



La Mesita – Phase 4

2242 W Main Street Mesa, AZ 85201

*A request for
Rezoning/PAD Zoning,
Site Plan and
Design Review Board*

*Rezoning request is for
General Commercial – Bonus Intensity Zone
(GC-CUP-BIZ)*

Application Numbers: ZON23-00XXX and DRB23-00XXX

Submittal Date: December 22, 2022

Revised: _____



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INTRODUCTION

On behalf of our client, A New Leaf Inc. ("New Leaf"), we are pleased to submit this Rezoning, Site Plan and Design Review Board applications and supporting materials for an approximately 1-acre site located a quarter mile west of the northwest corner of Main Street and Dobson Road (APNs: 135-45-005 and 135-45-006). The site is within proximity to the Loop 101 Price Freeway and bounded by La Mesita Phases 1-3 to the west; Main Street and the light rail line to the south; the Del Rio Lodge to the east; and a portion of La Mesita Phase 1 and a small multi-family property along the north.



Exhibit A – Vicinity Map

A New Leaf is a non-profit charitable organization that provides housing, social services, food boxes and legal support for homeless survivors of domestic violence, families, veterans, and seniors. Founded in 1971, New Leaf is a non-profit dedicated to providing life-changing services to address urgent community needs. A New Leaf believes that communities are made stronger when families are safe, have a secure home, are able to provide for themselves and their children, and are ultimately given a chance to make a brighter future for themselves. By offering these compassionate services, A New Leaf is helping households move from crisis to stability, making our communities a better place

to live. A New Leaf has helped over 3 981 people with domestic violence services, find housing and shelter services, nearly 1,579 people, helped financially empower over 24,000 individuals, improved health, and wellness for over 3,309 people and provided foster care, education services and family support for numerous people and families.

A local non-profit, A New Leaf is dedicated to helping families, children and adults facing challenges of all kinds. Whether it be the loss of a job, a medical crisis, domestic violence, homelessness, or other situations, A New Leaf is here to help households recover and thrive. They accomplish this through a comprehensive approach with a variety of services for families and individuals who fall on hard times or are looking to get ahead. Their board is comprised of attorneys, religious and business leaders, corporations, banks, utilities providers, insurance professionals, accountants, and retired professionals who come together to provide direction for their mission of Helping Families and Changing Lives.

A New Leaf is seeking to submit a Rezone with a Bonus Intensity Zone Overlay, a Site Plan, Design Review, and a Council Use Permit applications to develop the subject site into high-quality affordable housing for seniors. The proposed rezoning request seeks to rezone the 1-acre subject site from GC to GC-CUP-BIZ with amended development standards.

The two floors of residential units are built around a 6,000 square foot amenity courtyard with exterior circulation. On each level there are approximately 2,000 square feet of programmed community spaces, as well as accessory storage, trash, maintenance, and circulation spaces. The apartment unit mix consists primarily of studio units, with some one and two-bedroom units. Along the Main Street frontage, we are seeking the opportunity for 4,100 sf community space focused on supporting uses to support the mission of A New Leaf in the area, including possibly workforce services and other meeting spaces to help develop skills for residents of the area. These commercial-related uses are currently permitted under the existing zoning of General Commercial (GC). This proposal seeks to continue to have commercial to help support the employment uses. Which is what the City desires for mixed use areas along the light rail corridor.

DESCRIPTION of PROPERTY and RELATIONSHIP to SURROUNDING PROPERTIES

Located on the West edge of Mesa's Main Street, just east of the canal, and adjacent to the existing La Mesita Phases 1, 2 and 3. The subject site is located at 2242 W. Main Street and is comprised of two lots under single ownership. This project is the fourth phase of the larger La Mesita site, completing the campus with circulation and an affordable apartment building dedicated to seniors in need.

The subject site is generally level with a gentle slope to the southwest. At present the site has several dilapidated boarded up structures, in poor repair, that are fenced off from a small asphalt parking lot located along Main Street. The majority of the site is a graded vacant dirt lot with little to no vegetation.

