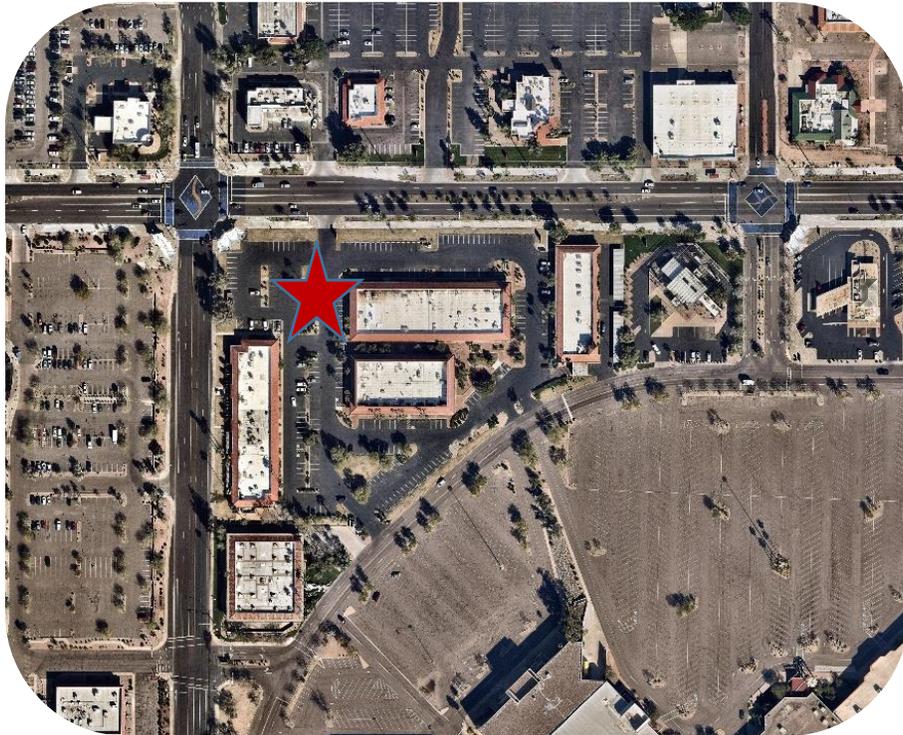


Narrative

Mesa Mercado Fiesta Center

1457 West Southern Ave

Mesa, AZ 85202



DECEMBER 2019

Prepared By:

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FIGURE 1: AERIAL EXHIBIT



Section I – Project Request

The purpose of this request is for Planning and Zoning approval an approximate 7-acre redevelopment of the Mesa Mercado Fiesta Center at 1457 West Southern in Mesa, AZ 85202. The Site is located within APN #134-26-810. The property is bound by West Southern Ave to the north, South Longmore Road to the west, and commercial property to the east and south. **See Figure 1: Aerial Exhibit.**

The proposed site related project updates consist of the following. All buildings onsite will receive a full façade makeover.

- Demolish a portion of Building C to create two separate buildings, Building C and F.
 - Add a proposed drive-thru restaurant to Building C with associated parking and landscape improvements.
 - Keep existing dental office tenant in Building F.
- Construct new restaurant on the hard corner of Longmore and Southern, Building E, with drive-thru
- Demolish a portion of Building D and reconstruct with proposed pedestrian areas and site access drive
- Construct two new driveway entrances off South Longmore Road
- Join Building A and Building B into one building
- Reconfigure parking and pedestrian amenities to the south of Building A/B
- Relocate ADA spaces to accommodate proposed development
- Adjust parking, sidewalks, and landscaping as needed to accommodate proposed development per the Mesa 2040 **General Plan** and Fiesta District Design Handbook
- Construct new driveway entrance off Southern Ave and modify existing turn lane taper to 60'
- Modify utilities and storm drain as needed to accommodate proposed development
- Create commercial condominium subdivision of the development

