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July 27, 2015

City of Mesa
55 N Center St
Mesa, AZ 85201

PROJECT NARRATIVE

Please find attached the formal Planning and Zoning Board application for The Village at Dana Park. The proposed master plan will be improving the existing shopping center at 1758 S. Val Vista Dr.

The Village at Dana Park is a mixed use retail center of approximately 60 acres, comprised of 250,000sf of existing retail and restaurants. The new shopping center master plan will add approximately 70,000sf of new retail and restaurants, focused on a new mixed-use "cluster" on the north portion of the site. Two new commercial pads will also be added on the south portion of the site. Roughly 10,000sf of existing retail will be removed. The final design will therefore include approximately 320,000sf of retail and dining areas.

In addition, the new master plan will add 153,000sf new offices in the north mixed-use cluster, a 102,000sf hotel, 325,300sf multi-family residences wrapped around a 790 car parking garage (to serve both residential and retail patrons), and a 40,000sf theater.

The master plan changes target an enhancement of the current uses on site and use an infusion of new uses to increase the long term success of the project. Mixed use commercial clusters are being added to the project in an attempt to break up the monotony of a lengthy strip center. Residential, hotel and theatre uses are also being added to give the retail and restaurant environment an influx of onsite patrons to enhance the life and vitality of the project as a whole.

The property ownership and design team are aware that a Council Use Permit will be required to develop residential on the site. We feel that the improvements to the property meet the four criteria specified for CUP approval. The City of Mesa has long viewed this property as a high end mixed use commercial center. All previous zoning submittals have had residential integrated into the development. The current master plan proposal clearly advances the goals of the General Plan and is consistent with the purpose of its district by creating a truly mixed use environment that strengthens the vitality and long term success of the project. The location of the residential helps to buffer the more intense commercial functions of the property with the residential product. Furthermore, the aesthetics of a high quality residential building far outweigh the appearance of the previously planned parking garage in this portion of the site. Services, facilities and infrastructure will all be sized to appropriately handle the new site improvements.

The property currently has a set of Design Guidelines in place from the Z98-79 zoning case that was approved in April 1999. The current shopping center has a building design that is high quality but slightly dated. We would like any new buildings built on site to be complementary to the existing style, but the flexibility to have a less specific architectural style associated with them. We feel that these guidelines are generally beneficial for the development of a cohesive and successful project with a few minor exceptions. Exceptions are as follows:

- Under **Core Site Area**, there is language describing concrete and/or Bomanite pavers in the streets. The existing pavers in the streets has been a major maintenance problem. They do not hold up well to vehicular traffic and create both unsafe and unsightly conditions regularly. New work will provide resolution by removing the pavers and using asphalt as the predominant street paving material.
- Under **Parking and Site Typical**, we would like to use concrete for pedestrian walkways in lieu of pavers because of the aforementioned maintenance issue. Also, parking stalls are described as being 10' wide, which is not how the current site is built out. The existing parking fields are standard 9' wide parking stalls and the new work will follow suite. We also feel that a 8' wide planter between parking stalls will be sufficient for effective landscaping instead of the 10' wide island prescribed here. Not all planters will need a pedestrian walkway. Only the ones that are connecting pedestrian areas of the site.
- Under **Buildings Typical**, we would like to add the following exceptions:
 - Item 1: allow a variety of parapet and cornice conditions that complement the existing architecture that may be less than the 12" and 24" depth required.
 - Item 3: we would like to expand that language to allow multiple canopy types per building.
 - Item 5: We would like the flexibility to use metal roofing products when appropriate.
 - Item 6: We would like the ability to use floor to ceiling glass at locations other than entries.
 - Item 8: Allow use of exposed wood as long as it is in a soffit condition or of proper dimension and treatment to resist weathering and deterioration.
 - Item 12: Ground floor openings are not required to be covered by an arcade, rather they must always take into consideration adequate shade for the walkway and to prevent excessive solar heat gain in the store. Architectural accents are encouraged to break up monotony of the building but not restricted in dimension and location.
 - Item 14: Building colors need to complement and highlight the existing white, tan and gray palette.

The improvements to the property can be categorized into five different sections. For ease of understanding, we will call these Streetscape, South Cluster, North Cluster, Multifamily, Theatre, and Hotel.

Streetscape Improvements

The Streetscape improvements focus on enhancing the pedestrian experience along the front sidewalks of the retail stores at the project. The current layout includes an oversized driveway fronting the retail. There is very little shade provided by the palm trees and the pedestrian pathway, while adequate in width, is littered with random landscape areas that make it awkward to navigate. The scope of improvements will be to replace the pavers with asphalt, narrow the drive aisle and add head-in diagonal parking along the edge of the sidewalk. Landscape areas within the sidewalk will be reorganized to provide direct pedestrian pathways. Most palm trees will remain in place. Trees and free standing canopies will be added along the parked edge of the sidewalk to provide additional shade. Other entry drives will also be narrowed in order to slow traffic and promote a friendlier pedestrian environment. The reduction of pavement will allow larger areas of landscape and possibly the addition of a bike lane.

South Cluster Improvements

The South Cluster improvements include adding commercial buildings to the south side of the site and modifying the adjacent entry drive and parking field. The goal is to create more of a walkable street edge that leads out to Baseline Road. The new street edge provides a better pedestrian link with tree-lined walkways and enhanced paving. It serves to connect the retail to Baseline and to provide an improved entry sequence from Baseline Road. Both the driveway running north/south from Baseline and the driveway running east/west from Val Vista will be narrowed to encourage vehicular traffic to slow down. Thus creating a safer and friendlier feel for pedestrians.

The two single story buildings will house either office, retail or restaurant and form the edge of a small open space at the corner intersection. The building design will complement but not mimic the existing project. Attention will be paid to providing adequate shade at the pedestrian walkway adjacent to storefronts. Quality materials such as stone, metal panel and concrete will be used to accent the buildings.

The parking field will be reorganized to provide easy to navigate parking and pedestrian links. Modifications to existing driveways will be made in a fashion to enhance pedestrian links and preserve as many existing palm trees as possible. The palms are viewed as a positive characteristic of the existing center that needs to be preserved as much as possible.

North Cluster Improvements

The North Cluster improvements include adding multi-story buildings on the north and south side of the northernmost entry drive off Val Vista, and complementary improvements to the pedestrian pathways within the existing parking lots. The new buildings will provide a two-sided retail streetscape for a portion of the existing project and along the entry drive from Val Vista. The palm tree character of the existing drive will be preserved. Along the edge of the diagonal parking, trees will be added in a manner consistent with the intent of the City of Mesa Development standards to assist with sidewalk shading.

