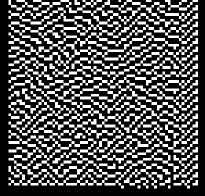


Stucco 1

Sherwin-Williams Destiny (SW 6274)



Sherwin-Williams Tavern Taupe (SW 7508)



Stucco 3

Sherwin-Williams Cloak Gray (SW 6062)



Sherwin-Williams Rugged Brown (SW 6062)

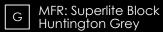




Weathered or Painted Steel



Exp. 9/30/2019



Aspen 15% Charcoal 25% **Huntington Grey** 25%Walnut Creek 25%





TODD & ASSOCIATES, INC.

ARCHITECTURE PLANNING LANDSCAPE ARCHITECTURE 602.952.8280p www.toddassoc.com



Fiesta VillageApartments • Mesa, Arizona Project Number: 16-2012-01 • Date: 1-29-18 Design Review Submittal



SITE PLAN REVIEW PROJECT NARRATIVE

The Landing at Fiesta Village

Northwest Corner of Southern Avenue and Alma School Road Mesa, Arizona



1st Submittal: January 29, 2018

Zoning Case No. PLN2018-_____

DEVELOPMENT TEAM

Developers	PB Bell Chapin Bell / Mike Trueman 8434 N. 90th Street, Ste 100 Scottsdale, AZ 85258 Phone: (480) 951-2222 Email: mtrueman@pbbell.com
Applicant/Representative	Withey Morris, PLC Adam Baugh / Kirste Kowalsky 2525 East Arizona Biltmore Circle, Suite A-212 Phoenix, AZ 85016 Phone: (602) 230-0600 Email: adam@witheymorris.com
Land Planning Architect	Todd & Associates, Inc. Stan Thompson / Scott Pieart 4019 N. 44th Street Phoenix, AZ 85018 Phone: (602) 952-8280 Email: sthompson@toddassoc.com; spieart@toddassoc.com
Civil Engineer	Hilgart Wilson, LLC George Krall 2141 E. Highland Avenue, Ste 250 Phoenix, AZ 85016 Phone: (602) 490-0535 Email: gkrall@hilgartwilson.com

TABLE OF CONTENTS

A.	Introduction	3
В.	Property Location	Error! Bookmark not defined.
C.	PAD Request and Compliance	Error! Bookmark not defined.
D.	Project Overview & Description	Error! Bookmark not defined.
Ε.	Development Standards and Deviations	Error! Bookmark not defined.
F.	Description of Proposal	Error! Bookmark not defined.
G.	Summary	Error! Bookmark not defined.

LIST OF EXHIBITS

Context Aerial & Parcel Map	Tab 1
Existing Zoning Maps	Tab 2
Conceptual Site Plan	Tab 3
Conceptual Monument Sign Imagery	Tab 4

A. INTRODUCTION

The applicant is requesting Site Plan Review for the residential component of an exciting mixed-use development that will be a strong, viable redevelopment for the City of Mesa and the adjacent properties. The Fiesta Village Mixed Use includes uses that are compatible with the adjacent uses and surrounding properties and will serve and support the area.

B. PROPERTY LOCATION

Fiesta Village (the "Property") is an approximate 17.85 gross/15.33 net acre development located at the northwest corner of Southern Avenue and Alma School Road in Mesa, Arizona. The Property is comprised of multiple parcels identified as APNs 134-28-380, -381A, -382, -383, -384. The Property is an empty shopping center with various pad parcels and buildings. The Property was originally developed in 1979 and expanded with pad buildings over time. See **Exhibit 1 –Context Aerial & Parcel Map.**

The Property is currently zoned Limited Commercial (LC) with a pending rezone application for PAD RM-5 and PAD LC. To the north is a multi-family community zoned RM-4. To the east is a commercial shopping center zoned LC. To the south is the Fiesta Mall zoned LC. To the west is another commercial shopping center zoned LC. **Exhibit 2 – Existing Zoning Maps**

The development is bound by Alma School Road on the east, Southern Avenue on the south; and Stewart Street on the west and an existing multi-family development on the north. The overall site area consists of approximately 15.33 net acres. The commercial component has approximately 5.13 net acres and the multi-family residential has approximately 10.2 net acres respectively.

