

# Geneva Villas

**SWC Brown Road & Crismon Road  
Single-family Detached Residential Development**

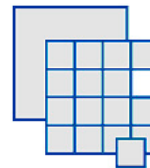
## Annexation, Rezoning, and Preliminary Plat Project Narrative

---

*Submitted by:*

**Pew & Lake, PLC**

Sean B. Lake  
1744 S. Val Vista Drive, Suite 217  
Mesa, AZ 85204  
Phone: (480) 461-4670  
Sean.Lake@pewandlake.com



**Pew & Lake, P.L.C.**  
Real Estate and Land Use Attorneys

*On behalf of:*

**Brighton Brokerage & Development, LLC**

Jaren Sweeney  
Mesa, AZ



---

April 25, 2022

## Contents

I.	Introduction .....	3
II.	Specific Requests.....	3
III.	Existing Site Conditions and Relationship to Surrounding Properties.....	3
IV.	Justification and Compliance with the General Plan .....	5
V.	Proposed PAD Zoning.....	7
VI.	Project Description.....	8
1.	Circulation and Parking.....	9
2.	Preliminary Housing Design.....	9
3.	Landscaping and Open Space .....	10
4.	Development Standards .....	10
5.	Utilities, Services, and Infrastructure .....	12
6.	Project Phasing .....	13
VII.	Neighbor Support.....	13
VIII.	Conclusion .....	14

## List of Figures and Tables

Figure 1 – Site Aerial .....	3
Figure 2 – Existing City of Mesa General Plan Map.....	4
Figure 3 – Existing City of Mesa & Maricopa County Zoning Map .....	4
Figure 4 – Conceptual Site Plan .....	8
Figure 5 – Conceptual Home Elevation .....	10
Table 1 – Surrounding Context .....	5
Table 2 – Density Summary .....	8
Table 3 – Open Space Summary .....	10
Table 4 – Development Standards.....	11

## I. Introduction

Pew & Lake, PLC, on behalf of our client, Brighton Brokerage & Development, LLC, is pleased to submit this narrative and related exhibits in support of an Annexation, Rezoning and Preliminary Plat request for approximately 8 acres located at the southwest corner of Crismon Road and Brown Road ("Property"). The Property is further identified as parcel numbers 220-20-010C and -010D on the Maricopa County Assessor's Map. This request is delivered by Brighton Homes, a reputable, local builder. It is made in conjunction with significant neighborhood support which is shown on the attached Letters of Support. They are proposing 27 single-family detached homes on the Property with significant preserved natural open space. See the site aerial below:

*Figure 1 – Site Aerial*



## II. Specific Requests

Our specific requests to the City of Mesa are for the following:

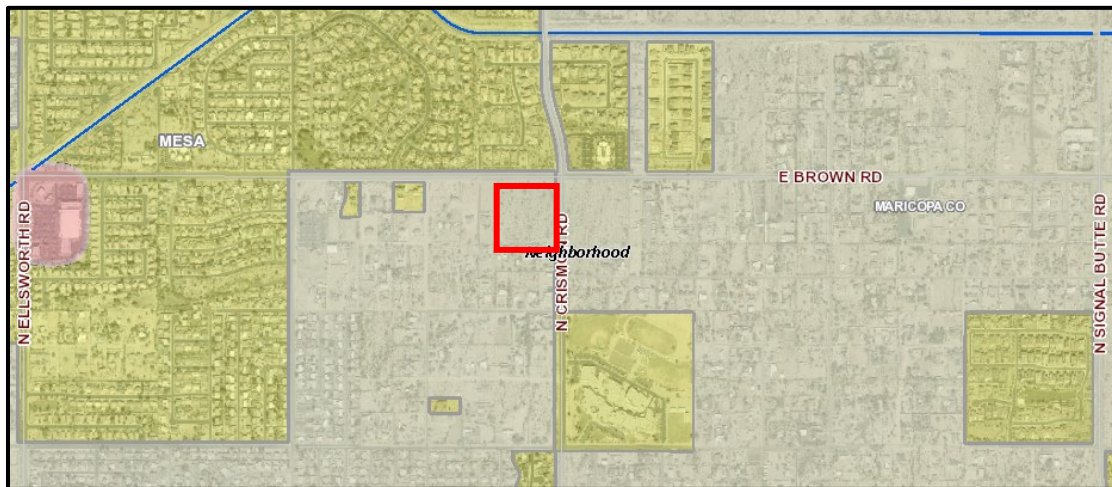
1. Annexation from Maricopa County to City of Mesa;
2. Rezoning from the comparable commercial zoning to RS-15-PAD; and
3. Preliminary Plat Approval.

