



Project Narrative – 4140 & 4062 E Main Street, Mesa, AZ 85208

VELORA

Project Overview

The proposed development is located at 4140 E Main Street, Mesa, AZ 85208, on a portion of Section 21, Township 1 North, Range 6 East of the Gila and Salt River Base and Meridian, in Maricopa County, Arizona. The site spans approximately 6.9 acres and includes two parcels: APN 140-19-010 (4140 E Main St) and APN 140-19-004-C (4062 E Main St). The project consists of 137 ‘for-sale’ townhomes on subdivided lots for individual ownership.

Site History

The 4140 E Main parcel has remained undeveloped since at least 1958, with no permanent structures ever built on the site. The neighboring parcel at 4062 E Main was used for citrus farming until approximately 2013.



Aerial view of 4140 and 4062 E Main Street from 1959.

- In 2004, 4140 E Main served as a temporary staging area for the construction of apartments on an adjacent property.



Aerial view of 4140 and 4062 E Main Street from 2004.

- Between 2013 and 2016, the remaining citrus trees on the 4062 parcel were removed.
- Since then, both parcels have remained vacant.



Aerial View of 4140 and 4062 E Main Street from 2016.

Zoning History

The original development plan for 4140 E Main was approved by the Mesa City Council on June 5, 2023, under zoning case ZON22-01097 (Ordinance No. 5784). The property is zoned RM-4 PAD. The proposed layout of the south parcel is substantially similar to the 2023 approved site plan.

Project Expansion

Following the zoning approval, the adjacent parcel at 4062 E Main became available and was acquired to expand the project. Since 4062 has no direct street frontage, it will be combined with the original 4140 parcel to create a unified development. The developer is now pursuing a Planned Area Development (PAD) overlay to facilitate the updated project plan and to allow for the individual platting of each for-sale townhome unit.

While the overall site layout remains consistent with the originally approved plan for rental units, several design enhancements have been made:

- Stormwater retention has been relocated to an above-ground system.
- Sidewalks and landscaping have been updated per city staff feedback.
- A gated, secure entrance has been incorporated into the design.

Architectural Design

The townhomes will feature a contemporary architectural style that reflects local design trends while maintaining a clean and balanced aesthetic.

- The elevations will offer variety in form, detailing, and color, without being overly ornate.
- The overall design emphasizes visual appeal, energy efficiency, and cohesive integration with the surrounding neighborhood.
- Every home will include a two-car garage.
- Livable front elevations will create a welcoming, pedestrian-friendly streetscape. The townhomes are designed to appeal to a broad range of buyers, including first-time homeowners and move-up buyers, providing affordable, high-quality housing options in East Mesa.

Conclusion

We are excited to contribute to the City of Mesa's continued growth and vitality by bringing thoughtfully designed and attainable housing to this underutilized site. We appreciate the City's partnership and look forward to delivering a successful community at this location.

Thank you for your consideration.



PAD Criteria

11-22-1: - PURPOSE

The intent of this district is to provide for creative, high-quality development incorporating:

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;

Open space is provided across the 6.9 acre site with two main amenity areas as well as smaller and more private areas for residents. Total open space exceeds the required amount by 255%.

B. Options for the design and use of private or public streets;

Private streets directly connect the units to the public street.

C. Preservation of significant aspects of the natural character of the land;

There is limited natural character to this parcel. Future landscaping will be appropriate for our desert environment.

D. Building design, site design, and amenities that create a unique and more sustainable alternative to conventional development;

The site layout allows for more density along the main street corridor supported by existing infrastructure. This is far more sustainable to the conventional greenfield development at the city edges. The building design features attached townhomes. This saves space that can then be used for amenities and also improves thermal efficiency and resource use when compared to detached single family homes.

E. Sustainable property owners' associations;

The development will be subdivided for individual unit sales and will provide an HOA for common area maintenance.