C. PAD REQUEST AND COMPLIANCE

For many years, the Property has had zero economic activity and minimal development interest largely due to a shift in area demographics and a change in commercial shopping patterns. Online shopping created a conscious customer - one who knows where, how and when to find the best value. But despite its tremendous personal benefit, it has played a big part in not only shifting shopping patterns but also in real estate holdings, development deals and zoning patterns. The shift in shopping trends has vexed retail development at this location. With the advent of online shopping and free shipping, traditional brick and mortar stores find it increasingly difficult to compete. The adjacent Fiesta Mall is a prime example of this impact.

Additionally, the size and shape of the property present some unique challenges. The size is simply too large to be developed entirely retail given the oversaturation of commercial uses already in the immediate area. Further, there are two out-parcels under separate ownership that impact the site access, layout, and overall function.

In recognition of the area's existing commercial developments, surrounding demographics, and evolving retail patterns, WM Grace Companies has re-envisioned the Property as a blend of retail, restaurant and multi-family uses that create project synergy and support one another. Together with PB Bell, WM Grace Companies proposes to redevelop the Property for an urban multi-family residential community with support retail and restaurant uses.

To that end, this application requests to rezone the Property to Planned Area Development (PAD) for commercial (LC) and multi-family uses (RM-5). This request is consistent with purpose statement 11-22-1 (G). The PAD application will allow multiple land use activities organized in a comprehensive manner. It allows the overall project to be designed to work together in common and in a synergistic manner to the benefit of the project and the neighboring area. Indeed, the general plan states that "overlay districts and the Infill Development District may be considered in any character type as appropriate to address the needs of the neighborhood."

The PAD allows the overall project to be developed in phases by using a conceptual development plan and deferring specific plan approval for a future date. In this case, a companion Site Plan Review application for the multi-family component is included. A Site Plan Review application for the commercial component will be filed at a future date once details and building elevations are refined, and said plan shall generally conform to the **Conceptual Plan - Exhibit 3**.

D. PROJECT OVERVIEW & DESCRIPTION

The intent of the mixed-use development is to provide convenient retail services to the residents in the neighborhood and bring employment and new commercial opportunities to the immediate area. It is the desire of the proposed development to encourage interaction and use between the retail and residential components of the project by utilizing common architectural and landscape elements; pedestrian linkages between the uses; common ingress and egress; and a central open space amenity.

The multi-family component is a gated community with 220 units consisting of 100 one-bedroom units, 96 two-bedroom units, and 24 three-bedroom units with an approximate 7,438 square feet clubhouse and 1,942 square feet fitness building. Amenities include fitness center, pool/spa, ramada/outdoor kitchen area, game court, dog park, dog wash, tot lot and a community park/open space area. The residential buildings will be three (3) stories in height and two-story carriage buildings. These carriage buildings include six garages on the ground floor with 2 units above the garages.

The applicant proposes to make a significant investment in this area. The street frontage along Alma School Road will be improved providing a detached linear 6-foot sidewalk and adding street trees to provide pedestrian shade, including pedestrian connections at the intersection corner. Southern Avenue will include new landscaping and pedestrian connections with trellis as a gathering spot for customers to walk to retail buildings. Southern Avenue will be the main entry into the mixed-use development. The pedestrian sidewalks will have shade from trees and trellises that line the main drive.

This development will provide a much-needed improvement to an otherwise blighted site and will help implement the City's vision for the Fiesta District. The high-quality nature of this development will complement the mix of residential and commercial uses in the surrounding area.

The applicant's design is aimed towards creating a unique, identifiable area for Mesa that is an economically vibrant, pedestrian-friendly, and an active, urban destination. This development is a key part of the overall revitalization of the Fiesta District. This is accomplished through the integration of land uses, attractive building design, street improvements, outdoor dining, plazas and gathering spaces, and shaded areas as suggested by the Fiesta District Design Handbook.

