



CITIZEN PARTICIPATION REPORT
The Landing at Fiesta Village
Northwest Corner of Southern Avenue and Alma School Road
Mesa, Arizona



Submittal: April 3, 2018

Zoning Case No. ZON18-00066

DEVELOPMENT TEAM

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A. INTRODUCTION

The following Citizen Participation Report provides the results of the implementation of the Citizen Participation Plan for the request to rezone 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 – Aerial & Zoning Maps.**

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. This request seeks approval to rezone the Property from Limited Commercial (LC) to Planned Area Development (PAD) zoning for commercial and multi-family uses, along with the companion Site Plan and Design Review approval (under case no. DRB18-00068) for the proposed luxury apartment development as illustrated by the conceptual site plan and building elevations. A Site Plan Review application for the commercial component will be filed at a future date once details and building elevations are refined. **See Exhibit 2 – Conceptual Site Plan & Elevations.**

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.

B. IMPLEMENTATION OF CITIZEN PARTICIPATION PLAN

The community involvement area for this project consists of both property owners who are located within 1,000 feet of the Property as well as registered neighborhoods and homeowner's associations that are located within one mile of the Property. In order to provide effective citizen participation in conjunction with the application, our office mailed a first class letter with companion exhibits on March 13, 2018 which described the development proposal and provided the details for an open house meeting scheduled for March 20, 2018. The letter also included the relevant city case number, applicant/city contact information, and exhibits including the conceptual site plan, landscape plan, aerial map and building elevations as shown on map at **Exhibit 3.**

A neighborhood meeting was held on March 20, 2018 and there were seven development team members present to explain the proposed development and answer questions. The meeting was held at the Redbird Elementary School located at 1020 S. Extension Road (Multi-purpose Room) in Mesa, Arizona and three neighbors attended. **See Exhibit 4 - Meeting Sign-in sheet.** The main points of discussion were as follows:

- The development team presented several color site plan and architectural boards which illustrated the proposal for developing the property with four (4) retail pads consisting of approximately 20,500 square feet with enhanced landscaping, outdoor patios, drive-thrus, street connectivity and pedestrian linkages for unknown commercial users at this time (underlying LC zoning). Further, the team provided details about PB Bell's new, 220-unit gated luxury apartment home community (underlying RM-5 zoning) that will accommodate private amenities including a fitness center,

pool/spa, ramada/outdoor kitchen area, game court, dog park, dog wash, tot lot and a community park/open space area.

- The team also pointed out that 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. Residential buildings along Stewart have direct pedestrian access to the unit from the sidewalk.
- Primary vehicular access to the residential project is planned from Southern Avenue with emergency access provided on Stewart Street. There is also ample resident parking which consists of on-street parking (Stewart Street) and interior surface spaces, carports and garages for residents and guests.
- It was discussed that the proposed multi-family community will be professionally managed and that PB Bell conducts very thorough resident screening processes which include financial and criminal backgrounds, that exceeds typical industry standards.
- The complementary nature of this project in comparison to similar types of uses was also discussed. The buildings have been designed with a contemporary appearance with variations in the building mass and rooflines, as well as the textures and colors, in order to enhance the visual perspective along Southern Avenue. A focal point for the commercial building at the intersection has also been created by pushing the building to the street edge (with parking areas behind) in order to provide a direct link from the streetscape and promote pedestrian connectivity. It was also explained that there is also activity nodes/shared common areas between the residential and commercial areas to create a more enhanced mixed-use environment.
- The team also discussed the improvements to the street frontage along Alma School Road that will have a detached 6-foot sidewalk with street trees to provide pedestrian shade, including pedestrian connections at the intersection corner. Southern Avenue (which will be the main entry into the mixed-use project) will also have new landscaping and pedestrian connections with trellis structures as a gathering spot for customers to walk to retail buildings. The pedestrian sidewalks will have shade from trees and trellises that line the main drive.
- The team explained the overall zoning entitlement process and shared more information about the forthcoming public meetings that the City of Mesa plans to schedule in order to gather public input on the proposed development.

The development team is grateful for the support expressed from both the Dobson Ranch HOA board after our meeting on March 15, 2018 and those who attended the open-house meeting on March 20, 2018. In fact, the HOA board has authored a letter of support for the proposal. Further, the open-house meeting attendees recognized the value of bringing forth positive changes for this property especially given the lack of demand for typical 'brick and mortar' retail centers over the past decade. Further, they expressed that the proposed use is far better than other types of users that typically create noise, traffic and other types negative activity which can be a detriment to adjacent neighborhoods. They were interested to learn about the finer details for rezoning and developing the property, including the conceptual commercial design, types of commercial uses, types of renters, property management practices, and the overall city-approval input

and public hearing process. The team will continue to reach out to neighbors and answer questions, as well as provide additional information regarding the process and timeline with a subsequent notification letter(s).

C. UPDATE TO PROJECT SCHEDULE

The overall entitlement schedule for this project 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. 1st Design Review Board Meeting: March 13, 2018
- E. Dobson Ranch HOA Board Meeting: March 15, 2018
- F. Neighborhood meeting – March 20, 2018
- G. Follow up with adjacent HOA board members - ongoing
- H. Submittal of Citizen Participation Report and Notification materials – April 4, 2018
- I. 2nd Design Review Board Meeting: April 10, 2018
- J. Planning and Zoning Board Hearing: May/June 2018
- K. City Council Hearing (Introduction): July 2018
- L. City Council Hearing (Formal Hearing): July 2018

D. CONCLUSION

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. The adjacent Fiesta Mall is a prime example of this impact.

The overall concept 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). 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.

There has been general support for the proposed mixed-use development. The proposal seeks to transform a challenged infill site into a productive use with innovative building design and a mix of uses that blend between retail, restaurant and multi-family uses in order to create project synergy and support one another. 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. In concert with the action plan of the Citizen Participation Plan, the applicant will continue to be available to discuss the project with interested parties.