The building design will complement but not mimic the existing project. Attention will be paid to providing adequate shade at the pedestrian walkway adjacent to storefronts. Quality materials such as stone, metal panel and concrete will be used to accent the buildings at the pedestrian level. Entries to the buildings will be facing the new drive and plaza, not the parking fields. Corner tenants will most likely have storefronts that wrap the endcaps of the buildings, but the entry will remain facing the street/plaza.

The cluster of buildings creates a community amenity space on the south side of the drive. This space will be a flexible multi-use public space with a permanent shade canopy. It will accommodate a variety of programming events such as outdoor movie nights, farmers markets, craft fairs, concert series, etc... Connections to the parking lots from this area will consist of paseos that cut through the buildings at mid-block. The paseos will lead to pedestrian walkways within the parking fields.

Multifamily Improvements

The Multifamily improvements are located on the northwest portion of the site. The previous master plan called for a four story garage running 600' along the edge of the single family development to the west. The new master plan wraps the

garage with a quality residential product that is set back from the existing single family neighborhood anywhere from 85' to 160' from the property line. A small detached commercial building has also been added to the south side of the entry drive to assist with the extension of the mixed use environment.

The development will consist of a 4 story with mezzanine residential building and a supporting parking garage that will also supplement the retail parking need. The unit count for the building is expected range from 260 to 320 units. The matrix of units will be determined by market demand at the time of buildout. The building design will complement but not mimic the existing project. Quality materials such as stone, metal panel and concrete will be used to accent the buildings at the pedestrian level. The target resident is younger individuals and couples that desire to live close to restaurants and social activities.

The arrival sequence and valet/drop-off for the residential occurs as an extension of the new enhance entry drive through the North Cluster. The sidewalks will continue in an urban fashion with enhanced paving all the way to the front door of the residential. The residential portion is being designed to feel like an extension of the mixed use environment. The backs of the existing retail buildings in this area previously formed a service drive. Service functions will be relocated and screened with walls and landscaping so that the impact on the pedestrian environment is mitigated.

Theatre Improvements

The Theatre improvements include the option to either repurpose the existing shell retail space to accommodate a small theatre or build a new theatre building in its place. A new vehicular drive will be cut through the existing retail building to allow direct access to the new parking garage. The garage is being designed to park the residential units and supplement the parking needed for a theatre. The new drive will also be a direct pedestrian link from the vertical circulation of the garage to the theatre entry. This street will be lined with retailers giving it a vibrant and urban feel. Enhanced paving and street trees will provide for a comfortable and shaded environment. The building facades will be designed to be a contemporary complement to the existing buildings rather using the same architectural style. Quality materials such as stone, metal panel and concrete will be used to accent the building at the pedestrian level. Entry to the theatre will be on the east face of the building, facing the current surface parking lot.

Hotel Improvements

The Hotel improvements will add a limited service hotel at the northeast portion of the site. Parking and curbs have been modified to provide a fluid entry sequence for vehicles and an easy pedestrian connection to the shopping district. The hotel is located in this area to maximize its exposure to the freeway and to simplify access.

Existing on-site parking currently accommodates 2,430 cars. The new master plan will remove 981 of these existing spaces, but will add 613 new surface parking stalls. While providing the required parking for new multi-family residents, the new 790 car garage will devote 158 spaces – its first level – to commercial use. Thus, the new plan will provide 2,220 commercial spaces (meeting the required 2,199 commercial parking stalls).

We believe the updated master plan will create a more cohesive and sustainable center that will offer a vastly improved pedestrian experience. To achieve this, we are

reducing the cross section of some of the existing streets to increase shade and pedestrian connectivity.

While the new master plan will diversify the aforementioned amenities offered by the Village at Dana Park, the new site plan lessens the distance visitors must walk from parking to the retail areas, improves traffic flow, and adds landscaping and shade elements. These improvements will encourage visitors to visit the Village more frequently and for longer periods of time.

Please let me know if you have any questions.

Regards,



George Melara, AIA

Nelsen Partners

LANDSCAPE ARCHITECTURE NARRATIVE

Purpose:

This section provides an outline of standards for the design of landscape elements and access, including plant materials, groundcovers, outdoor structures, plaza space, hardscapes, and site pedestrian and vehicular access. The purpose of this section is to create aesthetically pleasing, quality, functional, safe and accessible outdoor areas. These design standards for the Dana Park improvement project are intended to create easy and safe accessibility for cars, bicycles and pedestrians, provide shade, visually soften buildings and hardscapes, create opportunities for growth, provide programmatic elements for the community and ensure ADA accessibility. The following standards are intended to be flexible and adaptable to address the environmental and economic context at the time of design and construction.

Design Intent Statement:

This Dana Park project site is an expansive location that serves as the city of Mesa's primary high-end shopping gateway on the highly visible corner of Baseline and Val Vista Drive. The design delicately balances the existing site and structures with the integration of new buildings, pedestrian pathways, hardscape and landscape. Dana Park aims to be a hub for residents as well as a destination for the Phoenix area community to engage in commercial, dining, retail, employment and living opportunities. In order to achieve this it is essential to thoroughly examine the current site conditions and properly assess where improvements, enhancements and additions are needed to enhance the experience for visitors and to attract potential clients to this development. It is clear that pedestrian experience is paramount to the success of the project. The goals for improving the site through Landscape Architecture are to enhance and refine hardscape materials, widening pedestrian pathways, clearly

defining connections between retail stores, clearly defining connections to Dana Park from the surrounding neighborhoods, minimizing the focus on vehicular dominated parking design, providing opportunities for programming throughout the project, greatly increasing shade throughout the site and expanding and enhancing vegetation and groundcover. Through these fundamental measures the project site will transform into a model for a mixed use urban lifestyle.

