

# Orange Tree Marketplace

NWC McKellips Rd. and Gilbert Rd.

## Project Narrative

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*Submitted by:*

**Pew & Lake, PLC**

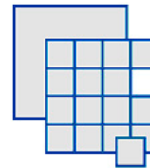
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May 10, 2021

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## I. Introduction

Pew & Lake, PLC, on behalf of Glenwood Development, LLC, is pleased to submit this narrative and related exhibits in support of a Rezoning for the approximately 8,036 square feet (0.18 acres) located behind the Orange Tree Marketplace commercial site plan at the northwest corner of Gilbert Road and McKellips Road in Mesa (“Property”). The Property is further identified as a portion of parcel number 136-06-012C on the Maricopa County Assessor’s Map. Specifically, the applicant requests City of Mesa approval of Rezoning from AG to LC to allow for commercial parking for the Orange Tree Market Place center. Site Plan Review will be submitted at a future date. (See Site Aerial below).

*Figure 1 – Site Aerial*



## II. Existing Site Conditions/Relationship to Surrounding Properties

The Property is an approximately 28.5 ft. x 282 ft. strip of flat, vacant land located on the parcel adjacent to the Orange Tree Marketplace to the east and Outback Steakhouse to the south. The property is zoned AG along with the remaining land to the west, which property is part of a concurrent rezoning request that would allow for a residential development. Property to the north is a single-family community zoned RS-9. The land abutting the east and west are zoned LC. Table 1 below summarizes the existing and surrounding land uses and designations.

**Table 1 – Existing and Surrounding Land Uses**

Direction	General Plan Land Use	Existing Zoning	Existing Use
Project Site	Mixed-Use	AG and LC	Vacant
North	Neighborhood	RS-9	Single-family residential
East	Mixed-Use	LC	Retail/Commercial
South	Mixed-Use	LC	Retail/Commercial
West	Mixed-Use	AG	Vacant

### III. General Plan Character Area and Zoning Designation

According to the City of Mesa General Plan, the Property is located in the Mixed-Use Activity District Character Area and is zoned AG (see Figures 2-3 below).

