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PLANNING

CIVIL ENGINEERING

BUILDING MEASUREMENT

Project Narrative (Design Review):

Date: 1.13.2023 (2nd submittal)

To: City of Mesa

Project Name: **The Brickyards on Ellsworth** – DRB22-01277

Ware Malcomb Project No.: PHX22-0166-00

Subject: Project Narrative (Design Review)

From: Dale Couture

Development Team:

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Introduction:

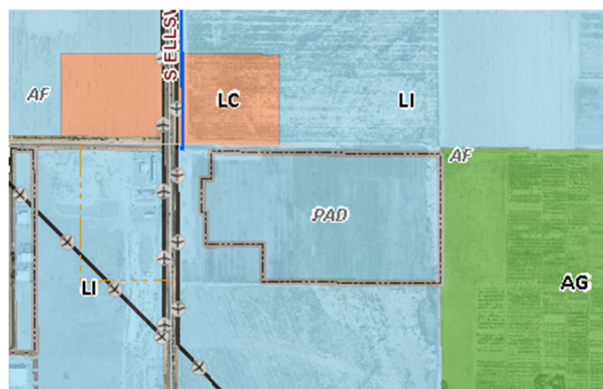
Ware Malcomb on behalf of Martens Development, is pleased to submit this narrative and related exhibits for Design Review for the approximately 63.18 acres located on East Willis Road and east of South Ellsworth Road in Mesa ("The Property"). Proposed is **The Brickyards on Ellsworth**, which is a master planned business park with employment, manufacturing and technology uses as the primary uses, and other employment uses as secondary uses. The mix of building options, and build-to-suit configurations are designed to make this site fit for the variety of employment uses that Mesa desires to locate and retain in the Gateway district. Information in this narrative illustrates that preliminary site plans designed like this submittal can attract major Tenants/Companies and make this site attractive in the competitive environment of Metro-Phoenix and broader Sun Corridor. It is noted that this request is submitted concurrently with a Site Plan Review. This design review application sets forth the preliminary landscape plan for the overall Property and Preliminary architectural plans. It is acknowledged that

Site Aerial



Existing Site Conditions – Relationship to neighboring Properties:

The Property is located on East Willis Road and east of South Ellsworth Road. It is currently vacant. **The Brickyards on Ellsworth** is located in an area with characteristics that support the proposed land uses. To the north of Willis Road is vacant land zoned for employment uses (LC & LI). The property to the east is also vacant zoned AG. The property to the west and south is zoned LI

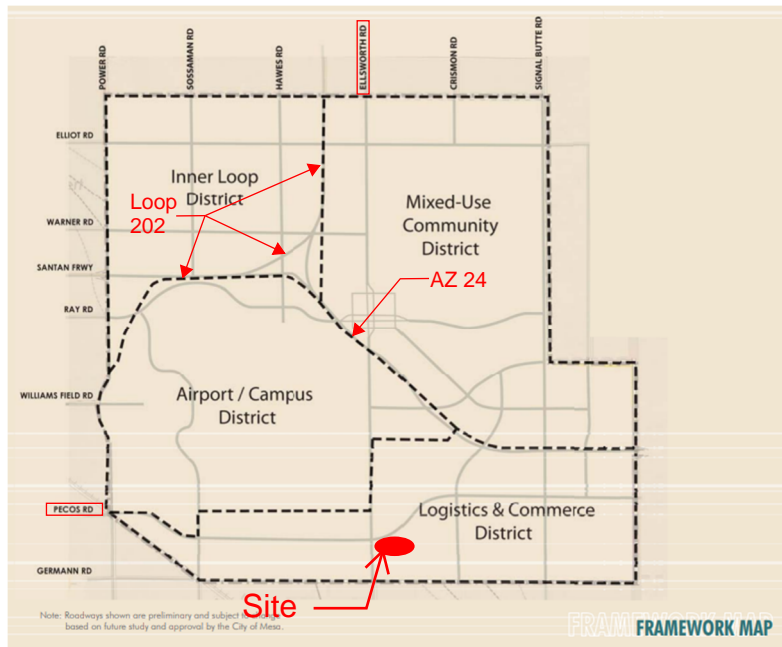


Existing General Plan and Zoning Designations:

