



Medina Station PAD - Parcel C

Specific Plan Narrative

Quality Multiple Residence Development on
Parcel C of the Medina Station PAD

Located at the Southeast Corner of
South Signal Butte Road and East Southern Avenue

Parcel Nos: 220-82-018J

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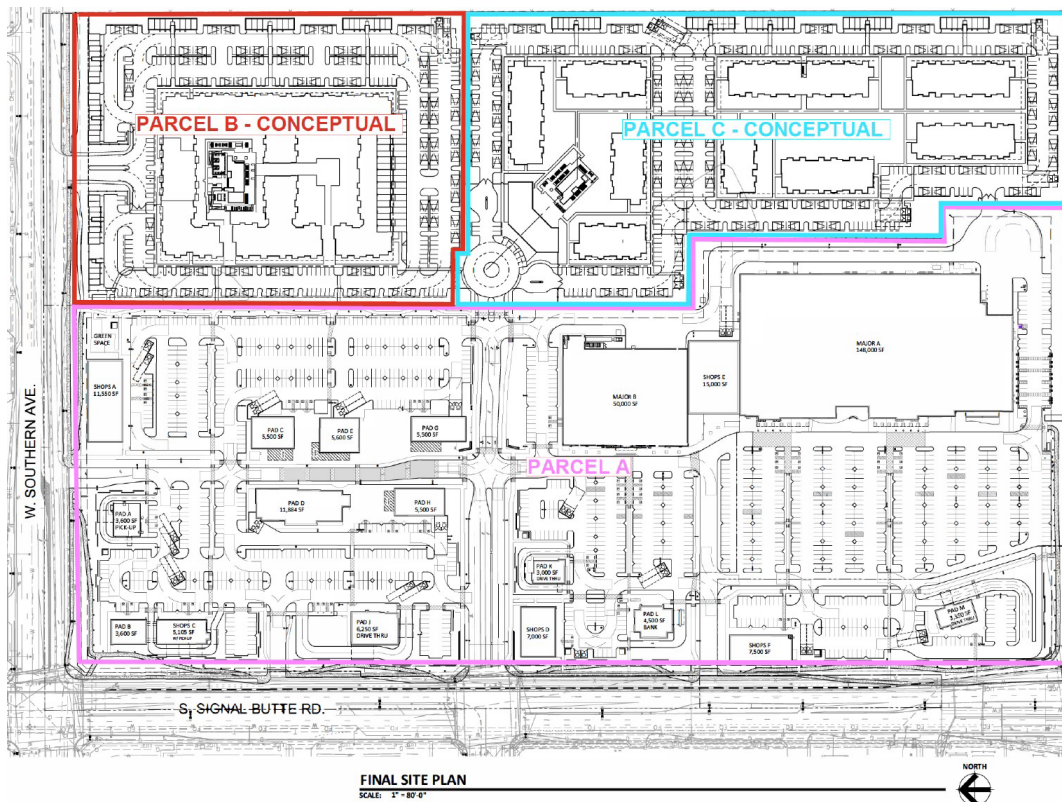
II. INTRODUCTION AND PROJECT OVERVIEW

Bowman Consulting Group, Ltd. ("**Bowman**") submits this "Specific Plan" on behalf of Hillpointe, LLC ("**Hillpointe**" or the "**Developer**") in regard to the proposed multiple residence development within the Medina Station Planned Area Development ("**PAD**"). The Applicant intends to construct a new high quality multiple residence development located at the Southeast corner of Signal Butte Road and East Southern Avenue in Mesa, Arizona, on Maricopa County Parcel No. 220-82-018J (the "**Property**" or "**Parcel C**"). The Property falls within the 61-acre planned mixed use development approved by the Mesa City Council ("**Medina Station PAD**").

The multiple residence development proposed by the Applicant consists of 276 rental units within nine, 3-story residential buildings (the "**Development**"). With the pending development of this entire area, the introduction of a new high-quality multiple residence development will bring the influx of residents within East Mesa needed to support new and emerging commercial and retail uses in the immediate vicinity.

