



Project Narrative

Rezoning (from RS-90 to LI/Light Industrial) (4.08 +/- acres),
Council Use Permit (RV/Boat Outdoor Storage) (14.36 +/- acres),
Minor General Plan Amendment (14.36 +/- acres)
Located at the southeast corner of Higley & Thomas Roads for the Mesa
Premier RV & Boat Storage facility.
APN: 141-38-048 and 047A

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Phase II

Case #'s: **ZON24-01027 & ZON24-0673**

Phase I: Past Approvals

Case #: ZON21-00080

Case #: DRB21-01173

Case #: PMT22-18676

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INTRODUCTION AND PROJECT OVERVIEW:

It is with great excitement that we propose the expansion of Mesa Premier RV & Boat Storage Phase II, a beautiful new facility serving the RV & Boat storage needs for residents of Mesa, Arizona and surrounding area. Specifically, this request is to add an additional 4.08-acre parcel of excess land from ADOT to the already approved 10.28 acre RV & boat storage facility approved by the City Council on January 9, 2023 via Case No. ZON21-00080.

This Project Narrative describes both the existing conditions and approvals and the addition of approximately 4.08-acres located at the southeast corner of Higley Road and Thomas Road (a.k.a. NEC Loop 202 Red Mountain Freeway & Higley Road; hereinafter, collectively, the “Property”). Specifically, we are requesting the following:

- Approval of a Minor General Plan Amendment for 14.36 +/- acres from the Local Employment Center placetype, to the Industrial placetype.
- Rezoning of the 4.08 acre parcel from RS-90 (Single-family Residential) to LI (Light Industrial) to allow the 4.08- acre expansion area to be combined with and developed consistent with the already approved storage facility.
- Modification of an existing Council Use Permit (CUP) to include the additional 4.08 acre parcel, to allow for the development of a a 640-space outdoor recreational vehicle (“RV”) and boat storage facility (the “Project”) in the LI zoning district. As depicted in the provided site plan, the overall project will consist of 640-spaces, which is comprised of 414 previously approved spaces (see Case No. ZON21-00080) and 226 spaces proposed in the 4-acre expansion area.
- Approval of the Site Plan and a Planned Area Development to approve the overall site design, landscape plan, site screening, office building and other elements of the Project.

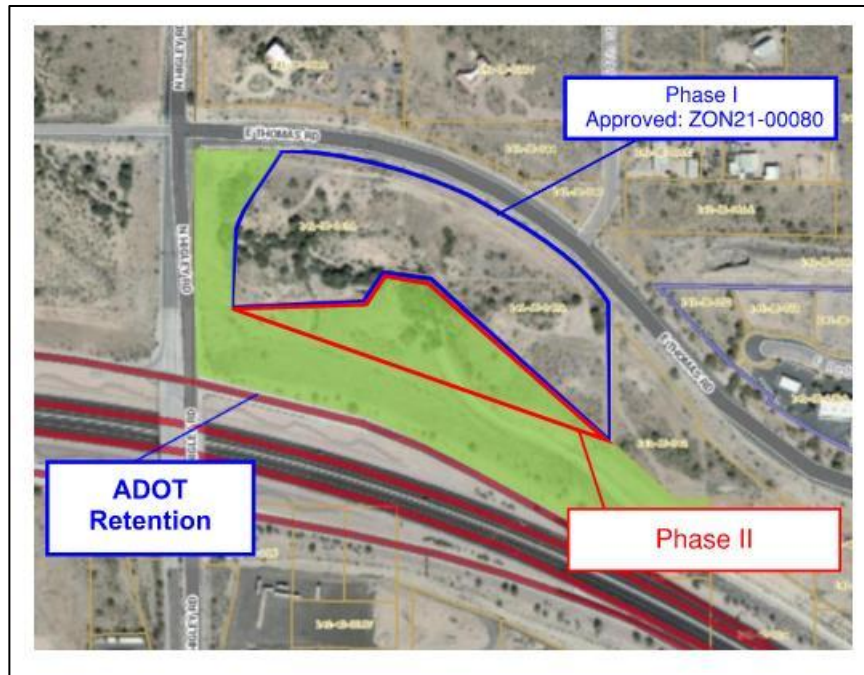
In 1985, the City Council approved conceptual Light Industrial (LI) zoning on the property under case number Z85-014. The conceptual zoning did not grant any development rights to the property; thereby necessitating both the prior and this rezoning request.

PROPERTY DESCRIPTION AND SITE CONDITIONS:

The 4.08-acre parcel proposed as the expansion area was recently sold by the Arizona Department of Transportation (“ADOT”) as excess right-of-way (“ROW”) from the construction of the Loop 202 Red Mountain Freeway and is not necessary for freeway storm water retention (Sales No. L-C-147). ADOT will retain ownership and maintenance of the adjacent channel and retention areas located to the south and west separating the property from Loop 202 and S. Higley Rd.

The excess Property is being coordinated with ADOT to ensure the remaining freeway retention areas function properly with the existing drainage facilities.

Like the previously approved Phase I property, the 4.08-acre expansion area is not visible (see provided photos) from the Loop 202 Red Mountain Freeway, and has only limited visibility from Higley Road and the adjacent overpass.



The terrain of the Property varies from approximately 25-30 feet below the grade of the Higley Road and Thomas Road intersection, rising eastward to approximately the same grade as Thomas Road. This creates a natural screening of the Property, ideal for the proposed RV and Boat Storage use.