**Figure 2 – General Plan Map**

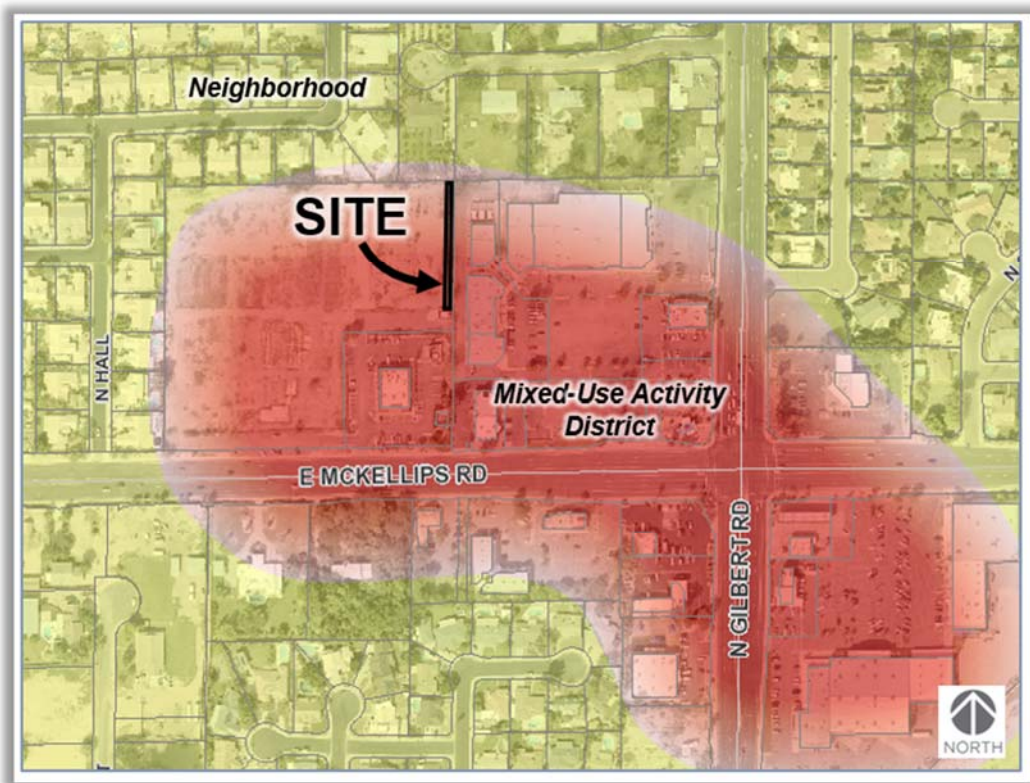
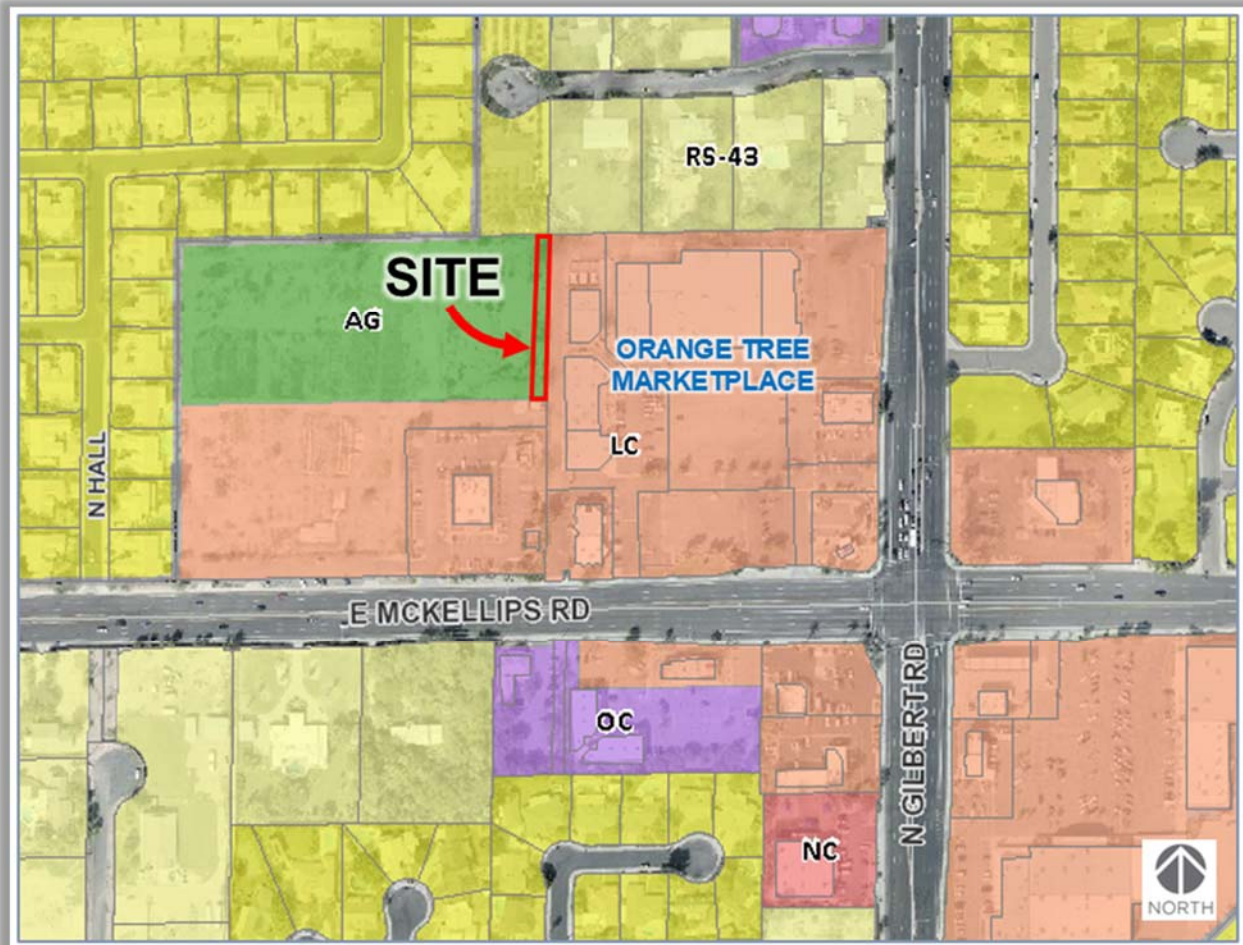




