



October 12, 2020

Continental 552 Fund LLC - Springs at Eastmark
c/o Erin Conway, Development Associate
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Project Narrative

Introduction

Continental 552 Fund LLC ("Continental") is pursuing the acquisition of approximately 16.57 acres of land on the southeast corner of Ellsworth Road and future Warner Road ("Site") in the City of Mesa, AZ ("City") located within the Eastmark Master Plan, for its proposed multifamily community to be known as the Springs at Eastmark ("Springs").

The Site is part of the Eastmark DU3/4N Phase 5 Parcel 1. Situated in portions of sections 15 & 22, Township 1 South, Range 7 East of the Gila and Salt River Meridian in Maricopa County Arizona. The Site is also a part of the Mesa Gateway Strategic Development Plan and located within the Airfield Overlay Area 3.

Overview

Continental requests Site Plan approval for its proposed 276-unit multifamily community on the Site. Inasmuch as the Site lies within the Eastmark Planned Community, Continental has worked extensively with the Eastmark Residential Association, which has reviewed and approved the plans as submitted to the City in this request.

The Springs development will be an upscale, market-rate community consisting of three (3) 3-story residential buildings and seven (7) 2-story residential buildings. The community will also include a clubhouse, resort-style pool and hot tub, pet playground, storage lockers, picnic areas, covered parking options, and other tenant amenities. The Springs development will total approximately 16.57 acres and with a gross density of 16.66 DU/Acre.

General Plan

In the Mesa 2040 General Plan ("General Plan"), the Site is designated as the Mixed-Use Community Character Area, which supports a full-range the range of land uses and a wide variety of residential housing types. This character area outlines general principles that promote a holistic approach to planning for a variety of compatible land uses. The intent is to provide synergy for urban cores, villages and planned neighborhoods. The typical zoning district is Planned Community, which is meant

to provide the detailed guidance for land use planning, building form, and development character (General Plan, Mixed Use Community, p.7-21).

Springs at Eastmark supports the vision of the General Plan's Mixed-Use Community Character Area given that it is located in a PC zoning district memorialized in Eastmark's Community Plan. The project provides a high-quality multi-family land use within a compatible array of land uses at the Ellsworth Road and Warner Road intersection. The Site's location is highly suitable for the proposed residential development, which provides walking-distance proximity and synergy for the nearby Eastmark Urban Core for that Development Unit and quality development in the Village Land Use Group of which the Site forms a part.

1. "Great Neighborhoods" Element

The General Plan states: "*Neighborhoods are the foundation of communities and cities. To be a great city where people want to live, work and play, we need a variety of great neighborhoods.*" Springs at Eastmark complies with the General Plans characteristics and qualities of great neighborhoods, as follows:

- a. *Neighborhood Character.* Springs at Eastmark is gated with a defined boundary and main entry that features monumentation, signage and generous landscaping – all designed to create a grand entrance and portray the community's distinct sense of place. Springs at Eastmark's internal areas apply highly defined design themes in the enhanced open space amenities, landscaping, and architectural features that will instill a sense of pride and connection to the community.
- b. *Connectivity and Walkability* are accomplished through the provision of connecting pathways to diverse site amenities and parking areas. Lush landscaping is planned along pedestrian pathways and outdoor amenities, and the building massing and exterior design create a scale and quality that enhance the pedestrian's experience.
- c. *Community Building and Social Interaction* are fostered through a various of shared community spaces with high-quality design features. A resort-quality community amenity area features an exceptional clubhouse, resort-quality pool, outdoor seating area, fire pit seating, and a nearby basketball court and turf game area. Additional active and passive open space amenities are distributed throughout the project, including but not limited to, pet playgrounds, turf game areas, shade structures, BBQ facilities, and other features. These will create opportunities for informal and formal social gatherings among residents in the community.
- d. *Quality Design and Development* are epitomized by the provision of unique community spaces at focal points that draw people together. As previously stated, the integrated design of the buildings, landscaping quantities and thoughtfully selected plant varieties, recreational

