

Bella Encanta

ZON18-00067

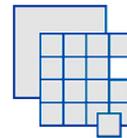
Hampton Avenue & Crismon Road

Mesa, Arizona

PAD Rezoning Narrative

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Submitted by:



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On behalf of:

Bela Flor Communities, LLC



1. Introduction

Pew & Lake PLC, on behalf of our client, Bela Flor Communities, LLC¹, is pleased to submit this project narrative and exhibits in support of a rezoning, site plan and preliminary plat request for approximately 32.23 gross acres (the "Property") located west of the northwest corner of the Superstition Freeway (US-60) and Crismon Road. The Property is shown below and may be identified on the Maricopa County Assessor's map as parcels 220-80-002X, 220-80-009G, and 220-80-008C. If the requests discussed in this narrative are approved, they will allow for the development of a 212-unit, for sale, Single-Residence Attached community known as Bella Encanta. A recent aerial photo is shown below in Figure 1.

Figure 1 – Aerial Photo



Figure 2 – General Plan Character Designations

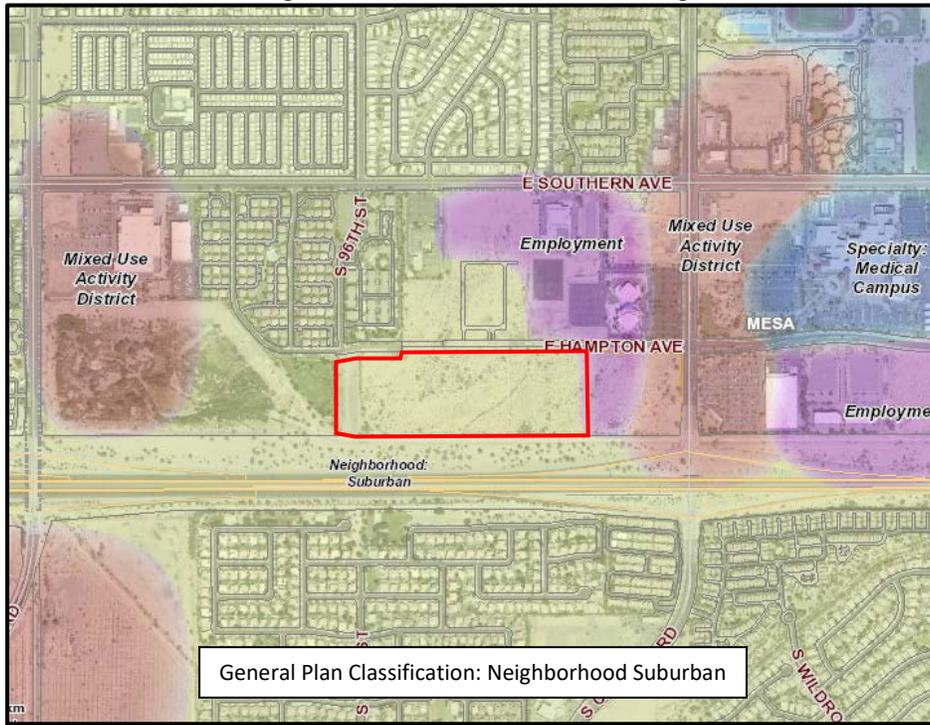
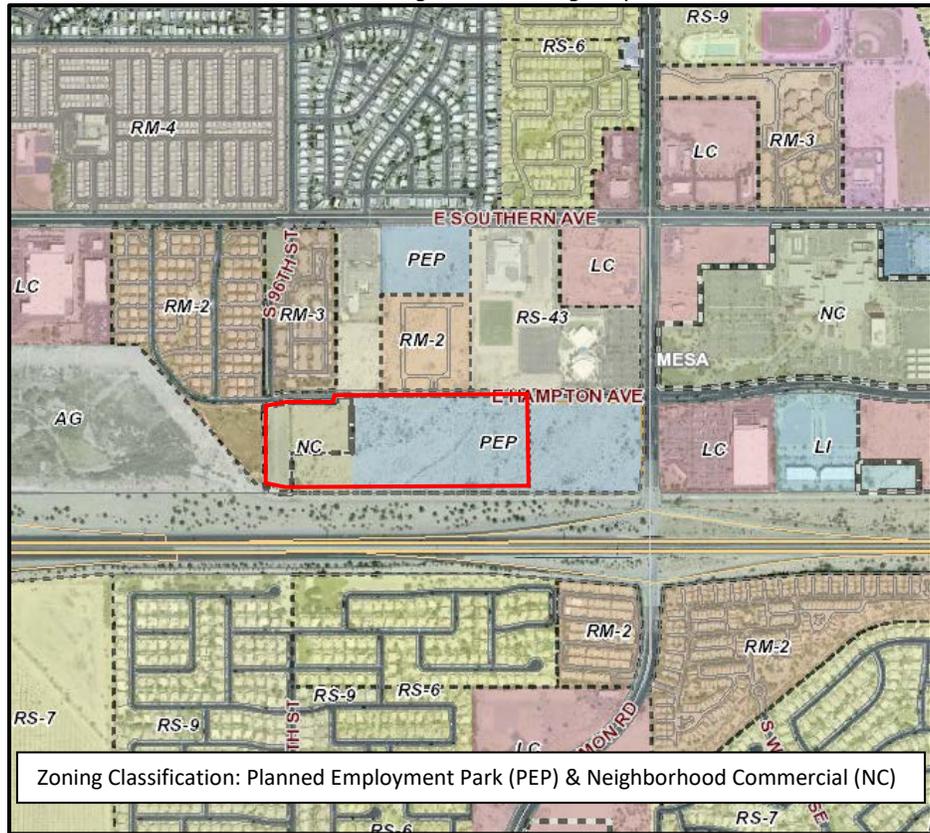


