

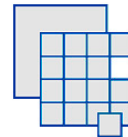
Villas at Red Mountain Minor General Plan Amendment, Rezoning, & Preliminary Plat

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Submitted by:



Pew & Lake, P.L.C.
Real Estate and Land Use Attorneys

Sean B. Lake
1744 S. Val Vista Drive, Suite 217
Mesa, AZ 85204
Phone: (480) 461-4670
Email: sean.lake@pewandlake.com

On behalf of:

Recker & Thomas 27, LLC

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Pew and Lake, PLC, on behalf of Recker & Thomas 27 LLC, is pleased to submit this narrative statement in support of the formal applications being submitted to the City of Mesa for Villas at Red Mountain ("the Villas"). The Villas is a single-family residential development located at the southwest corner of Recker and Thomas Roads in northeast Mesa, and is approximately a quarter of a mile north of the Red Mountain Freeway (202). This project is 30 gross acres in size and consists of two parcels, APNs: 141-41-004B and -006J as shown below:

The following development requests are being sought from the City of Mesa for approval:

- 1) **Minor General Plan Amendment** from the Mixed Use Activity District to the Neighborhoods Character Area
- 2) **Rezoning** from the RS-90 zone to the RSL 4.5 PAD zoning district
- 3) **Preliminary Plat** for the subdivision of 26.7 (net) acres into 110 single-family lots and approximately 4 acres of open space

Site Background & Context

This project is an assembly of two undeveloped parcels, which are currently zoned RS-90. This property has frontage on both Recker and Thomas roads with a City of Mesa park located on its northern boundary, the single-family residential subdivision of Red Mountain Ranch on its eastern and northeastern boundary and vacant undeveloped land to the south and east. Several proposed developments have been presented to the neighborhood in the past to be developed as a commercial development and received **overwhelming opposition** from the Red Mountain Ranch Homeowners and the Homeowners Association.

Accordingly, over the years the property owners have struggled with finding viable land use development options that would be compatible and supported by the Red Mountain Ranch HOA, as well as the surrounding property owners and neighbors. The proposed plan has been presented to both the residential community and Red Mountain Ranch HOA. While official action has not been taken, it was received well by both the HOA and the residents of the area. In addition, the property owners' representatives, went door to door at several hundred homes located in close proximity to the property and received over 200 hundred letters of support from the community for the proposed land use change from commercial to residential.

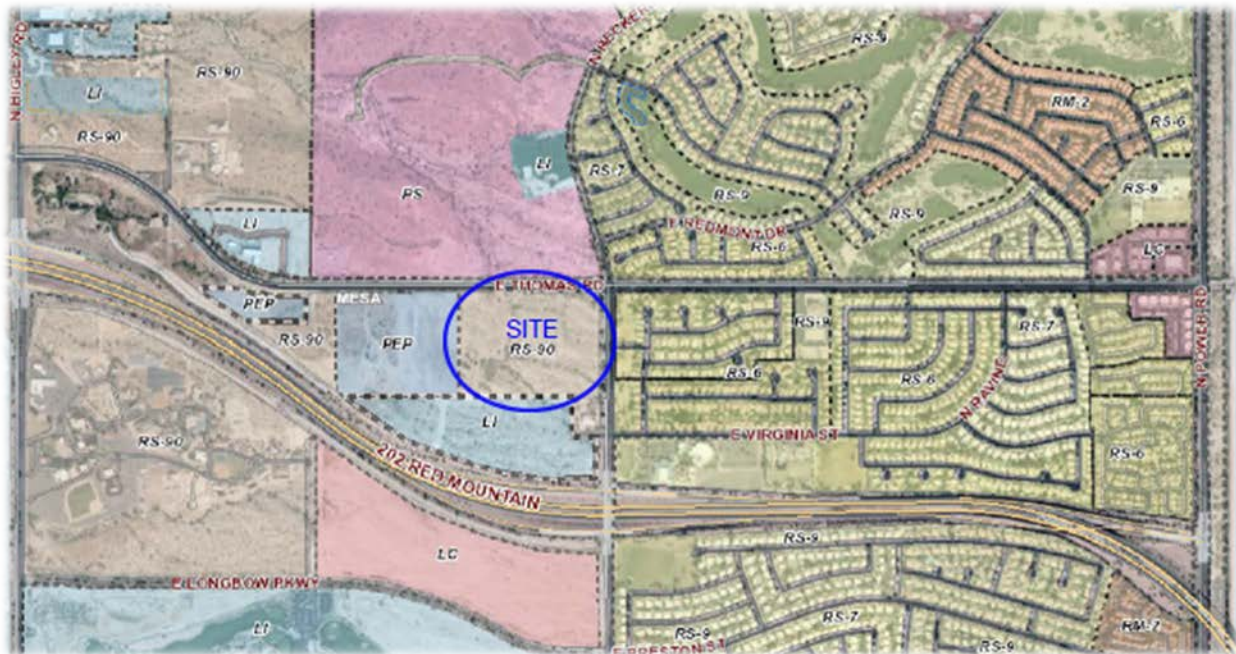
Figure 2 Aerial Site Map



Surrounding Conditions

Located directly to the east of the development is the single-family home community of Red Mountain Ranch. To the northeast of the subject property is another developed parcel of Red Mountain Ranch. These subdivisions were built in the mid-to late 1990's. Directly to the north of the property lies property owned by the City of Mesa slated for a future park expansion. Directly south of the property is a City fire substation, and roughly 25 acres of currently undeveloped light industrial zoned property.

