



# FIESTA VILLAGE MIXED USE

Mesa, AZ  
Project No. 16-2012-01  
Project Log No. -  
-  
Date March 30, 2018

Schematic Design

P.A.D. 2nd Submittal

Client:  
**P.B. BELL**  
8434 N. 90TH ST. #100  
SCOTTSDALE, AZ. 85258  
480-951-2222 p  
480-951-2426 f

**W.M. GRACE COMPANIES**  
6925 E. Indian School Rd  
Scottsdale, AZ 85251  
602-956-8254 p

SHEET INDEX

- 1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

PP

PGD

PUP
- SITE PLAN - COLOR

SITE PLAN - BLACK AND WHITE

BUILDING TYPE 1 EXTERIOR ELEVATIONS

BUILDING TYPE 1 EXTERIOR ELEVATIONS

BUILDING TYPE 2 EXTERIOR ELEVATIONS

BUILDING TYPE 2 EXTERIOR ELEVATIONS

BUILDING TYPE 3 EXTERIOR ELEVATIONS

BUILDING TYPE 3 EXTERIOR ELEVATIONS

BUILDING TYPE 4 EXTERIOR ELEVATIONS

BUILDING TYPE 4 EXTERIOR ELEVATIONS

BUILDING TYPE 5 EXTERIOR ELEVATIONS

BUILDING TYPE 5 EXTERIOR ELEVATIONS

BUILDING TYPE 6 EXTERIOR ELEVATIONS

BUILDING TYPE 6 EXTERIOR ELEVATIONS

BUILDING TYPE 7 EXTERIOR ELEVATIONS

BUILDING TYPE 7 EXTERIOR ELEVATIONS

CLUBHOUSE EXTERIOR ELEVATIONS

CLUBHOUSE EXTERIOR ELEVATIONS

FITNESS EXTERIOR ELEVATIONS

CONCEPTUAL LANDSCAPE PLAN

CONCEPTUAL LANDSCAPE PLAN - SITE AMENITY AREAS

CONCEPTUAL LANDSCAPE PLAN - SITE DETAILS

CONCEPTUAL RENDERING

CONCEPTUAL RENDERING

CONCEPTUAL RENDERING

COMMERCIAL ELEVATIONS

COMMERCIAL ELEVATIONS

COMMERCIAL ELEVATIONS

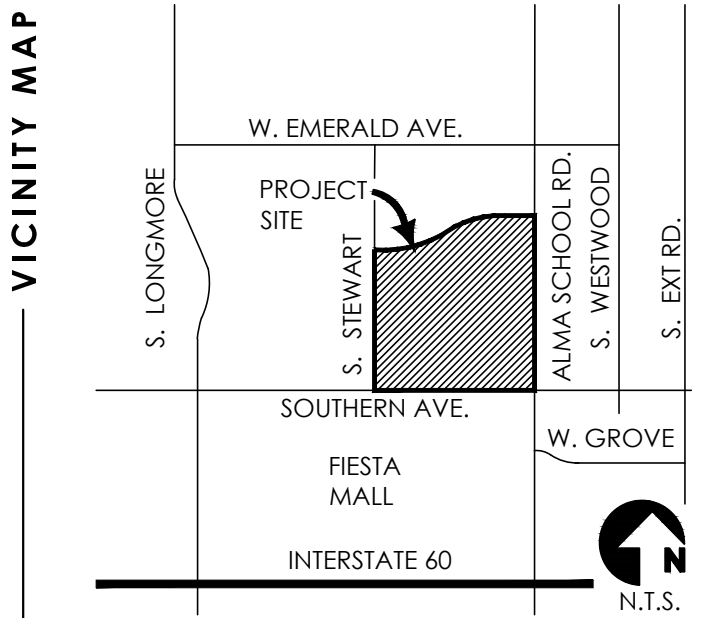
COMMERCIAL ELEVATIONS

COMMERCIAL ELEVATIONS

PRELIMINARY PLAT

PRELIMINARY GRADING AND DRAINAGE PLAN

PRELIMINARY UTILITY PLAN



CONTACT

# TODD & ASSOCIATES, INC.

Critical Thinking • Creative Design

ARCHITECTURE PLANNING LANDSCAPE ARCHITECTURE  
4019 North 44th Street Phoenix, AZ 85018  
602-952-8280 P 602-952-8995 F www.toddassoc.com

CONSULTANTS

**Architectoral:**  
Todd & Associates, Inc.  
4019 N. 44th St.  
Phoenix, AZ 85018  
(602) 952-8280 p  
(602) 952-8995 f

**Zoning Attorney:**  
Willey Morris PLC  
2525 E Arizona Billmore Circle #A-212  
Phoenix, AZ 85016  
(602) 230-0600 p  
(602) 212-1787 f

**Civil:**  
HILGARTWILSON, LLC  
2141 E. Highland Avenue, Suite 250  
Phoenix, AZ 85016  
(602) 490-0535 x114

**Electrical:**  
NP Engineering, Inc.  
4115 N. 15th Ave.  
Phoenix, AZ 85015  
(602) 265-1559 p  
(602) 265-1605 f

**Landscape:**  
Todd & Associates, Inc.  
4019 N. 44th St.  
Phoenix, AZ 85018  
(602) 952-8280 p  
(602) 952-8995 f

REVISIONS

Rev.	Date:	Description:
△		
△		
△		
△		
△		



# Fiesta Village Mixed Use





## PAD PROJECT NARRATIVE

Fiesta Village Mixed Use

Northwest Corner of Southern Avenue and Alma School Road

Mesa, Arizona



---

1<sup>st</sup> Submittal: January 29, 2018

2<sup>nd</sup> Submittal: March 30, 2018

Zoning Case No. ZON18-00066

---

**DEVELOPMENT TEAM**

<b>Developers</b>	<p><b>WM Grace Companies</b> Tom Grace 6925 E. Indian School Road Scottsdale, AZ 85251 Phone: (602) 956-8254 Email: tgrace@wmgraceco.com</p> <p><b>PB Bell</b> Chapin Bell / Mike Trueman 8434 N. 90<sup>th</sup> Street, Ste 100 Scottsdale, AZ 85258 Phone: (480) 951-2222 Email: mtrueman@pbbell.com</p>
<b>Applicant/Representative</b>	<p><b>Withey Morris, PLC</b> Adam Baugh / Kirste Kowalsky 2525 East Arizona Biltmore Circle, Suite A-212 Phoenix, AZ 85016 Phone: (602) 230-0600 Email: adam@witheymorris.com</p>
<b>Land Planning Architect &amp; Landscape Architect</b>	<p><b>Todd &amp; Associates, Inc.</b> Stan Thompson / Scott Pieart 4019 N. 44<sup>th</sup> Street Phoenix, AZ 85018 Phone: (602) 952-8280 Email: sthompson@toddassoc.com; spieart@toddassoc.com</p>
<b>Civil Engineer</b>	<p><b>Hilgart Wilson, LLC</b> George Krall 2141 E. Highland Avenue, Ste 250 Phoenix, AZ 85016 Phone: (602) 490-0535 Email: gkrall@hilgartwilson.com</p>

**TABLE OF CONTENTS**

A. Introduction ..... 3

B. Property Location..... **Error! Bookmark not defined.**

C. PAD Request and Compliance ..... **Error! Bookmark not defined.**

D. Project Overview & Description..... **Error! Bookmark not defined.**

E. General plan & Fiesta District Design Handbook ..... **Error! Bookmark not defined.**

F. Permitted Uses..... **Error! Bookmark not defined.**

G. Development Standards and Deviations..... **Error! Bookmark not defined.**

H. Description of Proposal..... **Error! Bookmark not defined.**

I. Summary ..... **Error! Bookmark not defined.**

**LIST OF EXHIBITS**

Context Aerial & Parcel Map	Tab 1
Existing Zoning Maps	Tab 2
Specific Site Plan	Tab 3
General Plan Map	Tab 4
Conceptual Monument Sign Imagery	Tab 5
Land Use Map	Tab 6

---

## **A. INTRODUCTION**

Applicant is requesting Planned Area Development (PAD) zoning to create an exciting mixed-use development that will be a strong, viable redevelopment for the City of Mesa and the adjacent properties. The Fiesta Village Mixed Use includes uses that are compatible with the adjacent uses and surrounding properties and will serve and support the area.

---

## **B. PROPERTY LOCATION**

Fiesta Village (the “Property”) is an approximate 17.85 gross/15.33 net acre development located at the northwest corner of Southern Avenue and Alma School Road in Mesa, Arizona. The Property is comprised of multiple parcels identified as APNs 134-28-380, -381A, -382, -383, -384. The Property is an empty shopping center with various pad parcels and buildings. The Property was originally developed in 1979 and expanded with pad buildings over time. See **Exhibit 1 –Context Aerial & Parcel Map**.

The Property is currently zoned Limited Commercial (LC). To the north is a multi-family community zoned RM-4. To the east is a commercial shopping center zoned LC. To the south is the Fiesta Mall zoned LC. To the west is another commercial shopping center zoned LC. **Exhibit 2 – Existing Zoning Maps**

The development is bound by Alma School Road on the east, Southern Avenue on the south; and Stewart Street on the west and an existing multi-family development on the north. The overall site area consists of approximately 15.33 net acres. The commercial component has approximately 5.13 net acres and the multi-family residential has approximately 10.2 net acres respectively.

