



Project Narrative

Rezoning (from RS-90 to LI/Light Industrial),
Council Use Permit (for RV/Boat Outdoor Storage),
Design Review, Planned Area Development and Site Plan Review

Approximately 10.28 acres

Located at the southeast corner of Higley & Thomas Roads for the Mesa Premier RV & Boat Storage facility.

APN 141-38-047A

Original Prepared By:



Update Prepared By:



Case #: **ZON21-00080**

Submittal Date: **January 28, 2021**

Revision Dates: **August 09, 2022**

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INTRODUCTION AND PROJECT OVERVIEW:

It is with great excitement that we propose the development of Mesa Premier RV & Boat Storage, a beautiful new facility serving the RV & Boat storage needs for residents of Mesa, Arizona and surrounding area.

This Project Narrative describes approximately 10.282-acres located at the southeast corner of Higley Road and Thomas Road (a.k.a. NEC Loop 202 Red Mountain Freeway & Higley Road; the “Property”), requesting the following to permit the proposed project:

- Rezoning from RS-90 (Single-family Residential) to LI (Light Industrial) to allow development consistent with the Mesa 2040 General Plan.
- Council Use Permit (CUP) permitting a 414-space outdoor recreational vehicle (“RV”) and boat storage facility (the “Project”) as required by the LI zoning district.
- Site Plan Review, Design Review and Planned Area Development to approve the overall site design, landscape plan, site screening, office building and other elements of the Project.

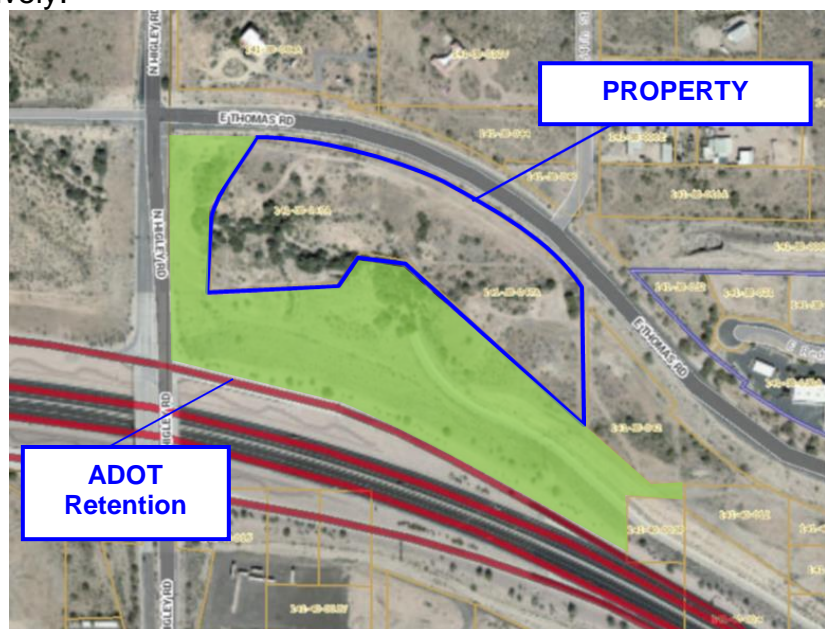
In 1985, the City Council approved conceptual Light Industrial (LI) zoning on the property under case number Z85-014. The conceptual zoning did not grant any development rights to the property; thereby necessitating this rezoning request.

PROPERTY DESCRIPTION AND SITE CONDITIONS:

The Property was recently sold by the Arizona Department of Transportation (“ADOT”) as excess right-of-way (“ROW”) from the construction of the Loop 202 Red Mountain Freeway and is not necessary for retention. ADOT retains ownership and maintenance of retention areas separating the property from Loop-202 and S Higley Rd, approximately 230 feet and 120 feet respectively.

The off-site improvements for the Project are being coordinated with ADOT to ensure the remaining freeway retention areas function properly and act to buffering the Property.

The Property is not visible (see provided photos) at all from the Loop 202 Red Mountain Freeway, with very limited visibility from Higley Road and the adjacent overpass.



The terrain of the Property varies from approximately 25-30 feet below the grade of the Higley Road and Thomas Road intersection, rising eastward to approximately the same grade as Thomas Road. This creates a natural screening of the Property, ideal for the proposed RV and Boat Storage use.

Lower areas of the Property are significantly vegetated. The existing plant material will be salvaged where possible, and additional landscape material and a decorative wall will be placed along the Thomas Road frontage to assist in screening.

The area has varying terrain with numerous hills and small valleys, due to the proximity of the Salt River, which located approximately one mile to the northeast. The area is dominated by industrial type uses, such as sand and gravel operations near the Salt River, with scattered single-family residential uses. To the southwest is Falcon Field, and flyovers are a common occurrence (which we fully support!). Adjacent uses and zoning (where applicable) are as follows:

South: Retention areas for Loop 202 / Red Mountain Freeway
West: Higley Road; further to the west is a sand and gravel operation, zoned GI (Heavy Industrial). Sand and gravel operations are also located at the southwest corner of the Loop 202 and Higley Road.
East: Vacant / undeveloped area, zoned PEP
North: Thomas Road, with an Industrial / Commerce Park zoned LI (PAD) and scattered industrial (zoned LI) and large-lot residential (zoned RS-90) uses

PROJECT OVERVIEW:

A Pre-Submittal meeting was held on this project on January 2, 2020, under Record ID #PRS19-00971.

The entire property is designed to capture and compliment the natural beauty of the surrounding area. Existing vegetation and materials are incorporated into the design, and the natural terrain of the property will be maintained.

