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June 2, 2015

Mr. John Wesley  
City of Mesa  
20 E. Main Street  
Mesa, AZ 85201

**RE: Planning and Zoning Board Appeal to City Council for Approval of Site Plan for:  
Case Number Z15-12  
809 N. Dobson Road  
Mesa, AZ 85201  
APN 135-33-537**

- A. Date of Appeal: June 2, 2015
- B. Name of person filing appeal: Jesse Macias / PM Design Group, Inc.
- C. Address: 1425 N. 1<sup>st</sup> Street, Suite 100 Phoenix, AZ 85004
- D. Contact Information: Phone: 602-457-5760 Email: [jmacias@pmdginc.com](mailto:jmacias@pmdginc.com)
- E. Decision being appealed: May 20, 2015  
Decision of Planning & Zoning Board to deny approval of Site Plan Review for proposed CST Corner Store #1676 located at Mesa Riverview Shopping Center in lieu of Continuing per staff's recommendation which we felt would not provide a different recommendation from staff.
- F. Requested outcome: Approval of Site Plan as submitted to the May 20<sup>th</sup>, 2015 Planning & Zoning Board Hearing including proposed Building Architectural Design
- G. Grounds for Appeal: Proposed Development consists of a service that is evidently Lacking in the community, which has been reiterated by Staff and Commission. Proposed Development has full support from Kimco, owner of Mesa Riverview.  
Our proposed development will infill the last vacant pad within Riverview which is a Mega Regional Retail Center. We have

Office Locations

Sacramento • Portland • Phoenix • Dallas • San Francisco • Denver • Los Angeles • Seattle

provided unparalleled Architectural Building Design that will set the bar for this type of Facilities in Mesa for years to come. Our Site Plan is also uncommon for this Type of facility with almost 50% Landscape Coverage, extensive Hardscape and Pedestrian Amenities such as seating plazas with Trellis elements.

We have provided extensive supporting documentation why any alternate layout doesn't work from a Safety (CEPTED) and Business standpoint. We feel strongly this infill project will be the spark this portion of Riverview needs to ignite the retail tenants and components.

City of Mesa Design Review Board supported our proposed Development as designed and complemented us for a very well designed Site and Building Design.

Thus, we don't feel staff has provided any supporting evidence why their proposed layout will work best other than a different opinion.

Please see attached supporting documentation and exhibits

H. Address & Case Number:

Case Number Z15-12  
809 N. Dobson Road  
Mesa, AZ 85201  
APN 135-33-537

Thank you for the opportunity to submit this appeal, should you have any questions or require further information, please feel free to contact me at any time.

Thank you,



Jesse Macias  
Vice President  
PM Design Group, Inc.

Cc: District 1- Councilmember Dave Richins

## CST Corner Store 809 N. Dobson Road Mesa, AZ Mesa Riverview Retail Center



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CST CORNER STORE #1676  
Mesa, AZ

# Company Facts

At CST Brands, Inc., Their mission is to "Delight More Customers Every Day™." In fact, everything they do comes back to making people's lives a little easier. As one of the largest independent retailers of convenience goods in North America, They reach thousands of customers every day who are constantly on the go.

- CST employs nearly 12,000 Team Members.
- CST has nearly 1,900 locations in the Southwestern United States and Eastern Canada.
- CST's is one of the Premier Convenience Store Retailer in the United States



## C- Stores

- At CST Brands, we like to wow our customers with a positive experience, including clean facilities, pleasant service and quality products. Some features you will see when you enter our corner stores are:
- Exposed Steel Painted Structure
- Polish Stained Concrete Finished Floors with Diagonal Control Joints
- Vibrant Colors
- Colored Duct Socks
- Pendant Light Fixtures
- Ceramic Tiles







## Food

Our signature Fresh Choices<sup>®</sup> packaged products focus on providing both quality and value to our customers. Our baked-in-store selections include sweet whoopie pies, savory kolaches and breakfast tacos with homemade tortillas. They all pair nicely with our Flavors2Go<sup>®</sup> fountain drinks, UForce<sup>®</sup> energy and sport drinks, FC<sup>®</sup> bottled sodas and Cibolo Mountain<sup>®</sup> and Transit Café coffees.