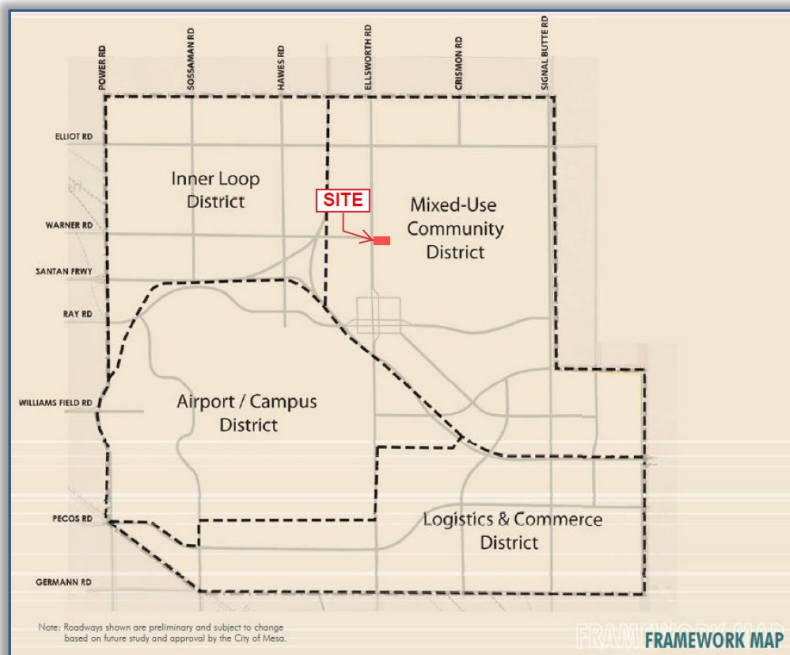
amenities, and connected pedestrian plan will offer a beautiful community identity. The design character is intended to promote the project’s livability and viability over time.

- e. *Safe, Clean and Healthy Living Environment* are furthered in the development’s provision of outdoor space for people of all ages, including a community-wide amenity area and secondary active open space pocket parks that are accessible to all the units. Onsite ADA-accessible sidewalks that connect to the broader public pathways and nearby planned nonresidential uses will promote pedestrian activity and multi-modal transportation. Common amenities will be held under single ownership, which will facilitate efficient and effective maintenance of the Site by a professional management entity.

2. Mesa Gateway Strategic Development Plan.

As shown below, the Site is embraced by the Mesa Gateway Strategic Development Framework Plan (“Gateway Framework Plan”), in which the Site is identified and delineated as being located within the “Mixed-Use Community District” (see figure below).

Figure 1 – Framework Plan, Mesa Gateway Strategic Development Plan



The Gateway Framework Plan for the Mixed Use Community District, like the General Plan Character Area, allows for “the widest variety of land uses . . . to provide a complete community experience.” It focuses on residential uses that may exceed suburban densities to support the urban core. The focus is on a friendly pedestrian environment, quality of design, community identity.

Springs at Eastmark supports the Gateway Framework Plan by providing a multi-family residential use that meets or exceeds Eastmark’s design standards and Mesa’s new Quality Design Guidelines. The development plan integrates the site elements into a cohesive design and branding that will