Figure 3 Surrounding Zoning/Uses



Minor General Plan Amendment

A Minor General Plan Amendment is being requested in conjunction with this development proposal, as it can be demonstrated that a change in conditions and circumstances has occurred predominately economically (with traditional brick and mortar commercial demand and type of development changes over the last ten years), as well as a significant analysis has been completed regarding the preservation of the Falcon Field Airport's success, which does not render this parcel's necessity of developing strictly as commercial and/or industrial. A residential component will be complimentary to the existing Red Mountain Ranch community in the immediate vicinity and provide an appropriate buffer to the transitioning future non-residential uses to the west.

Figure 4 General Plan Designation



Mesa's 2040 General Plan defines the Mixed Use Activity District Focus as the following:

The Mixed Use Activity Districts are largescale (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. Big box development is appropriate in these districts. **The goal is to help [Mixed Use] districts be strong and viable centers of commercial activity that attract people to unique shopping and entertainment experiences.**

Key to the stated intent are the words "*strong and viable*". With the number of existing commercial developments, in less than a 2.5 mile radius from the site, additional commercial at this location is not only unnecessary, but as is already occurring, too many (similar) commercial uses close together canabalize the existing commercial businesses, making this mixed-use district location neither strong or viable.

Viable Commercial Sites

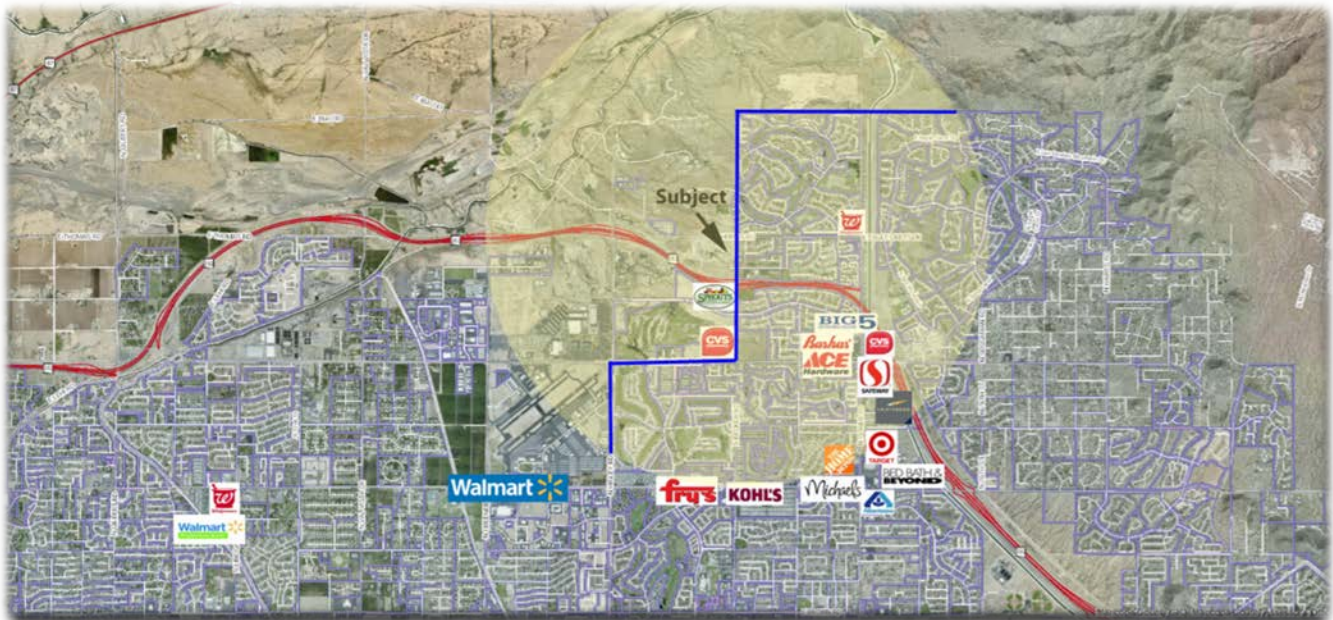
This last year (2016), a survey was conducted in Denver of professional commercial brokers, leasing agents and lenders, who were asked to rate location and site variables to determine how each element affects the decision making when selecting a preferred site. This is a standard framework of what commercial brokers and professionals use to analyze the potential success of a shopping center site or location. The reason this is important is because the goal of the City's General Plan is for strong and viable commercial centers, not struggling and vacant. The top five key variables used for commercial siting are discussed below:

- 1) **Number of Households (HH)** Less than 4,000 households within a one-mile radius is a strong negative factor, versus 10,000 households is a strong, positive factor. There are only 2,585 households within a one-mile radius of the project site. This is just over half of the minimum number of households for what is viewed as a negative factor.
- 2) **Household Income** Average household income \$24,000 or less within a one-mile radius is a negative factor, versus an average household income of more than \$40,000 is positive. The subject site has double at an average of \$83,553; however, the higher income cannot offset that the number of households are significantly less than the standard.
- 3) **Traffic Count** Daily traffic counts of fewer than 15,000 is strongly negative, versus the ideal range of 40,000 and 55,000 traffic counts per day. The subject site sees 5,000 vehicles per day on Recker and 1,100 vehicles per day on Thomes (west of Recker). Again, significantly lower than what is required to support a strong and viable commercial center.
- 4) **Visibility from Street** Anything less than 65% visibility is negative, versus eighty-five percent visibility is a strong, positive factor. The site is on a visible intersection; however, the visibility does not outweigh the significantly low daily traffic counts of the site.
- 5) **Competition** Two or more competing centers within a one-mile radius is a very negative influence on the site, versus no competition. In context of the low density housing surrounding the site, the analysis determining competition and the site's trade area is a two-mile radius. There is already substantial concern from commercial brokers in the area who have indicated a struggle in filling existing and newly developed commercial tenant spaces.