## Updated Site Plan

In our last P&Z there was some discussion about possibility of adding additional Landscape buffer along Dobson. Although we are meeting the required LS setback we implemented the following:

- Implemented additional 10' Landscape buffer along Dobson by shifting Buildings 10' easterly
- Provided us with opportunity to add additional Trees and shrubs
- Riverview Access shifted 10' Easterly
- Enhanced "Pork-Chop" with paver design – this allowed us to further shorten Pedestrian path.
- We also implemented Color Concrete design from Dobson LS buffer to C-Store

As we had discussed before we had implemented some previous revisions Staff had recommended such as

- Remove Parking spaces adjacent to patio
- Shift Refuse Enclosure Westerly
- Narrow Car Wash opening
- Narrow Rear Access opening

### Design Review Work Session:

- **Staff's recommendation to alternate layout was part of initial discussion with Design Review Board. After some discussion it was clear DR Board members did not agree with staff that an alternate layout would work and clearly did not see any issues with our proposed layout. Furthermore Board member Thompson stated "You can't ask a Gas Station" to turn their back or side to major arterial, it just doesn't work and will not be successful in the long run". Vice Chair Sandstrom and Board member Roedel concurred.**



## Building Design Updated

- Reiterating we have a High Quality Design with quality Materials that not only complement existing Mesa Riverview but more importantly we feel will raise the "Bar" for future proposed Projects of it's kind.
- Design Revisions we had already implemented from discussion and Staff Recommendations
  - Incorporate Covered "Arcade" along entire C-Store Frontage
- Design Review Work Session:
  - After Some discussion on Fuel Canopy, Board-members were in agreement that minimalizing Canopy Design was the best solution and did not agree with staff's recommendation for further enhancement.
  - It was also recommended that incorporate Cornice at Higher Parapet Screening as well as Raise Main Parapet Height ½ Distance. Board-members agreed they like the Parapet Variations in Depths and Heights
  - We also agree with Board-members and implemented "Brick" at our Piers to complement adjacent Shops and Retailers





## Building Design Updated

- Covered "Arcade" along Entire C-Store Frontage
- Implemented "Brick" finishes at all Piers to complement adjacent shops and retailers

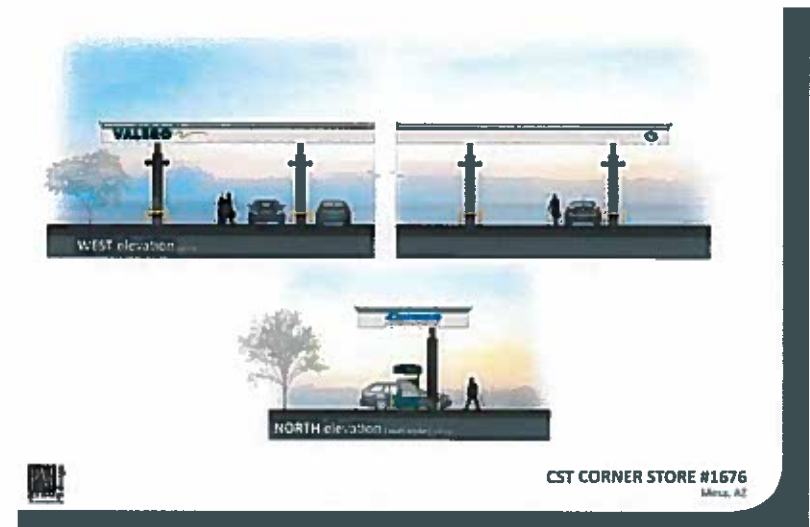
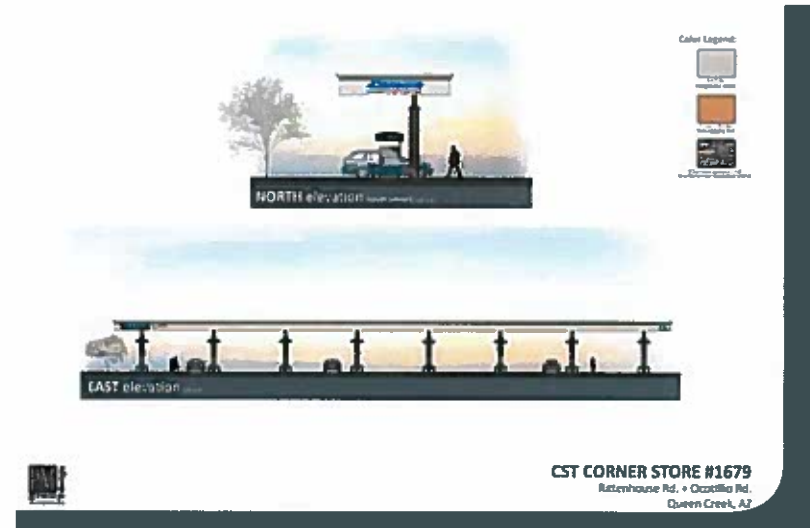