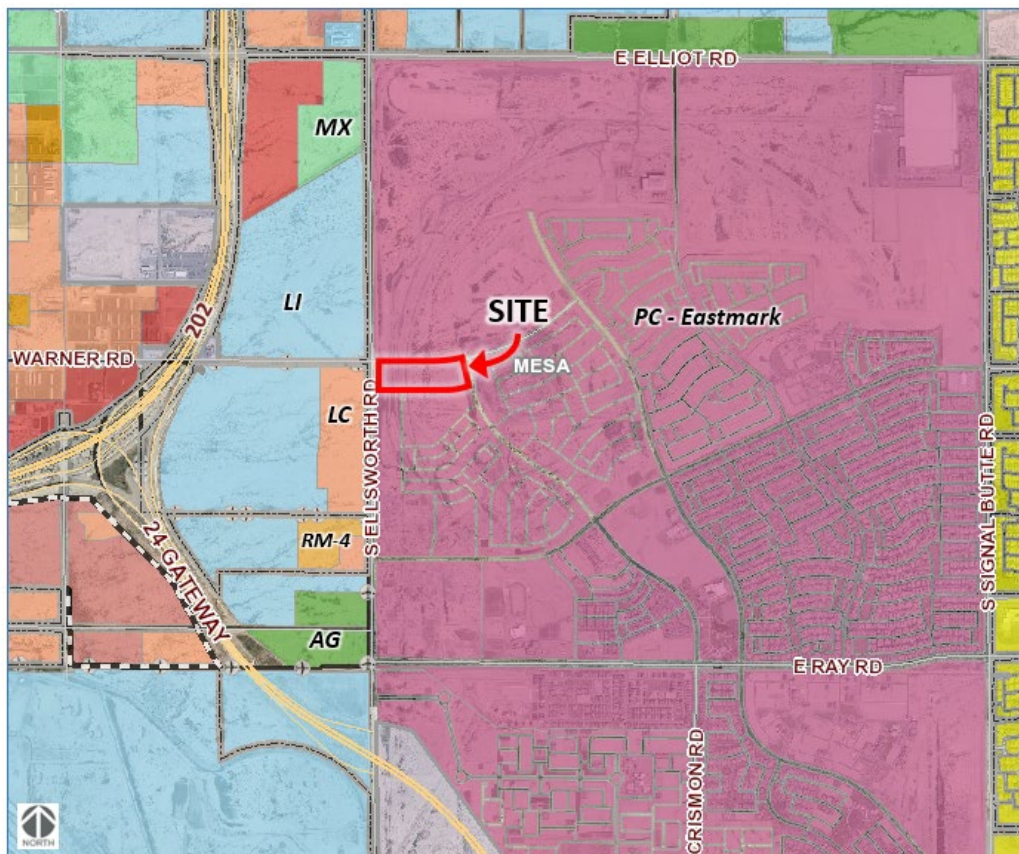
evoke a unique sense of place and will promote a quality lifestyle for residents. Generious landscaping will be provided throughout the development, which, combined with the appealing architectural character, will create a pedestrian-friendly environment. Shaded pedestrian paths and defined crossings will provide reasonable linkages to the different portions of the Site and to the public sidewalks.

The proposed project is compatible with its proximity to the airport. The Site lies well outside the projected 60 dm boundary and is by default in the AOA III overlay for the Phoenix-Mesa Gateway Airport. Springs at Eastmark is not anticipated to pose any adverse effects on the airport and will comply with zoning requirements for this overlay, such as the airport disclosures and FAA submittal requirements.

