

# KITCHELL BUSINESS PARK

Site Plan Review and Design Review Narrative

NWC of Elliot Road and 94<sup>TH</sup> Place

Case No. ZON21-00689 & DRB21-00688



## TABLE OF CONTENTS

- A. Purpose of Request
- B. Project Summary
- C. General Plan and Sub Areas
- D. Quality Development Design Guidelines
- E. Adherence with Site Plan Review Criteria
- F. Adherence with Design Review Criteria
- G. Adherence with Alternative Design Criteria

## **A. Purpose of Request**

The purpose of this request is to process a Site Plan Review (SPR) and Design Review (DR) approval to allow for a new employment/industrial business park. The subject site is comprised of roughly 14-acres located at the northwest corner of Elliot Road and 94<sup>th</sup> Place (the "Property"). The Property is zoned LI-PAD per case no. Z07-114 in 2008. Stipulation No.2 of the zoning approval requires "site plan review through the public hearing process of future development plans." We respectfully submit this application for SPR and DR for Kitchell Business Park.

## **B. Project Summary**

The project consists of two (2) multi-tenant, light industrial buildings that will be developed on a speculative basis in order to meet the growing demand for employment/industrial facilities for lease in the southeast Mesa area. Building A (101,018 sf) fronts onto Elliot Road which will be beautified with new landscaping and streetscape improvements. Building B (113,530 sf) faces north, with loading and docks between the two buildings. Vehicle parking is efficiently dispersed throughout the site, while loading, refuse and storage areas are strategically centered within the site and screened from view.

The site has been strategically designed to meet the high-quality design and development standards the City of Mesa strives for while providing an appropriate development capable of meeting the needs of today's industrial market and discerning tenants. The project provides building depths, ceiling heights and dock configurations appealing to a wide range of tenants interested in locating in the Phoenix Mesa Gateway area to help support the population growth in Mesa and the broader Southeast Valley.

## **C. General Plan & Sub Area Plans**

The project is consistent with the City's General Plan designation of Employment and compatible with the surrounding industrial uses. The General Plan character area designation for this property is Employment. Examples of employment districts include large manufacturing facilities, business parks and warehousing.

The Property is also located in the Mixed-Use Community District of the Gateway Strategic Development Plan. Per the Gateway Strategic Plan, the main goals of the Mixed-Use Community District are to maximize the value of Phoenix Mesa Gateway Airport and job creation. Development is intended to be intense, of high quality and provide for pedestrian orientation with unique and attractive public spaces and building and site design that supports a pedestrian orientation.

The following goals envisioned in Mesa's Strategic Development Plan are fully met with the development proposal:

1. Greater intensification than a typical suburban development.
2. Arterial frontage will be devoted to employment uses.
3. The distinct uses and design of buildings and site plans will be adopted to set the standard for high-quality and uniqueness.
4. Development features are laid out with a high degree of connectivity.

The Property is also within the Elliot Road Tech Corridor (ERTC) which encourages industrial (LI) zoning to guide future development of employment related uses in the area. While this development has not opted into the ERTC PAD Overlay, it does share many similar goals, designs, and purposes consistent with the ERTC.

#### **D. Quality Development Design Guidelines**

This application has been prepared to be consistent with the goals and objectives of the City of Mesa Quality Development Design Guidelines dated December 2019 pertaining to Industrial developments:

##### **1. Site Design:**

###### Building Placement & Orientation

The site is designed, and buildings are placed to most efficiently use the site while providing a strong relationship to the street and visual interest in areas visible from public view. Site infrastructure includes a complimentary landscape palette, hardscape paving, site screen walls and site lighting.

Building A is oriented to face Elliot Road and the building entrances are clearly visible through visual design features which help orient visitors. Buildings B is similar in design and orientation as Building A. The buildings may either be a single tenant building or a multi-tenant building that could attract a broader range of smaller tenants with a mix of uses.