The lower areas of the Property are significantly vegetated and will be landscaped pursuant to City of Mesa requirements. The existing plant material will be salvaged where possible, and additional landscape material and a decorative wall will be placed along the Thomas Road frontage to assist in screening.

The area has varying terrain with numerous hills and small valleys, due to the proximity of the Salt River, which is located approximately one mile to the northeast. The area is dominated by industrial type uses, such as sand and gravel operations near the Salt River, with scattered single-family residential uses. To the southwest is Falcon Field, and flyovers are a common occurrence (which we fully support!).

Adjacent uses and zoning (where applicable) are as follows:

South: Retention areas for Loop 202 / Red Mountain Freeway
West: Higley Road; further to the west is a sand and gravel operation, zoned GI (Heavy Industrial). Sand and gravel operations are also located at the southwest corner of the Loop 202 and Higley Road.
East: Vacant / undeveloped area, zoned PEP
North: Thomas Road, with an Industrial / Commerce Park zoned LI (PAD) and scattered industrial (zoned LI) and large-lot residential (zoned RS-90) uses

PROJECT OVERVIEW:

A Pre-Submittal meeting was held for Phase II of the project on November 2, 2023, under Record ID #PRS23-00876. As previously noted, Phase I was approved by the City Council on January 9, 2023 via Case No. ZON21-00080.

With the addition of the 4-acre parcel, the entire property is designed to capture and complement the natural beauty of the surrounding area. Existing vegetation and materials are incorporated into the design, and the natural terrain of the property will be maintained.

The overall design of the expansion area will be consistent with the Phase I approvals while enhancing the landscaping along Thomas Road, Higley Road and Loop 202 is of high-quality and very aesthetically pleasing. The intended goal is to create a “park-like” setting where area residents are proud to visit and store their toys.

Mesa Premier RV & Boat Storage facility has been designed per the City of Mesa “Quality Development Design Guidelines” and other design criteria and guidelines, as discussed throughout this Project Narrative.

Customers entering the site from Thomas Road, will first encounter an on-site 1,571 square foot office, designed with 360-degree architecture that includes a reception area, a viewing/waiting area with tables and chairs, lavatories, a wash station, air/water services and dump station (when sewer is available) interior to the project. Caretaker quarters are not presently proposed but may occur if needed.

The Mesa Premier RV & Boat Storage facility will provide safe and secure outdoor storage for operational recreational vehicles and vessels. All vehicles must be well maintained and in good operational condition. Storage of inoperable vehicles will not be allowed nor will onsite major vehicle repairs (other than routine maintenance).

Access to Phase II of the Property is planned via the approved Phase I plans onto Thomas Road, towards the eastern end of the Property offset from the 54th Street roadway intersection.

This entrance to the facility will be gated/controlled, with card access, designed with ample space for queueing and a turnaround area. No additional roadway dedications or improvements are anticipated along Thomas Road, currently built as a minor arterial with two paved lanes in each direction, a continuous center turn lane, detached sidewalk, and streetlights.

Shade canopies are proposed for the storage spaces consistent with existing approvals, many of which are “solar ready”, depending on location and angle, and as approved by the Mesa Falcon Field Airport regarding any concerns with reflectivity.

ECONOMIC IMPACT:

The southeast corner of Higley and Thomas Roads, makes this Property a prime location for low intensity uses such as RV and boat storage. That corner is subject to limited visibility, having low topography beneath adjacent major roadways and a freeway. These constraints limit the desirability viability for typical industrial buildings. The low traffic demand supports new growth to the north for other employment-based uses outline in the Mesa 2050 General Plan.

An internal market analysis indicates that there is a shortage of RV and boat storage facilities in the surrounding area, with less than 200 spaces available within an 8-mile radius, all of which are currently occupied. There are over a dozen RV and boat sales establishments within a 10-minute drive of the Property along Main Street. The Project intends to support that strong economic sales industry with a storage facility located outside of the sales corridor. The location follows the General Intensity 2050 map in the Mesa 2050 General Plan.

An Economic and Fiscal Impacts report, prepared by the well-respected local economist Rounds Consulting Group, indicates the initial and long-term positive economic impact of the proposed storage facility. The executive summary (emphasis added) indicates the following:

“The proposed RV & Boat Storage facility will produce significant economic activity for the City of Mesa and generate sizeable new tax revenues for public expenditures. Not only will the project generate impacts because of the initial investment and construction of the facility (construction impact), but the project will also produce significant ongoing impacts during annual operations (operations impact).”

A summary of the economic and fiscal impacts is as follows:

Summary of Economic and Fiscal Impacts		
	Construction ¹	Operations ²
Jobs ³	63	8
Wages ⁴	\$3,980,200	\$382,300
Economic Output ⁵	\$9,720,300	\$1,144,300
Tax Revenues ⁶		\$27,400

- 1) Total impact from the initial investment and construction
 - 2) Annual impact from operations once at full capacity in Year 4
 - 3) Total direct, indirect, and induced full-time equivalent jobs
 - 4) Total direct, indirect, and induced wages
 - 5) Total direct, indirect, and induced economic output
 - 6) Total primary and secondary City of Mesa tax revenues.
- Note: In 2020 dollars. May not sum to totals due to rounding.

Further, the report states the following regarding additional positive impacts of the proposed facility:

“In addition to the impacts, the storage facility will generate additional economic activity and tax revenues for the city due to customer flow from other parts of the metro area. For instance, customers of the RV & Boat Storage will utilize nearby gas stations, service shops, and purchase recreational vehicles from local dealers. The new sales that are created by customers of the RV & Boat Storage facility allow for local businesses to expand their operations and generate additional tax revenues for the City of Mesa beyond what is calculated in this analysis.

