

University & Ellsworth Commercial

**SWC of University Drive and Ellsworth Road
Mesa, Arizona**

REZONE, SITE PLAN AND DESIGN REVIEW

Case No.

Initial Submittal:

Development Team

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PLANNED AREA DEVELOPMENT

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I. Project Overview

The subject property is approximately 4.3 acres located at the southwest corner of University Drive and Ellsworth Road in Mesa, AZ (the "Property"). See Aerial Map at **Tab 1**. The Property is a vacant remnant parcel sandwiched in between a multi-family residential community to the south and an arterial road (University Drive). The Property is also bounded by major thoroughfares to the west (Loop 202) and the east (Ellsworth Drive). The Property is currently zoned RM-4 as illustrated in the Zoning Map at **Tab 2**.

Development of this site has been extraordinarily challenging. Development of the site is substantially restricted by a 125-foot-wide utility easement along the southern end of the site for major SRP transmission lines that traverse the Property from east to west. A tower for the transmission lines occupies the southwest corner of the site. The 125-foot-wide easement prohibits any vertical structures and effectively shrinks the actual developable area to 1.05 acres, severely impacting efforts to attract meaningful commercial development to the site. Additionally, access control restrictions imposed by ADOT along University Drive further constrain development of the site by limiting potential driveway locations and configurations for internal circulation.

Despite these challenges, Holland Real Estate, LLC ("HRE") worked diligently to resolve site constraints and attract a commercial development. HRE proposes the development of a small commercial center on the Property. The project will be completed in two phases of development, with Phase 2 to be submitted for Design Review and Site Plan Review at a future date. The proposed Phase 1 will be a Wendy's restaurant that HRE operates through one of its affiliate companies, which will occupy the western half of the Property.

The site has been 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 goals of the General Plan and the commercial needs of residents in the area.

II. Relationship to Adjacent Properties

The Property is generally bound by Loop 202 to the west, University Drive to the north, Ellsworth Road to the east, and a multi-family residential development to the south currently under construction zoned RM-4.

III. Request

This application requests to rezone the Property from RM-4 to Limited Commercial (LC) to allow a new commercial development. A companion

design review and site plan review application are being submitted concurrently with this request.

IV. General Plan

The Property is currently designated as "Neighborhood Village Center" by the City of Mesa 2040 General Plan as illustrated by the General Plan Map at **Tab 3**. Consistent with this designation, the proposed development will support the residential neighborhoods surrounding the intersection of University Drive and Ellsworth Road with convenient neighborhood-scale commercial land uses.

V. Site Layout

As described above, the project will be developed in two phases, with the proposed Wendy's restaurant (Lot 1) to be constructed in the first phase and the remaining lot at the hard southwest corner of University Drive and Ellsworth Road (Lot 2) reserved for future development. At approximately 2.18 acres, Lot 2 is capable of accommodating a variety of neighborhood-scale commercial and retail land uses. See Site Plan at **Tab 4**.

The proposed Wendy's will consist of a 2,647-SF primary building with a 400-SF patio and a surface parking area provided south of the building in the power line easement. The drive through lane for the restaurant is located between the restaurant and the northern property line. The applicant explored numerous methods of reorienting the drive thru but is limited by the constraints of the site and the utility easement.

The configuration of the site is largely dictated by the restrictions imposed by the power line easement, which prohibits vertical structures from being built within it. The proposed site plan utilizes the available building envelope in the most efficient manner possible to provide a practical and accessible land use on a difficult site.

Circulation

The proposed vehicular access points/driveways to the Property – particularly the University Drive access – are the product of extensive discussions and negotiations with ADOT and the City of Mesa Transportation Department. Because of the proximity to the Loop 202 freeway and University Drive exit ramp, the Arizona Department of Transportation played a significant role in the location of the University Drive access.

Consequently, the Property will provide one driveway on University Drive and one driveway on Ellsworth Road. The University Drive access will be restricted to right-in/right-out due to the existing median in University Drive. On Ellsworth Road, a full access driveway will be provided in the southeast corner of the site.

The two driveways are connected by an internal roadway that bisects Lots 1 and 2 entering from University Drive, then curves to the east and runs along the south property line before exiting onto Ellsworth Road. Access to the Wendy's on Lot 1 is provided by two driveways connecting from the surface parking area to the internal roadway.