The Elliot Road frontage will provide for the ability to demise into smaller spaces including more entry opportunities, more glass, shade trellis's, and enhanced detailing and building and site lighting. Three (3) building entrance areas are shown on the architectural plans with direct pedestrian connection points to the adjacent streets. Landscaping is to be enhanced by use of larger specimen trees and tighter density of plant material. Employee shaded outdoor areas with seating are provided at 1% of building gross per code requirements.

The two buildings will share similar design features, with rooftop articulation to create visual interest and avoid monotony. Design enhancement and added height to be provided at each of the frontage corners of Buildings A & B.

#### Parking, Loading, & Vehicular Access

Parking is dispersed throughout the site to provide convenience for employees and visitors, while also avoiding a “sea of asphalt” where parking is a dominant feature. Parking has been provided for Office and Industrial at the current ratio of Office: 25% @ 375 per 1,000SF and Industrial: 75% 2 1/900. Please refer to architectural site plan data information for required and provided parking.

A decorative masonry screen wall is provided along Elliot Road and 94<sup>th</sup> Place to screen parking from public view and identify public entry and access. Landscaping is also provided throughout the parking areas (except in loading areas). As preferred in the guidelines, the primary access to the site is also a shared access drive to minimize curb cuts. The loading and service areas for the project are internal to the site, screened from public view by the buildings.

#### Bicycle Parking

Bicycle parking areas are shown on the site plan. Per Section 11-32-8 of the MZO, bicycle parking is provided at least 1 bicycle space per 10 on-site vehicle parking spaces. After the first 50 bicycle parking spaces are provided, the required number of additional bicycle parking spaces is 1 space per 20 vehicle parking spaces.

#### Employee and Visitor Amenity Areas

Employee and visitor amenities areas are shown on the site plan at 1% of building gross area. The minimum size of any common open space is 300 sf with a minimum dimension of 15 feet in any direction. At least 50 percent (50%) of the common open space is open to the sky and at least 75 percent (75%) of the open space is landscaped and maintains live plant materials.

#### Landscaping & Shading

Landscape design of streetscapes along Elliot Road to the south and 94<sup>th</sup> Place to the east and throughout the development consists of native vegetation found in dry desert climates meeting Mesa landscape design standards. Proposed landscape concepts are consistent throughout the development which will help visually tie the development together. An automatic irrigation system for all landscaping includes sustainable drip irrigation systems to minimize excess overwatering and wasting of precious resources.

Average foundation base landscaping at the perimeter of industrial buildings is provided per City of Mesa standards and coordinated with the city’s fire department for arial access roads, ariel access points and design guidelines for industrial buildings.

Employee and visitor Amenity spaces (1% of gross building area) as required by City of Mesa for industrial buildings have been provided. Employee and

Visitor Amenity spaces include landscaping, tree shading and site furnishings for use by employees and visitors.

#### Screening

Low perimeter masonry screen walls are provided where parking along Elliot Road and 94<sup>th</sup> Place is proposed.

Industrial buildings are oriented to screen loading dock areas from public view and are oriented to provide primary facades facing adjacent property and Elliot Road.

Loading and service yards for industrial buildings are internal to the site and screened from public view. Enclosed service areas for buildings are concealed from public view via 8'-0" high decorative masonry screen walls, motorized sliding gates and by adjacent buildings. Motorized sliding gates will be normally closed until tenant allows access to drivers. Gates automatically open and close on departure from site. Gates will be equipped with required standard Fire Dept access requirements such as "Knox Boxes" and FD signage.

#### Refuse

Refuse is anticipated to be provided within the service yards away from public view with bollard protection. Refuse containers outside of enclosed truck courts, if used, will be enclosed within masonry enclosures with swinging gate per Mesa standards.

Generally, the project will be served by several double bin refuse enclosures, which will be located between, and behind, the industrial buildings in the loading area. The enclosures will be screened from the street by the buildings and the 8-foot-tall masonry screen walls at each end of the loading area.