III. PROPERTY INFORMATION AND EXISTING ZONING ENTITLEMENTS

Parcel C is located in the Southeast Corner of the Medina Station PAD, consisting of approximately 13.52 acres.



Parcels	
Parcel A	220-82-018E 220-82-018F 220-82-018G
Parcel B	220-82-018H
Parcel C	220-82-018J

Existing Zoning

The Property is currently zoned Limited Commercial with a Planned Area Development Overlay (“**LC-PAD**”) and Council Use Permit (“**CUP**”) in the City of Mesa (the “**City**”) for a mixed use development, known as the Medina Station PAD. The approved Medina Station PAD includes a “Conceptual Plan” for a multiple residence development on Parcel C and the proposed Specific Plan will comply with the Medina Station PAD and Mesa Zoning Ordinance (“**MZO**”).

Mesa General Plan 2050

The Mesa General Plan 2050 (“**GP2050**”) Placetype designation for the Property is “Regional Center”. The goal of this district is to also help create strong and viable centers of commercial activity that attract people to unique shopping and entertainment experiences. These areas may take on a significant residential character within a larger development, so long as the residential component is developed secondary to the primary uses as demonstrated with the Medina Station PAD.

IV. ENTITLEMENT REQUEST - PLANNED AREA DEVELOPMENT SPECIFIC PLAN

Parcel C will only include residential development with typical non-residential areas, such as a club house, pool area, and other shared community space. The Development is permitted by-right within the approved Medina Station PAD, which included a CUP to allow multiple residence developments on LC zoned properties, subject to the stipulations of approval outlined in Ordinance 5925. Hillpointe intends to develop 276 rental units within nine new multiple residence buildings on approximately 13.52 acres with a density of 20.41 dwelling units per acre (“**du/ac**”). As part of the Development, Hillpointe is requesting the following approvals from the City of Mesa:

- Specific Plan - Site Plan Approval
- Administrative Design Review Approval

The Medina Station PAD modifies multiple development standards outlined in the MZO, including but not limited to:

- (1) Reducing the interior rear and side setbacks from 15-feet per story to 10-feet along the East and South property lines.
- (2) Increasing the maximum building height from 30-feet to 60-feet.
- (3) Reducing the perimeter landscape from 15-feet to 10-feet along the East property line.
- (4) Reducing the minimum parking requirement from 2.1 spaces per unit to 1.7 spaces per unit.

Proposed Parking Plan

The proposed parking plan will not include any Carriage House dwelling units over garages.. The total number of parking spaces provided (517) exceeds the minimum number required (469) by 48 spaces.

Medina Station PAD Development Standards

The table below demonstrates how the Specific Plan complies with the development standards specific to Parcel C.

Medina Station PAD Development Standard	Parcel C - Required	Parcel C - Provided
Maximum Residential Density (dwelling units/net acre)	35	20.41 du/ac
Maximum Height	60-ft	36-ft 6-in
Minimum Setbacks – <i>Interior Side and Rear</i>	10-ft	Minimum 10-ft provided
Minimum Separation Between Buildings on Same Lot	20-ft	Minimum 20-ft provided
Private Open Space	Ground level: min 8-ft wide/deep Above-ground: 60 SF and min 6-ft wide/deep	Ground level: 80 SF Above-ground: 60 SF
Attached Garages	For Carriage Units: The maximum of 4 consecutive garage doors	No Carriage Units included with Specific Plan
Required Parking	1.7 spaces per dwelling unit 276 units * 1.5 spaces/unit = 469 spaces required	517 spaces
Perimeter Landscaping: <i>Landscaping for Non-Single Residence Uses Adjacent to Other Non-Single Residence Uses or Districts</i>	East Boundary: 10-ft North Boundary: 9 feet	East Boundary: 10-ft North Boundary: 10-ft
Foundation Base: <i>Exterior Walls with Public Entrances</i>	10 feet where adjacent to fire access roads	10-ft provided

Compliance with Site Plan Review Criteria

Pursuant to Section 11-22-5.B.2 of the Mesa Zoning Ordinance (“**MZO**”), the submitted Specific Plan demonstrates that the Development is consistent with the range of intensity and development descriptions, and conditions of approval delineated on the approved Conceptual Plan.