Figure 3 – Zoning Map



The Property is rectangular in shape, vacant and is unremarkable in its topography although it does slope gradually from the northeast corner to the southwest corner. There is an open, storm water conveyance channel running north/south on the western portion of the property, which is being incorporated into the site plan. This storm water channel conveys offsite flows though the project site via a culvert under Hampton Avenue.

3. Relationship to Surrounding Properties

The property is bound on the north by Hampton Avenue and then multi-family uses, vacant land and Christ’s Church of the Valley. To the west is a large park and storm water retention basin for the Muirfield Village Condo Association and beyond that an ADOT regional drainage basin. On the south, the property is bound by another storm water conveyance canal, ADOT right-of-way and then the Superstition Freeway. To the east is a proposed hotel, office and commercial retail center, which was approved by the Mesa P&Z Board under Case No. ZON18-00149. Figure 4 below demonstrates the surrounding uses, Land Use and Zoning designations.

<i>Figure 4 – Adjacent Uses, General Plan & Zoning</i>			
Direction	General Plan Character Area	Existing Zoning	Existing Use
North	Neighborhood Suburban & Employment	RM-3, RM-2 & RS-43	Hampton Ave., then Multi-Family / Vacant / House of Worship
East	PEP & Mixed-Use Activity	PEP	Vacant (Proposed as Office / Hospitality / Commercial)
South	n/a	n/a	US-60 / ADOT ROW
West	Neighborhood Suburban	RM-2	Muirfield Village Park & Retention Area
Project Site	Employment	NC & PEP	Vacant

The conversion of this property from vacant land to a high-quality residential use follows the pattern of development established in the immediate area and is consistent with the General Plan. Bella Encanta will also provide an additional ownership-type product to the area which will help increase property values and support the existing businesses in the area. This proposed subdivision is also compatible with Crismon Estates to the north, across Hampton Avenue, which is currently open and operating.

4. Requests

Our requests to the City of Mesa are as follows:

- A. To rezone 32.23 gross acres of the Property from Neighborhood Commercial (NC) and Planned Employment Park (PEP) to Residential Multiple Dwelling – 2 (RM-2) PAD, with a proposed density of 6.58 du/ac (gross).
- B. Site Plan & Preliminary Plat approval.

These requests, if approved, will facilitate the development of a 212-unit, for sale, Single-Residence Attached, community, comprising 32.23 gross acres (30.43 net acres) and having an overall project density of 6.58 du/ac (gross) and 6.97 du/ac (net).

A copy of the Revised Site Plan has been provided with this submittal. The RM-2 zoning district allows a maximum density of 15 du/ac, and we are proposing a density of 6.58 du/ac (gross). Consequently, the density of the development is well below the allowed density in the RM-2 zoning category. Moreover, the overall density for the entire community is also allowed in the Neighborhood Suburban character area of the General Plan.