Preliminary solid waste locations have been provided however, Ownership would like the opportunity to discuss this requirement further being that solid waste collection and recycling is unique and specific to this type of development. Office/warehouse tenants typically provide individual waste and recycling receptacles for their operations vs. and office project scenario with common use solid waste and recycling stations.

#### Exterior Lighting

Lighting fixtures have been chosen to be harmonious with the overall building design and architectural theme of the project. Exterior lighting consists of energy efficient LED lighting for parking and service yard areas on sustainable timed control systems. Accent lighting is provided at main entry points of the industrial buildings. Lighting is used to accent focal features such as building entries. Multiple light sources will be used including decorative facade lights, thematic site lighting at the public and

employee gathering areas, decorative light sconces on all building entries and general area lighting in service areas.

## **2. Architectural Design:**

### General Design

The highest level of architectural details for the project are focused on the building public frontage but consistent features are shared with all the entry sides of the Project including the east façade of Buildings A & B.

The nature of the anticipated industrial uses requires large buildings with tall internal clear storage capacity. The facade design has buildings that are visually broken up into smaller components by wall details including, material changes, shadows and changes to the roof line. Weather and sun protection, as well as shade and shadow interest, are provided by adjustments in the building elevations and metal shade canopies. At the pedestrian level, decorative masonry is provided for scale on all of the buildings, to provide visual ties to the site features, and is concentrated near public and employee entrances.

### Entrances

As previously noted, building entrances are oriented towards the predominant public view and street frontage. This includes Building A orientation towards Elliot Road and, to a lesser extent, Building B orienting entrances to the north. Building entrances are served by pedestrian walkways and are also clearly defined by building design elements including storefront designs and metal shade canopies. The primary vehicular entrance to the site from Elliot Road and 94<sup>th</sup> Place will be enhanced by use of a consistent tree palette and future monument signage.

### Massing & Scale

Although the nature of the proposed use requires large buildings, the building massing is reduced by vertical or horizontal wall offsets / articulated details around entrances or other method of visual relief. The differing building heights of the buildings also provides variation across the full site.

### Façade Articulation

Façade articulation is provided along the visible, more public facades including roofline variation, changes in materials and plane changes.

### Materials & Colors

Building colors and materials reinforce the overall building design. An architectural mix of decorative masonry and concrete is provided along with metal canopies and metal window frames with insulated glazing.

### Signage

The proposed signage design is simple and easy to navigate while also complimenting the overall building architecture. Directional signs and future monument signs will comply with the Mesa Zoning Ordinance. Individual tenant signage will be submitted for review and approval as part of the tenant improvement building permit process and will be in conformance with the Sign Ordinance.

#### Service Areas & Utilities

The overall site layout has been designed and oriented to keep service, loading and utility areas screened from public view. These areas are located centrally within the site between Buildings A & B. Mechanical equipment, including roof-mounted systems and roof drainage systems are architecturally screened and designed to be integral to the buildings.

### **E. Adherence with Site Plan Review Criteria**

The project has been designed to adhere to the SPR criteria specifically noted in Ordinance Section 11-69-5 - Review Criteria.

- 1. The project is consistent with and conforms to the adopted General Plan and any applicable sub-area or neighborhood area plans (except no analysis of the use if it is permitted in the zoning district on the property), is consistent with the development standards of this Ordinance, and is consistent with and meets the intent of any applicable design guidelines.**

#### Response:

The General Plan Character Area designation for this property is Employment. The proposed industrial use is consistent with the focus of the Employment character area. The Property is also located in the Gateway Strategic Development Plan Mixed Use Community District – Elliot Road Technology Corridor. Per the Gateway Strategic Plan, the main goals of the Mixed-Use Community District are to maximize the value of Phoenix Mesa Gateway Airport and job creation. Development is intended to be intense, of high quality and provide for pedestrian orientation with unique and attractive public spaces and building and site design that supports a pedestrian orientation.