Additionally, Section 11-69-5 of the MZO identifies the review criteria that the Development must meet as part of the Initial Site Plan Review request. As detailed below, Hillpointe’s Development meets or exceeds each of the following required criteria.

- A. The project is consistent with and conforms to the adopted General Plan and any applicable sub-area or neighborhood area plans (except no analysis of the use if it is permitted in the zoning district on the property), is consistent with the development standards of this Ordinance, and is consistent with and meets the intent of any applicable design guidelines.**

- a. The Development conforms to the Regional Center Place Type of GP2050.
 - b. The site plan complies with the development standards of the Medina Station PAD.
 - c. The overall design and aesthetics for the Development implements the high-quality design standards within the Medina Station Design Guidelines.
- B. The project is consistent with all conditions of approval imposed on the property whether by ordinance, resolution or otherwise.**
 - a. As shown in the table above, the Development complies with the approved Medina Station PAD, Case No. ZON23-00691 and Ordinance No. 5925.
 - b. As described in Section V below, the architecture and landscape designs conform to the Medina Station Design Guidelines.
- C. The overall design of the project, including but not limited to the site layout, architecture of the buildings or structures, scale, massing, exterior design, landscaping, lighting, and signage, will enhance the appearance and features of the site and surrounding natural and built environment.**
 - a. The Development is part of a regional scale development that will transform historically vacant land into a highly desirable horizontal mixed use development.
 - b. The Desert Modern design theme for the Medina Station PAD will be included in the Development.
 - c. From our first submittal, the south building along the south property line has now been removed. The site layout is now nearly identical to the conceptual plan for Medina Station.
- D. The site plan is appropriate to the function of the project and will provide a suitable environment for occupants, visitors, and the general community.**
 - a. The site plan for Parcel C is part of the Medina Station regional commercial development and increases the housing options within this area of Mesa.
 - b. The site plan provides connectivity to Parcel A, the commercial parcel. In addition, Common open space areas and amenities are provided as a focal point for residents to congregate.
 - c. Common open spaces also provide a sense of community that tenants can utilize throughout all the sections of the site.
- E. Project details, colors, materials, and landscaping are internally consistent, fully integrated with one another, and used in a manner that is visually consistent with the proposed architectural design.**
 - a. The architecture and design are consistent throughout the Development, creating a coherent style that conforms to the Medina Station Design Guidelines.
- F. The project is compatible with neighboring development by avoiding big differences in building scale and character between developments on adjoining lots in the same zoning district and providing a harmonious transition in scale and character between different districts.**
 - a. The Development falls within Medina Station PAD, which is consistent with the variety of commercial development at the intersection of Singal Butte Rd and Southern Ave.