Architectural  
Solutions Group

## Updated Fuel Canopy Elevations

- Implemented “Brick” finish at Canopy Columns
- Minimalistic Design
- DR Board-members agreed minimalizing Canopy Design was the best approach and were not in support of bringing too much attention to said Canopy





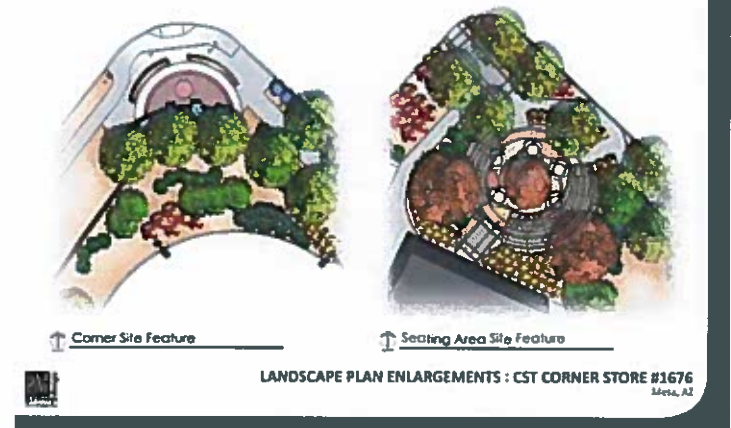
## Updated Carwash Elevations

### Implemented "Brick" finish at Piers



## Pedestrian Site/Landscape Amenities

- Previously implemented Pedestrian Plaza at the outside of existing Screen Wall/Corner Feature in lieu of original proposed plaza on the interior
- Removed proposed Parking spaces adjacent to Patio
- As indicated previously with additional 10' LS buffer along Dobson we were able to add additional Trees and Shrubs along with enhanced "Pork-Chop" which further shortened pedestrian path
- Enhanced Patio Design with Quality Landscape/Hardscape and Trellis elements
- Landscape vs Hardscape %:
  - CST Mesa Riverview 41%
  - CST Phoenix 25%
  - CST Gilbert 31%
  - CST Tolleson 21%
  - CST Buckeye 26%





## SITE HISTORY

- Pad has remained Vacant for the last 7 years
- Adjacent Shops Building is about 90% Vacant and fairly unused



- We feel our proposed CST project is not only a perfect Use that complements existing Retail Center as well as local community. We feel strongly it will bring the much needed activity back to this tail end of the project and will spur new tenants
- We are Part of Mesa Riverview Center, Intense Regional Scale District. Make note there are existing Large Automobile Dealerships just north of Park



# SITE HISTORY

- Each existing "Pad" off of Dobson, has standard Prototype with standard Layout "Front Facing" Dobson.