---

## **C. PAD REQUEST AND COMPLIANCE**

For many years, the Property has had zero economic activity and minimal development interest largely due to a shift in area demographics and a change in commercial shopping patterns. Online shopping created a conscious customer - one who knows where, how and when to find the best value. But despite its tremendous personal benefit, it has played a big part in not only shifting shopping patterns but also in real estate holdings, development deals and zoning patterns. The shift in shopping trends has vexed retail development at this location. With the advent of online shopping and free shipping, traditional brick and mortar stores find it increasingly difficult to compete. The adjacent Fiesta Mall is a prime example of this impact.

Additionally, the size and shape of the property present some unique challenges. The size is simply too large to be developed entirely retail given the oversaturation of commercial uses already in the immediate area. Further, there are two out-parcels under separate ownership that impact the site access, layout, and overall function.

In recognition of the area’s existing commercial developments, surrounding demographics, and evolving retail patterns, WM Grace Companies has re-envisioned the Property as a blend of retail, restaurant and multi-family uses that create project synergy and support one another. Together with PB Bell, WM Grace Companies proposes to redevelop the Property for an urban multi-family residential community with support retail and restaurant uses.

To that end, this application requests to rezone the Property to Planned Area Development (PAD) for commercial (LC) and multi-family uses (RM-5).

This request is consistent with purpose statement 11-22-1 (G). The PAD application will allow “multiple land use activities organized in a comprehensive manner”. It allows the overall project to be “designed to work together in common and in a synergistic manner to the benefit of the project and the neighboring area.” This intent is accomplished by the integration of blended uses, pedestrian connections that bring activity from the street to the retail buildings and extending into the residential component. Shade, landscaping, hardscape and Fiesta branding are key features of the overall development, and pathways connect to outdoor dining areas and plazas on the plan. The pedestrian linkages are robust, wider, and implement the same colors and decorative pavement surfaces throughout all pedestrian crossings and building/patio connections in order to create a common and synergistic project. Indeed, the general plan states that “overlay districts and the Infill Development District may be considered in any character type as appropriate to address the needs of the neighborhood.”

The PAD allows the overall project to be developed in phases based on a specific site plan (Exhibit 3). The intent of the PAD is to allow the blended uses as proposed and to establish a specific site plan for the residential and commercial portions of the site, including the drive thru configurations along Southern Avenue and Alma School Road. As future commercial users come in with city submittals, it will be judged against consistency with that layout. We understand that further design review (architecture and landscaping) will be necessary for the individual commercial buildings as they come in once details and building elevations are refined. A companion Site Plan Review application for the multi-family component is included under a separate but concurrent submittal.

---

#### **D. PROJECT OVERVIEW & DESCRIPTION**

The intent of the mixed-use development is to provide convenient retail services to the residents in the neighborhood and bring employment and new commercial opportunities to the immediate area. It is the desire of the proposed development to encourage interaction and use between the retail and residential components of the project by utilizing common architectural and landscape elements; pedestrian linkages between the uses; common ingress and egress; and a central open space amenity.

The proposal as illustrated by the specific site plan demonstrates the ability to create a development that designs around the property hardships and makes meaningful use of the site. The retail component will include four (4) retail pads consisting of approximately 20,250 square feet with enhanced landscaping, outdoor patios, drive-thrus, street connectivity and pedestrian linkages.

The multi-family component is a gated community with 220 units consisting of 100 one-bedroom units, 96 two-bedroom units, and 24 three-bedroom units with an approximate 7,438 square feet clubhouse and 1,942 square feet fitness building. Amenities include fitness center, pool/spa, ramada/outdoor kitchen area, game court, dog park, dog wash, tot lot and a community park/open space area. The residential buildings will be three (3) stories in height and two-story carriage buildings. These carriage buildings include six garages on the ground floor with 2 units above the garages.

The applicant proposes to make a significant investment in this area. The street frontage along Alma School Road will be improved providing a detached linear 6-foot sidewalk and adding street trees to provide



pedestrian shade, including pedestrian connections at the intersection corner. Southern Avenue will include new landscaping and pedestrian connections with trellis as a gathering spot for customers to walk to retail buildings. Southern Avenue will be the main entry into the mixed-use development. The pedestrian sidewalks will have shade from trees and trellises that line the main drive.

This development will provide a much-needed improvement to an otherwise blighted site and will help implement the City's vision for the Fiesta District. The high-quality nature of this development will complement the mix of residential and commercial uses in the surrounding area.

---

## **E. GENERAL PLAN & FIESTA DISTRICT DESIGN HANDBOOK**

This request is in conformance with the City of Mesa 2040 General Plan. The General Plan designates this larger area for Mixed Use Activity District/Transit Corridor. This area is bound by the 60 freeway to the south and the subject property to the north; Longmore Road to the west and Extension Road to the East. **Exhibit 4 –General Plan Map.** This type of character areas is generally larger than 25 acres and serves a larger community, primarily retail areas/entertainment centers, and includes offices, multi-residential, live/work, hotels, and other supporting uses. Primary zoning districts within this category include LC zoning.

The City of Mesa General Plan outlines several land use goals, objectives and policies that are fulfilled by the proposed development.

The Mesa 2040 General Plan foresaw the Fiesta District was primed to revitalize and reenergize over the next decade. The General Plan suggests development efforts focus on the redevelopment and revitalization of retail and entertainment uses to a regional mixed-use activity hub. It also encourages redevelopment efforts to include walkability and its connections between regional retail development and the project site. The applicant has made this a key priority by providing pedestrian linkages between the two project components; pedestrian connections and pathways from the streets into the commercial plan and leading to the residential community; rotating residential buildings to front onto Stewart Street and the retail center; providing shade trees and trellises along walkways; and incorporating patio and outdoor spaces near existing sidewalks.

The General Plan notes how newer developments have created competition with Mesa's retail areas and have drawn business away from the traditional shopping centers and retail corridors. As a result, Mesa has seen an increase in vacant retail space. As shopping centers lose their anchor tenants and strip retail centers along arterial corridors age, there is not only a negative impact on Mesa's economy but an impact on the quality of life for the surrounding neighborhoods.

One solution is to provide quality retail experiences like the type proposed here. The commercial and residential aspects of this proposal create an activity node by adding new residents to the area and new amenities to serve them. The linkages among the uses reduces vehicle dependency and encourages walkability. The main retail building nearest the intersection is a destination feature that is specifically designed to interact with the street and include non-auto-oriented features like outdoor patios areas and mezzanine seating. This development will draw upon the surrounding neighborhoods for patrons. Similarly, the new infill residential will serve as a built-in customer base.

The General Plan suggests standards and guidelines that emphasize pedestrian circulation and accessibility. The applicant has tried to incorporate those features where practicable and made a specific effort for parking

and auto-circulation to be designed in a way that does not conflict with the quality of the pedestrian experience of the site.

For example, the pad building at the intersection was pushed towards the street with no drive thru so that the building orientation is directed towards pedestrian and bicycle circulation routes such as paseos, plazas, streets, and transit stops.

We recognize that the other pad buildings on Southern Avenue and Alma School have a drive thrus along the adjacent street frontage. The development team has made exhaustive efforts to make things work given the small and limited pad areas that are created by out-parcels which they don't own and the driveways that already exist. It is a function of the existing driveways, the outparcel impacts, the small development pad areas, the queuing and stacking, fire lanes, changed shopping trends, etc. which play a role in this eventual site design. Given those conditions, we have worked diligently to screen the drive-thrus with a living wall, trellis coverings, and more. The drive-thru design is a result of the limited developable area and reduced building footprint available between the existing driveway and the out-parcel that is under separate ownership. However, even with that condition, pedestrian pathways are still provided from Southern Avenue into the site via decorative pathways and shade trellises.

The applicant has also incorporated others items from the Fiesta District Design Guidelines like wide pedestrian connections that bring activity from the street to the retail buildings and extending into the residential component. Shade, landscaping, hardscape and Fiesta branding are key features of that pathway which also connect to outdoor dining areas and plazas on the plan. The pedestrian linkages are more robust, wider, and implement the same colors and decorative pavement surfaces throughout all pedestrian crossings and building/patio connections. For example, the pedestrian path along the west-side of the main entry from Southern Avenue has been widened to 6' and includes 8' wide trellises and shade trees along the pathway.

The focal point entrance leading into the development from Southern (and into the multi-family component) is strong in hardscape material and a landscaped pedestrian path runs along its west side. The wide pedestrian path is shaded by trees and shade structures that help provide a visual statement to the project entryway.

The applicant's design is aimed towards creating a unique, identifiable area for Mesa that is an economically vibrant, pedestrian-friendly, and an active, urban destination. This development is a key part of the overall revitalization of the Fiesta District. This is accomplished through the integration of land uses, attractive building design, street improvements, outdoor dining, plazas and gathering spaces, and shaded areas as suggested by the Fiesta District Design Handbook.

The residential units facing the retail development and Stewart Lane also open up with direct access onto the street so it creates pedestrian connections and ties the overall development together, rather than walling itself off. The commercial building at the intersection is placed forward toward the sidewalk and parking is placed behind. The development incorporated common colors, materials, features, elements, hardscape and landscape throughout to further convey the mixed-use aspect.

Finally, the applicant will work together with the City to incorporate unique branding and a sense of place. As an example, the "Fiesta" icon is incorporated into the monument signage at **Tab 5 – Conceptual Monument Sign Imagery**. The applicant will explore ways to strengthen the branding through the use of



colors, signage, festive banners, lush landscaping and active pedestrian opportunities that will help transform this major City employment center to “THE” place of destination within the metro area.

