

POWER 202 BUSINESS PARK

Site Plan Review and Design Review Narrative

SEC of Power Road and Nunneley Road

DRB20-00375



TABLE OF CONTENTS

- A. Purpose of Request
- B. Project Summary
- C. Quality Development Design Guidelines
- D. Adherence with Site Plan Review Criteria
- E. Adherence with Design Review Criteria
- F. Adherence with Alternative Design Criteria

A. Purpose of Request

The purpose of this request is to process a Site Plan Review (SPR) and Design Review (DR) approval to allow for a new employment/industrial business park with a maximum of 345,000 square feet. The subject site is comprised of roughly 18-acres located just north of the Loop 202 Freeway at the southeast corner of Power Road and Nunneley Road, Assessor's Parcel No. 304-30-009U, (the "Property"). The 18-acres is within a larger, roughly 59-acre development currently subject to a rezoning request (Application ZON20-00253) which will establish Light Industrial, Planned Area Development overlay, Airfield (AF) overlay (LI, PAD, AF) zoning with amended development standards on the subject site.

B. Project Summary

The project consists of three (3) multi-tenant, light industrial buildings that will be developed on a speculative basis in order to meet the growing demand for employment/industrial facilities for lease in the Phoenix Mesa Gateway area. Building A fronts onto Power Road which will be beautified with new landscaping and streetscape improvements. Building B faces north towards the Cannon Beach mixed-use development, while Building C faces south. Vehicle parking is efficiently dispersed throughout the site, while loading, refuse and storage areas are strategically centered within the site and screened from view.

The site has been strategically designed to meet the high-quality design and development standards the City of Mesa strives for while providing an appropriate development capable of meeting the needs of today's industrial market and discerning tenants. The project provides varying building depths, ceiling heights and dock configurations appealing to a wide range of tenants interested in locating in the Phoenix Mesa Gateway area to help support the population growth in Mesa and the broader Southeast Valley.

C. Quality Development Design Guidelines

This application has been prepared to be consistent with the goals and objectives of the City of Mesa Quality Development Design Guidelines dated December 2019 pertaining to Industrial developments:

1. Site Design:

Building Placement & Orientation

The site is designed, and buildings are placed to most efficiently use the site while providing a strong relationship to the street and visual interest in areas visible from public view. Site infrastructure and softscape is to be designed compatible to the adjacent Project to the North of the site. This is to include

complimentary landscape palette, hardscape paving, site screen walls and site lighting.

Building A is oriented to face Power Road and the building entrances are clearly visible through visual design features which help orient visitors. It is anticipated that Building A will potentially attract a broader range of smaller tenants with a mix of uses and slightly greater parking requirements. The Power Road frontage will provide for smaller demising including more entry opportunities, more glass, shade trellis's, and enhanced detailing and building and site lighting. Landscaping is to be enhanced by use of larger specimen trees and tighter density of plant material. A public entry feature area is included at the primary site entry drive at the Nunneley intersection and on the North side of this building. Additional employee use shaded outdoor areas with seating are provided at the shared common areas to the two Eastern buildings and along connecting accessible sidewalks.

Buildings B and C have an east-west orientation to mitigate solar exposure and enable natural light where possible, while also concealing the loading and service areas from public view. Eight (8) foot tall screen walls are provided east of Building A to conceal these uses from public view both off site and on site. These buildings are designed for general uses and warehousing tenants, minimum 20,000 SF or greater. It is anticipated that there will be lighter vehicular parking requirements but more intense trucking needs.

The three (3) buildings will share similar design features, with varying building heights (41 feet, 45 feet and 49 feet) to create visual interest and avoid monotony. Design enhancement and added height to be provided at each of the frontage corners of Building A.

Parking, Loading, & Vehicular Access

Parking is dispersed throughout the site to provide convenience for employees and visitors, while also avoiding a "sea of asphalt" where parking is a dominant feature. A decorative masonry screen wall, compatible with the project to the North, is provided along Power Road to screen parking from public view and identify public entry and access. Landscaping is also provided throughout the parking areas (except in loading areas) and will be of similar plant material to the project to the North. As preferred in the guidelines, the primary access to the site is also a shared access drive to minimize curb cuts. The loading and service areas for the project are internal to the site, screened from public view by the buildings.

Landscaping & Shading

Low maintenance, drought tolerant plants will be utilized in the project landscaping. At three (3) locations along the Power Road frontage, variety is added to the landscaping setback with the insertion of a creative and decorative "green wall" placed within a broken granite aggregate area.