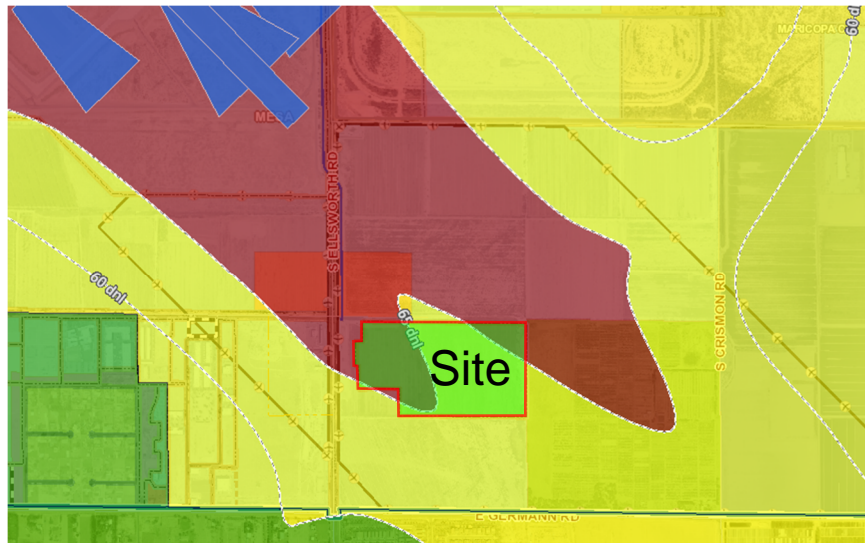
Mesa's General Plan Character Area Map designates the Property as Mixed Use/Community. The Property is located in the area comprising the Mesa Gateway Strategic Development Plan (MGSDP) (see Figure below), which classifies the property in the Logistics & Commerce district, which also allows a broad variety of land uses. This designation applies to areas south of the Airport/Campus District and the Williams Gateway Freeway. Heavy industrial, light industrial, business park, and commercial uses will be predominant within this district. Desired uses include manufacturing facilities, large warehouses, distribution facilities, planned employment parks, and similar uses. This district should provide a high-quality employment environment that is compatible with increasing over-flight activities associated with Phoenix-Mesa Gateway Airport. Greater intensity and higher density uses will be encouraged for development approaching the northern boundary of this area as it transitions to the planned freeway.

The following goals envisioned in Mesa's Strategic Development Plan are fully met in **The Brickyards on Ellsworth**:

- Offering a high-quality, employment park development that is compatible with activities associated with Phoenix-Mesa Gateway Airport operations.
- Provides a mix of building types and industrial and employment uses, with an emphasis on technology, employment and retail uses that offer recreational and commercial services as well as different kinds of business growth.
- Supports compatible land uses in proximity to the surrounding industrial zoning. The type of buildings proposed are supported by their proximity to the airport. This project will enhance the local economy relating to the transporting of goods delivered to and from East Valley Markets, as opposed to allowing the employment activity to occur in Phoenix with driving longer distances to reach the East Valley communities.
- Non-residential uses are proposed as encouraged in the MGSDP.



Pursuant to Zoning Ordinance Chapter 19, the Property is located in the Airport Overflight Area (See Figure below) for the Mesa Gateway Airport and will comply with the requirements for such. Inasmuch as the site is approximately 3/4 mile south of and away from the airport to the northwest, it is in the AOA 2 Overlay. The proposed mix of industrial and employment uses are the very types of developments envisioned for the AOA overlay, which is the least restrictive in the Airport Overflight Area. This request will not have a detrimental effect on the airport but will provide stimulus and support for the airport's ongoing viability.



Project Description:

The subject site (APN# 304-62-004V, 304-62-004X) is a combination of parcels with a total area of 63.18 acres. The Site location is on East Willis Road and east of South Ellsworth Road and will benefit from the proximity to Highways 202 and 24. The site is bordered on all sides by vacant land.

