



**A General Plan Amendment**

Application Number:

**Prepared by**

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## Contents

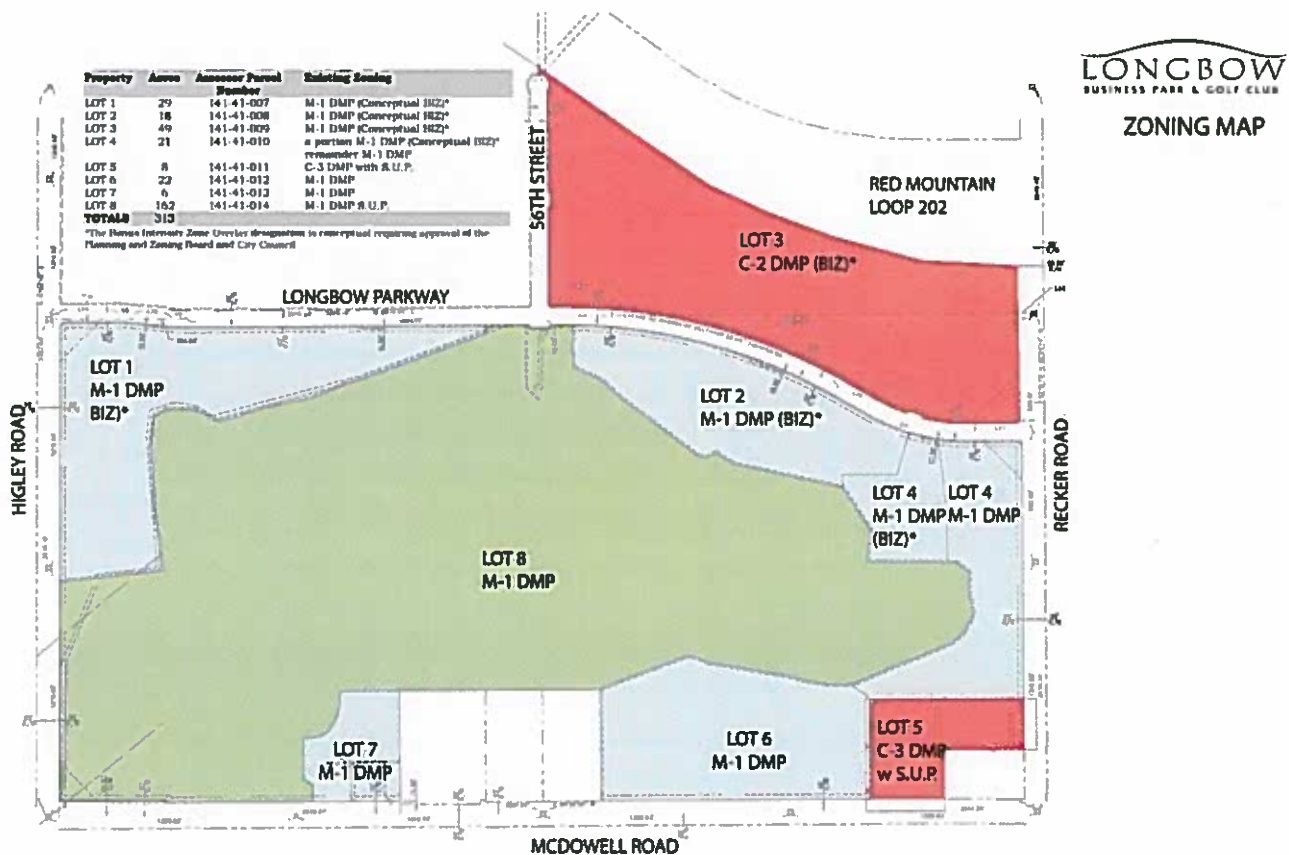
Project Overview .....	3
Project History .....	3
Project narrative.....	4
Location.....	5
General Plan Land Use Designation .....	5
Existing Land Use & Zoning .....	5
General Plan Amendment Request .....	6
General Plan Amendment Review & Analysis .....	6
Conclusion .....	8
Appendix & Maps.....	9-13
Citizen Participation Plan.....	14-16

## Project Overview

A general plan amendment proposes changing the designation on the Longbow Business Park and Golf Club from BP (Business Park) to MU/R (Mixed Use Residential). The amendment would permit the development of high density residential uses (10-20 DU/Acre) on a limited to a thirty percent portion of the property to complement the golf course, the business park, retail uses, and integrate into the surrounding area. The property is currently vacant land surrounding the perimeter boundaries of the Longbow Golf Club.