Zoning: Eastmark Community Plan and Development Unit Plan 3/4

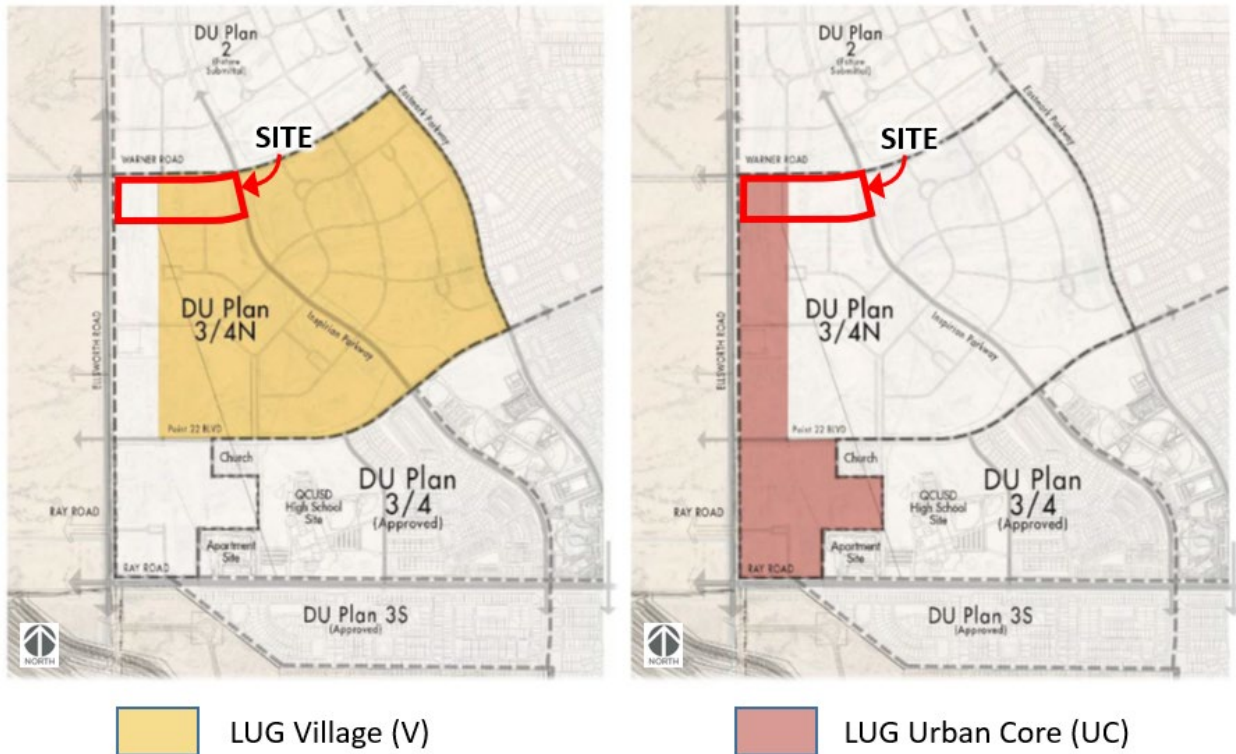
In the Mesa Zoning Ordinance, the Planned Community zoning district is meant to provide detailed guidance for land use planning, building form, and development character (General Plan, Mixed Use Community, p. 7-21). In this case, the Site is appropriately zoned PC under the approved Eastmark Community Plan (CP) and its Development Unit Plan for Development Unit 3/4 (Development Units 3 and 4 were combined and treated as one development unit).

Figure 2 – Mesa Zoning Map



As shown on the exhibits below, the eastern majority of the Site is located within the Village Land Use Group (LUG), and the remaining western portion lies within the Urban Core LUG near Ellsworth Road.

Figure 3 – Land Use Group Maps
Eastmark Community Plan, Development Unit Plan DU 3/4



The proposed site plan complies with the intent of the Development Unit Plan for DU 3/4, which vision contemplates a “combination of residential uses in a mixture of product sizes and types” alongside the potential for a full-scope of civic uses, parks, commercial, and employment uses consistent with the Eastmark CP (Section 1.3). The DUP specifically states that the parcels next to Ellsworth Road could develop into “mid to high density residential” land uses to help “meet the demands created by significant employment uses being planned along Elliot Road.” (Section 1.3) Multi-family neighborhoods are permitted to take on diverse styles and forms (Sections 1.2, 1.3.E).

Further, the DUP supports mid-density residential uses to provide transitions to the planned commercial uses along Ellsworth Road and the lower density residential uses to the east (Section 1.3.B, Exhibit 1.4 Mix of Uses Map). Given that Springs at Eastmark is located at the northern end of the Urban Core and primarily in the Village LUG, it provides an effective transition between the uses of lower intensity to the north and east to the areas of higher intensity to the west and south along Ellsworth Road. The project includes an internal network of ADA sidewalks and pathways that tie into

and maintain the required pedestrian corridors on the public streets. This includes a 6-foot sidewalk on Warner Road and Inspiration Parkway, and a minimum 5-foot sidewalk on Future Ripple Drive to the south. (DUP pgs. 35-36, Exhibit 4.1).

The project complies with the DU 3/4 Design Guidelines in the DUP Plan and the detailed policies and guidelines by providing a hierarchy of active and passive open space, utilizing lush landscaping with plant varieties consistent with the “Desert” component of the CP. The proposed development will incorporate site amenities, lighting, walls and fencing with a strong sense of community identity and emphasis on sense of place (DUP, Sections 5.3-5.4). Proposed landscaping is harmonious with the guidelines and standards relating to foundation base landscaping and plant palette (DUP, Section 5.3). Perimeter landscaping and view corridors into the site soften the feel around the edge and enhance the visual appeal of the development.