5. The Development Plan

A. Site Plan

As shown on the site plan for Bella Encanta in Figure 5 (shown on next page), access to the project will be from Hampton Avenue through two (2) gated entrances with the primary entry aligning directly opposite from the entrance of the Crismon Estates project which is located on the north side of Hampton Ave and the secondary entrance aligning with 96th Street on the west. Crismon Estates is a single story, detached, rental project, which was approved in 2017 and has completed construction and started leasing units.

Figure 5 – Bella Encanta Site Plan



It should also be noted that project designers have staggered the housing along Hampton Avenue so that for some parts of the project, the homes back onto Hampton Avenue, but for other parts, the lots front onto Hampton Avenue, thus providing additional relief and interest along the Hampton Avenue frontage.

Beyond the main entry to the Bella Encanta subdivision is the centrally located, core amenity area with a pool, fitness center, and multiple shade structures. Beyond the central core area, a basketball court, volleyball court, and pickleball court are centrally located along the southern border. In addition, two large open space park and retention areas are located on the west and east portions of the project, respectively, with various paseos providing visual relief, pedestrian access and diversification in the placement of housing.

Excellent pedestrian access is available to both open space parks with the north to south aligned paseos connecting to pedestrian gates on Hampton Avenue. These paseos make the east and west amenity areas very walkable for residents in that portion of the development. The eastern open space area will contain a tot lot and children's play area, the western open space area will contain soccer goals and a large ramada with a BBQ station.

The western retention area runs perpendicular to the off-site, storm water conveyance channel, which we project designers have enhanced to become a desert wash corridor with an adjacent walking trail. The walking trail also connects pedestrians from the large western open space area to a ramada and green space located on the western boundary of the development. The open space area located at the southwest corner of the site will contain a dog park for residents.

There is outstanding pedestrian movement throughout the community and to Hampton Avenue, thus connecting Bella Encanta to the surrounding properties. Pedestrian connections onto Hampton Avenue are available at the primary and secondary entrances, east of Lot 24, and between Lots 158 & 159.

While most streets within the project are wide enough for parking on both sides, where a street only has homes on 1 side, the width of these streets is reduced because (i) it is not necessary, (ii) to increase the pedestrian friendly atmosphere, and (iii) to allow maximum space to be located in the rear yards of each unit. Thus, and as shown on the Site Plan, there are a few areas within the subdivision with single loaded streets, which are generally occurring around the east and west park/amenity area and between Lots 25-34. We also believe that this design feature enhances the aesthetics, draws residents to these areas for enjoyment and usability; and we further believe that this design will add to the overall feeling of openness within the project. While single loaded streets (i.e., homes on 1 side of the road) are more expensive to build, we believe that this will lead to a much better overall project.

The northern boundary of the project features a 6-foot tall, masonry theme wall as shown on the entry and wall detail plan and shown in Figure 6. The wall on the east will be coordinated with the adjacent commercial development. The wall on the west, adjacent to the park is in place, and the wall to the south will be a 6 ft. block wall, standard for rear yards of the homes.

Figure 6 – Entry and Theme Walls



B. Amenities

As noted above and illustrated in Figure 7 on the next page, Bella Encanta will feature popular amenities such as a fitness center, swimming pool, and a large ramada. The basketball court, volleyball court, and pickleball court are popular amenities located south of the central core. There will be shade structures and a tot lot as part of the amenities in the eastern open space area. An additional ramada with a BBQ station and soccer goals are located in the large western open space. There are also strategically placed landscaping and visual “breaks” that provide pedestrian connections throughout the site including a small ramada and open space

area on the western boundary to provide additional interest and connectivity. The dog park in the southwestern corner of the development completes an excellent offering of amenities.

Figure 7 – Central Amenity Area



C. Housing Product & Design Intent

Bella Encanta will feature 212 single-residence attached homes. The homes will range from approximately 1,100 to 2,200 sq. ft. Most of the homes will be two (2) stories in height but a single-story plan will be available.

The homes in this community will be attached or “paired” homes. Most “pairs” will have tandem garages located in the middle of the building. This design feature will have the appearance of a standard, two-car garage and will further help provide sound attenuation/mitigation between the living spaces of the units. Some of the homes will have a typical, two-car (tandem) garage to improve the overall aesthetics and minimize the “sea of garages” look from the street. Additionally, each home will have its own private backyard satisfying the requirement for private open space. A perspective of a few of homes are provided below in Figure 9.