# PROJECT AMENITIES

## Site

- We are creating Pedestrian Amenities/Congregating/Seating Areas, Shaded Detached Walkways at existing Corner and Center that currently does not Exist
- We are addressing an existing Pedestrian Safety Hazard with quality and thoughtful design

## Building Architecture

- We Feel strongly our proposal will set the standard for this type of Retail with an Architecture Design that is unparalleled to anything that is currently existing
- Initial Submittal proposed standard Prototypical Design. We feel our standard design is of high quality materials and we have recently built our standard store in the valley, nonetheless we felt we were part of a Premier Center so our Formal Submittal consisted of a completely revamped Exterior Design



West Elevation



WEST elevation

CST CORNER STORE

## PROJECT AMENITIES

- Incorporated Entry Tower element with revamped exterior Color Palette and Materials to complement Center
- We eliminated the proposed “Desert Turquoise” Color form Canopy and implemented Color to match other Buildings
- Implement “Green Screens” at C-Store and Car Wash
- Implemented a full ‘Covered Arcade’ along the front of our C-Store.
- Implemented “Brick” finish at Building Piers to complement adjacent Shops/Retailers
- Collectively we feel upgrades have only enhanced our proposed design
- Our Canopy Design is significantly smaller than your typical Fuel canopies of today. We are proposing single dispensers and not “Double-Stack” as it is typical. Our “Brick” Columns are also facing street with Dispensers on the interior facing convenience store
- Enhanced Corner Entry Pedestrian Seating Plaza
- Enhanced Patio Design with lush landscape and creative hardscape with proposed Shade Trellis





# PROJECT AMENITIES



## **Landscape**

- Comprehensive Landscape Palette that enhances existing Streetscape with lush landscape, colored Decomposed Granite and colorful shrubs
- Pedestrian/Congregating Area at NWC of site consisting of Hardscape/Landscape/Seating area
- Shaded "Direct" pathway to Outdoor Patio area consisting of Creative Hardscape, Landscape, Trellis, Large shade Trees with outdoor seating
- Detached Sidewalk bordered by Shade Trees along Riverview which connects to existing walkway. Said design enhances the pedestrian experience that is currently not existing on the Northside of Riverview drive

## **Value to the Community**

- Much needed Convenience Use within Riverview that complements existing Mega Retail Center and local community needs
- Premier Convenience Retailer with the highest quality Exterior as well as interior Design providing customers with unparalleled Service, Goods and Proprietary Food Offerings
- Outmost Secured and Clean Facility of its kind

# Development Review Criteria #1

## 1. Is the proposed development consistent with furthering the intent and direction contained in the General Plan?

The General Plan focuses on creating land development patterns that emphasize the character of place and focusing on those principles that build neighborhoods, stabilize the job base, and improve the sense of place.

*The proposed use of this property is allowed in the existing zoning with approval of a SUP. The consideration of the SUP is to ensure that the use is compatible in the given location. Careful site design is needed in this location to allow an auto-intensive use to be located along a key pedestrian path that connects shopping area to a large regional park.*

The Plan also describes 5 key elements to be considered with development to help move the City toward the goal of becoming a more complete, recognizable City. The five elements include:

1. High Quality Development Changing Demographics
2. Public Health
3. Urban Design and Place-Making
4. Desert Environment

### **Response:**

***Reiterating our proposed Facility will set a precedent and set the Bar High for this type of Retail Use in both Site Amenities and Quality of It's Exterior Building Design.***

***We are proposing a Use that is not only compatible but is one of the few missing Uses within the existing Riverview Mega Center.***

***We are an infill pad within existing Center which has existing Pads along Dobson with predominantly Restaurants. Restaurants have prototypical Design and with "Front Facing" design.***