F. Maintenance of property held in common ownership through the use of recorded covenants, conditions, and restrictions; and

Common area maintenance will be provided by the HOA.

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.

The development will be a single land use (residential) that takes advantage of existing city infrastructure.



4062+4140 E Main Street - RM-4 PAD Request Table

Standard	RM-4 Requirement	Provided	Rationale Key (see below)
11-5-5.A Min. lot width (SFA)	25'	Min. Provided 20.75'	1
11-5-5.A Min. lot depth (SFA)	75'	Min. Provided 38.5'	1
11-5-5.A Min. lot area/DU (SFA)	1,452sqft	Min. 800 SF	1
11-5-5.A Max. lot coverage (SFA)	70%	Max. 86%	1
11-5-5.A Min. Perimeter Yards, Int. side and rear (SFA)	15'/floor level	10'	2
11-5-5.A Min Front Yard along local street (SFA)	20'	0'	3
11-5-5.A.1.c Min. Yards Int. side and rear (SFA)	10' at zero lot line ends	0'	4
11-33-3(B)(2)(a)(ii) Perimeter Landscape Yards	15'	0'	5
11-5-5(A)(3)(e)(i) Private Open Space – ground lvl.	10'x10' Min	7'11" x 24'-7"	6
11-5-5(A)(3)(e)(i) Private Open Space – above ground	8'x6' Min / 60 sqft	5' x 6' / 30 sqft	7
11-5-5(B)(3)(c) Exterior Entrances	5 ft roof projection, 50 sqft covered	5 ft roof projection, 20 sqft covered	8
11-5-5(B)(4)(f)(iii) Attached Garages	Max. 3 adjacent	5	9
11-33-4(B)(2) Landscape island min. widths	8' wide	5.5' wide	10
11-33-4(D)(1)(a) Landscape material in parking islands	1 shade tree, 3 shrubs	0 tree, 4 shrubs	11
11-33-3(B)(2)(c), Landscape required on interior perimeter lines	3 trees and 20 shrubs per 100 linear feet	0 trees, 0 shrubs	12
11-5-5(A)(1)(d) Front Paving Limit	50% Max.	70% Max.	13



RATIONALE KEY

1. The unit footprints are less than the minimum dimensions for SFA development. This allows for smaller units that are appropriate for the target demographic and a higher density throughout the site which in turn allows for the for-sale units to be more affordable. Despite the smaller footprint, this has not led to lower-than-minimum private area for the units. Having a smaller footprint also frees up more space to be used as common open space. The total common space and private space is 255% of the minimum open space requirement per MZO.
2. Many of the interior yards are less than the required depth. This allows for more usable space in the amenity areas rather than providing a large portion of the open space as unprogrammed area at the edges of the development. By doing so, common open area provided far exceeds the amount of open area required.
3. The interior side yards required for the ends of SFA development is not provided. A reduction of the amount of private liminal space allows for the creation of a desirable urban aesthetic while still achieving sufficient private open space to meet MZO requirements. Buildings are separated by attractively landscaped areas.
4. All of the units that do not have a driveway in front of them have a zero lot line boundary along the interior streets for direct garage access. Instead these units have a "front yard" and entry on the back side of the buildings. This design is necessitate by the narrowness of the site but still creates an attractive modern urban feel with good function and lifestyle for end users.
5. Some of the landscape yards are less than required, but landscaping is still able to be provided and additional efforts have been made in the site layout to allow for concentrated areas of landscaping along these lines. In areas that we have a fire lane along the perimeter wall, we've added landscape on the interior side of the fire line. We've added extensive landscape around the perimeters of buildings to soften the urban silhouette when viewed from neighboring sites.
6. This deviation applies only to floor plan "B2 West" Units (see open space plan), along the west side of the northern parcel, which have a shallower depth than what is required, but more than twice the required width. Because of this, these units exceed the required square footage of private open space with 195 square feet of open space. These units also have direct backyard access to the grass-crete fire lane that provides 20 additional feet of gated, grassy, accessible space, making this a desirable feature and location in the neighborhood.
7. This deviation minimum applies to the second level balcony of floor plan A, which constitute only 10 units on the site. This balcony was added as bonus open space for the owners and to achieve an aesthetically pleasing and modern design for the community as a whole by offsetting the scale and massing and providing articulation. This balcony is a bonus space, as the ground floor open space on its own exceeds the required open space standard with 163 square feet of open space.
8. Floorplan B meets the requirement for a minimum 5 foot roof projection to create a private covered patio area; however, the total covered horizontal area is 20 square feet. In