Parking & Screening

As described above, the overall site layout, orientation of the building, and location of the parking area are dictated by the 125-foot SRP utility easement running along the southern half of the Property. Due to these restrictions, the parking area is located to the south of the building where no vertical structures are permitted. The main parking area is divided into two sections with a large, landscaped retention area between them running east to west. Phase 1 will provide a total of 46 parking spaces, with 28 required per City of Mesa code.

Landscape and Open Space

Site landscaping will comply with Mesa's development standards for perimeter landscaping, foundation base landscaping, parking area landscaping, planting plans, open space amenities, and landscaped pedestrian pathways. Foundation base at commercial pads will either comply with prescriptive foundation base requirements or by averaging and will be confirmed with individual site plan submissions as the project develops.

Refuse

The proposed Wendy's will be served by a bollard protected double bin refuse container, which will be located to the southeast of the main building. The double bin refuse container will be screened from public view by a gated masonry screen wall enclosure per City of Mesa code requirements. Like the primary building, the location of the refuse enclosure was largely dictated by the SRP utility easement and consequently pushed to the northern half of Lot 1.

VI. 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 pertaining to commercial developments:

The commercial parcel will include sidewalks along the building frontages and within the central parking area to provide shade and comfort for pedestrians. The Architectural Design Guidelines for the commercial portions of the development are intended to ensure an attractive, high-quality development with a consistent look and feel across the Site. Please refer to the submitted project reference imagery and material color board.

These standards will provide continuity throughout the development while incorporating a variety of architectural styles, color and materials. Styles may and should vary to create individual identities while maintaining common threads that establish compatibility with the industrial buildings.

Design vocabularies should be respectful of adjacent uses, allowing architectural expressions to flow from site to site, avoiding abrupt transitions in style or character. Variation in texture, contrast, color and materials should be utilized to create visual interest.

Colors and materials should create visual harmony within the development as further illustrated in the submitted project reference imagery and material color board.

Landscape design for the commercial portions of the site will reflect the overall theme of the area, creating a unifying aesthetic that provides for meaningful spaces that relate to the adjacent buildings.

1. Site Design

a. Building Placement & Orientation

The site is located at the southwest corner of University Drive and Ellsworth Road. The Property is generally bound by Loop 202 to the west, University Drive to the north, Ellsworth Road to the east, and a multi-family residential development to the south currently under construction zoned RM-4.

As described above, building placement and orientation is largely driven by the 125-foot-wide SRP utility easement running from east to west across the southern half of the site. Because no vertical structures are permitted in the easement area, the building and all other structures are located in the northern half of the site – severely limiting building orientation and placement options for Wendy's and requiring the drive-through lane to be located between the north side of the building and University Drive. Enhanced landscaping and decorative screen walls have been judiciously employed to ensure a pleasing aesthetic along University Drive.

b. Parking and Circulation

Consistent with the guidelines, the proposed Wendy's is located along the University Drive street frontage with the parking lot south of the building, creating a building-focused streetscape. The parking area is broken up into two smaller parking areas separated by a landscaped retention area. Both parking areas are oriented perpendicular to the main building entrance to minimize the need to walk between parked cars or cross drive aisles. A shared access drive is used to provide access to both Phase 1 and Phase 2 from the public streets, minimizing the total amount of pavement and circulation space needed.

c. Landscaping & Shading

Landscape design of streetscapes along University Drive to the north, the internal roadway to the west, and throughout the development consists of generous plantings with a lush, drought-tolerant landscape palette per City of Mesa standards. Distinct groupings of plantings and species are used to define parking areas, highlight and accent streetscapes, and screen trash enclosures and parking. See Landscape Plan at **Tab 5**.

d. Lighting

Exterior lighting consists of energy efficient LED lighting for parking areas and accent lighting on the building. Lighting has been harmoniously incorporated into the site layout and building design to be complementary to the overall project.

e. Architectural Design

The site plan and building architecture have been thoughtfully laid out to ensure a pleasant and inviting environment for visitors and a visually attractive development for passersby on adjacent rights-of-way. Individualized store detailing and design considerations ensure compatibility with the surrounding area and appropriate visual interest and detailing. Varied rooflines and massing, a bold color palette, and thoughtful use of materials provide a distinctive yet contextually appropriate design. See Elevations at **Tab 6**.

f. Signage

Building signage has been generally identified on building elevations for design intent only. Building and site/monumental signage is a separate permit/deferred process and will be submitted and reviewed per City of Mesa standards as the project develops.

g. Service Areas & Utilities

As described above the proposed Wendy's will be served by a bollard protected double bin refuse container, which will be located to the southeast of the main building. The double bin refuse container will be screened from public view by a gated masonry screen wall enclosure per City of Mesa code requirements.