## Project History

The 313 acre Longbow Business Park and Golf Club rezoning was approved the City Council on March 4, 2002 (Z02-01/ Ordinance 3972). The ordinance approved M-1 DMP, C-3 DMP, and M-1 DMP (with conceptual BIZ overlay) property with sixteen stipulations. A minor general plan amendment and rezoning of approximately 50 acres north of Longbow Parkway was approved by the City Council on November 17, 2008. The general plan amended the Land Use map from Business Park (BP) to Community Commercial (CC). The ordinance changed the zoning of this property from M-1 DMP to C-2 DMP (with conceptual BIZ overlay).



### Project narrative

The property is currently identified in the Mesa 2025 General Plan as Business Park use and located within the Falcon Field Airport Sub-Area Plan. Within the Falcon Field Airport Sub-area, the predominant use is general industrial and Business Park uses making up 85% of the land area. Only 2.5% of the area is designated for residential use based primarily on the defined boundary of the area. Our vision is to develop a neighborhood friendly, horizontal mixed use development integrating residential uses into the park enhancing and supporting the interior and surrounding business uses, employment uses, and airport. A mixed use residential, employment, and commercial community adjacent to Falcon Field will promote the goals of the Mesa 2025 General Plan and the Falcon Field Sub-Area plan.

The proposed amendment seeks to change the land use designation to Mixed Use Residential. This amendment will support the mixed use community allowing residents to live, work, and play without adversely affecting the surrounding land uses, activities, and business operations. Further, this amendment will allow residential opportunities that are supportive of the City's new vision for this area and more compatible with the existing residential in the immediate vicinity. This change in land use and subsequent zoning will provide a transition between the golf course and the adjacent single family homes.

Given the limited area for residential development on the property, we do not believe there will be a diminution of employment.

GENERAL PLAN	Existing		Proposed	
	Area	% of Area	Area	% of Area
Business Park (BP)	255	81%	0	0%
Community Commercial	50	19%	0	0%
Mixed Use Residential	0	0%	305	100%
<b>Total</b>	<b>305</b>	<b>100%</b>	<b>305</b>	<b>100%</b>

JOBS/HOUSING	Current		Proposed	
	Jobs	Housing	Jobs	Housing
Business Park (BP)	3,500	0	0	0
Community Commercial	1,500	0	0	0
Mixed Use Residential	0	0	5,000	500
<b>Total</b>	<b>5,000</b>	<b>0</b>	<b>5,000</b>	<b>500</b>

**Location.**

Longbow Business Park and Golf Club is located between Higley & Recker Roads, north of McDowell and south of the Loop 202 Red Mountain Freeway. The area directly to the south and east of the proposed site is the Ridgeview, Apache Wells, Wells, and Red Mountain Avariara neighborhoods. The proposed land use will provide a transition between the existing residential neighborhoods and the business park uses at Longbow.



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

**General Plan Land Use Designation**

- North: BP and across Longbow Parkway, CC, PSP and BP
- South: Across McDowell Road, MDR 6-10
- East: Across Recker Road, PSP and MDR 2-4
- West: Across Higley Road, GI

**Existing Land Use & Zoning**

- North: Vacant Land/ LI DMP, LC DMP and RS-90
- South: Across McDowell Road, RM-2
- East: Across Recker Road, Vacant AG and RS-7
- West: Across Higley Road, LI

## General Plan Amendment Request

This General Plan Amendment request amends the General Plan designation of the Longbow Business Park and Golf Club from Business Park (BP) to Mixed Use Residential (MU/R). Since the property requires a change in land use designation from employment to some housing a Major General Plan Amendment is required.

## General Plan Amendment Review & Analysis

The proposed Land Use amendment and the subsequent rezoning introduces a missing housing element to this part of community. The amendment is also compatible with current and planned developments and the adjacent land uses within the Longbow Business Park and Golf Club. While the Longbow Business Park and Golf Club is sparsely developed, the property is strategically located and has growth potential under the correct designation. The high density residential designation provides the ability for a cohesive project to attract residents looking for housing adjacent to a golf course, convenient freeway access, and close proximity to retail and employment.

