

**Rezoning, Site Plan, and Design Review
Applications**

for

***Broadstone Dobson
Ranch***

**Northwest corner of
Dobson Road and Isabella Avenue**

by:

Alliance Residential

Case Nos.: ZON19-00322

Submitted: May 23, 2019

Updated: June 26, 2019

Updated: July 11, 2019

Updated: July 18, 2019

TABLE OF CONTENTS

I.	Introduction.....	1
II.	Site and Surrounding Area	1
III.	Proposed Rezoning, Site Plan, and Design Review	1
A.	<i>Site Plan</i>.....	2
B.	<i>Landscaping, Amenities, and Open Space</i>	2
C.	<i>Architecture</i>	3
D.	<i>Theme Walls, Entry Gates, and Entry Monument</i>.....	3
E.	<i>Development Standards</i>.....	4
IV.	Miscellaneous.....	5
A.	<i>Parking</i>	5
B.	<i>Phasing</i>	6
C.	<i>Grading and Drainage</i>	6
V.	Project Team	6
VI.	Conclusion	6
	<u>Appendix A: General Plan Compatibility</u>.....	i

TABLE OF EXHIBITS

Exhibit No.	Description
1	Aerial Map
2	Preliminary Site Plan
3	Preliminary Landscape Plan
4	Amenities Plan
5	Perspective – Main Amenity Area
6	Perspective – Dobson/Isabella Intersection
7	Building Elevations
8	Floor and Roof Plans
9	Color and Material Palette
10	Fire Access Plan
11	Wall and Signage Elevations
12	Preliminary Grading and Drainage Plan

BROADSTONE DOBSON RANCH

I. INTRODUCTION

Continuing its reputation for developing high quality and successful multi-family communities in the greater Phoenix Metro Area and other parts of the country, Alliance Residential¹ (“Alliance”) is in escrow to acquire 12± gross (10.05± net) acres at the northwest corner of Dobson Road and Isabella Avenue (the “Site”) and develop it with a high-quality residential community known as “Broadstone Dobson Ranch.” The Site currently consists of the Dobson Ranch Inn hotel and Fiesta Bar & Grill. The hotel no longer attracts visitors due to several reasons including its location and the development of better located, newer lodging accommodations in the area. As a result of the continued low occupancy, the hotel and property has fallen into a state of disrepair. Alliance is anticipating to redevelop the Site as a luxury multi-family community with approximately 288± dwellings that will be an attractive presence in the area, providing an amenity-rich living alternative to single-family homes and serving as an appropriate and compatible land use for this Site and surrounding area.

To achieve this, Alliance requests the following:

- Rezone the Site from LC to RM-4/PAD;
- Site Plan approval for 288 residence ; and
- Design Review approval for the Site Plan, Landscape Plan, Building Elevations, etc. for Broadstone Dobson Ranch.

II. SITE AND SURROUNDING AREA

An aerial of the Site is attached as ***Exhibit 1***. The Site is designated on the City’s General Plan as Neighborhoods and is zoned LC. North of the Site is the US-60 Freeway, Banner Desert Medical Center (zoned NC) and Mesa Community College (zoned PS). To the west is an existing multi-family development known as “Dobson Villas” that is zoned RM-2 and further west is the Washington Elementary School that is zoned RS-6. South of the Site are single-family residences that are part of Dobson Ranch that are zoned RS-6. East of the Site is a small commercial development zoned LC and a multi-family community known as “Waterstone” that is zoned RM-4.

III. PROPOSED REZONING, SITE PLAN, AND DESIGN REVIEW

As discussed, Alliance is proposing the Site be rezoned from LC to RM-4/PAD. Alliance’s proposed Rezoning, Site Plan, and Design Review applications for an upscale, high-quality multi-family development is compatible with the City’s General Plan and is viable and sustainable solution on a challenging site. The General Plan’s Goals and Policies identified in *Appendix A: General Plan Compatibility* support Alliance’s applications. Alliance’s requests will provide for a coordinated and compatibly arranged variety of land uses in the area through innovative site planning. The proposed zoning change responds to the existing and future needs of the community by providing an additional housing choice for people seeking to live in the area.