Local recreational vehicle dealers have also expressed that a growing concern for prospective buyers is a shortage of storage in Mesa. Additional storage facilities will help ease this concern and foster new taxable sales similar to the previous example.

Thus, the overall impact on the city is likely to be 10% to 15% higher than what is tabulated.”

The Project will result in 5 employees of the storage facility with an average \$40,000 annual salary and an additional 3 indirect employees supporting the facility with an average \$56,000 annual salary. This represents a respectable wage for high-quality, long-term employment outlined in the adopted goals, policies and objectives of the Mesa 2050 General Plan, as discussed later in this Narrative.

A copy of the final report, dated December 17, 2020, was provided with the initial submittal and is included with this re-submittal.

REZONING:

The request for LI ("Light Industrial") zoning for Phase II is consistent with the approved Phase I rezoning, council use permit and design review by means of; ZON21-00080, DRB21-01173 and conforms with the proposed General Plan 2050 Industrial placetype.

The purpose of the LI zoning district is for land that “can be used to buffer General Industrial uses from other less intense uses. This district also provides for a full range of commercial activities...” We note that due to proximity to the Falcon Field Airport, the Property is located within the Airport Overflight Area Three (“AOA 3”) of the Airfield Overlay District.

As proposed, the request for the LI zoning district and the proposed Mesa Premier RV and Boat Storage facility meets this purpose statement, is consistent with this overlay designation, and is providing a well-designed and landscaped facility.

Further, the location is not conducive to more intense, light industrial uses that generally require visibility, generate traffic, and require significant grading to accommodate larger buildings. The Property is certainly not conducive for residential under the existing single-family RS-90 zoning due to the adjacent roadways and being subject to significant overflights from the nearby Falcon Field. We are extremely proud to provide any support we can to our military!

We also note that a Council Use Permit ("CUP") is required to allow RV and boat storage. This application includes a request for a CUP, as well as for Site Plan approvals, as discussed further in this Project Narrative.

Development Standards:

The development standards of the proposed LI zoning district are all maintained or exceeded with the Project. A comparison between the LI standards and the proposed development are as follows:

Standard	LI (Light Industrial) Development Standard	As Proposed
Minimum Site Area (acres)	1.0	4.08
Minimum Lot Width (feet)	100	100
Minimum Lot Depth (feet)	100	100
Maximum Lot Coverage (%)	90	90
Maximum Height (feet)	40	13
Front & Street-Facing Side (feet)	15 (adjacent to arterial)	15
Interior Side & Rear (feet) – Adjacent to RS zoning	1' setback / 1' height, minimum 20	20
Interior Side & Rear (feet) – Adjacent to GI & LI zoning	0	0
Minimum Separation between Buildings	0	0

In addition, the project will comply with the existing approved Phase I requirements for a CUP, the Quality Development Design Guidelines, as well as other requirements and development criteria related to storage identified in the Mesa Zoning Ordinance ("MZO").

COUNCIL USE PERMIT (CUP):

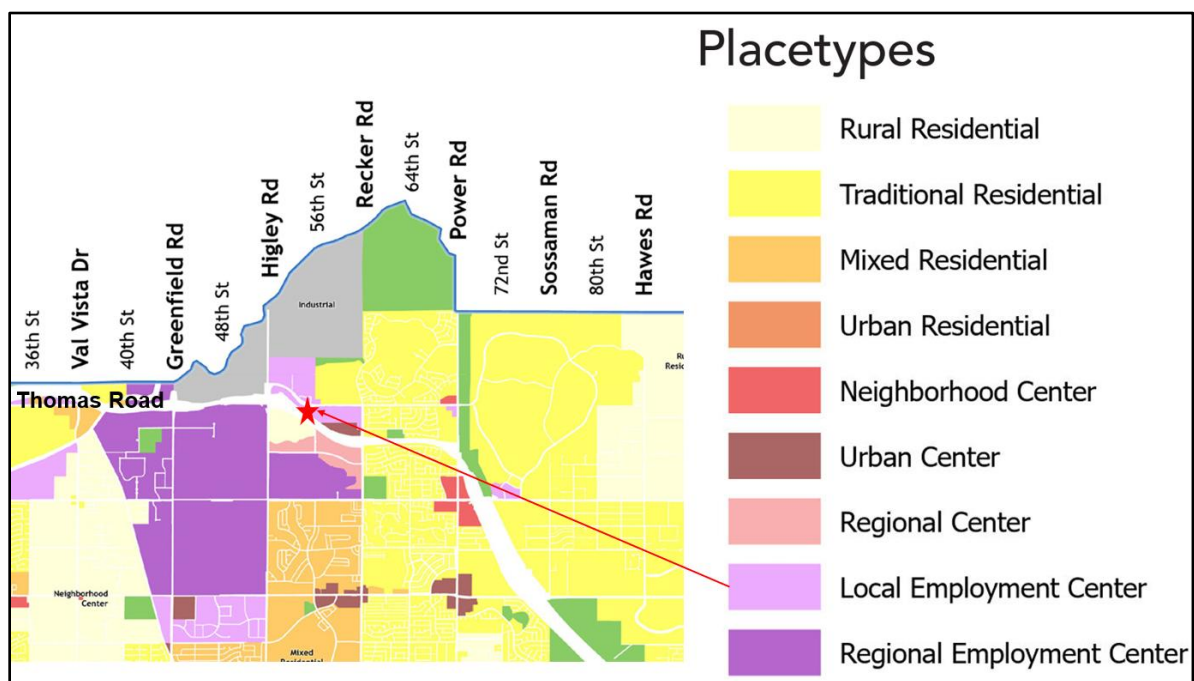
Per Table 11-7-2 of the MZO (Employment Districts/Use Regulations), a facility zoned LI that proposes outdoor storage of recreational vehicles and boats requires a Council Use

Permit (“CUP”). The criteria for the approval of a CUP are noted under Section 11-70-6 of the MZO, which states that a CUP shall only be granted if the project conforms to all of the following criteria.