The proposed building form and architectural style create a distinctive character and the feeling of a sustainable place in which to live. The project design complies with the intent for well-designed buildings unique to a certain project with “one or more buildings repeated multiple times with consistent architectural styles throughout each project (DUP, Section 1.3.E). As submitted, the building form is compatible with the surrounding land uses as their massing and arrangement help screen the internal functions of the site and create a prominent feeling around the perimeter of the Site.

A residence club with a high-end amenity package throughout the project will comply with the intent to provide for “private amenity buildings or facilities, rental offices, maintenance structures” and “private open spaces.” (Section 1.3.E) They are artfully designed to create nodes, buffers, and an integrated development plan unifying the buildings, landscaping, open space amenities, and the pedestrian and vehicular circulation system.

Site Design

The buildings were strategically placed along the property boundary to create a continuous, inviting streetscape. The building articulation, first-floor entries, windows, and indoor-outdoor transitions contribute to the desirable pedestrian scale. The 3-Story buildings are situated closest to Ellsworth Road, where increased vehicular traffic exists, creating an enhanced “urban” feel. In contrast, the 2-story buildings placed near the sides and rear of the property, provide an appropriate transition to the surrounding single-family homes.

Several on-site resident amenities are programmed on the site plan. A 4,500+ square foot clubhouse will house numerous options for residents, including a large gathering space, kitchen, coffee bar, office space, and a 24/7 open-air fitness center looking out to the resort-style pool, hot tub, and pool deck.

Connectivity throughout the community was key to the design of the community. The abundance of sidewalks creates a pedestrian network throughout the Site. These sidewalks not only serve as walking trails but link the many on-site amenities, including a car care area, pet wash station, pet playgrounds, picnic and grilling areas, sport court and open space.

The landscaping is specifically designed to complement the site and architectural design of the community. The abundance of trees and plants will provide a necessary shaded area for residents and provide screening to all parking areas, and equipment on site. Eastmark's Master Plan Palette was referenced and utilized throughout the design.

Building Design

The Springs at Eastmark multifamily community will offer elevation diversity through two unique residential product types. The exterior elevations include four-sided, visually pleasing, balanced architecture. The design of these elevations is free of heavy, distracting ornamentation and instead focuses on simplicity showcasing clean, rectilinear form. The numerous recesses and projections, incorporation of balconies, and covered doorways all contribute to the significant articulation in the elevations. Large abundant windows effortlessly light the open concept floor plans.

Quality, durable building materials, including stone masonry, stucco, and clay tile roofs, are incorporated on all structures for greater durability in the Arizona climate. The stone masonry terminates at all inside corners of the building, creating seamless material transitions. Two color schemes were selected to create additional visual diversity throughout the community. Both color schemes offer subtle, neutral, desert palettes with vibrant accents.

G24 Building:

The Springs G24 building is a 2-story building comprised of 24 homes. Direct, ground-level, private access is provided to all units in this building type—everyone has a front door. This unique design brings product differentiation to the greater area and community by offering a “condominium” style living to apartment renters. The general unit mix of this building is 10% studio, 40% 1-bedroom, 40% 2-bedroom, and 10% 3-bedroom.

Z36 Building:

The Springs Z36 building is a 3-story building comprised of 36 total homes. Direct, ground-level private entries are provided for some of the ground level units. The other units are accessible via large open breezeways. This design offers more of a “traditional” style apartment rental option to prospective renters. The general unit mix of this building is 10% studio, 40% 1-bedroom, 40% 2-bedroom, and 10% 3-bedroom.

Clubhouse:

The centrally located, 4,500+ square foot clubhouse includes many of the same materials as the residential buildings creating a cohesive design throughout the community. This clubhouse was designed to provide community members with many attractive on-site amenities, including a large gathering room, 24-hour fitness center, kitchen, coffee bar, and office space. The pool deck extends from the rear of the club and includes a 1,680 square foot resort-style pool, 180 square foot hot tub, and multiple shade structures.

Ancillary Buildings:

All ancillary buildings will feature the same quality, durable materials, as noted above.

Summary:

We much appreciate the opportunity to become a part of the Eastmark Community and look forward to working with City of Mesa on this development. With the continued growth of this submarket, we expect that this community will help meet the demand for rental housing and will also serve as a core component of the residential living environment within the larger Eastmark development as outlined in the DU 3/4 plan.

Best Regards,



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