The site plan and building design incorporate pedestrian orientation in the following manners:

- Pedestrian connections/walkways are at least five feet in width paved with a hard, durable surface from the main building entries to a public sidewalk on the street frontage of the site.
- A system of pedestrian walkways connect all buildings on a site to each other, to on-site automobile and bicycle parking areas, and to open space areas or pedestrian amenities.



- Pedestrian connections/walkways that cross drive aisles are differentiated from the drive aisle by composition, texture or through the use of a differing color that is integral to the material.
- At customer entrances, pedestrian walkways are provided with weather protection such as canopies, awnings, arcades, and trellises.

**2. The project is consistent with all conditions of approval imposed on the property whether by ordinance, resolution or otherwise.**

Response:

The project complies with all the conditions of approval imposed by case ZON07-114.

**3. The overall design of the project, including but not limited to the site layout, architecture of the buildings or structures, scale, massing, exterior design, landscaping, lighting, and signage, will enhance the appearance and features of the site and surrounding natural and built environment.**

Response:

The project is designed with features that enhance the appearance. Although the nature of the proposed use requires large buildings, the building massing is reduced by vertical or horizontal wall offsets / articulated details around entrances, cornice treatments or other method of visual relief. The differing building heights of the buildings also provides variation across the full site.

**4. The project site plan is appropriate to the function of the project and will provide a suitable environment for occupants, visitors, and the general community.**

Response:

The site plan is designed, and buildings are placed to most efficiently use the site while providing a suitable environment for occupants, visitors and the general community. Building A provides a strong relationship to the street and visual interest is provided in other areas visible from public view. Service, loading and utility areas are centrally located within the site and oriented so as to be screened from public view.

**5. Project details, colors, materials, and landscaping, are internally consistent, fully integrated with one another, and used in a manner that is visually consistent with the proposed architectural design.**

Response:

Project details, colors, materials and landscaping are consistent throughout the site and among the-buildings. Building colors and materials reinforce

the overall building design. An architectural mix of decorative masonry and concrete is provided along with metal canopies and metal window frames with insulated glazing. Landscaping is internally consistent for a design theme.

- 6. The project is compatible with neighboring development by avoiding big differences in building scale and character between developments on adjoining lots in the same zoning district and providing a harmonious transition in scale and character between different districts.**

Response:

While most of the surrounding area is vacant land, the site is compatible with existing and proposed development in the immediate vicinity. The general building pattern for this area features large industrial and flex buildings of similar heights and massing.

- 7. The project contributes to the creation of a visually interesting built environment that includes a variety of building styles and designs with well-articulated structures that present well designed building facades, rooflines, and building heights within a unifying context that encourages increased pedestrian activity and promotes compatibility among neighboring land uses within the same or different districts.**

Response:

As previously noted, the buildings include vertical or horizontal wall offsets / articulated details around entrances, roofline variation, changes in materials or other methods of visual relief and interest. Pedestrian activity is encouraged through sidewalks which connect the buildings to the adjacent street network.

- 8. The streetscapes, including street trees, lighting, and pedestrian furniture, are consistent with the character of activity centers, commercial districts and nearby residential neighborhoods.**

Response:

New landscaping and streetscape improvements will provide a more pedestrian friendly frontage along Elliot Road and 94<sup>th</sup> Place. A 30-foot landscape zone has been provided along Elliot Road, and 70-foot landscape zone has been provided along 94<sup>th</sup> Place.

- 9. Street frontages are attractive and interesting for pedestrians and provide for greater safety by allowing for surveillance of the street by people inside buildings and elsewhere.**

Response:

As noted above, new landscaping and streetscape improvements will provide a more pedestrian friendly frontage along Elliot Road.