The green walls are 5-feet high and made of painted metal lattice/screens with colorful vines. A pair of palms are also provided for verticality. A public hardscape/landscape area and three (3) additional outdoor employee gathering areas with seating have been provided. They are currently shown on the site plan at the primary site entry at Nunneley, at the Center of Building A, at the northwest corner of Building B, and the southeast corner of Building A, respectively. Stormwater retention is incorporated into the overall landscaping and located underground. Pedestrian connections between buildings and to public sidewalk have been provided and are differentiated by stamped concrete asphalt. This includes three (3) sidewalks at the north end of the site to allow for safe and comfortable pedestrian movements between this site and the larger project to the north.

Exterior Lighting

Lighting fixtures have been chosen to be harmonious with the overall building design and architectural theme of the project. Lighting is used to accent focal features such as building entries and will be compatible with the Project to the North. Multiple light sources will be used including decorative facade lights on Building A, thematic site lighting at the public and employee gathering areas, decorative light sconces on all building entries and general area lighting in service areas. Additionally, twenty (20) foot high pole lights are provided in vehicular decision areas for public safety.

2. Architectural Design:

General Design

The highest level of architectural details for the project are focused on the building public frontage but consistent features are shared with all the entry sides of the Project including the west façade of Building A, the north façade of Building B, and the south facade of Building C.

The nature of the anticipated industrial uses requires large buildings, with tall internal clear storage capacity, and good freeway visibility. The facade design has buildings that are visually broken up into smaller components by wall details including, material changes, shadows and changes to the roof line. Weather and sun protection, as well as shade and shadow interest, are provided by adjustments in the building elevations and metal shade canopies. At the pedestrian level, decorative masonry and enhanced paving is provided for scale on all of the buildings, to provide visual ties to the site features, and is concentrated near public and employee entrances.

Entrances

As previously noted, building entrances are oriented towards the predominant public view and street frontage. This includes Building A orientation towards Power Road and, to a lesser extent, Building B and C

orienting entrances to the north and south respectively. Building entrances are served by pedestrian walkways and are also clearly defined by building design elements including storefront designs and metal shade canopies. The primary vehicular entrance to the site from Power Road will be enhanced by use of a consistent tree palette and future monument signage.

Massing & Scale

Although the nature of the proposed use requires large buildings, the building massing is reduced by vertical or horizontal wall offsets / articulated details around entrances, cornice treatments or other method of visual relief. The differing building heights of the three (3) buildings also provides variation across the full site.

Façade Articulation

Façade articulation is provided along the visible, more public facades including roofline variation, changes in materials and plane changes.

Materials & Colors

Building colors and materials reinforce the overall building design. An architectural mix of decorative masonry and concrete is provided along with metal canopies and metal window frames with insulated glazing.

Signage

The proposed signage design is simple and easy to navigate while also complimenting the overall building architecture. Directional signs and future monument signs will comply with the standards as established in the Comprehensive Sign Plan submitted on the full site. Individual tenant signage will be submitted for review and approval as part of the tenant improvement building permit process and will be in conformance with the Sign Ordinance.

Service Areas & Utilities

The overall site layout has been designed and oriented to keep service, loading and utility areas screened from public view. These areas are located centrally within the site with Building A, Building B and Building C surrounding and screening them. Mechanical equipment, including roof-mounted systems and roof drainage systems are architecturally screened and designed to be integral to the buildings.

D. Adherence with Site Plan Review Criteria

The project has been designed to adhere to the SPR criteria specifically noted in Ordinance Section 11-69-5.A - Review Criteria.

- 1. The project shall be consistent with and conform to the adopted general plan and any applicable sub-area or neighborhood area plans, is consistent with all of the development standards of this Ordinance, and is consistent with any specific conditions of approval placed on the zoning of the property.**

Response:

The Mesa's General Plan designates the Property as both Mixed-Use Activity District and Employment, which allow for some of the broadest variety of uses. These General Plan designations embraces the industrial / employment uses contemplated for the Property. The proposed uses and development comply with the General Plan goals, objectives, and policies. This includes, but is not limited to, the provision of business and attractions located along arterial streets or freeway interchanges, the provision of a wide range of employment opportunities, a variety of building heights, and a mix of uses to meet community and regional needs. The project is consistent with the recently approved zoning and the deviations, standards and conditions approved therein.