## III. Existing Site Conditions and Relationship to Surrounding Properties

As noted above, the subject site is located at the SWC of Brown Road and Crismon Road in unincorporated Maricopa County. The site topography is largely unremarkable but is encumbered by an SRP transmission line and easement which runs diagonally along the southern approximately 207 feet of the site. This transmission line significantly impacts what can be built (and where) on the property.

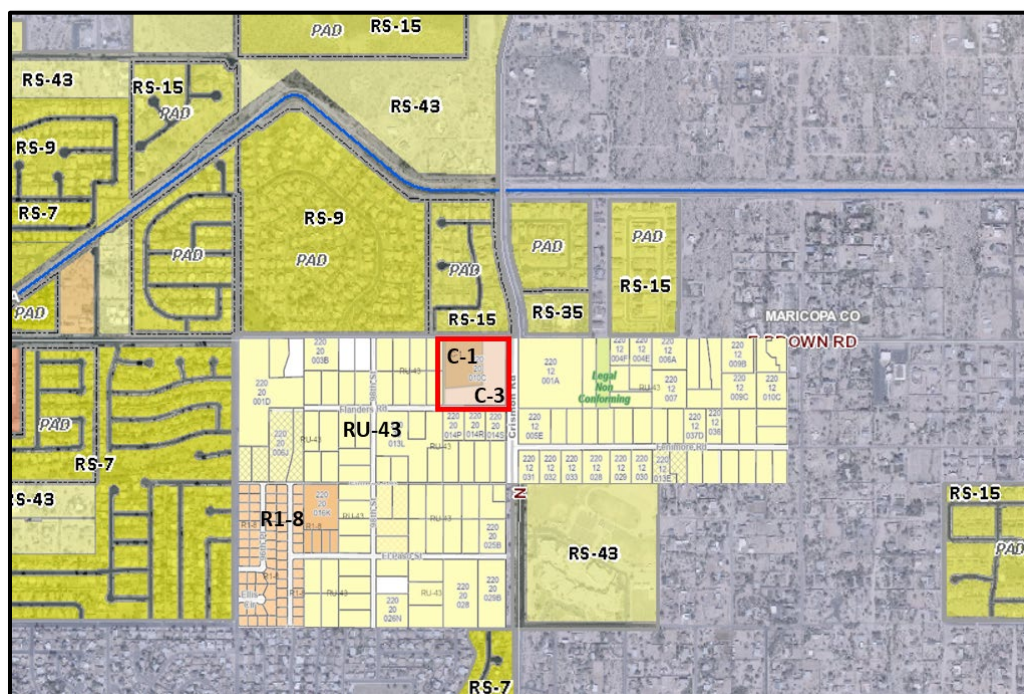
The site is located within the Desert Uplands designated area of Mesa but there are no hillside areas on-site. The subject site is designated under the City of Mesa General Plan as Neighborhood as shown on the figure on the next page with the site outlined in red.

**Figure 2 – Existing City of Mesa General Plan Map**



This 7.917-acre site currently maintains multiple zoning districts, and specifically C-3, C-1 and RU-43 as shown on the figure on the next page. Zoning districts within the surrounding 1/2-mile radius include RS-7-PAD (Mesa), RS-9-PAD (Mesa), RS-15-PAD (Mesa), and R1-8 (Maricopa County).

