

DIP Narrative

for

New Rally's

0.743 acres

at: 403 N. Greenfield Road, Mesa, AZ

Submitted by:



Mesa, AZ 85203

Submitted on Behalf of:

LC PROPERTIES 1, LLC

Submitted to:

City of Mesa Planning Division

55 N Center Street

Mesa, AZ 85201

January 6, 2020

1. Purpose of Request

The purpose of this request is to provide a Development Incentive Permit (DIP) to allow modifications to certain requirements of the City's development standards, including landscape and setback standards as incentive to the development of a bypassed parcel.

This site is located at 403 N Greenfield Road in Mesa, Arizona (APN #140-15-285). This property is 0.743 acres and currently zoned LC (Limited Commercial). This is Lot 7 of the Greenfield Plaza, located at the northeast corner of Greenfield Road & University Drive.



2. Description of Proposal

The intent of a DIP is to provide incentives for the development of smaller tract of land that would have difficulty meeting current development standards. We are requesting a DIP for modifications to certain current development standards to allow development of an approximately .743 AC vacant site including a new 956 SF restaurant with associated drive-thru. The subject site qualifies as a by-passed parcel as it is less than 1 acre and has been in its current configuration for 10 years. The site was originally developed in 1985 with a special use permit for a service station. The service station was in service until 2010, when the use seized. After a year of proper environmental regulatory permitting, the site was completely cleared by 2011. The site has been vacant ever since. This site also complies with other conditions of a DIP application, such as the availability of City utilities, is within an area where not more than 25% of developable land is vacant and more than 50% of the parcels have

been developed for more than 15 years. Greenfield Plaza was approved and built as a neighborhood shopping center in 1987.

The intent of the DIP is to provide some relief from certain Mesa Zoning Ordinance (MZO) required standards that will result in a development that is commensurate with existing development in the area. An additional 10' of future right-of-way at University Drive is required by the City that will further constrain the site. An additional 10' of future right-of-way at Greenfield Drive is also required by the City that will further constrain the site. We are requesting a modification to the landscape setback adjacent to both University Drive and Greenfield Road required at 15' and proposed at 5' measured from the future right-of-way lines. Given the constraints of the parcel, we have been able to provide a site plan that complies with the majority of MZO development requirements including additional landscape, and full fire access throughout entire site. We are also requesting Site Plan Review approval by the Planning & Zoning Board.

Table 1 below compares Mesa Zoning Ordinance (MZO) requirements and our proposed project. Items in **bold face type** indicate deviation from code requirements.

Table 1 –Development Standards

Development Standard	LC (Proposed)	LC (MZO Requirement)
North Property Line	70' / 0'	0' building setback/ 0' landscape setback
East Property Line	80' / 0'	0' building setback/ 0' landscape setback
South- University Drive	52' / 5'	15' building setback/ 15' landscape setback
West- Greenfield Road	52' / 5'	15' building setback/ 15' landscape setback
Foundation Base	15' / 5'	Exterior walls with Public Entrance: 15' min. Exterior walls without Public Entrance: 5' min.

3. Site History

The Project is located at the northeast corner of University Drive and Greenfield Road within the existing Greenfield Plaza. Greenfield Plaza was developed in 1987 as a neighborhood shopping center. Our site, Lot 7, was approved as a service station with a Special Use Permit in 1985. The service station was in service until 2010, when it was closed and sat vacant while environmental agencies provided demolition permits. Demolition of on-site buildings was finished in 2011.



2010 historical aerial of site

4. Relationship to Surrounding Properties

The Project is located at the northeast corner of University Drive and Greenfield Roads, on Lot 7 of the Greenfield Plaza. The project is within the LC (Limited Commercial) district. The purpose of the LC district is to provide areas for indoor retail, entertainment and service-oriented businesses that serve the surrounding residential trade areas within a one-to-ten-mile radius. Per Table 11-6-2 of the MZO permits a restaurant with a drive thru and outdoor seating in the Limited Commercial (LC) district.

Table 2: Surrounding Uses

	Zoning	Existing Use
North	LC	Greenfield Plaza
South	RM-4	RV Resort
East	LC	Greenfield Plaza
West	LC	Gas station

5. Location & Accessibility

Location

The project site is located in Section 15, Township 01 North, Range 06 East, in the City of Mesa incorporated boundary of Maricopa County.

Access

The site has existing driveway access off University Drive and Greenfield Road. Both University Drive and Greenfield Road are designated as an arterial roadway. The existing access off University Drive will be removed as part of this project. The shared access drive off University Drive, just east of the property, will be widened as part of this project. The existing drive on Greenfield Road will be removed and replaced per City of Mesa Engineering standards.

Off-Street Parking

According to the current City of Mesa code, 1 parking stall is required per 100 sq. feet for restaurant use plus 1 space per 200 sq. feet for outdoor dining area. The new restaurant is 954 sq. ft. which equals 10 required parking stalls plus 2 parking stalls for the 400 sq. ft. of outdoor dining area. This equals a total of 12 required parking stalls for the entire project. The proposed site plan proposes to provide 15 total parking stalls, the maximum allowed per the MZO.