***We feel strongly we have a Design that forges us not only the same opportunity as existing retailers, but has taken the Building Design and Pedestrian Amenities to a quality not currently found on any of the Pads along Dobson while providing City and local community with a thriving and successful Business providing much needed services and goods for a long time to come.***

***Layout being proposed and discussed by staff will not only place us at a disadvantage for long term success but does not provide any different amenities, safety and circulation that we are not already providing***

***Case in point, existing Shops with rear facing layout are 95% vacant.***

***We feel very strongly we have our best Face/Best Design Forward. We do not concur that Side and rear of Building facing major Street provides a viable design. We essentially would have the "Back of the Building" with typical "Rear Services" now facing the street.***

## Development Review Criteria #2

### **2. Is the proposed development consistent with adopted sub-area or neighborhood plans?**

*Even though this area is not within any specific Sub-Area Plan, it is adjacent to or right across the Dobson Road recently built Sloan Park (Spring Training Home of the Chicago Cubs), the Sheraton Hotel and the Riverview Park. There is more to come and they are all examples of high quality unique premier recreation destination developments that the community and the city are proud of. This area has a regional attraction within the Mixed Use Activity district character area.*

**RESPONSE:** *We concur with Staff that is an exciting and vibrant Retail District and we feel we have provided a quality site design and Architectural Design found no where else along Dobson as well as within City with this type of Retail. We feel we have responded positively by creating pedestrian amenities with safety, quality and experience in mind*

## Development Review Criteria #3

### 3. Is the proposed development consistent with the standards and guidelines established for the applicable character type(s)?

*Figure 7-1 of the Mesa 2040 General Plan shows this area designated as a Mixed Use Activity District character type. The Mixed Use Activity Districts are large-scale (typically over 25 acres) community and regional activity areas that usually have a significant retail commercial component including shopping areas such as malls, power centers, or lifestyle centers that are designed and developed to attract customers from a large radius. These districts often include other uses such as office, entertainment and residential. The goal is to help these districts be strong and viable centers of commercial activity that attract people to unique shopping and entertainment experiences.*

*The character sub-type is Regional-scale, this character type may include one or more community-scale districts as a component of creating the regional district. The goal with this character type is to provide a location for businesses and attractions that brings people to Mesa from the larger region. This character type may transition into providing a greater mix of uses including office and residential activities and should take on a more pedestrian-friendly environment. The primary goal of this character type is to provide high quality opportunities for commercial and entertainment activities consistent with the needs of today's consumer.*

*The proposal for a convenience store is an appropriate use for the character type, however the form and development standards of the proposed facility does not support the Form and Guidelines identified in 2040 General Plan looking for building and parking fields to be located on the property to establish a connection to the street and promote walkability between buildings.*

**RESPONSE: One of the Primary Goals of Mixed-Use Activity District as per General Plan is to “promote a mix of Uses and to provide the best possible opportunity to be strong and viable centers of commercial activity”. Furthermore the Regional-Scale District Components promotes a Variety of Uses and following Criteria:**

- “...suburban in design and form with Auto-dominated characteristics but more urban forms that balance autos with pedestrians are encouraged for new developments and redevelopments”. We feel strongly our proposed Design has done just that**
- “Building and parking fields should be located on the property to establish a connection to the street and promote walkability between buildings” Again we feel strongly our proposed Design meets Criteria**
- “Buildings usually set back from the street by parking fields”. We have not only meet said criteria but we have eliminated large parking fields adjacent to Street. All existing Pads along Dobson are dominated with Parking along Street**



## Development Review Criteria #4

### 4. Will the proposed development serve to strengthen the character of the area by:

- **Providing appropriate infill development;**

*Yes, this request will facilitate infill development on the vacant pad site.*

- **Removing development that is deteriorated and/or does not contribute to the quality of the surrounding area;**

*N/A*

- **Adding to the mix of uses to further enhance the intended character of the area;**

