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TO: City of MESA Planning Department

RE: Project Narrative

Justification – DR/BOA Submittal:

6720 E. Broadway Rd.
Mesa, AZ 85206

Hello,

On behalf of the property owner, we are submitting plans to renovate an existing neighborhood shopping center that has been vacant and underutilized. The scope of work focuses on architectural refresh and site improvements intended to reintegrate the plaza into the surrounding community.

Proposed improvements include:

- Updated building elevations, including redesign of the three existing tower elements
- A new, cohesive color palette applied to all elevations
- Preservation and repainting of existing architectural roof elements
- Addition of new parking lot landscape islands and upgraded landscaping throughout the site

These improvements are intended to enhance the visual quality of the center, improve site functionality, and bring the development closer into compliance with current Mesa Zoning Ordinance (MZO) standards.

Justification:

Building Elevations:

The project proposes new exterior colors and refinements to an existing commercial shopping center. The selected color palette is intended to visually unify the center and is compatible with the architectural character of adjacent PAD developments on the shared site.

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The three existing tower elements will be updated to modernize the overall appearance and re-establish a strong architectural identity for the center. Existing metal-framed roof structures will remain, as they provide architectural interest and character, and will be repainted to match the proposed elevation colors.

Downspouts will remain as existing where feasible, primarily located along rear service elevations. Any new downspouts required will be internal to minimize visual impact on public-facing elevations.

Alternative Compliance Request:

MZO Section 11-6-3(B)(7)

As proposed, portions of the existing building do not meet the current MZO requirement limiting any single exterior material to no more than 50 percent of an elevation. The building is an existing shopping center with stucco exceeding this threshold on multiple elevations.

The Applicant respectfully requests Alternative Compliance pursuant to MZO Section 11-6-3(B)(7)(b), consistent with Criterion (iv), based on the following:

1. The structure is an existing building, and full compliance would require extensive demolition disproportionate to the scope of improvements.
2. Large portions of rear elevations with higher stucco percentages are substantially screened from public view by existing perimeter block walls.
3. Rear elevations function exclusively as loading and service areas, with no pedestrian retail entrances.
4. The project proposes significant architectural improvements to primary street-facing elevations, along with a comprehensive color update across all elevations to create a cohesive and compatible appearance with adjacent PAD developments.
5. The proposed renovations and existing structures are consistent with the surrounding context, as several adjacent buildings appear to contain exterior finishes exceeding the current 50% maximum permitted by code. Below are examples of buildings adjacent to the subject property.

a. Rear of Albertsons east of property





b. Long John Silver's east of Power Rd. (street facing)



c. Post office west of Property along Broadway (Street Facing)



d. Medical Building adjacent to the north



The proposed alternative meets the intent of the design standards by improving architectural quality, enhancing visual compatibility, and upgrading the overall character of the center without reducing building code or zoning requirements

Substantial Conformance Improvement Permits (SCIP)

Improvements:

MZO Section 11-73-3

The site is currently a vacant shopping center with extensive surface parking and limited landscaping that does not meet current code standards. The proposed improvements significantly increase compliance with current MZO requirements and qualify as Substantial Conformance Improvements.

Site Improvements:

1. Parking areas south of Anchor A (EOS) will be upgraded to include two landscape diamonds per eight parking spaces, per MZO 11-33-4(B)(7).
 - Minimum interior curb dimension: 5' x 5'
 - Each island to include one tree and three shrubs



2. New half-diamond landscape islands (5' x 5' interior) will be installed along Broadway Road frontage parking areas, with new landscaping provided
3. Parking reduction, provided traffic study shows parking provided is substantial for the proposed use and future uses.

Landscaping Improvements:

1. Existing landscaping will be protected and maintained; any dead or missing plant material will be replaced.
2. New trees and shrubs will be installed within parking lot landscape islands in accordance with MZO 11-33-4(B)(5).
3. Foundation landscaping will be improved where feasible and permitted per MZO 11-33-5(B).
4. New perimeter landscaping will be added to bring the site closer into conformance with MZO 11-33-3.

Existing Non-Conformance:

MZO Section 11-73-3(A)

The following site conditions cannot reasonably be brought into full conformance due to existing constraints:

1. Parking: Existing parking was constructed in accordance with the zoning requirements at the time of development. Additional parking cannot be added to meet current standards applicable to gym uses without significant site reconfiguration.
2. Foundation Landscaping: Portions of existing foundation landscaping along frontage, sides and rear, cannot be fully retrofitted due to building placement and existing site conditions.

Despite these limitations, the proposed improvements substantially enhance compliance, functionality, and visual quality of the site.

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