- G. The project contributes to the creation of a visually interesting built environment that includes a variety of building styles and designs with well-articulated structures that present well designed building facades, rooflines, and building heights within a unifying context that encourages increased pedestrian activity and promotes compatibility among neighboring land uses within the same or different districts.**
- a. A holistic design is used to create desert modern architecture that inspires a harmonious coexistence between the immediate environment and the surrounding community. Muted color schemes and elements establish a connection to the land and evoke calm while playing with patterns and shadows, while using natural light and apertures.
 - b. Pedestrian and biking paths connect the Property with Parcel A of Medina Station PAD, encouraging connectivity with the community.
- H. The streetscapes, including street trees, lighting, and pedestrian furniture, are consistent with the character of activity centers, commercial districts, and nearby residential neighborhoods.**
- a. Parcel C is an interior portion of the Medina Station PAD and does not include street frontages
 - b. Internally, the Applicant's proposed design is nearly identical with the Conceptual Plan, with minimal updates to building sizes and layouts in the proposed Specific Plan.
 - c. The southernmost building placement and orientation was turned 90-degrees and shifted south of the drive aisle, allowing the building to interact with the expansive desert views framing an elongated view of the internal courtyard.
- I. Street frontages are attractive and interesting for pedestrians and provide for greater safety by allowing for surveillance of the street by people inside buildings and elsewhere.**
- a. Parcel C is an interior portion of the Medina Station PAD and does not include street frontages.
 - b. Within the site plan, the internal circulation serves as an attractive and safe environment for residents and pedestrians.
- J. The proposed landscaping plan is suitable for the type of project and site conditions and will improve the appearance of the community by enhancing the building and site design; and the landscape plan incorporates plant materials that are drought-tolerant, will minimize water usage, and are compatible with Mesa's climate.**
- a. The overall landscape plan complies with planting requirements for native plants and desert plants.
 - b. The plant palette for the Development is comprised of vegetation that will complement the fabric of Mesa and integrate the Site into the context of the Medina Station and support sustainable use of water in an arid environment.

V. DESIGN REVIEW – MEDINA STATION PAD DESIGN GUIDELINES

The proposed elevations align with the Desert Modern architectural style approved for the Medina Station PAD and reflect the overarching design intent through the use of cohesive materials, features, and color palette. Key architectural elements include: **(1)** simple, abstract rectangular forms; **(2)** well-defined planes and vertical forms juxtaposed against horizontal elements for dramatic effect; **(3)** relationships between interior spaces and adjacent exterior spaces with the use of glass; **(4)** use of modern materials and systems; **(5)** limited use of ornament, where materials meet in simple, well-executed joints; and **(6)** warm desert tans, and grays. The design is consistent with these policies and serves to comply with the Medina Station Design Guidelines criteria and the Quality Development Design Guidelines criteria outlined in Section 4.A of the MZO, as shown below.

Compliance with Medina Station Design Guidelines

Per Section 3.2.4 of the Medina Station Design Guidelines, the Development includes two of the required design elements.

- **Shading at Windows – a minimum of 25% of windows will incorporate shading devices such as, but not limited to, horizontal and vertical louvers, trellises, and overhangs.**
 - The proposed elevations show Bahama style shutters at all top floor windows to exceed 25% of total windows per building. Per Fire Marshal requirements, all multifamily buildings include extended overhangs on the front side of buildings.
- **Sun Shading Devices – Ground mounted shade trellises, canopies, or similar structures will be provided across the site at select pedestrian locations such as, but not limited to gathering spots, courtyards, entries, etc. Minimum size shall be 40 square feet (“SF”) in area.**
 - Landscape plans to show ground mounted sun shading devices at playground, picnic area, and another gathering point. Shading devices exceed 40 SF minimum.

Per MZO Section 11-6-3 and Section 3.2.4 of the Medina Station Design Guidelines, facades shall incorporate at least 3 different and distinct materials per facade.

- **Multifamily buildings shall contain one (1) primary material with a maximum of 50% coverage on each façade and two (2) or more secondary materials that make up the remaining 50%.**
 - The proposed elevations show 3 distinct materials per elevation. The primary material will be smooth finish stucco and e.p.s. foam trim embellishments.
 - Secondary materials include the following: **(1)** fiber cement lap siding/panels/trim, travertine stone and **(2)** metal awnings.
 - The Fiber cement siding and stucco will be painted in two colors, creamy white (Primary) and dark bronze (Accent).
- **Of the two (2) secondary materials, neither shall exceed a maximum of 40% coverage on each façade, and together, shall not exceed 60% coverage on a façade.**

Glazing may be included as either a primary or secondary material, but if not, will be removed from the percentage calculations of each facade.