VII. Grading and Drainage

The grading and drainage for the site will be designed to retain the 100-year, 2-hour storm event in accordance with the City of Mesa drainage design guidelines. Storm drainage will be conveyed via internal drain or downspouts and overland flow across the parking lots into either catch basins or curb openings which will outfall to a combination of surface and/or underground retention areas. The required storage volume will dissipate within 36 hours via a combination of natural percolation and drywells. Any off-site drainage impacts to the site will be routed through the site to maintain its historical drainage pattern.

VIII. Phasing

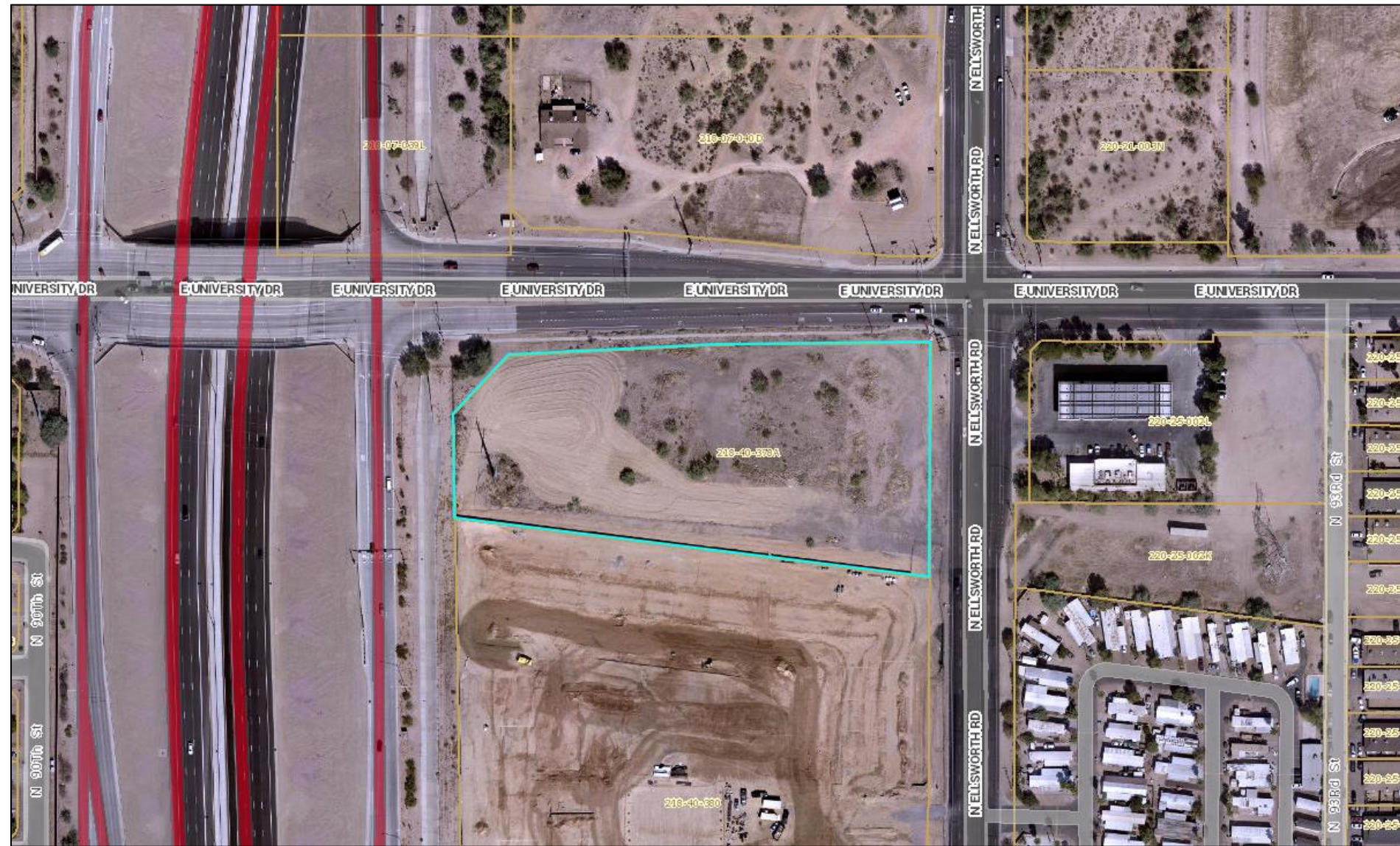
As described throughout this narrative, the proposed Wendy's will be constructed in Phase 1 and encompass all of Lot 1. Future development on Lot 2 may occur multiple phases as market conditions warrant. Plans for future phases will be submitted to the City of Mesa to ensure proper and orderly development.