The office, security walls, signage, and overall design is of high-quality and very aesthetically pleasing. The intended goal is to create a “park-like” setting where area residents are proud to visit and store their toys.

Mesa Premier RV & Boat Storage facility has been designed per the City of Mesa “Quality Development Design Guidelines” and other design criteria and guidelines, as discussed throughout this Project Narrative.

Customers will first encounter an on-site 1,571 square foot office, designed with 360-degree architecture that includes a reception area, a viewing/waiting area with tables and chairs, lavatories, a wash station, air/water services and dump station (when sewer is available) interior to the project. Caretaker quarters are not presently proposed but may occur if needed.

The Mesa Premier RV & Boat Storage facility will provide safe and secure outdoor storage for operational recreational vehicles and vessels. All vehicles must be well maintained and in good, operational condition. Storage of inoperable vehicles will not be allowed nor onsite major vehicle repairs (other than routine maintenance).

Access to the Property is planned via an existing ROW dedication onto Thomas Road, towards the eastern end of the Property offset from the 54th Street roadway intersection. The east property line will be adjusted westward to include dedicating approximately 30 feet of ROW to match the existing dedication by the neighboring property to the east.

This entrance will be gated/controlled, with card access, designed with ample space for queueing and a turnaround area. No additional roadway dedications or improvements are anticipated along Thomas Road, currently built as a minor arterial with two paved lanes in each direction, a continuous center turn lane, detached sidewalk, and streetlights.

Shade canopies are proposed for the interior (no perimeter spaces) storage spaces, many of which are “solar ready”, depending on location and angle, and as approved by the Mesa Falcon Field Airport regarding any concerns with reflectivity.

ECONOMIC IMPACT:

The southeast corner of Higley Rd and Thomas Rd makes this Property a prime location for low intensity uses such as RV and boat storage. That corner is subject to limited visibility, having low topography beneath adjacent major roadways and a freeway. These constraints limit the desirability viability for typical industrial buildings. The low traffic demand supports new growth to the north for other employment-based uses outline in the Mesa 2040 General Plan.

An internal market analysis indicates that there is a shortage of RV and boat storage facilities in the surrounding area, with less than 200 spaces available within an 8-mile radius, all of which are currently occupied. There are over a dozen RV and boat sales establishments within a 10-minute drive of the Property along Main Street. The Project intends support that strong economic sales industry with a storage facility located outside of the sales corridor. The location follows the General Intensity 2040 map in the Mesa 2040 General Plan.

An Economic and Fiscal Impacts report, prepared by the well-respected local economist Rounds Consulting Group, indicates the initial and long-term positive economic impact of the proposed storage facility. The executive summary (emphasis added) indicates the following:

“The proposed RV & Boat Storage facility will produce significant economic activity for the City of Mesa and generate sizeable new tax revenues for public expenditures. Not only will the project generate impacts as a result of the initial investment and construction of the facility (construction impact), but the project will also produce significant ongoing impacts during annual operations (operations impact).”

A summary of the economic and fiscal impacts is as follows:

Summary of Economic and Fiscal Impacts		
	Construction ¹	Operations ²
Jobs ³	63	8
Wages ⁴	\$3,980,200	\$382,300
Economic Output ⁵	\$9,720,300	\$1,144,300
Tax Revenues ⁶		\$27,400

1) Total impact from the initial investment and construction

2) Annual impact from operations once at full capacity in Year 4

3) Total direct, indirect, and induced full-time equivalent jobs

4) Total direct, indirect, and induced wages

5) Total direct, indirect, and induced economic output

6) Total primary and secondary City of Mesa tax revenues.

Note: In 2020 dollars. May not sum to totals due to rounding.

Further, the report states the following in regard to additional positive impacts of the proposed facility:

“In addition to the aforementioned impacts, the storage facility will generate additional economic activity and tax revenues for the City due to customer flow from other parts of the metro area. For instance, customers of the RV & Boat Storage will utilize nearby gas stations, service shops, and purchase recreational vehicles from local dealers. The new sales that are created by customers of the RV & Boat Storage facility allow for local business to expand their operations and generate additional tax revenues for the City of Mesa beyond what is calculated in this analysis.

Local recreational vehicle dealers have also expressed that a growing concern for prospective buyers is a shortage of storage in Mesa. Additional storage facilities will help ease this concern and foster new taxable sales similar to the previous example.

Thus, the overall impact on the City is likely to be 10% to 15% higher than what is tabulated.”

The employment directly and indirectly generated by this Project indicates compliance with the “Employment” Mesa 2040 General Plan land use designation on the Property. The Project will result in 5 employees of the storage facility with an average \$40,000 annual salary and an additional 3 indirect employees supporting the facility with an average \$56,000 annual salary. This represents a respectable wage for high-quality, long-term employment outlined in the adopted goals, policies and objectives of the Mesa 2040 General Plan, as discussed later in this Narrative.

A copy of the final report, dated December 17, 2020, was provided with the initial submittal and is included with this re-submittal.

REZONING:

The request for LI ("Light Industrial") zoning conforms with the General Plan designation of "Employment" and with the recommendation by City of Mesa staff during the Pre-Submittal Meeting process. LI zoning was previously granted for the Property but was not properly vested.

The purpose of the LI zoning district is for land that "can be used to buffer General Industrial uses from other less intense uses. This district also provides for a full range of commercial activities..." We note that due to proximity to the Falcon Field Airport, the Property is located within the Airport Overflight Area Three ("AOA 3") of the Airfield Overlay District.

As proposed, the request for the LI zoning district and the proposed Mesa Premier RV and Boat Storage facility meets this purpose statement, is consistent with this overlay designation, and is providing a well-designed and landscaped facility.