---

## **F. PERMITTED USES**

All uses permitted in the LC and RM-5 Districts in the City of Mesa Zoning Ordinance as shown on the **Land Use Exhibit - Tab 6.**

---

## **G. DEVELOPMENT STANDARDS AND DEVIATIONS**

The intent of this document is to set forth and establish development standards and guidelines. Building heights, building setbacks, landscape setbacks and development standards shall be compatible with the LC and RM-5 standards of the City of Mesa Zoning Code, except as modified in table below.

### **Commercial (LC) PAD Standards:**

<b>Development Standards</b>	<b>Typical LC</b>	<b>Proposed PAD LC</b>
Maximum Bldg. Height	30'	50'
Front & Street-Facing Building and Landscape Setbacks:	Alma School – 15' Southern Ave. - 15' Stewart St. – 20'	Alma School – 10' Southern Ave. - 10' Stewart St. – 10'
Setbacks at Street Intersections for buildings and patios	Arterial to Arterial: 25'	10'
Interior Side & Rear Building Setback adjacent to RM district	1st Story: 20' Each additional story: 15'	0'
Interior Side & Rear Building Setback adjacent to non-residential district	15'	0'
Minimum Bldg. Separation on Same Lot	Building Height up to 20 feet: 25' Building Height between 20-40 feet: 30' Building height over 40 feet: 35'	Building Height up to 20 feet: 25' Building Height between 20-40 feet: 30' Building height over 40 feet: 35'
Ground Floor Transparency	Yes	No
Main Building Entrance Orientation Requirement Applies	Yes	No

**Residential (RM-5) PAD Standards:**

Standard	Typical RM-5	Proposed PAD
<b>Minimum Lot Width:</b>		
•Multiple-Family Residential	60'	60'
<b>Minimum Lot Depth:</b>		
•Detached Single-Family Dwelling or Multiple-Family Residential	65'	65'
<b>Maximum Density</b>	43 D.U./Net Acres	43 D.U./Net Acres
<b>Minimum Density</b>	20 D.U./Net Acres	20 D.U./Net Acres
<b>Minimum Lot Area per Dwelling Unit sf</b>	1,000 sf	1,000 sf
<b>Maximum Height (feet)</b>	50'	50'
<b>Minimum Yards (feet):</b>		
•Front & Street-Facing Side	0'	0'
•Interior Side & Rear: Adjacent to RM District: 1 <sup>st</sup> Story Each Additional Story	15' 10'	North Property line - 15' Each Additional Story - 0'
•Setback at Street Intersections for Buildings and Parking Areas – minimum radius (feet)	0'	0'
•Maximum Yard – Front & Street Facing Side	10'	10'
•Minimum Separation between Bldgs. On Same Lot One-story building Two-story building Three-story building Detached Covered Parking	None Required None Required None Required None Required	None Required None Required None Required None Required
•Maximum Building Coverage (% of lot)	65%	65%

•Minimum Open Space (sq. feet/unit)	120 sf/unit (220 D.U. x 120 sf = 26,400 sf)	120 sf/unit

---

## **H. DESCRIPTION OF PROPOSAL**

This development proposal will transform a challenged infill site into a productive use and complies with the goals and stated purpose of the PAD overlay. The project incorporates high-quality materials to create efficiencies associated with sustainable development practices and will promote pedestrian activity within the project and the surrounding area.

The redevelopment of this infill center will bring about positive physical changes to improve the visual environment along Southern Avenue and will help spur revitalization along this key corridor. The project's architectural design and development standards further the City's long-term land use goals for this Property improve upon the identity of the surrounding area.

### **Site Plan, Design & Layout**

The intent is to develop a high quality mixed-use development that will offer future residents the opportunity to live in a residential community with a wide variety of amenities and services (new commercial uses). Consistent with the City's General Plan and good planning principles, the proposal will provide medium-high density residential adjacent to major transportation routes (Southern Avenue and Alma School Road). Such planning provides the opportunity for people to live, work, shop and dine within close proximity to major employment areas and commercial developments, reducing trips, trip lengths, travel times and environmental impacts.

The design for Fiesta Village provides the following design elements:

1. Walkability – To encourage walking, a development must first have a dense mixture of uses, connectivity of streets and open spaces design for people. The site provides a mixture of residential and commercial uses; small block network for connectivity; well-defined private open spaces and public community open space; buildings close to the street, shaded streets and sidewalks.
2. Socialization and Participation of People – The proposed development provides a variety of places for "Pedestrian Pause," places for seating, dining and socializing and places to see and be seen.
3. Physical Comfort and Safety – The proposed development provides opportunities for usable common open spaces (pool/spa, outdoor kitchen, fitness center, game court, Dog Park, and playground and various passive courtyards areas) and a public shaded open space amenity located between residential and commercial uses.
4. Sense of Place – The proposed development provides a visual interest for pedestrian and passerby by incorporating the following items: modern, warm and inviting architectural elements and materials; unite the indoor and outdoor and invite people inside; entry portal, frequent building



and some accents will be provided. Patio areas will be provided on several of the pad restaurants to help engage the pedestrian/streetscape and building edge.

Building entrances are emphasized with “Frame” elements with a distinctive accent color. The entrance frames also provide additional solar shading on storefront windows.

The City of Mesa “Fiesta Village” monument signage at the northwest corner of Alma School Road and Southern Avenue provide a “signature” element at this highly visible intersection which the commercial development plays off of by providing a two-story commercial building at this location which will create a dramatic design statement.

Signage will have design, scale, proportion, location and color compatible with the building design colors and materials.

An additional feature of this project is Crime Prevention Through Environmental Design (CPTED). CPTED is a multi-disciplinary approach to deterring criminal behavior through environmental design. CPTED strategies rely specifically upon altering the physical design of the communities in which humans reside and congregate in order to deter criminal activity is the main goal of CPTED. CPTED principles of design, incorporated into The Landing at Fiesta Village, include natural surveillance by residents and employees (“eye-on-the-street”), access control, activity support (placing activity in a space so it becomes part of the natural surveillance system), maintenance and employee and resident checks.

### **Parking**

Parking for the commercial component requires 166 spaces, and 182 spaces are provided. Standard parking spaces shall be a minimum dimension of nine and one-half (9 1/2) feet by eighteen (18) feet.

Parking requirements for the residential portion require 264 spaces for both residents and visitors combined; 391 spaces (1.77 spaces per unit) are actually provided. 391 spaces consist of 120 surface spaces, 6 surface parallel spaces, 220 covered spaces and 45 carriage building garages. Parking spaces for the residential shall be a minimum dimension of nine (9) feet by eighteen (18) feet and the drive aisle width of 26 feet.

### **Vehicular Access and Circulation**

The proposed development circulation system emphasizes services to both pedestrian and vehicular movement as well as connectivity between the retail and multi-family residential. The internal network of pedestrian sidewalks within the residential development that provides connectivity to the clubhouse/leasing and main amenity areas is connected to the proposed sidewalk along the main east/west drive aisle located between the retail and residential.

### **Open Space and Amenities**

There are abundant proposed open space amenity areas including the following:

1. A main pool area at the leasing/clubhouse consisting of a large pool and spa with adjacent fitness building and covered ramada for cooking and entertainment.
2. A secured/dog park and game court area immediately adjacent to the clubhouse.

entrances and windows at pedestrian height; provide shade and ease of movement with tree lined streets/drives.

### **Architectural Design & Theme**

The intent of the mixed-use development (commercial and multi-family) is to provide the following:

1. Convenient retail services to the residents in the neighborhood,
2. Bring employment and commercial opportunities to the immediate area, and
3. Provide quality multi-family residential to the neighborhood.

#### **Multi-family Component:**

The project will reflect thoughtful architectural design and quality materials through building massing, roof planes and a variety of materials such as stucco, masonry, metal elements and tinted glazing. The architecture will be a contemporary design character for both the commercial and multi-family residential which will provide varying materials and colors to provide visual movement and is human in scale. The result is a residential community that is inviting to the public, encourage interaction and harmony between the multi-family, commercial and the adjacent neighborhood.

The dwellings are clustered around several open space areas which provide numerous activities such as swimming (pool and spa), exercising (fitness center), socializing and playing (court games, Dog Park and playground). Also, there is a central community open space located in between the multi-family and commercial stores where residents, commercial customers and the neighborhood can come and relax and enjoy the community space. Careful attention has been paid to the architectural detailing, providing ample open space, linking to streetscape and adherence to the City's Fiesta Village Design Guidelines.

The unique architectural design reflects the contemporary southwest style which has been promoted within the community. The style features stucco, masonry, metal elements and tinted glazing to create its own architectural character palette of materials and colors that along with massing and roof planes achieve a variety of shade and shadows that create a diverse streetscape. Balcony rails and other features are created from vertical steel balusters, painted to establish details that heighten visual interest and positively interact with all sides of the community especially the commercial component.

#### **Commercial Component:**

The architecture has been designed in the spirit of a mixed-use development. Both residential and commercial buildings have been integrated into a contemporary design through the following design elements (stucco, masonry and metal) to create a high-quality development. The commercial development will be a mix of one and two-story structures with a maximum height of 50 feet. The general commercial uses may consist of retail shops, eateries, offices, and other service-oriented uses. The architectural design and the uses of the four pads or buildings will be determined during the future Site Plan Review process.

