



CITIZEN PARTICIPATION PLAN

The Landing at Fiesta Village

Northwest Corner of Southern Avenue and Alma School Road

Mesa, Arizona



1st Submittal: January 29, 2018

Zoning Case No. PLN2018-_____

DEVELOPMENT TEAM

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

A. PROPERTY LOCATION

The Landing at 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 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.

B. PAD REQUEST & PERMITTED USE OVERVIEW

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 is an out-parcel under separate ownership that impacts 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. 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. 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 by using a conceptual development plan and deferring specific plan approval for a future date. In this case, a companion Site Plan Review application for the multi-family component is included under a separate but concurrent submittal. A Site Plan Review application for the commercial component will be filed at a future date once details and building elevations are refined, and said plan shall substantially conform to the **Conceptual Plan at Exhibit 3**.

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.

C. PURPOSE OF CITIZEN PARTICIPATION PLAN

The purpose of this Citizen Participation Plan is to inform citizens, property owners, neighborhood associations, agencies, and others who are located within the vicinity of the Property. This Citizen Participation Plan will ensure those interested in this application will have an adequate opportunity to learn about and comment on the proposal. Contact information for the applicant is as follows:

Applicant Contact Information:

Adam Baugh / Withey Morris PLC
2525 E. Arizona Biltmore Circle, A-212
Phoenix, AZ 85016
Email: adam@witheymorris.com
Office: (602) 230-0600
Fax: (602) 212-1787

D. RESULTS OF PRE-APPLICATION MEETING

The pre-application meeting with City of Mesa planning staff was held on May 30, 2017. City Staff reviewed the application and recommended that adjacent residents and nearby registered neighborhoods be contacted.

E. ACTION PLAN

In order to provide effective citizen participation in conjunction with the application, the following actions will be taken to provide opportunities to understand and address any comments or questions from the public.

1. A contact list will be developed for citizens and interested parties located in this area including:
 - a. All registered neighborhood associations and HOA's within one mile of the project.

- b. Interested neighbors within 1,000-feet from the project.
- 2. All persons listed on the contact list will receive a letter describing the project with an invitation to a neighborhood meeting to be held at a nearby convenient location nearby the Property.

The neighborhood meeting will be an introduction to the project and opportunity for the public to ask questions and share any comments. A sign-in list will be used. Copies of the sign-in list and any comments will be given to the staff planner assigned to this project. If necessary, additional outreach will be conducted as requested.
- 3. Presentations will be made to groups of citizens or neighborhood associations upon request.
(All materials such as sign-in lists, comments, and petitions received are copied to the City of Mesa)

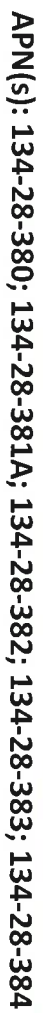
F. PROJECT SCHEDULE

The overall entitlement schedule for the Landing at Fiesta Village anticipates the following steps/dates of completion:

- A. Pre-application meeting – May 30, 2017
- B. Initial outreach to adjacent home owner's association – September 21, 2017
- C. Application Submittal – January 29, 2018
- D. Neighborhood meeting – mid-March 2018
- E. Follow up with adjacent HOA board members - ongoing
- F. Submittal of Citizen Participation Report and Notification materials – late March 2018
- G. Design Review Board Meeting: April 2018
- H. Planning and Zoning Board Hearing: May/June 2018
- I. City Council Hearing (Introduction): July 2018
- J. City Council Hearing (Formal Hearing): July 2018

TAB 1

NWC Alma School & Southern Avenue



TAB 2

Mesa Zoning Map (Existing Limited Commercial Zoning)

NWC Alma School & Southern Avenue



TAB 3



Fiesta Village Mixed Use

P.A.D. Submittal
Project No. 16-2012-01 Date 01.29.18

TODD & ASSOCIATES, INC.

100% Satisfaction Guarantee