The tandem garages will be extra wide, measuring 11’4” (inside) for easy maneuvering and have at least an overall length of 41’6”. The dimensions of the tandem garage provide for 470 sq. ft. of total garage space which exceeds the 440 sq. ft. required by the City standard garage measuring 10 ft. x 44 ft. The largest plan will include a traditional two-car side-by-side garage with traditional (required) dimensions. All homes will have space to park two (2) cars in a garage, with 1 or 2 additional driveway spaces behind the sidewalk, depending upon the model selected.

The homes feature a variety of different architectural elements and are designed to be functional and attractive to both the consumers and the communities in which they are located (See Figure 9). Some of these features include:

- **Unique Elevations:**
 - There are three distinct elevation styles: Modern Ranch, Modern Craftsman, and Modern Spanish, all of which will be offered in each product line and each style will offer three distinct color schemes. A total of twelve unique combinations will be produced to avoid monotony and contribute to an inviting and unique streetscape.

- **Architectural Elements:**
 - As shown on the Color and Material Boards provided in the submittal, different types of materials will showcase the unique exteriors of each of the home styles. Stucco, siding, window trims, shutters, stone/brick and accent roofs have been specifically selected to emphasize the design styles selected for this community.
 - For all plans, the garages are setback more than 3 feet behind the primary front façade of the home.

- **Inviting Entries:**
 - Entries have been designed by using a combination of roof elements, porches, columns, pop-outs and accents along with different colors and materials to create an inviting entry into every home.
 - Also, depending on the elevation, porches are also provided.

- **Roof Variety:**
 - A variety of roof forms and ridgelines have been utilized throughout the product line-up, creating elevations that are structurally different from both the front and rear. This variety of rooflines creates visual interest along the streetscape.
 - Each of the color schemes within each elevation style offer a distinct roof color and material.

When homes featuring the same floorplan are located next door, or across the street from one another, a different paint scheme and/or architectural style will be utilized. Figure 9, below, shows some of the exterior color schemes, designs and elevations. We will include examples of the various color schemes, paint chips and material boards in any future required submittals for the housing product.

Figure 9: Conceptual Elevations and Exterior Color Schemes



- Lot Fit Analysis:**

- The 212 Single-Residence Attached homes are on lots which are a minimum 42 ft. wide by 75 ft. deep, which lots number 190. In addition, 14 of the lots are 48 ft. wide and 8 of the lots are a minimum of 53 ft. wide. Plot plans showing the dimensions on the 42 ft. wide lot have been included within the submittal documents.

D. Landscape / Community Design

Sidewalks and inter-connecting pedestrian paths crisscross the property and are central to the design theme and site layout of Bella Encanta. Land use components and open space areas for both active and passive recreation are connected together. As proposed, the active amenity area is centralized in the project and provides a more modern touch to the proposed community plan. The site plan features an abundance of open space. Open space accounts for 7.23 acres, which is approximately 23.76% of the net acreage in this community (22.43% gross).

As noted, the site plan features a centralized community pool, ramadas and fitness center. Additionally, there are sand volleyball and pickle ball courts for the use and enjoyment of the residents that are also centrally located. On the western portion of the property, project designers have utilized the offsite storm water conveyance channel crossing the property and provided a walking path and adjacent open spaces within this area. These three larger open space areas also include the ability to retain storm water originating onsite.

Entry monuments will be installed at the main entry identifying the development. Lush landscaping, signage, gates and stamped asphalt will create a strong sense of arrival into the community. Decorative paving materials are shown at the main entry and various points around the amenity area and throughout the subdivision. Appropriate design and finishes have been selected for this new community in order to create a cohesive design scheme for Bella Encanta.

The perimeter of the site will include a theme wall along Hampton Avenue showcasing the primary and secondary entrances. In addition, the front yard landscaping of each home will be installed as each home is completed but will be maintained by the property owner thereafter. Individual owners may choose to have the builder complete the backyard landscaping as part of the initial construction package or they may complete that work later themselves.

E. Traffic and Circulation

As previously mentioned, the main, gated entrance to this community is located on Hampton Avenue, and is purposely located opposite the entrance into Crismon Estates. Hampton is a minor collector street that, with the approval of this project, will be completed and provide connectivity to the west and up to Southern Avenue to the north. The second entrance is also on Hampton, and is located at the western end of the Property, opposite the alignment of 96th Street. This entrance is also gated and is designed specifically for the convenience of residents at the western end of the community, but we anticipate it to have much less traffic. Like the main entrance, it will require a card, remote or code for entry. The main entrance in Bella Encanta will have the ability for emergency and solid waste vehicles to access the property at all times.