Section II – Existing Conditions

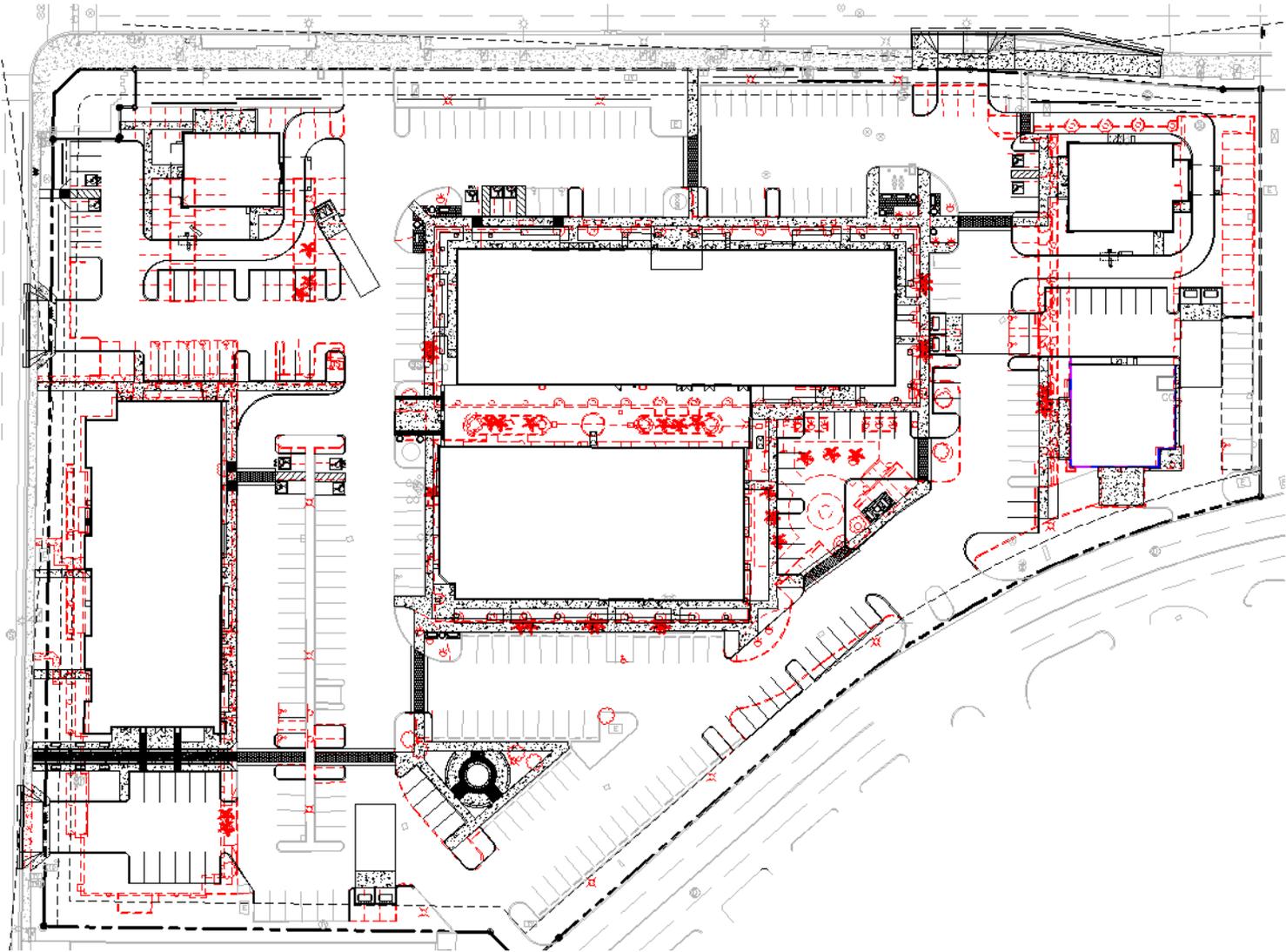
The site is developed and consists of four existing buildings. **See Figure 2: Existing Conditions Overlay Exhibit.** There are currently no access points to S Longmore Road, one access point to W Southern Ave, and three access points to W Fiesta Mall Loop. There are 4 existing buildings:

- Building A – one-story stucco, 21,131 SF
- Building B – one-story stucco, 16,481 SF
- Building C – one-story stucco, 11,744 SF
- Building D – one-story stucco, 22,747 SF

Section III – Demolition

The redevelopment will involve partial demolition of several buildings and their appurtenances.

