
Residences at Dobson Rd. & Cubs Way

Rezoning, Site Plan and Design Review

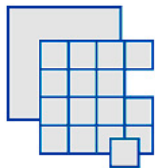
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Development Team

RESIDENCES AT DOBSON RD. & CUBS WAY

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Larry H. Miller Company



Okland Capital, LLC



Applicant, Legal Representative

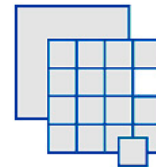
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Introduction

RESIDENCES AT DOBSON RD. & CUBS WAY

Pew & Lake, PLC, on behalf of Okland Capital, LLC and its joint venture with Larry H. Miller Real Estate, is pleased to submit this narrative and related exhibits for the Residences at Dobson & Cubs Way – one of Mesa’s first wrap-around luxury multi-family developments in a horizontal mixed-use setting. Located on a site ideally situated for urban residential, the location promotes multiple forms of transportation including, walking, biking, and driving due to the project’s proximity to surrounding commercial properties. Located on the 6.6± acres at the northwest corner of Cubs Way and Dobson Road “the Property,” the Property is further identified as parcel number 135-33-584 on the Maricopa County Assessor’s Map and shown in the graphic below.

The applications discussed in this narrative will allow for the Residences at Dobson Rd. & Cub’s Way, a unique development that integrates all the elements of a vibrant and first-class multi-family housing community. The site has been designed to incorporate elements that make it compatible with the dynamic Riverview area. The applications are requested by a reputable, local development group and design team and will bring about a high-quality residential use with mixed use features, innovative design, and exceptional lifestyle amenities that will enhance the Riverview area.

Site Aerial



Specifically, the requests to the City of Mesa are for :

1. Approval of the rezone of the Property from GC PAD to RM-4 BIZ;
2. Site Plan Approval and
3. Design Review approval.

Overview

RESIDENCES AT DOBSON RD. & CUBS WAY

The proposed development has been conceived by an industry recognized development group including Okland Capital and Todd & Associates. These companies have together designed and delivered a variety of exceptional projects at key locations, such as Kierland Commons in Scottsdale, Tempe Town Lake, and the Camelback Area in Phoenix. Okland Capital, part of Okland Construction, has decades of experience in completing compelling projects throughout the Valley and has built its reputation on the core values of building remarkable experiences and executing quality design that yields extraordinary results.

As planned and designed by Todd+Associates, this project is within walking distance of recreational opportunities across the street at Riverview Park and Sloan Park, spring training facility for the Chicago Cubs. This project's impactful architecture and generous onsite amenities make it a highly attractive project. The housing is a much-needed land use type in the Riverview Mixed Use Activity District, and will support nearby businesses and companies seeking to locate in Mesa. The Residences at Dobson & Cub's Way will incorporate all the elements of a vibrant and first-class multi-family housing development and will complement the Riverview area.

The proposed design of The Residences at Dobson & Cub's Way builds on the philosophy that a community is more than a built environment where people live in one location, but also where people feel accepted, supported, and most importantly, at home. The intent is to build a true community on the property by thoughtfully considering common spaces and amenities that bring people together and enhance their residential lifestyle. The designers crafted a development plan that includes landscaped open space areas that foster creativity in design and create a pedestrian friendly environment. Residential units will have natural lighting and face onto one of the internal open space amenity areas or outward to the surrounding area.

Part of the Residences at Dobson & Cub's Way holistic living experience includes a centralized open space areas that features a resort-style pool and spa, sauna, outdoor kitchen, gathering spaces, outdoor seating, trees, and shade structures. Indoor recreational features include a café, clubhouse, fitness center, community room, live-work areas, and other lifestyle amenities. Throughout the project, additional open space and landscaped courtyards will be accessible to all units. Attractive landscaping and hardscape features surrounding the buildings will activate pedestrian nodes and complement the surrounding area.