The City's General Plan Land Use map designates this site as "Neighborhood." The subject site is zoned GC and located with the Downtown and Main Street Transit District growth area. Both parcels are currently mostly vacant with several uninhabitable structures in poor condition.

The subject site is within an area of Mesa that has long been considered by the City as a key growth corridor and catalyst engine for the downtown Mesa due to its direct proximity to the light rail corridor. The light rail corridor provides this site with convenient access to the other cities along the light rail and is within close proximity to entire network of Valley freeways and beyond, which makes it attractive to the type of high-quality affordable multi-family housing that tenants of A New Leaf would be pursuing at this site.

The General Plan Land Use designations and existing Zoning for the properties surrounding the subject site are as follows:

General Plan Land Use Designation:

On site: Neighborhood/Transit Corridor
North: Neighborhood/Transit Corridor
South: Neighborhood/Transit Corridor
East: Neighborhood/Transit Corridor & Mixed-Use Activity
West: Neighborhood/Transit Corridor

Existing Zoning:

On site: GC - General Commercial
North: RM-4-CUP-BIZ & RM-4
South: GC - General Commercial
East: GC & RM-4
West: GC-CUP-BIZ

GENERAL PLAN CONSISTENCY

The City of Mesa's "Mesa 2040 General Plan" designates the subject site as "Neighborhood/Transit Corridor." A General Plan Amendment is not necessary since the proposed General Commercial zoning conforms to the property's General Plan designation of "Neighborhood & Transit Corridor." As a part of the Light Rail transit corridor and a Principle Street within the corridor several design consideration should be explored. For example, lot coverage should be at least 50% and can be up to 100 percent, minimum building height is two-stories and surface parking should be setback at least 50-feet from the street. These are also designated with the second highest densities and intensities outside of the downtown especially when in conjunction with a Mixed-Use Activity District. Buildings are used to form a "street wall" by being brought close to the front property line and are expected to have active first floor uses that engage the street and create an interesting and active street environment.

