



July 31, 2017

City of Mesa
Community Development
20 West Main Street
Mesa, AZ 85216

LETTER OF EXPLANATION - DEVELOPMENT PLAN REVIEW

Dear Design Review Committee,

Please find below, Development Plan Review narrative information for a relocation project by Enterprise Holdings for your information and use. Enterprise Holdings is currently operating a similar car rental facility, located at 6322 E Superstitions Springs Blvd. which is in or near the Superstition Springs Center mall development. Enterprise Holdings intends to relocate the existing business to 6447 E. Southern Avenue which again is near or within the Superstition Springs Center mall development. Re-zoning of the property is not required for the proposed redevelopment but it is anticipated that a "Special Use Permit" may be required for the intended use of the site.

Enterprise Holdings project objectives include:

- Relocate facility to a more advantageous site with greater visibility and accessibility.
- Project goals include redeveloping an existing un-leased site and vacant building.
- Redevelopment of the site includes demolition of existing outdated restaurant building and minor site improvements to improve functional use of site for its intended purpose.
- The project goals are to design and construct a new state of the art vehicle leasing facility by a leading and well-branded company that will co-exist and enhance marketability and profitability of surrounding businesses.

Site Design Concepts:

- Primary site design criteria and concepts are based on established and well-branded prototypes for these types of facilities which are developed throughout the country.
- Primary access to the site is from an existing curb cut along Superstition Springs Center Drive.
- Placement of the facility is set in approximate alignment with adjacent facilities so as to provide a consistent street façade along Southern Avenue, maintaining street presence and visibility of adjacent businesses.
- Transactions, activities and primary site access for the public occurs on the western side of the site and proposed building to reduce cross vehicle access issues with the adjacent "Over Easy" establishment, to discourage traffic from entering the site from Southern Avenue and for optimal operations in leasing, returning and cleaning of vehicles
- The form and articulation of the proposed facility compliments adjacent building structures but is set apart by the recognizable color branding and signage for Enterprise rental facilities; thus providing variety in the streetscape.
- Established indigenous landscaping with drip irrigation around the three street front sides of the site exists from previous development. Additional island landscaping internal to the site and refreshing of perimeter landscaping shall be installed throughout the site as part of this redevelopment.
- Storm water and or retention of storm water is existing as developed by previous site development and is considered existing to remain.



Building Design Concepts:

Design criteria and concepts are based on established and well-branded prototypes for these types of facilities which are developed throughout the country. Regional and local adaptations to facades and site configurations will be applied to address the City of Mesa's Zoning and Development Code Criteria and any design restrictions associated with the overall approved mall master plan.

Materials and standardized higher levels of quality are an established norm for this project type as the typical Enterprise customer has expectations of quality based on past experience and repetitive business; similar to hotel customer expectations. Building features include:

- Building program generally consists of customer reception/Lobby areas, open and private offices toilet facilities and break areas for employees.
- Project includes an enclosed two vehicle wash bay for the hand washing and cleaning of returned vehicles.
- Exterior walls include elements such as EIFS systems with masonry accenting, thermally broken aluminum framed storefront systems and insulated glass.
- Shade canopies are provided above entry openings at lobbies and various office windows for pedestrian comfort, to reduce heat gain during the summer months and to take advantage of solar gain in the winter months.
- Highly insulated and reflective roof systems are provided to mitigate heat island effect and reduce energy costs
- Interior finishes are "Class-B" minimum including such items as carpet tile, stone tile, acoustical ceilings and systems furniture.

General operations:

- The proposed business use for this facility consists of a vehicle leasing facility by Enterprise Holdings with approximately 10 – 15 employees.
- The proposed business use includes leasing cars and hand washing of returned vehicles in an enclosed wash bay.
- Days of operation are expected to be 365 days per year.
- General hours of operation are 8:00AM – 6:00PM during week days, 8:00AM – 2:00PM on Saturdays, and 9:00AM – 3:00PM on Sundays
- Peak hours are generally between the hours of 8:00AM – 9:30AM and 4:00PM – 6:00PM
- Site traffic includes 50 to 100 transactions on average, per day.
- Typically eight (8) to ten (10) transactions per hour.

Please refer to associated conceptual drawings for additional information regarding the proposed project.

Respectfully submitted,

Dustin T. Chisum, Sr. Project Manager
Deutsch Architecture Group

cc. Tim Fascetta – Enterprise; Glenn Hurd – Deutsch