¹ Alliance is headquartered in Phoenix, Arizona and is one of the largest private U.S. multi-family companies in the United States with offices throughout the West, Southwest, Mountain, Central, Southeast, Mid-Atlantic and Northeast regions.

A. Site Plan

As is depicted on the Preliminary Site Plan attached as ***Exhibit 2***, careful consideration has gone into planning Broadstone Dobson Ranch. Alliance has created a community that is attractively designed, aesthetically landscaped, and provides an appropriate use of this challenging Site. Broadstone Dobson Ranch is a gated community that will consist of approximately 288 residences at a density of approximately 28.6 net du/ac. The proposed design and layout provide convenient, safe, and attractive pedestrian connections throughout Broadstone Dobson Ranch. Particular attention has been given to provide pedestrians with convenient access to centrally located amenities and open space areas.

Dobson Broadstone Ranch contains a combination of 1-, 2-, 3-, and 4-story buildings. The buildings are appropriately located throughout the Site, with the smaller buildings located along the south portion of the Site (along Isabella Avenue), transitioning to the taller buildings as you move north toward the US-60 Freeway and along Dobson Road. The majority of the buildings are oriented toward an internal open space courtyard where most of community's amenities are located. The placement of the buildings and walls provide visual interest by varying the roof lines and orientations and providing a coordinated theme through the amenities, landscape features, and architectural detail.

Two primary entrances are provided to Broadstone Dobson Ranch; one from Dobson Road and the other from Isabella Avenue. ***See Exhibit 6, Perspective – Dobson/Isabella Intersection.*** A sense of arrival is provided at these primary entrances with a lushly landscaped, well designed corner entry feature at the Dobson Road/Isabella Avenue intersection. A secondary exit only and emergency access is provided further west along Isabella Avenue. The area between the two Isabella Avenue access points will be lushly landscape, creating a pleasing street scene. Visitor and guest parking spaces and resident access (via a gated entrance) are conveniently located near the leasing office. Parking garages are within most of the residential buildings, as well as along the north and west boundaries of the Site. The amount of covered and garage spaces is intended to provide upgraded parking opportunities for every unit.

A fire access drive has been provided in accordance with the Fire Department requirements, including circulation around the site and two points of entry. Alliance has worked with the Fire Department to establish appropriate building access points. ***See Exhibit 10, Fire Access Plan.*** The refuse container is located in the northeast corner of the Site and will be appropriately screened. A concierge trash service is available to residents, where staff will collect the refuse and take it to the refuse container.

B. Landscaping, Amenities, and Open Space

The overall landscape theme is inspired by the Sonoran Desert with accents of lush, native and native adapted, desert oasis landscaping at focal points to create an environment of luxury resort living at Broadstone Dobson Ranch. ***See Exhibit 3, Preliminary Landscape Plan.*** As shown on the Conceptual Landscape Plan, the design, elements, and materials create a sense of community and neighborhood, while adding a fresh approach to timeless desert environments for Arizona residential communities. The elements and features are designed to create a “sense of place” and a permanence achieved by relating the elements to the “human scale” and integrating with the architecture.

The landscape palette draws from the lush desert look and feel of an adapted Sonoran landscape tempered for the Arizona climate through the use of water-conscious plants. The use of

palms at the community entry and pool area creates a sense of priority and a resort style look and feel. The landscape palette provides a diversity of colorful plant materials that enhance the community environment throughout the year with a variety of compositions, texture, and seasonal color. The hardscape and pedestrian amenities throughout the Site integrate design cues from the architectural vernacular and design elements of the building architecture. Together these elements embrace the architecture of the proposed buildings and blend with the existing built environment of the area.