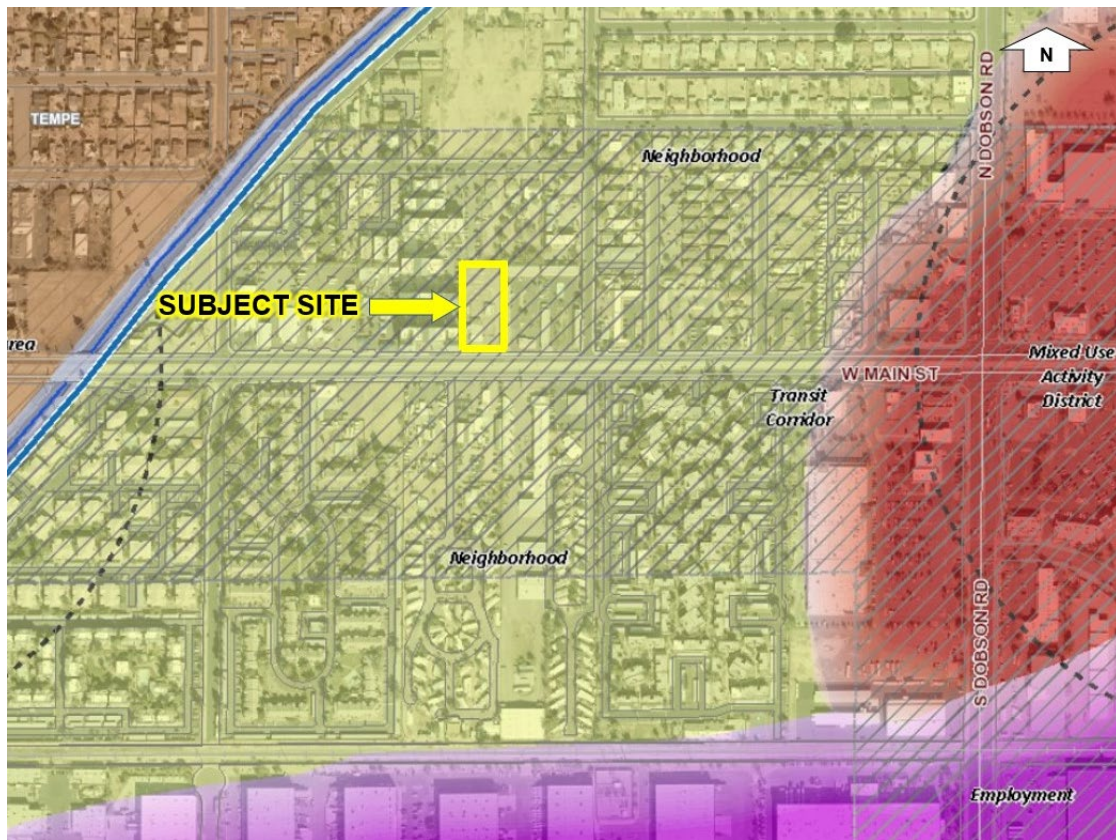


Exhibit B – General Plan Character Area Map

Per Chapter 7 of the General Plan, the Neighborhoods character type is to provide safe places for people to live where they can feel secure and enjoy their surrounding community. Neighborhoods can contain a wide range of housing options and often have associated non-residential uses. Existing commercial areas along the border of neighborhoods are considered part of this character type, with the goal to redevelop these areas over time to provide more of a mix of uses and to integrate better into the surrounding neighborhood.

Per Chapter 7 of the General Plan, Transit Districts are a mixed-use, pedestrian-oriented, urban environment, particularly within walking distance of transit stops. This character type overlays the other character types and is used to transition the area into a more transit and pedestrian oriented development form. The goal of the corridor area is to evolve into a more urban pattern with pedestrian focused streets, but not to the same level as a station area.

The overall property is just under an acre (net) in size and the zoning on this property is GC (General Commercial). Our proposal seeks to rezone this one-acre site to General Commercial with a CUP and BIZ Overlay (GC-CUP- BIZ). Current plans are for developing the entire site with the new building and using the majority of the floor area for the building, with a parking deck on the ground floor and a private courtyard over the deck for the residents of this building. The project will be comprised of 48 studio units and 6

one-bedroom units for a total of 54 new affordable residential units for rent to seniors. While the floor to area ratio is 1:1, we believe that since this phase is adding to the existing site plan and that it is part of a larger campus, within walking distance to the light rail, that this area has the unique conditions that would justify this type of FAR as an exception.

Moreover, it is worth noting that the district is in need of more affordable residential units, especially for seniors. We agree that neighborhood with the transit district overlay should be the primary use in the district. Approximately 4100 sf has been set aside for another community space on the ground floor, in a location where the new building fronts Main Street and the light rail line. The ground floor would also utilize a shaded overhang along the sidewalk fronting onto Main Street. Lastly, the elevation along Main Street would have the appearance of having balconies to create more variety in design along the light-rail.

The proposed request will provide an exceptional opportunity for affordable rental apartments, where there has been a lack of affordable options. This in turn will help build community and a stronger neighborhood in the area. Furthermore, it will contribute to the orderly growth of the City and will provide the catalyst for future developments along the light rail in this area of the city. The proposed zoning helps to balance the number and spectrum of affordable housing units in this area east of State Route Loop 202 freeway. Similar affordable housing has been successfully developed in adjacent communities along light rail frontage in both Phoenix and Tempe. This particular site is strategic in that it acts in part as the front door to downtown Mesa as you travel east on the light rail line into Mesa.

The site will capitalize on visibility from and adjacency to the light rail as well as proximity to State Route Loop 202, which provides direct access to the I-10 Freeway and other existing and plan commercial developments in the region. The property's location is also in close proximity to several grocery stores, a Saint Vincent DePaul Thrift store and the East Valley Institute of Technology where Adult Educations classes are available for the community. The proposed residential project with BIZ overlay fits the vision of the City for this area which has been planned for over 20+ years. The site will contribute positively to the well-planned growth of the City and a high-quality of life.