addition to the covered area, there is 11.5x4 feet, or 46 square feet, of additional uncovered horizontal space in front of the covered front entrance patio. The covered and uncovered space totals 66 square feet. In spite of the reduced covered area, the design creates attractive private patios, that are recessed along the side of the building, creating a welcoming private entry and courtyard area facing the street.

9. While many of the buildings provide breaks between the garages through offsetting the massing or with landscaping, some buildings have 5 garages in a row. This has allowed for a more efficient use of the site helping to achieve an urban design aesthetic and a variety of functional communal open spaces.
10. In these locations there is not sufficient space for an 8-ft wide landscape island. This necessitates the choice between keeping the parking with smaller islands or eliminating the parking spaces. We believe the community is better served by keeping the parking spaces as designed. Additionally, because healthy landscaping contributes to the livability and beautification of an urban site, we have consulted an arborist with local area expertise to select species that will thrive in these compact landscape areas.
11. This deviation only applies to a couple parking spaces along the east side of the south parcel. The parking spaces are located in narrow areas where a shade tree will not have sufficient space. In these instances, the shrub counts exceed the requirements and there are shade trees located in very close proximity to still provide beautification and shade.
12. This deviation applies to common areas that will be owned by the HOA and not areas platted for private single-family ownership. The majority of the perimeter landscape meets or exceeds the required tree and shrub counts. The west perimeter along the north parcel where the fire lane is located contains the minimum count provided of 0 trees and 0 shrubs in the 15 foot landscape setback due the necessity of the fire lane being located along the west wall. To address this we included 36 trees on the east side of the fire lane, which exceeds the unmet requirement to maintain attractive landscape and visual break from neighboring parcels. We also designed a high concentration of additional trees in amenity areas and along interior streets for an attractive and well shaded site. See landscape table and landscape drawings for all tree and shrub counts.

Required	Provided
1) 2 Trees, 8 Shrubs	1) 7 Trees, 9 Shrubs
2) 14 Trees, 88 Shrubs	2) 27 Trees, 131 Shrubs
3) 9 Trees, 60 Shrubs	3) 12 Trees, 47 Shrubs
4) 16 Trees, 107 Shrubs	4) 27 Trees, 119 Shrubs
5) 12 Trees, 72 Shrubs	5) 12 Trees, 74 Shrubs
6) 12 Trees, 79 Shrubs	6) 16 Trees, 85 Shrubs
7) 5 Trees, 33 Shrubs	7) 3 Trees, 12 Shrubs
8) 27 Trees, 176 Shrubs	8) 0 Trees, 0 Shrubs

This table shows the required vs provided tree and shrub counts by perimeter side starting with side 1 being the northern property line of the north parcel and continuing clockwise.

13. In many attached townhome developments, the units directly abut the street and the 'front doors' are not street facing. That is the case for a majority of the units in this project too. The exception to this are the units on the West side of the parcel that was added. Here, units with street facing front doors are set back by 18' from the walkway. By doing so, this long parcel is made much more comfortable by adding more horizontal area and even providing landscaping area that would not be possible if these units also directly abutted the drive aisle. Because the units have been setback from the street, driveways are needed in order to connect the street to the unit garages. This has led to the units exceeding the max. 50% paved area, but has enhanced the project.