### ***1. Does the proposed amendment constitute an overall improvement to the current Mesa 2025 General Plan?***

The proposed amendment will improve the Mesa 2025 General Plan by integrating uses and providing transition between the existing residential areas adjacent to Recker and McDowell Road. Any proposed residential uses will be located outside the 65 Ldn and will not conflict with current or future airport operations based on the Falcon Field Airport plan. Further, the integration of residential uses into a mixed use employment and retail center will energize the future retail and provide excellent housing choices for business within and around Longbow. Over the past decade, there has been very limited commercial development within the Falcon Field Airport Area. Based on the available land area and average absorption, there is over a 100 year supply of employment zoned land. The development of the high density residential property adjacent to the golf course will serve as a buffer to the higher intensity commercial uses as well as stimulate new economic development in the area.

### ***2. Is the proposed amendment consistent with the intent of the Mesa 2025 General Plan and other adopted plans, policies and ordinances?***

The proposed amendment is consistent with the Mesa 2025 General Plan, adopted plans, policies, and ordinances. The residential uses represent only a small area of the land area w total land area within Longbow. Pursuant to the General Plan, a maximum amount of 30% can be developed as high density residential in the Mixed Use Residential General Plan Designation area.

The change to the land use category and the subsequent rezoning request fulfills the City's vision by implementing or contributing to the achievement of the following Goals, objectives, and policies:

## LAND USE ELEMENT

Goal LU-1	Develop a land use pattern throughout the City that creates orderly municipal growth, achieves compatibility with surrounding communities, and is consistent with other plans and programs of the City.
Goal LU-1.1	Create the most advantageous economic and environmental balance of build out land uses based on community and regional characteristics.
Policy LU-1.1a	Continue to evaluate the appropriate mix of land uses to achieve the desired mix of residential employment, and public uses.
Objective LU- 1.2	Encourage urban growth in a planned, orderly manner with high quality

	development and an innovative and sustainable urban development patterns.
Policy LU 1.2b	Update the planning-related ordinances and programs to implement the General Plan and to encourage creative and innovative design in constructing subdivisions that promote both sustainability and a sense of community.
Policy LU 1.2c	Promote the development of available large vacant parcels of land as master planned communities with an appropriate mix of land use types.
Goal LU 2	Support the diverse and dynamic sub-areas within the City of Mesa by reinvesting in those neighborhood communities that exhibit unique character or history.
Objective LU 2.1	Promote Mesa's unique identity by encouraging the revitalization, preservation, or development of community sub-areas throughout the City.
Policy LU 2.1d	Provide for the development of the Falcon Field Sub-Area in a manner that takes advantage of economic development opportunities, creates employment, and is consistent with the operation of Falcon Field Airport.
Objective LU 2.2	Promote planning opportunities for community sub-areas to enhance the character and livability of the areas and to foster community pride.
Policy LU 2.2d	In conjunction with Falcon Field Airport, prepare a plan that builds upon the provisions of the Falcon Field Master Plan, assists in achieving the City's economic development goals, and provides for compatible uses around the airport.
Goal LU 3	Provide for a high quality, balanced, and diverse housing stock for existing and future City residents.
Objective LU 3.1	Promote a balanced stock of single residence and multiple residence types and styles at appropriate locations.
Objective LU 3.3	Strive to establish compatibility among residential, employment and public facility uses.
Policy LU 3.3b	Require adequate buffering to protect residential neighborhoods from incompatible non-residential and industrial land uses.
Goal LU 4	Provide for an adequate supply of commercial acreage and space that provides increasing levels of annual sales tax to the City.
Objective LU 4.3	Encourage the design and implementation of integrated residential, commercial and office uses.
Policy LU 4.3a	Develop and implement design guidelines for mixed-use activity centers within the City.

The Longbow Business Park and Golf Club was originally envisioned as a mixed use business park. Over the past decade, other areas of the city have attracted business and employment. The fifty acre parcel located north of Longbow Parkway was rezoned with a general plan amendment to integrate retail development into the area and this proposal to integrate high density multi-family housing will provide a complete integration of residential, retail, and office uses creating a dynamic mixed use center. Changing the land use designation on the parcels will provide an important housing alternative to complement existing employment opportunities and foster new endeavors to bring more high quality employers to the Falcon Field employment core. The abundance of commercial and employment land in the Falcon Field will not be diminished by this amendment.

**3. *Is the proposed amendment significantly altering existing land use patterns?***

No. The proposed amendment to the general plan helps to transition and buffer the residential land uses to the east and south of the property from the business and commercial uses.

**4. *Is the proposed amendment causing significant traffic increase on the existing roadway network?***

No. All streets surrounding Longbow (Higley Road, McDowell Road and Recker Road) are fully improved along with Longbow Parkway serving the development. The proposed land use change will not adversely affect the roadway network or increase traffic on these roads beyond their capacity as designed and built. All streets are fully improved with curb, gutter, storm drainage, underground utilities, and street lighting.

