



Ms. Kellie Rorex
Planner I
City of Mesa Planning Department
Mesa, Arizona

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Project Narrative

3.0 at Eastmark (to be formally named later) will offer 208 luxury apartment homes in the Eastmark community, one of the nation's most coveted masterplanned communities. It will be located on 9.12 acres on the northeast corner of Ray Road and Bradley Drive.

Vibrant architecture, immense attention to detail, cutting edge amenities, along with a proven team ensure the community will set another new standard for the East Valley. The \$70MM community hosts a myriad of features including; a roof-deck lounge, full common area automation, luxurious heated pool and spa with an outdoor entertainment cabana featuring gas barbecue grills and fireplace, 24-hour indoor/outdoor gyms with a Crossfit studio, children's playground and community park, putting green, dog park, a coffee bar, over 200 car charging stations, automated mail kiosks, gate drive access, and more.

The community's one-, two- and three-bedroom floorplans range from 600 to 1,400 square feet and features many innovative eco-conscious, tech-forward amenities including; Energy Star appliances, low-flow plumbing fixtures, LED lighting, dual-pane Energy Star windows, and wifi thermostats.

The average resident age is 36 years old and earns a household income of \$80,000 annually. Over 50% of the residents are from out-of-state, all eager to call Mesa their new home.

Current Zoning is Eastmark Urban Core. It is described in Eastmark DU 3/4 Unit Plan, 1.3.B. as follows: "When the residential areas of the DU are multi-family neighborhoods they can take on a wide variety of forms from row homes and town homes to private enclaves of apartments or condominiums."

The location also falls within the Gateway Activity Area's approved Mixed-use Community District. It meets and exceeds all standards within the Gateway Activity Area District and Eastmark Urban Core zoning.

High-density housing is an integral neighbor to the upcoming development of Eastmark's Commercial Core. The project perfectly aligns with all existing building, landscape and amenities within the community. All three multifamily projects—The Premiere at Eastmark, 2.0 at Eastmark, and 3.0 at Eastmark—will be distinctively their own, yet connect via sidewalks to all adjacent roadways.