The trade area of the proposed property is **saturated** with Big Box Tenants (WalMart, Target, Kohls, Home Depot) plus WalMart has had planned for ten years a Sam's Club next to their existing store at McKellips and Greenfield Roads 2.5 miles from this site, which they have not developed due to the lack of demand. There are four major grocers within a two-mile radius of the subject property (Safeway, Fry's, Bashas' and Albertons) and Sprouts is opening a new store just a quarter-mile South of the proposed site with a planned Phase II consisting of 88,000 SF of additional retail space. In addition, there is a

Walmart's one mile to the east and CVS one mile to the south of the project site. The two-mile radius trade area saturation is illustrated below (dark blue line indicates residentially developed properties, because remaining property within area is non-residential and therefore offers no additional support to commercial uses):

Figure 5 Two-Mile Trade Area of Subject Site



Long-term sustainable retail centers rely on household numbers and the Villas at Red Mountain will bring to the market an increase of additional households that will only further assist to support the existing and newly operating and developing commercial centers in the surrounding area.

This is a parcel with little hope of commercial development. The development proposed with this amendment will increase the vitality of this area and complete the residential development within the community. This parcel may be considered as a remnant parcel because it does not have the traffic or characteristics needed to be a successful commercial development nor the support of the local community. The current classification has proven to be unsuitable by market forces; simply put, if the piece of property was suitable for commercial development, it certainly would have happened by now. Additionally, there is no reasonable expectation that commercial development will happen on this parcel anytime in the near future. Nearly all the residential land in the area has been developed, therefore, **commercial market demand will not increase because demographics needed to support additional commercial development in the area will not significantly change over the next 20 years.**

Economic & Site Analysis

An economic and commercial site analysis has been performed a number of times over the years by commercial brokers regarding the viability and success of commercial use of this property, and over and over the conclusions of these studies actually demonstrate that a commercial development at this location is not economically viable. This, in addition to commercial uses not being supported by the Red Mountain Ranch HOA and the Red Mountain Ranch residents, as evidenced by the letters of support for the change to residential, makes the site even **less desirable** for commercial development.

The consideration of residential uses in this location, at this time, is warranted for the following reasons:

- ❖ There has been *minimal demand* for additional industrial or heavier intense uses in the area over the last twenty years, but a **significant increased demand for residential uses**.
- ❖ The property is currently zoned for large lot residential (holding zone) and would necessitate a rezoning of the property for any non-residential development. This action was previously attempted by the property owner and received overwhelming opposition from the community.
- ❖ The traffic at the intersection does not support commercial development. The traffic counts at this intersection over the **last eleven years has actually decreased**, even after the opening of the freeway off-ramp at Recker Road.
- ❖ The traffic counts of vehicles per day (VPD) of the abutting roads is the following:
 - Recker Road: 5,000 VPD
 - Thomas Road: 1,100 VPD (west of Recker)

In comparison, Power and McKellips has combined traffic of 44,000 VPD at the intersection. That is seven times the amount of traffic counts than what occurs at the Recker and Thomas intersection.

- ❖ Recker Road, as an arterial roadway, terminates at Thomas Road and functions as a neighborhood collector north of Thomas Road and Thomas Road ends one mile west into State Trust Land and the Salt River. To the east, Thomas Road ends into the main entrance to the master planned community of Las Sendas. Therefore, vehicle counts on both Recker and Thomas Roads adjacent to the property will not significantly increase in the future. And as previously stated, over the past 11 years traffic has actually decreased. This is further illustrated in the following exhibit:

Figure 6 Termination of Thomas & Recker Roads



- ❖ Any additional commercial development in the area is more likely to be located at the intersection of Greenfield and McKellips next to the WalMart, or Longbow Parkway and Recker next to the new Sprouts (Phase II has 88,000 square feet of additional retail space with plans for an additional 30 acres of commercial development), which both see significantly more traffic than the proposed site and have existing commercial entitlements that accommodate large box retail and office development. It seems unlikely that any commercial user would choose this corner with significantly less traffic, less households in close proximity and a significantly higher entitlement risk.
- ❖ A residential land use seems to be the appropriate land use for the property given the low traffic, next to a large planned municipal park, lack of interest by any commercial developers or users, and overwhelming desire of the neighbors for a residential development.
- ❖ An **abundant supply of desirable industrial/employment** properties to be developed still exists within City limits.

Commercial Trends

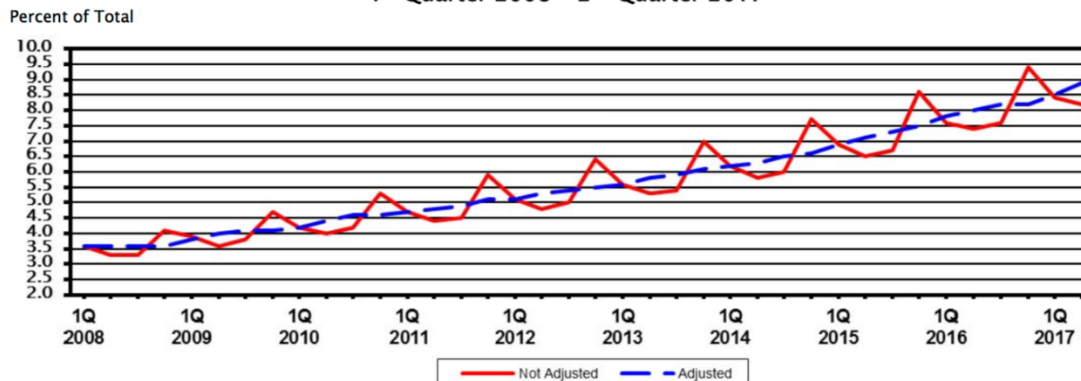
Additionally, there are two major trends which have had an effect on the retail industry over the last decade. Domination of the retail landscape by big box retailers and the rise and proliferation of e-commerce sales. These are important as it relates to the goal of the Community-Scale character subtype of the General Plan whose *“primary goal is to provide high quality opportunities for commercial and entertainment activities consistent with the needs of today’s consumer.”* As will be demonstrated the needs of today’s consumers are changing and there is a decrease in demand for commercial development, particularly at this location.