West Main Street Area Plan

The City adopted the West Main Street Area Plan which sets forth a vision and expectations that are articulated by a number of goals and objectives. The vision for this area *"Is that of a close-knit community with density and a small-town feel, that is unique and eclectic, vibrant and active, that celebrates, embraces and cherishes its diversity."* In addition, this neighborhood relies on its stable and vibrant mature residential neighborhoods, with a diverse stock of housing, that focuses on transit, pedestrians, open space and economically balanced approach to development and businesses.

The West Main Street Area has been a guiding document that has helped transition the old Apache Trail highway development, that saw the early development of car focused development, including motels, travel lodges and automobile dealerships.

The Plan proposes development strategies and policies for the West Main Street Area that are focused on preserving and strengthening the identity of the existing community. To that end, as opportunities develop along the light rail line, the character is expected to change towards higher intensity and diversity. The intent is to provide for transit-oriented development that contains mixed-use developments and transit supportive densities. In order to accomplish the key component to plan implementation a program of critical intervention strategies has been developed in section 13 of the plan. Table 13.1 identifies several high priority strategies. The proposed zoning with a bonus intensity zone plan and council use permit, fulfills the City's vision by implementing or contributing to the achievement of the following land use policies(LUP):

LUP18: Vertically and horizontally mixed-uses and high-density multi-family residential shall be encouraged in the TOD corridor area. This project is exactly that, a multi-family residential building with office space and parking on the ground floor and community space programming that varies by floor.

LUP19: The uses listed in Table 4.2; Section 1 Generalized Transit-Oriented Development Standards should be **encouraged**. Note: Table 4.2 lists multi-Family as a permitted use in the Corridor Area.

LUP21: Residential density in the TOD Corridor Area should not be less than 17 dwelling units per acre in single use projects. Mixed-use projects should not be limited by a minimum density and, instead should provide functionally and physically integrated mixed-use components. The density request here is for 56 dwelling units per acre.

LUP23: A building height of minimum 2 stories and maximum 5 stories is acceptable for buildings in the TOD Corridor Area. Note: There are no adjacent single-family residences.

LUP25: Pedestrian-oriented areas should be continuous and link with the public sidewalk along Main Street.

LUP27: Assembly of land/lots is encouraged during development/redevelopment abutting Main Street. This allows for efficient site design and makes the project more viable for mixed uses.

LUP33: The zoning ordinance shall be modified to allow reductions in the number of parking spaces required for mixed-use and transit supportive developments; both of which occur with this project.

LUP35: Alternative parking arrangements besides surface parking should be encouraged in the area to create a more compact, pedestrian-friendly environment. Such arrangements can be in the form of podium parking, parking garages and underground

parking. Note: This project uses podium parking on the ground floor under the residential floors.

The proposed zoning is also compatible with the West Main Street Area Plan. While much of the old urban form of Main Street still exists here today, many of the policies are being achieved through this proposal. The proposed zoning creates long-term stability and vitality to the area.

We believe the proposed zoning from GC to GC-CUP with a BIZ overlay at this location is an overall improvement and one that in conformance with the City's vision because it provides for the type of multi-family project that will bring quality, affordable residential options to the area.

REQUEST

This request seeks to add a BIZ Overlay to the existing GC with request for a Council Use Permit to allow multi-family residential as part of mixed use. It also seeks Site Plan approval, Design Review Board approval and a possible Special Use Permit for a reduction in parking, due to adjacency with the light rail line. The three deviations being proposed from the GC zoning, by means of the BIZ Overlay, are as follows:

- 1) Allow a maximum building height of 45 feet (one floor of parking, two floors of units for a total of three stories); current maximum is 30 feet.
- 2) Reduce the parking requirement from 2.1 spaces per dwelling unit, with a total of 171 spaces, to 1.5 spaces per 1 dwelling unit, for a total of 81 spaces.
- 3) Allow a maximum of 100% lot coverage from the 80% required lot coverage.
- 4) Allow a maximum density of 56 dwelling units per acre, from the 25 Dwelling units per acre currently allowed. A CUP per Table 11-6-2 shall be followed.