*There are no other fueling stations in the immediate area. Such a use would be beneficial in this shopping/tourist area and help meet this intended character.*

- **Improving the streetscape and connectivity within the area;**

*As designed, the proposed use will not enhance the streetscape and connectivity of the area. The site is located at the intersection of Dobson Road and Mesa Riverview Drive (shown on the site plans as Riverview Auto Drive). This area has seen and will continue to see significant pedestrian traffic between the Riverview Commercial Center and the Riverview Park/Sloan Park. As such the site is situated in a key location that requires significant attention to the design and location of the building, gas canopy, and pedestrian friendly landscape design.*

*The following goals from the General Plan reinforce this idea:*

- *Public Spaces P2: Design of mixed use activity districts should consider and include the development of public gathering places appropriate for the scale and location of the development.*
- *Character Areas P4: In areas with the Mixed Use Activity District, character development will be reviewed for the opportunity to enhance the vitality of these districts by providing the right mix of uses to meet community and regional needs, and for compliance with any approved sub-area or neighborhood plan for the specific area.*
- *Character Areas P9: In areas with the Parks and Open Space character, development will be reviewed for the opportunity to further enhance the nature of the area to provide high quality locations for public use and benefit, and for compliance with any approved sub-area or neighborhood plan for the specific area.*

*The proposed building with its location away from the intersection of Dobson and Mesa Riverview Drive and designed as a typical fuel station facing Dobson Road will not enhance the existing streetscape and connectivity in the area.*

- **Improving safety within the area;**

*Staff has concerns with the pedestrian safety in the area based on the proposed site plan. Driveways should be moved further east away from Dobson and the traffic coming and going from the fuel canopy should not cross the major pedestrian route along Mesa Riverview Drive. The Crime Prevention Unit of the Mesa Police Department has reviewed the site plan and agrees with this analysis.*

- **Adding to the sense of place;**

- **Meeting or exceeding the development quality of the surrounding area?**

*The applicant has made great efforts to provide a product that is more than typical for this type of development. The proposed site plan would definitely add to the sense of place on a typical suburban corner. However, the design of this site needs to appeal to a sense of place that is set within a high activity, high quality, and regionally significant environment. As such the location of the buildings, gas canopy, and pedestrian amenities come under different scrutiny. The site, as designed, does not exceed the quality of development in the surrounding area.*

## Development Review Criteria Response #4

*We are filling a "Void" and eyesore Vacant parcel for the last 7 years with a quality design that meets the intent of the General Plan*

*We actually feel that not only is our Use fills a much needed Service Void, but we are confident our development will re-energize this tail end of the Center. We are confident our High Quality design will spur new Development and Tenants at the existing +-95% Vacant Shops at the immediate Corner of Dobson and Rio Salado. This area of the center has long been vacant and unfortunately is under-utilize commercial space lacking vibrancy and has become an eye-sore*

*Once again we politely disagree with staff's assessment that our proposed development fails to provide any enhancement of streetscape and connectivity to the area. We feel strongly that we have designed a use that meets the needs of the vehicular as well as pedestrian consumer. We have implemented Pedestrian Amenities that no other Pad User has even come close to providing. We are providing the much needed pedestrian congregating/seating areas as well as shaded pedestrian walkways currently lacking off of Dobson and provided much needed clear and designated Pedestrian Path that is both safe and thoughtful which will address the current unsafe pedestrian connection*