- 10. The proposed landscaping plan is suitable for the type of project and site conditions and will improve the appearance of the community by enhancing the building and site design; and the landscape plan incorporates plant materials that are drought-tolerant, will minimize water usage, and are compatible with Mesa's climate.**

Response:

The landscaping is suitable for this type of industrial development. Particular attention has been paid to the more publicly visible street frontage along Elliot Road and 94<sup>th</sup> Place. Low maintenance, drought tolerant plants will be utilized in the project landscaping.

## **F. Adherence with Design Review Criteria**

The project has been designed to adhere to the DR criteria specifically noted in Ordinance Section 11-71-6 - Review Criteria. Several overlapping criteria exist between SPR and DR applications and therefore the responses to this section will be condensed somewhat to avoid duplication.

- 1. The project is consistent with the applicable goals, objectives and policies of the general plan and any applicable sub-area or neighborhood area plans; all of the development standards of this ordinance; other adopted Council policies, as may be applicable; and any specific conditions of approval placed on the zoning of the property**

Response:

The project is consistent with the Mixed-Use Community District and Employment designations of the General Plan. The project adheres to the applicable ordinance development standards except where otherwise altered and approved by the Planned Area Development (PAD) overlay.

- 2. The overall design of the project including its scale, massing, site plan, exterior design, and landscaping will enhance the appearance and features of the project site, the street type, and surrounding natural and built environment.**

Response:

(See response in Section D.3 above)

3. **The overall design will create a distinctive and appealing community by providing architectural interest in areas visible from streets, sidewalks, and public areas.**

Response:

The design team has worked hard to provide an attractive and appealing design with particular attention paid to the more publicly visible aspects of the project including a 30-foot landscape zone along Elliot Road, and a 70-foot landscape zone along 94<sup>th</sup> Place. Building entrances are oriented towards the predominant public view along Elliot Road. Building entrances are clearly defined by building design elements including storefront designs and metal shade canopies. Service, loading and utility areas are centrally located within the site and oriented so as to be screened from public view.

4. **The project site plan is appropriate to the function of the project and will provide a suitable environment for occupants, visitors, and the general community.**

Response:

(See response in Section D.4 above)

5. **Project details, colors, materials, and landscaping, are internally consistent, fully integrated with one another, and used in a manner that is visually consistent with the proposed architectural design and creates a safe, attractive and inviting environment at the ground floor of buildings on sides used by the public**

Response:

(See response in Section D.5 above)

6. **The project is compatible with neighboring development by avoiding big differences in building scale and character between developments on adjoining lots in the same zoning district and providing a harmonious transition in scale and character between different districts.**

Response:

(See response in Section D.6 above)

7. **The project contributes to the creation of a visually interesting built environment that includes a variety of building styles and designs with well-articulated structures that present well designed building facades on all sides, rooflines, and building heights within a unifying context that encourages increased pedestrian activity and promotes compatibility among neighboring land uses within the same or different districts.**

Response:

(See response in Section D.7 above)

- 8. The project creates visual variety and relief in building and avoids a large-scale, bulky, or box-like appearance.**

Response:

Although the nature of the proposed use requires large buildings, the building massing is reduced by vertical or horizontal wall offsets / articulated details around entrances, cornice treatments or other method of visual relief to avoid a boxy appearance.

- 9. The streetscapes, including street trees, lighting, and pedestrian furniture, are consistent with the character of activity centers, commercial districts and nearby residential neighborhoods.**

Response:

(See response in Section D.8 above)

- 10. Street frontages are attractive and interesting for pedestrians and provide for greater safety by allowing for surveillance of the street by people inside buildings and elsewhere.**

Response:

(See response in Section D.9 above)

- 11. The proposed landscaping plan is suitable for the type of project and site conditions and will improve the appearance of the community by enhancing the building and site design; and the landscape plan incorporates plant materials that are drought-tolerant, will minimize water usage, and are compatible with Mesa's climate.**

Response:

(See response in Section D.10 above)