**Figure 3 – Existing Zoning Map (City of Mesa & Maricopa County)**



North of the site is Brown Road a major arterial, followed by the Whisper View subdivision (single family detached homes), which has been annexed into the City of Mesa. Northeast across the Crismon and Brown intersection is a Latter-day Saint church. East of the site is Crismon Road, also a major arterial, followed by vacant property that is still in the County. South and west of the site are single-family residential properties that are zoned RU-43 in Maricopa County.



The table below further details the adjacent land uses.

**Table 1 – Surrounding Context**

Direction	Owner	Existing Zoning	Existing Use
Subject Property	KMC Holdings LLC	C-3, C-1, & RU-43*	Vacant
North	Whisper View HOA	RS-15 (Mesa)	Single Family Residential
East	Jean W Dong Trust	RU-43	Vacant
South	Multiple Individuals	RU-43	Single Family Residential
West	Multiple Individuals	RU-43	Single Family Residential

\*The previous City of Mesa C-3 Zoning District is now known as General Commercial

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

The proposed development is consistent with the Mesa 2040 General Plan which designates the Property under the Neighborhood Character Area, which is designed to support “primarily residential areas with supporting parks, schools, and other neighborhood services.”

This request proposes to develop the Property with a development that is harmonious with the surrounding neighborhood. The proposed PAD zoning flows out of the fabric of the community and nearby RS-7 zoning districts where residential properties are located in a desirable residential area of the City. The proposed 3.4 du/acre for a quality single-family detached product establishes a high-quality and neighborhood-friendly transition. This proposed development will appeal to the highly demanded need for additional single-family detached housing.

##### 1. Compatibility with Surrounding Uses

In support of the Neighborhood general plan designation, this subdivision proposes single-family detached homes, which is commensurate with the residential and RU-43 zoned vacant property on all sides of the property. Letters of Support have already been obtained from both the adjacent neighbors and residents in the nearby vicinity, supporting the project. The arterial roads on the north and east, along with the common open space along the southern boundary, ensures a generous transition to immediately adjacent neighbors.

##### 2. Consistency with the General Plan Goals and Objectives

In addition, the project complies with the goals, objectives, and policies outlined in the General Plan as follows:

- Annexing this property for the proposed development, supports the objective to

encourage a range of housing options in all areas of the City, namely the Desert Uplands area, in order to allow people to stay in their neighborhood as their housing needs change (p. 4-14)

- Neighborhood Focus - Implements a single-family housing type that supports the city's desired "wide range of housing types." (Neighborhood Focus, p. 7-8)
- Supports the intent of the Desert Uplands Area to provide smaller lots when common open space is utilized to preserve the low-density character of the area (p. 7-9)

### **"Great Neighborhoods" Element**

The General Plan states: *"Neighborhoods are the foundation of communities and cities. To be a great city where people want to live, work and play, we need a variety of great neighborhoods."* Furthermore, the following five characteristics and qualities of great neighborhoods, as described in the General Plan for strong neighborhoods, are utilized in this development proposal:

- *Connectivity & Walkability*
  - *Block lengths developed consistent with the character area standards*

**The size and stand-alone project creates a small block of cohesively arranged homes that provide ease of access between neighbors and the public street network. The project offers common open space and rear yard buffers to the adjacent properties.**

- *Neighborhood Character & Personality*
  - *Reviewing new/reuse developments for the elements needed to add to the surrounding community and create a unique sense of place*
  - *Creating neighborhood boundaries and limiting through traffic into the neighborhoods*

**The project's two entry points will be designed with a quality low-intensity residential character and the eastern entrance will be marked by the presence of natural open space. The development will ensure there will not be through traffic onto Flanders Road and will create an enclave of quality single-family living.**

- *Safe, Clean and Healthy Living Environment*
  - *Encouraging the creation and maintenance of neighborhood associations (formal or informal)*
  - *Maintenance of streets, sidewalks, street lighting, etc. to ensure roadways, paths and trails are safe; improve lighting where needed*
  - *Locate and design public spaces so that there is a high degree of natural surveillance*
  - *Provision of outdoor open space and recreational facilities*
  - *Maintain attractive, well-kept public spaces in neighborhoods*