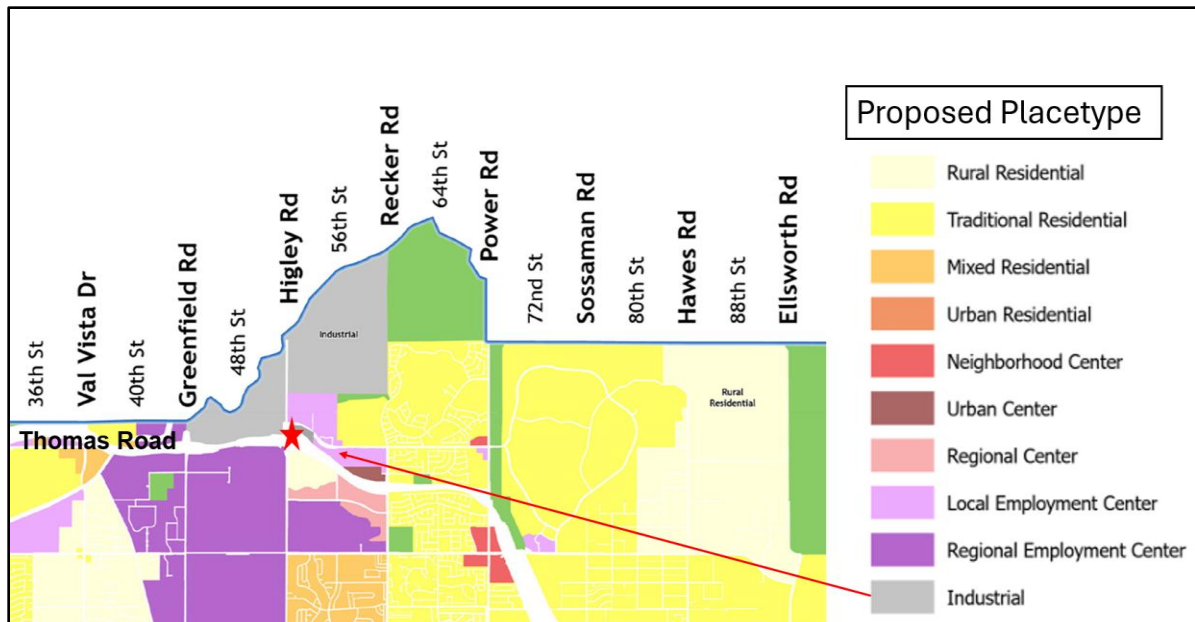
- 1) Approval of the proposed project will advance the goals and objectives of and is consistent with the policies of the General Plan and any other applicable City plan and/or policies.**

Mesa 2050 General Plan

As shown below, the Mesa 2050 General Plan currently designates the Property as a Local Employment Center placetype.



Our request is to change the General Plan Local employment Center Placetype to the Industrial placetype, as shown in the graphic on the next page:



The Mesa 2050 General Plan states that industrial areas are intended for high-intensity industrial activities, including warehousing and storage. The General Plan specifies that Industrial areas should have excellent access to arterial roadways and freeways, so that heavy truck traffic and distribution needs should be accommodated. The Industrial placetype plays an important role in the City's employment base. The General Plan also specifies that industrial areas should employ mitigation strategies to ensure uses that are compatible with other commercial or residential areas. One of the Principal Land Uses in the Industrial placetype is warehousing and storage.

This proposed use meets the vision for the Industrial placetype described in the 2050 General Plan. Located at the intersection of a Freeway off-ramp, and two arterials (Thomas and Higley), the placetype is appropriate for the proposed use at this location that encompasses the already approved RV and boat storage project. Finally, as noted previously, the approved RV and boat storage area contains a wall and landscaping along Thomas Road to mitigate the visual effects of the property along the Thomas Road frontage. Along the 202 Freeway frontage, the varied topography of the site itself provides natural visual mitigation. The site is barely perceptible from the 202 Freeway and is not even visible until a motorist has exited off the freeway and is waiting for the light at Higley Road.

The Growth Strategy for this property is Evolve, as shown below on the Mesa 2050 General Plan Growth Strategy Map.