The residential buildings facing Stewart Road interact with the street and engage a pedestrian environment. The commercial building at the intersection is placed forward toward the sidewalk and parking is placed behind.

Finally, the applicant will work together with the City to incorporate unique branding and a sense of place. As an example, the "Fiesta" icon is incorporated into the monument signage at **Tab 4 – Conceptual Monument Sign Imagery**. The applicant will explore ways to strengthen the branding through the use of colors, signage, festive banners, lush landscaping and active pedestrian opportunities that will help transform this major City employment center to "THE" place of destination within the metro area.

E. DEVELOPMENT STANDARDS

The separate PAD document sets forth and establishes development standards and guidelines for the Landing at Fiesta Village. Building heights, building setbacks, landscape setbacks and development standards shall be compatible RM-5 standards of the City of Mesa Zoning Code, except as modified by the PAD, and represented in the table below.

Residential (RM-5) PAD Standards:

Standard	PAD RM-5
Minimum Lot Width:	
•Multiple-Family Residential	60'
Minimum Lot Depth:	
Detached Single-Family Dwelling or Multiple- Family Residential	65'
Maximum Density	43 D.U./Net Acres
Minimum Density	20 D.U./Net Acres
Minimum Lot Area per Dwelling Unit sf	1,000 sf
Maximum Height (feet)	50'
Minimum Yards (feet):	
•Front & Street-Facing Side	0,

•Interior Side & Rear: Adjacent to RS District:	
1-story building	N/A
2-story building	N/A
3-story building	N/A
•Interior Side & Rear: Adjacent to RM District:	
1st Story	North Property line - 15
Each Additional Story	Each Additional Story - 0'
•Setback at Street Intersections for Buildings and Parking Areas – minimum radius (feet)	0'
•Maximum Yard – Front & Street Facing Side	10'
•Minimum Separation between Bldgs. On Same Lot	
One-story building	None Required
Two-story building	None Required
Three-story building	None Required
Detached Covered Parking	None Required
•Maximum Building Coverage (% of lot)	65%
Minimum Open Space (sq. feet/unit)	120 sf/unit

F. DESCRIPTION OF PROPOSAL

This development proposal will transform a challenged infill site into a productive use and complies with the goals and stated purpose of the PAD overlay. The project incorporates high-quality materials to create efficiencies associated with sustainable development practices and will promote pedestrian activity within the project and the surrounding area.

The redevelopment of this infill center will bring about positive physical changes to improve the visual environment along Southern Avenue and will help spur revitalization along this key corridor. The project's architectural design and development standards further the City's long-term land use goals for this Property improve upon the identity of the surrounding area.

Site Concept, Design & Layout

The "Overall Concept" is to develop a high quality mixed-use development that will offer future residents the opportunity to live in a residential community with a wide variety of amenities and services (new commercial uses). Consistent with the City's General Plan and good planning principles, the proposal will provide medium-high density residential adjacent to major transportation routes (Southern Avenue and Alma School Road). Such planning provides the opportunity for people to live, work, shop and dine within close proximity to major employment areas and commercial developments, reducing trips, trip lengths, travel times and environmental impacts.

The conceptual design for The Landing at Fiesta Village provides the following design elements:

- 1. Walkability To encourage walking, a development must first have a dense mixture of uses, connectivity of streets and open spaces design for people. The site provides a mixture of residential and commercial uses; small block network for connectivity; well-defined private open spaces and public community open space; buildings close to the street, shaded streets and sidewalks.
- 2. Socialization and Participation of People The proposed development provides a variety of places for "Pedestrian Pause," places for seating, dining and socializing and places to see and be seen.
- 3. Physical Comfort and Safety The proposed development provides opportunities for usable common open spaces (pool/spa, outdoor kitchen, fitness center, game court, Dog Park, and playground and various passive courtyards areas) and a public shaded open space amenity located between residential and commercial uses.
- 4. Sense of Place The proposed development provides a visual interest for pedestrian and passerby by incorporating the following items: modern, warm and inviting architectural elements and materials; unite the indoor and outdoor and invite people inside; entry portal, frequent building entrances and windows at pedestrian height; provide shade and ease of movement with tree lined streets/drives.