**The proposed developer will dedicate the private streets, sidewalks, landscaping, and open space/recreation areas to an HOA. This mechanism will oversee the efficient management of**

site maintenance for open space amenities and shared landscaped areas. Natural surveillance of the community parks and amenities are accomplished by the sizing and orientation of the buildings and units, many of which facing onto the natural open space amenity. Lighting throughout the development will be low level in nature and will meet City of Mesa requirements. In addition, the driveway and parking improvements will meet City standards.

## V. Proposed PAD Zoning

This application requests RS-15 PAD zoning for the residential development on the Property. The intent for this proposal is to demonstrate that Geneva Villas community provides equivalent or superior standards in a creative way to meet the intent of the underlying zoning district and general plan. Residential Districts in general should “provide for a variety of housing types,” and “orderly, well-planned, and balanced growth.” This request meets these criteria by offering an appropriate type of lower density residential housing suitable to the Property with special development standards to ensure compatibility and provide for the housing needs in a high demand residential area. The project also complies with the PAD overlay’s intent to implement the General Plan goals through the use of “innovative design and flexibility in projects of sufficient size that are planned for development as a cohesive unit.” The proposed development complies with the city policies and objectives by incorporating the following:

- Well designed and integrated open space held in common ownership under the property management and of a scale that is proportionate to the Property size. In fact, the quantity of common open space exceeds the minimum required within the RS-15 zoning district. The scale of this 27-home community ensures that all homes within the community benefit from preservation of this open space area.
- Implementation of private streets will ensure that maintenance needs are borne by a sustainable homeowners association and not added to the City’s burden.
- Preservation of significant aspects of the natural character of the land is a primary component of this proposal with 35.9% natural preserved open space.
- Absent the proposed residential use and site design, alternatives to commercial development, with primarily RV and Self-Storage uses historically being the proposed for this site, are unlikely to develop on this significantly encumbered site. Thus, the proposed residential use creates a unique and more sustainable alternative to conventional development.
- Sustainable professional management will oversee maintenance of the site as is provided in Brighton Home developments throughout the City;
- Maintenance of this property will be held in common ownership through the use of recorded covenants, conditions, and restrictions; and
- The residential land use activities in this area are organized in a comprehensive manner, and designed to work together in common and in a synergistic manner to the benefit of both the project and the neighboring area.

