



Planning and Zoning Board

Case Information

CASE NUMBER: Z14-041 (PLN2014-00289)
LOCATION/ADDRESS: 232 South Dobson Road.
GENERAL VICINITY: Located west of Dobson Road on the north side of Broadway Road.
REQUEST: Modification of the existing PAD overlay in the LI zoning district and Site Plan Review.
PURPOSE: This request will allow for the development of a group industrial center.
COUNCIL DISTRICT: District 3
OWNER: Kenn Francis PRA/LB LLC
APPLICANT: Stephen Krager, Euthentics Architecture
STAFF PLANNER: Wahid Alam, AICP

SITE DATA

PARCEL NUMBER: 134-37-017
PARCEL SIZE: 15.5± acres
EXISTING ZONING: Light Industrial Planned Area Development (LI PAD)
GENERAL PLAN DESIGNATION: General Industrial (GI)
CURRENT LAND USE: Parking lot (old Motorola plant)

SITE CONTEXT

NORTH: Existing parking lot – zoned LI PAD
EAST: Dobson Road, then – strip retail zoned LI
SOUTH: Vacant (NWC Broadway and Dobson approved for a convenience store)-zoned LI PAD. (across from Broadway Road) Circle K – zoned GC and existing retail – zoned LC district.
WEST: Existing Broadway 101 Commerce Park –Phase 2 – zoned LI PAD

ZONING HISTORY/RELATED CASES:

February 2, 1966: Annexed to City (Ord. # 510)
November 1, 2004: Rezone from M-1 to M-1 PAD (Z04-73) (Ord. #4298)

STAFF RECOMMENDATION: Approval with Conditions
P&Z BOARD DECISION: ☒ Approval with conditions. ☐ Denial
PROP 207 WAIVER: ☒ Signed ☐ Not Signed

PROJECT DESCRIPTION/REQUEST

This request is for: 1) a Site Plan Review to allow the addition of two buildings (totaling 212,984 square feet) in an existing industrial center and, 2) a modification of the existing PAD Overlay on this 15.5 acre site to allow the encroachment of parking stalls into the north setback and an increased building height. Primary access to the site is from Dobson Road with vehicular circulation around the two freestanding buildings and secondary access through the existing industrial center to the west. The site was previously the location of the Motorola plant and was designated as an expansion area as part of the approval for the Broadway 101 Commerce Park industrial center (Z04-073 LI-PAD) on this site. The architecture and landscaping were discussed by the Design Review Board at their June 4, 2014 work session. The revised site plan, building elevations and landscape plan have addressed Design Review Board's suggestions.

DEVELOPMENT STANDARDS

The proposed site plan conforms to the development standards of the Zoning Ordinance in regards to setbacks, parking, landscaping, and foundation base. The applicant is not requesting major deviations from standards, except for the encroachment of parking stalls into the required landscape yard along the north property line. The LI zoning district allows a maximum of 40-foot tall buildings, the proposed buildings will have a maximum height of 47'-10" including a painted steel cornice cap feature. These minor deviations will be addressed by the modification of the existing PAD overlay. Staff is supportive of these modifications.

NEIGHBORHOOD PARTICIPATION

The applicant has completed a Citizen Participation Plan which included mailing letters to all property owners within 500' of the site and registered neighborhoods and homeowners associations within 1000'. The Citizen Participation report indicates two neighborhood meetings were held on June 19 and June 27, 2014. At both meetings no neighbors showed up for the presentation. The applicant posted the property per requirements and mailed notification letters for the public hearing to the same radius. To date neither staff nor the applicant has received any inquiries about the proposal.

CONFORMANCE WITH THE GENERAL PLAN

The adopted Mesa 2025 General Plan designates this site as General Industrial. This designation identifies areas where intensive or hazardous manufacturing, assembly, and storage operations and indoor/outdoor storage takes place. Residential use is not permitted in this category. Appropriate locations offer direct principal arterial and arterial road access, connections to potable water and sanitary sewer, and proximity to public safety services. General Industrial areas are to be isolated and are appropriately buffered from other less intense employment or residential areas. General Industrial areas are located on and with direct access to principal arterial and arterial streets, rail facilities, and airports. The proposed use is permitted in the LI zoning district and is in conformance with the General Plan.

STAFF ANALYSIS

This request is for site plan review of an underutilized parking lot for two industrial buildings as Phase 3 of the Broadway 101 Commerce Park development. This proposed development will complete the former Motorola site redevelopment except for one small commercial pad site along Broadway. The proposed development will be accessible from Dobson Road by three driveways. The main entry will be by a private driveway off of the existing signalized traffic intersection serving the largest building to the north and smaller building to the south. This private driveway will connect the existing Commerce Park to the west with the proposed development and Dobson Road. There is cross-access provided to the approved convenience store to the south at the northwest corner of Dobson and Broadway Roads. The proposed site plan shows a car wash type development on parcel 2. Future Site Plan Review will be required for specific uses by the P&Z Board.

This request also includes a modification to the approved PAD. The current proposal develops the site to current development standards except for a few minor deviations in landscape setbacks, foundation base, and building height. The PAD modification will address those deviations.

CONCERNS:

Staff had initial concerns with the building orientation. Specifically, staff was concerned with the lack of curb appeal and design along the Dobson Road frontage and the lack of screening of the loading docks from the Broadway Road frontage. The proposed building orientations are such that both buildings position their public entrances facing the internal private driveway with the Dobson Road frontage being exposed to the end walls of each building. The applicant worked with staff to address these issues and enhance the curb appeal along Dobson Road and buffer the view towards the loading dock from Broadway Road through the incorporation of the following design solutions:

- a) Increased building articulation on end walls facing Dobson Road including false store front glass door and windows.
- b) The addition of building elements that are compatible with the existing Commerce Park and future improvements along the Dobson Road frontage.
- c) The provision of pedestrian connections between Dobson Road and the existing Commerce Park to the west.
- d) Enhanced railing panel in the retention area along the Dobson Road frontage.
- e) Enhanced entry monumentation at the Dobson Road entry with monument signs to match the existing ones on Broadway Road.

The applicant has worked well with staff to resolve these minor concerns related to the proposed development and staff is supportive of the site plan.

CONCLUSION:

Staff recommends approval of the Site Plan and the modification of the existing PAD Overlay with the following conditions:

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 (updated exhibits submitted on July 22, 2014) except as otherwise conditioned.

2. Compliance with all requirements of Design Review approval.
3. Compliance with all City development codes and regulations.
4. Signs (detached and attached) require separate approval and permit for locations, size, and quantity.
5. **All perimeter landscaping shall be installed prior to receiving the Certificate of Occupancy for the first building constructed.**
6. **The retention basin guard rails along Dobson Road shall be installed per typical railing panel identified in drawing sheet #A7 submitted on July 22, 2014.**
7. **The building details such as the painted steel cornice cap feature, arched awning with perforated metal fronting Dobson Road, etc. shall match in color, material and texture with existing buildings in previous phases along Broadway.**
8. **The interior of the parapets shall be finished with approved building material, color and texture.**