The Dana Park landscape plan responds to the flow of pedestrian traffic between and throughout the project site. The site and ground level are planned to naturally and seamlessly facilitate pedestrian traffic at a busy urban shopping and mixed use complex. A more clearly defined pedestrian corridor connects people from the primary and secondary external intersections and entrances to existing and proposed buildings around the entire site. Additionally, enlarged pedestrian corridors seamlessly connect visitors to various commercial centers on site. Pedestrians are ushered along main arteries and walkways fully shaded either by large shaded trees, shade canopy or a cantilevered shade structures. 'Pocket Parks'/'Parklets' are used twice on site to connect surrounding buildings and add additional programming opportunities for various users and tenants. Shaded outdoor spaces are provided along the building edges to increase shade opportunity while still providing the option to be shaded in the summer or to lounge in the sun during Arizona's mild fall, winter and spring. With significant shade provided by vegetation at the core of the Dana Park project, a large shade canopy also extends into the parking lots and public right-of-way to bring shade to pedestrians as they move towards and throughout the site. The landscape is calibrated to respond to the harsh desert climate. An elegant combination shade trees, tall Date Palms, and lush but low water use shrubs and groundcover creates an environmentally sound, economically smart and appropriately expressive complement to the exterior building skin.

Low Water Use Landscape:

All new landscape shall comply with the Arizona Department of Water Resources' Low Water Use/Drought Tolerant Plant List. The project shall limit the use of water intensive landscape. This limit includes, water features and turf. These elements will be used on site but in reasonable quantities in proportion to the project site size and used in locations that promote gathering and areas of respite.

Groundcover:

All landscape areas will be topdressed with vegetative groundcover. The current preliminary plan calls for all landscaped areas to be topdressed with Decomposed Granite, color and size to match existing at a two inch minimum depth.

Trees:

Trees will be planted as screens in certain areas such as loading areas that are adjacent to public gathering areas and walkways. Trees planted as screens will provide a semi-opaque barrier and shall maintain a view corridor for the safety of pedestrians and vehicles. All trees will be drought tolerant, native desert trees. No pollen producing, invasive or high water use trees will be used on this project.

Irrigation system:

All landscape and streetscape areas being renovated will receive new irrigation as needed. Any additional irrigation system will match existing conditions. If existing conditions are not up to functional standards or code a new system shall replace the existing with state of the art 'smart' controller that use soil sensors. Manufacturers claim an additional 30% more water savings than conventional systems. Sensor based controller will also provide optimal watering to each plant type to maximize their health and strong growth.

Preliminary Dana Park Vegetation List:

This section outlines the preliminary vegetation list for the Dana Park project. Species are subject to change based on availability and applicability at time of construction. Any species altered will be replaced with a similar species in like and kind.

Existing healthy native type trees and plants (mesquite, palo verde, etc.) will be protected in place or salvaged from the site and shall be relocated on site per city regulations.

Existing healthy date palms and native cacti accent plants will be protected in place or salvaged from the site and shall be relocated on site as desired per the new plan.

Val Vista & Baseline Streetscape

Parkinsonia x 'Desert Museum' (Desert Museum Palo Verde)

Leucophyllum langmaniae (Rio Bravo Sage)

Bougainvillea 'Barbara Karst' (Bougainvillea)

Caesalpinia Mexicana / Red Bird of Paradise

Entry Drives

Existing Date Palms

Parkinsonia x 'Desert Museum' (Desert Museum Palo Verde)

Leucophyllum langmaniae (Rio Bravo Sage)

Eremophila glabra ssp. carnosa ('Winter Blaze')

Lantana camara 'Dallas Red' (Red Lantana)

Lantana 'New Gold' (Yellow Lantana)

Muhlenbergia emersleyi 'El Toro' (Bull Grass)

Retail Streetscape

Prosopis hybrid (Phoenix Mesquite)

Parkinsonia x 'Desert Museum' (Desert Museum Palo Verde)

Sophora Secundiflora (Texas Mountain Laurel)

Ficus indica columns (Indian Laurel)

Tecoma stans 'Gold Star' (Tecoma 'Gold Star')

Tecoma stans 'Crimson Flare' (Tecoma Crimson Flare)

Bougainvillea 'Barbara Karst' (Bougainvillea)

Eremophila glabra ssp carnososa ('Winter Blaze')

Rosmarinus officinalis 'Tuscan Blue' (Rosemary Tuscan Blue)

Teucrium chamaedrys (Germander)

Aloe barbedensis (Aloe)

Parking Lot

Existing Palo Brea Trees

Parkinsonia praecox (Palo Brea)