Domination by Big Box Retailers: Clearly one of the most important trends in retailing over the past two decades has been the rise of big box retailers led predominantly by Wal-Mart and Target. Their outlets have evolved over the years into mega stores ranging from 130,000 to 200,000 square feet. Warehouse clubs such as Costco have also contributed to the rise of big box domination. Most importantly, many of the big box retailers have also transitioned into the grocery business, severely impacting the traditional neighborhood grocery industry. Wal-Mart, in particular, has penetrated the Greater Phoenix retail market so deeply that there are just as many Wal-Mart stores as there are Safeway groceries in the region. Big box retailers have also had a significant influence on sales at regional malls and traditional department stores. For instance, in 1992, department stores’ share of total retail sales in the U.S. stood at 6.3%. By 2012, that percentage had declined to 1.9%. Total sales at department stores **declined** by 24.7% over that same time period (City of Chandler 4-Corner Retail Study, 2012).

The Rise and Proliferation of E-commerce Sales: Brick and mortar retailing has been significantly affected over the past decade by internet sales and the trend is expected to continue in the future. E-Commerce sales have increased from 3.5% of total U.S. retail sales in the 1st Qtr of 2008 to 8.2% as of the 2nd Qtr of 2017. From 2nd Qtr 2016 to 2nd Qtr 2016 e-commerce sale increased by 16.3% representing \$111.5 Billion in sales just in the 2nd Quarter of 2017.

Figure 7 E-Commerce Retail Sales Trend

Estimated Quarterly U.S. Retail E-commerce Sales as a Percent of Total Quarterly Retail Sales: 1st Quarter 2008 – 2nd Quarter 2017



The Quarterly Retail E-Commerce sales estimate for the third quarter of 2017 is scheduled for release on November 17, 2017 at 10:00 A.M. EST.

For information, including estimates from 4th quarter 1999 forward, visit the Census Bureau's Web site at <http://www.census.gov/retail>. For additional information about Census Bureau e-business measurement programs and plans visit <http://www.census.gov/estats>.

Most affected by this new trend are book stores, department stores, discount stores (those not selling perishable foods), florists, and office supply stores. Traditional department stores recorded the most loss of retail sales of any other type of store. Some of this decline can also be attributed to the rise of the big box value retailers as well. As a result many name brand retailers are shutting down thousands of stores as seen in the following graph.

Figure 8 Retail Store Closures in 2017



Toy's R Us is struggling with a significant amount of debt and has recently filed for bankruptcy and could be added to this list of store closures. In addition, grocery stores are starting to provide online services as well, which could affect the smaller grocers.

The increase in e-commerce sales is a trend not likely to reverse itself, but rather will continue its uphill climb. As consumers experience more convenient and faster delivery of everyday consumer goods, the likelihood of those same residents visiting local retailers diminishes accordingly. As previously discussed two key variables in commercial site preferences are not desirable for this location, which are (1) low vehicular traffic counts, and (2) unlikely change in demographics (increase in the number of households per square mile) in the area, as well as the entitlement risks are **significant economic factors in understanding the lack of viability for commercial development** at the corner of Recker and Thomas.