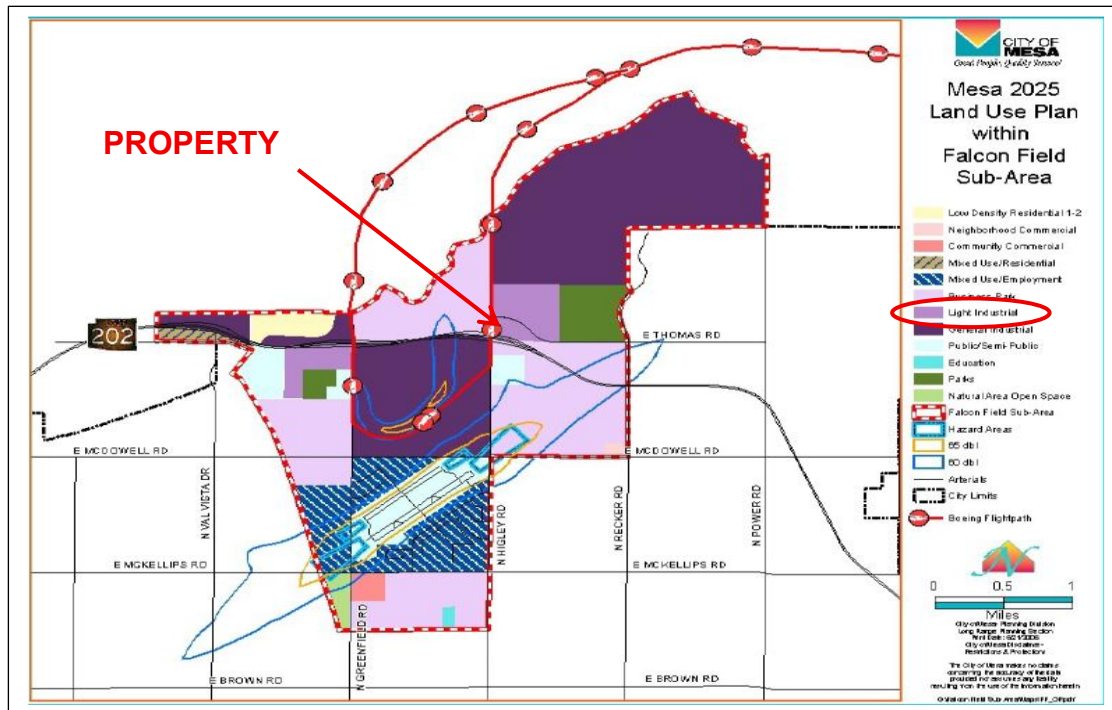
Industrial placetypes with an Evolve growth strategy include: 1) areas with vacant or underutilized land that can support new development; 2) older development with structures nearing the end of their lifespan, and/or 3) blighted land. Industrial properties with the Evolve growth strategy are encouraged to redevelop with uses that support investment in the area, elevate the quality of the urban environment, and bolster economic development. Industrial areas should be of high-quality design and provide smooth transitions between land uses. The proposed project will be consistent with the Industrial/Evolve property on the west side of Higley Road. There are no residential neighbors that require buffering, and this proposed use will be an excellent use of this bypassed, remnant ADOT property. The economic benefits of this project have been previously discussed in this narrative.

For the reasons outlined above, this CUP modification request is consistent with the City of Mesa 2050 General Plan.

Falcon Field Sub-Area Plan:

The Property is also located within the Falcon Field Sub-Area Plan, adopted by the City of Mesa on April 2, 2007, states that it has an “aviation driven focus...” The proposed rezoning to LI, and the non-residential and low-occupancy nature of the proposed RV and boat storage facility, serves to maintain this focus. In addition, we received a Determination of No Hazard to Air Navigation on March 13, 2023 from the FAA and submitted with PMT23-12551 for Building Plan permitting.

The Property is designated for Light Industrial land uses, depicted below:



The Falcon Field Sub-Area Plan notes the following “Image Building Strategies” which are exemplified with this proposal as follows:

IB-1. Scenic Vistas: *“The northern portion of the subarea is blessed with views of Red Mountain and the natural desert. The vast majority of this view shed should be maintained as unobstructed views north of the Red Mountain Freeway (Loop 202) for the benefit of visitors, existing development, and future development...”*

The proposed RV and boat storage facility will continue to render much of the Property below the grade of the adjacent roadways and certainly below the views of Red Mountain and surrounding areas. The maximum height of any structure (13-feet for the shade canopies) will not adversely interfere with these views for existing and proposed development.

IB-4. Landscape Design Guidelines: *Establish and implement sub-area specific landscape design guidelines for streetscape, gateway areas, public, and private property throughout the sub-area...”*

While we are not aware of any specific landscape design guidelines related to the Falcon Field Sub-Area Plan, the proposed development utilizes existing mature vegetation where appropriate, and supplements landscaping along the perimeter of the Property to provide for substantial site screening.

Further, the Falcon Field Sub Area Plan provides the following statements which support both the rezoning and the proposed RV and boat storage use:

“Future land use designations within the Sub-Area, as established by the Mesa 2025 Land Use Plan, have some potential compatibility issues north of Loop 202 between the Higley Rd and Greenfield Rd alignments...”

We note that at the time of the approval of the Falcon Field Sub-Area Plan, the Mesa 2025 General Plan designated the Property as Business Park. The Falcon Field Sub-Area Plan specifically recommends changing the land use type from Business Park to Light Industrial.

“Slightly less than half of the land area with the R1-90 zoning designation is located adjacent to Loop 202 on the north and south sides between Higley Road and Recker Road... the overwhelming majority of this R1-90 land is vacant and zoned inconsistent with the Mesa 2025 Land Use Plan [and the Mesa 2040 General Plan].”

While these R1-90 districts are not located within the primary impact areas of the airport, some of these vacant lands are close enough to potentially generate complaints. Furthermore, the portions of R1-90 districts adjacent to Loop 202 interchanges and more intense zoning districts are ideally suited for employment generating uses – some of which might provide retail, services, and entertainment to area businesses, employees, and the region.

2) The location, size, design, and operating characteristics of the proposed project are consistent with the purposes of the district where it is located and conform with the General Plan and with any other applicable City plan or policies.