Architectural Design & Theme

The intent of the mixed-use development (commercial and multi-family) is to provide the following:

- 1. Convenient retail services to the residents in the neighborhood,
- 2. Bring employment and commercial opportunities to the immediate area, and
- 3. Provide quality multi-family residential to the neighborhood.

The project will reflect thoughtful architectural design and quality materials through building massing, roof planes and a variety of materials such as stucco, masonry, metal elements and tinted glazing. The architecture will be a contemporary design character for both the commercial and multi-family residential which will provide varying materials and colors to provide visual movement and is human in scale. The result is a residential community that is inviting to the public, encourage interaction and harmony between the multi-family, commercial and the adjacent neighborhood.

The dwellings are clustered around several open space areas which provide numerous activities such as swimming (pool and spa), exercising (fitness center), socializing and playing (court games, Dog Park and playground). Also, there is a central community open space located in between the multi-family and commercial stores where residents, commercial customers and the neighborhood can come and relax and enjoy the community space. Careful attention has been paid to the architectural detailing, providing ample open space, linking to streetscape and adherence to the City's Fiesta Village Design Guidelines.

The unique architectural design reflects the contemporary southwest style which has been promoted within the community. The style features stucco, masonry, metal elements and tinted glazing to create its own architectural character palette of materials and colors that along with massing and roof planes achieve a variety of shade and shadows that create a diverse streetscape. Balcony rails and other features are created from vertical steel balusters, painted to establish details that heighten visual interest and positively interact with all sides of the community especially the commercial component.

An additional feature of this project is Crime Prevention Through Environmental Design (CPTED). CPTED is a multi-disciplinary approach to deterring criminal behavior through environmental design. CPTED strategies rely specifically upon altering the physical design of the communities in which humans reside and congregate in order to deter criminal activity is the main goal of CPTED. CPTED principles of design, incorporated into The Landing at Fiesta Village, include natural surveillance by residents and employees ("eye-on-the-street"), access control, activity support (placing activity in a space so it becomes part of the natural surveillance system), maintenance and employee and resident checks.

Parking

Parking requirements for the residential community require 264 spaces for both residents and visitors combined; 391 spaces (1.77 spaces per unit) are actually provided. 391 spaces consist of 120 surface spaces, 6 surface parallel spaces, 220 covered spaces and 45 carriage building garages. Parking spaces for the residential shall be a minimum dimension of nine (9) feet by eighteen (18) feet and the drive aisle width of 26 feet.

Vehicular Access and Circulation

The proposed development circulation system emphasizes services to both pedestrian and vehicular movement as well as connectivity between the retail and multi-family residential. The internal network of pedestrian sidewalks within the residential development that provides connectivity to the clubhouse/leasing and main amenity areas is connected to the proposed sidewalk along the main east/west drive aisle located between the retail and residential.

Open Space and Amenities

There are abundant proposed open space amenity areas including the following:

- 1. A main pool area at the leasing/clubhouse consisting of a large pool and spa with adjacent fitness building and covered ramada for cooking and entertainment.
- 2. A secured/dog park and game court area immediately adjacent to the clubhouse.
- 3. A secured/covered playground area with play equipment and safety fall surfacing.

- **4.** A pedestrian plaza area with shade sails and seating as a public gathering space opportunity located between the multi-family and commercial parcels. The space is easily accessible from all parcels as well as from the Alma School street frontage.
- 5. Remote BBQ locations are provided throughout the site for convenient access from each building.
- **6.** A dog wash is provided in an interior space within building #2 immediately adjacent to the dog park.