The contemporary architectural style is developed through uses of massing, form and color (earth toned colors and materials). Any proposed drive-through uses will be screened from the streets. Awnings will be utilized to provide shade for the buildings besides providing landscape materials. To enhance the pedestrian experience, decorative hardscape finishes such as textured concrete, integral color concrete

3. A secured/covered playground area with play equipment and safety fall surfacing.
4. A pedestrian plaza area with shade sails and seating as a public gathering space opportunity located between the multi-family and commercial parcels. The space is easily accessible from all parcels as well as from the Alma School street frontage.
5. Remote BBQ locations are provided throughout the site for convenient access from each building.
6. A dog wash is provided in an interior space within building #2 immediately adjacent to the dog park.

### **Landscape**

The proposed landscape for the development is designed to create a unified landscape theme to compliment the Fiesta District overall sense of place. The plant material selections are in conformance with the Fiesta District Design Handbook Guidelines. Particular attention will be given to the improvements along the public street frontages and the existing elements and features of the landscape and hardscape. The multi-family parcel provides ample open spaces for landscape and amenity spaces interior to the site. Trees are strategically located to provide optimum shade for pedestrian areas. The use of Date Palms is proposed at the main entry to define and accentuate the entrance. Landscape materials within the site and along the perimeter will include a variety of vibrant and dense low-water use vegetation in conformance with the table below as illustrated by the Conceptual Landscape Plan.

<b><i>Landscape Standards</i></b>	<b><i>Proposed Standards</i></b>
Minimum Setback along roads	Stewart Street – 5 feet Southern Avenue – 10 feet Alma School Road – 10 feet
Minimum Interior Setbacks	North Property Line: 15-feet Center Property Line: 0-feet
<b>Perimeter Streetscape Planting Sizes</b>	25% trees shall be 36" box or larger 50% trees shall be 24" box or larger No trees less than 15 gallon 50% shrubs shall be 5 gallon or larger No shrubs less than 1 gallon
	2 tree per 25-feet of street frontage
Shrubs	Min. six (6) shrubs per 25-feet of public street frontage
<b>Parking Lot Area Planting Sizes</b>	
	Min. 10% (Interior parking surface area (exclusive of perimeter landscaping and all required setbacks)
Trees	25% trees shall be 36" box or larger 50% trees shall be 24" box or larger No trees less than 15 gallon
Shrubs	50% shrubs shall be 5 gallon or larger No shrubs less than 1 gallon

### **Lighting**

Lighting for the development shall consist of the following elements:



- A. Comply with the City's Night Sky ordinance.
- B. On-site lighting should complement and reinforce the architecture and design character.
- C. Special places such as curves, intersections, drop-off areas, pedestrian crossing should be illuminated for required pedestrian/vehicular safety.
- D. Parking and pedestrian lighting should complement the scale and style of the building architecture and should be spaces to meet the lighting requirements of outdoor areas relative to their anticipated uses; lighting should be shielded to reduce spill-over into adjacent development and open space areas.
- E. Commercial Parking lot and security lighting will not exceed a maximum mounting height of 15 feet within 50 feet of a residential district and a maximum of 25 feet all other areas.
- F. Up-lighting for trees; accent lighting for shrubs and entrances; and silhouette lighting should be used to create special effects.

### **Grading and Drainage**

While new development projects require 100-year, 2-hour storm event retention, this is an existing commercial center with no onsite retention. Currently all runoff is directed to the city storm drain system. The City of Mesa Director of Development and Sustainability Department wrote that "additional on-site retention of storm water is not anticipated" for this site in a letter dated October 8, 2010.

The pre- versus post- condition of the site is important to recognize. The pre-condition is no retention on site. All runoff is directed to the city storm drain system. The post-condition provides approximately 12,158 cubic feet +/- of retention. With the development of this project, the post-condition is substantially better in terms of retention than the pre-condition. The post-condition will lessen the burden on the city storm drain system.

This project will utilize on-site at-grade retention basins for both the multi-family and the commercial which will reduce the amount of runoff draining to the city storm drain system. The basins will range in depth from 6" to 1'. The runoff volume above the amount directed to the basins will be conveyed to the exact same location as the existing commercial storm drain system.

### **Sustainable Development Practices**

This project is planned as a sustainable development. Energy efficiency in design and long-term operation along with thermal comfort in building and site design provide a better atmosphere for residents, customers, employees, and guests.

- This Project shall adopt the City of Mesa designated energy code (2009 IECC) and building codes (2006 ICC) that encourage the use of construction, energy efficient insulation levels and roofing materials with solar reflectance values which minimize heat island effects and attic heat gain in the buildings.
- Public building entries, loading areas and delineated pedestrian pathways shall be shaded with the use of building/architectural overhang elements and/or landscaping techniques.
- The Project shall reduce the heat island effect by using light colored roofs to provide a minimum roof SRI (Solar Reflectance Index).
- Low flow lavatory faucets, shower heads and toilets to reduce water consumption.
- Energy efficient HVAC systems.

- Low-E coating on windows.
- Controllability of systems and thermal comfort features.
- Providing bicycle parking areas to allow guests an opportunity to have an alternative mode of transportation.
- Use paints and coatings on the interior of the building that do not exceed the volatile organic compound (VOC) content limits established in Green Seal Standard.
- Drought resistant vegetation shall be incorporated throughout the project site in order to conserve water consumption.
- All plantings in public right-of-way shall be per the Arizona Department of Water Resources (ADWR) Phoenix AMA Drought Tolerant/Low Water Use Plant List.
- The landscape irrigation system will utilize low precipitation rate spray heads at the limited turf areas and drip irrigation to all non-turf landscape areas. The irrigation controller shall be a 'smart' controller with water saving functions and monitoring capabilities.
- The development will incorporate, where practicable, the Low Impact Development (LID) toolkit for sustainable stormwater design practices.

### **Phasing**

It is anticipated that the street frontages, entryways and streetscape will be installed as part of the initial phase of development. Individual buildings (together with the necessary site work and infrastructure, for those buildings) will be developed within the Property as market conditions warrant. Ownership will submit plans to City Staff for each individual site and each individual phase to ensure proper and orderly development and to ensure that infrastructure is sufficient for each individual site/phase.

---

## **I. SUMMARY**

Fiesta Village Mixed Use represents new reinvestment in the Fiesta District and is a tremendous opportunity for revitalization of a blighted property. The proposal complies with many goals, policies and objectives of the General Plan and implements some fresh ideas from the Fiesta District Design Handbook where possible.

The development will produce new infill residents, amenities, services and jobs. It provides benefits to the entire City of Mesa and should help spur new investment in the immediate area. The PAD sets forth an exceptional design and site planning that will have a positive influence on the area. In summary, this use is a substantial improvement for the Property, compatible with the surrounding area, and is appropriate land use planning.