MZO Section 11-7-1: Purpose: “Employment Districts” (including the requested LI zoning district)

- (1) Designate land for industrial, office, and research and development use to provide a range of employment opportunities in Mesa.*
- (2) Provide for the appropriate location of businesses that may have the potential to generate off-site impacts, while providing compatibility in use and form.*
- (3) Provide appropriate buffers between employment and residential uses to preserve both employment feasibility and residential quality; and*
- (4) Provide diverse options for types of employment-oriented areas, ranging from landscaped sites in campus-like settings, to mixed-use commercial and industrial areas, to industrial-only areas, to sites that are still well designed, but convey a minimalist or utilitarian approach, the entire range of which may contribute to providing the appropriate context for a successful business environment.*

MZO Section 11-7-1B.2: Specific purpose of the LI zoning district
Provide areas for limited manufacturing and processing, wholesaling, research, warehousing, and distribution activities take place within enclosed buildings, with restricted accessory outdoor storage as needed to support the primary uses. Light Industrial areas can be used to buffer General Industrial uses from other less intense uses. This district also provides for a full range of commercial activities, generally on a limited scale, including high-impact commercial uses, outdoor display and outdoor sale. Individual developments include well-designed buildings on sites that may or may not have campus-like settings, and areas visible to the general public include well-designed landscape areas.”

The requested RV and boat storage facility conforms to the LI zoning district, and, as noted in CUP criteria #1, advances the Industrial placetype and Evolve growth strategy.

3) The proposed project will not be injurious or detrimental to the adjacent or surrounding properties in the area of the proposed project or improvements in the neighborhood or to the general welfare of the City.

The natural features of the Property, such as the existing topography, will not be injurious or detrimental to adjacent or surrounding property owners as the terrain and plant materials which serve as buffers to preserve the views and aesthetics.

Further, the adjacent property owner to the south and west is ADOT, which maintains a drainage and retention area between the Property and Loop 202/Higley Road. Other properties in the area are separated from the Property by either Loop 202 on the south, Higley Road on the west, or Thomas Road along the north and east. The property directly to the east is zoned Planned Employment Park (“PEP”).

As a final comment, the owner has significantly cleaned up the Property since its purchase, eliminating and thinning dead and overgrown plant materials, removing trash, and removing previous opportunities for unwanted encampments.

4) Adequate public services, public facilities and public infrastructure are available to serve the proposed project.

The Property and proposed use have excellent access to Thomas Road via an existing driveway. Thomas Road is paved adjacent to the Property, with two lanes in each direction, a continuous center turn land, and curb, gutter and detached sidewalk. RV and boat storage facilities have notoriously low traffic generation, and it is not expected that the Project will have any impact on Thomas Road.

The Project will provide water services via a connection to an existing 16” DIP waterline in Thomas Road and install a looped system if required by the City of Mesa.

In regard to wastewater service, the City of Mesa notes that the area requires a lift station, which is expected to be constructed in the 2024 bond cycle; therefore, the Project will be served by an onsite septic system until sewer is available pursuant the approved, executed and recorded Development Agreement (2023-0061470).

Further, as a non-residential use, the proposed development has no impact on public facilities such as schools, libraries, etc.

SITE PLAN & PLANNED AREA DEVELOPMENT:

Both the Site Plan, and Planned Area Development requests are designed to be consistent with past approvals (ZON21-00080, DRB21-01173 and PMT22-18676) for this project. We have taken great care in the design of the site, with consideration of the existing topography and mature vegetation, drainage, access, and trying to maximize the limited available land.

Included in these considerations are the adopted “Quality Development Design Guidelines” and other development standards and requirements of the MZO. This attention to detail is evidenced in the site plan, landscape plan, office exhibits and other provided information regarding the design of the Property and its proposed use as a RV and boat storage facility.

Site Plan & Planned Area Development Review:

As noted throughout this Project Narrative, the Property has significant topographic constraints, the Property drops rapidly from east to west, with an over 20-foot difference in grade. Simply “flattening” the Property doesn’t work, as there is a large open drainage channel on the adjacent ADOT property; the type of retaining walls that would be needed are cost prohibitive.

Nonetheless, we believe that the site plan can be designed aesthetically pleasing and functional for an outdoor storage use, such as the proposed Mesa Premier RV and Boat Storage facility. It is uniquely capable of working with the existing topography with minimal grading and using the topography for screening of portions of the Property.

In addition to this “natural” screening, an 8-foot-high wall plus landscaping will be placed along the Thomas Road frontage. Additional screening and landscaping are unnecessary for Higley Road, which rises above any obstructed views with the adjacent overpass. A landscape plan – both in color and in black & white – is included with this submittal.

The entire property is designed to capture and complement the natural beauty of the surrounding area. Existing vegetation and materials are incorporated into the design, and the natural terrain of the property will be maintained. The office, security walls, signage, and overall design is of high-quality and very aesthetically pleasing. The intended goal

is to create a “park-like” setting where area residents are proud to visit and store their toys.

The Overall Project (Phase I & Phase II) proposes 640-storage spaces of six (6) different sizes for recreational vehicles and boats:

- 11' x 30' (70 spaces)
 - 11' x 40' (4 spaces)
 - 11' x 45' (39 spaces)
 - 12' x 25' (12 spaces)
 - 12' x 35' (509 spaces (7 ADA))
 - 12' x 50' (6 spaces)
- Total = **640 spaces**

Shade canopies are proposed for the interior storage spaces only while excluding spaces along the perimeter of the development; these will have a maximum height of approximately 13-feet (for a 45-foot-long space), less height for shorter spaces. We note that a portion of the shade canopies may be “solar ready”, depending on location and angle, as approved by the Mesa Falcon Field Airport regarding any reflectivity.