*Public Spaces P2: "...Public spaces should be readily accessible both visually and physically. People need to see their destination and clearly be delineated how to enter and exit the space. The space needs to be placed adjacent to pedestrian circulation routes and designed to generate interest and engagement from pedestrian. Public Spaces need to be located in places that are part of people's everyday patterns of travel and connected to surrounding uses so as to be easily accessible from a number of directions and modes of transportation..." "A public space does not exist independent of its surroundings...Consideration should also be given to the access routes to adjoining uses and activities and where the doors and windows are to take advantage of traffic, provide views where needed and reduce views where inappropriate...must be inviting and comfortable. Public spaces must look, feel and be safe. Through CPTED principles...spaces need to be designed such that activities are taking place on a regular basis and so there is natural surveillance...There needs to be sufficient lighting to provide for a secure nighttime environment..." **Our current design accomplishes all of these principles in a safe and aesthetic design. We are maintaining a clear delineated path and adding interest with hardscape, landscape and congregating/seating niches. Our current design allows for clear visual and physical access from our building. We are not creating any blind spots or hidden areas that do not forge clear visual surveillance. Locating Building with it's rear to Riverview or Dobson will do just that.***

### **CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN**

- *Utilizes design features to increase the visibility of a property or building. Keep intruders under observation...Greater visibility makes legitimate uses feel safer*
- *Uses Open Style Design that maximizes visibility.*
- *Illuminated building entrances, pedestrian paths and parking areas*
- *Watch for Landscaping Conflicts*
- **ORIENT BUILDING ENTRANCES TOWARD HIGH-TRAFFIC (PEDESTRIAN AND VEHICULAR) AREAS.**
- *Use internal and external windows as well as activity areas to increase passive surveillance*

*Reiterating Rear or Side Facing Building would eliminate any clear visual sight lines from public street for your average passerby as well as law enforcement. Would generate Unassigned Spaces – site with spaces that no assigned purpose and no one to exercise control over them...would create public spaces with vies of building rear with no direct access and eventually would become unused and vacant,*



## Design Review Board Staff Report – CST#1677 SWC Higley & Ray Road

TO:	DESIGN REVIEW BOARD
FROM:	NATHAN WILLIAMS, AICP, PLANNER II (480) 503-6805, NATHAN.WILLIAMS@GILBERTAZ.GOV
THROUGH:	CATHERINE LORBEER, AICP, PRINCIPAL PLANNER (480) 503-6016, CATHERINE.LORBEER@GILBERTAZ.GOV
MEETING DATE:	MAY 14, 2015
SUBJECT:	DR15-05, VALERO/ CST STORE – SWC HIGLEY AND RAY ROADS

*Gateway Design Guidelines* – Staff notes that the Gilbert Gateway Area Traditional Neighborhood Design Guidelines were adopted on April 27, 2004 are Design Guidelines that are applicable to Single Family homes only. Under the original Lyon's Gate PAD Ordinance (#1501), adopted July 22, 2003 (Z02-32) there were Draft Gilbert Gateway Area Traditional Neighborhood Design Guidelines with Commercial Design Guidelines that were not eventually adopted in April of 2004 and in use today, however, they are part of the Lyon's Gate zoning ordinance. These guidelines were referenced, however, for this site a more traditional design of the gas station site plan with the canopy out front is preferable as the remainder of overall 18 acre site is designed preliminarily in non-traditional manner for a shopping center. In addition, safety and security for the proposed range of uses is best addressed with visibility along the arterials. These principals are preferred as part of the CEPTED. *Crime Prevention Through Environmental Design (CEPTED)*.

*Crime Prevention Through Environmental Design (CEPTED) Design Principles.* Nearby residents have expressed their concern for mischief and crimes associated with gas stations and a 24 hour operation Staff believes that under the current site design and layout, certain CEPTED Design Principles have been met, including:

- Natural Surveillance - with the overall goal of the site being visible and the theory that crimes are less likely to occur if the person feels they visible by the public. Lighting and landscaping play an important role in this as well.
- Natural Access Control – an established and controlled access point to and from the site is preferred, to clearly direct the flow of traffic on the site.
- Site Maintenance – the goal of this principle is to ensure that sites are maintained and kept up. If a parcel or buildings are poorly maintained, they become breeding grounds for criminal activity.

