

# **PECOS ROAD**

## **Employment Opportunity (EO) Zone Development Plan**

**SUBMITTED TO:**

**CITY OF MESA PLANNING DIVISION**

Mesa, Arizona

## Table of Contents

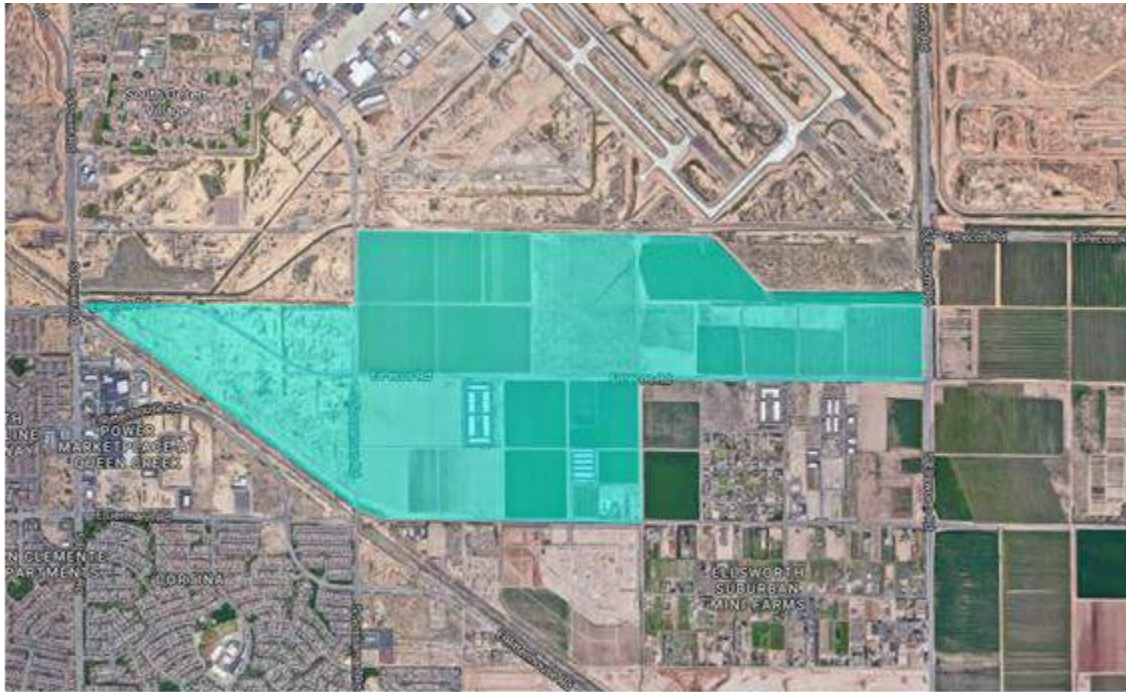
1. Development Plan Map	3
2. Development Goals	3
3. Land Use Regulations	4
4. Development Standards	5
5. Permanent Sign Regulations	5
6. Architectural Design Guidelines	6
7. Landscaping Design Standards	10
8. Additional Building Design Examples	12

## Exhibits & Attachments

- A. Pecos Road Industrial Corridor – Boundaries & Area Map
- B. Pecos Road Industrial Corridor – Applicable Properties & Parcels Map
- C. Pecos Road Industrial Corridor – Property Owner List
- D. Phoenix Mesa Gateway Airport – Pecos Road Industrial Corridor – FAA Height Allowance Maps

## Development Plan Map

The area covered by the Pecos Road Corridor is generally bounded by Phoenix-Mesa Gateway Airport on the north, the Railroad on the west, Germann Road on the south and Ellsworth Road on the east with the exception of area between Hawes Road and Ellsworth Road south of the new Pecos Road alignment. The area covered by this zoning is depicted in the map below and the full list of parcels is contained in Appendix A.



## Development Goals.

The area included in the Pecos Road Economic Opportunity Zone (PREOZ) has been planned for employment and industrial related uses for more than 20 years. Over the past several years, the City of Mesa has seen an increase in the number of “Mega Projects” interested in large assemblies of land (100 acres or greater) for manufacturing operations that would employ large quantities of highly-skilled individuals at above-average wage levels.

The city’s initiation of this case is aimed to create an EO District to allow property owners and prospective employers the ability to move quickly through the entitlement process and to establish development consistent with the City’s goals for this area. The PREOZ furthers the employment concept and is proposed to be developed with a campus-like setting of advanced manufacturing companies with an integrated platform of ancillary land uses that support the primary employment related land uses.