Stored vehicles along the perimeter of the development will meet the setback requirements of Section 11-30-7 of the MZO, which requires a 1:1 setback / height ratio.

Access to the approximately 14.36-acre Property will be via an existing driveway off Thomas Road (offset from 54th Street) as approved with PMT22-18676. This Project access will be gated, with sufficient turn-around area to meet City of Mesa requirements. Interior to the site and adjacent to the vehicular entrance is the proposed 1,571 square foot office building.

Quality Development Design Guidelines compliance:

The Quality Development Design Guidelines (“Guidelines”) adopted by the City of Mesa in December 2019, are “intended to support the goals and policies of the 2040 Mesa General Plan and supplement the provisions of the MZO. These principles and guidelines apply to all development types and planning areas within the City. This includes proposals for new development and redevelopment of sites, including exterior alterations to existing buildings...” These guidelines are intended to clarify expectations and set clear objectives regarding quality development for developers and architects as they design their projects. They are also intended to assist City staff and decision-makers in evaluating projects...”

As a new development, proposed for LI zoning, these guidelines have been reviewed and incorporated into the proposed Project. Guidelines and criteria specifically related to “storage” are noted in both the Commercial and Industrial chapters of the Guidelines.

Commercial guidelines (Chapter 4) applicable to the proposed development and to storage, which are also not included within the Industrial chapter, are noted below.

Quality Development Design Guidelines Section 4.A.4.f: *“Use landscaping to screen less-desirable areas from public view (i.e., trash enclosures, parking areas, storage areas, loading areas public utilities, and mechanical equipment).”*

As shown on the preliminary landscape plan, extensive landscaping is provided throughout the development, with an emphasis along the Thomas Road frontage, which is the most-visible property line due to the existing topography and adjacent ADOT drainage facility. In addition, pursuant meetings with staff and the councilperson, landscaping has been extended to the intersection of Higley Road, to Loop 200 and our southern boundary adjacent to the ADOT drainage facility.

Quality Development Design Guidelines Section 4.A.7.a: *“Loading, storage, and service facilities must be screened from public view. Screening materials, colors, and finishes should be designed as an integral part of the site architecture. Landscaping or other methods of screening may also be utilized.”*

As noted above, screening of storage areas, such as landscaping and perimeter walls, are complementary to the overall project design and all storage areas are screened to the extent possible given the existing topography of the Property and its relationship to the perimeter streets.

Industrial Guidelines (Chapter 5) applicable to the proposed development and to storage, which are not also included within the Commercial chapter, are noted below. The guidelines address development criteria such as Site Design (building placement and orientation, parking, loading, and vehicular access, landscaping and shading, and exterior lighting) and Architectural Design (including design, entrances, massing and scale, façade articulation, materials and colors, signage, and service areas and utilities).

The design of the Project, as demonstrated with the submittal materials and exhibits utilizes the above criteria in regard to landscaping and shading, vehicular access, the entrance, exterior lighting, and other design elements. Given the “open” nature of this project and only one, 1,571 square foot building, not all of the guidelines for site and architectural design apply as they would to the scale of a more traditional industrial use (such as building placement and orientation, massing, and façade articulation).

Quality Development Design Guidelines Section 5.A: *“Industrial developments should be designed to minimize potential visual impacts due to its scale, location of industrial/mechanical equipment, and outdoor storage. These visual impacts can be mitigated through proper site planning and the placement and design of buildings, screen walls, and landscaping.”*

Quality Development Design Guidelines Section 5.A.3 (Landscaping and Shading): *“Open spaces on industrial developments are necessary to accommodate retention*

needs and enhance the overall quality of the development. Furthermore, landscaping and programming of the open space serves employees, visitors, and neighbors on nearby lots by creating attractive environments. Landscaped open spaces improve morale and create comfortable, outdoor places, which encourages healthy lifestyles.

All new developments should include usable outdoor open space. "Human-scaled" development that incorporates site design and amenities such as courtyards, plazas, shaded arcades and functional landscaped areas that link adjoining buildings and take advantage of outdoor as well as indoor space is encouraged. These features can be located in areas with recessed facades or setbacks in excess of minimum standards. These areas may be designed for use by employees and/or customers. Pedestrian features such as benches, tables, fountains, artwork, and landscaping should be incorporated as focal points or relaxation areas for industrial developments."

The site has been designed to work with the existing contours of the Property, with the goal to minimize grading and take advantage of the natural screening.

The proposed storage facility also incorporates significant landscaping throughout the storage areas. Note an emphasis at the southwest corner, which is used in part for retention by the Project and also ADOT for Loop 202. Just offsite is part of a drainage-way that also has significant mature landscaping. The onsite area will be cleaned up of dead/dying and poor-quality plant material so that the remaining plants can better thrive. Additionally, and where possible, plant materials will be salvaged and relocated to other areas of the development.

In addition, the project complies with the Quality Development Design Guidelines, as well as other requirements and development criteria related to storage as listed in Sections 11-7-3, 11-22-1, 11-30-7, and 11-33-5 of the MZO.

Section 11-7-3 of the MZO addresses the development standards applicable to projects within the LI zoning district. As demonstrated earlier in this Project Narrative, the proposed Project meets or exceeds all the applicable development standards of the LI zoning district, as well as the applicable requirements and recommendations of Subsection B (Site Planning and Design Standards), such as Character and Image, Massing and Scale, Building Entrances, Access, Circulation and Parking, and Materials and Colors. Many of these requirements and recommendations are the same or similar to those of the Quality Development Design Guidelines.