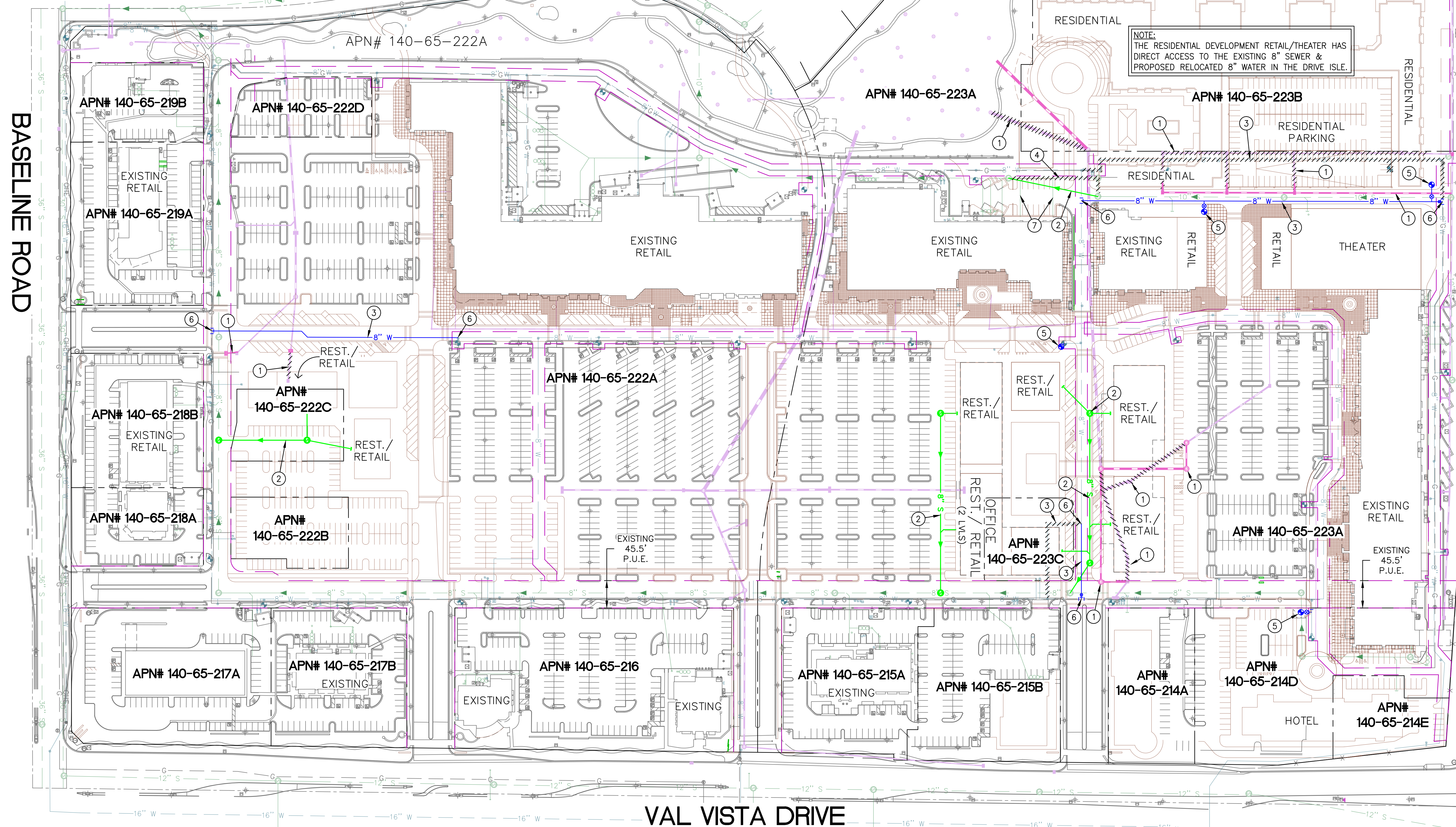
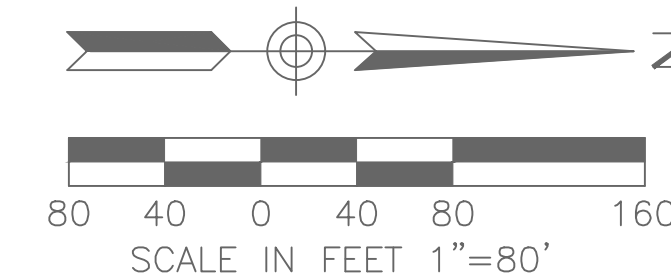
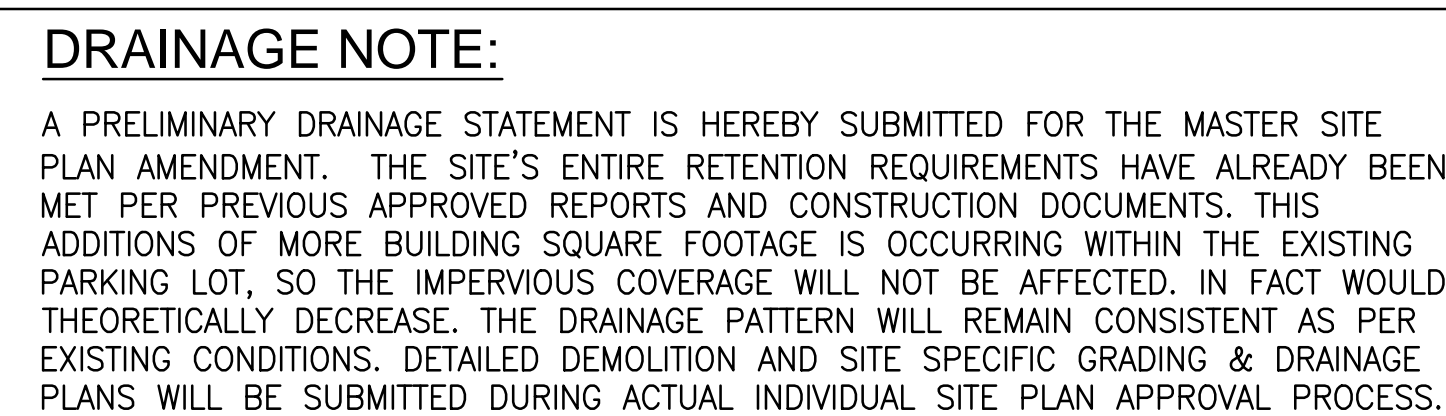
Ruellia penninsularis (Baja Ruellia)

Leucophyllum langmaniae (Rio Bravo Sage)

Eremophila glabra ssp carnososa ('Winter Blaze')

Lantana camera 'Dallas Red' (Red Lantana)

Lantana 'New Gold' (Yellow Lantana)

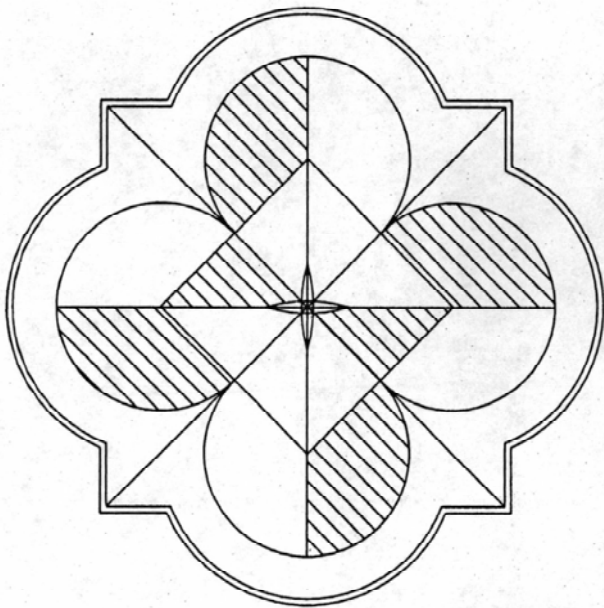


SUPERSTITION FREEWAY

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Dana Ranch Village Square Design Guidelines

Prepared for Triple Five Development, Inc.



Prepared by Saemisch Di Bella Murphy, LLC

COMMUNITY DEVELOPMENT
APPROVED PLANS
CITY COUNCIL
DATE: 4/19/99 & 11-16-98
WITH STIPS: YES ☒ NO ☐

Z98-79

Design Guidelines

Page 1

Introduction

The Owners are bound by covenants that, so far as possible, assure the design standards set here-in are maintained from the inception of the project to its completion and beyond. No building or other structure shall be erected or altered until the proposed site plan, building plans and materials have been approved in writing by the Design Review Committee (DRC) of Dana Ranch Village Square.