Further, the location is not conducive to more intense, light industrial uses that generally require visibility, generate traffic, and require significant grading to accommodate larger buildings. The Property is certainly not conducive for residential under the existing single-family RS-90 zoning due to the adjacent roadways and being subject to significant overflights from the nearby Falcon Field. We are extremely proud to provide any support we can to our military!

We also note that a Council Use Permit ("CUP") is required to allow RV and boat storage. This application includes a request for a CUP, as well as for Site Plan, Design Review and Planned Area Development approvals, as discussed further in this Project Narrative.

Development Standards:

The development standards of the proposed LI zoning district are all maintained or exceeded with the Project. A comparison between the LI standards and the proposed development are as follows:

Standard	LI (Light Industrial) Development Standard	As Proposed
Minimum Site Area (acres)	1.0	10.282
Minimum Lot Width (feet)	100	417.13
Minimum Lot Depth (feet)	100	1,340
Maximum Lot Coverage (%)	90	90
Maximum Height (feet)	40	13
Front & Street-Facing Side (feet)	15 (adjacent to arterial)	15
Interior Side & Rear (feet) – Adjacent to RS zoning	1' setback / 1' height, minimum 20	20
Interior Side & Rear (feet) – Adjacent to GI & LI zoning	0	0

Minimum Separation between Buildings	0	0
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In addition, the project must comply with the requirements for a CUP, the Quality Development Design Guidelines, as well as other requirements and development criteria related to storage identified in the Mesa Zoning Ordinance ("MZO").

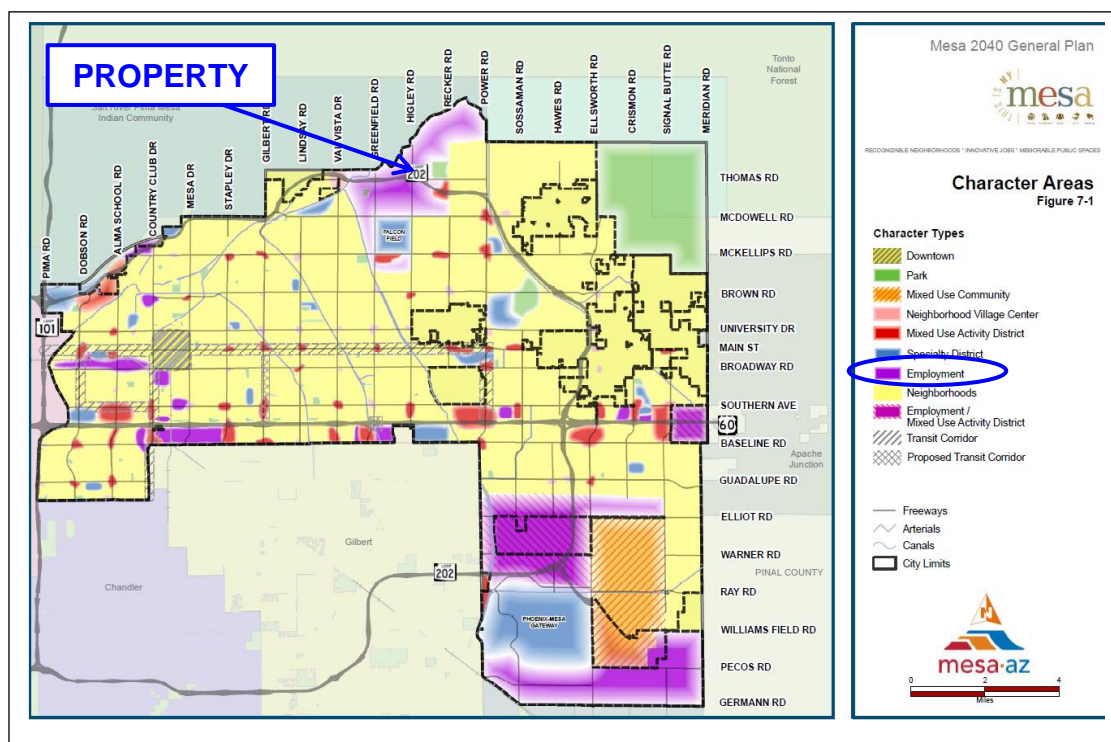
COUNCIL USE PERMIT (CUP):

Per Table 11-7-2 of the MZO (Employment Districts/Use Regulations), a facility zoned LI that proposes outdoor storage of recreational vehicles and boats requires a Council Use Permit ("CUP"). The criteria for the approval of a CUP is noted under Section 11-70-6 of the MZO, which states that a CUP shall only be granted if the project conforms to all of the following criteria.

- 1) Approval of the proposed project will advance the goals and objectives of and is consistent with the policies of the General Plan and any other applicable City plan and/or policies.**

Mesa 2040 General Plan:

The Mesa 2040 General Plan designates the Property as having an "Employment" land use character, utilizing the attributes listed for the Industrial Sub-Area).