# Aerial Parcel Map

## NWC Alma School RD & Southern Avenue

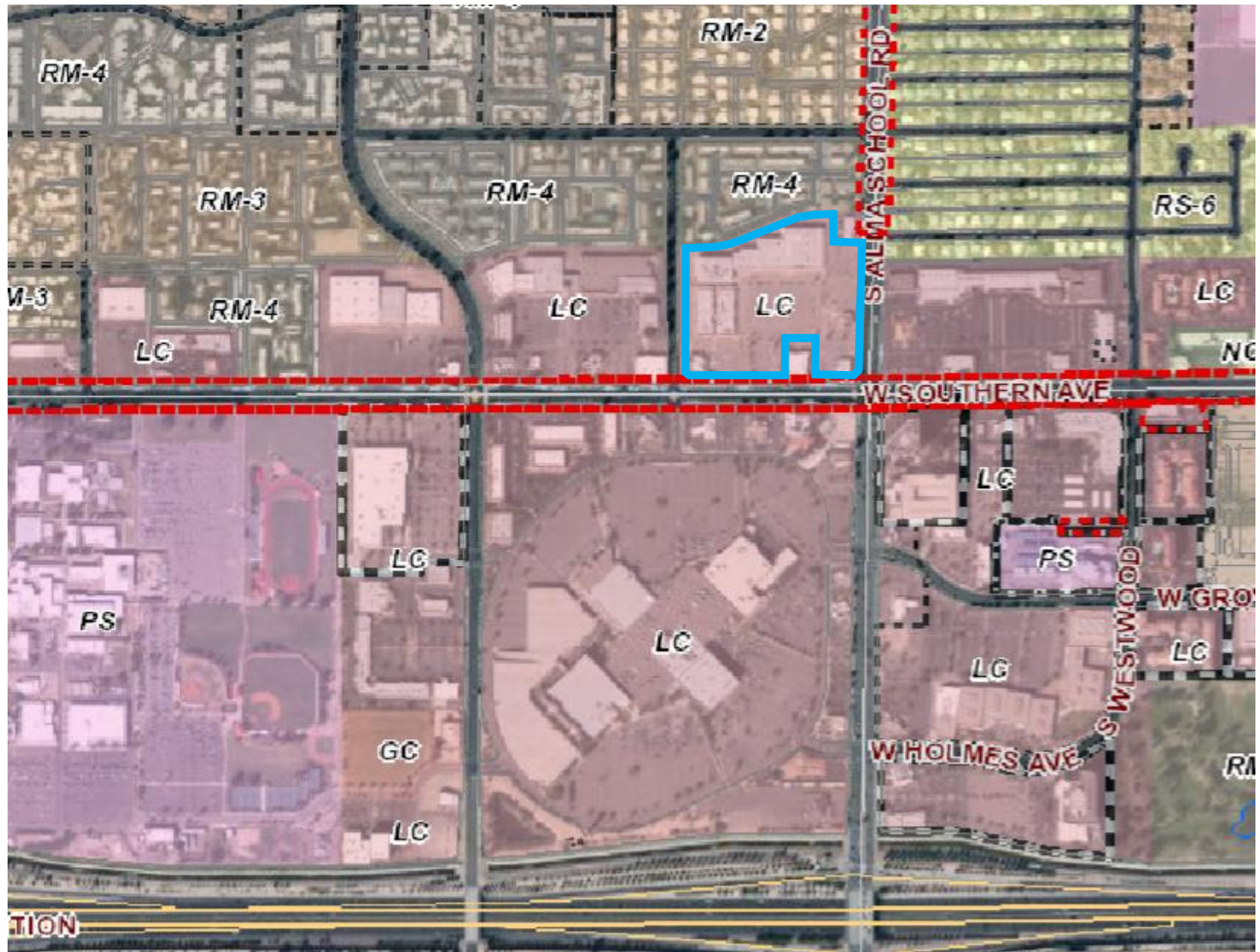


APN(s): 134-28-380; 134-28-381A; 134-28-382; 134-28-383; 134-28-384

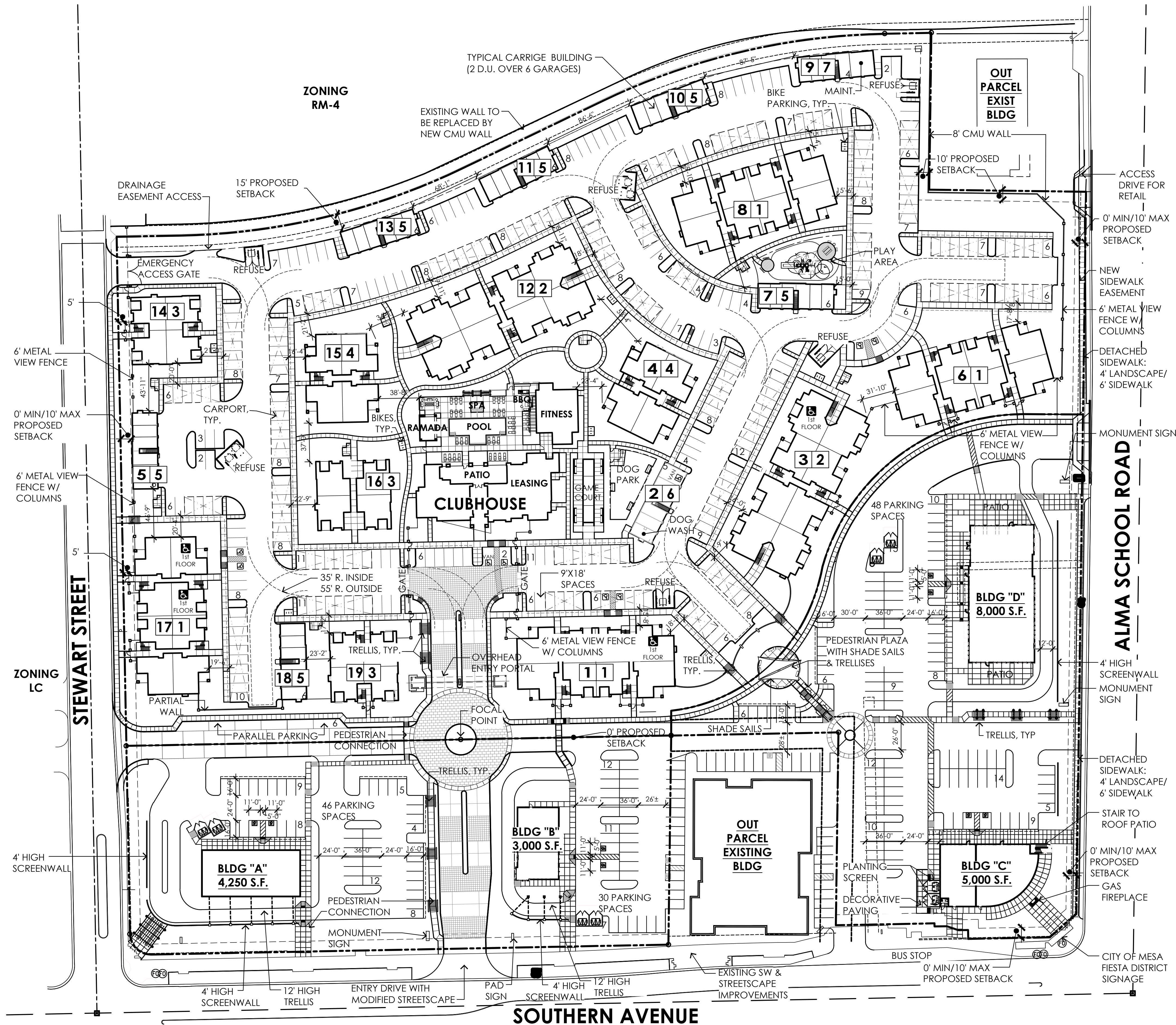


# Mesa Zoning Map (Existing Limited Commercial Zoning)

## NWC Alma School Rd & Southern Avenue







#### SITE DATA (COMMERCIAL)

<b>SITE AREA:</b>	
NET:	±5.13 ACRES
GROSS:	±7.01 ACRES
<b>BUILDING AREAS:</b>	
PAD "A"	4,250 SF
PAD "B"	3,000 SF
PAD "C"	5,000 SF
PAD "D"	8,000 SF
TOTAL	20,250 SF

<b>REQUIRED PARKING:</b>	
PAD "A"	4,250 SF / 100 = 43 PS
400 SF / 200 =	2 PS
	45 PS

PAD "B"	3,000 SF / 100 = 30 PS
PAD "C"	3,000 SF / 100 = 30 PS
2,000 SF / 375 SF =	6 PS
	36 PS

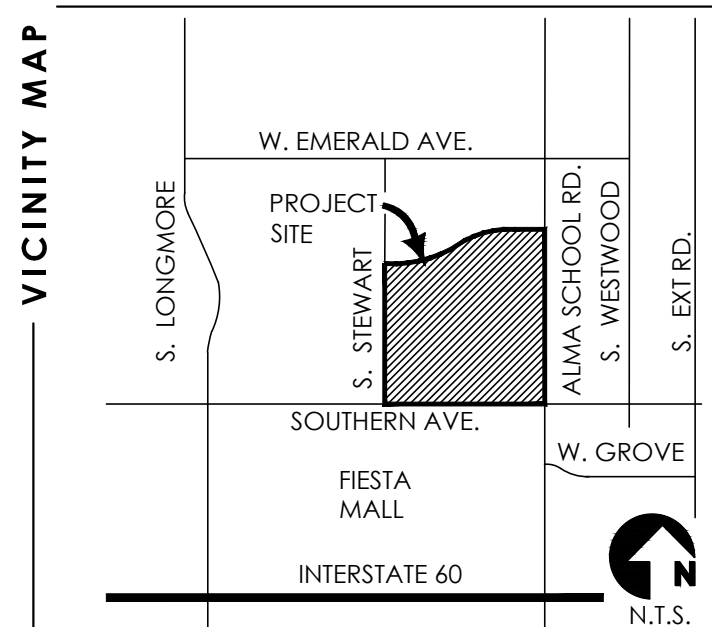
PAD "D"	1,200 SF / 75 = 16 PS
2,400 SF / 100 =	24 PS
4,400 SF / 375 =	12 PS
600 SF / 200 =	3 PS
	55 PS
TOTAL PARKING REQUIRED:	166 PS

<b>PROVIDED PARKING:</b>	
PAD "A"	46 PS
PAD "B"	29 PS
PAD "C"	50 PS
PAD "D"	58 PS
TOTAL	183 PS

THE COMMERCIAL PORTION OF THE OVERALL PROJECT CONSISTS OF FOUR FREESTANDING RETAIL BUILDINGS. THE TOTAL COMMERCIAL BUILDING AREA IS 20,500 SF. TO MEET MARKET DEMANDS, THE PAD BUILDINGS INCLUDE A DRIVE THROUGH CAPABILITY. THE BUILDING AESTHETICS UTILIZE COMMON COLORS & MATERIALS WITH THE MULTI FAMILY DEVELOPMENT, TO CONVEY A MODERN DESIGN CHARACTER. SHADED PEDESTRIAN PATHWAYS ARE PROVIDED THROUGHOUT THE COMPLEX TO ENCOURAGE INTERACTION WITH THE MULTI FAMILY COMPLEX.

#### BUILDING LEGEND:

<b>5 1</b>	
	BUILDING TYPE
	BUILDING NUMBER



#### SITE DATA (RESIDENTIAL)

<b>SITE AREA:</b>	
NET:	±10.20 ACRES
GROSS:	±10.84 ACRES
<b>ZONING:</b>	
EXISTING:	LIMITED COMMERCIAL (LC)
PROPOSED:	PAD

<b>BUILDING HEIGHT:</b>	
ALLOWED:	50'
PROPOSED:	3 STORIES / ±42'
<b>UNIT MIX:</b>	
1 BEDROOM	100 D.U. (45%)
2 BEDROOM	96 D.U. (44%)
3 BEDROOM	24 D.U. (11%)
TOTAL	220 D.U. (100%)
(TYPE "A" ACCESSIBLE UNITS (1,2, & 3 BEDROOM):	220 X .02 = 5 D.U.)