FIGURE 2: EXISTING CONDITIONS OVERLAY EXHIBIT



Section IV – Architecture

The architectural component of this project includes exterior, related structural, and general improvements to existing buildings A, B and D, with new ground up construction for buildings C, E and F. The existing architectural theme pronounces an aesthetic that is currently isolated from the larger Fiesta District. The new architectural design intent serves to re-build a relationship among the Fiesta District nodes and the overall user experience through incorporation of the Mesa 2040 **General Plan** and Fiesta District Handbook. **See Figure 3: Color Elevations Excerpt.**

In order to reconcile this detachment, our intention is to reactivate the site, and create a place of interest that provides both curb appeal and access for automotive and pedestrian travelers alike. The revitalized architecture will encourage a “village-like” atmosphere as pedestrians explore multiple shopping stops via seamlessly incorporated wayfinding signage. Through the use of said wayfinding elements (under separate permit), the Fiesta District’s Design Principles will be reinforced while relating the subject site to the larger District. Safe circulation measures will encourage physical connectivity to each renovated building and engaging public space via means of paseos, driveways and alluring landscaped paths. The design supports walkability, modest speeds for motorists and permeability of the District to promote a regional mixed-use activity hub per Chapter 5 of the 2040 Mesa **General Plan.**

As proposed, the subject buildings are to be externally reconfigured to provide a unique architectural identity through the use of contemporary materials and arrangements. New buildings will be placed along the street’s edge to promote pedestrian activity as well as to visually connect businesses on opposite sides of the street. Similar building materials and colors will be integrated throughout the development providing a pleasing aesthetic for all visitors. The entire development will be brought into substantial conformance per the Fiesta District guidelines. The new development’s substantial conformance improvement permit (SCIP) will consider the demolition and reconstruction of existing buildings, the ending of existing conforming use, and the creation of the new non-conforming conditions. Although some portions of existing buildings are to be removed, the new work will provide a net gain of building area and will honor the principle of higher density in a quality urban environment.

Buildings A and B will be connected by a new atrium, replacing the existing outside open-air plaza space. The atrium will provide an enclosed pedestrian corridor that will connect the two buildings, while becoming a visual focus and additional wayfinding element, allowing easy identification and means of navigating the larger Fiesta District. The proposed atrium design also incorporates glazing in a ribbon of light along the north wall, that will allow abundant natural light to permeate the space and enhance the overall user experience. Facades for both buildings will include a hierarchy of vertical and horizontal features to articulate a unique identity and sense of order. The height of the peak of the sloped roof will be @ 36’-0” - 6’-0” above the allowed max. We will be asking for a variance to accomplish this unique feature.

Buildings A, B and D at a minimum, will have the exterior facades demolished to the structural framing of the exterior walls. Proposed work will provide new finishes at the exterior walls, including stucco, metal panels, and composite wood materials. In general, the original design included wrap-around covered storefront entrances; this element is to remain in function, but will receive new finish materials. All buildings will maintain a cohesive finish palette but will have their own architectural gestures and elemental organization.

Buildings C and E will be new ground-up construction projects intended for restaurant use with drive thru. The drive-thru aisles and service bays will be oriented away from the street frontage, with a 40" tall screen wall integrated into the landscape design to provide an added visual deterrent.

Building D will require the demolition of a portion of the building to the south. New work will include the addition of the south exterior wall, new exterior façade materials, and accompanying structural framing. We will remove the common arch and trellis architecture that exists and replace it with the more modern theme we are developing throughout the center.