Landscape

The proposed landscape for the development is designed to create a unified landscape theme to compliment the Fiesta District overall sense of place. The plant material selections are in conformance with the Fiesta District Design Handbook Guidelines. Particular attention will be given to the improvements along the public street frontages and the existing elements and features of the landscape and hardscape. The multi-family parcel provides ample open spaces for landscape and amenity spaces interior to the site. Trees are strategically located to provide optimum shade for pedestrian areas. The use of Date Palms is proposed at the main entry to define and accentuate the entrance. Landscape materials within the site and along the perimeter will include a variety of vibrant and dense low-water use vegetation in conformance with the table below as illustrated by the Conceptual Landscape Plan.

Landscape Standards	Proposed Standards
Minimum Setback along roads	Stewart Street – 5 feet
	Southern Avenue – 10 feet
	Alma School Road – 10 feet
Minimum Interior Setbacks	North Property Line: 15-feet
	Center Property Line: 0-feet
Perimeter Streetscape Planting Sizes	25% trees shall be 36" box or larger
	50% trees shall be 24" box or larger
	No trees less than 15 gallon
	50% shrubs shall be 5 gallon or larger
	No shrubs less than 1 gallon
	2 tree per 25-feet of street frontage
Shrubs	Min. six (6) shrubs per 25-feet of public street frontage
Parking Lot Area Planting Sizes	
	Min. 10% (Interior parking surface area (exclusive of
	perimeter landscaping and all required setbacks)
Trees	25% trees shall be 36" box or larger
	50% trees shall be 24" box or larger
	No trees less than 15 gallon
Shrubs	50% shrubs shall be 5 gallon or larger
	No shrubs less than 1 gallon

Lighting

Lighting for the development shall consist of the following elements:

A. Comply with the City's Night Sky ordinance.

- B. On-site lighting should complement and reinforce the architecture and design character.
- C. Special places such as curves, intersections, drop-off areas, pedestrian crossing should be illuminated for required pedestrian/vehicular safety.
- D. Parking and pedestrian lighting should complement the scale and style of the building architecture and should be spaces to meet the lighting requirements of outdoor areas relative to their anticipated uses; lighting should be shielded to reduce spill-over into adjacent development and open space areas.
- E. Residential Parking lot lighting will not exceed a maximum mounting height of 15 feet.
- F. Up-lighting for trees; accent lighting for shrubs and entrances; and silhouette lighting should be used to create special effects.

Grading and Drainage

While new development projects require 100-year, 2-hour storm event retention, this is an existing commercial center with no onsite retention. Currently all runoff is directed to the city storm drain system. The City of Mesa Director of Development and Sustainability Department wrote that "additional on-site retention of storm water is not anticipated" for this site in a letter dated October 8, 2010.

The pre- versus post- condition of the site is important to recognize. The pre-condition is no retention on site. All runoff is directed to the city storm drain system. The post-condition provides approximately 12,158 cubic feet +/- of retention. With the development of this project, the post-condition is substantially better in terms of retention than the pre-condition. The post-condition will lessen the burden on the city storm drain system.

This project will utilize on-site at-grade retention basins for both the multi-family and the commercial which will reduce the amount of runoff draining to the city storm drain system. The basins will range in depth from 6" to 1'. The runoff volume above the amount directed to the basins will be conveyed to the exact same location as the existing commercial storm drain system.

Sustainable Development Practices

This project is planned as a sustainable development. Energy efficiency in design and long-term operation along with thermal comfort in building and site design provide a better atmosphere for residents, customers, employees, and guests.

- This Project shall adopt the City of Mesa designated energy code (2009 IECC) and building codes (2006 ICC) that encourage the use of construction, energy efficient insulation levels and roofing materials with solar reflectance values which minimize heat island effects and attic heat gain in the buildings.
- Public building entries, loading areas and delineated pedestrian pathways shall be shaded with the use of building/architectural overhang elements and/or landscaping techniques.
- The Project shall reduce the heat island effect by using light colored roofs to provide a minimum roof SRI (Solar Reflectance Index).
- Low flow lavatory faucets, shower heads and toilets to reduce water consumption.
- Energy efficient HVAC systems.
- Low-E coating on windows.
- Controllability of systems and thermal comfort features.

