



Planning and Zoning Board

Case Information

CASE NUMBER: Z14-039 (PLN2014-00236)
LOCATION/ADDRESS: 6907 E. Ray Road
GENERAL VICINITY: Located east of Power Rd. on the south side of Ray Rd.
REQUEST: Site Plan Review and Rezone from LC to LC-BIZ.
PURPOSE: This request will allow for the development of a hotel.
COUNCIL DISTRICT: District 6
OWNER: Warner & Lindsay Holdings LLC
APPLICANT: Gateway Hospitality Group, LLC / Paul Welker
STAFF PLANNER: Kim Steadman

SITE DATA

PARCEL NUMBER(S): 304-37-006C, 304-37-030A, 3043-7-005C
PARCEL SIZE: 2.9± acres (2.8± net acres)
EXISTING ZONING: LC (Limited Commercial)
GENERAL PLAN DESIGNATION: MUE (Mixed Use Employment)
CURRENT LAND USE: Vacant

SITE CONTEXT

NORTH: (Across Ray Rd.) vacant State land – zoned AD-2 in County
EAST: (Across the RWCD canal & East Maricopa Floodway) golf course – zoned PS
SOUTH: Existing industrial use & vacant land – zoned LC and LI
WEST: (Across 185th St. / Saranac) Existing multi-tenant retail use – zoned LC

STAFF RECOMMENDATION: Approval with conditions
P&Z BOARD RECOMMENDATION: ☒ Approval with conditions. ☐ Denial
PROPOSITION 207 WAIVER SIGNED: ☒ Yes ☐ No

HISTORY/RELATED CASES

May 16, 2005: Annexed to the City of Mesa. (Ordinance 4398)
May 16, 2005: Rezoned from County to City RU-43. (Z05-029)
August 15, 2005: Rezone to LC for conformance with the General Plan. (Z05-067)
June 4, 2014: Design Review work session: review of the current proposal (DR14-017)

PROJECT DESCRIPTION/REQUEST

This is a request for Site Plan Review, and rezoning of a 2.9 acre site from Limited Commercial (LC) to Limited Commercial-Bonus Intensity Zone (LC-BIZ) for the development of a four-story hotel. The hotel consists of a 14,467 square-foot ground floor with common areas and 10 of the hotel's 99 guest rooms. The balance of the guest rooms are distributed on three upper floors. The BIZ overlay is necessary because the proposed height of the hotel, 57', exceeds the 30' maximum height established for the LC district. Also included in the BIZ request are reductions to setbacks on the south and west property lines.

This project will develop 185th Street (also known as "Saranac") along its western property line. Entrance to the west end of the site will be from 185th Street. A second entry, toward the east-end, is from Ray Road. The main entry porte cochère is on the north side, facing Ray Road. Parking is provided on three sides, connected by an access road behind the hotel on the south side. The site also includes a fire-pit seating area and a fenced pool area.

DEVELOPMENT STANDARDS

Table 11-6-3 Development Standards – Commercial Districts:

<i>LC Standard</i>		<i>Required</i>	<i>Proposed</i>	<i>Staff recommends:</i>
Street (north)	Building Setback	15' – arterial street	92' to building	Exceeds Standards
	Landscape Width		20' to parking	Exceeds Standards
Interior (east side)	Building Setback*	60'	146'	Exceeds Standards
	Landscape Width	15'	15' - 30'	Exceeds Standards
Interior (south)	Building Setback*	60'	49'	Approval through BIZ
	Landscape Width	15'	5' & 15'	Approval through BIZ
Street side (west side)	Building Setback	20' – local street	170'	Exceeds Standards
	Landscape Width	20' – local street	10'	Approval through BIZ
Building Height		30' maximum	57'	Approval through BIZ
Parking: 1 space/guest room		99	107	Approval

- Building setback from interior lot lines is calculated at 15' per story.

BONUS INTENSITY ZONE (BIZ) OVERLAY

The BIZ overlay is needed to allow the 57'-tall building to exceed the LC zone height limit of 30'. It will also provide relief from landscape and building setbacks, as noted in the table above. These deviations have the effect of intensifying the use that would be possible through strict adherence to the standards of the Ordinance

The Zoning Ordinance establishes criteria for using the BIZ overlay to modify standards. The greater the requested modification, the greater the required level of compliance with the criteria. The proposed design meets the criteria in the following ways:

The BIZ allows for increased intensity in exchange for "distinctive, superior quality designs". The building utilizes high-quality materials and unique design. The inclusion of non-stucco materials such as metal panels and cultured stone, as well as the highly sculptural design of the building elevations will identify this as a distinctive building. The applicant has also provided

shade structures at the main entry and at the two access points to the outdoor amenity areas. Enhanced site design includes an expanded outdoor amenity area, colored concrete, enhanced materials for the screening walls at the parking areas, and a landscape design that includes multiple date palms beyond the standard plant counts required by Ordinance.

NEIGHBORHOOD PARTICIPATION

The applicant has completed a Citizen Participation Plan in order to inform neighboring property owners of the project, solicit feedback, and address any comments or concerns that may arise. The Citizen Participation Plan included a contact list of all property owners within 1,000 feet of the site. Each person or entity on the contact list was sent a letter providing general information on the request with contact information and the Planning & Zoning Board Hearing date. (Mesa's Neighborhood Outreach Office researched the area and found no registered neighborhoods or HOAs within a mile of the project site.)

To date the applicant has not received any response from the mailing. Neither has staff received any calls concerning the project.

CONFORMANCE WITH THE GENERAL PLAN

The adopted Mesa 2025 General Plan designates this site as Mixed Use/Employment (MUE). The intent is to encourage a blend of employment-oriented uses (including office, retail, commercial, and business parks) within a coordinated campus environment. Hotels are specifically noted as an appropriate use in this land use designation.

SUMMARY / CONCLUSION:

The proposed hotel is an allowed use in both the MUE General Plan designation and the LI Zoning district. The requested BIZ overlay will allow the 57' height of the hotel along with two areas of reduced setbacks, at the west property line, and along half of the south property line.

The project is well designed providing hotel guest amenities, landscaping, building materials and design that exceed average standards. This level of quality justifies the BIZ overlay and staff recommends approval with approval with the following conditions:

CONDITIONS OF APPROVAL:

1. Compliance with the development as described in the project narrative and as shown on the plans and elevations submitted.
2. Compliance with all conditions of the Design Review approval, DR14-017.
3. Compliance with all City development codes and regulations.