

Continental Fiesta Plaza

Driven Strength & Performance
1350 W Southern Avenue
Mesa, AZ 85202

Special Use Permit Narrative



1. Request

This request is for a Special Use Permit (SUP) for a parking reduction at 1350 W Southern Avenue. Per the Mesa Zoning Ordinance (MZO), gymnasiums are required to have 1 parking space per 100 square feet of building square footage. The proposed gymnasium is 9,474 square feet and therefore requires 95 parking spaces. This request asks for a reduction of 60 parking spaces for a new threshold of 35 parking spaces, calculated at a ratio of 1 parking space per 270 square feet of building square footage. Submitted to the Record BOA23-00938 is a parking analysis, and CC&R's including the shared parking agreement at the Fiesta Plaza group shopping center.

2. Background

Driven Strength & Performance is a private gym with 24/7 access for its members. As a private facility, our membership base will be much less per square footage than large-scale commercial gyms. For instance, the EOS facility that is located within a mile of our facility has approximately 20,000 members

and can see over 200 cars at one time during the day. Our facility will have a cap of 1,200 members and will never see more than 30-40 cars at one time during the day. Our busy hours will be between 5:00 pm-7:00 pm; this is at the same time adjacent uses within the shopping plaza are leaving work. Daily check-ins are expected to never exceed 250 members with a which means a total maximum of less than 200 cars within a 24-hour period. Per the submitted parking analysis and shared parking agreement, the group shopping center has sufficient parking for all tenants.

3. General Plan Character Area Designation

The subject site is surrounded by parcels zoned Limited Commercial (LC) to the south, east and west, and by multiple-residence apartments zoned RM-4 to the north. The 2040 Mesa General Plan character area designations, along with the existing zoning and uses for the parcels adjacent to the subject site, are listed in the table below:

Adjacent Land Uses

Direction	General Plan Character Area	Existing Zoning	Existing Use
North	Mixed-Use Activity District	RM-4	Multiple-Residence
East	Mixed-Use Activity District	LC	Commercial
South	Mixed-Use Activity District	LC	Commercial
West	Mixed-Use Activity District	LC	Commercial

4. Use Permit Findings

The City of Mesa Zoning Ordinance provides criteria in Section 11-32-6(A) as well as in Section 11-70-5 detailing the requirements to attain a parking reduction through a Special Use Permit:

1. Approval of the proposed project will advance the goals and objectives of and is consistent with the policies of the General Plan and any other applicable City plan and/or policies.

The approval of this parking reduction to allow this trade school is consistent with the General plan to encourage a Mixed-Use Activity District and further promotes redevelopment and engagement in the Fiesta District within the West Mesa Economic Area and bring more visitors to this site and economic activity due to the students and educational opportunities.

2. The location, size, design, and operating characteristics of the proposed project are consistent with the purposes of the district where it is located and conform with the General Plan and with any other applicable City plan or policies.

The proposed addition of the trade school is a permitted use within the LC Zoning district and due to the vacancy of the shopping center is a positive use for the site along transportation lines and will further promote economic sustainability in this area with increased activity. The trade school provides classes in HVAC, electrical and auto repair and care.

3. The proposed project will not be injurious or detrimental to the adjacent or surrounding properties in the area, nor will the proposed project or improvements be injurious or detrimental to the neighborhood or to the general welfare of the City.

The proposed addition of the trade school with the reduction of parking required will be a positive step for this shopping center as it has had issues with high vacancies, vandalism and various homeless activities onsite. This reduction in parking, which is primarily not being utilized, as seen from the site photos which were taken during mid-week, will allow the plaza to have a large, vested tenant in the space which will bring more activity and eyes onto the site and show investment in the area, providing a positive addition to the surrounding community.

4. Adequate public services, public facilities and public infrastructure are available to serve the proposed project.

The site is an existing shopping center and will not negatively affect the existing infrastructure to the site. Adding the trade school as a tenant is in line with the use of the site and demand on the utilities and other existing infrastructure. The reduction in parking will not negatively impact the services as well and will likely add minimal users to any transportation lines due to the limited class sizes.

5. Conclusion

The proposed special use permit will allow the site to develop to its highest and best use to better utilize a continually vacant shopping center property as is depicted within the Mesa General Plan to provide future land intensities which complement the redeveloping Fiesta District and provide a variety of uses and education/ employment opportunities to existing residents.