The neighborhood notification letter is the

first opportunity for interested parties to learn of the proposed Minor GPA/rezoning/site plan. Contact information is included within the letter for interested parties that need additional information or have questions.

C. A neighborhood meeting took place in the library of Desert Ridge High School, 10211 E. Madero Ave in Mesa on May 29th at 5:30 pm. The applicant presented an overview of the proposals and exhibits prepared to clarify the project intent. Minutes were taken and sign-in sheets were completed by attending citizens.
   - Presenting team members included Ali Fakih and Steve Counsell from Sustainability Engineering Group, Todd Kjar with Brown Development Group, and Chris Miller with Fry's.
   - A copy of the sign-in sheets are provided in Appendix B. Seventeen (17) citizens attended. Thirteen (13) indicated their positive support for the project and two (2) indicated they did not support the project. They indicated the reason for non-support was their perception that the project would create a negative impact on the traffic. Two citizens did not indicate their support preference.
   - A copy of the meeting minutes is also included in Appendix B. This minutes provide the citizen concerns and/or comments and the associated responses provided by the project team.
   - No written comments were received by the citizens and communication with City planning staff revealed no comments have been provided to the City to date.

• PUBLIC HEARING NOTIFICATION

Notices for the public hearing have been provided by our office to staff for mailing by the City of Mesa Staff. Refer to Appendix C for a copy of this notification. The notices include the following:

1) All registered neighborhood associations within ½ mile of the project.
2) All Homeowners Associates within ½ mile of the project.
3) Neighboring landowners within 500 feet of the project.

TENTATIVE SCHEDULE

Pre-Application Meeting – 3/17/2014
Citizen Participation Plan (updated) – 5/13/2014
Neighborhood Notification – 5/14/2014
Formal Filing – 04/07/2014
Neighborhood Meeting – 05/29/2014
Post Property – 06/04/2014
Public Hearing Notification – 05/30/2014
Citizen Participation Report – 06/04/2014
Planning and Zoning Board Meeting – 06/18/2014

City Council Hearing – Introduction of Ordinance – 08/04/2014
City Council Hearing – Adoption of Ordinance – 08/04/2014

APPENDIX "B"

Neighborhood Meeting Information

MEETING MINUTES

Subject:	Crescent Ridge Commercial Development Fry's Marketplace 686 Neighborhood Meeting
Location:	Desert Ridge High School Library
Date:	May 29, 2014
Time:	5:30 P.M.

Ali Fakih, Principal of Sustainability Engineering Group (SEG) introduced himself and provided an introductory discussion of the overall project concept and intent. Major points of this project introduction included:

- This project was initially proposed on the SWC of this intersection (Signal Butte Rd. & Guadalupe Rd.). The current proposed location (NWC of the intersection) provides more flexibility and allows additional commercial and retail to be part of the development.
- The upcoming public hearing is for a request for a Minor General Plan Amendment, Rezoning, and Site Plan Approval to allow the commercial development. A Special Use Permit is required to allow the proposed Fuel Center.
- Fry's is a committed anchor for the overall parcel which is developer driven (Brown Development Group, Inc.).
- This commercial parcel is part of a 180 acre parcel with the remainder being proposed as a residential subdivision. These two projects are independent in terms of going through the entitlement process.
- A major focus of this development is pedestrian connectivity for the surrounding neighborhoods and for the proposed adjacent residential project.
- This project will include major roadway improvements on both Guadalupe and Signal Butte. The roadways will be widened for six (6) lanes of travel
- Asked for the citizen's support.

Ali opened the discussion to questions from the residents. Todd Kjar from Brown Development Group and Chris Miller from Fry's were introduced and provided discussion for the following citizen concerns:

- Citizen concern: A woman stated she had recently been rear-ended trying to make a left into her subdivision. She asked if a traffic signal would be installed.

- **Response: Ali Fakih questioned the exact location and it was determined the area in question is further north than this project. It was explained that our responsibility for road improvements only include the parcel frontage. It was not known what improvements would occur for the area in question.**

- Citizen asked: What is the anticipated time line?
  - **Response: Chris Miller indicated the hope is for possible construction to start late 2014 or early 2015. The store should be open in 2016. However, it is still early in the entitlement phase so no definitive dates can be provided.**

- Citizen concern: Residents asked about the impact to traffic, were concerned about the potential increase and also the impact on pedestrians crossing the street.
  - **Response: Todd Kjar explained the road widening and that this improves the flow of traffic. The impact of increased traffic of this project will be insignificant compared to other new developments such as Apple, Grand Canyon College, etc. Pedestrian connectivity will be improved with the new sidewalks, modified intersection traffic signal / crosswalks.**
  - **Discussion continued with concern of traffic, including impact to the west and if a traffic study is required. A supportive citizen described the road widening with respect to our frontage and the improvement it would make on current conditions. Ali responded that a traffic study for this development is not required and described aspects of the road improvements versus the potential impact of this site in comparison with other, larger impact, developments being proposed in the area and the future.**
  - **Response: Citizen proposed that if Fry's is there or not, traffic will be increased due to the realization of the growing area. A second resident restated the same idea that Fry's traffic in not a major concern given anticipated growth.**