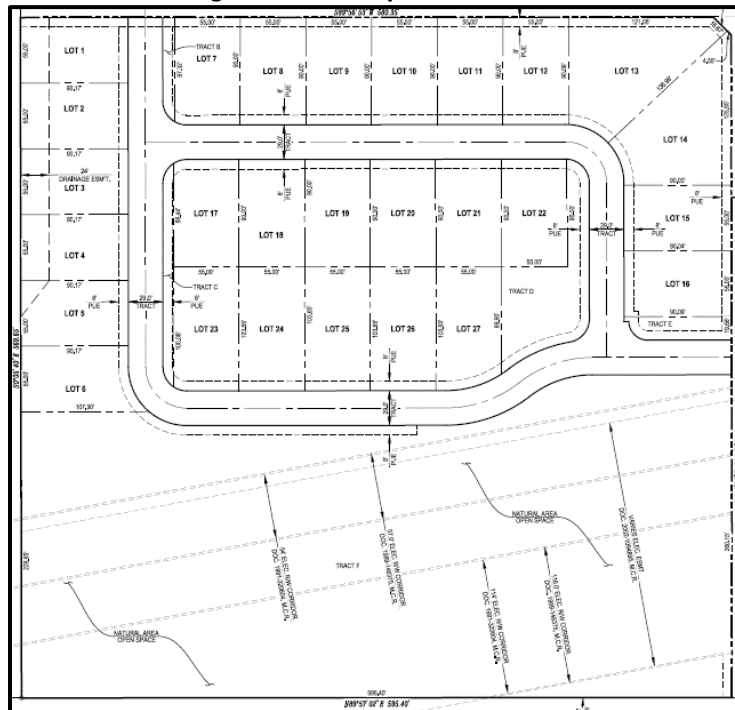
## VI. Project Description

The proposed development features 27 lots for single-family detached residences. The site layout places the homes on the northern portion of the site with an approximately 207-foot-deep open space area on the southern end of the site. This large open space area on the southern portion of the site provides a desirable buffer for adjacent southern neighbors and is necessary to comply with SRP design guidelines under the transmission lines.

The proposed site layout intends to achieve a natural transition between open space areas, road configuration and buildings. The site maintains considerable open space with the large retention and open space area under the SRP transmission lines being maintained on the southern approximately 207 feet of the site.

The conceptual site plan is provided in Figure 4 below.

**Figure 4 – Conceptual Site Plan**



Lot sizes are designed with approximately 5,000 square feet with typical lot dimensions being 55' wide by 90' deep. The net density of the project is 3.4 du/ac with PAD deviations requested to ensure a superior design of the overall site.

**Table 2 – Density Summary**

Lotting	
55' x 90' Lot Size	27
Density	
Gross Acres	9.999
Net Acres	7.917
<b>Net du/acre</b>	<b>3.4</b>



## 1. Circulation and Parking

Two primary access points are proposed on Crismon Road and Brown Road respectively. No access will be derived from the Flanders alignment south of the site. A simple looped private street system connects the primary entries on Crismon Road and Brown Road. The road tract is 29 feet wide (bc/bc) with a sidewalk provided on one side of the street, connecting pedestrian movement directly to Crismon and Brown Roads respectively. This internal looped system will be owned and maintained by the HOA that will be created by the declarant. ADA, code-compliant sidewalks will connect to the arterials including public pedestrian and bicycle paths.

Housing units will include two-car garage and minimum 18-foot setbacks. This will allow for 2 garage spaces and 2 driveway spaces, yielding up to 108 designated parking spaces for the 27-home development.

## 2. Preliminary Housing Design

The intent for the proposed housing plans is to provide a southwestern design theme commensurate with the surrounding development context. Proposed housing plans will comply with all applicable RS-15 standards and guidelines, except as provided in this PAD. The buildings will be designed with upscale architectural features with sophisticated building form consistent with the local vernacular and popular housing trends. The buildings will be punctuated with various design features, details, and colors, but not heavy or overstated. The overall architectural design will provide for enhanced visual interest, environmental comfort, and design quality.

Although this PAD submittal represents the conceptual stage of design, the submitted conceptual elevations give an indication of the type of design character for the project, which will be harmonious with, while adding fresh design features to the character of housing in the area. The applicant anticipates an offering of 2 minimum different housing floorplans with 2 building styles (Spanish and Ranch) for a total of 4 possible housing options for a 27-home site. These plans will fit on all the typical lot sizes, which will promote enhanced variety and interest in the project.

The proposed architectural themes will provide diversity and originality in the community. Housing options are influenced by the popular trends with modern-contemporary characteristics with the use of contrasting gray and natural color tones, stone veneer, and building accents. Identifiable elements and characteristics of this style and design features include:

- Various shading effects through patio overhangs second story dimension changes
- Refined contemporary forms and geometry
- Emphasis on balanced vertical and horizontal lines
- A creative application of various materials
- Functional and open floor plans
- Modern desert architectural style reflecting the theme of the community
- Flexible living and working spaces that offer alternative living arrangements to support workforce trends of employers in recent years

The proposed housing will create a pedestrian-friendly street scene and emphasize sustainable and authentic design elements. The homes will include two-car, front loaded garages to provide ample parking and storage. The overall concept provides marketable homes designed to a wide range of home buyers. A conceptual elevation is provided in Figure 5 below.