Broadstone Dobson Ranch has been planned with quality amenities consistent with Alliance's desire to create an upscale community where residents will be able to play, relax, or socialize in a pleasing environment. *See Exhibit 4, Amenities Plan and Exhibit 5, Perspective – Main Amenity Area.* The amenity areas within Broadstone Dobson Ranch are designed to enhance the community character and quality of life by providing recreational opportunities and connectivity for residents through the integration of effective internal and external open spaces. The amenity and theming elements have been designed to maintain the overall "sense of place" and the identity of the community. Broadstone Dobson Ranch will contain a centrally located main amenity area, providing active and passive open space for residents and guests to enjoy. Pedestrian paths are provided throughout the Site, connecting the residences to the amenities. Outdoor amenities include a resort style pool and separate spa surrounded by various seating options, both covered and open. There is a large turf area for active and passive events and recreation. This turf area is surrounded by generous landscaping, ramadas, and outdoor kitchen facilities for resident use. A dog park located in the northeast corner of the Site, which includes a dog washing and drinking station. Indoor amenities include a large recreation facility that houses community spaces for fitness, business services, game room, wi-fi café/rideshare lounge, and mail facilities.

C. *Architecture*

The proposed architecture for Broadstone Dobson Ranch is appropriate for this Site and is compatible with the surrounding area. *See Exhibit 5, Perspective – Main Amenity Area and Exhibit 6, Perspective – Dobson/Isabella Intersection.* The site has a mix of 1-, 2-, 3- and 4-story buildings. *See Exhibit 7, Building Elevations.* There are three floor plans: studio, 1-, and 2-bedroom units ranging in square footage from 587 square feet to 1,221 square feet. *See Exhibit 8, Floor and Roof Plans.*

The buildings are developed as a series of overlapping planes which creates strong contrast and finishes and shadow lines. These wall planes are punctuated with recessed openings for windows and balconies. The balconies are a mixture of open and solid rail. All the buildings have access points in the middle and at the ends of the buildings, providing convenient access to the Site's amenities. Each building facade, has substantial surface relief and undulation, providing shade and shadow lines for windows, entries, and balcony projections. The use of color accentuates the depth of the surface treatments. The building colors are neutral, tending slightly to warm. *See Exhibit 9, Color and Material Palette.* This helps transition from the palette of the nearby residential developments to the surrounding commercial properties.

D. *Theme Walls, Entry Gates, and Entry Monument*

The theme walls, view fencing, and entry monument have been designed to be consistent with the residential building elevations and landscaping theme. *See Exhibit 11, Wall and Signage Elevations.* The site elements are a mixture of accent metal, wrought iron fencing, and stucco

walls to match the residential building architecture. These elements transition into the landscape with the use of a strong foundation planting palette.

E. Development Standards

Alliance anticipates rezoning the Site from LC to RM-4 with a PAD Overlay to modify certain Development Standards. Alliance's community has been planned with the following development standards (changes noted in **bold**):

Regulation	City of Mesa RM-4 Development Regulations	Broadstone Mesa Proposed Development Regulations
Min. Lot Area (sq. ft.)	6,000	6,000
Min. Lot Width (ft.) – Multi-Family Res.	60	60
Min. Lot Depth (ft.) – Multi-Family Res.	94	94
Max. Density (du/net ac.)	30	30
Min. Lot Area per du (sq. ft.)	1,452	1,452
Max. Height (ft.)	40	52
Building Setbacks (ft.)		
Front (Isabella Ave.)	20	25
Side (Dobson Rd.)	30	20
Side (west)	15 for each story	5
Rear (north)	15 for each story	6
Landscape Setback (ft.)		
Front (Isabella Ave.)	20	25
Side (Dobson Rd.)	20	20
Side (west)	20	5
Rear (north)	30	5
Separation Between Buildings (ft.)		
1-story	25	25
2-story	30	30
3-story	35	35
Parking Canopies	20	20
Max. Building Coverage	55%	55%
Min. Open Space (sq. ft./unit)		
Studio/1 bdr.	60	50
2 bdr.	100	70
Min. Open Space (dimensions – ft.)		
Ground Level	10	6
Above Ground	8 x 6	8 x 4 ½
Parking	2.1 spaces per du	1.6 spaces per du

The proposed modifications for building height, setbacks, open space requirements for each unit, and parking (discussed in Section IV.A below) are appropriate for the following reasons:

- The Site's infill nature and proximity to the US-60 is an appropriate location to consider additional building height. The 4-story buildings are located toward the US-60 and Dobson Road, away from the existing single-family residences south of Isabella Avenue and the 2-story condominiums west of the Site. The additional building height on this Site is likewise consistent with good planning principles, as it provides a buffer and transition from the less intense residential uses south and east of the Site to the US-60 and Dobson Road interchange.
- The requested modification to the minimum open space requirements per unit provided is necessary to provide multiple patio configurations and sizes allow us to meet the various market preferences of the residents, who prefer options and flexibility (including preference for greater interior space). The multiple patio and balcony sizes, allow additional movement in the building facades, by flexing the building envelope, to provide more depth, and material finish adjustments.. Any slight reduction in private open space is offset by the introduction of more "common amenities" that otherwise might not be available. Some of those amenities include internet café, rideshare pick-up, enhanced, programmed fitness, recreation, dog park, resort style pool/ spa area with ramadas, cabanas, water elements. Notwithstanding the slight reduction, on average:
 - Approximately 100 square feet for the Studio/1-Bedroom and approximately 85 square feet for the 2-Bedroom and
 - Approximately 11 feet of depth on the ground level and approximately 11 feet x 6 feet in dimensions above the ground.
- Additionally, as is shown on the **Preliminary Landscape Plan (Exhibit 3)**, **Amenities Plan (Exhibit 4)**, and **Perspective – Main Amenity Area (Exhibit 5)**, the open space/amenities area are well designed and have been integrated into the layout of Broadstone Dobson Ranch. Broadstone Dobson Ranch has been designed with resort-level amenities. The amenities are centrally located and surrounded by buildings, creating an "exclusive" environment and minimizing any potential impact that the use of such amenities might cause on the existing residential developments.

IV. MISCELLANEOUS

A. *Parking*

Broadstone Dobson Ranch is required to provide approximately 605 parking spaces. Due to the unique nature of the Site (infill, redevelopment), Alliance requests a deviation from the City's Zoning Ordinance requirement and will provide approximately 464 parking spaces, a ratio of 1.61 spaces per unit. The provided parking is appropriate for the needs of this type of development. The City's Zoning Ordinance contemplates that 2.1 spaces are to be provided for each dwelling unit, without any distinction between a given units bedroom count, e.g., studio, 1-bedroom, or 2-bedroom. With a lower bedroom count per unit, there is a corresponding potential reduction in the amount of parking spaces needed for that unit. Broadstone Dobson Ranch will contain 178 studio and 1-bedroom units (approximately 62% of the total number of units) and 110

2-bedroom units. Because of the significant amount of studio/1-bedrooms, the proposed ratio of 1.61 spaces per unit is appropriate. Additionally, a Parking Study has been separately submitted to support the requested reduction.

B. Phasing

It is anticipated that Broadstone Dobson Ranch will be constructed in one phase.

C. Grading and Drainage

The Preliminary Grading and Drainage Plan is attached as ***Exhibit 12***. All project drainage systems will be designed and constructed in accordance to the latest MAG Standard Specifications and Details and the latest City of Mesa Standard Details and Specifications. Onsite drainage (including adjacent half-street areas) and retention shall consist of some onsite surface retention and an underground storm drain system that will be designed to capture storm water runoff according to the City's calculation requirements.

V. PROJECT TEAM

Developer:

Alliance Residential
Attn: Tom Lewis
2525 E. Camelback Rd., Suite 500
Phoenix, Arizona 85016
Phone: (602) 778-2817

Architect:

ORB Architecture, LLC.
Attn: Rich Barber
2944 N. 44th Street, Suite 101
Phoenix, Arizona 85018
Phone: (602) 957-4530

Civil Engineer:

Kland Civil Engineers, LLC
Attn: Leslie Kland
7227 N. 16th Street, Suite 217
Phoenix, Arizona 85020
Phone: (480) 344-0480

Landscape:

Collaborative V
Attn: Matt Drager
Paul Vecchia
7116 E. First Ave., Suite 103
Scottsdale, Arizona 85251
Phone: (480) 347-0590

Zoning & Entitlements:

Burch & Cracchiolo, P.A.
Attn: Brennan Ray
702 E. Osborn Rd., Suite 200
Phoenix, Arizona 85014
Phone: (602) 234-8794

VI. CONCLUSION

Broadstone Dobson Ranch's is an exciting, high-quality multi-family development that makes good use of this challenging, infill, redevelopment Site. The proposed Rezoning, Site Plan, and Design Review approvals are supported by the City's General Plan and are compatible with

the surrounding area. Broadstone Dobson Ranch creates a sustainable solution for this Site and an attractive presence in the area. We request your approval.

