POWER ROAD LOGISTICS

Site Plan Review and Design Review Narrative

3309 S Power Road

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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 approximately 8.73 acres located at 3309 S Power Road, otherwise commonly known as Maricopa County Assessor's Parcel Number (APN) 304-05-017H (the "Property"). The Property is already zoned LI-PAD per case no. Z07-20 in 2007. We respectfully submit this SPR and DR application.

B. Project Summary

The project is a 157,175-sf building that fronts onto Power Road which will be beautified with new and enhanced landscaping and streetscape improvements. Vehicle parking is efficiently dispersed throughout the site, while loading, refuse and storage areas area strategically oriented away from Power Road 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 Plan

The project is consistent with the City's General Plan designation of Employment/Mixed-Use Activity District and is compatible with the surrounding industrial uses. Examples of Employment District uses include large manufacturing facilities, business parks, and warehousing.

The Property is also located in the Inner Loop District of the Mesa Gateway Strategic Development Plan. Per the Gateway Strategic Plan, the main goals of the Inner Loop District are to provide a variety of uses to create a mixed-use environment that is compatible with the increasing overflight activities of the Phoenix-Mesa Gateway Airport. Development is intended to transition to mixed uses, with concentrations of light industrial, office, and retail, with a possibility of higher-density residential in the future.

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. Project will not negatively affect smooth, safe, and convenient aircraft operations into and out of the airport.

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 the building is 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 complementary landscape palette, hardscape paving, site screen walls and site lighting.

The building is oriented to face Power Road and the building entrances are clearly visible through visual design features which help orient visitors. The building 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.

Two (2) 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 over 1% of building gross per code requirements.

The building will include rooftop articulation to create visual interest and avoid monotony. Design enhancement and added height to be provided at each of the frontage corners.

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 Warehouse at the current ratio of Office: 1:375 SF and Warehouse: 1/900 SF. Please refer to architectural site plan data information for required and provided parking.

Landscaping is provided along Power Road to screen parking from public view and identify public entry and access. Landscaping is also provided throughout the parking areas (except in loading areas). 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, with 20 bicycle parking spaces included. 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 over 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 Power Road 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 aerial access roads, aerial 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

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

Loading and service yards for the building are internal to the site and screened from public view. Enclosed service areas for the building are concealed from public view via 8'-0" high decorative masonry screen walls.

Refuse

Refuse is anticipated to be provided within the service yards away from public view with bollard protection. Refuse containers outside of the

enclosed truck court, 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 behind the industrial building in the loading area. The enclosures will be screened from the street by the building and the 8-foot-tall masonry screen walls at each end of the loading area.

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.

The nature of the anticipated industrial uses requires a large building with tall internal clear storage capacity. The facade design ensures proportionality to human scale as the building is visually broken up into smaller components by wall details including, changes in plane, texture, and masonry pattern. Weather and sun protection, as well as shade and shadow interest, are provided by adjustments in the building elevations and metal shade canopies.

Entrances

As previously noted, building entrances are oriented towards the predominant public view and street frontage. Building entrances are served by pedestrian walkways and are also clearly defined by building design elements. The primary vehicular entrance to the site from Power Road will be enhanced by use of a consistent landscape 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.

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 behind the building. 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/Mixed-Use Activity District. The proposed industrial use is consistent with the focus of the Employment character area. The Property is also located in the Mesa Gateway Strategic Development Plan inner Loop District. Per the Gateway Strategic Plan, the main goals of the Inner Loop District are to provide a variety of uses to create a mixed-use environment that is compatible with the increasing overflight activities of the Phoenix-Mesa Gateway Airport. Development is intended to transition to mixed uses, with concentrations of light industrial, office, and retail, with

a possibility of higher-density residential in the future. Development is intended to be intense, of high quality and provide

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. Project will not negatively affect smooth, safe, and convenient aircraft operations into and out of the airport.

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 for industrial zoning.

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 a large building, the building massing is reduced by vertical or horizontal wall offsets/articulated details around entrances, cornice treatments or other method of visual relief.

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. The building 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. Proportionality with human scale is provided.

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 the building. 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 building 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 Power Road. A 30-foot landscape zone has been provided along Power Road.

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 Power 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 Power Road. 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 Employment and Mixed-Use Activity District 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 Power Road Building entrances are oriented towards the predominant public view along Power 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 a large building, 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. Proportionality to human scale is provided.

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.
- 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.

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. This proves to be practically difficult for large concrete, tilt-up construction buildings. Nevertheless, the only elevation that exceeds the requirement is the west elevation at 64%, which is oriented away from the street frontage with limited public visibility. Moreover, this elevation, when viewed from adjacent properties will be partially screened by the CMU wall. As a result, the façade will not appear to have an excess of any one material and will meet the spirit of this code requirement.

We are also proposing to provide enhanced landscaping along the Power Road frontage to create superior aesthetic value in the most publicly accessible areas

of the Property. To accommodate this landscaping enhancement the building and truck courts are shifted east, with truck court screening provided by the building and the existing wall on the adjacent property. As discussed with Staff, given this site orientation and to accommodate more landscaping along the street frontage, a 15' landscape setback is not necessary along the eastern property line. Moreover, considering the adjacent zoning, 5' landscape setbacks are provided on the south and north property lines. On the south property line, an existing irrigation canal will create a substantial buffer between any future commercial uses. To the north, existing buffers and improvements create sufficient separation between the properties.

In addition, we are proposing that downspouts are external only at the loading dock areas. These external downspouts will be integrated into the design of the building with paint. The downspouts that are public facing toward the street will be internalized into the building design.

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 frontage 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.

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.