The purpose of the Bonus Intensity Zone (BIZ) Overlay District is to provide for variation from the application of residential densities and other development standards to allow greater intensity of development and encourage unique, innovative developments of superior quality. It must be shown that the resulting development will further the goals and objectives of the General Plan, Specific Plans (such as Area Plans) and Council policies. We have shown the proposed development meets the intent of the Character Area designation of Neighborhood, with a Transit Corridor overlay. It also meets many of the Land Use Policies of the West Main Street Area Plan. Lastly, the base zoning of General Commercial (GC) allows residential under a C-3 basis of design classification.

The BIZ overlay zoning district is being used in conjunction with the underlying zoning district of C-3, thereby permitting the same uses as the underlying base zoning district. The minimum lot area required 5,000 sf and the subject lot is 42,000 sf. The minimum required lot depth is 100-feet, and the required minimum lot width is 50-feet. The site exceeds these dimensions at 70-feet wide by 300-feet deep. Ground-floor transparency requirements apply to the site, along with the main entrance orientation requirement, both of which have been met within the proposed site plan. Required parking is fronted by office space along the entire portion of the building fronting onto Main Street.

PERMITTED USES:

All Permitted, Temporary Use Permit, Special Use Permit and Council Use Permit uses as listed under the GC General Commercial, as described by Table 11-6-2, shall be allowed within the proposed rezone with BIZ. These include base zones of C-1, C-2 C-3, OS and MX. This project will comply with the use classification of Multiple Residence, with modifications to development standards. Multiple Residence is allowed per a Council Use Permit (CUP). Additional use regulations shall include those listed in Section 11-31-31 for residential uses in a commercial district, with the exceptions of the deviations noted above on page 9 and sought through the Bonus Intensity Zone Overlay District.

GENERAL DEVELOPMENT PLAN

The design for *La Mesita, phase four*, completes the community by providing affordable housing for yet another underrepresented group, senior citizens. The completed development provides quality architecture, streetscape, lush landscaping and walkable amenities. The intent is to attract both a variety of senior residents and community support services providers, who seek light rail frontage, walkable communities with nearby stores and services and easy freeway access. The projects' architecture and landscaping will raise the bar from a qualitative standpoint and will, in our view, exceed the current level of other nearby developments, as can be seen in the first three phases of La Mesita. That has resulted in a distinctive and recognizable presence within Mesa.

As noted, the neighborhood & transit corridor component of the development will act as a catalyst that will generate the need for amenities such as restaurants, retail shops, and support services. The project is designed to create a sustainable and unique high end, mixed-use development that successfully integrates neighborhood and transit corridor related services. The internal network of buildings, pedestrian destinations and access ways link all of the elements together to establish the unique setting reflected in the plan, which will complete the La Mesita Campus.

The *La Mesita* has been designed to accommodate a wide variety of uses beyond housing, including coffee shops, cafes, community meeting space along with other supporting retail, for example. As noted, high design standards have been required for

The Site Plan exhibit identifies the location of the building and site amenities for Phase four and shows the relationship of the new building to the rest of the La Mesita Campus. *La Mesita* has been designed to be a dynamic, vibrant, and highly desirable multi-family development, just as a new leaf has repeatedly done with its other highly desirable projects in Arizona. The site plan proposes a high-quality residential environment with innovative site and building design, shaded walkways along the major streets, which is ideal for seniors seeking a location surrounded by much needed services with convenient access to the light rail.