Special attention has been paid to the contemporary architectural design. The specially crafted colors, textures, and materials provide a varied and pleasing visual appeal on the exterior. Architecture will flow from the outdoor open spaces to the interior spaces where residents will find a high-quality package of finishes, amenities, and conveniences. The project design team has prepared a cohesive and compelling development plan for this unique setting. As designed, the project is consistent with the Mesa 2040 General Plan ("General Plan") and BIZ zoning requirements and is compatible with the surrounding land use context.

Existing Conditions and Land Use Designations

The Property is vacant and unremarkable in its topography. It is surrounded by public streets and the Larry Miller Auto Dealership. Dobson Road is an arterial street, and Cubs Way and Riverview Auto Drive are improved collector streets. Right-of-way improvements generally include curb and gutter, attached and detached sidewalks, and some miscellaneous plants in uncertain condition.

The Property is located in a neighborhood that is suitable for a residential use. Some of the surrounding uses include offices, parks, pharmacy/grocery, department stores, restaurants, retail, and commercial services. Additionally, employment and medical uses are provided in proximity. Pedestrian paths link this Property to the Cubs Stadium and The Union executive offices to the west, and Riverview Park to the south. To the north and east across Dobson Road is the Riverview regional commercial center with Bass Pro, Cinemark, Wal-Mart, and other retail and commercial businesses.

According to the City of Mesa General Plan, the Property is in the Mixed-Use Activity District, and it is zoned GC PAD. The proposed development is consistent with the General Plan objectives and will comply with BIZ Zoning requirements.

The table below summarizes the land uses and zoning of the subject property and abutting properties:

Existing and Surrounding Land Uses and Designations

Direction	General Plan	Existing Zoning	Existing Use
North	Mixed Use Activity District	GC PAD	Parking, auto dealer
South	Mixed Use Activity District and Park	GC PAD and PS	Riverview Park
East	Mixed Use Activity District	GC PAD	Riverview commercial center
West	Mixed Use Activity District	GC PAD	Vacant, executive offices
Project Site	Mixed Use Activity District	GC PAD	Vacant

Project Description

The drawings and representative imagery submitted with this application illustrate the vision for The Residences at Dobson & Cub's Way. This vision includes a 4-story, 61-foot high-quality multi-family development with an urban architectural style and a variety of open space amenities to provide a resort-lifestyle for residents. One of Mesa's first wraparound residential developments, the project proposes a density of 63.0 units per acre in buildings that wrap around and conceal an onsite parking structure.

Conceptual Imagery

View from Cub's Way at Intersection



View from Southbound Dobson Road



Site Layout and Massing: The site layout for the Residences at Dobson & Cub's Way integrates the principles of quality design for urban wrap around developments. Attention has been paid to all street frontages with corner architectural features. These architecturally significant elements will set the tone for the exterior elevations and their creative design elements. The upper deck of the building will feature a roof-top patio amenity and a distinctive sculptural roof element. These elements combine to add visual interest at a highly visible intersection.

Residential units face outward from the project to provide natural lighting and views to Sloan Park and surrounding neighborhoods. Along Dobson Road, 4-story residential buildings will line the streetscape, which step down to six attached townhomes. Though the townhomes are separate from the 4-story building, they are united by the theme walls and consistent landscaping. Along Cub's Way, Dobson Road, and Riverview Drive, ground floor residential units will front the streetscapes and have patios and sidewalks that provide direct access to the street.

To enhance visual appeal, two main building masses are proposed on the north and south portions of the site. Two pedestrian "bridge" crossings on the third and fourth floors connect the north and south buildings. Between the two buildings in the center of the site is a "Main Street," a prominently landscaped driveway that links the east and west vehicular accessways. The open space in between the bridges will permit additional natural light to penetrate the Main Street area. The pedestrian bridges that cross over the Main Street create an appealing architectural feature. Primary access into the clubhouse amenities and leasing area occurs at the Main Street.

Two primary landscaped courtyard amenities are proposed within the development. Along the Main Street promenade there are also non-residential amenities and services including, among others, an urban market, café, clubhouse, and fitness center. These recreational amenities exceed code requirements and contribute to the resort lifestyle of the project.