Alliance Residential

APPENDIX A: GENERAL PLAN COMPATIBILITY

The Broadstone Dobson Ranch Rezoning, Site Plan, and Design Review applications are supported by the City's General Plan goals, objectives, and policies as follows:

Guiding Principle 1: Create and maintain a variety of great neighborhoods.

Key Element 1: Safe, Clean and Healthy Living Environment

- Initial site planning and design/redesign that includes application of Crime Prevention Through Environmental Design (CPTED) standards.
- Maintenance of streets, sidewalks, street lighting, etc. to ensure roadways, paths and trails are safe; improve lighting where needed.
- Avoiding incompatible land uses and/or providing appropriate transitions between uses.
- Encouraging new development and redevelopment that improves walkability between housing and key amenities and services.
- Locate and design public spaces so that there is a high degree of natural surveillance.
- Provision of active outdoor open space for all ages.

Key Element 2: Build Community and Foster Social Interaction

- Providing pedestrian systems that link residents to neighborhood focal points to naturally bring people together.

Key Element 3: Connectivity and Walkability

- It is also important to design and maintain neighborhoods to be walkable. Walkable neighborhoods have streets, sidewalks, and trails designed and maintained to help people feel safe and comfortable using them.
- Block lengths 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.
- Utilizing Crime Prevention Through Environmental Design standards and techniques for the design of lighting, landscaping, and buildings along streets.
- Encouraging a development pattern that provides easy, multimodal access to shopping, work, recreation, and other nearby amenities.

Key Element 4: Provide for Diversity

- Having a variety of housing types provides interest to the built environment and provides the opportunity for differing people to live in close proximity to one another. The variety of housing also allows people to stay in the same neighborhood as their housing needs change throughout their life.
- Neighborhoods become interesting place to live when you can encounter a variety of people. Diverse and inclusive neighborhoods allow people of different incomes, ages, races, and ethnicities to gather and get to know each other which make the community stronger.

- Encouraging a variety of dwelling types within each area of the community consistent with the character area standards and not allowing an over concentration of multi-residence dwellings in an area.

Key Element 5: Neighborhood Character and 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.
- Creating neighborhood boundaries and limiting through traffic into the neighborhoods.
- Supporting new development and redevelopment projects that support the identity of the neighborhood, and rejecting proposals which fail to do this.

Key Element 6: Quality Design and 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.
- 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

Neighborhoods Policy P1: Encourage the appropriate mix of uses that will bring life and energy to neighborhoods while protecting them from encroachment by incompatible development.

Neighborhoods Strategy S5: Investigate strategies and incentives to encourage appropriate infill and property reuse consistent with neighborhood goals and values.

Housing

- Providing a mix of high-quality housing options throughout the city, in conjunction with supporting uses and activities, is the key to achieving the goal of creating and monitoring a variety of great neighborhoods.
- Encouraging the integration of a mix of housing options in each area of the city.
- Requiring the application of Crime Prevention Through Environmental Design principles to the development and redevelopment of multi residence projects.
- Requiring architectural design, outdoor space, and amenities that will maintain value over time, and including a requirement for perpetual maintenance of these original design features.

Housing Policy 1: Encourage a range of housing options in all areas of the city in order to allow people to stay in their neighborhood as their housing needs change.

Redevelopment

Redevelopment P2: Encourage and facilitate infill development that improves the quality of the neighborhood.

Transportation

Transportation Goal 2

- Objective 2 – Make walking safe, convenient and enjoyable while encouraging social interaction in public places.