A defined internal street system within Bella Encanta is used as a core organizing element to help unify the various residential portions of the project. The street form will be designed to create a pedestrian scale, walkable atmosphere internal to the site that will feature on-street parking adjacent to a home. The street form will be reinforced by locating the core amenities

and pool area as the anchors for the project, but still includes large open space areas strategically and equally located throughout the Project. The street system and layout will also emphasize the importance of thoughtfully accommodating vehicular and pedestrian traffic and vehicle parking areas within the site.

A pedestrian-friendly open space system will be created for Bella Encanta that complements the internal street system and provides connectivity throughout the entire site. Pedestrian walkways and thoughtful compact open space areas will be utilized to create visual relief and outdoor rooms, and will allow residents and visitors to comfortably make their way through the site. Shade elements, desert landscaping and lighting of appropriate intensity will be utilized to enhance the pedestrian experience.

F. Parking

As shown on the next page in Figures 10 and 11, and on the Parking and Solid Waste Plan provided with the submittal, there is significantly more parking in Bella Encanta than what is required by the Mesa Zoning Ordinance. It should also be noted that most of the streets have been planned at a width of 34 feet (fc/fc) to allow parking on both sides, with the exception of a few of the “single loaded” roads, which will be 28 feet in width and be limited to parking on only one side. The 28 ft. wide roads exist adjacent to Lots 25-34, 55-60, and 181-200. Please note that the east and west retention basins do allow adjacent parking for each basin across the street from the basin. While technically not required to be included in the “provided” calculations below, the availability of on-street parking should not be lost in the parking analysis. Thus, it is fair to conclude that the available parking far exceeds that required by the zoning code.

<i>Figure 10 – Bella Encanta RM-2 Parking Data</i>			
Zone	# of Units	Required Parking	Provided Parking
TOTALS =	212	448	910
- Garage =	212		424 (2 per garage)
- Driveway =	212		212 (1+ per driveway)
Subtotal (On-Lot) =			636*
- On-Street =			258
- Off-Street =			16
TOTAL Parking Spaces in the Project			910**

*NOTE: If a unit has a standard 2-car garage, then that unit would have 2 driveway parking spaces, thus further increasing this number beyond 636.

**NOTE: With 910 total parking spaces provided the parking ratio is approximately 4.3 parking spaces per unit, which is more than double that of the required 2.1 spaces per unit.

Figure 11 – Bella Encanta Parking and Solid Waste Plan



6. Proposed Services, Infrastructure and Public Utilities

A. Proposed Drainage Solutions

The plan will comply with the City of Mesa Stormwater Drainage requirements.

B. Proposed Water Solution

Water will be provided by tying into and/or extending the water lines in Hampton Avenue for the entire length of the Bella Encanta development in order to tie into the existing municipal water system. Project engineers have already evaluated the size of the existing water lines and have determined them to be more than adequate for the proposed project.

C. Proposed Sewer Solution

A gravity-fed sewer system will be designed for this community and will comply with the City of Mesa Standard Details & Specifications. At great expense to the Developer, they are installing nearly 3,000 linear feet of sewer pipe to connect to the sewer system in Ellsworth Road, over ½ mile to the west. Preliminary meetings with ADOT regarding the sewer line extension through the regional retention basin to the west have been productive. No formal approval has been granted but is expected. ADOT has provided conceptual approval of this project, pending final design.

D. Proposed Refuse / Solid Waste Solutions

Each home in this community will be provided barrel service through the City of Mesa, which service will comply with City of Mesa Standard Detail M-62.

7. PAD Overlay District Applicability

As discussed in Section 11-22-1 of the City of Mesa Zoning Ordinance, the purpose of the Planned Area Development Overlay district is to allow for “innovative design and flexibility in projects of sufficient size that are planned for development as a cohesive unit.” The project is 32.23 gross acres and therefore complies with the size requirement for a PAD established in the Zoning Ordinance. The proposed development complies with requirements outlined in the Purpose Statement of the PAD Overlay District as shown below.