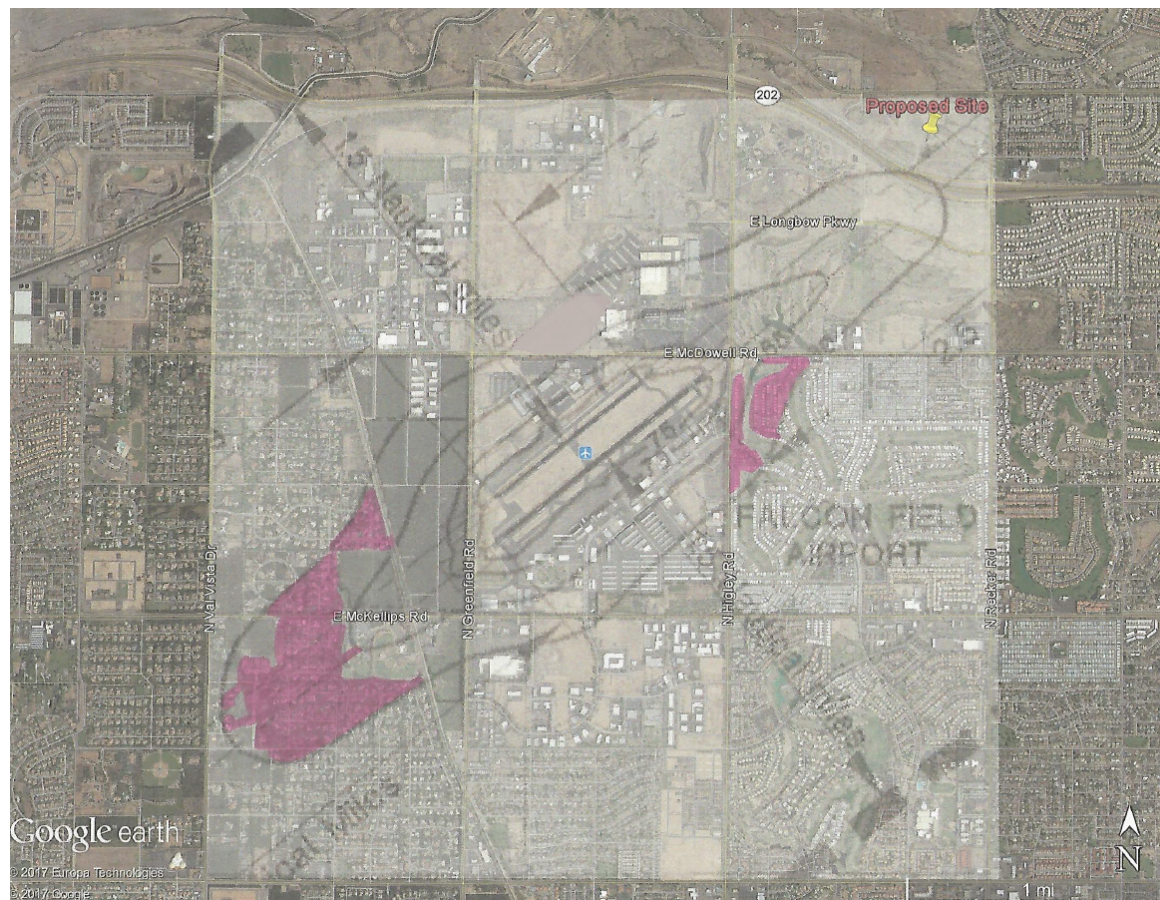
Falcon Field Airport Analysis

The applicant hired an airport land uses consultant to study the impact of residential development on the existing Falcon Field Airport (See Appendix A: Influence Area Analysis). The study concluded that the proposed development **will not have an impact on the airport**. It further concluded that the property, being over a mile and a half away, is located outside of all of the current noise contours generated by the Airport with the exception of the 55 dnl. It further found that the proposed location of the development and the proposed heights of the future residential structures **will not** penetrate any of the Airport critical imaginary surfaces, such as the approach surface, or the transitional side slopes.

Noise Study Analysis

A HUD Noise Study was conducted and is attached for reference with additional details (See Appendix B: Noise Study for Recker & Thomas). The property is located approximately a mile and a half from the Falcon Field airport and well outside the 65 and 60 LDN noise contours. The potential noise impact at the project's site is similar to or quieter than the noise impact to many other existing residential projects in this area. (There are existing residential communities within Falcon Fields' 60 DNL noise contour). The exhibit below illustrates the residential properties, shown in pink that are located within closer contours than the subject property.

Figure 9 Noise Contour Exhibit

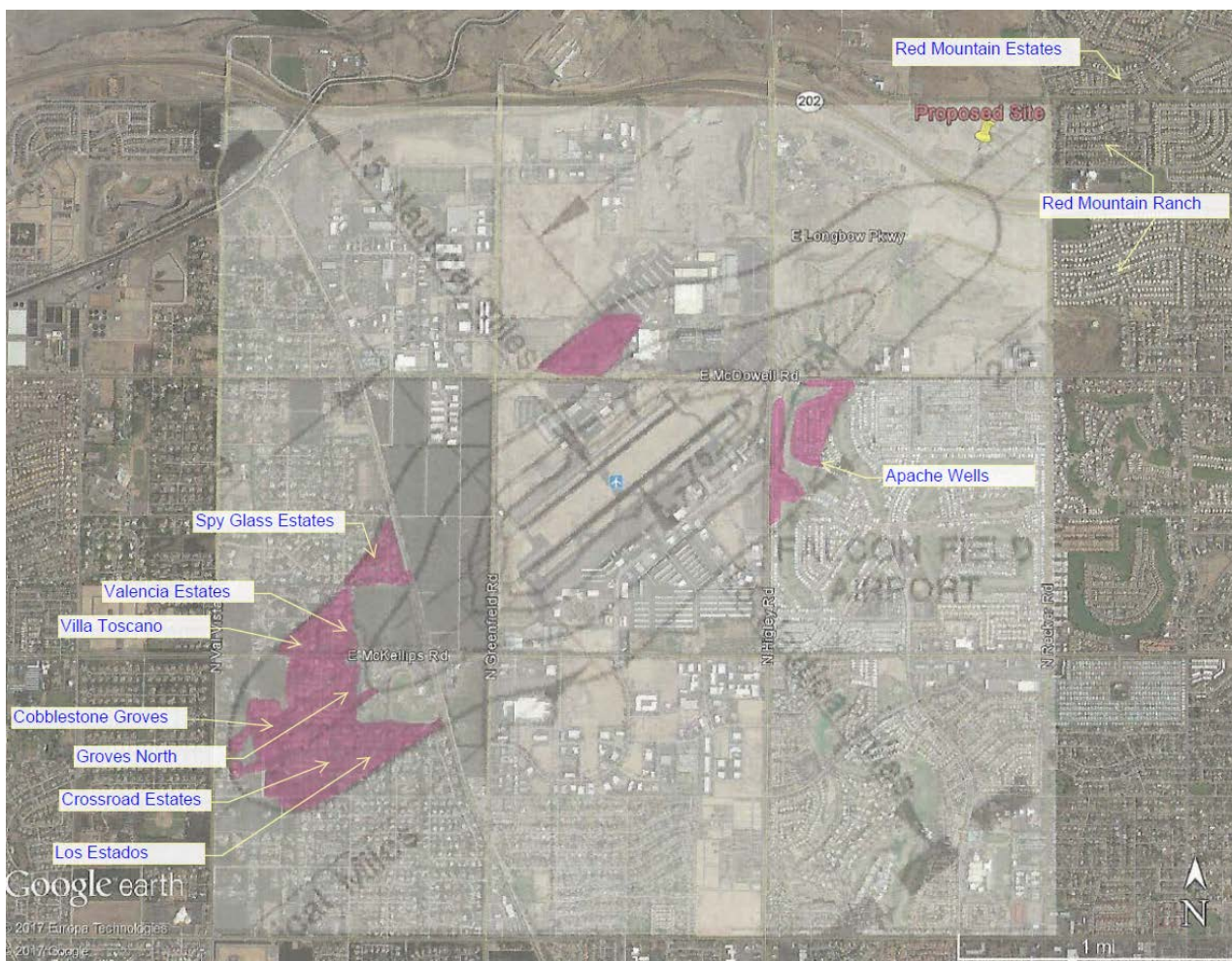


The ambient noise levels are within compatible limits for residential development and are well within the compliance of HUD "Acceptable" standards. The property is located directly adjacent to a large established residential area, Red Mountain Ranch, which has been a thriving residential community in the immediate vicinity of the airport for more than twenty years.

