

April 25, 2024

Project Narrative

Agritainment District at Pioneer Crossing

Design Review

South of the SWC Thomas Road & Val Vista Drive

Property Owner

Todd & Lisa Burden
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Mesa, AZ 85213

Developer

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INTRODUCTION & PROPOSED DEVELOPMENT

EPS Group, Inc., on behalf of BB Living Residential, submits this Design Review approval request for a proposed agritainment venue on ±3.90-gross acres, located south of the southwest corner of Val Vista Drive and Thomas Road in Mesa, Arizona. The site is currently used for agricultural purposes and is identified as a portion of Maricopa County Assessor Parcel Number (APN) 141-18-008J and 141-18008K and is within the Falcon Field Area of Operation 3 (AOA3). This site is also known as Parcel E of the Pioneer Crossing Planned Area Development (PAD). When this request is approved, it will allow for the development of the Agritainment type use of the mixed-use parcel with opportunities for out-door activities and seating, food trucks, and specialty foods.



Project Data	
Current Land Use	Agricultural/Commercial
General Plan Land Use Designation	Neighborhood Village / Neighborhood
Zoning District	MX PAD & RS-6 PAD (per Case No. ZON21-00797 & ZON22-00054)
Gross Area	3.90 Acres
Net Area	3.68 Acres
Lot Coverage	70,834 SF (44.2% of Net Area)
Building Coverage	19,639 SF (12.3% of Net Area)
Parking Required	68 Spaces (per ZON22-00054)
Parking Provided	68 Spaces (3 ADA Spaces)

EXISTING CONDITIONS

Zoning & General Plan Land Use Designation

The General Plan designation for this site is Neighborhood Village, which is compatible with the proposed mixed-use development that provides commercial uses and a social gather space for visitors. The property is currently zoned MX PAD under Case No. ZON21-00797 and ZON22-00054 and will accommodate the development of this proposed mixed-use element of the *Pioneer Crossing PAD*.

This development furthers the goals of the *Pioneer Crossing PAD* to provide a cohesive Planned Area Development that contributes a restaurant, commercial uses and a social gathering space for residents of the surrounding residential communities; anchored by specialty activity focal points at both ends; linked by walkways and trails for pedestrian connectivity, cyclists and equestrians; and tied together by a coordinated “look” and feel through landscape and architectural elements.

Surrounding Properties

This site is compatible with surrounding uses, which include other master planned communities as part of the *Pioneer Crossing PAD*.

Surrounding Existing Use and Zoning Designations		
Direction	Use	Zoning
North	Burden West at Pioneer Crossing	RM-2 PAD
East	Burden Orchard at Pioneer Crossing	RM-2 PAD
South	Vulcan Lands Inc	RU-43
West	Lehi Crossing Subdivision	RS-9 PAD

PROPOSED IMPROVEMENTS

Agritainment Venue

As shown on the submitted site plan, the property which includes the existing B & B Farms and Jalapeño Bucks is proposed to be developed as an Agritainment Venue. BB Farms and Jalapeño Bucks are proposed to remain on the site within the setting of the existing orchard. As a neighborhood destination, the Burden Agritainment Venue will be developed so that it can serve a variety of activities—outdoor dining at the food truck area after a bike ride through the neighborhood, outdoor musical performances and other celebratory gatherings. The vision of the Agritainment Venue is simple—to create a community gathering space while maintaining and honoring the three legacy families and the rich agricultural heritage of this property.

This portion of Pioneer Crossing shall serve the greater community of Mesa by promoting a dynamic Agritainment Venue adding a diversity of uses in this area of the city and becoming a destination location for the valley. Developed with input and coordination with the existing land owners and the City of Mesa, the proposed planning for the Agritainment Venue will establish an attractive blend of farm-based entertainment telling the story of the rich agricultural history of this one-of-a-kind neighborhood.

Beyond being a benefit to Pioneer Crossing, the Agritainment Venue goes much further by becoming a compelling destination location that will activate the greater neighborhood and the City of Mesa as a whole. Its advantageous location of sitting just south of the intersection of Val Vista Drive and the 202 Red Mountain Freeway, the Agritainment Venue is uniquely positioned to showcase the very best of Mesa’s

deep pioneer roots. An inclusive list of programming elements was conceived to strengthen the immediate community and the City.