- 2. The overall design of the project including its scale, massing, site plan, exterior design, and landscaping will enhance the appearance and features of the project site and surrounding natural and built environment.**

Response:

The project is designed with features that enhance the appearance. Although the nature of the proposed use requires large buildings, the building massing is reduced by vertical or horizontal wall offsets / articulated details around entrances, cornice treatments or other method of visual relief. The differing building heights of the three (3) buildings also provides variation across the full site.

- 3. The project site plan is appropriate to the function of the project and will provide a suitable environment for occupants, visitors, and the general community.**

Response:

The site plan is designed, and buildings are placed to most efficiently use the site while providing a suitable environment for occupants, visitors and the general community. Building A provides a strong relationship to the street and visual interest is provided in other areas visible from public view.

Service, loading and utility areas are centrally located within the site and oriented so as to be screened from public view.

- 4. Project details, colors, materials, and landscaping, are internally consistent, fully integrated with one another, and used in a manner that is visually consistent with the proposed architectural design.**

Response:

Project details, colors, materials and landscaping are consistent throughout the site and among the three (3) buildings. Building colors and materials reinforce the overall building design. An architectural mix of decorative masonry and concrete is provided along with metal canopies and metal window frames with insulated glazing. Landscaping is internally consistent and also similar to what is proposed on the property to the north for a consistent design theme. A public hardscape / landscape area and three (3) additional outdoor employee gathering areas with seating have been provided. They are currently shown on the site plan at the primary site entry at Nunneley, at the Center of Building A, at the northwest corner of Building B, and the southeast corner of Building A, respectively.

- 5. The project is compatible with neighboring development by avoiding big differences in building scale and character between developments on adjoining lots in the same zoning district and providing a harmonious transition in scale and character between different districts.**

Response:

The site is compatible with existing and proposed development in the immediate vicinity. The Cannon Beach development to the north features a large industrial / commercial / flex building on its southern end as a perfect transition to this subject site. The projects are connected with material and landscaping palette as well as physically connected with a shared drive aisle and three (3) pedestrian crosswalks. Building heights range from 41 to 49 feet which is compatible with the 40 to 65 feet planned for the Cannon Beach development. To the south of the site is a large tire and repair facility. West of the site is a large American Furniture Warehouse.

- 6. The project contributes to the creation of a visually interesting built environment that includes a variety of building styles and designs with well-articulated structures that present well designed building facades, rooflines, and building heights within a unifying context that encourages increased pedestrian activity and promotes compatibility among neighboring land uses within the same or different districts.**

Response:

As previously noted, the buildings include vertical or horizontal wall offsets / articulated details around entrances, cornice treatments, roofline variation, changes in materials or other methods of visual relief and interest. Differing building heights for all three (3) buildings provides variation across the full site. Pedestrian activity is encouraged through sidewalks which connect throughout the site as well as connecting to the project to the north.

7. The streetscapes, including street trees, lighting, and pedestrian furniture, are consistent with the character of activity centers, commercial districts and nearby residential neighborhoods.

Response:

New landscaping and streetscape improvements will provide a more pedestrian friendly frontage along Power Road. A 20-foot landscape setback is provided along Power Road. At three (3) locations along this frontage, variety is added to the landscaping setback with the insertion of a creative and decorative "green wall" placed within a broken granite aggregate area. The green walls are 5-feet high and made of painted metal lattice/screens with colorful vines. A pair of palms are also provided for verticality. Three (3) pedestrian gathering areas have also been provided on-site along with pedestrian connections within the site.

8. Street frontages are attractive and interesting for pedestrians and provide for greater safety by allowing for surveillance of the street by people inside buildings and elsewhere.

Response:

As noted above, new landscaping and streetscape improvements will provide a more pedestrian friendly frontage along Power Road. A 20-foot landscape setback is provided along Power Road which includes creative and decorative "green wall" placed within a broken granite aggregate area for visual interest and variety. The green walls are 5-feet high and made of painted metal lattice/screens with colorful vines. A pair of palms are also provided for verticality. Building A, along with the parking area will have direct visual connection to the streetscape.

9. The proposed landscaping plan is suitable for the type of project and site conditions and will improve the appearance of the community by enhancing the building and site design; and the landscape plan incorporates plant materials that are drought-tolerant, will minimize water usage, and are compatible with Mesa's climate.

Response:

The landscaping is suitable for this type of industrial development. Particular attention has been paid to the more publicly visible street

frontage along Power. Additional parking lot landscaping islands have been provided, along with a 5-foot landscape setback along the south and east property lines. Low maintenance, drought tolerant plants will be utilized in the project landscaping.