Safety

Although safety has been mentioned as a point of resisting a change to residential use, there are already a substantial number of developed residential neighborhoods within the flight path. As illustrated below, particularly at the southern end and to the south of the airport, the properties have developed and coexisted with the airport for many years.

Figure 10 Residential within Airport Contours & Airport Vicinity



Even recent developments at 32nd and McKellips have been approved and are even closer to the end of the runway, and other residential developments are being encouraged at Val Vista and McKellips that are even closer to the end of the run way. If safety is the overriding issue, then it seems inconsistent to treat similarly situated property owners so drastically different. Residential developments that are closer to the end of the runway than this proposed development include: Estates at 32nd, Via Tuscano, Arboleda, Groves North, Los Estados, Day Springs, Spyglass, Hermosa Groves, Tanner Groves, Avanelon Grove, Park Avenue, Apache Wells, and Ridgeview.

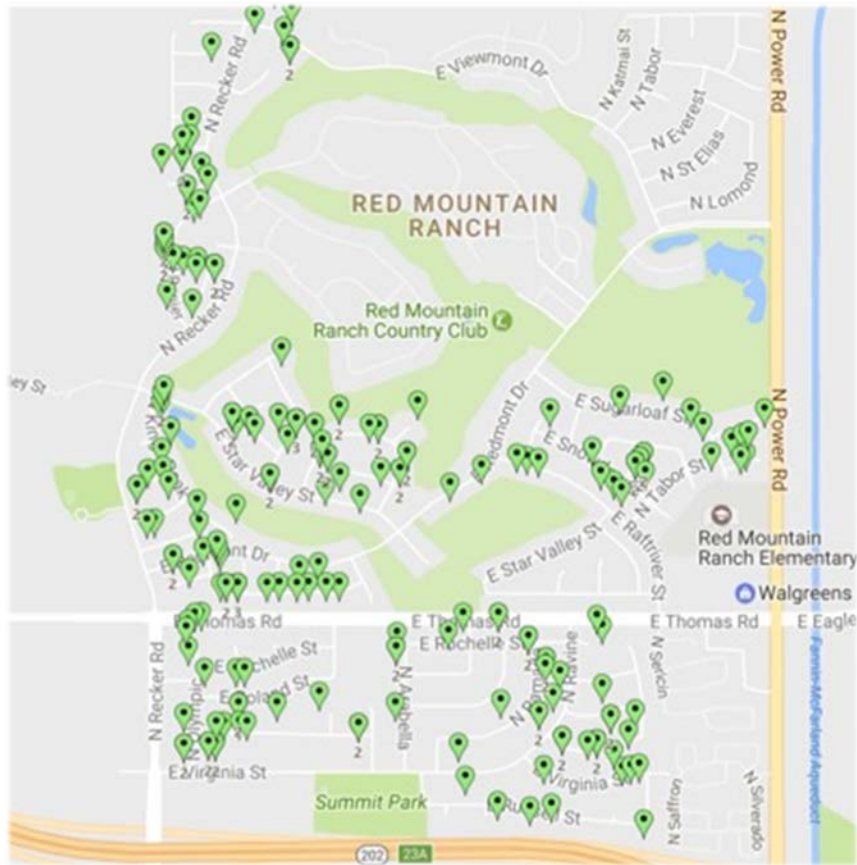
Trip Generation Comparison

A Trip Generation Comparison was completed, which compares the trips that will be generated by the single family development versus the trips that would be generated by a commercial center developed at the site. The report demonstrates that the **commercial development generates nine times the amount of traffic** than the single-family residential subdivision, in other words, the residential use has **89% less fewer trips** than the commercial use. However, this hypothetical traffic generation report does nothing if the free market does not support commercial development at the intersection. It is evident that the free market (Economics 101) has saturated the commercial development (retail, office and industrial) in the general trade area of this property. All factors including, Inconsistency with the espoused safety issues, 100% with all FAA guidelines for residential near and airport, over building the supply, location, trade area, traffic, and significant neighborhood opposition point to a residential land use for this property.

Neighborhood Outreach

Substantial efforts with neighborhood outreach from the inception of the proposed residential project has been occurring. The property owner has held several neighborhood meetings, and has met with the Red Mountain Ranch HOA. In addition, the property owner has gone door-to-door, obtaining over 200 petitions in support of residential development on the property. In fact, in just under a week of going door-to-door, **not one neighbor was in support of development consistent with the current general plan, and overwhelming preferred residential single family development.** The letters of support are attached to this narrative (See Appendix C: Letters of Support). Over 200 letters of support for the residential proposal was obtained in one week's time. If more support for the project is needed, hundreds more could be obtained within a couple of weeks. Below is a representation of the neighbors in support of the residential use for this neighboring property.

Figure 11 Map of Neighbors in Support



Development & Site Plan Proposal

The roughly 30 acres is proposed to be developed as a 110-lot single-family residential subdivision with four acres of open space, constituting nearly 13 percent of the site (See Attachment 1: Site Plan/Preliminary Plat). The overall project density is approximately 3.67 DU/AC (gross). Homes in this community will be a mix of one and two stories and are between 1,700 and 2,800 square feet in size. Typical lot sizes are 5,750 square feet with dimensions of 50 feet wide by 115 feet deep.

Project Entry and Theme

One entrance provides access to the community. The main entrance is from Recker and is enhanced with entry gates, monument signage, accent date palm tree plantings and decorative paving. A secondary access point is also provided off of Thomas Road, which will also be gated and used only for exiting the community.