Traffic and Circulation: Traffic and circulation are important to this part of the Riverview area, and the design team has thoughtfully crafted the development plan with this in mind. To mitigate

traffic flow on Dobson Road and Cubs Way and to respond to Traffic Engineering comments, no direct vehicular access or drop-off is provided on these streets. Vehicles will access the site on the eastern and western private driveways. The above-mentioned Main Street drive links the east and west driveways and provides a distinctive entry to the project and primary access. This corridor is designed in a traditional main street fashion as a publicly accessible promenade lined with palm trees and enhanced paving and hardscape.

The parking garage is located north of the main street and has two entry/exits. The overall circulation plan with multiple access points will mitigate traffic impacts by pulling the main drop-off and access away from Cubs Way and Dobson Road and by internalizing the parking and drop-off access locations.

The surrounding streets are designed to accommodate the proposed traffic anticipated for development of the property. It is noted that traffic will maintain regular patterns during most of the year. The only main exceptions include the 16 days of spring training baseball games and a handful of other events at Sloan and Riverview Parks.

Parking: This project includes a significant investment into the parking garage, eliminating the need for large parking fields. The parking garage also serves as a primary element of this urban style design. Where typical parking garages are visible from all four sides with relatively ordinary architecture, in this case, residential units wrap around this parking garage to provide an enhanced appearance from the surrounding streets. The parking garage is six stories, but required garage ceiling heights and ramps make the garage portion only approximately 9.5 feet higher than the surrounding residential units that wrap around it. At street level, the garage is not noticeable. The parking garage is on the northern portion of the site with the southern building providing additional screening of the garage from street view.

View from Dobson Road



Elevation facing Cubs Way



The garage will feature guest and public parking on the ground level, with a private, gated access at the second level. Residents will enter the garage and be able to park near their units providing easy access to their homes through secure indoor hallways.

Valet Trash Collection: A trash compactor is in a secured service yard in the northeast corner of the site and will be accessible to solid waste services via a coded access system. As proposed,

this project will offer a valet trash collection service where trash will be collected from each residence and brought to the trash compacter, offering a convenient disposal service for all residents. The residential management will provide maintenance and valet service for the trash collection facilities.

Pedestrian Access: The Residences at Dobson & Cub's Way offers immense benefits to pedestrians. Access is possible at well-defined entry points and through open breezeways that offer visibility and connectivity into the buildings and landscape courtyards.

Pedestrian pathways provide adequate wayfinding from each public street, and ground-floor units that face the streets will have private open space patios, access gates, and sidewalks that offer direct connection to the public walkways.

The street at the project's main entry is open to the public, thus offering pedestrian access to this unique outdoor amenity areas at the heart of the project as shown on the next page.

Main Street Entry from Northeast



All of the street frontages will feature landscape shade and quality design. The landscape plan includes a pedestrian-friendly streetscape, and articulation of the architecture breaks- up the exterior plane, creating shading and visual interest at street-level. The buildings connect to the sidewalk at multiple access points, with particular emphasis provided at of Dobson and Cub's Way. Internal hallways and pathways offer convenient access to the courtyards, clubhouse, market, and café amenities.

Pedestrian Access to Surrounding Area: Pedestrian opportunities link the project to the surrounding mix of uses. Within walking and biking distance are all the essential commercial uses – grocery, shops, salons, services, dental, banks, etc. Recreational amenities are also nearby with the Cubs Stadium, Riverview Park, Bass Pro, Cinemark, and others. West of the site, there is a connection that runs along the south bank of the Salt River into Tempe.

Proximity to Bus Lines: Practically no other area in Mesa offers access to multi-modal

pedestrian, bicycle, and bus services as the Riverview area. There are 3 bus stops within a quarter mile of the Property. Mesa’s Buzz, a neighborhood circulator bus, also has a stop within walking distance. Approximately 1.5 miles away is the Sycamore Park and Ride at the light rail, which has bike racks and bike lockers.

The surrounding multi-modal transit opportunities make the Property highly suitable for this urban development. These nearby transit services will decrease the demand for vehicular travel and parking on the project site.

