

Ms. Kellie Rorex  
Planner I  
City of Mesa Planning Department  
Mesa, Arizona



Sent via email and DIMES on 7/26/21

## Project Narrative

2.0 at Eastmark will offer 258 luxury apartment homes in Mesa's Eastmark Masterplanned Community. It will be located on 10 acres off Serenity Ave. and Point 22 Blvd.

Stunning architecture, immense attention to detail, cutting edge amenities, along with a proven team ensure the community will set another new standard for the East Valley. The community will hosts a myriad of features including; an architecturally significant clubhouse, roof-deck lounge, full common area automation, luxurious heated pool and spa with an outdoor entertainment cabana featuring barbecue grills and fireplace, 24-hour indoor/outdoor gyms with a Crossfit and Peleton studio, children's playground and community park, putting green, dog park, a coffee bar, 162 car charging stations, automated mail kiosks, gate drive access, and more.

The community's one-, two- and three-bedroom floorplans range from 459 to 1,251 square feet and features many innovative eco-conscious, tech-forward amenities. These include Energy Star appliances, low-flow plumbing fixtures, LED lighting, dual-pane Energy Star windows, and Nest thermostats. The community also offers more luxurious options like roller blinds, solid surface countertops, tile backsplash, walk-in closets, and modern color pallets.

The value per unit is \$334,000 and \$81MM overall—certainly not your 'typical' apartment project. The average resident age is 36 years old and earns a household income of almost \$80,000 annually. Over 50% of the expected residents are from out-of-state, eager to call Mesa their new home.

The project is aligned precisely with the two overlay districts it's located within, Eastmark DU4 and Mesa Gateway Activity Area Mixed Use Community District. The project is currently zoned Eastmark Urban Core. Urban Core is described in Eastmark DU 3/4 Unit Plan, 1.3.B., as; *When the residential areas of the DU are multi-family neighborhoods they can take on a wide variety of forms from row homes and town homes to private enclaves of apartments or condominiums.* The property also falls with the Mesa Gateway Activity Area's Mixed Use District and complies with all standards and measures for the district.

High-density housing is an integral neighbor to the upcoming development of Eastmark's Commercial Core. The project perfectly aligns with all existing building, landscape and amenities within the community. All three multifamily projects will be distinctively their own, yet connect via sidewalks to all adjacent roadways.

No zoning adjustment is requested. This request is a reduction from an approved 354 unit siteplan modification, ZON20-00250.