<b>DENSITY:</b>	
PROVIDED:	±21.57 D.U./NET ACRE

<b>OPEN SPACE:</b>	
PROVIDED:	112,292 SF (25% OF NET AREA)

<b>LOT COVERAGE:</b>	
PROVIDED:	32% (142,221 SF / 444,424 SF)

<b>REQUIRED PARKING:</b>	
220 D.U. x 1.2* =	264 P.S.
(*assumes site is located within the regional transportation corridor)	

<b>PROVIDED PARKING:</b>	
SURFACE	120 P.S.
SURFACE PARALLEL	6 P.S.
COVERED	220 P.S.
CARRIAGE GARAGE	45 P.S.
TOTAL	391 P.S. (±1.77 P.S./D.U.)
(ACCESSIBLE PROVIDED: 381 X .02 = 8 P.S.)	

<b>GENERAL PARKING DIMENSIONS:</b>	
PARKING SPACE:	9' x 18'
aisle width:	26'

#### BUILDING AREAS / CONSTRUCTION TYPE / OCCUPANCY:

BLDG TYPE 1:			
1ST FLR.	9,389 S.F.	V-A	
2ND FLR.	9,389 S.F.		
3RD FLR.	9,389 S.F.		
SUBTOTAL	28,167 S.F.	(x 4 = 112,668 S.F.)	
BLDG TYPE 2:			
1ST FLR.	11,097 S.F.	V-A	
2ND FLR.	11,097 S.F.		
3RD FLR.	11,097 S.F.		
SUBTOTAL	33,291 S.F.	(x 2 = 66,582 S.F.)	
BLDG TYPE 3:			
1ST FLR.	4,148 S.F.	V-A	
2ND FLR.	4,148 S.F.		
3RD FLR.	4,148 S.F.		
TOTAL	12,444 S.F.	(x 3 = 37,332 S.F.)	
BLDG TYPE 4:			
1ST FLR.	5,183 S.F.	V-A	
2ND FLR.	5,183 S.F.		
3RD FLR.	5,183 S.F.		
TOTAL	15,549 S.F.	(x 2 = 31,098 S.F.)	
BLDG TYPE 5:			
1ST FLR.	1,763 S.F.	V-B	
2ND FLR.	1,763 S.F.		
TOTAL	3,526 S.F.	(x 6 = 21,156 S.F.)	
BLDG TYPE 6:			
1ST FLR.	1,843 S.F.	V-B	
2ND FLR.	1,793 S.F.		
TOTAL	3,636 S.F.	(x 1 = 3,636 S.F.)	
BLDG TYPE 7:			
1ST FLR.	1,763 S.F.	V-B	
2ND FLR.	1,763 S.F.		
TOTAL	3,526 S.F.	(x 1 = 3,526 S.F.)	

## CONCEPTUAL SITE PLAN

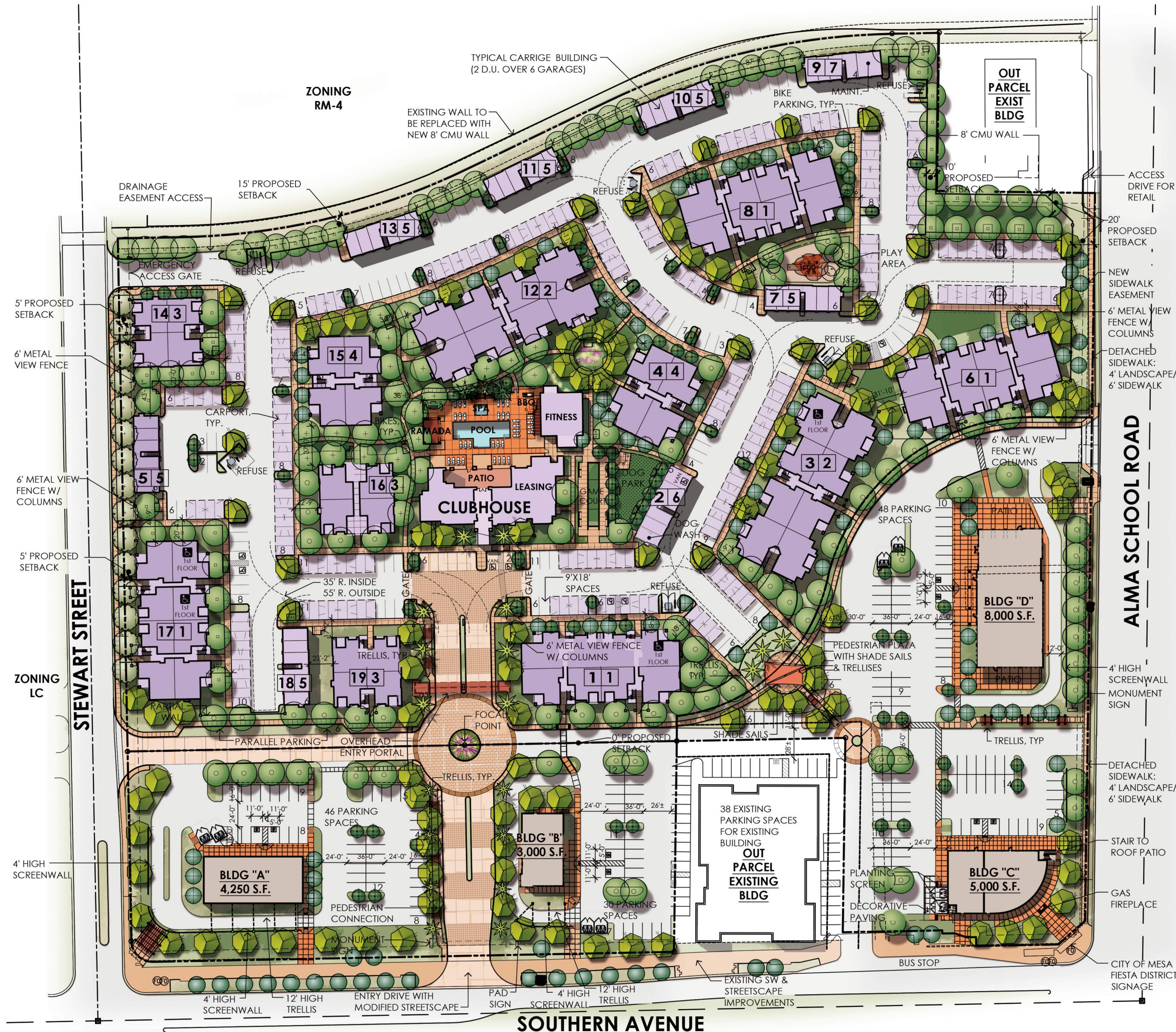
# Fiesta Village Mixed Use

**TODD & ASSOCIATES, INC.**  
ARCHITECTURE PLANNING LANDSCAPE ARCHITECTURE  
602.952.8280p www.toddassoc.com

Mesa, Arizona  
P.A.D. 2nd Submittal  
Project No. 16-2012-01 Date 03.30.18







**SITE DATA (COMMERCIAL)**

**SITE AREA:**  
NET: ±5.13 ACRES  
GROSS: ±7.01 ACRES

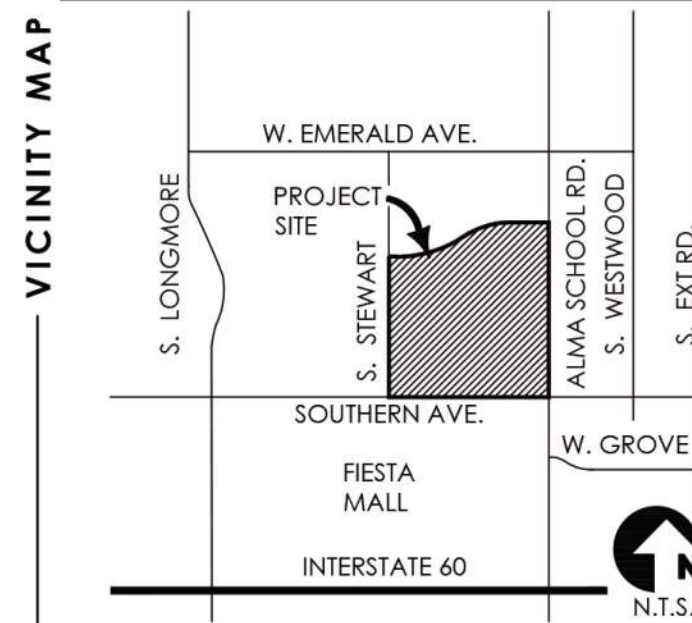
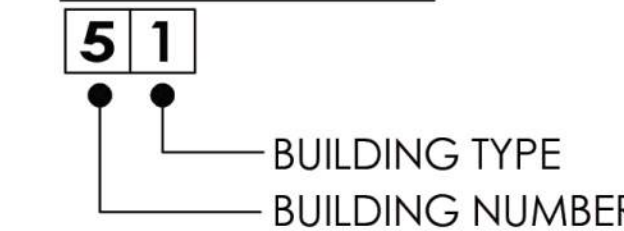
**BUILDING AREAS:**  
PAD "A": 4,250 SF  
PAD "B": 3,000 SF  
PAD "C": 5,000 SF  
PAD "D": 8,000 SF  
TOTAL: 20,250 SF

**REQUIRED PARKING:**  
PAD "A": 4,250 SF / 100 = 43 PS  
400 SF / 200 = 2 PS  
45 PS  
PAD "B": 3,000 SF / 100 = 30 PS  
2,000 SF / 375 SF = 6 PS  
36 PS  
PAD "C": 3,000 SF / 100 = 30 PS  
2,000 SF / 375 SF = 6 PS  
36 PS  
PAD "D": 1,200 SF / 75 = 16 PS  
2,400 SF / 100 = 24 PS  
4,400 SF / 375 = 12 PS  
600 SF / 200 = 3 PS  
55 PS  
TOTAL PARKING REQUIRED: 166 PS

**PROVIDED PARKING:**  
PAD "A": 46 PS  
PAD "B": 29 PS  
PAD "C": 50 PS  
PAD "D": 58 PS  
TOTAL: 183 PS

THE COMMERCIAL PORTION OF THE OVERALL PROJECT CONSISTS OF FOUR FREESTANDING RETAIL BUILDINGS. THE TOTAL COMMERCIAL BUILDING AREA IS 20,500 SF. TO MEET MARKET DEMANDS, THE PAD BUILDINGS INCLUDE A DRIVE THROUGH CAPABILITY. THE BUILDING AESTHETICS UTILIZE COMMON COLORS & MATERIALS WITH THE MULTI FAMILY DEVELOPMENT, TO CONVEY A MODERN DESIGN CHARACTER. SHADED PEDESTRIAN PATHWAYS ARE PROVIDED THROUGHOUT THE COMPLEX TO ENCOURAGE INTERACTION WITH THE MULTI FAMILY COMPLEX.