**Figure 5 – Conceptual Home Elevation**



### 3. Landscaping and Open Space

A critical component of Desert Uplands development is the preservation of natural open space. This project achieves that aim by providing at least 35% of undisturbed natural common open space. The total common open space area, including areas which will be revegetated or utilized for drainage, is 45.7% of the site. No drainage will be running into the natural open space area under the SRP transmission lines. The proposed landscape plan will comply with the zoning requirements for active and passive open space amenities, pedestrian connectivity, and buffering to the surrounding properties. Emphasis will be made to preserve certain desert plants and revegetate them on site. Open areas and front yards will maintain desert landscapes to match the surrounding area. Table 4 below summarizes how the proposed development meets or exceeds open space standards for the RS-15 category.

**Table 3 – Open Space Summary**

Standard	Net Acreage	Percentage of Net Site
Total Common Open Space	3.56 acres	45.7%
Total Natural Area Open Space	2.78 acres	35%

### 4. Development Standards

The PAD zoning overlay is designed to enable the City to enforce the project's quality and proposed development that fulfills the General Plan objectives and zoning criteria. This PAD

applies the development standards established in the Zoning Ordinance sections for projects in RS-15 zoning, except for modifications that are justified by the proposed development, site constraints, and which provide characteristics that exceed zoning standards. Table 5 below lists the requested modifications to development standards, in which modifications are shown as **bold and underlined**, with a corresponding justification provided in the subsequent section.

**Table 4 – Development Standards**

Standard	MZO RS-15 Required	PAD Provided
Min. Lot Area (SF)	15,000	<b><u>4,950</u></b>
Min. Lot Width (ft.)	110	<b><u>55</u></b>
Min. Lot Depth (ft.)	120	<b><u>90</u></b>
Maximum Lot Coverage (% of lot)	50%	50%
Max. Height (ft.)	30	30
Setbacks (ft.)		
- Front, Building Wall, Livable Area, Porch (ft.)	22	<b><u>10</u></b>
- Front Garage (ft.)	30	<b><u>18</u></b>
- Side, street (ft.)	10	<b><u>5</u></b>
- Side, interior min. (ft.)	7	<b><u>5</u></b>
- Side, interior, aggregate	20	<b><u>15</u></b>
- Rear (ft.)	30	<b><u>22</u></b>
Maximum Building Coverage (% of lot)	75%	50%
Garage Front Distance from Primary Building Front (ft)	3	<b><u>1</u></b>

### **Modifications:**

The modifications listed in the above table and discussed below are respectfully requested given the distinct location within a residential dominant area, along with significant site constraints imposed by the overhead SRP transmission lines, and the proposed overall design of the property. Strict application of the zoning provisions would not enable the proposed development to offer the cohesive design, open space plan, and creativity needed to promote the intended vibrant and sustainable development.

As a general justification for the development standards, the community provides an overall density and open space which is commensurate with the surrounding context and Desert Uplands. Pedestrian connections, open space standards, and quality home design features will make this a highly attractive project.

#### ***a. Front Setbacks***

An 18-foot setback is proposed to the project's garage face with living areas offset depending on the chosen floor plan. The primarily forward living design is consistent with development trends

that promote safety “eyes on the streets” and neighborhood interaction. This is comparable to other types of standards for single-family zoning in the general area.

***a. Side Setbacks***

The property is encumbered by the SRP easement which necessitates placement of homes north of the powerlines, primarily adjacent to the arterial streets. A minimal deviation to the side setback standards is needed to ensure maximum utilization of the residential lots. This is comparable to other types of standards for single-family zoning in the general area. Additionally, there are minimum 15-foot-wide landscape tracts buffering the side setbacks from the private streets.

***b. Rear Setbacks***

Proposed are 22-foot rear setbacks. Along the arterial streets there is a 10’ landscape tract which provides additional buffering to the public street. This development emphasizes common open space areas, but the 22-foot rear setback still allows residents ample room for amenities of their choosing.