The goal of the project is to deliver a Business Park with eight (8) buildings totaling 907,138 SF of highly functional and affordable industrial, & manufacturing space to the Mesa area. The subject site is controlled by the City of Mesa 2040 General Plan, and the Mesa Development Code which contains the Development and Design Standards and Guidelines.

REQUIREMENTS

The Mesa 2040 General Plan ensures compatible land uses and adjacencies. The general plan at the subject site indicates an Employment designation, seeking for the area to be one of the City's Gateway business and employment area.

The Mesa Zoning for the Light Industrial District (LI) classification is intended to:

- Provide appropriately located areas, consistent with the General Plan, for industrial uses.
- Strengthen the City's economic base and provide employment opportunities close to home for residents of the City and surrounding communities; and
- Minimize any negative impact of industrial development on adjacent residential land uses.

The Light Industrial District (LI) is intended to allow for Warehouse and Manufacturing uses in a business park, industrial park, or campus setting with high-quality site and building design.

The PAD (Planned Area Development) overlay was established by ordinance 5691.2022 and Zoning Case ZON21-00644 to provide an alternative to conventional development, and is intended to accomplish all of the following purposes:

- To permit greater flexibility within the development to best utilize the physical features of the site in exchange for greater public benefits than would otherwise not be achieved through development under the broader Development Code.
- To ensure that any development impacts that occur through the use of greater flexibility are mitigated to the greatest extent possible so as not to create adverse impacts on neighboring properties or the surrounding neighborhood.
- To encourage integrated and unified design and function of the various uses comprising the PAD; and

- D. To encourage a more productive use of land consistent with the public objectives and standards of accessibility, safety, infrastructure and land use compatibility.

Development and Design Standards and Guidelines are noted in 11-7-3: Development Standards Paragraph B further denotes the;

- Site Planning and Design Standards
- Massing and Scale
- Building Entrances
- Access, Circulation and Parking
- Materials and Colors
- Optional Alternative Compliance

Proposed Design:

We are requesting alternative compliance per MZO 11-7-3.b.6 for MZO Section 11-7-3.B as noted specifically below and the subsequent narrative.

1. Character and Image

For this multiple building development, we have included predominant characteristics shared by each building so that the buildings within the development appear to be part of a cohesive, planned area, yet are not monotonous in design. The compatibility of the buildings has been achieved through techniques such as, the replication of roof lines, the use of similar proportions in building mass and outdoor spaces, similar relationships to the street, similar window and door patterns, and the use of building materials that have color shades and textures that are similar. The proposed development is designed to establish character and a sense of place through the strategic use of architectural elements, building form, materials, landscaping, lighting etc. which creates a cohesive theme. We have incorporated multiple with a minimum 300 square feet and a minimum dimension of 15' in any direction. 50% of the open spaces are open to the sky and landscaping has been incorporated throughout.

2. Massing and scale

- a. Wall Articulation: Various methods (colors, reveals patterns, canopies, etc) have been incorporated to provide alternative compliance for all building elevations to subdivide and proportion the publicly visible facades
- b. Building Projections into setbacks (not applicable)
- c. Roof articulation: Vertical modulation has been incorporated with multiple steps (less than 100') to coordinate with the wall articulation noted above. Color changes and the use of horizontal reveals located towards the top of the elevations to add detail to the top of the parapets.

3. Building Entrances (Alternative compliance not requested)

4. Access, Circulation and Parking (Alternative compliance not requested)

5. Materials and Colors

- a. Distinct materials have been incorporated and multiple variations (colors, reveals patterns, canopies, etc) have been incorporated to provide variations that reduce the apparent massing and scale of the buildings
- b. The percentages of the different treatments have been noted on the elevations
- c. (4) separate colors have been used on all buildings

Modern business parks and manufacturing facilities are attracting and hosting more sophisticated corporate users. Such companies are increasingly combining executive offices, with manufacturing, warehousing, and e-commerce. The emerging focus on integrated logistics supply chains and seamless customer experiences are resulting in an overlap of office and industrial uses; previously distinctive and separate project types are now more often combined and integrated. Regional examples of this include REI-Goodyear, AZ, Western Window Systems-Phoenix, AZ, Plexus Worldwide-Scottsdale, AZ, IRIS USA-Surprise, AZ, Brooklyn Bedding-Glendale, AZ.