10. The project has been designed to be energy efficient including, but not limited to, building siting, and landscape design. For purposes of this criterion, buildings that meet environmental standards such as LEED™, Green Globe or equivalent third-party certification are considered to be energy efficient.

Response:

The developer will work with the General Contractor to identify efficient, sustainable building practices and products including energy efficient systems and construction methodologies.

Ordinance Section 11-69-5.B provides additional criteria for sites located within Employment Districts. The project adheres to these requirements, specifically:

1. Create a distinct and appealing community with well-designed building that represent a “desert tech” look.

Response:

The project has been designed with a distinct look which is compatible, yet different than the larger Cannon Beach development to the north, yet is appropriate for an industrial development. Both Ownerships have participated in a collaborative design process emphasizing physical/visual connectivity to create a seamless transition between the Developments. The executed design recognizes and enhances the transition from the outdoor focus and retail activities associated with the Cannon Beach Development, to the interior oriented employment uses associated with the Power 202 Business Park. A concerted effort has been made to provide consistent and compatible site improvements including streetscape, furnishings, plant material palettes and material selections.

2. Create a safe, attractive and inviting environment at the ground floor of building(s) on sides used by the public.

Response:

The design team has worked hard to provide an attractive and inviting face to the most publicly visible aspects of the project. Building A in particular is designed with a strong presence towards Power Road. Building entrances are oriented towards the predominant public view. Building entrances are served by pedestrian walkways and are also clearly defined by building

design elements including storefront designs and metal shade canopies. The primary vehicular entrance to the site from Power Road will be enhanced by use of a consistent tree palette and future monument signage.

- 3. LI sites shall provide a higher degree of design interest, building articulation and attention to building scale and massing for those sides of the building visible to the public, and on those sides of the building visible from abutting residential districts. Sides of the building that are both not visible from the street and not visible from abutting residential districts may utilize simpler forms and less articulation.**

Response:

As noted throughout this document, particular attention has been paid to the building design, as well as the landscaping, where most visible to the public. The Power Road frontage is greatly enhanced with landscaping which includes creative greenwalls. When combined with landscape islands in the parking lot, the pedestrian connections and patio area, as well as the Building A façade design and articulation, the project presents a higher degree of design toward the public frontage. The site does not abut a residential district.

- 4. Reduce the impact of employment uses on adjacent residential development by providing appropriately scaled transitions and buffers to abutting land uses, and provide a higher degree of architectural interest on walls visible from residential development.**

Response:

The site is buffered from and not adjacent to residential development.

- 5. Mitigate the effects of solar exposure for users and pedestrians.**

Response:

The project provides shade at window locations along the façade and along pedestrian pathways by a combination of landscaping and building design and overhangs.

E. Adherence with Design Review Criteria

The project has been designed to adhere to the DR criteria specifically noted in Ordinance Section 11-71-6.A - Review Criteria. Several overlapping sentiments and criteria exist between SRP and DR and therefore the responses to this section will be condensed somewhat to avoid duplication.

- 1. The project is consistent with the applicable goals, objectives and policies of the general plan and any applicable sub-area or neighborhood area plans; all of the development standards of this ordinance; other adopted Council policies, as may be applicable; and any specific conditions of approval placed on the zoning of the property**

Response:

The project is consistent with the Mixed-Use Activity District and Employment designations of the General Plan. The project adheres to the applicable ordinance development standards except where otherwise altered and approved by the Planned Area Development (PAD) overlay.

- 2. The overall design of the project including its scale, massing, site plan, exterior design, and landscaping will enhance the appearance and features of the project site, the street type, and surrounding natural and built environment.**

Response:

(See response in Section D.2 above)

- 3. The overall design will create a distinctive and appealing community by providing architectural interest in areas visible from streets, sidewalks, and public areas.**

Response:

The design team has worked hard to provide an attractive and appealing design with particular attention paid to the more publicly visible aspects of the project. At 20-foot landscape setback is provided along Power Road. At three (3) locations along this frontage, variety is added to the landscaping setback with the insertion of a creative and decorative "green wall" placed within a broken granite aggregate area. The green walls are 5-feet high and made of painted metal lattice/screens with colorful vines. A pair of palms are also provided for verticality. Building A in particular is designed with a strong presence towards Power Road. Building entrances are oriented towards the predominant public view. Building entrances are clearly defined by building design elements including storefront designs and metal shade canopies. Service, loading and utility areas are centrally located within the site and oriented so as to be screened from public view.

