



January 12th, 2024

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

RE: *Design Review and Planning and Zoning Site Plan Modification – (APN 139-12-023)*

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 Ford Dealership located at the NEC of S. Mesa Drive and E. Auto Center Drive (APN: 139-12-023) in Mesa, Arizona. The existing dealership showroom and all outdoor service bays that currently act as the perimeter screen wall will be replaced with a new showroom, service drive and enclosed shop building, while the existing parts building will remain in place but will receive a new roof and various other renovations. A new 8' height CMU block screen wall will be located on the North property line and will connect from the Shop to the Parts building. Associated site improvements will include 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 Ford Dealership is designed to meet the current Ford brand standards but will utilize colors and materials that will be consistent with both the Collision Center on the NE Corner of the property and the new Pro-Elite 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 and the original PAD. 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 exceed 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.

The project is also seeking alternative compliance for the South façade and the amount of metal materials utilized on the building façade since these items are brand standards for all Ford Dealerships. Please see the alternative compliance requests listed below.

Site Plan Deviation Request

Deviation Request	Requirement	Provided	Reason
Parking Reduction	1 Space per 375 SF of Gross Building Floor Area (Total Req'd 290)	79 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 (233 stalls) was included, we would exceed the requirement. Total parking on site is more than double required (721 spaces) far exceeds minimum, so 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.

Building Alternative Compliance Request

Materials

The exterior materials required by Ford include a combination of three different metals. Each metal has a different color and/or texture to define different portions of the building. The Brushed Aluminum Silver, Metal Composite Material (MCM-1) is strictly reserved by Ford to be used at the feature brand wall, which stretches across the South facade. This is the Ford Signature Building feature which customers will recognize as being distinctly a Ford dealership. The darker Pewter (MCM-2) is reserved for other front of house areas and gives depth to building behind the brand wall. Both MCM-1 and MCM-2 are panelized to break up the façade into a human scale. The third metal material is a deeply ribbed metal panel (FMW-1) which adds texture and shadow to the back of house portions of the building. These three different materials are used in addition to painted pre-cast concrete and in conjunction with doors, windows and canopies to break up the building to human scale proportions.

Articulations

Great effort was put in, and in some cases against the plain utilitarian function of the building, to articulate all façades to meet the Mesa Design Guidelines. The south facing façade has a continuous run of glazing, interrupted by the entry portal, around the customer showroom to meet the design requirements of the Ford Signature Building. The 80' long curtain wall extends beyond the 50' requirement but is panelized into sections of 10'-0". This is a retail environment where views into and out of the showroom are favorable. We request alternative compliance for this façade to have the continuous runs of curtain wall and glazing as required by the Ford Signature Building.

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

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

Kimley-Horn and Associates, Inc



Andrew Valestin, PLA