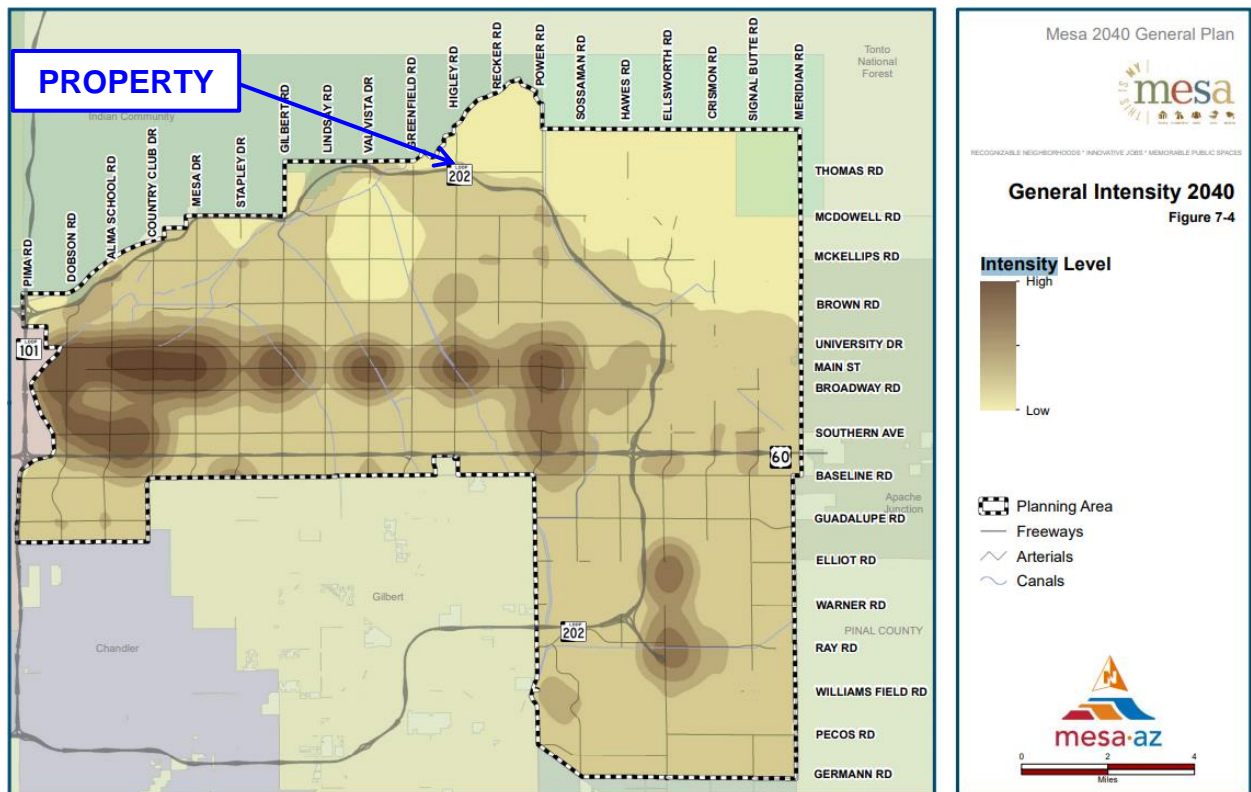


The Mesa 2040 General Plan states the goal of the Employment districts is to “provide for a wide range of employment opportunities in high quality settings.”

As noted previously, the Mesa Premier RV & Boat Storage facility generates immediate and long-term employment, along with peripheral positive economic development, and is proposed as a high-quality development.

The rezoning request and proposed land use for the Property complies with site details identified within the Employment Character Area of the 2040 General Plan.

- *Industrial Sub-Type*
- *Primary Zoning District:*
 - *LI (Light Industrial)*
- *Primary Land Uses:*
 - *Outdoor Storage*
- *Form and Guidelines:*
 - *Screening from public view required for outdoor storage and production.*
 - *Screening and other appropriate transition measures if located next to areas planned for less intense uses.*
- *General Intensity*
 - *Site meets the decreasing intensity transition as outlined in the Figure 7-4 on page 7-41 of the 2040 General Plan*
 -



Under the Mesa 2040 General Plan, there are a number of goals, and related policies and strategies, applicable to the proposed use and the underlying General Plan character designation of Employment.

Economic Development Goal: Grow and maintain diverse and stable jobs.

Policy. Economic Development P1: *Preserve designated commercial and industrial areas for future job growth.*

The proposed development includes a rezoning from residential to light industrial. The project will create an estimated 63 jobs related to the construction of the site and 5 long-term, high quality jobs employed by the facility.

Strategy. Economic Development S1: *Uphold a business service approach that facilitates the successful attraction, expansion, and retention of businesses in Mesa.*

This RV/Boat Storage facility assists in supporting and expanding the thriving RV sales industry that operates less than 10 miles away. Dealers note that buyers are moving into subdivisions that prohibit RV storage, thus creating a demand for paid storage facilities.

Strategy. Economic Development S3: *Create interesting and exciting neighborhoods and commercial, educational, and cultural amenities that attract and retain executives and professionals.*

Long time trends show a demand for personal ownership of outdoor recreational toys and activities, manifesting in rising RV and boat sales in the area and limited storage options. This storage facility is part of the attraction to new residents such as professionals and executives with the means and willingness to buy large and expensive toys.

Character Areas. Goal: *Foster a development pattern that creates and maintains a variety of great neighborhoods, grows a diverse and stable economy, and develops rich public spaces.*

Policies and Strategies:

Policy. Character Areas P6: *In areas with the Employment District character, development will be reviewed for the opportunity to maintain and enhance employment options within the City of Mesa; areas with this character type are important to the long-term vitality of the community and need to be protected from incompatible development types. Review shall also consider compliance with any approved sub-area or neighborhood plan for the specific area.*

As noted below, the Property is located within the Falcon Field Sub-area, which strives to maintain an aviation-driven focus. As a light industrial use, the proposed RV and boat storage serves to facilitate that goal and is compatible to other employment-type

uses. Additionally, the light industrial nature of the proposed use serves to maintain and enhance employment-type uses in the area.

Policy. Character Areas P11: Primary zoning districts and primary land uses will be mainly utilized to establish the character type and areas...