MZO addresses outdoor storage in Section 11-30-7, identifying where it is permitted/prohibited and design objectives such as screening and setbacks. Open storage of vehicles outside of a building (considered collectively as a general activity) for more than 24 hours must conform to the standards of this Section.

Section 11-30-7 (Outdoor Storage)

Design objective: Maintain an attractive environment for the community, adjacent businesses and residents while allowing open storage of goods, materials, machines,

equipment, and vehicles or parts when necessary for business purposes in specific locations.”

Through screening and significant frontage landscaping our intent is to enhance the Property and streetscape, and through proper site plan design, take advantage of existing topography.

Table 11-30-7 (Open Storage Regulations by District and Location) states that outdoor storage is permitted within the LI zoning district, but that it cannot be placed in front or street-facing side yards. Within our Project, no storage occurs within these yards (defined as the setback area).

The Project also meets the screening and setback requirements of this Section, by providing a combination screening berm/wall of at least 8-feet in height, landscaping outside and inside of the berm/wall, and meeting the applicable storage setback/height ratio of 1:1.

Section 11-33-5 (Foundation Base)

All buildings shall provide a foundation base of plant materials such as trees, shrubs, ground covers, and/or accent plants and hardscape such as decorative pavement adjacent to the exterior walls of any buildings, and that pedestrian areas and building entrance plazas should include shading with trees and shade structures.

The Project meets this requirement, as indicated on the preliminary landscape plan included with this submittal.

Section 11-22-1 of the MZO addresses the purpose of the Planned Area Development Overlay as demonstrated earlier in this Project Narrative, the proposed Project meets or exceeds all of the applicable development standards for the PAD Overlay while providing equivalent or superior standards.

Section 11-22-1 (Planned Area Development Overlay District)

The purpose of the Planned Area Development Overlay (PAD) District is to permit flexibility in the application of zoning standards and requirements where it can be demonstrated that the proposed development provides equivalent or superior standards in a creative way to meet the intent of the underlying zoning district and general plan. This overlay district allows for innovative design and flexibility in projects of sufficient size that are planned for development as a cohesive unit and may also be used to organize a development in phases by using conceptual development plans and deferring specific site plan approval to a future date. The intent of this district is to provide for creative, high-quality development incorporating:

The following Table and Alternative Design Requests detail the **Required** MZO Standard and the **Proposed** deviations from that standard.

MZO Standard	Required	Proposed
MZO Section 11-30-4(B). Front Yards and Required Street Side Yards. No fence or freestanding wall within or along the exterior boundary of the required front yard shall exceed a height of 3.5 feet.	3.5 feet to the North, West, and South	8-foot wall along North, West, and South property lines
MZO Section 11-30-7. A setback shall be provided for material stored outdoors at the ratio of 1:1 from all lot lines equal to total height of stored material above required screen wall 8 feet.	1:1 for all stored material	RV's and Boats 0' setback from wall
MZO Section 11-7-3. The minimum setback along front and street facing property lines for parking structures shall be 15 feet.	15 feet for North, East, South, and West property lines	Will comply with MZO Standard for North, East, South, and West property lines
MZO Table 11-7-3. The building setback adjacent to a freeway is 30 feet and shall be landscaped in accordance with MZO Section 11-33-3(A).	30-foot building setback and 30-foot landscape area.	Will comply with 30-foot building setback. Providing a 5-foot landscape setback minimum (at cul de sac to south proeprty line)

As previously demonstrated, due to the topographic constraints, ADOT drainage and excess right-of-way; the Project optimized the site through minimizing grading impacts, addressing drainage requirements and limiting extreme retaining wall heights. Our client is requesting approval of the minor offsite grading on both ADOT and the City of Mesa property for design purposes and excessive cost to the Project. The alternatives proposed are due to the existing ADOT drainage facility that was left incomplete, altering the development of our property together with the surplus right-of-way that was relinquished to the City if Mesa and sold to R&S Development Group LLC for the Project. The request for alternative design considerations is not self-imposed, they are unavoidable due to existing conditions while not compromising the Quality Development Design Guidelines. The deviations are indicated on the site plan as referenced by staff and we respectfully request to be approved with the Site Plan review by means of the Planned Area Development Overlay.

Planned Area Development Modifications

Through carefully design considerations, deviations for wall height of eight feet (8') where three and a half feet (3.5') is max adjacent to a right-of-way(s), reducing the landscaping to five (5') where thirty (30') is required, and eliminating the

landscaping requirements adjacent to right-of-way(s) on both the west and southern property boundaries based on the off-site grading (per plan) with landscaping (Higley frontage) and natural hydroseeding being designed into the Project, described above and shown on the Site/Landscaping Plans accordingly.

CONCLUSION

As provided by this Project Narrative, as well as the exhibits and plans submitted to the city, the request for Rezoning, modification of a Council Use Permit, and Site Plan approval meets all of the necessary criteria set forth in the Mesa 2040 General Plan, Sub-area Plans, and Mesa Zoning Ordinance for the Light Industrial Zoning and a Boat and Recreational Vehicle Storage facility.

Mesa Premier RV & Boat Storage will utilize a parcel location with constraints that limit developing traditional industrial buildings. The location outside of the sales corridor along Main Street is optimal to support the strong RV and boat sales industry within Mesa, AZ. The Project will provide a needed storage facility to meet growing customer demands of residential neighborhoods with limited storage options.