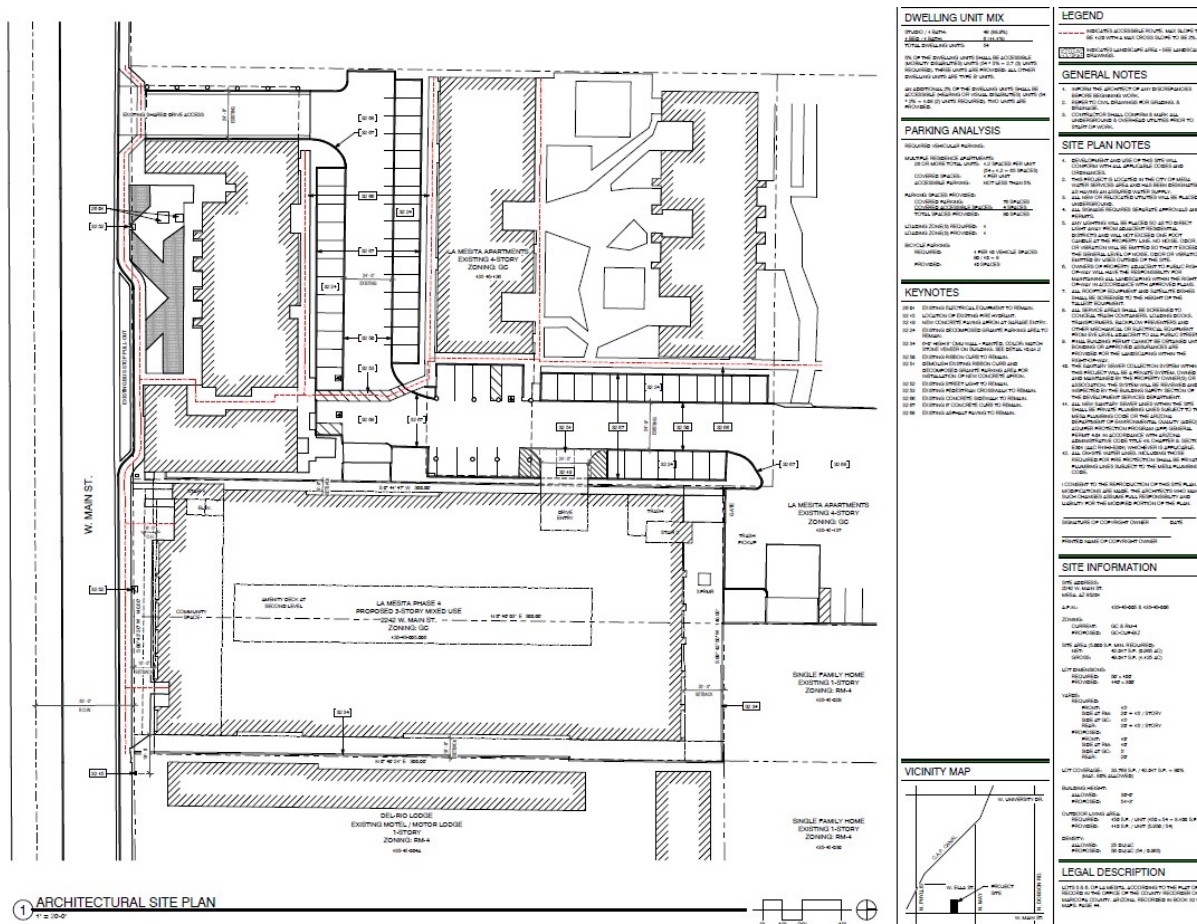


Exhibit C – Conceptual Site Plan

DEVELOPMENT STANDARDS

DEVELOPMENT STANDARDS		
	GC(C-3) Zoning Standard	BIZ STANDARD
Minimum Site Area (sf.)	5,000	5,000
Minimum Lot Width (ft.)	50-feet	50-feet
Minimum Lot Depth (ft.)	100-feet	100-feet
Maximum Lot Coverage (% of lot)	80 percent	100 percent
Maximum Height (ft.)	30-feet	46-feet
Setbacks		
Minimum Front @ 4 lane	15-feet	10-feet
Minimum Side	15-feet	10-feet
Interior side and rear not adjacent to street	15-feet	5-feet
	15-feet	15-feet
Parking	2.5 stalls/dwelling unit	1.0 stalls/dwelling unit
Density	25 du/a	56 du/a
Outdoor Living Area	150 sf/unit	110 sf/unit

DESIGN CRITERIA

SITE/LANDSCAPE DESIGN

Landscape design of the streetscapes along Main Street and Ella Street and throughout the development consists of drought tolerant vegetation found in dry desert climates meeting Mesa landscape design standards. Proposed landscape concepts are consistent throughout the development which will help visually tie the development together. An automatic irrigation system for all landscaping includes sustainable drip irrigation to minimize excess overwatering and wasting of precious resources.