- A. *Well designed and integrated open space and/or recreational facilities held in common ownership and of a scale that is proportionate to the use.* Answer: The proposed development features an amenity package that is well integrated, scaled to an appropriate size and will be desirable to prospective homebuyers and will be maintained by the property owners’ association.
- B. *Options for the design and use of private or public streets.* Answer: This development will bring about the completion of Hampton Avenue, which currently does not provide connectivity from Crismon to Southern Avenue. Additionally, the subdivision will feature landscaped themed streets around the amenity areas and private drives, some of which will have on-street parking. As a gated community, the streets will remain private and be maintained by the property owners’ association.
- C. *Preservation of significant aspects of the natural character of the land.* Answer: The vacant, rectangular parcel contains no significant features or character that requires preservation. Nevertheless, we have incorporated the existing natural storm water channel running through the property into a community amenity.
- D. *Building design, site design, and amenities that create a unique and more sustainable alternative to conventional development.* Answer: See discussion regarding design above.
- E. *Sustainable property owners’ associations.* Answer: Given the size of this project, this number of homes in this community is more than sufficient for a sustainable property owner’s association. Additionally, Bela Flor Communities has developed a number of communities in the City of Mesa and has a proven track record creating sustainable property owners’ associations.
- F. *Maintenance of property held in common ownership through the use of recorded covenants, conditions, and restrictions.* Answer: The entire Bella Encanta project will be maintained by the property owners’ association. Individual homeowners will be held to the highest of care standards through the use of covenants, codes and restrictions (CC&R’s). The CC&R’s will be crafted to ensure that this community is well-maintained so that property values are preserved over time.

- G. *Single or multiple land use activities organized in a comprehensive manner, and designed to work together in common and in a synergistic manner to the benefit of both the project and the neighboring area.* Answer: This community is comprised solely of residential housing. The design of the community is meant to integrate with surrounding residential developments in addition to providing business support to nearby employment and commercial properties. The community has been designed holistically to ensure that it presents a coherent aesthetic and so that each homeowner has access to the amenities provided within the community.

8. Development Standards

Figure 12 below provides the required and proposed Development Standards for the RM-2 zoning district. Requested deviations are shown in **bold**.

<i>Figure 12 – RM-2 Development Standards</i>		
Standard	Required	Proposed
Minimum Lot Area:	7,200 sq. ft.	3,150 sq. ft. (for a dwelling unit)
Minimum Lot Width:	36 ft.	42 ft.
Minimum Lot Depth:	94 ft.	75 ft.
Maximum Density	15 du/ac	6.58 du/ac (gross) 6.97 du/ac (net)
Minimum Lot Area per Dwelling Unit	2,904 sq. ft.	3,105 sq. ft.
Maximum Height	30 ft.	30 ft.
Minimum Yards:		
Front	20 ft.	10 ft.
Side Attached	0 ft./10 ft.	0 ft./5 ft.
Street Side	20 ft.	10 ft.
Rear	15 ft.	10 ft.
Maximum Building Coverage	45%	56.9% (per lot) For Plans A & A1 on a 42 ft. wide lot. All other plans have less lot coverage.

Figure 12 – RM-2 Development Standards		
Standard	Required	Proposed
Minimum Open Space per Unit (Private): - 2 Bedroom: - 3 Bedroom:	100 sq. ft. 120 sq. ft.	567 sq. ft. 561 sq. ft.
Total Open Space (200 sq. ft. per unit):	42,400 sq. ft. (.97 ac)	315,094 sq. ft. (7.23 ac) 22.43 % (gross) 23.76 % (net)
Garage Dimensions - Standard: - Tandem:	20 ft. x 22 ft. 10 ft. x 44 ft.	20 ft. x 22 ft. 10'4" x 41'6"

9. Implementation & Conclusion

The Bella Encanta development will be implemented in conformance with the regulations and guidelines contained within the City of Mesa Zoning Ordinance and Subdivision Regulations, as modified by this application.

In order to provide effective citizen participation in conjunction with this application, notices of public hearing will be sent out by the City. This application is a continuation of ZON18-00067 which was subject to multiple public hearings and a neighborhood meeting on February 20, 2018, in which is received the support of adjacent residents and owners. In addition to previous notification, discussion, hearings and meetings, the revised application has met the citizen participation standards required as if the case was brought on its own. Additional notification letters will be/have been sent to property owners within 1000’ of the proposed development as well as registered neighborhood associations within one-mile of the project updating them of the revised site plan. A Citizen Participation Report including a summary of the prior neighborhood meeting, sign-in sheets and comment cards, as well as a copy of the follow-up notification letter have been provided to city staff with the resubmittal of this application.

Finally, this development will be administered and enforced by the Development Services Department. We look forward to working with City staff during all aspects of development to make our vision for this Property a reality.