Landscaping and Open Spaces

Conceptual landscape and amenity plans have been provided that demonstrate the generous landscaping anticipated for this urban development. The design team has envisioned landscape and hardscape components that combine to create a quality lifestyle. The proposed perimeter landscaping, trees and open space- amenity areas within the project provide rich layers of landscape design. A generous amenity list with indoor and outdoor active and passive recreational features exceeds code requirements for multi-family developments. A list of amenities is provided in the Residences at Dobson & Cub’s Way is shown below.

Amenity List

Outdoor Amenities	Indoor Amenities
<ul style="list-style-type: none"> • Resort style pool and spa • Spas, cold plunge • Sauna and Steam Room • Shaded outdoor dining and grills • Outdoor kitchen • Game areas • Cabanas • Seating node, game tables • Lounge seating • Turf play areas • 2 pet equipment and dog wash areas • 3 Fire pits/fireplaces • Rooftop terrace • Citrus garden 	<ul style="list-style-type: none"> • 24-Hour Athletic Center • Co-work space • Uber lounge/Café • Resident Lounge • Clubhouse with kitchen • Nordic Spa/Sauna • Fitness center • Library • Free Wi-Fi in Common Areas • On-Site Maintenance • On-Site Management Team • Package Delivery Service

Based on conceptual plans, open space and amenity areas will include a resort-style pool and spa, sauna, outdoor kitchen, fire pits, gathering spaces, outdoor seating, trees, and shade structures. Some of the interior amenities include a café, clubhouse, fitness center, community room, live-work areas, and other lifestyle features. Total indoor amenities are estimated at 16,000 square feet. Throughout the project, open space and landscaped courtyards are proposed and will be

accessible to all units. Additionally, a rooftop open space area will provide stunning views and an additional opportunity for outdoor recreation.

Public Utilities and Infrastructure

The proposed development will comply with all applicable City requirements for right-of-way and infrastructure improvements. Utilities in the Property's vicinity include City of Mesa for water, sewer, police, fire, and solid waste services. The property is in Southwest Gas's service area for natural gas, and in SRP's electric supply service area. Based on the engineering analysis, there are adequate public facilities to serve the Residences at Dobson & Cub's Way.

Based on the applicant's experience with multi-family development, and the target demographic of younger professional households and empty nesters, there will be a negligible effect on the surrounding schools.

Phasing and Maintenance

The proposed development will be constructed in a single phase. The proposed parking structure, driveways, right-of-way improvements, drainage facilities, and utility services will be installed at the same time as vertical construction, with phased delivery of the residential units. With single-entity ownership, the site maintenance, operations, and facilities will be managed by a professional management company under the direction of the property owner. This will ensure that the site landscaping and amenities are properly maintained over time.

Compliance with the General Plan

The Residences at Dobson & Cub's Way complies with the purposes and objectives of the General Plan. The Mesa General Plan provides broad guidance with policies and strategies that necessarily allow for flexibility in unique situations and high-quality projects for review by the Planning and Zoning Board and consideration by the City Council. The General Plan also seeks to promote quality neighborhoods and sustainable businesses (see General Plan, p. 15-1). The proposed development is consistent with the General Plan vision, as provided below:

Mixed Use Activity Districts are defined in the General Plan as:

"The Mixed Use Activity Districts are largescale (typically over 25 acres) community and regional activity areas that usually have a significant retail commercial component including shopping areas such as malls, power centers, or lifestyle centers that are designed and developed to attract customers from a large radius. These districts often include other uses, such as office, entertainment, and residential." (General Plan, p. 7-16)

The proposed development fully complies with this definition in that it will be part of a 250+ acre Mixed Use Activity District that does not have any residential development. The Riverview area has 1.5± Million square feet of retail, commercial, accommodations, entertainment, and office

land uses, in addition to the 250,000 sq. ft. executive offices in the Union west of the Property. This 6.7-acre Property, though small, will complement the surrounding area and contribute to the mix of uses intended for the Riverview Area.