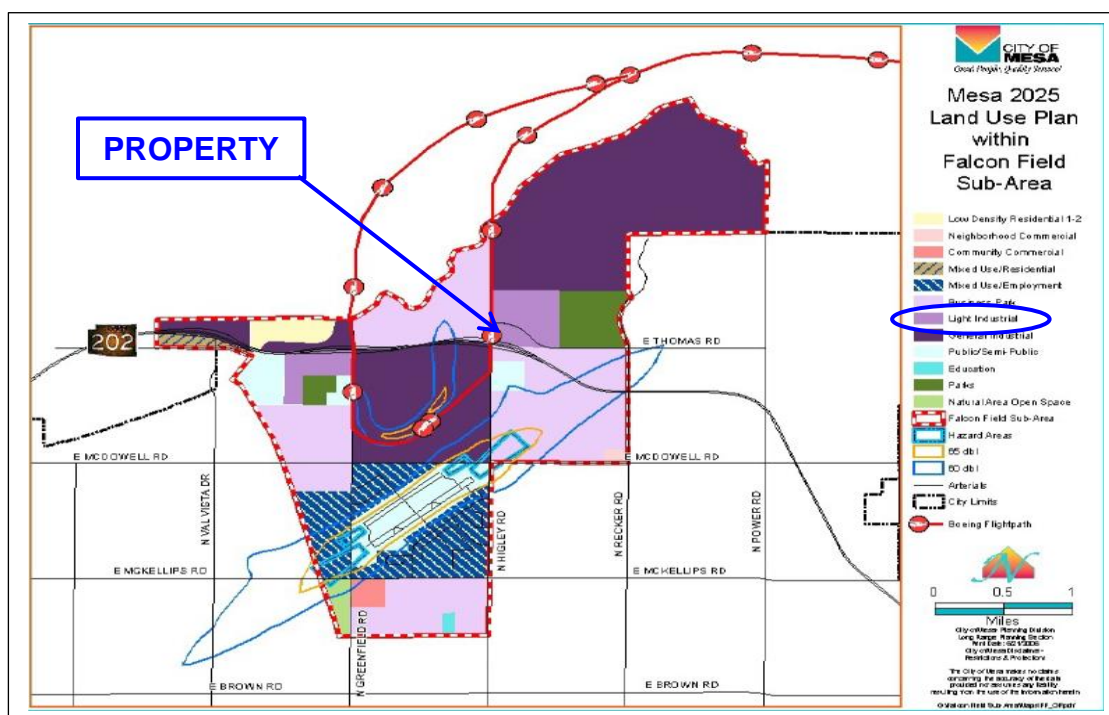
Light Industrial ("LI"), which is the requested zoning district, is listed as a primary zoning district in the Employment character.

Policy. Land Use P3: The City shall work with Falcon Field and Phoenix-Mesa Gateway Airports to coordinate planning and to address airspace protection and land use compatibility.

Falcon Field Sub-Area Plan:

The Property is also located within the Falcon Field Sub-Area Plan, adopted by the City of Mesa on April 2, 2007, states that it has an "aviation driven focus..." The proposed rezoning to LI, and the non-residential and low-occupancy nature of the proposed RV and boat storage facility, serves to maintain this focus.

The Property is designated for Light Industrial land uses, depicted below:



The Falcon Field Sub-Area Plan notes the following "Image Building Strategies" which are exemplified with this proposal as follows:

IB-1. Scenic Vistas: "The northern portion of the subarea is blessed with views of Red Mountain and the natural desert. The vast majority of this view shed should

be maintained as unobstructed views north of the Red Mountain Freeway (Loop 202) for the benefit of visitors, existing development, and future development..."

The proposed RV and boat storage facility will continue to render much of the Property below the grade of the adjacent roadways and certainly below the views of Red Mountain and surrounding areas. The maximum height of any structure (13-feet for the shade canopies) will not adversely interfere with these views for existing and proposed development.

IB-4. Landscape Design Guidelines: *Establish and implement sub-area specific landscape design guidelines for streetscape, gateway areas, public, and private property throughout the sub-area..."*

While we are not aware of any specific landscape design guidelines related to the Falcon Field Sub-Area Plan, the proposed development utilizes existing mature vegetation where appropriate, and supplements landscaping along the perimeter of the Property to provide for substantial site screening.

Further, the Falcon Field Sub Area Plan provides the following statements which support both the rezoning and the proposed RV and boat storage use:

"Future land use designations within the Sub-Area, as established by the Mesa 2025 Land Use Plan, have some potential compatibility issues north of Loop 202 between the Higley Rd and Greenfield Rd alignments..."

We note that at the time of the approval of the Falcon Field Sub-Area Plan, the Mesa 2025 General Plan designated the Property as Business Park. The Falcon Field Sub-Area Plan specifically recommends changing the land use type from Business Park to Light Industrial.

"Slightly less than half of the land area with the R1-90 zoning designation is located adjacent to Loop 202 on the north and south sides between Higley Road and Recker Road... the overwhelming majority of this R1-90 land is vacant and zoned inconsistent with the Mesa 2025 Land Use Plan [and the Mesa 2040 General Plan]."

While these R1-90 districts are not located within the primary impact areas of the airport, some of these vacant lands are close enough to potentially generate complaints. Furthermore, the portions of R1-90 districts adjacent to Loop 202 interchanges and more intense zoning districts are ideally suited for employment generating uses – some of which might provide retail, services, and entertainment to area businesses, employees, and the region.