**BUILDING LEGEND:**



**SITE DATA (RESIDENTIAL)**

**SITE AREA:**  
NET: ±10.20 ACRES  
GROSS: ±10.84 ACRES

**ZONING:**  
EXISTING: LIMITED COMMERCIAL (LC)  
PROPOSED: PAD

**BUILDING HEIGHT:**  
ALLOWED: 50'  
PROPOSED: 3 STORIES / ±42'

**UNIT MIX:**  
1 BEDROOM: 100 D.U. (45%)  
2 BEDROOM: 96 D.U. (44%)  
3 BEDROOM: 24 D.U. (11%)  
TOTAL: 220 D.U. (100%)  
(TYPE "A" ACCESSIBLE UNITS (1,2, & 3 BEDROOM): 220 X .02 = 5 D.U.)

**DENSITY:**  
PROVIDED: ±21.57 D.U./NET ACRE

**OPEN SPACE:**  
PROVIDED: 112,292 SF (25% OF NET AREA)

**LOT COVERAGE:**  
PROVIDED: 32% (142,221 SF / 444,424 SF)

**REQUIRED PARKING:**  
220 D.U. x 1.2\* = 264 P.S.  
(\*assumes site is located within the regional transportation corridor)

**PROVIDED PARKING:**  
SURFACE: 120 P.S.  
SURFACE PARALLEL: 6 P.S.  
COVERED: 220 P.S.  
CARRIAGE GARAGE: 45 P.S.  
TOTAL: 391 P.S. (±17.77 P.S./D.U.)  
(ACCESSIBLE PROVIDED: 381 X .02 = 8 P.S.)

**GENERAL PARKING DIMENSIONS:**  
PARKING SPACE: 9' x 18'  
AISLE WIDTH: 26'

**BUILDING AREAS / CONSTRUCTION TYPE / OCCUPANCY:**

**BLDG TYPE 1:**  
1ST FLR. 9,389 S.F. V-A R-2  
2ND FLR. 9,389 S.F.  
3RD FLR. 9,389 S.F.  
SUBTOTAL 28,167 S.F. (x 4 = 112,668 S.F.)

**BLDG TYPE 2:**  
1ST FLR. 11,097 S.F. V-A R-2  
2ND FLR. 11,097 S.F.  
3RD FLR. 11,097 S.F.  
SUBTOTAL 33,291 S.F. (x 2 = 66,582 S.F.)

**BLDG TYPE 3:**  
1ST FLR. 4,148 S.F. V-A R-2  
2ND FLR. 4,148 S.F.  
3RD FLR. 4,148 S.F.  
TOTAL 12,444 S.F. (x 3 = 37,332 S.F.)

**BLDG TYPE 4:**  
1ST FLR. 5,183 S.F. V-A R-2  
2ND FLR. 5,183 S.F.  
3RD FLR. 5,183 S.F.  
TOTAL 15,549 S.F. (x 2 = 31,098 S.F.)

**BLDG TYPE 5:**  
1ST FLR. 1,763 S.F. V-B R-2 / U  
2ND FLR. 1,763 S.F.  
TOTAL 3,526 S.F. (x 6 = 21,156 S.F.)

**BLDG TYPE 6:**  
1ST FLR. 1,843 S.F. V-B R-2 / U  
2ND FLR. 1,793 S.F.  
TOTAL 3,636 S.F. (x 1 = 3,636 S.F.)

**BLDG TYPE 7:**  
1ST FLR. 1,763 S.F. V-B R-2 / U  
2ND FLR. 1,763 S.F.  
TOTAL 3,526 S.F. (x 1 = 3,526 S.F.)

**TOTAL RESIDENTIAL:** 275,998 S.F.

**CONCEPTUAL SITE PLAN**

**Fiesta Village Mixed Use**

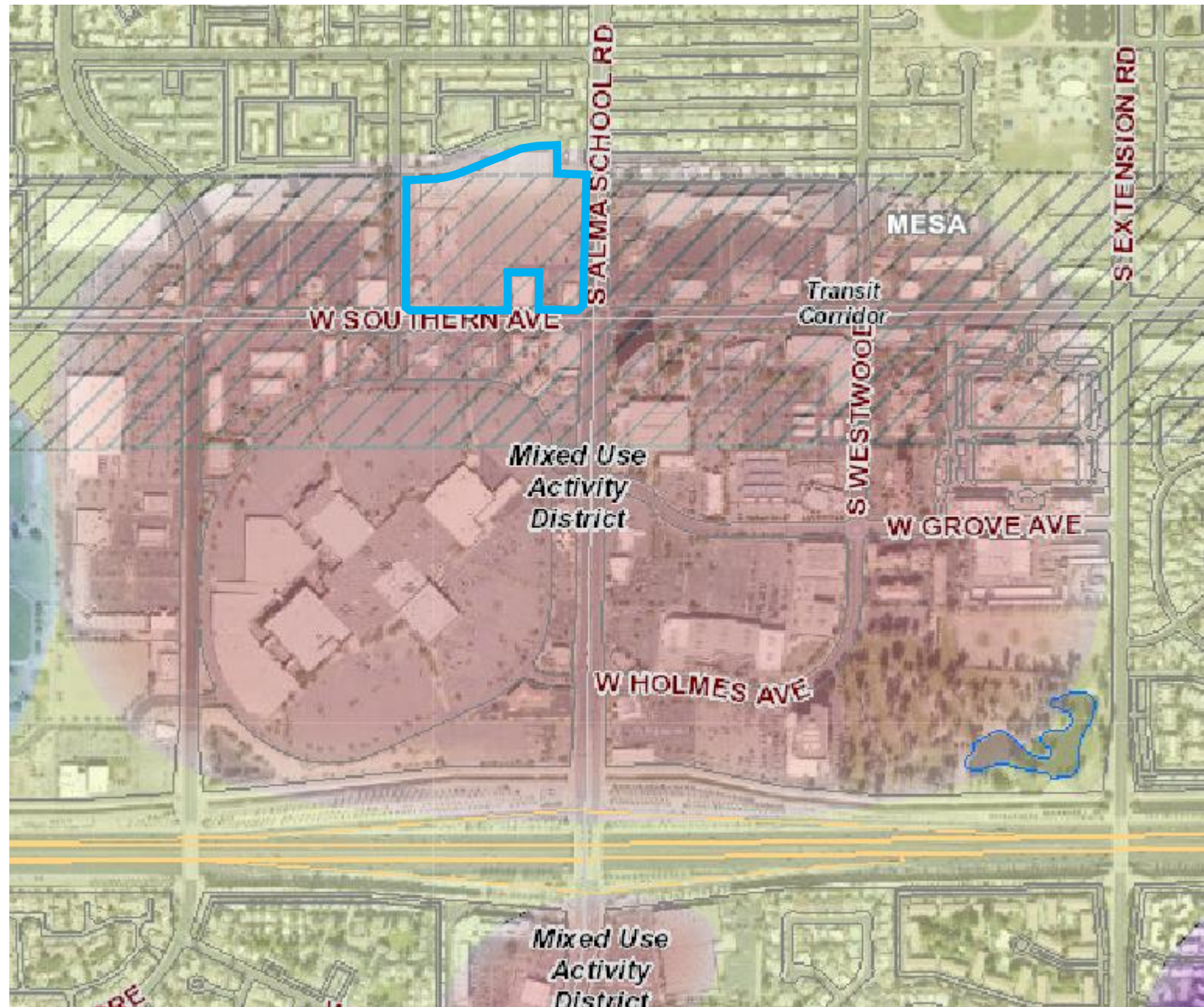
SCALE: 1" = 50'-0"





## Mesa General Plan Map (Mixed Use Activity District)

### NWC Alma School Rd & Southern Avenue





Sign 1

Manufacture and Install One(1) Internally Illuminated Monument Sign

72.00 Sq. Ft.

Scale: 1/2" - 1"-0"

Monument Sign:

- **Structure:** Aluminum Angle Skinned with .090" Aluminum Painted to Match
- **Faces:** Routed .125 Painted to Match
- **Backed:** 3/16" Acrylic Stud Mounted to the Face
- **Vinyl:** TBD
- **Illumination:** CWHO Fluorescent Lamps
- **Power:** Ballasts in Sign
- **Installation:** On ASA Pipe and Footer at Customer Specified Location

All Signs Shall Be Installed In Accordance With N.E.C. Article 600

Engineering Specifications

All Signs Fabricated as per  
A.S.A. Specifications & 2012 I.B.C.