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In Regional-Scale districts like the Riverview center, primary zoning districts are required to comprise 70% of the character area, with secondary zoning districts comprising the remaining 30% of the character area. The proposed RM-4 multi-family zoning district is one of the secondary land uses in the character area. (Mixed Use Activity District, 7-22). In the Riverview area, all of the development thus far is comprised of primary zoning districts (LC, GC and PEP) and related commercial uses. This request to convert 6.7 acres to an urban residential use makes up less than 1% of the surrounding Mixed Use Activity district, and is appropriate for this location.

The General Plan includes additional policies and guidelines for projects in the Mixed Use Activity District. This application complies with these policies, as summarized below:

- Taller buildings are encouraged above 3-story. The proposed 4-story request satisfies this objective and is an industry standard for urban residential uses.
- Lot coverage is encouraged to exceed 30% in infill projects. The Residences at Dobson & Cub's Way provides an appropriate lot coverage exceeding 30% on an infill site that is surrounded by existing and approved developments.
- One or more buildings with a larger, urban-style building mass are expected to anchor the site. In this case, the scale of the building mass is adequate to anchor this unique corner site at the entry to the Cubs Stadium district and is consistent with the Riverview Main Street gateway.
- Higher densities are expected to be located near public transit facilities. Buildings should be located close to the street to encourage walkability and connection to the street. This development proposes a transit-oriented type of residential use that is conveniently located near various types of transit options, including pedestrian, bicycle, rideshare, bus, and neighborhood shuttles.
- Balancing automotive and pedestrian uses is encouraged for new development. It is preferred that large parking fields are located behind buildings and obscured from view. This proposed development addresses automotive and pedestrian uses in a balanced fashion. The parking plan is effectively designed with a parking garage that is obscured from view by residential units that wrap around it. Pedestrian connections are separate from the vehicular access drives activate the street and open space areas.

The proposed development addresses other General Plan objectives, as shown below:

- The proposed development is a unique form of housing that contributes to the city's desired "wide range of housing types." (General Plan, Neighborhoods, 7-5)
- The General Plan seeks to provide a strong economy and diverse employment base. One

of the elements includes attracting a ready supply of skilled human capital and diverse housing with a high quality of life. (Economic Growth, General Plan 5-4)

- This proposal will further the economic goals for the West Mesa Riverview area. The General Plan seeks to support the Cubs Spring Training and shopping districts which flank the project site. Class A residential as proposed here will help stimulate business growth in the nearby Class A office resources. (Economic Growth, 5-4)
- Unique common area spaces provide focal points in the project with a mix of resort style amenities that promote a quality and healthy lifestyle. (Neighborhoods, 7-5)
- Internal and external pedestrian pathways connect residents to social gathering places that are uniquely themed to promote a sense of place. The short block length, tree lined perimeter paths, and onsite paths that connect to the public realm promote connectivity and walkability as recommended in the General Plan. (Neighborhoods, p. 7-5)
- The project will contribute to a quality street scene due to the character of the exterior elevations and the tree-lined streetscape. Placement of project entries, windows, lighting, and right-of-way improvements will contribute to an attractive appearance from the public streets. The design also incorporates safety with a high degree of natural surveillance of public spaces. The private ownership of the streetscapes will ensure responsible maintenance of the perimeter landscaping and enhanced streetscape to the benefit of the City. (Neighborhoods, p. 7-5)

Zoning Analysis

The uses permitted on the Property are those outlined in Section 11-5-2 in the Mesa Zoning Ordinance and applicable to the RM-4 zoning district.

BIZ Zoning

As previously noted, one of the requests in this application is a rezone of the Property from GC PAD to RM-4 BIZ zoning. This request will remove the site from the nearby auto dealership's PAD and create a BIZ overlay for this specific project. The project complies with the BIZ overlay's intent to implement the General Plan goals through the use of innovative design and flexibility in projects that achieve the purposes of the General Plan.