Building F will have most of the exterior shell walls, slab and roof removed, in order to reduce its area and provide site area for parking, and will maintain an existing tenant that wishes to remain in this location. The balance of the architecture will be updated to the vocabulary of the adjacent buildings. The existing electrical room, which hosts the SES and electrical distribution equipment is existing to remain. New material finishes as well as structural framing, electrical, plumbing, and mechanical improvements are required, including civil utility coordination. Considering the Mesa 2040 General Plan, the primary goal of the Mesa Mercado Fiesta Center redevelopment is to provide high quality opportunities for commercial and entertainment activities consistent with the needs of today's consumer.

FIGURE 3: COLOR ELEVATIONS EXCERPT



Section V – Landscaping

The overall goal of the landscape scheme is to provide a design that meets the intent and requirements of the Fiesta District Design Handbook and the Mesa 2040 **General Plan**. The center's purpose is to provide a strong and viable center that attracts people to unique experiences.

- Common design elements that encourage pedestrian connectivity and circulation are incorporated to provide users the ability to walk or rest at shaded and protected points of interest throughout the development. As seen within the Mesa 2040 General Plan, Mixed Used Activity Districts are encouraged to incorporate pedestrian access points and meeting areas within proposed developments. These areas will help attract people to the unique shopping and entertainment experience while creating a strong and viable center for commercial activity.
- Placement of trees and shrubbery will avoid traffic and site visibility conflicts and the obstruction of commercial signage.
- The design emphasizes walkability of the district and its connections to the surrounding facilities, including the hospital, college, regional retail, and residential development.
- Pedestrian paths and walkways encourage the revitalization of retail and entertainment uses. Several new pedestrian connections are planned to Longmore Road and Southern Ave, creating strong ties to frontage setbacks.
- The development emphasizes connection to the existing major pedestrian node at the intersection and the existing paseo along Southern Ave by providing three convenient and walkable pathways. Understanding the Mesa Mercado Fiesta Center is located within the Transit Corridor, it is important for the design to consider a mixed-use, pedestrian oriented, urban environment within walking distance of existing or future transit stops.
- Courtyards, paseos, and pedestrian friendly amenity areas are provided throughout the development and are shaded through either vegetation or structural elements from the buildings to contribute to a pedestrian-oriented urban environment. These areas reduce automobile traffic and provide direct routes between off-street parking and frontage areas.
- Enhanced paving and site furnishings not only help bring awareness to these locations but contribute to the overall aesthetic and unique sense of place.

The existing landscape has been addressed to meet the intent of the Fiesta District Handbook by articulating and softening the buildings, screening less attractive areas, providing shade, and adding visual interest. The new landscape plan addresses City of Mesa landscape zoning code deficiencies. The landscape palette was selected according to the Landscape Guidelines of the Handbook.

Refer to Figures 4 & 5: Landscape Rendering and Pedestrian Amenity Area Exhibit.

FIGURE 4: LANDSCAPE RENDERING



FIGURE 5: PEDESTRIAN AMENITY AREA EXHIBIT



Section VI – Parking Analysis

The below parking analysis has been completed to support this project:

PARKING REQUIRED: 269 SPACES

PARKING PROVIDED: 273 SPACES (4.0 SP/1,000 SF)

Refer to **Table 1.0** for a detailed analysis of the required parking ratio:

Building	Type	SF	Required Parking Ratio	Required Spaces
A/B	General Office	43,870	(1 SP/375 SF)	117
C	QSR	3,400	(1 SP / 100 SF)	34
D	Medical Office	15,100	(1 SP / 200 SF)	76
E	QSR	2,400	(1 SP / 100 SF)	24
F	Medical Office	3,600	(1 SP/200 SF)	18
			Total	269

Section VII – Off-site Areas

The redevelopment proposes two new driveway entrances from West Southern Avenue. To allow for proper traffic mitigation, the existing taper along West Southern Avenue will be demolished and a 60-foot taper will be reconstructed. The development also proposes a new driveway entrance from South Longmore Road, which lines up with the existing Target driveway across the street.