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The proposed development seeks to exceed the Mesa regulatory requirements while providing a sophisticated business park that integrates into the long-term goals of the City of Mesa. The design character of the proposed building is critical to the success of the project, and the development team will take great effort to deliver an elevated, sophisticated design above and beyond the typical, bland “industrial box” typology. This commitment to design character has been successfully executed by the development team on projects of similar size in the Mesa Gateway area, across the valley and throughout the region.

The primary visible street frontage of the site features the use of varying site walls, landscape masses, entries, and more natural planting locations. Any truck courts or yards will be fully screened with painted or enhanced block walls. Site signage will feature landscape monument plinth masses and a consistent custom themed signage package will provide on-site wayfinding and themed labeling of all non-code dictated sign opportunities.

Building masses will include variation in roofline or parapet heights, varied or stepped wall plans as required by the Development Code and utilization of high texture, high-quality materials providing visual enhancement to the public way and primary visible areas of the building. Building design takes care to differentiate all four sides of the building and remain consistent in composition and appropriate to scale. Building features of color (colors that are shown are generally consistent with the vision of the project), mass and texture will be enhanced by utilizing glazing and shade elements in rhythm and depth of recess to create shadow and movement over the larger masses. Pedestrian entry/reception features and amenities will extend to the outdoors providing outdoor employee Open Space areas. Quality materials will consist of site-cast concrete panels, earth tone colors, texture panel patterns for shadows and reveals, accent metals, expansive shade canopies, multi-story glass entry elements, with decorative metal elements.

All building access points are located strategically off Willis Road. Truck access is provided with separate drives for a majority of the auto vehicular access to serve employee parking and office tenant improvement areas. Parking is provided to support the potential future tenant office locations. parking stalls are provided to meet the range of requirements for future users, including warehouse, manufacturing, and industrial users. Drainage is dispersed around the perimeter of the site with surface retention basins. These basins will be attractively landscaped to provide an aesthetic amenity and buffer from the adjacent surface streets and neighboring properties

Whether the project is ultimately realized as corporate headquarters, manufacturing or e-commerce facilities, Ware Malcomb and the development team will work in close partnership with the City of Mesa to achieve a world-class industrial project. The above design parameters will be utilized to provide a sophisticated, modern and holistically designed center that will enhance the aesthetic character of the area and provide a standard of design expectation for the future adjacent land uses.

Utilities and Infrastructure:

The proposed development will comply with all applicable City of Mesa regulations and standards regarding right-of-way and infrastructure improvements. Utilities in the subject property’s vicinity include City of Mesa for water, gas, and sewer, and municipal services of police, fire, gas, and waste disposal. The subject site is in SRP’s electric supply service area and both Cox and CenturyLink for telecommunications. On-site and off-site stormwater will be managed according to City of Mesa design guidelines and will be coordinated with the Maricopa County Department of Transportation and Flood Control District of Maricopa County for approvals. The Property is not located in a floodplain as it is in Zone X on the FEMA Flood Insurance Rate Map. The natural grade is a relatively flat agricultural topography that drains to the west. Onsite retention is planned to cause runoff to drain away from buildings and ultimately into catch basins and retention basins. Offsite drainage will comply with standards where runoff will be directed to retention basins, as provided in the preliminary grading and drainage plans and drainage report

Conclusion:

The Brickyards on Ellsworth implements the vision and objectives of the Mesa General Plan for this employment designated area. As proposed, the project will bring economic development and land use advantages to the City through additional business growth, jobs, and fiscal benefits to support the City’s public initiatives. The proposed plan integrates the built and natural environment through unifying landscaping elements along the project perimeter and internal driveways and parking areas. Site cohesion is achieved through the quality architectural and landscape themes that will promote internal consistency and harmony with the surrounding streets and land uses. The configuration and programming of the buildings and site layout aims to attract quality employers and users, which will lend to making this site competitive in today’s economy amidst continued growth in the surrounding communities.