6. Signage, Walls & Screening

Per section 11-30-9(H) of the MZO, all parking shall be screened from the street with a masonry wall, berm or densely planted landscape. This project provides both landscape and masonry wall screening of all parking from street view. The trash and collection area is located at the northwest area of the project, to provide adequate access for the refuse vehicles, while also providing separation from the outdoor dining. It also does not face the right-of-way. The enclosure will provide decorative masonry walls & fully screened gates for enhance visual appearance. Landscaping and green screens will be provided at the masonry wall that faces Greenfield road to provide additional screening of the enclosure. The proposed monument sign is located outside of the required setbacks, at the southwest corner of the site and will comply with all City of Mesa Chapter 43 regulations, as well as the approved comprehensive sign plan, BA92-035.

7. Landscaping

As part of the DIP, we are requesting a deviation from the required 15' setbacks along both University Drive and Greenfield Road. The future right-of-way at both roads increases the current right-of-way at both streets by 10 feet. The right-of-way will contain landscape material that matches the pallet already found within the Greenfield Plaza. Per Table 11-33-3-A-4 of the MZO, the proposed landscape plan provides a minimum of 1 tree and 6 shrubs

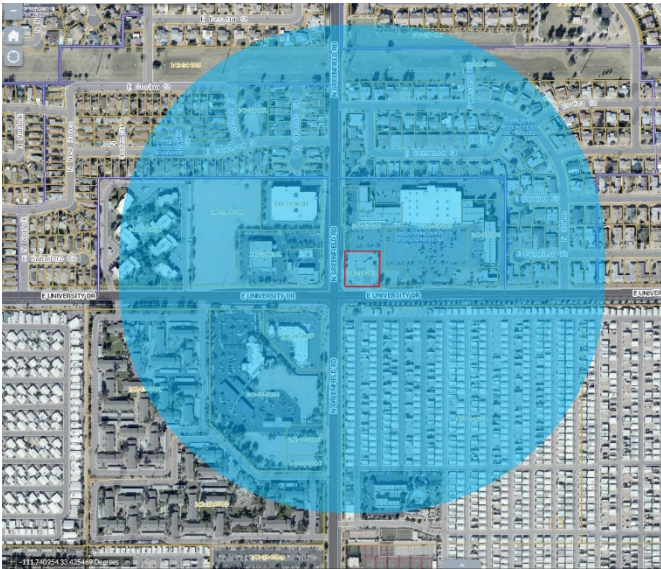
per 25 -feet of linear frontage adjacent to both Greenfield Road and University Drive. Foundation base landscape is provided, as well as landscape islands within the parking area, all to the required MZO standards.

8. Criteria Requirements for a DIP Approval

Section 11-72-1 of the MZO requires that parcels meet the following criteria for a Development Incentive Permit (DIP):

Criteria	Analysis:
AREA MZO 11-72-1.A.1: Total area of parcel does not exceed 2.5 net acres, and the parcel has been in its current configuration for more than 10 years.	The total area of the site is ± 0.74 acres and has been in its current configuration for 10 years.
UTILITIES MZO 11-72-1.B the parcel is served by, or has direct access to existing utility distribution facilities.	The parcel has access to City of Mesa utilities within both University Drive and Greenfield Road.
SURROUNDING DEVELOPMENT MZO 11-72-1.C: The parcel is surrounded by properties within a 1,200 foot radius which: 1. The total developable land area is not more than 25 percent vacant: and 2. Greater than 50 percent of the total numbers of lots or parcels have been developed 15 o more years ago.	Only a handful of surrounding sites are undeveloped within 1200-foot radius surrounding the property. The city’s 2004 aerial photo shows more than 50% of available lots were developed more than 15 years ago.

1,2000-Foot Buffer- Current Aerial Photo



2004 Aerial Photo



MZO 11-72-3 states that a DIP shall not be granted unless the Board of Adjustment finds sufficient evidence based on the following criteria:

Required Finding	Analysis:
A. The proposed development is consistent with the General Plan, any other applicable Council adopted plans and policies, and the permitted uses as specified in this Ordinance;	The development is consistent with the General Plan designation for this area of "Neighborhood Village".
B. The incentives do not allow development that is more intense than the surrounding neighborhood/commensurate with existing development within a 1,200' radius of the by-passed property; and	The incentives will allow for infill development that is commensurate with existing development within 1,200 feet radius of the property.
C. The architectural elements, construction and landscape materials, and other site improvements of the proposed development meet the intent of the Design Standards of this Ordinance.	This project is required to obtain approval for Design Review in accordance with Chapter 71 of the MZO for sites adjacent to arterial street, Main street and University Drive. The proposed site upgrades must comply with Design Review Criteria per Section 11-71-6 of the MZO.