Section VIII – Floodplain

The project lies outside of the 100-year floodplain, or in Zone X as found in the FEMA Flood Zone map, #0401 C2265M, dated November 4, 2015.

Section IX – Utilities

Existing onsite utilities will be used to service Building’s A/B, C, D, & F. These utilities include water, sewer, gas, and telecommunications. Building E will be serviced separately. A proposed 2” domestic/irrigation tap and 6” fireline service will connect into the existing 12” ACP waterline. A 6” sanitary lateral will connect into the existing 10” VCP sewer line.

Various modifications will be made to the storm drain system throughout the site, including addition of inlets and pipe where needed to provide for adequate drainage design into the existing system for the Fiesta Mall.

Section X – Substantial Conformance Improvement Permit

This project is requesting a Substantial Conformance Improvement Permit (SCIP) for the following items due to the site being an existing site with existing site infrastructure remaining in place. The development will be brought into substantial conformance without causing or creating the demolition or reconstruction of existing buildings, the discontinuance of existing conforming use, and the creation of new non-conforming conditions. **We have improved upon the existing condition in all instances, and the proposed layout meets the intent of the code and is compatible with surrounding development.**

Per **Mesa Zoning Ordinance Section 11-73-3**, the requested SCIP will meet the greatest degree of conformance with any physical improvements to the existing development. The Ordinance may be attained without effecting the following conditions:

- The demolition or reconstruction of existing buildings or other significant structures (except signs)
- The cessation of the existing conforming use, or the preclusion of any other lawful, permitted use
- The creation of new non-conforming conditions

It is important to note that the improvements authorized by the SCIP will result in a development that is compatible with, and not detrimental to, adjacent properties or neighborhoods.

- Building base depth.
 - The current code requirement *for exterior walls without a public entrance, a minimum 10-foot-wide foundation base shall be provided, measured from face of building to face of curb along the entire length of the exterior wall adjacent to parking stalls.*
 - No existing buildings currently meet the base area requirements in full.
 - **See Figure 6: Building Base Area Exhibit.**
 - The areas highlighted green are currently meeting code. No other areas are in conformance.
 - We are proposing to add foundation base depth to the existing condition to the “main” public entry elevations of all existing buildings. This is made possible due to the fact that we are removing the large column-supported overhangs that currently surround the buildings. The minimum required foundation base is 2 feet along exterior walls adjacent to drive-thru lanes.
 - See proposed dimensions for Buildings E and C on Landscape Plan and Site Plan
 - We are adding public entrances to Buildings A and B. To accommodate the new entrances, a 15-foot foundation base has been provided.
 - We are improving the condition of the existing site, as it relates to this code requirement.
- Uncovered spaces on ends of parking canopies.
 - The current code requirement *for parking canopies should provide an uncovered parking stall on each side of the canopy so as not to conflict with parking lot landscape islands.*
 - The existing condition for the canopy spaces located at the SEC of the site does not meet this requirement.

- Parking canopies for office buildings.
 - The current code requirement *for office-use development to provide one covered parking space per office or suite.*
 - There are 11 covered parking spaces on the site.
 - We propose to keep these in place and provide no additional canopies. The office mix is not yet determined for Building A/B.
- Parking lot screening.
 - The current code requirement *for parking and circulation areas to be screened from the public right-of-way.*
 - The existing conditions has no screening in place.
 - With this redevelopment, we propose to add 40" screen walls to both drive-thru pads.
 - We do not propose to add screen walls to the existing parking spaces along Southern Ave where there are currently no screen walls.
- Mechanical equipment screening.
 - The current code requirement *to integrate visual screening of necessary mechanical equipment into the architecture of buildings to ensure development is attractive, clutter-free and safe*
 - The existing conditions has no screening in place.
 - With this redevelopment, we propose to add screening to roof-mounted equipment.
 - We do not propose to add screening to the existing Building D infrastructure.