*Character Areas P4: We feel that we have more than met this criteria with not only a proposed unparalleled Quality Design that will set the bar very high for this type of Facility, bringing a much needed use to the existing vitality of mixed uses with emphasis on providing community and regional needs*  
*Character Areas P9: Want to emphasize we are an infill development that is part of an existing Large Retail Center. With that said, we feel we have incorporate unparalleled and safe pedestrian amenities again not currently found on any of the Retail Users*

## Development Review Criteria #5

**5. Does the proposed development provide appropriate transitions between uses? In more urban areas these transitions should generally be accomplished by design elements that allow adjacent buildings to be in close proximity to one another. In more suburban locations these transitions should be addressed through separation of uses and/or screening?**

*Staff feels that the proposal does not create the necessary transition between the Regional Park and the Regional Commercial Center. The design needs to emphasize the connection to the corner. This is accomplished through providing for a greater pedestrian connection and experience by enhancing the pedestrian activity by bringing the building closer to the corner with appropriately designed hard and soft scape to facilitate pedestrian movement and reorienting the gas canopy and auto oriented activity towards the southern end of the site.*

**RESPONSE:** *Respectfully disagree with staff's assessment. On the contrary we feel we have designed a clear delineated pedestrian path and heightened the experience with hardscape, landscape, trellis elements, and interesting seating/congregating area for both the user and passerby with defined path to building.*



## Development Review Criteria #6

**6. Compliance with the character area is based on both the zoning being consistent with the range of zoning designations approved for each character type and on the development form, design, and quality being consistent with the standards and guidelines provided in this Plan, any adopted sub-area or neighborhood plans, and the context of the neighborhood surrounding the proposed development.**

*Although the zoning and proposed use are consistent with the character type for the area. It is staff's conclusion that design layout of the site is not consistent with the context of the location.*

**RESPONSE:** *Once again we politely disagree. We are part of an existing Regional Scale District with multiple retail pads along Dobson. We are filling an existing void and providing much needed service and goods. Furthermore we have provided a direct, clear and delineated pedestrian path with vibrant open spaces that will provide public with energized congregating areas in a safe and aesthetic design as well as layout that makes sense with pedestrian path currently lacking off of Dobson that provides much needed clear and designated Pedestrian Path that is both safe and thoughtful which will address the current unsafe pedestrian connection*

# Conclusions

*As required by the requirements for approval of the SUP, the site plan submitted with this request has not yet, in staff's opinion, demonstrated conformance to the General Plan or acceptable resolution of the on-site traffic circulation impacts on the pedestrian movements through this area. Because there is a need for the use in this area, and staff believes it should be possible to redesign the site in a way that is appropriate for this location, staff is recommending a continuance to your May 20 Board meeting to allow them the opportunity to make those changes to the site plan. If the applicant is not willing to make those changes to the site plan, staff recommendation would be for denial due to incompatibility with the goals and intentions of the General Plan and safety concerns for pedestrians along Mesa Riverview Drive.*

**RESPONSE:** *Reiterating that we are very excited to being part of City of Mesa Community as well as Mesa Riverview Retail Center*

*We are confident that we have provided the highest quality site and building design. It is a design that we feel strongly will set the bar quite high for this type of retail uses that City of Mesa and community will be proud and will use to gauge future projects.*

*Our goal is not only to provide the community much needed services and goods, but in a manner that will be vibrant as well as successful business for years to come*

*Design Review Board Members acknowledged and appreciated the excellent Site and Building Design and with the exception of some minor "adds" unanimously agreed our proposed Development was an excellent addition to Riverview*

*We feel we have provided clear and succinct facts supporting our current layout and facts why an alternate layout would not work from Safety and Business standpoint.*

*Subsequently we do not feel staff has provided factual supports for reasons why alternate layout is better*

*I look to Commissioners and staff to please take our rationale into consideration when making a final decision. We would really hate to lose an opportunity to provide a quality project due to a layout that we feel we have made clear is not a good design and will not provide the community with quality site and building design for many years to come.*

*Thank you again for your consideration*