- Providing bicycle parking areas to allow guests an opportunity to have an alternative mode of transportation.
- Use paints and coatings on the interior of the building that do not exceed the volatile organic compound (VOC) content limits established in Green Seal Standard.
- Drought resistant vegetation shall be incorporated throughout the project site in order to conserve water consumption.
- All plantings in public right-of-way shall be per the Arizona Department of Water Resources (ADWR)
 Phoenix AMA Drought Tolerant/Low Water Use Plant List.
- The landscape irrigation system will utilize low precipitation rate spray heads at the limited turf areas
 and drip irrigation to all non-turf landscape areas. The irrigation controller shall be a 'smart' controller
 with water saving functions and monitoring capabilities.

Phasing

It is anticipated that the street frontages, entryways and streetscape will be installed as part of the initial phase of development. Individual buildings (together with the necessary site work and infrastructure, for those buildings) will be developed within the Property as market conditions warrant. Ownership will submit plans to City Staff for each individual site and each individual phase to ensure proper and orderly development and to ensure that infrastructure is sufficient for each individual site/phase.

G. SUMMARY

Fiesta Village Mixed Use represents new reinvestment in the Fiesta District and is a tremendous opportunity for revitalization of a blighted property. The proposal complies with many goals, policies and objectives of the General Plan and implements some fresh ideas from the Fiesta District Design Handbook where possible.

The development will produce new infill residents, amenities, services and jobs. It provides benefits to the entire City of Mesa and should help spur new investment in the immediate area. The PAD sets forth an exceptional design and site planning that will have a positive influence on the area. In summary, this use is a substantial improvement for the Property, compatible with the surrounding area, and is appropriate land use planning.

TAB 1

Aerial Parcel Map

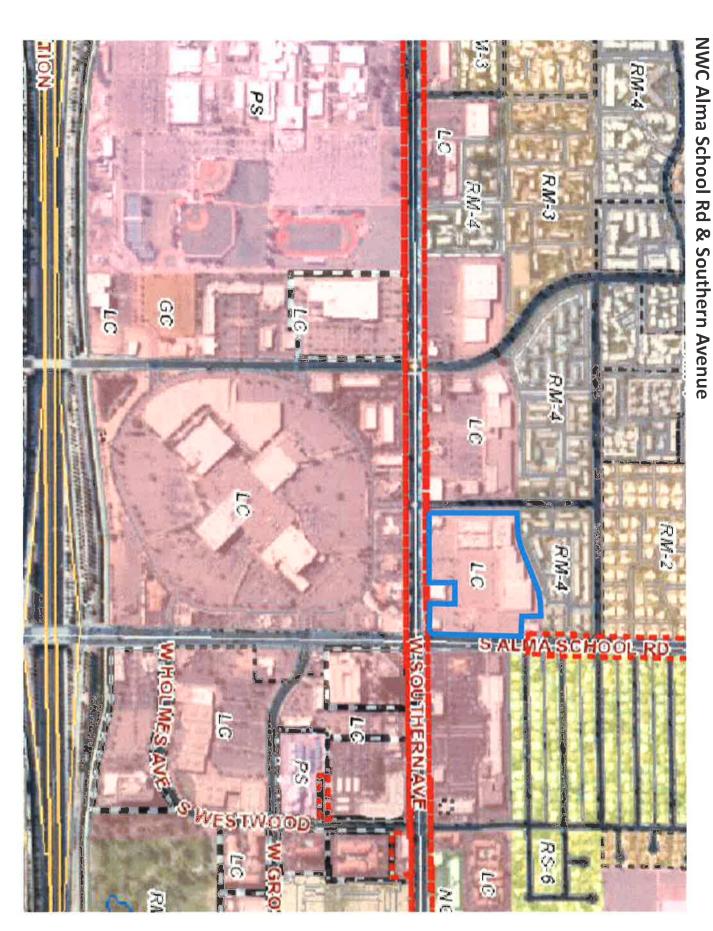
NWC Alma School RD & Southern Avenue



APN(s): 134-28-380; 134-28-381A; 134-28-382; 134-28-383; 134-28-384

TAB 2

Mesa Zoning Map (Existing Limited Commercial Zoning)



TAB 3













P.A.D. Submittal Project No. 16-2012-01 Date 01:29:18

TODD & ASSOCIATES, INC.