Guidelines

The design standards and Master Development Plan (MDP) have been established as guidelines for a unified development of building forms, colors, materials and scale including site elements, landscaping and signage. The architectural theme or archetype is "Santa Barbara" in feel, and context. The Val Vista Lakes Community Clubhouse would be an example of the excellence and quality of building / site design sought by this development.

Process

Preliminary and final designs for all buildings and building sites shall be submitted to the DRC for review and approval. Presentation requirements and record documents are as required by the DRC. The approvals may be obtained concurrently with required Design Review Board (DRB) approvals of the City of Mesa (City). Requirements of the guidelines and/or the DRC may exceed those of the City with the stricter or highest standard of the two to be complied with. Any doubt as to the highest standard applicable will be determined by joint communication between the DRC and DRB. In no case shall City ordinances be violated and all variances shall follow standard City Board of Adjustment procedures. Any changes in the Master Development Plan (MDP) shall follow City Planning and Zoning procedures for approval.

Perimeter Site Area

The site perimeter consisting of building sites A thru P along Val Vista Road and Baseline Road shall maintain a 20' building, parking and drive setback from the City Right of Way / development property line. Heights of buildings not to exceed 30'. Parking area screen walls and landscape screen hedges at City street perimeter will be of one design for the development. All monument signage shall be integrated into same screen wall. Building sites shall connect (5' sidewalks min.) front door entries to development pedestrian ways. Site lighting within building sites shall not exceed 16' in height. Parking and access to perimeter road is conceptual as shown on MDP. All parcels are to interconnect and drives onto perimeter road to be separated by 100' center to center. Each building site shall incorporate min. one bike rack, one trash/cigarette urn and one bench from site furnishings list. If building site is food related double the required furnishings. If the building site is food related an exterior patio with min. dining for 16 shall be provided with shade devices. Dining area shall be separated from parking by 5' landscaping strip and 30" wall or hedge.

COMMUNITY DEVELOPMENT
APPROVED PLANS
CITY COUNCIL

DATE: 4 19 99 # 11-16-98
WITH STIPS: YES ☒ NO ☐

Z98-79

Design Guidelines
Page 2

Core Site Area

The core site area consists of building sites Q thru V and AA thru II inside perimeter road. Height of buildings not to exceed 100'. Parking areas shall have screen walls and landscape screen hedges. All monument signage shall be integrated into same screen wall. Loading areas and trash bins to be screened from perimeter road and open areas. Building sites shall be interconnected by 5' min. sidewalks to development pedestrian ways. Site lighting within building sites shall not exceed 20' in height. Parking and access to perimeter road is conceptual as shown on MDP. Access to parking garages shall not be directly onto perimeter road. Concrete pavers and/or Bomanite in streets are as shown on master development plan. Core area buildings are surrounded by common area (including arcades) that will provide pedestrian ways with concrete pavers, planters, fountains, site furnishings, public art, directional signage and ornamental lighting. This will be developed in detail and amended to the master development plan and approved by the City.

Parking and Site Typical

1. Sidewalk color natural gray, finish salt etched with 6" concrete paver adjacent to all expansion joints (10' OC Min.). ADA warning texture to be kerfs cut into concrete pavers at ramps. ADA walkways connecting parking space to be concrete pavers with 12" concrete ribbon perimeter.
2. Standard parking stall width to be 10' (see City standards for other requirements).
3. Parking rows shall have 10' wide planter separating a maximum of 10 car spaces. Planter shall have 3' walk flush with paving or ramped to raised walk (walk excluded when terminated into landscape area) . When possible line up walks through parking areas.
4. Mechanical equipment, antenna, +3' electrical switch/ transformer boxes, gas meters, backflow preventers and TV dishes shall be screened from public view by walls or vegetation (screened effectively day of planting).
5. Electrical entries, electric panels, roof ladders and fire sprinkler risers shall be interior to the buildings.

COMMUNITY DEVELOPMENT
APPROVED PLANS
CITY COUNCIL

DATE: 4 19 99 #11-16-98
WITH STIPS: YES ☒ NO ☐

298-79

Design Guidelines

Page 3

Buildings Typical

1. Parapet walls less than 20' high shall be topped with minimum 12" high projecting cornice. Taller walls shall have 24" high projecting parapets.
2. Mechanical equipment, antennae, and TV dishes shall be screened from public view by roof parapets.
3. Plastic fabric awnings not allowed. Awnings at arcades and parking garages shall be limited to three designs (to be provided by DRC). Awnings at residential, office and hotel to be metal at upper stories with one design per building type (to be provided by DRC). Solid color (same as allowed for window mullions) awnings allowed elsewhere.
4. Neon light building accent, if approved, shall be shielded and provide indirect light only. Window outline neon is not permitted.
5. Exposed sloping roofs (min. Slope 3:12, max. slope 6:12) shall be red-clay-mission-barrel-tile with stucco/EIFS eaves (no exposed wood).
6. No glass lite shall exceed 5' horizontal by 10' vertical. Glass module encouraged is 30" square. Floor to ceiling glass allowed at entries and elsewhere to be +30 " and above. Glass entry doors (wood or metal style) to be min. 4 multi panes (Insulated glass to have surface muttons). Glass block not allowed. Stained glass is allowed (logos considered in allowable sign area). Glazing not to exceed 20% reflectivity.
7. Small windows with vision glass or spandrel glass may be required accents at tall large wall surfaces (see elevations MDP)
8. No exterior exposed wood structure or detail is allowed. Wood entry doors are allowed.
9. Ornamental iron window grilles, light fixtures (with approved cut -off), and balconies are encouraged.
10. Window and door frames to be metal, color white, black, bronze, muted red, muted green or muted blue.
11. Tower elements are encouraged at one corner or at opposing building corners and/or at entries (see elevations MDP)

COMMUNITY DEVELOPMENT
APPROVED PLANS
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DATE: 4 19 99 #11-16-98
WITH STIPS: YES ☒ NO ☐

298-79

Design Guidelines
Page 4

12. Ground floor openings to be covered by arcade (as shown in elevations and plan of MDP) or accented by segmented arches (1:8 spring to arch), barrel arches or corbeled openings (see elevations MDP). Column bases and capitols are typical at ground floor openings (see elevations MDP). Horizontal banding is typical at +18' to 20' (see elevations MDP). Raised arch surrounds and window surrounds are accents that maybe required to upgrade an appearance or break up monotony.
13. Buildings to have 3' to 5' high wainscot (darker than wall above) of stucco/EIFS, stone, precast concrete or integral color split-face concrete block. This accent may step up and over at building entries or pop-outs or at pop-out in fills (see elevations MDP).
14. Building colors shall be shades of white, tan and gray. Pavers and Bomanite shall be shades of tan, red and gray. Other accent colors will be considered for approval. Concrete will be salt etched natural gray with areas of 3/8" exposed aggregate tailings allowed.

landscape Typical

1. Landscaping of common areas shall be as shown on MDP and additional landscaping to be selected from plant list on MDP.
2. Lawn areas shall be limited to common areas which shall not exceed 50% of landscape area. Exceptions may be considered if adjacent to common area lawn or at hotel building site.
3. All irrigation systems to be approved with maximum efficiency and conservation in mind.