Landscape, Open Space & Amenity Plans

The Villas offers a landscape and open space program with four acres of open space, including a .80-acre park with the community's active amenities, such as playgrounds and ramada seating (See Attachment 2: Landscape Architectural Plans). Generous buffers and open space lie along the development's western property line with a minimum 45 foot buffer runs north to south and substantial open space tracts on both ends. Minimum twenty foot wide landscaped buffers and other open space areas are located along the Thomas and Recker street frontages.

Fencing Plan

The community fencing plan consists of a solid perimeter capped theme wall with capped stone columns, which have similar materials to the stone-faced entry monument. The interior theme wall is made of similar materials and colors and will be located internal to the site, while the decorative open-view wrought iron fencing will be located along the Thomas Road frontage and the western property line.

Property Maintenance

Project common facilities, such as landscape tracts, monuments, parks and project amenities will all be maintained, operated by the development's Homeowner's Association (HOA), as well as the maintenance and ownership of the private streets. Individual homeowners will be responsible for the maintenance of their internal lot-line walls.

Phasing

The project will be constructed in a single phase.

Development Standards

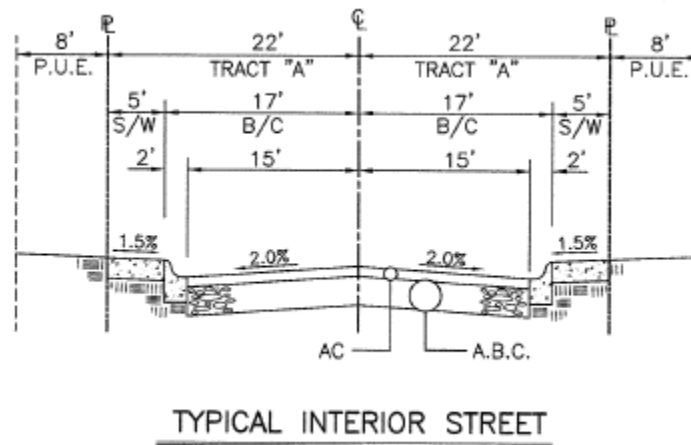
In addition to meeting the number of criteria for the RSL Design Elements (as discussed in the subsequent *Design Elements* Section), the Villas at Red Mountain exceeds the development standards of the RSL-4.5 zoning district, as shown in the table below:

	<i>Exceeded RSL Development Standards (Shown in bold)</i>	
	RSL-4.5 Standard	Villas at Red Mountain
Minimum average lot area of subdivision (SF)	4,500	5,750
Minimum Individual Lot Area (SF)	4,000	5,750
Minimum Lot Width—Interior Lot (FT)	40	50
Minimum Lot Width—Corner lot (FT)	45	50
Minimum Lot Depth (FT)	90	115
Minimum Yard Front Livable	15	15
Minimum Yard Front Garage	20	20
Minimum Yard Front Porch	10	10
Street Side	10	10
Interior Side: Minimum each side (FT)	4.5	4.5
Interior Side: Minimum aggregate of 2 sides (FT)	10	10
Rear setback (SF)	20	20
Minimum Useable Open Space (SF) per unit	400	1,000 min (backyard of individual lot)
Minimum Common Area Useable Open Space (SF) per unit	15,000 (100 SF/Lot)	174,240 (1,584 SF/Lot)

Modified Street Section (PAD)

A modified street section is proposed for the Villas at Red Mountain development, which consists of private streets that are 34 feet wide (back-of-curb to back-of-curb), with an attached five foot sidewalk on both sides. This street section is a slight modification from the City's typical residential street section of 35 feet wide (to back-of-curb) with an attached five foot side walk.

The proposed street section is shown below:



The request is consistent with the intent and purposes established in Section 11-22-1 of the City's Zoning Ordinance for the PAD Overlay District. Most specifically the following elements: (B) The option to design and use private streets in a project and in addition, (A) & (F) Integrated open space and maintenance of common ownership of the development's park amenity areas (in a scale proportionate to the use and project size). Lastly, the project is such a size that (E) a sustainable property owner's association will be able to be successfully established and operate.

Required RSL Design Elements

As further described below, Villas at Red Mountain specifically meets the following design elements as required for the RSL 4.5 Zoning District. A **minimum of four elements are required** to be provided, and Villas at Red Mountain **demonstrates four elements** that are incorporated into the project.

<i>Element Type</i>	<i>Design Element Description</i>
Streetscape/ Site Design	Street & Sidewalk Improvements The main entrance to the Villas at Red Mountain is enhanced with a landscaped median and entry monumentation. In addition, to the extensive open space program of the project, all of the street side lots have adjacent landscape tracts that are a minimum of 10 feet wide.
Streetscape	Parkland and Open Space Villas at Red Mountain has four acres of common open space for 110 lots, which well exceeds the minimum 100 square feet of common open space per lot requirement. Furthermore, the 1,000 square feet of private open space of just the back yard alone is more than double the minimum requirement of 400 square feet per lot.
Site Design	Variable Front Yards Through the offering of different elevations and floor plans, Villas at Red Mountain will have varying front yard setbacks as the front “setback” line is broken up between livable space that is closer to the street and a garage front plane located further back. With the different elevation and floor plan options there will not be a series of front elevations that consist of flat planes.
Building Design	Architectural Diversity A total of six floor plans with three different elevations each, to provide a minimum of eighteen (18) unique elevations that will be provided at Villas at Red Mountain, which exceeds the eight (8) that are minimally required. In addition, there are three choices for different exterior color schemes, which also increases the diversity of the home products and their elevations.