IX. Summary

The proposed zone change to Limited Commercial (LC) for small-scale commercial development is an ideal use of the Property given the location next to the freeway off-ramp and a major arterial intersection with LC zoning at the other three corners. The proposed project is consistent with the City of Mesa's desire, via the General Plan, to see neighborhood-scale commercial development at the intersection of University Drive and Ellsworth Road to serve the adjacent residential areas. This development makes efficient use of a restrictive and challenging site with a land use that will complement the surrounding area and provide value to the surrounding community.

TAB 1

Aerial Map

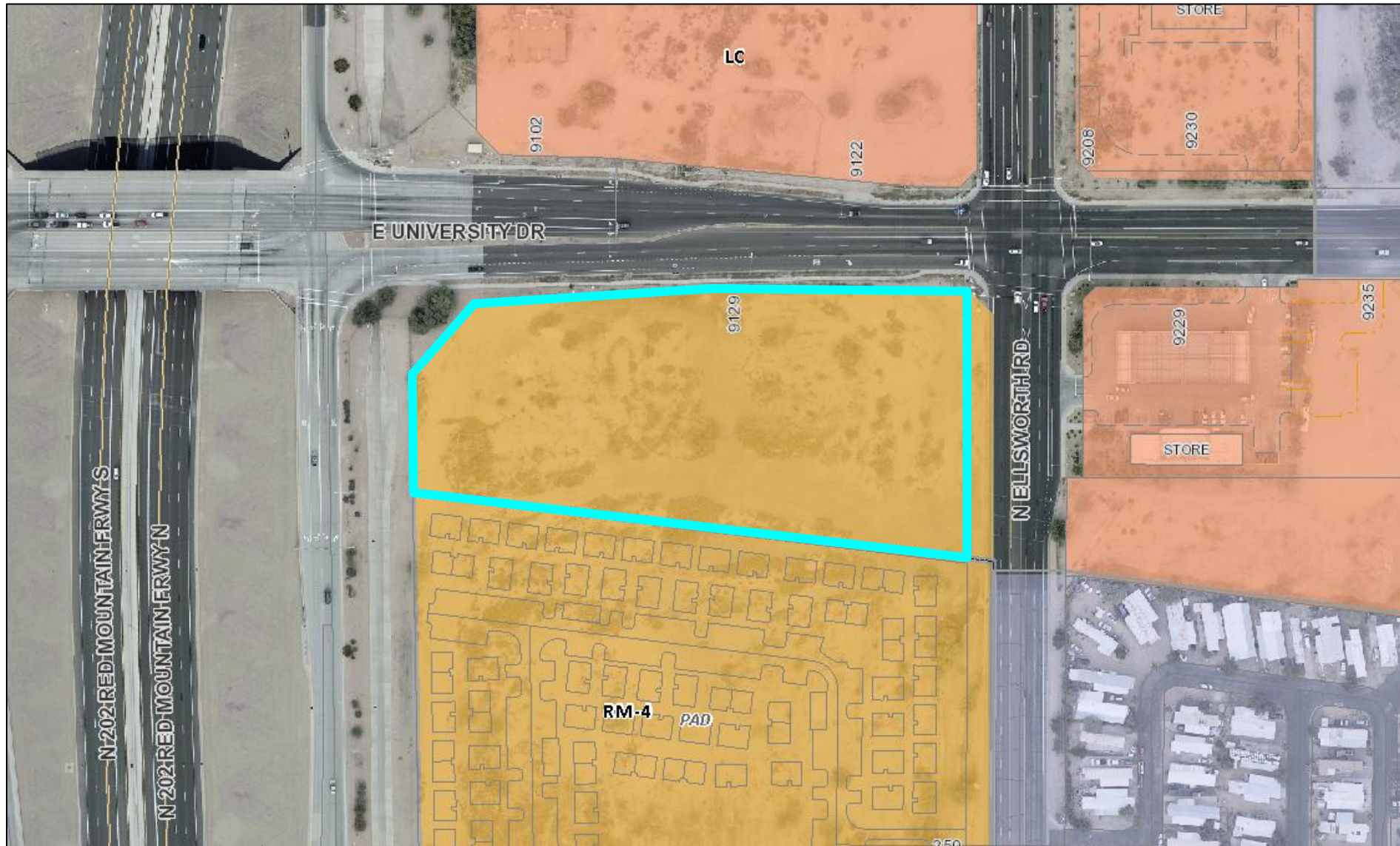


SWC University Drive & Ellsworth Road – Mesa, AZ



TAB 2

Zoning Map

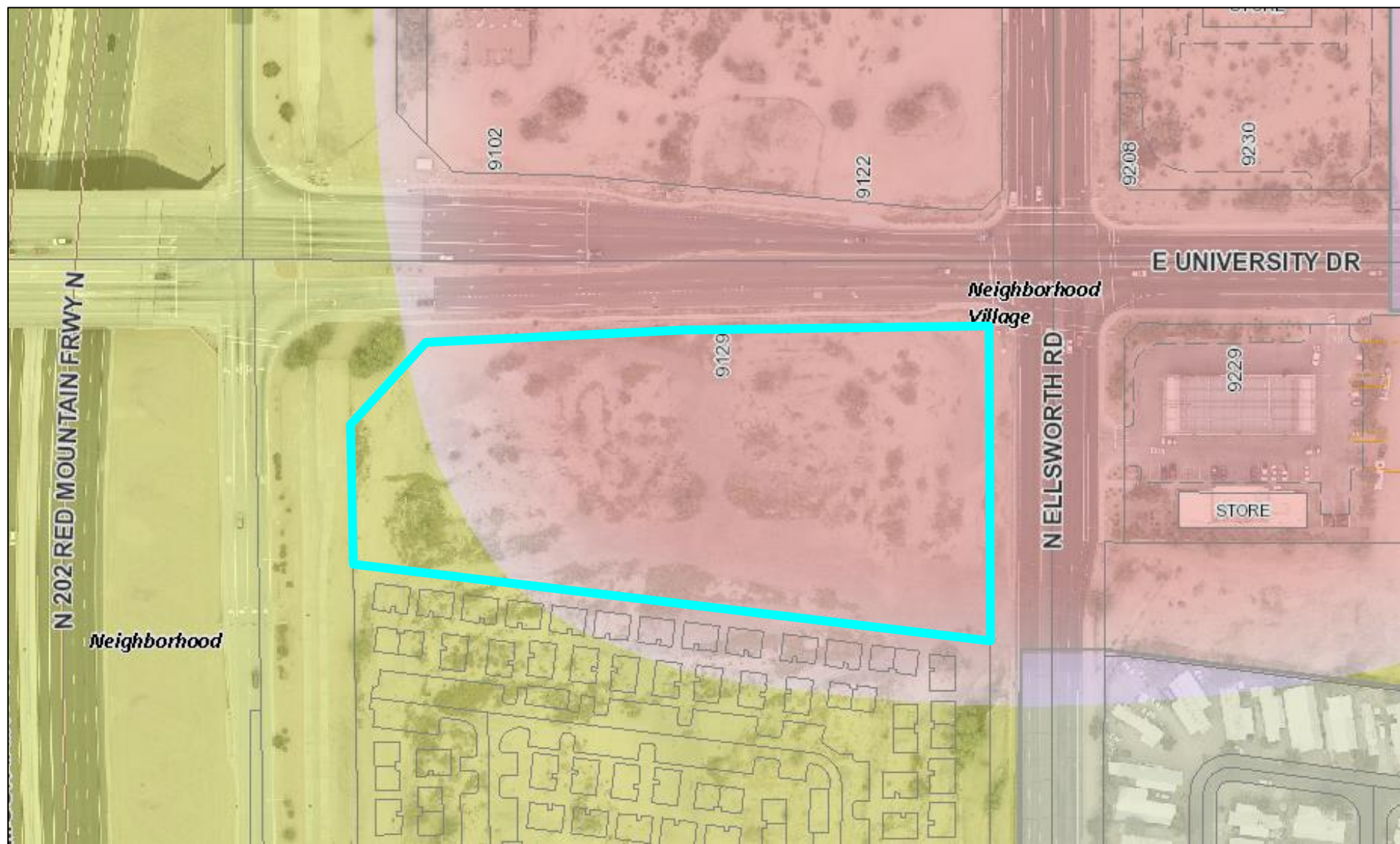


SWC University Drive & Ellsworth Road – Mesa, AZ



TAB 3

General Plan Map



SWC University Drive & Ellsworth Road – Mesa, AZ

