



January 25th, 2024

City of Mesa Planning Department
55 N. Center St., Mesa, AZ 85201

RE: *Design Review and Planning and Zoning Site Plan Modification – (APN 139-12-030)*

To Whom It May Concern:

Kimley-Horn and Associates, Inc., on behalf of Asbury Automotive Group, has prepared this Design Review and Planning and Zoning Site Plan Modification Narrative for the redevelopment of the existing Larry H. Miller Fleet Dealership located at the SEC of S. Mesa Drive and E. Auto Center Drive (APN: 139-12-030) in Mesa, Arizona. The existing dealership showroom and outdoor service bays that currently act as the perimeter screen wall will be replaced with a new showroom, service drive and enclosed shop building. A new 8' height CMU block screen wall will be located on the South and East property lines and will connect into the corners of the new Shop to create a secured/screened storage lot. Associated site improvements will include a new customer and display parking areas, secured storage lot, updated utilities, grading and drainage improvements, and all new site landscaping. The site is currently zoned LI (Light Industrial) and according to City of Mesa Zoning Ordinance Table 11-7-2, automotive sales and service is a permitted use in LI zoning.

The new Larry H. Miller Pro-Elite Dealership is designed to meet the current Ford Pro-Elite brand standards but will utilize colors and materials that will be consistent with both the new Collision Center and Ford Dealership located across the street while also meeting City of Mesa requirements. The site will undergo a major reconstruction including upgraded utilities, new underground retention, new display, and storage lots, and all new landscaping to match the previously approved PAD along with current City of Mesa standards. However, since the primary use of the property is automotive sales, the design team does propose to deviate from the requirement for parking lot screen walls as that would impact the visibility to the new inventory vehicles. The primary requirement for parking lot screen walls is to screen headlights, and since the parking adjacent to the right-of-way will be used as vehicle display, that will not be a concern with this particular development and would be consistent with current site conditions. A parking reduction is also requested (75% reduction) for customer and employee spaces. Due to the function of dealerships, there is normally only a limited amount of custom parking needed for sales, as the majority of the customers are dropping cars off for service only. If the services spaces were included with the customer and employee total, we would actually be much closer to meeting the requirement. Since total parking on site far exceed the minimum standards, the dealership could reduce the amount of inventory or service spaces if more customer or employee spaces are needed in the future. Additionally, due to the lot shape and size/dimensions of the new building/shop required by the brand standards, the building cannot get any closer to Mesa Drive, but has been positioned in a way to correlate with the Ford Dealership to the North, optimize visibility to from the West and ensures the optimal display space between the showroom and Mesa Drive. See next sheet for a table of requested site plan deviations.

Site Plan Deviation Request

Deviation Request	Requirement	Provided	Reason
Parking Reduction	1 Space per 375 SF of Gross Building Floor Area (Total Req'd 137)	35 Employee & Custom Spaces (75% Reduction)	Dealerships only require a limited amount of customer parking (for sales) compared to standard retail as the majority of the customers are dropping cars off for service. Employee counts are about normal, but combined, its drastically less than typical retail. If service vehicle parking (71 stalls) was included, we would be closer to the requirement. Total parking is nearly double (256 spaces) the requirement and we far exceed the minimum. If more customer or employee spaces are needed in the future, we can reduce amount of inventory or service.
Parking Screen Walls	3' Height Screen Wall for head in parking.	None	Head in stalls are all display spaces. Walls would block visibility to for sale inventory vehicles Requirement is to block headlights and that will not be an issue since vehicles are not regularly moving and dealership is closed overnight. No walls were provided with original dealership.
Remove Eastern Portion 10' Landscape Buffer	10' Landscape Buffer on Southern Property Line	10' Provided on Western portion, None to the East	PAD allows zero lot line and the existing building is currently on property line with no buffer today. Building is planned to be removed and replaced with new 8' CMU wall.
Entry Drive Throat Depth	50' Min. Throat Depth	50' Provided for all cross-drive aisles.	West drive aisle meets 50' and others are not "cross-drive aisles". Both drives on East has 50' from travel lanes. Transportation was supportive in DRB review call.

Building Alternative Compliance Request

Materials

The exterior material CMU-1 slightly exceeds the 50% maximum on both the South and East building facades; however it will be painted with two separate colors as shown on the elevations EP-1 (Gauntlet Gray) as the primary color and EP2 (Mindful Gray) as the accent color on upper portions of the walls. Even though the base material is the same, the vertical and horizontal articulations along with the two contrasting shade of grays creates a unique façade that does not appear to be dominated with a single material which is the intent of the code. Additionally, the South and East facades are completely enclosed behind a perimeter screen wall, and only the top half of those elevations will be visible to the general public.

Asbury Automotive Group is pleased to start the Design Review and Site Plan modification processes with the City of Mesa. All required documents listed in the Design Review Guidelines are included.

Please feel free to reach out with any questions.
Sincerely,

Kimley-Horn and Associates, Inc



Andrew Valestin, PLA