Pedestrian connectivity through the development has been achieved by a series of interconnected sidewalks and pedestrian rest nodes. Pedestrian nodes will include site furniture and be naturally shaded by tree canopies.

BUILDING DESIGN AND ADHERENCE WITH ALTERNATIVE DESIGN CRITERIA

The conceptual plan for the initial phase has been thoughtfully designed to minimize impacts on adjacent properties while achieving a high-quality visual appearance and incorporates pedestrian connectivity and excellent vehicular access to and from the development.

BUILDING DESIGN:

This project, which is just one block east of the canal on Main Street, adjacent to the first three phases of La Mesita, infers its design and character from a mixing of the pre-automobile buildings constructed in the territorial style on Main Street, in combination with the gabled, modern forms of the prior phases. The design style references regional materials, contextual building masses, and strives to create an interesting, welcoming street presence.

Some of the common hallmarks of the old Main Street's style feature brick and masonry as primary building materials mixed with stucco finishes, porches and awnings made of wood or metal, depending on whether they were residential or commercial in use, flat roofs with parapets, and occasionally pitched roofs with Spanish tile. In more modern interpretations of the style, there is more glass, especially at the storefronts, along with more detailed brickwork. This is in tandem with a more recent mid-century design aesthetic that uses the masonry and brick in a slightly different way, with stacked bond, breeze blocks, and raked grout joints.

The first three phases of the La Mesita project make use of some of these design characteristics through the implementation of concrete masonry units to create a base, storefront glass to activate the ground level, and a minimal setback front the street to create an edge-to-edge street wall in the traditional style. However, there were also cues taken from the neighboring residential developments. Gabled forms, corrugated metal panels, and vibrant stucco colors can all be found in the area and throughout Mesa. Our challenge with this new development is to add to the story of Main Street with a building that balances these elements and ties into the existing fabric.



Exhibit C – Conceptual Color Rendering

In this design, we made a few major design choices initially to set the foundation, then filled in the details using regional and contextual cues. First, we chose to make one big move on the street frontage by repeating a version of the iconic gable form of the first phase. Then, we chose to clad that form in rusted corrugated metal instead of the bright finish to relate to the original while also referencing the colors and tones of the desert southwest. The next major design choice was to bring the stair and elevator tower forward to emphasize the building entry and to break up the building massing. We also added an awning for the length of the building to bring down the scale of the building and make it a more approachable human-scale, along with a row of street trees and foundation landscaping to soften the building edges. We also designed the interior ground level plan to contain all of the active use and community spaces along the sidewalk edge. Altogether, these elements should create a pleasant, walkable street frontage.

The rest of building, which is comprised of podium garage on the ground level, and two stories of units above, are a large mass that needed to be subdivided. As a reference to the old Main Street, we broke the building into irregular segments with strong, vertical demising lines that are intended to emulate the historic development pattern of the shoulder-to-shoulder buildings with a variety of frontage styles. To that end, each of the subdivided sections of units has a different material palette, window pattern, parapet height, and details to set it apart from its neighbor. Despite their intentional differentiation, there is still a consistency of color, material type, and massing that ties this building to front gable form, and to the Main Street as a whole.

The design language of Main Street can be found in the details throughout the proposed development. Dusty terracotta brick like the Abell, Wilbur and Company Warehouse, and the Citrus Growers Warehouse, with detailed window sills and pilasters like the Nile Theater. Pairing the brickwork with larger pale colored stucco massing like the Alhambra Hotel and using the turnbuckle awning to create shade for south facing glass along the ground level. There's also the stacked bond masonry for the stair tower, like the more modern city hall, and dark metal accents throughout that add contrast and visual interest to the building at the recessed patios and openings.