- 4. The project site plan is appropriate to the function of the project and will provide a suitable environment for occupants, visitors, and the general community.**

Response:

(See response in Section D.3 above)

- 5. Project details, colors, materials, and landscaping, are internally consistent, fully integrated with one another, and used in a manner that is visually consistent with the proposed architectural design and creates a safe, attractive and inviting environment at the ground floor of buildings on sides used by the public**

Response:

(See response in Section D.4 above)

- 6. The project is compatible with neighboring development by avoiding big differences in building scale and character between developments on adjoining lots in the same zoning district and providing a harmonious transition in scale and character between different districts.**

Response:

(See response in Section D.5 above)

- 7. The project contributes to the creation of a visually interesting built environment that includes a variety of building styles and designs with well-articulated structures that present well designed building facades on all sides, rooflines, and building heights within a unifying context that encourages increased pedestrian activity and promotes compatibility among neighboring land uses within the same or different districts.**

Response:

(See response in Section D.6 above)

- 8. The project creates visual variety and relief in building and avoids a large-scale, bulky, or box-like appearance.**

Response:

Although the nature of the proposed use requires large buildings, the building massing is reduced by vertical or horizontal wall offsets / articulated details around entrances, cornice treatments or other method of visual

relief to avoid a boxy appearance. The differing building heights of the three (3) buildings also provides variation across the full site.

- 9. The streetscapes, including street trees, lighting, and pedestrian furniture, are consistent with the character of activity centers, commercial districts and nearby residential neighborhoods.**

Response:

(See response in Section D.7 above)

- 10. Street frontages are attractive and interesting for pedestrians and provide for greater safety by allowing for surveillance of the street by people inside buildings and elsewhere.**

Response:

(See response in Section D.8 above)

- 11. The proposed landscaping plan is suitable for the type of project and site conditions and will improve the appearance of the community by enhancing the building and site design; and the landscape plan incorporates plant materials that are drought-tolerant, will minimize water usage, and are compatible with Mesa's climate.**

Response:

(See response in Section D.9 above)

- 12. The project has been designed to be energy efficient including, but not limited to, building siting, and landscape design. The project also mitigates the effects of solar exposure for users and pedestrians. For purposes of this criterion, buildings that meet environmental standards such as LEED™, Green Globes, or equivalent third-party certification are considered to be energy efficient.**

Response:

(See response in Section D.10 above)

F. Adherence with Alternative Design Criteria

As noted in Ordinance Section 11-6-3.B.7, *“Conditions may exist where strict compliance to Site Planning and Design Standards of this Chapter are impractical or impossible...”* Such is the case with this project.

By virtue of the construction type (tilt-up construction) and the functional use (large, warehouse and industrial tenants) strict adherence to all Design Standards is not practical. Specifically, per Ordinance Section 11-7-3, not more than 50% of the total façade may be covered within one (1) single material. Obviously, this is an impossibility for a series of large, concrete, tilt-up construction buildings. The building structural perimeter is composed entirely of concrete except for openings for doorways, glazing, loading doors, etc. Any alternative materials would need to be “veneered;” applied as an exterior finish on top of the structural concrete panels. On such large building, with single elevations running in excess of 700 feet long, 50% veneer coverage is both cost-prohibitive and counter to the preferred aesthetic appeal or context of the area.

Our team has worked hard to provide an acceptable alternative design solution that meets the intent of the Ordinance while providing a more appropriate design for the ultimate project and use. This innovation occurs at an overall site level with creative landscaped screen walls and hardscape along the most visible frontage of Power Road and continues at the building level with creative details and design decisions. The buildings include vertical or horizontal wall offsets / articulated details around entrances, cornice treatments, roofline variation. Building also feature “tower” design elements at the corners with unique lighting details; vertical and horizontal step backs in perimeter enclosing walls; large scale repetitive elements (reconfigured and jointly used at the pedestrian zone) utilizing contrast and reflectance such as canopies, metal banding, contrasting colors, a variety of horizontal and vertical scoring methods; specialty and custom lighting sources.

Building A specifically has more glazing and higher finish levels with masonry veneer and extensive use of form liners up to 14 feet high. Metal shade canopies also protrude from the structure for shade and shadow interest throughout the day. Enhanced paving is also used. Building B and C, as noted in this document, are strategically positioned to screen the internal truck court and loading areas. The buildings also use complimentary techniques in their elevations, continuing the patterning established by the more prominent Building A.

As required by the Alternative Compliance requirements, the proposed alternative design for this project is aesthetically more complementary to the site, better fits into the context of the area, improves the overall architectural appeal of the area and meets or exceeds the design objectives as described in the City’s General Plan