## Land Use Regulations.

The PREOZ is based on the General Industrial (GI) Zoning District. Uses allowed are as follows:

Use category	PREOZ	Additional Regulations
<b><i>Government &amp; Public Safety</i></b>		
Government Offices	P	
Public Safety Facilities	P	
Public Maintenance Facilities	P	
<b><i>Automotive/Vehicle Sales and Services</i></b>		
Large Vehicle and Equipment Sales, Services and Rental; Including Outdoor Display	P	Mesa Zoning Ordinance Section 11-31-5 Automobile Rentals; Automobile/Vehicle Sales and Leasing
<b><i>Offices</i></b>		
Business and Professional	P	
<b><i>Employment and Industrial</i></b>		
Light Assembly/Cabinetry	P	
Manufacturing, General	P	
Manufacturing, Limited	P	
Metal Refining, Casting or Extrusion	CUP	
Smelting	CUP	
Research and Development	P	

<b><i>Warehousing and Storage</i></b>		
Indoor Warehousing and Storage	P	
Wholesale	P	
<b><i>Communication Facilities</i></b>		
Antenna and Transmission Towers		See Mesa Zoning Ordinance Chapter 35
Facilities within Buildings		See Mesa Zoning Ordinance Chapter 35
<b><i>Transportation Facilities</i></b>		
Freight/Truck Terminals and Warehouses	P	
<b><i>Utility Classifications</i></b>		
Solar Farms	P	Mesa Zoning Ordinance Section 11-3-15, Solar Panels and Other Energy Production Facilities
Utilities, Major	CUP	
Utilities, Minor	P	

## Development Standards

The development standards associated with the PREOZ are the same as those shown in Table 11-17-3, Development Standards, of the City of Mesa Zoning Ordinance for the GI Zoning District except as modified by the following provisions.

1. Minimum Site Area: 5 acres
2. Maximum Height. The allowed maximum building height shall be determined by FAA standards for parcels in close proximity to a Phoenix Mesa Gateway Airport runway. The allowable maximum height may vary throughout the PREOZ, depending on the ground level and distance from the airport runway, as per Federal Aviation Regulations as illustrated in Appendix A. However, in no case shall the maximum building height exceed 150’.
3. Airfield Overlay Zone: Compliance with all requirements of the Chapter 19 - Airfield Overlay Districts of the Zoning Ordinance.

## Permanent Sign Regulations

The standards set forth in the City of Mesa Zoning Ordinance regarding signage in the GI Zoning District shall be used for all permanent signage in the PREOZ.

## Architectural Design Guidelines

The provisions of this section seek to create a foundation for design that will ensure development of an attractive, high quality mixture of architectural styles with primary emphasis on a corporate, industrial and business park appearance. Buildings will feature creative applications of materials, colors and textures. The general design theme for the PREOZ is contemporary throughout the development. The design of each building within the overall development will be complementary to create a harmonious blend of styles. This will be accomplished through the use of compatible materials and colors while creating a strong individual design identity consistent with each building's individual use and purpose. This document provides representative examples of materials and colors, but material boards, with complete preliminary specifications of finishes, color, and brochures on materials, will be provided for City review and approval with each Design Review application. The desirable architectural design elements for these buildings include:

- Building modulation, indentations and architectural details;
- Building entry accentuation; building entrances shall be emphasized through the use of special building materials, architectural design and enhanced landscaping.
- Four-sided architecture, although backs of buildings with no public visibility may reduce the amount of detailing.
- Windows and glazing areas should include a variety of shapes, insets, shading devices, accent mullions, or other treatments that complement the overall building design.



## Building Massing

The visual impact of a building depends not only on its size, but also on the relationship between its length, width and height. In addition, such features as prominent entries, windows, color and material are factors in the visual impression of a building.

Building wall articulation will be required on the buildings with appropriate details and elements to help create pedestrian scale and a sense of quality. Horizontal banding will likewise be used to foster this pedestrian scale. Additionally, building masses will provide edges to pedestrian spaces and shading for adjacent pedestrian activities.

Reduction in the impact of large building mass may be achieved by using a combination of the following techniques:

- Variation in the rooflines and form;

- Use of ground level arcades and covered areas;
- Use of protected and recessed entries;
- Use of vertical elements on or in front of expansive blank walls;
- Use of pronounced wall plane offsets and projections;
- Use of focal points and vertical accents;
- Inclusion of windows on elevations facing streets and pedestrian areas; and
- Retaining a clear distinction between roof, body and base of a building.

## Roofs

Any pitched roof structures should be covered with "pre-finished" metal roofing or pre-cast "color thru" flat concrete tile. Flat roofs shall be an earth toned non-reflective material.

Variations in rooflines, parapets and/or other significant roof or canopy forms shall be used to reduce the scale of commercial and industrial-flex buildings. Roof size, shape, material, color, and slope should be coordinated with the scale and theme of the building. Parapets for concealing flat roofs shall feature three dimensional cornice treatments (where appropriate) or other similar details that enhance the building architecture. Where not used in conjunction with other roof elements, parapets should vary in height.

## Elevations/Walls

Particular attention to detail shall be given to all sides of buildings so that the main architectural theme/style is articulated on all sides. Materials shall be carried from the main elevation throughout the entire design of the building.

Representative images are attached to indicate a general level of quality and design for this corridor. These images do not relieve applicants of meeting any of the requirements of this EO District or other applicable ordinances or codes.