The second and third level units are centered around a community amenity space for use by the residents. This space will be a comfortable, attractive space to spend time in with active and passive uses designed to give the opportunity for community engagement and lively spaces, while still providing room for quiet reflection and calmness outside of the individual units. There is also some community space on the third level, overlooking the street to take advantage of the property's unique adjacency to Main Street, and unobstructed views to the South.

The hard lined architectural elements will be softened by the generous landscape design. Desert friendly low water plants and cacti add to the unique southwestern flair and make

all the difference in helping this building feel anchored to the site and to the place. The landscape is immensely important in creating a lively and dynamic community and this development will make an extra effort to prioritize that connection to nature through colorful plants, plentiful shade, and a resilient design on the street level and at the podium amenity space.

SUSTAINABLE PRACTICES:

Environmental components regarding sustainability are also included within this development. The project will seek LEED certification as the project moves forward. The intent will be to seek the LEED Gold certification. The proposed project should qualify for the certification due to several factors including, but not limited to sustainable elements such as:

- Highly reflective TPO roof systems and appropriate landscaping reducing heat island effect.
- Efficient automatic drip irrigation systems and appropriate landscape plantings for desert environments to reduce water consumption.
- Shade canopies over the first-floor office component of the building increases natural daylighting and views to the exterior while reducing adverse heat gain to the interior environment.

Landscaping Design Standards

Landscaping Theme and Details

The goal of the landscape design will be to create a comfortably scaled development with tree lined drives aisles and public spaces, provide a reflection of the architectural character, height, and density of the buildings, and enhance the environment with color and plant variety. In addition to the following requirements, landscaping shall meet the minimum requirements for size and quantities as set forth in Chapter 33 of the Mesa Zoning Ordinance, unless otherwise stated in this PAD.

The landscape palette has been selected with consideration given to low water use, visual screening, air quality, shading and long-term maintenance. Arid-regional and low water use plants will be used throughout and accented by decorative plantings and massing of accents and shrubs. Tree groupings will provide shade for walks placements and landscape architectural design will range from informal at the perimeter and frontage to more formal groupings within the building's hardscape and pedestrian areas, creating an overall theme that will complement the project's architecture.

Foundation plantings shall be planted adjacent to building entries to accentuate the building design and highlight building entrances, while providing a buffer between building and parking areas. Fire truck-access areas will have low height plantings to improve street visibility and driver safety.

Open Space

Given the planned multi-family use, the majority of the site's land area will consist of the building footprint and a twenty-foot landscape tract, thereby limiting opportunities for open space to specific areas adjacent to tenant entries. It is anticipated that useable open space shall be provided in the form of a private outdoor courtyard with sitting areas at a minimum of 5,775 sf. This open space areas may utilize decorative paving materials and plants with large canopies, and incorporate amenities such as furniture, benches, and pedestrian scale lighting. Since each of the units fronts onto the courtyard, the space near front doors where accessible shall also be used by tenants for private outdoor space.

UTILITIES and SERVICES

Water	City of Mesa
Sewer	City of Mesa
Electricity	SRP
Gas	Southwest Gas
Fire	City of Mesa
Police	City of Mesa

CONCLUSION

The proposed rezoning is consistent with the General Plan and with the City's vision for this area becoming a high-quality affordable housing destination along the light rail. There is no question this Rezoning and the associated multi-family housing it will facilitate will have a positive impact on the area. Rezoning this land will create opportunity for 54 new housing units in an area of the City designated for neighborhood and transit corridor.

Exhibit E – Legal Description

LEGAL DESCRIPTION

THE LAND REFERRED TO HEREIN BELOW IS SITUATED IN THE COUNTY OF MARICOPA, STATE OF ARIZONA, AND IS DESCRIBED AS FOLLOWS:

Lots 5 and 6, of LA MESITA, according to the plat of record in the office of the County Recorder of Maricopa County, Arizona, recorded in [Book 32 of Maps, Page 44](#).