Figure 3 – Zoning Map



#### IV. Justification and Compliance with the General Plan

The proposed development is consistent with the General Plan vision for land uses on properties like those of the smaller scale of the subject Property. In the Mesa 2040 General Plan, the Property is designated as the Mixed Use Activity District Character Area with the Community-Scale District sub-type. This sub-type allows uses that allows a variety of retail, commercial, office, entertainment, and residential uses and envisions developments that “create strong and viable centers of commercial activity that attract people to unique shopping and entertainment experiences.”

In support of these Character Areas, the proposed small strip of parking area is smaller scale and a type of use that compatible with the Character Area designation. Since the commercial center was first developed in 1985, it has proven to be successful, to the point that the City has requested additional parking to further its viability. The proposed additional parking will allow employees to park behind some of the units, freeing up space in the main parking area near the intersection. This will help create a stronger, more viable center and make it more attractive to

visitors and consumers. This zoning request complies with the goals, objectives, and policies of outlined in the General Plan as follows:

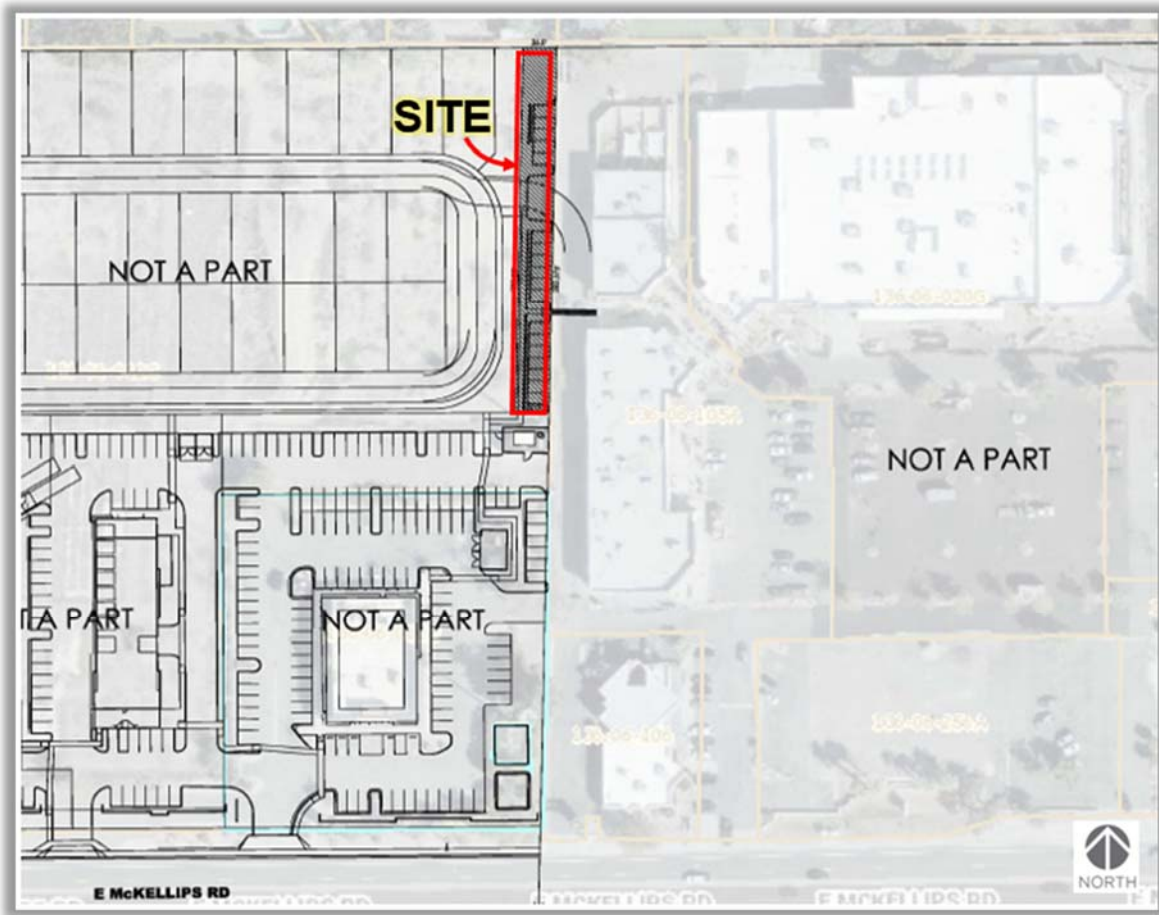
- Proposed parking for a commercial use will further the economic sustainability of the commercial shopping center (p. 5-15);
- Provide parking spaces that contribute to quality circulation “consistent with the needs of today’s consumer.” (p. 7-20).
- Support an existing, approved commercial shopping center in a Community Scale district that serves the surrounding neighborhoods at an intersection of two arterial street (p. 7-20).
- The LC zoning and commercial parking use are primary uses and zoning listed for the Mixed Use Activity District (p. 7-21).
- Adding the parking will not increase intensity or lot coverage. Parking stalls will be located behind buildings where they will be screened from views at the intersection and create broken up parking areas (p. 7-21).
- The proposed parking use and conceptual layout allows for future design of landscaping and pedestrian links that will promote connection to the activity district. (p. 5-14).
- Infill development and retrofitting commercial developments are encouraged to support commercial center’s identify and its customer base, as in the case with Orange Tree Marketplace. Proposing additional parking for the commercial center will ensure adequate facilities are in place to accommodate new and growing businesses (pp. 1-6, 5-14).