Electrical Specifications

All Signs Fabricated as per  
2011 N.E.C. Specifications



Customer: Fiesta Village

Address: Mesa, AZ

Salesperson: Andy Gibson

Designer: Kenney Welker

Design # 180071-04

Date: January 22, 2018

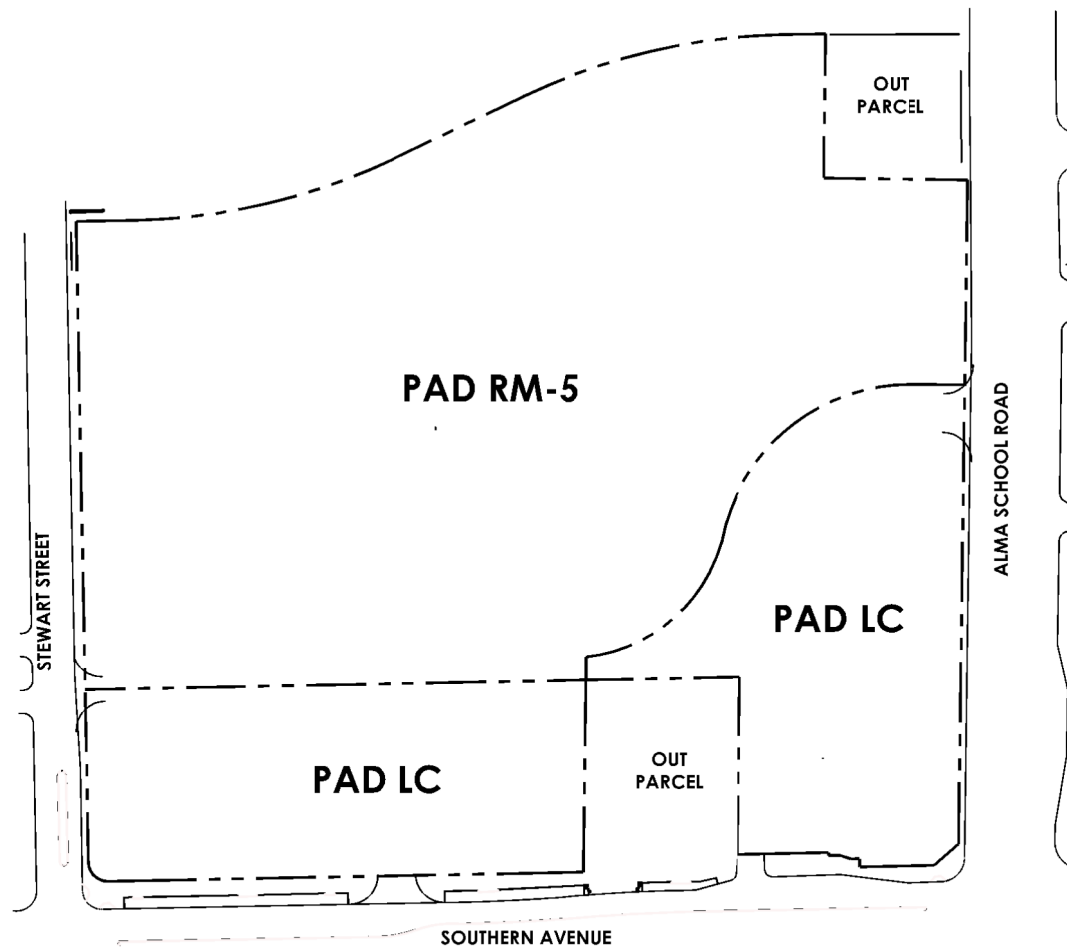
Revision: [4]- 01-23-18

Page: 1 of 2

THIS CUSTOM DESIGN IS THE EXCLUSIVE PROPERTY OF BOOTZ & DUKE SIGN CO. OF PHOENIX, ARIZONA. IT MAY NOT BE REPRODUCED, COPIED, OR EXHIBITED IN ANY FASHION.

NOTE: ALL SIGNS MANUFACTURED BY BOOTZ AND DUKE SIGNS ARE 120 VOLT ANY OTHER VOLTAGE REQUIREMENTS MUST BE IN WRITING.





## LAND USE EXHIBIT

0 100' 200' 400'



**TODD & ASSOCIATES, INC.**

ARCHITECTURE PLANNING LANDSCAPE ARCHITECTURE  
602.952.3280p www.toddassoc.com

FIESTA VILLAGE MIXED USE • Mesa, AZ  
Project #16-2012-01 • Date: 01-29-18  
P.A.D. Submittal



W.M. GRACE COMPANIES  
SINCE 1966





Sign 2

Manufacture and Install One(1) Internally Illuminated Monument Sign

29.33 Sq. Ft.

Scale: 1/2" - 1"-0"

Monument Sign:

- **Structure:** Aluminum Angle Skinned with .090" Aluminum Painted to Match
- **Faces:** Routed .125 Painted to Match
- **Backed:** 3/16" Acrylic Stud Mounted to the Face
- **Vinyl:** TBD
- **Illumination:** CWHO Fluorescent Lamps
- **Power:** Ballasts in Sign
- **Installation:** On ASA Pipe and Footer at Customer Specified Location

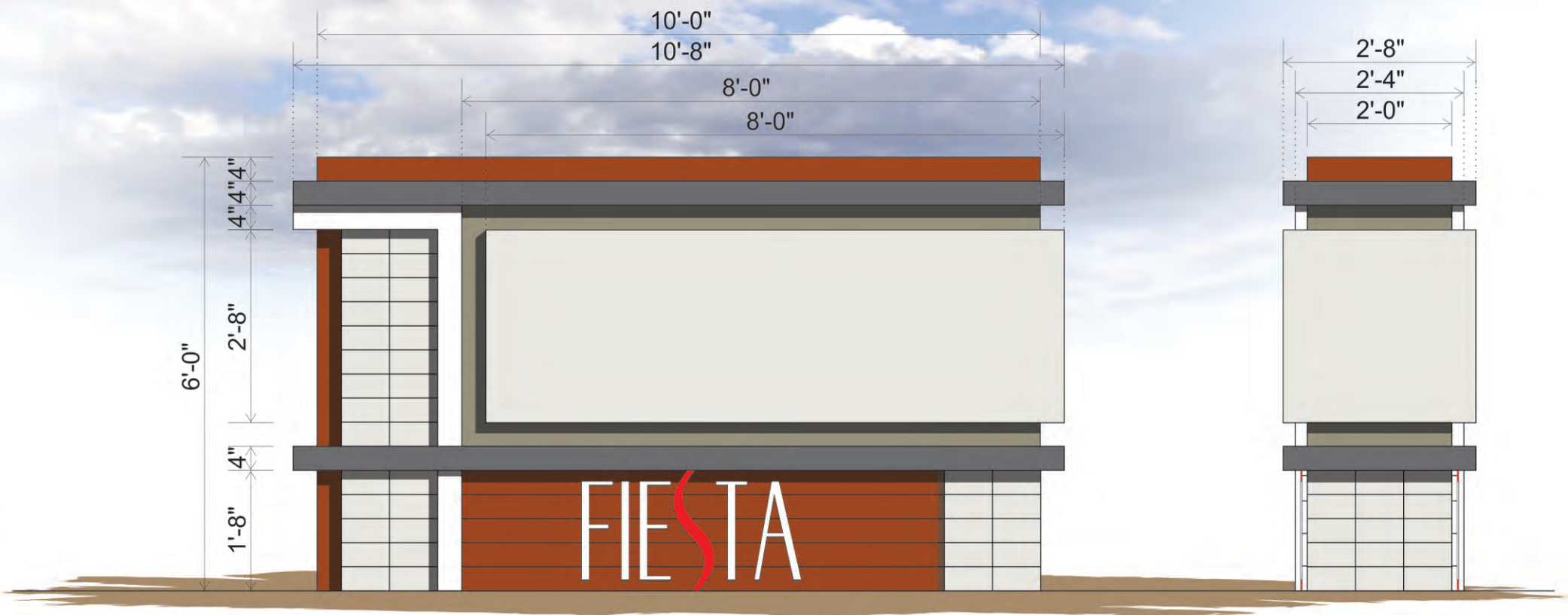
All Signs Shall Be Installed In Accordance With N.E.C. Article 600

Engineering Specifications

All Signs Fabricated as per  
A.S.A. Specifications & 2012 I.B.C.

Electrical Specifications

All Signs Fabricated as per  
2011 N.E.C. Specifications



**BOOTZ & DUKE** Signs

2831 W. Weldon Ave. Phoenix, AZ 85017  
P: (602) 272-9356 F: (602) 272-4608  
www.bootzandduke.com

**Customer:** Fiesta Village

**Address:** Mesa, AZ

**Salesperson:** Andy Gibson

**Designer:** Kenney Welker

**Design #** 180071-04

**Date:** January 22, 2018

**Revision:** [4]- 01-23-18

**Page:** 2 of 2

THIS CUSTOM DESIGN IS THE EXCLUSIVE PROPERTY OF BOOTZ & DUKE SIGN CO. OF PHOENIX, ARIZONA. IT MAY NOT BE REPRODUCED, COPIED, OR EXHIBITED IN ANY FASHION.

**NOTE: ALL SIGNS MANUFACTURED BY BOOTZ AND DUKE SIGNS ARE 120 VOLT ANY OTHER VOLTAGE REQUIREMENTS MUST BE IN WRITING.**