BIZ Development Standards

The requested BIZ overlay is a tool aimed at protecting a project's quality design and to encourage creativity and flexibility in design that will implement the General Plan objectives and purposes of Zoning Ordinance. The proposed development is consistent with the General Plan and will offer many benefits to the City of Mesa and its residents, which is part of the criteria for a BIZ overlay. The development standards for this application will be as provided in the RM-4 Zoning District, except for the modifications shown in **bold red** text in the right column of the table on the next below.

BIZ Modified Development Standards

Development Standards § 11-5-5, et seq.	MZO RM-4 Required	Provided BIZ
Lot Area per dwelling unit	1,452 SF (604,032 SF)	869 SF (361,695 SF)
Max. Density	30 du/acre	62.4 du/acre
Max. height (ft.)	40	61
Building Coverage	55%	58%
Lot Coverage	70%	71%
Min. Building Setbacks (Feet)		
<ul style="list-style-type: none"> • Street Facing Dobson • Street Facing, Cubs Way • Street Facing, Riverview • Side; north • Side; East 	30 25 20 15/story 15/story	15 21-1" 15 15 15
Perimeter Landscaping (Feet), MFR adjacent to Commercial: Required: max. 3.5 ft. wall within landscape buffer.		
<ul style="list-style-type: none"> • Street Facing Dobson • Street Facing, Cubs Way • Street Facing, Riverview • Side; North • Side: East 	30 25 20 15 15	<u>8' setback with 6' patio wall</u> <u>8' setback with max 6' patio wall</u> <u>8' setback to patios</u> 15' setback to patios 15' setback to patios
Min. Parking (spaces per unit) (within ¼ mile of BRT)	2.1	1.5 (not incl. public on-street parking)
Total Combined Private+ Common Open Space	150 SF /unit (62,400 SF)	85,602 SF (205 SF/Unit)
Total Public Open Space	-	30,600 SF
Total Private Open Space	-	53,552 SF
Roof Common Open Space	50% can count	2,900 SF
Private Open Space		
3 bed	120 SF	124 SF MIN
2 bed	100 SF	102 SF MIN
1 bed	60 SF	111 SF MIN
Studio	60 SF	83 SF MIN

Min. Dimension, Private OS, 11-5-5.3.e.i	8 x 6 ft. upper 10 x 10 ground	Complies, See typical unit plans, sheets
Building Separation (feet)	30	19
Boundary site wall 11-30-4.A.b in front setback	Max. 6 ft. in side/rear	<u>6-foot wall/fence</u> <u>(Cub's Way front setback)</u>
Parking	2.1 spaces per unit	<u>1.5 Spaces per unit</u>

Justification for the BIZ Modified Standards

It is worth noting that this application previously included a request for RM-5 BIZ zoning. After several submittals, and on the cusp of advertising the case for review by the Planning & Zoning Board, city staff discovered that the RM-5 zoning district was not listed as a secondary zoning district that would implement the Mixed-Use Activity District character area. After internal discussions it was determined by City Planning Staff that an RM-4 BIZ request would be more appropriate, even with the number of development standards modifications contained in this application. It must be emphasized, that this project has been reviewed numerous times by City staff, and it has been determined that it is consistent with the Mixed-Use Activity district goals along with the recommended form and guidelines.

The above modified standards are justified by the urban and mixed use qualities of the proposed development plan. Unique to this proposal is a high level of recreational amenities and pedestrian features that promote sustainable practices and alternative modes of travel. There are more amenities than required by the zoning ordinance. The site has a challenging shape and is bordered by streets on three sides. These are constraints that merit consideration in reviewing the modified development standards. The proposed site plan successfully addresses the site's impediments by providing quality architecture on the highly visible frontages. Furthermore, the project exceeds many development standards and provides an abundance of open space, both common and public. The architectural design and exceptional materials combine to create a unique and vibrant residential community.

The Mixed-Use Activity District specifically envisions this type of development: higher density, taller buildings, exceptional architecture, a parking structure and a community that takes advantage of various transportation modes. The project's quality design promotes compatibility with the surrounding properties, and the location of the primary access mitigates any traffic impacts. The R-4 development standards do not contemplate the kind of housing offered in this urban wrap around product, which is an enhanced type of housing with additional investment in an onsite parking garage surrounded by enhanced elevations.