## **V. Project Description**

This application requests LC zoning to allow for 1 row of additional parking spaces to help sustain the existing Orange Tree Marketplace shopping center. The commercial site plan was annexed in 1978. The zoning and site plan were approved in 1985 to allow for the current site plan, which current main tenant is EOS Fitness (Cases Z78-101, Z85-011, SPR85-01, SPR85-012).

Included with this request is a corresponding conceptual site plan that demonstrates how the request could be implemented and how the requested zoning designation is appropriate. The submitted plan should not, however, be construed as a concrete final site design, but as representative the proposed plan for the parking area. The details of the site plan will be addressed in a future site plan review request. Figure 4 below depicts the proposed Conceptual Site Plan.

**Figure 4 – Conceptual Site Plan**



According to the Conceptual Site Plan, proposed are approximately 18 spaces that are intended for employee parking to the commercial buildings to the east. Access to the parking area will be to the existing drive aisle with direct access to Gilbert Road. Parking spaces will comply with dimensional requirements of the Zoning Ordinance and will be designed to allow for a 15-foot landscape setback, full parking dimensions, and a code-compliance drive aisle behind the existing commercial buildings. Breaks are proposed for the adjacent property’s secondary access, and a pedestrian crossing is planned that will connect the pedestrian ways in the commercial center to the east to the property to the west. The adjacent proposal to the west will also include landscaping for a proposed development, which will be addressed in that separate application.

## **VI. Conclusion**

Proposed is a rezoning to allow a row of additional parking necessary to support the continued success of the Orange Tree Market Place shopping center. Located at a principal intersection, the proposed parking use is a small-scale proposal that will meet the goals and objectives of the General Plan. The additional parking will contribute to the vitality of the commercial center and will be compatible with the surrounding land uses.