- 2) The location, size, design, and operating characteristics of the proposed project are consistent with the purposes of the district where it is located and conform with the General Plan and with any other applicable City plan or policies.**

MZO Section 11-7-1: Purpose: “Employment Districts” (including the requested LI zoning district)

- (1) *Designate land for industrial, office, and research and development uses to provide a range of employment opportunities in Mesa;*
- (2) *Provide for the appropriate location of businesses that may have the potential to generate off-site impacts, while providing compatibility in use and form;*
- (3) *Provide appropriate buffers between employment and residential uses to preserve both employment feasibility and residential quality; and*
- (4) *Provide diverse options for types of employment-oriented areas, ranging from landscaped sites in campus-like settings, to mixed-use commercial and industrial areas, to industrial-only areas, to sites that are still well designed, but convey a minimalist or utilitarian approach, the entire range of which may contribute to providing the appropriate context for a successful business environment.*

MZO Section 11-7-1B.2: Specific purpose of the LI zoning district

Provide areas for limited manufacturing and processing, wholesaling, research, warehousing, and distribution activities take place within enclosed buildings, with restricted accessory outdoor storage as needed to support the primary uses. Light Industrial areas can be used to buffer General Industrial uses from other less intense uses. This district also provides for a full range of commercial activities, generally on a limited scale, including high-impact commercial uses, outdoor display and outdoor sale. Individual developments include well-designed buildings on sites that may or may not have campus-like settings, and areas visible to the general public include well-designed landscape areas.”

The proposed rezoning to LI and the requested RV and boat storage facility conform to both the purposes of the Employment category and LI zoning district as follows:

- RV and Boat Storage is listed as a specific use under the “Warehousing and Storage” land use category of the Employment districts subject to approval of a CUP. The Project is similar to a warehouse-type use, in that it involves the long- and short-term storage of items (in this case, RV’s and boats).
 - As evidenced by the Economic and Fiscal Impacts report, there are very few RV and boat storage facilities within an 8-mile radius of the Property, so there won’t be a concentration of this use in the vicinity of the Property.
 - The topographic constraints of the Property do not lend themselves to a more traditional employment or light industrial use, as significant grading issues and existing offsite ADOT drainage facilities constrict the Property from developing large or multiple buildings.
- 3) The proposed project will not be injurious or detrimental to the adjacent or surrounding properties in the area of the proposed project or improvements in the neighborhood or to the general welfare of the City.**

The natural features of the Property, such as the existing topography, will not be injurious or detrimental to adjacent or surrounding property owners as the terrain and plant materials which serve as buffers to preserve the views and aesthetics.

Further, the adjacent property owner to the south and west is ADOT, which maintains a drainage and retention area between the Property and Loop 202/Higley Road. Other properties in the area are separated from the Property by either the Loop 202 on the south, Higley Road on the west, or Thomas Road along the north and east. The property directly to the east is zoned Planned Employment Park ("PEP").

As a final comment, the owner has significantly cleaned-up the Property since its purchase, eliminating and thinning dead and overgrown plant materials, removing trash, and removing previous opportunities for unwanted encampments.

4) Adequate public services, public facilities and public infrastructure are available to serve the proposed project.

The Property and proposed use have excellent access to Thomas Road via an existing driveway. Thomas Road is paved adjacent to the Property, with two lanes in each direction, a continuous center turn land, and curb, gutter and detached sidewalk. RV and boat storage facilities have notoriously low traffic generation, and it is not expected that the Project will have any impact on Thomas Road.

The Project will be provided water services via a connection to an existing 16" DIP waterline in Thomas Road and install a looped system if required by the City of Mesa.

In regard to wastewater service, the City of Mesa notes that the area requires a lift station, which is expected to be constructed in the 2024 bond cycle; therefore, the Project will be served by an onsite septic system until sewer is available.

Further, as a non-residential use, the proposed development has no impact on public facilities such as schools, libraries, etc.

SITE PLAN, DESIGN REVIEW & PLANNED AREA DEVELOPMENT:

Both Site Plan, Design Review and Planned Area Development approvals are required for this project. We have taken great care in the design of the site, with considerations of the existing topography and mature vegetation, drainage, access, and trying to maximize the limited available land.

Included in these considerations are the adopted "Quality Development Design Guidelines" and other development standards and requirements of the MZO. This attention to detail is evidenced in the site plan, landscape plan, office exhibits and other provided information regarding the design of the Property and its proposed use as a RV and boat storage facility.

Site Plan & Planned Area Development Review:

As noted throughout this Project Narrative, the Property has significant topographic constraints, the Property drops rapidly from east to west, with an over 20-foot difference in grade. Simply “flattening” the Property doesn’t work, as there is a large open drainage channel on the adjacent ADOT property; the type of retaining walls that would be needed are cost prohibitive.

Nonetheless, we believe that the site plan can be designed aesthetically pleasing and functional for an outdoor storage use, such as the proposed Mesa Premier RV and Boat Storage facility. It is uniquely capable of working with the existing topography with minimal grading and using the topography for screening of portions of the Property.

In addition to this “natural” screening, an 8-foot-high wall plus landscaping will be placed along the Thomas Road frontage. Additional screening and landscaping are unnecessary for Higley Road, which rises above any obstructed views with the adjacent overpass. A landscape plan – both in color and in black & white – is included with this submittal.

The entire property is designed to capture and compliment the natural beauty of the surrounding area. Existing vegetation and materials are incorporated into the design, and the natural terrain of the property will be maintained. The office, security walls, signage, and overall design is of high-quality and very aesthetically pleasing. The intended goal is to create a “park-like” setting where area residents are proud to visit and store their toys.