## Entrances

All buildings shall have clearly defined customer entrance(s) incorporating elements such as:

- Recesses/projections
- Entrance framed by outdoor pedestrian features or enhanced landscaping
- Architectural details such as tile work and moldings integrated into the building structure to frame the entryway
- Arcades
- Raised parapets



- Peaked roof forms
- Arches
- Canopies or porticos
- Overhang

## Building Materials

All exterior wall materials and design shall be approved through the Design Review Process.

Approved Exterior Wall Material:

- Common clay brick,
- Granite,
- Marble,
- Other natural stone,
- Concrete Masonry Units (provided that surfaces are integrally colored, painted, stained or have attractive exposed aggregate which must be approved as to color and texture and shall have architectural relief),
- Architectural metal,
- Stucco or Plaster (synthetic systems simulating stucco or plaster are permitted) provided that finishes must be smooth, sand, or ceramic tile.
- Concrete may be allowed provided that the building is highlighted with architectural features that create a corporate image.

## Color Palette

All exterior walls shall be painted, stained, or integrally colored in neutral desert earth tones. Accent colors found in the native desert palette are encouraged to provide design interest and diversity. All colors and combinations of colors, as well as color scheme for each elevation, must be reviewed and approved through the Design Review process prior to construction.

## Prohibited Materials and Colors

Materials and Colors Not Permitted:

- Wood (except for very limited amounts of trim)
- Exposed plain concrete block
- Roofing: Barrel "Spanish" tile and asphalt shingles and internally illuminated fabric awnings.





## Miscellaneous

- Exterior downspouts shall be prohibited unless incorporated into the building design.
- All drive-thru facilities shall appear as an integral part of the primary building including canopies, wing walls, and/or architecturally enhanced screen walls. The method of screening shall be determined at the time of Design Review for the subject development.

## Signage

All signage elements in the hierarchy of the project will be developed for compatibility with accentuating architectural elements. This will include forms, massing, colors, and materials and finishes that complement, not copy the architecture.

## Sustainable Practices

As a development, both holistically and in its various parts, the latest in sustainable practices should be taken into account when applying these Architectural Design Standards. Each development shall endeavor to incorporate such respective sustainable elements as to enhance the experience while considering the environment. While certification is not required, consultation with the requirements for certification choices (i.e.; LEED, Green Globes, Energy Star, etc.) is highly encouraged. Design practices to be considered include, but are not limited to;

- Reduction of heat island effect through alternate paving and roofing materials
- Solar orientation design basis
- Low water use plant materials outlined in the landscape guidelines
- Energy conserving HVAC and Power provisions
- Water efficiency
- Recycling (during and post construction)
- Renewable energy means (solar, wind, etc.)
- Alternative Transportation methods
- Clean air provisions



mic

## Landscaping Design Standards

These landscape guidelines are intended to provide the framework for the development of the overall landscape character for the PREOZ. The guidelines shall include all areas of the site including edge treatments, gateways, vehicular circulation routes, pedestrian plazas, pedestrian promenades, open spaces and parking areas. The objective of these guidelines is to unify the overall project and create a sense of place, establish view corridors, develop focus areas, reinforce circulation routes and project a sense of community to the area.

### Edge Treatments

The perimeter of the site shall incorporate the use of flowering desert shrubs and groundcovers. The edge treatments shall incorporate landscaping that will provide a sense of identity and be sensitive to species selection that is compatible with the environmental conditions of the area. Drought tolerant shade trees, architecturally themed perimeter screen walls and landscape mounds and contours shall be incorporated along all site edges.

### Gateways and Major Site Entrances

The gateway entries into the site shall be clearly identified as project entry points with the use of enhanced landscape materials. These shall include increased plant massing, themed plant species as well as architecturally themed monument signage and site walls.

### Hardscape

A mixture of different hardscape and paving materials shall be integrated into the site to emphasize key focus areas. These areas may include major vehicular entrances, pedestrian crossings, pedestrian plazas and promenades. Architecturally themed signage, screen walls and decorative elements shall be selected to integrate with the overall character of the development.

### Streetscape and Vehicular Circulation

The internal driveway and/or roadway network shall be developed to have a consistent look. Areas that will have a heavier pedestrian traffic component shall be treated to be more formalized in design and have a lush appearance to provide oasis zones for the users.

These spaces will include appropriate trees, turf, colorful plant material, and areas for seating along the roadways. Other streetscape treatments that will primarily be used for vehicular circulation routes shall have a more subdued appearance. These zones will have a themed street tree and a structured landscape appearance, but will also integrate informal landscape areas similar to the site edge treatments. Roadway intersections shall have an upgraded landscape treatment

## Open Space

The use of open space on the site will primarily buffer adjacent land uses, create pedestrian circulation routes, and allow for storm water retention areas. These areas will provide a common aesthetic and may include amenity spaces for pedestrians.

## Southwest Plant Palette

The plant palette shall be water conscious and will include species that promote sensitivity to the environment. The palette shall relate and complement the surrounding areas with similar species and layout. The majority of plant material will be low water use and drought tolerant.





Additional Industrial Building Design Examples