General Plan Consistency

Villas at Red Mountain is a residential development proposal that is consistent with the "Traditional" Neighborhoods Sub-Type of Mesa's General Plan. Traditional Neighborhood forms and guidelines specifically incorporated into the Villas include (but are not limited to) the following:

- ❖ *The predominant building height is one- and two-stories*
 - **One-story and two-story single-family homes are being offered.**
- ❖ *Density is generally between two and 12 dwelling units per acre*
 - **The Villas is 3.67 dwelling units per acre.**
- ❖ *Use of cul-de-sacs is limited, block faces are typically less than 600 feet and block perimeter are typically less than 2000 feet*
 - **Villas at Red Mountain does not have any cul-de-sacs and the blocks do not exceed 600 feet in length, nor is there a perimeter that is greater than 2,000 without some kind of pedestrian or vehicular access point.**
- ❖ *Some form of accessible, usable community space is spread throughout the community and provides a focus for smaller neighborhood areas*
 - **Four acres of open space and a community park is provided. The main park is located within the project, such that any of the homes either have direct access or close access to it from anywhere in the community. Furthermore, there are two other substantial open space tracts located in the western portion of the project.**
- ❖ *Open space designed with homes or other uses that front it*
 - **Homes a predominately face the open space in the project, in addition to other homes that are to the side of or back up to the open space.**
- ❖ *Sidewalks typically on both sides of the street*
 - **Five foot wide sidewalks are on both sides of the street in the 44 foot wide street cross section.**

“Great Neighborhoods” Element

Furthermore, the following five characteristics and qualities of great neighborhoods, as described in the City’s General Plan for strong neighborhoods, are utilized in the Villas at Red Mountain development proposal:

❖ **Safe, Clean and Healthy Living Environment**

- *Encouraging the creation and maintenance of neighborhood associations (formal or informal)*
- *Maintenance of streets, sidewalks, street lighting, etc. to ensure roadways, paths and trails are safe; improve lighting where needed*
- *Locate and design public spaces so that there is a high degree of natural surveillance*
- *Provision of active outdoor open space for all ages, including pocket parks and other non-traditional neighborhood-based recreational facilities*

Villas at Red Mountain will have a private homeowner’s association (HOA) maintaining the community properties of the open space amenities and shared landscaped areas. Natural surveillance of the community park, amenities and open space are accomplished by the layout of the lots facing or adjacent to the park and open spaces.

Active outdoor open space is provided with the location of the community’s open space at the community’s entrance. Lighting throughout the development will meet City of Mesa requirements, as will the road improvements meet City standards, even though the streets will be privately maintained.

❖ **Building Community and Fostering Social Interaction**

- *Designing new developments with anchors or focal points, such as schools, parks or shopping areas that are designed and located to facilitate meetings and interactions*
- *Educating residents about the history of their neighborhood to encourage connections with other residents and pride in the neighborhood*

The four-acre park at the Villas at Red Mountain is the focal point that will facilitate the creation of the informal community gathering place for its residents. Furthermore, the development of single-family homes at this location, at this time, is building community and fostering social interaction, as it has been clearly demonstrated through extensive outreach and on-going dialogue with the surrounding Red Mountain community residents that their preference and desire for the development of this property to be single-family residential. The Villas is anticipated to be a welcomed addition to the Red Mountain area community.

❖ Connectivity & Walkability

- *Block lengths developed consistent with the character area standards*
- *Intersections developed consistent with the character area standards*
- *Trees and shade provided along streets and pedestrian ways consistent with the character area standards in a way that does not interfere with night time lighting of the street, sidewalk and paths*

Block lengths do not exceed 600 feet and perimeter lengths are not more than 2,000 feet before a pedestrian or vehicular access point is provided. Community landscaping provides trees and shade along walkways appropriately without interfering with street lighting and sidewalks.

❖ Neighborhood Character & Personality

- *Reviewing new/reuse developments for the elements needed to add to the surrounding community and create a unique sense of place*
- *Requiring the use of high quality architecture, building materials and landscape design and maintenance in all developments*

Villas at Red Mountain consists of high quality architecture and building materials for the single-family home. Additional character and flavor to the surrounding community will be established simply because of the passing of time—meaning that the homes built today have different external features and even site layout than the surrounding homes that were built twenty years ago. This 30-acre parcel will have an identity of its own because it is in essence an infill parcel that remained previously undeveloped.

❖ Quality Design & Development

- *Reviewing all development projects for conformance with high-quality design/construction standards*
- *Requiring that all building facades that face a street or public space have architectural interest*
- *Design of blocks and street systems that promote walkability between uses and provide for multi-modal transportation options*
- *Using a variety of high-quality, durable materials that are appropriate for this climate*
- *Unique public or community spaces that provide a focal point to draw people together*

- *Maintaining a pedestrian scale and attractiveness along streets*

As previously stated, the development of Villas at Red Mountain is of high-quality design and construction with the incorporation of integrated community open space, walkability and pedestrian connectivity to the community amenities. Homes are thoughtfully designed and consist of four-sided architecture with architecturally interesting facades facing the street and public open space, incorporating a variety of high-quality durable materials and styles that are appropriate for this climate. Six floor plans with three different elevations will be offered, which will provide and enhance the visual interest throughout the subdivision.

Preliminary Plat, Grading & Drainage

The Preliminary Plat for Villas at Red Mountain has been included in the request of approvals and has been designed in accordance with the City of Mesa development standards, as well as this zoning proposal.

Design Review

Design Review material will be submitted for review and approval at a later date; however, The Villas at Red Mountain will be offering a minimum of 6 floor plans and 3 different elevations each. The homes are anticipated to range in size from 1,700 and 2,800 square feet. The housing product will meet the requirements of the City of Mesa Design Elements.

Attachments

- 1) Site Plan/Preliminary Plat
- 2) Landscape Architectural Plan Set

Appendix

- 1) Trip Generation Comparison
- 2) Influence Area Analysis of the Mesa Falcon Field Airport
- 3) Noise Study for Recker & Thomas Project
- 4) Letters of Support