- Calculation drawings included with this application packet show percentages of materials and colors.
- Primary materials are under 50% per facade and secondary materials do not exceed 40% for any one material.
- Accent colors are not less than 10% nor higher than 30% as required by section 3.3.5 of the Medina Station Design Guidelines.

Per Section 3.2.4 of the Medina Station Design Guidelines, the Development complies with the following architectural requirements.

- 1. Primary Entries shall include at least two (2) features to provide visual cues to visitors and guests.**
 - Travertine stone columns flank both sides of all entries to multi-family buildings and the clubhouse.
 - The primary entries at all multi-family buildings have an extended tower and metal awning feature above all entries.
 - Accent lighting is shown on each side of all entries using wall mounted sconces. These elements should exceed the requirements required by Section 3.2.4 of the Medina Station Design Guidelines.
- 2. Massing and Scale shall include at least two (2) of the following elements: (1) building corner accent features/elements; (2) horizontal banding; or (3) above ground amenity including but not limited to a roof-top deck.**
 - The proposed elevations show horizontal banding using the accent color at all parapets, and banding between the 1st and second floor at all multi-family buildings.
 - The corners of all multi-family buildings have been recessed and include a change in material that extends vertically, different from the rest of the facade elements.
 - These elements should meet the requirements required by Section 3.2.4 of the Medina Station Design Guidelines.
- 3. Articulation shall include at least two (2) of the following: (1) offsets in window placements, and variations in the fenestration, add visual interest to the elevations; (2) Variation in building volume and plane and material shall be incorporated to create dynamic textures and variations with shade and shadow that are animated by the sun throughout the day; (3) Creative use of interior volume design that can be appreciated from the exterior in the evenings; or (4) Crisp lines, bold geometries, and attention to quality detailing shall be provided.**
 - The proposed elevations show embellishments at windows that provide visual interest, including board and batten shutters at 1st and 2nd floor windows, Bahama shutters at all 3rd floor windows, trim with accent colors to make windows pop from wall color.
 - The proposed front and rear elevations show multiple articulations in excess of 4'-6" at corners, 5' at entry towers & 4'-6" at all balconies.
 - The balconies cantilever out 1'-6" from the main massing. Crisp lines, bold geometries and attention to detail have been included.

- These elements should exceed the requirements required by Section 3.2.4 of the Medina Station Design Guidelines.

Integrated Site Design and Circulation

The Medina Station PAD is a horizontal mixed use development with separate commercial and residential parcels wholistically designed around a common design theme, integrated vehicular circulation, and strong pedestrian pathway incorporated throughout to create a cohesive community. Vehicle access includes a primary entrance/exit from Parcel A. Site circulation is comprised of parking aisles around exterior property lines, wrapping around the two clusters of buildings.

VI. CONCLUSION

The proposed high-quality multiple residence development aligns with the General Plan 2050 goals for the Regional Center and is expressly permitted within the Medina Station PAD. Hillpointe's project addresses the growing demand for diverse housing options in the area while enhancing the local housing stock with thoughtfully designed market-responsive multifamily units.

The revisions presented here reflect minor refinements to the original conceptual site plan for Medina Station that improve both functionality and overall design cohesion. The previously proposed south building along the southern property line has been removed, with most of those units reallocated to the two buildings flanking the southern open space corridor—an adjustment that maintains unit count while improving spatial organization. Additionally, some parking has been relocated from the west property line to the south, allowing for a widened central open space corridor that enhances connectivity and visual relief within the community

The project now includes 276 units and 517 parking spaces, demonstrating that these minor adjustments have no material impact on density, layout, or compliance with PAD requirements. Rather, the proposed refinements enhance the original vision and remain fully consistent with the scope and intent of the approved conceptual plan. In addition to expanding residential opportunities, the development will support surrounding technology-based employers and commercial businesses by generating a reliable base of residents, employees, and customers. With many exciting changes on the horizon for this area, the introduction of 276 new multifamily units will ensure the continued success and stability of East Mesa.