The maximum proposed building height is 61 feet, which only occurs at the 6-level parking structure that is screened from view at the public street frontages and to pedestrians. The

proposed height is justified by the need to provide adequate parking in the garage given the location near the Cub's Stadium and Riverview Park. Parapets on the residential units vary from 45 to 52 feet in height, while the townhomes are 35-feet tall. The rooflines of the overall structure are designed with various heights, colors and angles to provide visual interest and emphasize the contemporary architecture.

Building Coverage and lot coverage percentages require only minimal deviations. Again, these minor deviations are justified by providing upscale landscaping that is harmonious with the surrounding area and enhanced to accentuate the distinctive project character. In further justification of these deviations, the abundant open space exceeds the required standards. Natural light, and additional outdoor living spaces provide benefits to the future residents and will allow each unit to "live larger" than the enclosed square footage, without increasing the overall building envelope.

Building and landscaping setback deviations are required to provide the buildings that have been designed to activate and engage the streetscape. Urban developments of this type require that buildings be pulled to the street frontages, and streetscapes are engaged with landscaping, sidewalks, and ground floor units with patios and low walls for interconnectivity. Accordingly, this development proposes 15-foot setbacks around the entire street frontage perimeter of the project with 3.5-6-foot patio walls that interact with the perimeter areas, where the general landscape standard provide for 15 feet of unobstructed landscaping, and where typical standards would allow a only a 3.5-foot view fence in the front setback. Within the landscape buffer, 6-foot private patio enclosures are proposed for ground level units fronting Dobson Road and at the intersection corner. These patios may include landscaping and hardscape. The solid walls are broken up and differentiated by view fencing with breezeblock to promote visibility while maintaining privacy and security along the high-intensity arterial streets. Gates, direct-access sidewalks, and other design features will contribute to pedestrian-scale design.

The parking reduction requested is due to the urban and transit-oriented nature of this proposed development. As previously noted, this project was designed as an RM-5 multifamily development. The parking requirement was achieved when evaluated using the RM-5 zoning district standards. However, the change to the RM-4 zoning district, to comply with the secondary zoning district requirement in the General Plan, gives the appearance that the development is insufficiently parked. In reality, the development provides ample parking for an urban development in a transit oriented location.

BIZ Overlay Analysis

As previously noted, one component of this application is the Business Intensity Zone (BIZ) overlay. As discussed in the City of Mesa Zoning Ordinance, the purpose of the Bonus Intensity Zone (BIZ) Overlay District is to allow for variation from the application of strict residential densities and other development standards to allow greater intensity of development and encourage unique, innovative developments of superior quality. It must be demonstrated that

the resulting development will further the goals and objectives of the General Plan, Specific Plans, and Council policies and will provide significant social or economic benefits to the City. This overlay district applies more frequently to individual projects which may consist of one or more buildings. Moreover, the purposes of this district are to:

- a. Encourage unique, innovative development of superior quality that utilizes sustainable development practices and promotes pedestrian activity.
- b. Allow for the establishment of unique land use regulations and development standards to achieve the goals of the General Plan for the area.
- c. Promote development patterns that encourage conservation of natural resources and provide opportunities for renewable energy production.

As described in the previous sections of this narrative, the Residences at Dobson Road and Cub's Way have been designed in a thoughtful manner, and with sensitivity to surrounding structures and uses. It has been designed with exceptional materials to provide a signature development at an important intersection in the City and to complement the pattern of development that already exists in this area. To extend the energy created by the Cubs Stadium, and bring additional consumers and residents to the area, a greater density than normal is required.