TAB 4

Sign
Manufacture and Install One(1) Internally Illuminated Monument Sign
Scale: 1/2" - 1"-0"

- Backed: 3/16" Acrylic Stud Mounted to the Face

Power: Ballasts in Sign
 Installation: On ASA Pipe and Footer at Customer Specified Location

- Vinyl: TBD Structure: Aluminum Angle Skinned with .090" Aluminum Painted to Match
 Faces: Routed .125 Painted to Match - Illumination: CWHO Fluorescent Lamps Monument Sign:



Engineering Specifications
All Signs Fabricated as per
A. Specifications & 2012 LB Electrical Specifications
III Signs Fabricated as por

P: (602) 272-9356 F: (602) 272-4608 BOOTZ & DUKE : TZ & DUKE Signs Customer: Fiesta Village alesperson: Andy Gibson ddress: Mesa, AZ

Signer: Kenney Welker Dale: January 22, 2018 Design # 180071-04 Revision: [4]~ 01-23-18

NOTE, ALL SIGNS MANUFACTURED BY BOOTZ AND DUKE SIGNS ARE 120 NOIT ANY OTHER VOLTAGE REQUIREMENTS <u>MUST BE IN WRITING.</u> THIS CUSTOM DESIGN IS THE EXCLUSINE PROPERTY OF ODOTZ & DUKE SIGN CO. OF PHOEMIL, An Izona. It may not be reproduced, copied, or exhibited in any fashion.





Sign (2)

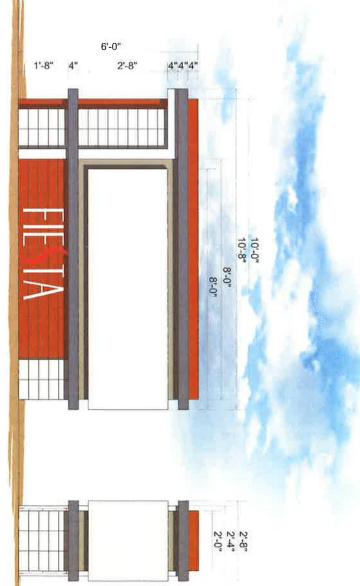
Manufacture and Install One(1) Internally Illuminated Monument Sign
Scale: 1/2" - 1"-0"

Monument Sign:
- Structure: Aluminum Angle Skinned with ,090" Aluminum Painted to Match
- Faces: Routed ,125 Painted to Match
- Backed: 3/16" Acrylic Stud Mounted to the Face

- Vinyl: TBD - Illumination: CWHO Fluorescent Lamps

Power: Ballasts in Sign
 Installation: On ASA Pipe and Footer at Customer Specified Location

Electrical Specifications
All Signs Fabricated as per
2011 N.E.C. Specifications





Customer: Fiesta Village Address: Mesa, AZ Designer: Kenney Welker lespersen: Andy Gibson **Design** # 180071-04 Page: 2 of 2 Date: January 22, 2018 Revision: [4]~ 01-23-18

NOTE: ALL SIGNS MANUFACTUREO BY BOOTZ AND DUKE SIGNS ARE 120 VOLT ANY OTHER VOLTAGE REQUIREMENTS MUST BE IN WRITING. THIS CUSTOM DESIGN IS THE EXCLUSIVE PROPERTY OF BOOTZ & DUKE SIGN CO. OF PHOENIX, ARIZDNA. IT MAY NOT BE REPRODUCED, COPIED, OR EXMIRITED IN ANY FISHION.