- 12. The project has been designed to be energy efficient including, but not limited to, building siting, and landscape design. The project also mitigates the effects of solar exposure for users and pedestrians. For purposes of this criterion, buildings that meet environmental standards such as LEED™, Green Globes, or equivalent third-party certification are considered to be energy efficient.**

Response:

Environmental components regarding sustainability are also included within this development. Proposed development includes sustainable elements such as:

- Employee and Visitor Amenities to increase human comfort.
- Project utilizes 16' vehicle parking stalls with 2'-0" overhangs (onto sidewalks or landscaping) to decrease asphalt for parking lots, reducing heat-island impacts.
- Project is currently providing an additional foundation base, primarily at main entry facades to enhance the human scale environment in addition to providing cooler non- heat island coverage of site at the public level.
- Efficient automatic drip irrigation systems and appropriate landscape plantings for desert environments to reduce water consumption.
- Efficient low energy LED lighting on automatic timers.
- Predominant use of site cast concrete tilt panels. Use of this material complies with sustainable practices for locally sourced and fabricated materials, reducing the overall carbon footprint of the buildings as precast panels are fabricated on site from locally sourced concrete suppliers.
- Aluminum framed window systems of various sizes and heights with tinted insulated glass to enhance natural daylighting and views and to address acoustical considerations due to the proximity to the Mesa Gateway airport overlay district.
- Shade canopies over entry and office components of the building increases natural daylighting and views to the exterior while reducing adverse heat gain to the interior environment.
- Highly reflective TPO roof systems and appropriate landscaping reducing heat island effect.
- Roof skylights to enhance the interior environment with natural day lighting which has the added benefit of reducing lighting needs and electrical usage within the facilities.

#### **G. Adherence with Alternative Design Criteria**

As noted in Ordinance Section 11-7-3.B.6, "*Conditions may exist where strict compliance to Site Planning and Design Standards of this Chapter are impractical or impossible...*" Such is the case with this project.

By virtue of the construction type (tilt-up construction) and the functional use (large, warehouse and industrial tenants) strict adherence to all Design Standards is not practical. Specifically, per Ordinance Section 11-7-3, not more than 50% of the total façade may be covered within one (1) single material. Obviously, this is an impossibility for a series of large, concrete, tilt-up construction buildings. The building structural perimeter is composed entirely of concrete except for openings

for doorways, glazing, loading doors, etc. Any alternative materials would need to be “veneered;” applied as an exterior finish on top of the structural concrete panels. On such large building, with single elevations running in excess of 600’ feet long, 50% veneer coverage is both cost-prohibitive and counter to the preferred aesthetic appeal or context of the area.

Our team has worked hard to provide an acceptable alternative design solution that meets the intent of the Ordinance while providing a more appropriate design for the ultimate project and use. This innovation occurs at an overall site level with creative landscaped screen walls and hardscape along the most visible frontages and continues at the building level with creative details and design decisions.

Publicly visible facades include offsetting planes and varying parapet heights to further reduce building massing and to create a more human scale aspect to each building. It should be noted that facilities of this nature are predominantly precast concrete in nature.

Building entries are clearly defined with facade variations in color and texture, recesses or projections in building plane, aluminum framed storefront systems with insulated glazing, accent lighting, decorative steel accents and shade canopies with perforated steel panels which create both shade for tenants and shadow for further design interest on building facades.

Building paint colors are comprised of lighter cooler color tones with complimentary gray tones and accent colors to provide a distinctive and individual identity to the development, providing diversity in design in the Mesa community, and complementary to surrounding architecture of the area.

Building A and B, as noted in this document, are strategically positioned to screen the internal truck court and loading areas. The buildings also use complimentary techniques in their elevations, continuing the patterning established by the more prominent Building A.

As required by the Alternative Compliance requirements, the proposed alternative design for this project is aesthetically more complementary to the site, better fits into the context of the area, improves the overall architectural appeal of the area and meets or exceeds the design objectives as described in the City's General Plan.