It is important to keep in mind that the General Plan land use designation for this property is "Mixed-Use Activity." This land use character area is applied to large-scale activity areas that include significant commercial retail components. The overall goal of the Mixed-Use Activity district is to create strong and viable centers of commercial activity that attract people to unique shopping and entertainment experiences. Importantly, the General Plan requires the establishment of primary uses in the Mixed-Use activity district prior to allowing secondary uses to be established. In this specific instance, commercial uses are considered primary, and multi-family uses are considered as secondary uses. With the development of the Cubs Stadium and related hotels, Riverview Park and Mesa Riverview shopping mall, the desired primary commercial uses have already been established in this area, paving the way for multifamily use at this location. With the addition of the Residences at Dobson Road and Cub's Way, the desired pattern of development in this area, as expressed in the General Plan, will be completed.

This development will comply with Section 11-21-3 of the Zoning Ordinance. As shown in this narrative and submittal documents, the proposed development further addresses BIZ development standards as shown below:

- The project provides distinctive, superior quality design through a holistic approach to Project Design.
- The site has been designed with sensitivity and responsiveness to the surrounding area.

- The site has been designed with architecture and landscaping features that address the local climate to reduce summer sun penetration and provide summer sun shade, while creating the opportunity for social interaction.

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- The development encourages the use of multiple modes of transportation and utilizes existing infrastructure.
- The development exceeds many development standards, especially those that contribute to a livable community- private and public open spaces.
- The common public spaces create attractive, comfortable environments for residents and visitors, and ensure safe, useful and well-integrated public open spaces and include high quality amenities.
- The project has been designed to utilize existing utility and transportation infrastructure.
- The project provides safe and secure storage for bicycles, for a minimum of 15% of the residential units.
- A ride-share location on the main street is greater than the typical residential project. The drop-off location will function for services such as Uber, Lyft, and other ride share vehicles.

Design Review and Alternative Compliance

The Residences at Dobson & Cub's Way will exceed the city's expectation for quality design. Building colors, materials, and textures are durable, unique, vibrant, and designed to be compatible with the surrounding uses.

The project has been designed to make an enduring and impactful statement and to create a unique sense of place. Four-sided architecture has been provided with enhanced articulation and design elements focusing on the street corners. The overall project architecture incorporates artistic features, colors, and materials that are consistent with the Riverview district. Exterior elevations feature vertical and horizontal articulation and a varied roof line to enhance the aesthetic appearance.

Because the City of Mesa design guidelines are not one-size-fits-all, the Zoning Ordinance allows for alternative compliance in unique situations. They are proposed as follows:

1. Materials – Sections 11-5-5.4 and 11-5-5.5 require 4-sided architecture and 25% of a secondary material. This standard will apply to all buildings, except a few of the elevations, where combined the secondary materials exceed 25%, thus meeting the intent of this standard.

RESIDENCES AT DOBSON RD. & CUBS WAY

The proposed exterior elevations are composed of more colors and accent materials than those typically featured in a multi-family development, and therefore exceed the code requirements in that regard. There are three stucco shades rendered in a fine sand finish with crisp corner edge detailing and carefully considered stucco reveal patterns. Additionally, breezeblock masonry, fiber cement, metal panels and two textures of CMU along with the use of storefront windows combine to meet the intent for providing rich textures and layers of articulation in the design. Furthermore, the end cap towers and patio walls along the street further break-up the exterior plane, supporting this request for alternative compliance. Ironically, the more materials that are introduced into a project, the harder it is to achieve the minimum 25% requirement for a single material. However, it is generally accepted that a larger number of materials on a development of this scale contributes to exceptional and quality design.

The overall quality of the architecture, especially those areas that exceed the adopted design standards, demonstrates that the development meets or exceeds the intent of the Quality Design Guidelines.

Conclusion

The Residences at Dobson & Cub's Way will complete the anticipated pattern of development in the Riverview mixed use activity district by implementing a prominently designed residential use at an optimal location. As envisioned in the General Plan and Zoning Ordinance, this development will contribute to a blend of land uses that will support the nearby commercial uses and promote employment growth. Buildings will create an architectural statement that is appropriate to this unique area. The community will incorporate resort lifestyle amenities for residents and enhanced landscaping that will complement the area. This development integrates design features that will create a successful and sustainable place in which to live. We respectfully request support for this exceptional development.