Signage Typical

1. Reverse pan channel letters or edge exposed lexan with indirect neon light is the preferred signage system. Signage to comply with master sign package as approved by City.
2. Core area buildings with arcades are required to have placard signs at all businesses +12'. The size, shape and lighting per standard details to be approved with master sign package.
3. Signs on awnings not allowed.

COMMUNITY DEVELOPMENT
APPROVED PLANS
CITY COUNCIL

DATE: 4 19 99 #11-16-98
WITH STIPS: YES ☒ NO ☐

298-79

Citizen Participation Plan for Dana Park

June 2, 2015

Purpose: The purpose of this Citizen Participation plan is to inform citizens, property owners, neighbor associations in the vicinity of the site of an application for Dana Park. The site is located at 1744 South Val Vista Drive, the northwest corner of Via Vista Drive and Baseline Road. The application is for a revised Master Plan and Site Plan for the 61 acre commercial property. The property is currently zoned C2 BIZ and no change in zoning is sought. This plan will ensure that those affected by this application will have an adequate opportunity to learn about and comment on the proposal.

Contact: Dan Kovacevic, Director Arizona Division
Whitestone REIT
201789 North Pima Road Suite 210
Scottsdale, Az. 85235
480-397-1900
dkovacevic@whitestonereit.com

Pre-Application Meeting: The pre-application meeting with City of mesa planning staff was held on October 1, 2014. Staff reviewed the application and recommended that adjacent residents and nearby registered neighborhoods be contacted.

Action Plan: In order to provide effective citizen participation in conjunction with their application, the following actions will be taken to provide opportunities to understand and address any real or perceived impacts their development may have on members of the community.

1. A contact list will be developed for citizens and agencies in this area including:
 - All registered neighborhood associations within one mile of the project
 - Homeowners Associations within one half mile of the project
 - Interested neighbors within 1,000 feet of the project
2. All persons listed on the contact list will receive a letter describing the project, the schedule, site plan and invitation to a series of two neighborhood meetings to be held at 1744 S. Val Vista Suite 110, Mesa, Az.. There will be two sets of meetings, the first for the larger neighborhood (1), the second for the immediately adjacent neighborhood (2).
 - The first meeting for each group will be an introduction of the project and an opportunity to ask questions and state concerns. A sign in list will be used and comment forms provided. Copies of the list and any comment forms will be given to the City of Mesa Planner assigned to this project.
 - The second meeting will be held two weeks later and will include responses to questions and concerns raised at the first meeting. The sign in list and comments will be provided to the City of Mesa Planner.

Schedule: Pre Application meeting- October 1, 2014
Application submittal- June 2, 2015
Letter mailed to all reisents and organizations- June 22, 2015
First (1) neighborhood meeting June 30, 2015. (2) July 1, 2015.
Second (1) neighborhood meeting July 14, 2015. (2) July 15, 2015.
Submittal of revisions, Citizen Participation Report, and Notification materials- July 20, 2015.
Planning and Zoning Board Hearing – August 19, 2015.

Citizen Participation Report for Dana Park 2015 Update

Case # Z15-025

Date of Report: August 3, 2015

Overview: This report provides results of the Citizens Participation Plan for Dana Park. The site is located at 1758 S. Val Vista Drive, at the northwest corner of Val Vista Drive and Baseline Road. The application is for the addition of residential, retail, office and theatre buildings to the existing commercial center. This report provides evidence that citizens, neighbors, and interested persons had adequate opportunity to learn about and comment on the proposed plans and actions addressed in the application. Sign in lists, comments and other materials are attached.

Contact:

Dan Kovacevic, Director Arizona Division

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480-397-1900

dkovacevic@whitstonereit.com

Neighborhood Meetings: The following are the dates of the meetings where citizens were invited to discuss the proposal. There were two groups invited. The first was a larger neighborhood; the second was for the immediate neighborhood located adjacent to Dana Park on the west. All meeting were held at 1744 S. Val Vista Drive Suite 110, Mesa, Az., and were held at 6:00 p.m..

1. June 30, 2015 Larger neighborhood, 4 people in attendance
2. July 1, 2015 Immediate neighborhood, 6 people in attendance
3. July 14, 2015 Larger neighborhood, 15 people in attendance
4. July 15, 2015 Immediate neighborhood, 0 people in attendance

Correspondence and Telephone Calls: Letters to both sets of neighborhoods were mailed on June 2, 2015. The larger neighborhood set was to 218 recipients. The immediate neighborhood set was to 196 recipients. Therefore a total of 414 letters were mailed, 33 letters were returned as undeliverable. We received 4 email requests for additional information. A copy of the site plan was forwarded to all. There was 1 phone call which was a follow up to one of the emails.

Results: Copies of the meeting notes are attached. This outlines each of the questions/concerns and the manner in which they were answered.

Sign In Sheet

Tuesday, June 30, 2015

[illegible]

Citizens Participation
Sign In Sheet

Tuesday, July 14, 2015

Name	Address	Phone
Jackie Freitag	1435 E Beacon Dr	480-926-6339
Janet Fulkner	1341 E. Catamaran	925-354-9262
Nancy S. Delecki	1349 E. Catamaran ^{Gilbert} 85234	480-892-0979
Larry Lippow	610 Les Juntas St, Martinez, CA	925-335-5122
Sara Rippending	1842 1842 E Bay Tree Ct, Gilbert	515-321-4217
STEVE COSENTINO	1409 E. CATAMARAN DR	480 545-8164
Carol Jorgensen	1508 E. Treasure Cove Dr ^{GILBERT 85234}	480-695-5050
MARC Menden	2467 E. ENCINAS AVE ^{Gilbert AZ 85234}	480-305-0700
Red + Rosey Bailey	1334 E. Catamaran Dr. Gilbert	480-892-4805
Bob Sharf	432 E. BASELINE RD	(480) 689-3830
Kathy Butt	1349 W. CHICKADEE DR. ⁸⁵²³⁴	602-576-7953
Suzanne Capps	1210 E Whitefish Bay Ct ^{Gilbert 85234}	480 545-5471
Nel & Ellie Hong	1700 E. Lakeside Dr, ^{#11, Gilbert}	545-0410