***c. Lot Area, Width and Depth***

This is justified by the project’s common open space standards, which exceed the City of Mesa minimum private and common open space standards. In the effort to design a quality housing product with floorplans and subdivision design, the modified lot dimensions proposed comparable to most of today’s single-family detached developments.

As noted above, the open space standards, quantity of elevations, and the sites southern buffer exceed standards. Also, the project’s overall density of 3.4 units per acre is commensurate with the area and less than most of today’s proposed subdivisions. The nature and location of this development will be attractive to a wide variety of households.

***d. Garage Front Distance from Primary Building Front***

The building elevations endeavor to provide a living forward design which is not garage dominant. The garage comprises less than 50% of the total building frontage but they are setback only 1 foot from the covered porch on certain elevation designs. This deviation is justified by the overall quality of the proposed elevations which include attractive material composition and building articulation. The garage setback deviation is also justified given the site being comprised of 45% open space (35% being maintained as NAOS) and the maximum run of adjacent parallel garages being 6 homes.

## **5. Utilities, Services, and Infrastructure**

The proposed development will comply with all applicable City of Mesa and MCDOT regulations and standards regarding right-of-way and infrastructure improvements. Utilities in the subject property’s vicinity include City of Mesa for water, sewer, police, fire, gas, and waste disposal. The

subject site is in SRP's electric supply service area. This development is positioned to receive adequate essential services from the City of Mesa without significant additions to public infrastructure or changes to fire and police service areas.

*Water* – The proposed water services for the site will connect to the existing 8-inch water lines. Water services will proceed in an 8-inch domestic line in a looped service in the private streets and will comply with City standards.

*Sewer* – There is adequate sewer capacity. The applicant proposes to install a sewer line consistent with City Standards and Details and will tie into the existing sewer main and will comply with City standards.

*Drainage* – The property generally slopes to the southwest. Drainage will be provided via methods permissible for single-family developments. Consistent with City standards, the Property will retain all runoff from the 100-year, 2-hour storm event and will maintain any pre-project flows through the site. No FEMA delineated floodplains encumber the Property.

*Schools* – Based on the property ownership's experience with the proposed housing product, it anticipates negligible effect on the surrounding public schools, which include a combination of public and alternative educational opportunities. If this request is approved, this development will increase the value of the property, which can indirectly increase the values of surrounding properties in Mesa. Added tax revenues will ultimately benefit funding of local schools in the long run.

*Fire* – The site is likely to receive fire services from Fire Station 213 which is 3.8 miles away and located on University Drive. Google Maps reflects a 6-minute drive time for responders with one turn required indicating an adequate response option. Additionally, Fire Station 216 is 4.5 miles away and Fire Station 217 is 4.9 miles away.

*Police* – The property is located within the Mesa Police Superstition Division service area. It is covered by Beat 76 which covers this northeastern section of Mesa including similarly situated subdivisions.

## **6. Project Phasing**

The proposed development is anticipated to be constructed in one phase. Typically, the proposed access, right-of-way improvements, drainage facilities, and utility services will be installed initially. Thereafter, site work will be developed in conjunction with perimeter and other site landscaping, followed by vertical construction.

## **VII. Neighbor Support**

This proposal represents the desires of a consensus of property owners directly adjacent to the site and within the area. As shown in the six support letters provided to date, these neighbors want the site to be developed with residential uses and have signified their support for the project as proposed. The proposed annexation and rezoning represent a viable option for



development in this part of the city and is supported by the individuals who are directly affected by the proposed use and development standards.

A letter from the property owner's broker has also been included with information about the marketing of this site and alternative interest primarily being from RV & Boat Outdoor Storage users. Commercial uses are strongly opposed by the neighbors in the area.

## **VIII. Conclusion**

Proposed is a high-quality residential use that is similar to existing development in this area of the city. With special consideration to the nearby residential character of the area and the transition this provides, the proposed home product will create a highly demanded land use that will benefit the area. The project and its design character will exceed standards in many instances and contribute to creating a viable community which integrates into the existing development context.