The Project proposes 414 storage spaces of three (3) different sizes for recreational vehicles and boats:

- 12’ x 30’ (118 spaces)
 - 12’ x 40’ (214 spaces)
 - 12’ x 50’ (82 spaces)
- Total = **414 spaces**

Shade canopies are proposed for the interior storage spaces only while excluding spaces along the perimeter of the development; these will have a maximum height of approximately 13-feet (for a 45-foot-long space), less height for shorter spaces. We note that a portion of the shade canopies may be “solar ready”, depending on location and angle, as approved by the Mesa Falcon Field Airport regarding any reflectivity.

For stored vehicles along the perimeter of the development a requested deviation of the setback requirements of Section 11-30-7 of the MZO, which requires a 1:1 setback / height ratio is requested to be 0’ setback from the wall by means of a PAD request.

Access to the approximately 10.282-acre Property will be via an existing driveway off Thomas Road (offset from 54th Street). This access will be gated, with sufficient turn-around area to meet City of Mesa requirements. Interior to the site and adjacent to the vehicular entrance is the proposed 1,571 square foot office building.

Quality Development Design Guidelines compliance:

The Quality Development Design Guidelines (“Guidelines”) adopted by the City of Mesa in December 2019, are “intended to support the goals and policies of the 2040 Mesa

General Plan and supplement the provisions of the MZO. These principles and guidelines apply to all development types and planning areas within the City. This includes proposals for new development and redevelopment of sites, including exterior alterations to existing buildings... These guidelines are intended to clarify expectations and set clear objectives regarding quality development for developers and architects as they design their projects. They are also intended to assist City staff and decision-makers in evaluating projects..."

As a new development, proposed for LI zoning, these guidelines have been reviewed and incorporated into the proposed Project. Guidelines and criteria specifically related to "storage" are noted in both the Commercial and Industrial chapters of the Guidelines.

Commercial guidelines (Chapter 4) applicable to the proposed development and to storage, which are not also included within the Industrial chapter, are noted below.

Quality Development Design Guidelines Section 4.A.4.f: "Use landscaping to screen less-desirable areas from public view (i.e., trash enclosures, parking areas, storage areas, loading areas public utilities, and mechanical equipment)."

As shown on the preliminary landscape plan, extensive landscaping is provided throughout the development, with an emphasis along the Thomas Road frontage, which is the most-visible property line due to the existing topography and adjacent ADOT drainage facility.

Quality Development Design Guidelines Section 4.A.7.a: "Loading, storage, and service facilities must be screened from public view. Screening materials, colors, and finishes should be designed as an integral part of the site architecture. Landscaping or other methods of screening may also be utilized."

As noted above, screening of storage areas, such as landscaping and perimeter walls, are complementary to the overall project design and all storage areas are screened to the extent possible given the existing topography of the Property and its relationship to the perimeter streets.

Industrial Guidelines (Chapter 5) applicable to the proposed development and to storage, which are not also included within the Commercial chapter, are noted below. The guidelines address development criteria such as Site Design (building placement and orientation, parking, loading, and vehicular access, landscaping and shading, and exterior lighting) and Architectural Design (including design, entrances, massing and scale, façade articulation, materials and colors, signage, and service areas and utilities).

The design of the Project, as demonstrated with the submittal materials and exhibits utilizes the above criteria in regard to landscaping and shading, vehicular access, the entrance, exterior lighting, and other design elements. Given the "open" nature of this project and only one, 1,571 square foot building, not all of the guidelines for site and architectural design apply as they would to the scale of a more traditional industrial use (such as building placement and orientation, massing, and façade articulation).

Quality Development Design Guidelines Section 5.A: *“Industrial developments should be designed to minimize potential visual impacts due to its scale, location of industrial/mechanical equipment, and outdoor storage. These visual impacts can be mitigated through proper site planning and the placement and design of buildings, screen walls, and landscaping.”*

Quality Development Design Guidelines Section 5.A.3 (Landscaping and Shading): *“Open spaces on industrial developments are necessary to accommodate retention needs and enhance the overall quality of the development. Furthermore, landscaping and programming of the open space serves employees, visitors, and neighbors on nearby lots by creating attractive environments. Landscaped open spaces improve morale and create comfortable, outdoor places, which encourages healthy lifestyles.”*

All new developments should include usable outdoor open space. “Human-scaled” development that incorporates site design and amenities such as courtyards, plazas, shaded arcades and functional landscaped areas that link adjoining buildings and take advantage of outdoor as well as indoor space is encouraged. These features can be located in areas with recessed facades or setbacks in excess of minimum standards. These areas may be designed for use by employees and/or customers. Pedestrian features such as benches, tables, fountains, artwork, and landscaping should be incorporated as focal points or relaxation areas for industrial developments.”

The site has been designed to work with the existing contours of the Property, with the goal to minimize grading and take advantage of the natural screening.

The proposed storage facility incorporates significant landscaping surrounding the Project while working with ADOT and the City of Mesa to compliment the natural areas on the west and south slopes while integrating the Project into the areas used in part for retention and facilitating drainage around the site and also ADOT for the Loop 202. Just offsite is part of a drainage-way that also has significant mature landscaping. The onsite area will be cleaned-up of dead/dying and poor-quality plant material so that the remaining plants can better thrive. Additionally, and where possible, plant materials will be salvaged and relocated to other areas of the development.

In addition, the project complies with the Quality Development Design Guidelines, as well as other requirements and development criteria related to storage as listed in Sections 11-7-3, 11-22-1, 11-30-7, and 11-33-5 of the MZO.