- Citizen asked: Once construction has begun, how long until completion?
  - **Response: Construction can take 9 to 15 months to complete.**

- Citizen asked: Recognizing the pad areas, are there any commitments for restaurants, etc.?
  - **Response: Todd Kjar indicated there has been very good interest shown for the site. He described the process of choosing who comes in to the pad and that no decisions have be finalized to date.**

- Citizen asked: How does the development compete with Walmart?
  - **Response: Chris Miller spoke to the freshness of the product Fry's is committed to. The grocery store is proposed as a Marketplace. This will have upgraded amenities compared to a conventional grocery store or a Walmart. Service is also a key.**

- Citizen asked: How is the project financed?
  - **Response: Chris Miller responded that Fry's is part of a larger corporate umbrella and the grocery store part of the project is self-financed. As a condition of being an anchor within a development Fry's requires the Developer be bonded to ensure their financial responsibility. Fry's is responsible for approximately 70% of the development costs.**

- Citizen asked: What is the relationship/roles of the parties?
  - **Response: Chris Miller reiterated that he is with Fry's as the real estate coordinator. Todd Kjar is the developer. SEG team is the civil / site engineers for the project.**

- Citizen asked: Has (Todd) been involved with similar project?
  - **Response: Todd indicated that he is currently developing a similar project, with a Fry's, at the old Sundome in Sun City. He also discussed his involvement with project across most of the states, except in the northeast.**

- Citizen asked: What is the relationship/roles of the parties?
  - **Response: Chris Miller reiterated that he is with Fry's as the real estate coordinator. Todd Kjar is the developer. SEG team is the civil / site engineers for the project.**

  - **Response: Citizen proposed that if Fry's is there or not, traffic will be increased due to the realization of the growing area. A second resident restated the same idea that Fry's traffic in not a major concern given anticipated growth.**

Chris Miller closed with a statement of commitment to listen to the citizens and encouraged them to contact him, or the council person with any concerns or to express support. Ali also provided contact information on encourage the residents to voice their support. Todd Kjar reminded the residents of the upcoming Blanford neighborhood meeting for the proposed residential project.

Meeting concluded.

500 FT NOTIFICATION

CONTEXT AERIAL MAP

NORTH

SEG
SUSTAINABILITY ENGINEERING GROUP
17767 N PERIMETER DR #A107, SCOTTSDALE, ARIZONA 85255
WWW.AZSEG.COM TEL: 480.588.7226

BROWN DEVELOPMENT GROUP, INC
7508 E Camelback Rd
Scottsdale, AZ 85251
Office: 480.483.2772
Fax: 480.483.7171

PROJECT
CRESCENT RIDGE MARKETPLACE

LOCATION
E. GUADALUPE RD & S. SIGNAL BUTTE RD
MESA, ARIZONA

DRAWN	MILES
DESIGNED	MILES
CHECKED	COUNSELL
PROJ. MGR.	FAKIH

DATE: 04/04/2014
ISSUED FOR: CPP

JOB NO. 140186

SHEET TITLE:
500 FT NOTIFICATION

THIS DRAWING IS AN INSTRUMENT OF SERVICE AND THE PROPERTY OF SUSTAINABILITY ENGINEERING GROUP, AND SHALL REMAIN THEIR PROPERTY. THE USE OF THIS DRAWING SHALL BE RESTRICTED TO THE ORIGINAL SITE FOR WHICH IT IS PREPARED AND PUBLICATION THEREOF IS EXPRESSLY LIMITED TO SUCH USE.

1000 FT NOTIFICATION

CONTEXT AERIAL MAP

NORTH

SEG
SUSTAINABILITY ENGINEERING GROUP
17767 N PERIMETER DR #A107 SCOTTSDALE, ARIZONA 85255
WWW.AZSEG.COM TEL 480 588 7228

BROWN DEVELOPMENT GROUP, INC
7500 E Camelback Rd
Scottsdale, AZ 85251
Office: 480.483.2772
Fax: 480.483.7171

PROJECT
CRESCENT RIDGE MARKETPLACE

LOCATION
S. SIGNAL BUTTE RD & E. GUADALUPE RD
MESA, AZ

DRAWN	MILES
DESIGNED	MILES
CHECKED	COUNSELL
PROJ. MGR.	FAKIH

DATE: 04/04/2014
ISSUED FOR: CPP

JOB NO.: 140186

SHEET TITLE:
1000 FT NOTIFICATION

THIS DRAWING IS AN INSTRUMENT OF SERVICE AND THE PROPERTY OF SUSTAINABILITY ENGINEERING GROUP, AND SHALL REMAIN THEIR PROPERTY. THE USE OF THIS DRAWING SHALL BE RESTRICTED TO THE ORIGINAL SITE FOR WHICH IT IS PREPARED AND PUBLICATION THEREOF IS EXPRESSLY LIMITED TO SUCH USE.