WHITESTONE REIT

[Handwritten signature]

Citizens Participation Sign In Sheet

Wednesday, July 15, 2015

[illegible]

Dana Park
Citizens Participation Meeting **June 30, 2015**

Attendees: Janet Stock 1442 E Catamaran Dr. Gilbert
Michelle Nob 1402 E Catamaran Dr. Gilbert
Janet Falkner 1341 E Catamaran Dr. Gilbert
Cody Newton 1213 S. Almar Circle Mesa

<u>Comment/Question</u>	<u>Response</u>
Checked zoning in 1994-single family	Described sequence of events/various approvals.
Will there be a hotel and theatre?	The plans anticipate those uses
Residential means apartments? Height, how many, apt/condo?	Yes 4 story w/ some penthouse, 300, Apartments now could convert in the future
Any detail on hotel?	Small, less than 200 rooms
Theatre-movie or play?	Movie, described potential format
Greenspaces-uses? No need for new parks, liked San Tan type amenities	Flexible, no permanent structures, farmers market, film night
Is there someone from the City to address traffic issues? Very high traffic volumes, need for pedestrian/bike access, crosswalks across Baseline.	To be discussed with the City
300 unit apartments will change the neighborhood, crime is increasing now, high density. Rent levels	Designed and priced for upwardly mobile millennials.
Parking for theatre?	In the garage.

Dana Park
Citizens Participation Meeting **July 1, 2015**

Attendees: Patty Overloct 3339 E Jaunita Ave. Mesa
 Jim Daniels 3230 E Jaunita Ave Mesa
 Greg Jan James 3230 E Irvin Ave Mesa
 Dan Copeland 1717 S Citrus Circle Mesa
 Scott Turner 3244 E Javelina Ave Mesa

Comment/Question

Response

Apartments- #, exact location
Circulation for apartments
of occupants, ht. of buildings
Letter didn't address apartments

300, explained the configuration
2 thru drives to and from Val Vista
1 or 2 per unit, 48-59 ft.
Purpose of the meeting, information is public

Timing/phasing/start (several
Comments along this line)

Start asap, phasing depends on market.

Interest from hotel partner? Hotel
Is a good idea.

Some preliminary..

Interest from theatre?

Some preliminary. Explained format.

Any names of retailers/restaurants?

Not at this time. As a public company
we are sensitive to pre-releasing
pending leases.

Shade- trees or canopies?

Both

Garage parking for?

Shared theatre and residential

Competition for dinner theatre
1 mile away.

Aware of that.

What happens to Park?

Nothing now. WSR maintains for
community. We will work with HOA for
new pedestrian access.

Height of hotel?

Depends on the operator.

Scott- Like what you're doing, like everything. There were several compliments
from all with one exception.

Dana Park
Citizens Participation Meeting **July 14, 2015**

Attendees:

Jackie Freitag	1435 E Beacon Drive	Gilbert
Janet Faulkner	1341 E Catamaran Dr.	Gilbert
Nancy S. Delecki	1349 E Catamaran Dr.	Gilbert
Larry Lippow	610 Las Juntas St.	Martinez, Ca.
Sara Rippendirp	1842 E Bay Tree Ct.	Gilbert
Steve Cosentino	1409 E Catamaran Dr.	Gilbert
Carol Jorgensen	1508 E Treasure Cove Dr.	Gilbert
Marc Menden	2467 E Encinas Ave	Gilbert
Rod/Rosey Bailey	1334 E Catamaran Dr	Gilbert
Bob Short	4321 E Baseline Rd	Gilbert
Kathy/Bill Butts	1349 N Cliffside Dr	Gilbert
Suzanne Capps	1210 E Whitefish Bay Ct	Gilbert
Ned/Ellen Hong	1786 E Lakeside Dr	Gilbert

<u>Comment/Question</u>	<u>Response</u>
# of units in residential	300-326
Only one road to residential	served by 3 internal access points, 2 to Val Vista
How much parking	1.75 spaces per unit
Consider road connection to the west	no
Seems like a lot of traffic- traffic study	not necessary, less intense than the original plan.
Sale/rent/price	rent/\$2 per sf, 1200-1500
There's a theatre 1 mile away, more along 60. Studios require spacing	Theatres have a tendency to congregate
Sales % from new residential	No estimate at this time, expect more activity
# of rooms in hotel	no more than 200
Hollywood has 3 mile radius req.	Not our experience from interested operators
Traffic movement leaving apts in a.m.	Thru parking lot drives to signal on Val Vista
Are operators aware of theatre spacing	We haven't marketed, operators have come to us

Overall an improvement, mixed use
is great, opposed to theatre.

Phasing

Demand driven

Is there a plan B for residential

previously approved parking garage,
original plan proposed 3-5 levels.

Like what you're doing, synergy,
needed improvements

This is the spark to make it go, needed

Dana Park
Citizens Participation Meeting **July 15, 2015**

Attendees: No one attended.

From: [Kim Steadman](#)
To: rodb4@prodigy.net
Cc: [District 2; Councilmember Luna; jcalfaulk@yahoo.com; wdelecki@aol.com; Tom Ellsworth](#)
Subject: FW: Dana Park Master Plan redevelopment
Date: Thursday, August 06, 2015 11:32:00 AM
Attachments: [Development Impact Report Z15-0 Villages at Dana Park.pdf](#)

Regarding: Case Z15-025 – Dana Park Village Square – Modifications to the Master Plan

Dear Sir,

I have been assigned this case and will be presenting it to the Mesa Planning & Zoning Board on Aug. 19th. In response to your questions:

- I have attached the Development Impact Report, which includes comments from our Transportation Department. They have not called for changes to the adjacent streets in response to this project.
- The applicant is not proposing an access point from W. Miramar St.
- This proposal does not include the addition of exits from the center onto Baseline Rd. or Val Vista Dr.
- I am scheduled for a meeting with Gilbert Public Schools next week to discuss the additional students. I have forwarded them the plans and narrative for their review before this meeting.
- My staff report for this proposal will include a summary of questions raised, both to City staff and to the applicant.

Please feel free to contact me if there are further questions.