Section 11-7-3 of the MZO addresses the development standards applicable to projects within the LI zoning district. As demonstrated earlier in this Project Narrative, the proposed Project meets or exceeds all of the applicable development standards of the LI zoning district, as well as the applicable requirements and recommendations of Subsection B (Site Planning and Design Standards), such as Character and Image, Massing and Scale, Building Entrances, Access, Circulation and Parking, and Materials and Colors. Many of these requirements and recommendations are the same or similar to those of the Quality Development Design Guidelines.

MZO addresses outdoor storage in Section 11-30-7, identifying where it is permitted/prohibited and design objectives such as screening and setbacks. Open storage of vehicles outside of a building (considered collectively as a general activity) for more than 24 hours must conform to the standards of this Section.

Section 11-30-7 (Outdoor Storage)

Design objective: Maintain an attractive environment for the community, adjacent businesses and residents while allowing open storage of goods, materials, machines, equipment, and vehicles or parts when necessary for business purposes in specific locations.”

Through screening and significant frontage landscaping our intent is to enhance the Property and streetscape, and through proper site plan design, take advantage of existing topography.

Table 11-30-7 (Open Storage Regulations by District and Location) states that outdoor storage is permitted within the LI zoning district, but that it cannot be placed in front or street-facing side yards. Within our Project, no storage occurs within these yards (defined as the setback area).

The Project also meets the screening and setback requirements of this Section, by providing a combination screening berm/wall of at least 8-feet in height, landscaping outside and inside of the berm/wall, and meeting the applicable storage setback/height ratio of 1:1.

Section 11-33-5 (Foundation Base)

All buildings shall provide a foundation base of plant materials such as trees, shrubs, ground covers, and/or accent plants and hardscape such as decorative pavement adjacent to the exterior walls of any buildings, and that pedestrian areas and building entrance plazas should include shading with trees and shade structures.

The Project meets this requirement, as indicated on the preliminary landscape plan included with this submittal.

Section 11-22-1 of the MZO addresses the purpose of the Planned Area Development Overlay as demonstrated earlier in this Project Narrative and requested deviations as shown in the following Table that the proposed Project meets or exceeds all of the applicable development standards for the PAD Overlay while providing equivalent or superior standards.

Section 11-22-1 (Planned Area Development Overlay District)

The purpose of the Planned Area Development Overlay (PAD) District is to permit flexibility in the application of zoning standards and requirements where it can be demonstrated that the proposed development provides equivalent or superior standards in a creative way to meet the intent of the underlying zoning district and general plan. This overlay district allows for innovative design and flexibility in

projects of sufficient size that are planned for development as a cohesive unit and may also be used to organize a development in phases by using conceptual development plans and deferring specific site plan approval to a future date. The intent of this district is to provide for creative, high-quality development incorporating:

The following Table details the **Required** MZO Standard and the **Proposed** deviation from that standard.

MZO Standard	Required	Proposed
MZO Section 11-30-4(B). Front Yards and Required Street Side Yards. No fence or freestanding wall within or along the exterior boundary of the required front yard shall exceed a height of 3.5 feet.	3.5 feet to the North, West, and South	8-foot wall along North, West, and South property lines
MZO Section 11-30-7. A setback shall be provided for material stored outdoors at the ratio of 1:1 from all lot lines equal to total height of stored material above required screen wall 8 feet.	1:1 for all stored material	RV's and Boats 0' setback from wall
MZO Section 11-7-3. The minimum setback along front and street facing property lines for parking structures shall be 15 feet.	15 feet for North, East, South, and West property lines	Will comply with MZO Standard for North, East, South, and West property lines
MZO Table 11-7-3. The building setback adjacent to a freeway is 30 feet and shall be landscaped in accordance with MZO Section 11-33-3(A).	30-foot building setback and 30-foot landscape area.	Will comply with 30-foot building setback. Providing a 5-foot landscape setback minimum (at cul de sac to south proeprty line)

As demonstrated; due to the topographic constraints, ADOT drainage and excess right-of-way, the Project optimized the site through minimizing grading impacts, addressing drainage requirements and limiting extreme retaining wall heights. Our client is requesting for approval of the minor off-site grading on both ADOT and the City of Mesa properties for design purposes and cost to the Project. The alternatives proposed are due to the existing ADOT drainage facility that was left incomplete altering the developability our property together with the surplus right-of-way that was relinquished to the City if Mesa and also sold to R&S Development Group LLC for the Project. The request for alternative design considerations is not self-imposed, they are unavoidable due to existing conditions while not compromising the Quality Development Design Guidelines. The deviations are indicated on the site plan as referenced by staff and we respectfully request be approved with the Design Review, Site Plan review by means of the Planned Area Development Overlay.

Deviation Design Request

Through carefully design considerations, deviations for wall height of eight feet (8') where three and a half feet (3.5') is max adjacent to a right-of-way(s), reducing the landscaping to five (5') where thirty (30') is required, eliminating the landscaping requirements adjacent to right-of-way(s) and off-site grading (per plan) are being designed into the Project, detailed in the subsequent Table, described above and shown on the Design Review and Site Plans accordingly.

CONCLUSION

As provided by this Project Narrative, as well as the exhibits and plans submitted to the City, the request for Rezoning, a Council Use Permit, a Site Plan, and Design Review meets all of the necessary criteria set forth in the Mesa 2040 General Plan, Sub-area Plans, and Mesa Zoning Ordinance for the Light Industrial Zoning and a Boat and Recreational Vehicle Storage facility.

Mesa Premier RV & Boat Storage will utilize a parcel location with constraints that limits developing traditional industrial buildings. The location outside of the sales corridor along Main Street is optimal to support the strong RV and boat industry within Mesa, AZ. The Project will provide a needed storage facility to meet growing customer demands of residential neighborhoods with limited storage options.