The programming includes:

- Event space scaled to cater to intimate gatherings, weddings, & small concerts
- Plaza accommodating food truck parking to serve walk-up patrons with covered corporate sized ramada with café table seating.
- Multi-modal connectivity to the Pioneer Crossing communities and direct connections to the Existing Lehi Loop Shared Use Path.

The Exhibition Barn in the southwest corner of the approved Agritainment District site plan, per ZON22-00054, is not a part of this Design Review request for the agritainment venue. A separate application will be submitted for Design Review of the Exhibition Barn.

Alternative Compliance

The proposed project meets the development criteria of MZO Section 11-6-3.B.7.b.i as the existing site conditions of the existing BB Farms and Jalapeño Bucks buildings make full compliance with the current MZO development standards impossible. The criteria of MZO Section 11-6-3.B.7.b.ii is also met because the infill development is on a uniquely shaped parcel which has the existing citrus orchard landowner's residence being retained directly to the south. A PAD amendment (ZON22-00054) was approved by the City of Mesa City Council on January 22, 2024, to modify the development standards of the proposed project to conform with the existing site conditions related to the unique parcel shape and the existing buildings remaining on the property. Lastly, the proposed Agritainment District improves the overall appeal of the area and is aesthetically more complementary to the site as the proposed design integrates the rich agricultural history of the area aligning with the development criteria of MZO Section 11-6-3.B.7.b.iv.

In addition, the proposed Event Ramada has been designed with dormers along the primary ridge to provide changes in height and forms which conforms with MZO Section 11-6-3.B.2. The dormers also add another material texture and color to the roof forms.

Streets, Access & Circulation

The proposed Agritainment District is less than 1/2 mile south of the 202 Freeway, and access to the gated district will be provided via Val Vista Drive, which runs along the east property line. As part of the overall *Pioneer Crossing* development, full street improvements will be constructed for Val Vista Drive. A 24' private drive will circulate visitors and residents throughout the site and parking lot, which has 68 total visitor spaces and 6 marked spaces for food trucks directly east of the Event Ramada.

The Agritainment District encourages many different forms of transportation with multi-modal connectivity to the Pioneer Crossing communities and direct connections to the existing Lehi Loop Shared Use Path via the proposed pedestrian HAWK crossing on Val Vista Drive. Guests may arrive to the site via bicycles, scooters, or other means and can use the Multi-Modal Parking Corral to safely store their personal vehicles.

Monumentation, Signs, Walls & Fences

Monumentation, signs, wall and fences shall comply with the *Pioneer Crossing Design* Guidelines in order to maintain a distinct sense of place and reflect the natural surroundings. A Partial View Wall will be provided

along the frontage of Val Vista Drive and a Primary Theme Wall will be provided along the north boundary of the site adjacent to Burden West at Pioneer Crossing. The existing wall along the west and southern property line will remain in place.

Grading & Drainage

All drainage design will be in accordance with the City of Mesa Design Standards. Retention basins are designed to pond 3 feet deep with 1 foot of freeboard unless noted otherwise with side slopes of 4:1 and will be maintained by the subdivision HOA. Retention basins have been adequately sized to retain the 100-year, 2-hour storm event per City of Mesa requirements. Drywells will be used to drain the retention basins. City standards require all retention basins to drain their volume from the 100-year, 2-hour storm event within a 36-hour period. Percolation tests will be performed during construction to determine soil percolation rates. Drywell performance will be evaluated at that time. All drywells will be registered with ADEQ.

Additional evaluation of the project site for on-site and off-site drainage is provided in the Preliminary Drainage Report submitted with this application, and in later entitlements with the improvement plans and Final Plat.

Utilities

All utility design will be in accordance with the City of Mesa Design Standards. This development will connect to an existing 12" water main within Val Vista Drive. The proposed sewer for this development will connect to an existing sewer stub onsite near the northern driveway off Val Vista Drive.

CONCLUSION

We respectfully request your favorable consideration of the submitted documents and look forward to working with the City to implement this exciting new development.