

Mountain Vista Marketplace

Site Plan and Design Review Narrative
Mountain Vista Marketplace
10615 E. Southern Avenue, Mesa AZ 85208

June 2017

TABLE OF CONTENTS

	<u>Page</u>
Introduction.....	1
Site Conditions and Accessibility.....	2
Compliance with Zoning & General Plan Designations.....	2
Design & Site Plan Review.....	3
Conceptual Site Plan & Building Architecture.....	3
Landscape Architecture.....	4
Signage.....	4
Utilities/Infrastructure.....	4
Conclusion.....	5

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INTRODUCTION

This request seeks site plan and design review approvals to construct Mountain Vista Marketplace, a 9.5 acre shopping center site at the southwest corner of Southern Road and Signal Butte Road. In 2007, the City of Mesa City Council unanimously approved a Minor General Plan Amendment from Mixed Use Employment to Regional Commercial (RC). Sprouts Farmers Market is the anchor tenant of this development and they have expanded their typical store with new features to meet the needs of this strategic east Mesa location and is planning to open this store in 2019. A pre-submittal conference on the center was held back on January 23, 2017 (PS17-002/PLN2017-00006).

SITE CONDITIONS and ACCESSIBILITY

A Context Aerial Photo and Existing Site Photos are enclosed with this application. The Mountain Vista Marketplace site plan layout provides one (1) right-in/right-out entry off of Southern Ave and two (2) right-in/right-out entries off of Signal Butte Rd. Full access to the site is obtained off of East Hampton Avenue and the western entry off of Southern Road. The site plan depicts approximately 68,472 SF of retail uses. Initial construction would consist of all site improvements, common areas, parking, Shops A, Major 1 (specialty grocer) and Shops B.



COMPLIANCE WITH ZONING & GENERAL PLAN DESIGNATIONS

The 9.5 acre Mountain Vista Marketplace rezoning was approved the City Council on April 16, 2007 (Z07-22/Ordinance 4689). The ordinance approved a Minor General Plan Amendment from Mixed Use Employment to Regional Commercial (RC). The C-2 zoning district was renamed to Limited Commercial (LC) by the City in its amendment of its Zoning Ordinance. The proposed retail center is therefore in full compliance with the City's General Plan Community Commercial land use designation and LC zoning.

Mountain Vista Marketplace is bounded by Southern Road, Signal Butte Road and Hampton Avenue and is approximately 9.5 acres in size.

DESIGN & SITE PLAN REVIEW

CONCEPTUAL SITE PLAN and BUILDING ARCHITECTURE

MVKDC, LLC proposes to develop approximately 9.5 acres of the approved commercial center site that will eventually serve the retail and commercial service needs for the local neighborhoods as well as the larger region. Uses planned in this center may include but are not limited to, grocery, bakery, bookstore, sporting goods, music, garden supplies, gas station, specialty shops, restaurants, fast-food, service retailers, apparel, medical and dental offices, and retail sales of new merchandise and other uses of similar character. MVKDC, LLC has successfully completed or is under construction with similar centers in Mesa, Arrowhead, Chandler, Goodyear, and Prescott Valley in the past few years.

Significant effort has been put into the site and architectural design of the center. The enclosed site plan illustrates the care given to building locations and size; vehicular circulation, parking locations, attractive landscaping and strong pedestrian connections. Special attention has been given to creating a diverse mix of small and larger tenant buildings with convenient parking sustaining the long term development of the overall center so it will become a destination for shopping, and dining experiences for this area.

The architectural character of the center conveys a design sensitivity and attention to detailing creating a clean, contemporary and sophisticated look. This buildings character makes use of clean horizontal forms and varying parapet heights and projections to break up the linear massing of the storefront façades. Smooth and split face masonry, steel I-beams, channels and composite wood planking elements combine with warm natural stucco finishes of desert hues to create an engaging and inviting experience for those visiting the center. Accent elements of composite wood planking on steel channel standoffs add another layer of visual and textural interest to the experience. Recessed storefronts, covers along with trellis elements provide plentiful shading for pedestrians.

Scope of Site Plan Approval

This request is for Mountain Vista Marketplace which includes Major 1, Shops A and B, the entry drives from Southern Road, Signal Butte Road, and Hampton Avenue and parking fields as shown on the site plan. Phase 1 includes Major 1, Shops A and B, and the site work depicted on the site plan. Major 2 and PAD sites; P1, P2 and P3 are considered future phases for the purpose of this application. In working with Staff, it was determined that since all site plan aspects of Major 2 and PAD P1 will have been reviewed in the context of the overall site plan, future development plans for these buildings will be processed as an administrative review if the future plans

for those buildings substantially conform to the approved site plan. PAD sites; P2 and P3 are considered future phases for the purpose of this application and site plans for P2 and P3 will be submitted under a separate site plan submittal in the future.

LANDSCAPE ARCHITECTURE

A low water use native landscape appearance will be achieved through the careful placement of colorful shrubs, accents of taller planting and flowering ground covers. The trees will provide fast growing shade for the parking areas, pathways and entrances to the buildings. Natural massing of plants, complemented with colorful accent plants will provide an attractive, upscale look for the center all year and create a dynamic contextual place for patrons to gather. The planting palette will utilize plants that will integrate with the existing surrounding areas and perimeter of the site.

The selected Thornless Hybrid Mesquite, AZT Hybrid Palo Brea, Blue Palo Verde and Seedless Desert Willow Trees for the center will provide attractive shading canopies throughout much of the year.

The landscaping will consist of all low water use plant materials, and will promote a harmonized desert landscape design that blends with the desert setting. The irrigation system will be a low flow automatic drip system. The emitters will deliver water directly to each plant and tree to minimize waste. The electric controller will allow for proper scheduling for different times of the year and as the plants mature the water can be controlled to eliminate over watering and promote healthy plants. The trees and shrubs will be valved separately to maximize watering efficiency. All plants are selected from the ADWR Low water plant list.

SIGNAGE

An elaborate Comprehensive Sign Package is being submitted with this application for City approval. The purpose of the seventeen page sign package is to create a signage and graphics criteria for the retail center and to ensure tenant signage complies with the City of Mesa sign ordinance. The intent of the signage and graphics criteria for Mountain Vista Marketplace is to produce a consistent collage of signs to enhance the storefront and evoke a positive upscale retail center image.

UTILITIES/INFRASTRUCTURE

The site's basic infrastructure, street improvements including water and sewer lines to serve the site, sidewalks and landscaping in the right-of-way have all been constructed and are in place.

CONCLUSION

The proposed Mountain Vista Marketplace retail center by MVKDC, LLC will feature an expanded Sprouts Farmers Market as its anchor tenant will be an exceptional retail center with enduring quality that exemplifies the best for the City of Mesa. It will provide convenient shopping and dining venues for local citizens as well as significant tax revenues to the City. We believe that this commercial center will contribute positively to the well planned growth of the City of Mesa and its enviable high quality of life.