**5. *Will the proposed amendment degrade the health and safety of the residents?***

No. The proposed amendment will not degrade the health and safety of the residents living in or around the subject property. In fact, the development of the property will create greater certainty of development and spur economic development on the balance of Longbow Business Park and Golf Club. The development of the property will contribute positively to the well planned growth of the City with a high quality of life and will represent a continuation of the re-investment in the area.

**6. *Is there a significant impact on public infrastructure (e.g. parks, schools, drainage, utilities, etc.)?***

There will be no impact on public infrastructure based on the change of use.

**Parks.** The General Plan does not designate this area for parks or schools in this influence area but the small nature of this amendment will not necessitate a significant increase in the need for or use of public parks or schools. The development will integrate its own open space represented in the area occupied by Longbow Golf Club and will construct an internal pedestrian pathway connecting the development internally with the Longbow Business Park and Golf Club.

**Grading & Drainage.** The Longbow Golf Course was designed and engineered to provide off-site drainage and retention for the adjacent parcels. The change in land use and zoning will not affect the drainage patterns in the area.

**Water & Sewer.** There is no adverse impact to the City's water or sewer system. The existing infrastructure development extends water and sewer services to the parcels however a distribution system to structured on development parcels will be extended. The benefit to the City is more water meters will be sold.

**Conclusion**

Based on the analysis provided above, we believe this proposed amendment is consistent with the overall intent and goals of the City of Mesa 2025 General Plan and the Falcon Field Sub-Area plan which sets forth vision and expectations for this area. The proposed amendment will enhance other planned uses in the area and offers more flexibility to meet the needs of the community.



## APPENDIX

## Maps



Site Aerial with 1 Mile Radius





MU/R



Existing General Plan Designation



Proposed General Plan Designation

Citizen Participation Plan

## **Citizen Participation Plan for Rezoning and General Plan Amendment for the Longbow Business Park & Golf Club**

**Date:** March 3, 2014

**Purpose:** The purpose of this Citizen Participation Plan is to inform citizens, property owners, neighbor associations, agencies, schools and businesses in the vicinity of the site of an application for the general plan amendment for the Longbow Business Park & Golf Club. This site is located between Higley & Recker Road south of Red Mountain Loop 202 and north of McDowell Road. This plan will ensure that those affected by this application will have an adequate opportunity to learn about and comment on the proposal.

**Contact:**

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email: rmm@daedalusllc.com

**Pre-application Meeting:** The pre-application meeting with City of Mesa planning staff was held on February 6, 2014. Staff reviewed the application and recommended that adjacent residents, Mesa School District and nearby registered neighborhoods be contacted.

**Action Plan:** In order to provide effective citizen participation in conjunction with their application, the following actions will be taken to provide opportunities to understand and address any real or perceived impacts their development that members of the community may have.

1. A contact list will be developed for citizens and agencies in this area including:
  - All registered neighborhood associations within one mile of the project.
  - Homeowners Associations within one half mile of the project.
  - Property Owners 1,000 feet from site
  - Mesa Public School District in writing, with copies to any school affected by this application.
2. All persons listed on the contact list will receive a letter describing the project, project schedule, site plan and invitation to a series of two neighborhood meetings to be held at Longbow Golf Club.
  - The first meeting will be scheduled prior to the formal submission as an introduction to the project, and opportunity to ask questions and state concerns. A sign-in list will be used and comment forms provided. Copies of the sign-in list and any comments will be given to the City of Mesa Planner assigned to this project.
  - The second meeting will be scheduled and will include responses to questions and concerns of the first meeting or comments received from the Mesa Planner. A sign-in list and comment cards will be copied to the City of Mesa Planner.

3. Neighborhood Associations, Homeowners Associations will be notified to inform them of the project and receive comments.
4. Presentations will be made to groups of citizens or neighborhood associations upon request.

**Schedule:**

- Pre-application meeting – February 6, 2014
- First Neighborhood Meeting Mailing – March 10, 2014
- First Neighborhood Meeting – March 25, 2014
- Application Submittal – April 1, 2014
- Initial phone calls to HOA– April 14, 2014
- Second neighborhood meeting – April 29, 2014
- Submittal of Citizen Participation Report and Notification materials – TBD
- Planning and Zoning Board Hearing – TBD
- City Council - TBD