Best regards,

Kim



development services dept.

Kim Steadman, RA

Planner-II

Kim.Steadman@MesaAZ.gov

480-644-2762 tel

480-644-2757 fax

55 N. Center

Mesa, Az 85201

Office hours:

Monday - Thursday: 7 am to 6 pm

Friday: closed

From: Larry Smith
Sent: Tuesday, August 04, 2015 2:11 PM
To: Kim Steadman <Kim.Steadman@MesaAZ.gov>
Cc: Robert Apodaca <Robert.Apodaca@MesaAZ.gov>
Subject: RE: Dana Park Master Plan redevelopment

Kim,

I assume you are only asking for Question #1? If so, the Applicant should provide the analysis and we can work with Transportation to review it for accuracy.

Larry Smith

*Sr. City Plans Examiner
City of Mesa Development & Sustainability
55 N. Center St. Mesa, AZ 85201
480-644-4732 / M - Th 7:00a to 6:00p*

From: Kim Steadman
Sent: Tuesday, August 04, 2015 2:03 PM
To: Larry Smith <Larry.Smith@MesaAZ.gov>
Subject: FW: Dana Park Master Plan redevelopment

Larry,

I am tracking down answers for citizen questions about the current Dana Park Village Square case (PLN2015-00250). I am asking for your help in getting answers to the following traffic questions, copied from the original email, below:

1. What is the estimated increase in traffic by the addition of 300+ residents, 8 new businesses, a theatre and a 200 room hotel? Are there sufficient improvements in the traffic management system anticipated to accommodate this increase? Staff updated info, per the applicant: 260 to 320 residential units are proposed. The movie theater is estimated at 40,000 sf.
2. Will there be access to the proposed apartment complex in the northwest corner of Dana Park via West Miramar Street? Staff updated info, per the applicant: this is not being proposed by the applicant.
3. Will there be any other exits added to the Village at Dana Park onto Baseline Road or Val Vista Drive to ease some of the bottleneck that may occur from the increase in traffic associated with the proposed enhancements to the master plan? Staff updated info, per the applicant: this is not being proposed by the applicant. Are we requiring any changes?

Thanks,

Kim



development services dept.

Kim Steadman, RA

Planner-II

Kim.Steadman@MesaAZ.gov

480-644-2762 tel

480-644-2757 fax

55 N. Center

Mesa, Az 85201

Office hours:

Monday - Thursday: 7 am to 6 pm

Friday: closed

From: John Wesley

Sent: Monday, July 06, 2015 8:16 AM

To: Kim Steadman <Kim.Steadman@MesaAZ.gov>

Subject: FW: Dana Park Master Plan redevelopment

Please review the email below and see the questions at the end.

The original was sent to Councilmembers Finter and Luna so we will need to keep them in the loop on a response. I think the answers are pretty easy. We will need to work with Transportation on any traffic impacts and be sure we notify Gilbert Schools for any comments they have.

John

From: Councilmember Finter

Sent: Saturday, July 04, 2015 1:42 PM

To: John Wesley

Subject: Fwd: Dana Park Master Plan redevelopment

FYI. Looks like we will need to bring these folks up to speed.

Sent from my iPad

Begin forwarded message:

From: ROD BAILEY <rodb4@prodigy.net>

Date: July 4, 2015 at 1:23:45 PM MST

To: District 2 <District2@MesaAZ.gov>, Councilmember Luna
<Councilmember.Luna@mesaaz.gov>, Planning Info
<Planning.Info@MesaAZ.gov>
Cc: Janet Faulkner <jcalfaulk@yahoo.com>, Wally Delecki
<wdelecki@aol.com>

Subject: Dana Park Master Plan redevelopment

Reply-To: ROD BAILEY <rodb4@prodigy.net>

Hello Councilman Finter, Councilman Luna and members of the City of Mesa Planning and Zoning Commission:

A number of residents of Mission Bay Estates have expressed concerns regarding the proposed changes to the Village Square at Dana Park Master Plan which are appropriate to bring to your attention as consideration is given to moving forward.

We are in a rather unique position of coming forward to address these with you since we are citizens of the Town of Gilbert, however there are some mitigating factors that make it appropriate to provide some thoughts for your consideration:

1. Mission Bay literally lies within a few hundred feet of the boundary that separates the two municipalities and, as such, is one of the reasons that the Whitestone REIT provided us notice of a neighborhood meeting to present and discuss a development proposal that they will be submitting for your consideration. The Village at Dana Park is one of our primary retail outlets and is of very significant interest to us.
2. The area in which the development is taking place, which we now understand includes approximately 300 residential apartment dwellings is in the Gilbert Public School system. As such, the elementary children living in this development would be attending Val Vista Lakes Elementary School located in our neighborhood.

Please understand that, by no means, are we opposed to changes which further economic development and enure to the benefit of citizens both from a tax revenue base as well as environmental improvement. We are somewhat concerned, however that the original plan which was sent to all of us indicated only the possibility of a new hotel and a movie theater. On the face of it, these appear to be enhancements that would strengthen the area and could be well accepted. It was surprising to learn at the informational meeting that a four story apartment complex with parking below was also to be a part of the development.

This substantially changes the character of the project and gives rise for concern about traffic impact, access for both residents and emergency services as well the impact for our community school.

The original letter sent to area property owners dated June 22, 2015 stated that "the design team and owner's representative, together with City Planning staff, will be present to describe the proposal and answer any questions."

Unfortunately, no one from the City of Mesa Planning staff was there to answer a few concerns. As a result, we are submitting these questions to you so that you can have an opportunity to research them before the next meeting on July 14th which we would respectfully urge you to attend.

1. What is the estimated increase in traffic by the addition of 300+ residents, 8 new businesses, a theatre and a 200

room hotel? Are there sufficient improvements in the traffic management system anticipated to accommodate this increase?

2. Will there be access to the proposed apartment complex in the northwest corner of Dana Park via West Miramar Street?
3. Will there be any other exits added to the Village at Dana Park onto Baseline Road or Val Vista Drive to ease some of the bottleneck that may occur from the increase in traffic associated with the proposed enhancements to the master plan?

Thank you for your consideration of these factors which have an impact on not only Mission Bay Estates and Val Vista Lakes in general, but also the Mesa Dana Ranch residential neighborhood.

Best regards,

Rodney D. Bailey, M.S.W., Ph.D.
1334 E Catamaran Drive
Gilbert AZ 85234
(480) 892-4805